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MARCH 2022

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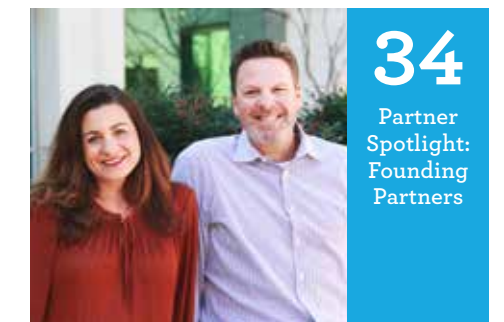
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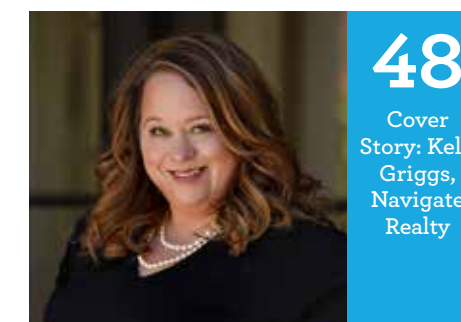
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If you are interested in contributing or nominating Realtors for certain stories, please email us at katie.macdiarmid@realproducersmag.com.

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Shelby Elias, the owner of Sacramento-based United Wholesale Lending, credits relationships and reputation as the top factors that have helped him scale UWL into one of the Top Ranked 25 Mortgage Brokerages in the Nation.

“My goal is to create as much value as possible for my referral partners. When our real estate partners see success, we know that we are going to see success. I want agents to know that we are in their corner.”

Partnership, to Shelby, goes beyond loans. He built United Wholesale Lending to provide business-building resources and knowledge to help their REALTOR partners grow their businesses.

He explains there is a gap in the market for teaching real estate agents how to grow and scale beyond residential sales. “Because I think about mortgages in sort of a non-traditional way, which is to help clients leverage their equity and debt to create investments and additional streams of income, I approached building my brokerage and the assets we offer in non-traditional ways.” This non-traditional approach became successful and soon after, close friends in real estate wanted to understand and model the process. “I taught them the steps I took and the

processes I put in place that grew my business.”

Shelby shares that many agents come to him interested in learning how to build an investment property portfolio. Shelby brings a unique perspective to lending, especially when thinking about investment properties, because of his understanding of real estate. He knows what makes a good investment, because of the many investments he and he guides his agents and clients through his proven model.

Everything a REALTOR has to think through regarding an investment property, Shelby has done it. He is an investor-friendly agent who understands the ins and outs of investing in real estate, including the tax implications, the return on investment (ROI) calculations, and most importantly – how to find the right investment properties. “I want to see our REALTOR partners grow and succeed I’ve been able to scale so rapidly through implementing processes that take a lot of the guesswork out of the day-to-day, which is I’m so eager that United Wholesale goes beyond just offering great rates and fast closes, and is truly a business building resource to our referral network.”



To bring this knowledge to more agents, Shelby created a Mastermind group for top agents focused on brainstorming, education, and peer accountability. “We facilitate conversations about things like how to understand potential earnings on an Airbnb, how to break down an investment property deal, tax strategies for investing, how agents should be tracking their write-offs. The questions I get asked the most have to do with building a successful real estate investment portfolio, I want to share the ins and outs of that. Everything I do, I do to provide value.”

Additionally, Shelby wants agents to know about tools to make software and automation work for them, freeing up time to work smarter, not harder. First, a great marketing plan builds credibility through branding and generating leads.

UWL has a marketing team in-house that builds branding and lead generation campaigns. The marketing team is a resource Shelby encourages his referral agents to leverage as a part of the partnership, “we get in the weeds and take a deep dive into current marketing efforts and offer lead-generating content ideas that become paid advertising campaigns. My marketing team will actually build Facebook campaigns for our partners and then teach them how to read the analytics to generate more leads and stay relevant to their network. I don’t know of another added value opportunity like that for REALTORS.”



In addition to marketing and lead generation, there are ways to create, share, and assess customer experience standards. Shelby explains that automating and standardizing the UWL client experience was monumental in his ability to scale the business. Standards prevent avoidable customer experience mistakes, ensure consistent experience delivery, and set a high bar for customer experience quality.

When agents come to me and want to learn how to I built my business I take the time to show them how.

To inquire and join United Wholesale Lending’s Mastermind, hosted monthly at Granite Bay Country Club, email Shelby@UWLMortgage.com.

FIND OUT MORE ABOUT SHELBY ELIAS AND UNITED WHOLESALE LENDING AT:
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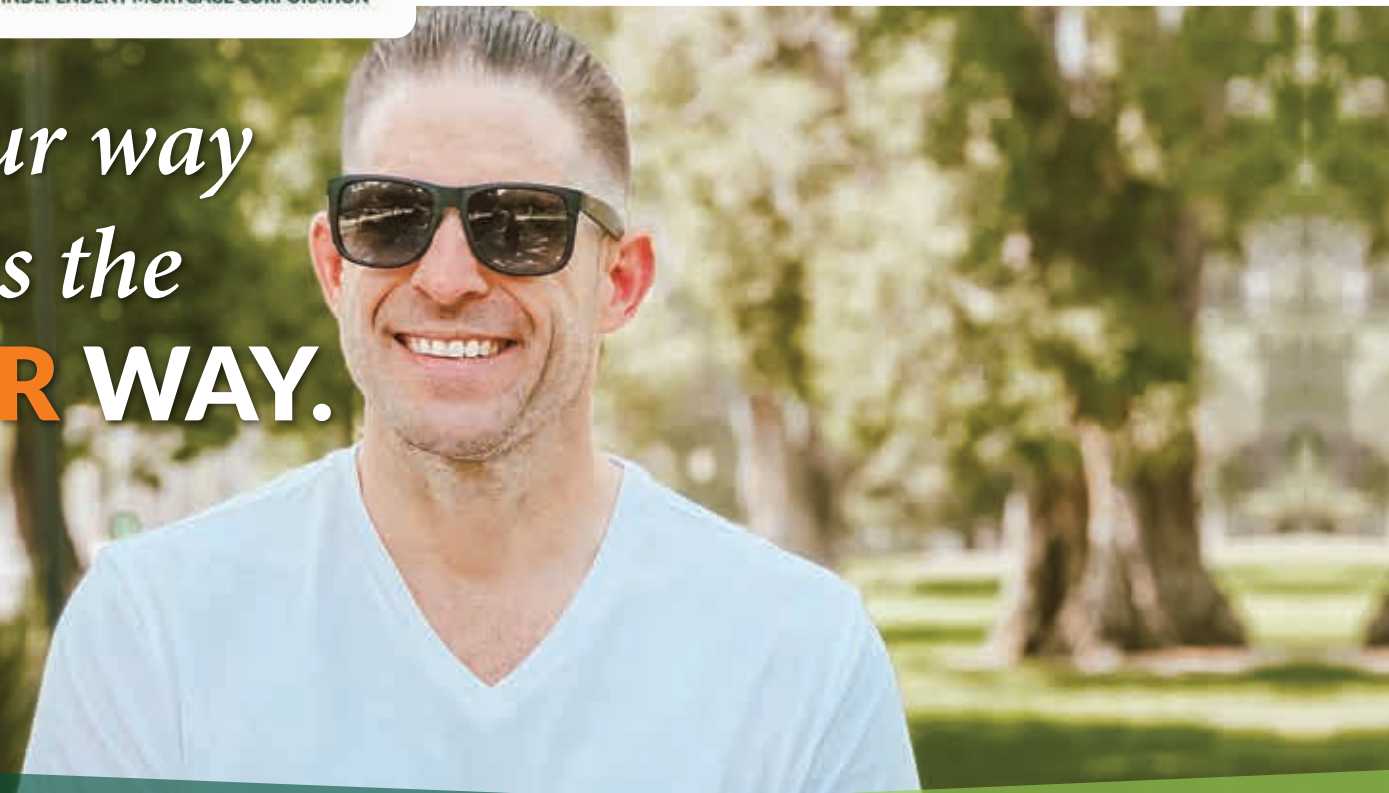
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IF THESE SHOES COULD TALK...

Dear Real Producers Community,

A little over two years ago, I stepped into some new shoes. Quite literally, actually. The picture on this page? Those are the shoes that I bought brand new as our family began a new chapter and I transitioned back into working full time. When I first wore them, they felt stiff and foreign, and, as with anything new, I developed a few blisters as my feet adapted to the fit.

But after two years, they not only softened and became comfortable, they've now officially worn all the way down. I've known for a while that it's far past the time for new ones, but if I can be vulnerable with you, I just honestly didn't want to replace them.

These shoes have walked me into meeting after meeting with you all, a community I didn't know before but have been so honored to be welcomed into. They've stepped into coffee shop after coffee shop, and hundreds of carpeted office floors, as I got to know you all, heard your stories, and tried to share with you what I wanted to bring to the Sacramento Region. They took me, rather US, from concept to reality here in Sacramento. And so call me dramatic, but I've just grown a little attached to them.

I will be honest, putting these shoes on my feet day after day, especially at the onset of the pandemic (which occurred simultaneously with the launch of Real Producers in this region) ... well, it did not always feel as fun as it feels now. I can safely tell you that the shape these shoes are in now accurately represents how I felt on many days over the last two years of wearing them, and maybe still feel a bit today. Lots of wear and tear, but so many miles covered and so many goals accomplished. They reflect a happy sort of tiredness to me, where the lines and scuffs and creases feel more like badges of honor than battle wounds.

A few weeks ago, these shoes saw their last day. I was walking out of a great meeting interviewing the lovely Katie Butler, tripped over a step, and the complete sole flew off of my right shoe. It was a comedic sight for sure, as well as a poetic end to this pair of shoes and their travels. It felt timely to "hang them up" (because I'm not sure I can throw them away) right as we deadline on our 24th issue of *Sacramento Real Producers*. So much has happened. So much has been learned, overcome and grown in the last two years. I know this is true for you, too, because so many of you have vulnerably shown me what it was like to

walk in YOUR shoes as you shared your stories with this community.

This issue is special because we have asked all of our featured REALTORS® from the first two issues of SRP if we could run their stories again and include an update since, at the time we wrote their articles, no one had ever even heard of Covid OR Real Producers for that matter. I invite you to enjoy the stories and also use this as a prompting to reflect on all that has gone on for you in the past two years since March of 2020. How have you grown? How have you overcome? What have you pushed through, and what are you proud of?

If your shoes could talk, what story would they tell us?

Honored as always,



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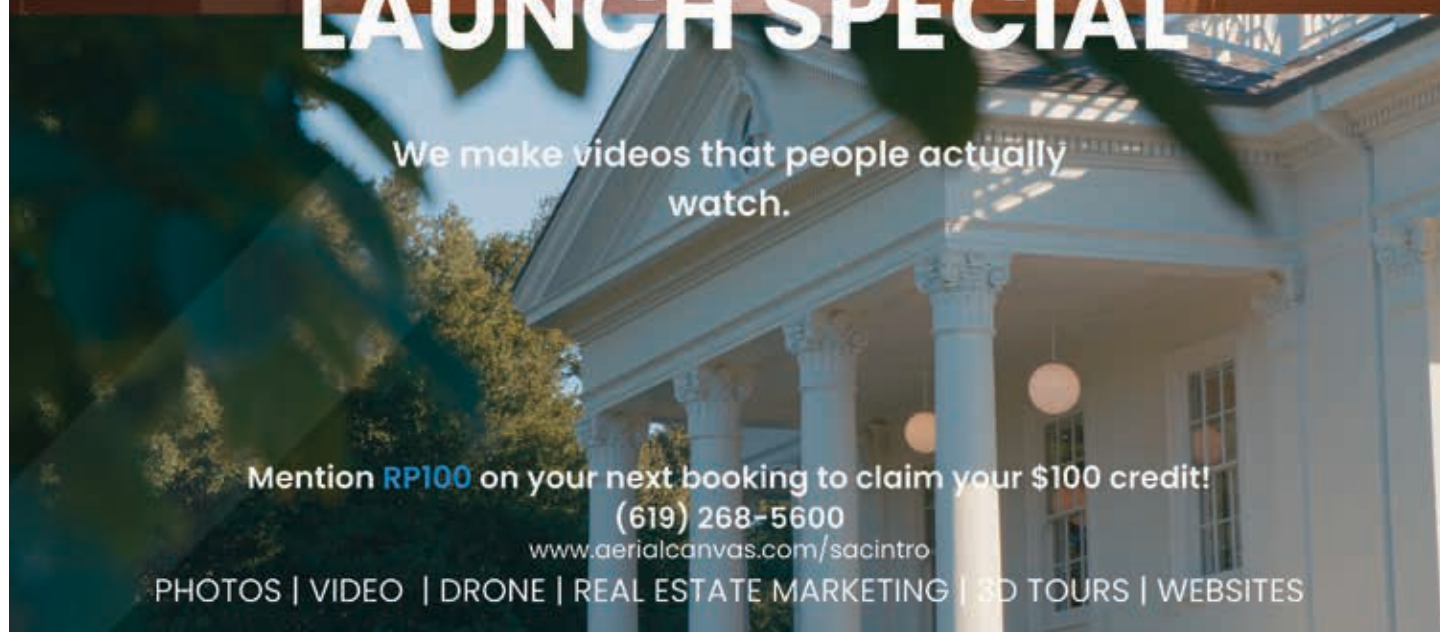
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RP Roundtable

HIGHLIGHTS 2022

On January 20th we gathered as a Real Producers community for our first-ever RP ROUNDTABLE event in Sacramento, and it was a fantastic time!

The idea behind the roundtable concept is that when we gather at Real Producers events, everyone present is producing and running their businesses at such a high level that there is less need for a large separation between “experts” on the panel and “students” in the audience.

Instead, we set the goal of shared experience and channeling the collective wisdom in the room, and aim to foster an atmosphere of camaraderie and collaboration. We invite panelists who are a part of our Top 500 community to set that tone by offering to “go first” in the discussion. These panelists and moderators are incredible at their jobs, and though they represent a wide range of methods and models, they share an abundance mindset and believe in bettering the real estate industry as a whole. We are SO thankful for their contribution to the discussion.

At a roundtable event, the first hour with our panel is simply the beginning of the discussion that then flows into further conversation over food and drinks in the second hour.

Thank you to our panelists:
 Maura Tierney – Keller Williams
 Bill Sadek – Engel & Volkers
 Melinda Shrader – Coldwell Banker
 Kevin McDonald – Realty One Group
 Lisa Paragary – Nick Sadek Sotheby’s International Realty

We are also grateful to our host, Neal Smith of NKS Financial, and co-moderator, Scott Ostrode of Keller Williams.

We had a wonderful time seeing everyone, and it’s our sincere hope that each and every guest walked away feeling encouraged, connected, and empowered with at least one takeaway to better their business in the upcoming year! We will see you at the next one!

Cheers!
Katie







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We have loved being a part of the *Sacramento Real Producers* family, attending events and contributing to the success of the magazine and real estate community.



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We have absolutely loved all the relationships we've gotten to build and deepen through *Sacramento Real Producers*. This community has been so welcoming to us; we are truly honored to be part of it.

2021 was an incredible year for us. We were able to expand our services, locations, and welcome 42 new team members to the CalPro family. None of this would be possible without all your support, so thank you!



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Being a part of the *Sacramento Real Producers* community these past two years has provided us with the opportunity to collaborate with some great partners and see some positive growth within the community. It is a breath of fresh air to experience the mutual reciprocity throughout the group where people are learning as much as they are providing and working towards the collective mission and not just individual pursuits.



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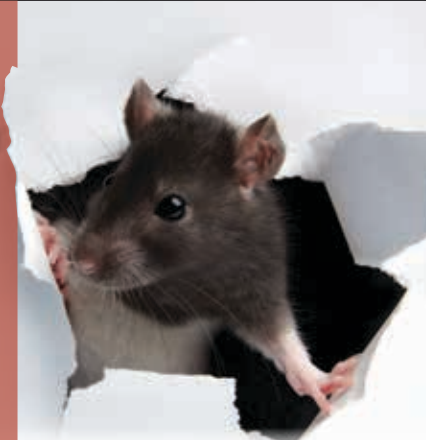
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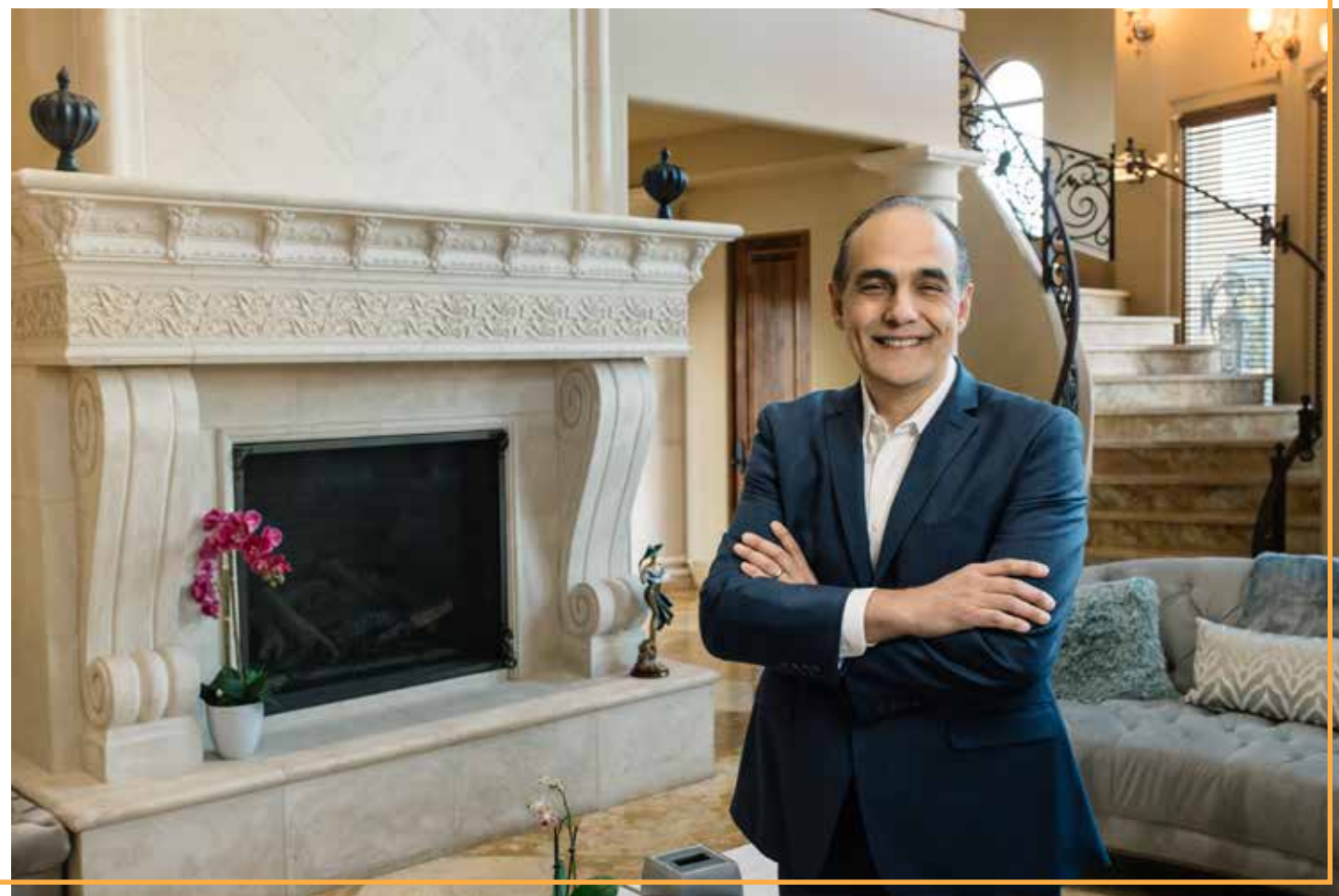
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Sacramento Real Producers • 39

NICK SADEK

SOTHEBY'S INTERNATIONAL REALTY





••• Nick Sadek was climbing into an attic to give a home inspector a hand as we spoke over the phone. That's just the sort of hands-on approach that makes Nick's business practices stand out, and sets the bar for service to another level. For the past 32 years, he has worked hard to master his trade, and his efforts have paid off.

Nick is now setting industry standards in supporting both his clients and the agents he leads at his firm, Nick Sadek Sotheby's International Realty.

"It's an opportunity to get to know new friends," he shares. For Nick, making these life-long connections is one of the most rewarding aspects of his work.

Before transitioning into the field of real estate, Nick owned a chain of miniature photography development labs. Real estate was familiar territory for Nick, whose father was a developer, and in 1988, he began working for Great Western Real Estate. By the late 1990s, he was ready to grow his business, and make a name for himself.

Through determined networking, Nick was able to secure a luxury property listing, and seized this unique opportunity to promote an entire sector

of the industry. In carving out a niche for himself, Nick changed the course of his career towards specialization in luxury home properties.

Despite the rapid growth of Sotheby's International Realty, Nick has maintained a boutique-style brand based on white-glove service for clients. In the high-stakes world of luxury listings, clients are kept in the loop of promoting and negotiating the sale of their properties, with particular attention to the buyers' specific needs while searching for a new home.

These sweeping properties include every type of listing, from waterfront access homes to properties with guest houses, pools, wine cellars, fire pits, and sprawling landscapes. At one point, while Nick was marketing a property, a celebrity selling a neighboring house decided to use his services as well.

This celebrity listing helped put Nick on the map. "Everything builds on each other and it creates momentum," Nick explains.

While Nick began with just two real estate agents on his team, he now has over 100 agents working with him. Despite his firm's size, he strives to maintain the intimate feel of a boutique firm. He manages this

“

Nick defines success as “Loving what you do and how you do it, and truly knowing that you did your best to accomplish your goals.”

”



through the personal connections he makes with buyers, sellers, and co-workers.

Nick has been creative in how he promotes his properties and services to buyers, potential sellers, and others in the industry. Before drone photography was a common place feature on real estate listings, Nick was hiring aerial photographers in planes to capture grand views of the large estates he was selling. This creativity has paid off in a big way. The firm's total volume last year was four hundred million, and Nick's career volume overall is seven hundred million.

Mentoring others is another important aspect of his work. In his advice to upcoming real estate agents, Nick offers, "It's all about mastering your game. Create a niche and a name for yourself, set goals, and surround yourself with successful people in your industry."

Nick is always looking towards the future. "It's always nice to improve your situation, so I'd like to grow the business," he states. But he is quick to add that he does not mean simply growing in numbers; he wants to improve further on the quality of work that they do, without losing sight of Nick Sadek Sotheby's core values.



••• One of these core values is promoting and opening doors for the right agents, or “great human beings,” as he puts it; people with a strong work ethic who are creative and take full advantage of the resources his firm provides to do their best work.

Successful real estate agents, Nick states, “treat it as a business.” In addition to hard work, being energetic and excited about the industry is clearly something that Nick models for agents at his firm. He defines success as “Loving what you do and how you do it, and truly knowing that you did your best to accomplish your goals.”

While Nick is passionate about growing his business, he is also committed to life at home. He married his wife, Dina Sadek, 23 years ago, and together they have two children: Danya, who will soon be graduating from university as a mechanical engineer, and Adam, who is interested in studying computer engineering.

“It’s always good to have a passion for something,” he says, clearly proud of his children’s endeavours. Their family is rounded out by Gucci, their nine-pound Yorkie terrier.

When asked how his career in real estate fits in with his personal goals, Nick says he couldn’t imagine doing anything else. However, 32 years ago, he had little idea how far his dedication and forward-thinking would take him in this industry.

As Nick mentions, “It’s like life. You feel like you get to an intersection and do you go right? Do you go left? So far, hopefully, I’ve made the right decisions.”

As a REALTOR®, Nick has made a name for himself and his brand through client-oriented service, sincere support for the growth of his agents and strategic, creative marketing. As this month’s featured REAL Producer, Nick Sadek is setting the bar for industry standards with his story of success.




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KELLI GRIGGS

NAVIGATE REALTY

Going All-In

You know when you've met someone destined for greatness. They have a spark and a confidence about them. Just as importantly, they have a relentless drive to take on goals and make them realities.

Kelli Griggs is a perfect example. When you meet her, it's clear that she goes all-in with whatever she sets out to do.

"When I do something, I commit myself 100 percent," she says. "When I get behind something, it's because I am fully passionate about it."

As the co-founder of Navigate Realty, Kelli serves as Owner and CEO, while husband Jeff is CFO. She's also a sought-after speaker and engaging ambassador for Side, a San Francisco based, VC-backed brokerage.

Made for This

Kelli has had a lifelong relationship with real estate.

"I feel like I've been in real estate my whole life. My father was a real estate broker, and sometimes he would take me to work with him, so I've always been around it," she smiles.

But when Kelli came of age, she started a 20-year career in mortgage lending. She'll never forget her first job.

"I happened into a local mortgage company, and the office manager told me they weren't hiring. It was a battle of wills. I continued to ask questions and wouldn't leave," Kelli recalls. "The owner, Steve Cockerell, walked out and began interviewing me. About 20 minutes in, he burst out laughing. He told me that I hadn't answered one of the questions correctly but that I answered them with such confidence, he thought I'd make a great loan officer someday. He hired me on the spot — to the complete outrage of the office manager."

The office manager demanded nothing but the best from Kelli, forcing her to take additional classes and training. But during her time there, she also met Judy Hayes — an encouraging, positive force in Kelli's life, who remains her closest confidante and in-house lender today.

"I think that my experience working there shaped me to become the really passionate, hard worker that I am today," she emphasizes.

She climbed through the ranks to become Regional Sales Manager. Her business soared. And then 2008 happened, and the bottom dropped out of the market ... to the point where it was difficult to find a job in her industry.

But Kelli kept moving forward.

"In wholesale lending at the time, to get in with the CEO or the CFO of a lender, you had to get into the boys' club, and the best way to do that was either through being really good at golf or poker. I was trying to break through the glass ceiling," she recalls. "I suck at golf. I tried really hard to learn. But it didn't work. So I hired a poker coach."

Hand by hand, her skills grew ... and not just a little.

"I learned how to play, and I entered some very prestigious poker tournaments, and I actually ended up winning a World Poker Tour event," she remembers.

At the time, you could watch Kelli play on national TV as one of just a handful of female players out of a tournament field numbering in the hundreds.

As she says, "It was a great experience. I became friends with the other women on tour. I would go and play in these events on the weekends, make some money, and then come back and home school my children during the week."

In 2011, Kelli decided to get her real estate license and enter the business. Her first year, she earned Rising Star honors. After starting with one firm, she moved to a 100 percent commission company. From there, she moved to RE/MAX in El Dorado Hills.

"There, I worked under the world's best office manager, Steve Davies," she says. "Steve showed me the manager that I wanted to become. He cared so deeply for his agents, was quick to respond, and is genuinely a great human."

In time, Kelli decided to create and control her own brand. ●●●





...

“I began doing the hard work of getting my broker’s license, researching E&O Insurance, and finding office space, but my production suffered. It was so easy to get distracted with starting a business that I had little time to actually *do* business,” she says. “It’s an amazing thing, really. Your inside voice tells you what you need and where you should be. Mine was telling me that there had to be a better way, so I set out to find it.”

A Rewarding New SIDE to Life

Kelli began writing down all the things that were wrong with her business and pursued the solution.

“My incredible husband, Jeff Griggs, who at the time was managing a large construction company, was instrumental. When I had enough of these ideas and solutions worked into a business model, I took these ideas back to a friend in the venture capital world who found me an investor,” she says.



During that time, Kelli met two men she credits with changing her business life forever.

“They were Guy Gal, now CEO and Ed Wu, CTO of Side. They saw the same need I did. We believed top-producing agents deserved to have their own brand,” Kelli says. “They’d set out to build a company that offered top producers, like me, the opportunity to own their own business and brand by providing all the backend, compliance, legal, marketing stack, business management, technology systems, and support behind the scenes. This allowed them to do what they do best

— being an influencer, a rock star ... the person who brings in the business and closes the deals.”

The results have been remarkable.

“Jeff and I co-founded Navigate Realty, utilizing Side as our backend brokerage a little over three years ago,” she recalls. “When we started, I was doing about \$20 million in volume. Last year I did \$40 million in personal production, and this year I’m on pace to do \$50 million with my small team of agents doing an additional \$50 million for a total of \$100 million in sales.”

Today, after three and a half years in business, Navigate Realty has become the number one boutique real estate company in the county.



“Your inside voice tells you what you need and where you should be. Mine was telling me that there had to be a better way, so I set out to find it.”

“This success has given me a passion to become an Ambassador for Side,” Kelli says with a smile. “To help other people who feel a calling to own their own brand, and have what I have. It feels incredible to have the phone ring with someone who wants to list their home for sale, and they found you off your website.”

As Kelli says, she’s looking for others who, just like her, are looking for something more.

“To them, I would say, ‘You have an opportunity to do your own thing. Give me a call and let’s talk,’” she points out. “We look for amazing people who can carry a brand, and then we invest funds to help them build their brand. We’re looking for that needle in a haystack. I know there are others like me out there,

and I love meeting them. It is what Side is all about - it’s about giving people like me the chance to be great.”

What Matters Most

In their free time, Kelli and Jeff love spending time at home with their daughters, 20-year-old Gabriela and 16-year-old Sophia, on their 10-acre ranch that features 1,100 plants grown from seed in a massive garden, along with more than 100 chickens, 10 cats, and a dog named Mercedes.

As a former culinary student and chef, Kelli enjoys hosting and cooking

dinner for her extended family on Sundays after church.

She is quick to give God the praise for an incredible life. Her family and faith mean everything to her. Her sense of generosity and drive to help is evident to all those around her.

Wherever she goes, success is sure to follow. In fact, if you’re thinking about placing bets, go all-in for Kelli Griggs.





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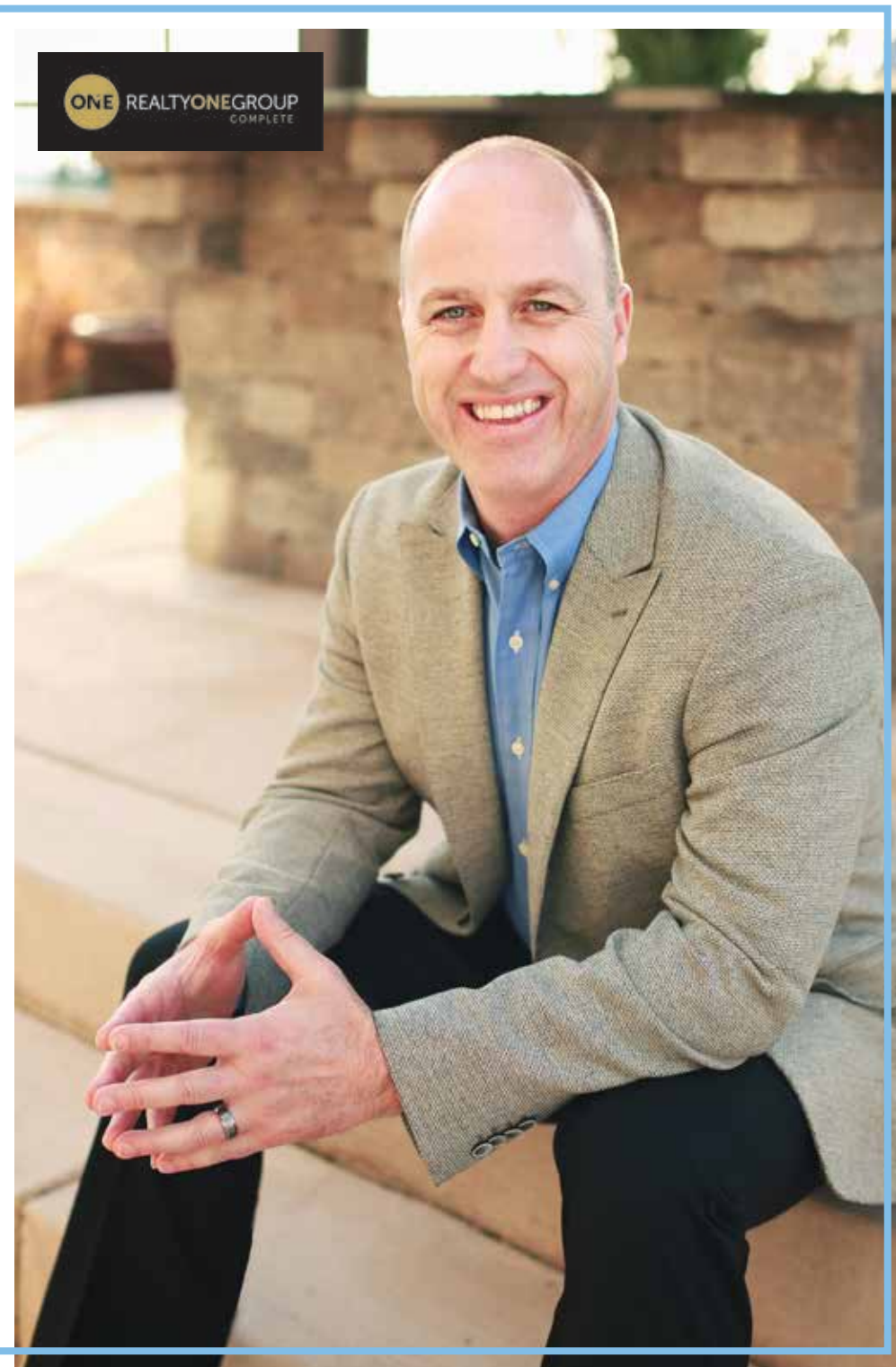
▶▶ rising star

By Erin Anderson
Photos by Rachel Lesiw -
Indulge Beauty Studio



JUSTIN ARNEST

REALTY ONE GROUP COMPLETE



When Justin Arnest tells the story of his career path, one may be surprised to learn what a civil engineer, a sheriff's deputy, and a REALTOR® all have in common. What do these seemingly unrelated careers share? Justin would be the one to know, from his experience in all three fields.

As a result of his 12 years as a civil engineer, Justin gained an appreciation for neighborhoods and communities, while also learning the importance of attention to detail. Through many years working with codes and regulations, as well as stacks of

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design specifications, he shares, "I am fanatical about details."

In a shift to his career as a sheriff's deputy, Justin built on his love and respect for his community, while acquiring negotiation skills that would serve him well through his transition into the field of real estate, two and a half years ago.

As Justin states, "When you're a law enforcement officer, everything's a

negotiation. You have to learn how to communicate with people their way. And everybody communicates differently. I realized when I was dealing with my real estate clients, everybody has a different communication style, and will respond differently. I have to figure out what's the best way to communicate with each individual and adapt myself accordingly."

Applying the skills learned in the field of law enforcement to his new career in real estate, Justin is able to approach each client with an open mind. This allows him to be adaptable when helping clients understand complex home-buying and selling processes.

After buying and selling a few homes of his own alongside his wife, Justin began to consider pursuing his interest in real estate. Although a career transition often comes with challenges, Justin was resourceful and clever in his leap into the industry. Combining his love for community, negotiation tactics, and a detail-oriented approach, Justin has been excelling as a rising star in the industry, earning himself a Rookie of the Year award and a spot in the National Top 1%.

To create his own success, Justin has applied a dogged approach to all of the work that he does. He attributes his early career success to "A relentless pursuit of my clients' goals."

However, his focus is not just on his own success, but also that of his clients. He states, "I'm going to do whatever I can do for my clients to succeed. It's about finding ways to get them to their goals. If that means freshening up the landscape, timing the market, holding open houses... whatever has to be done to get that listing sold at the price or time they need, that's what I'll do."

Justin's hard work and creative implementation of the skills he obtained in his previous careers have played a large role in his success. Additionally, he notes that he had all the tools



“There are 100 ways to be successful at real estate. Pick half a dozen and go all in.”

he needed to succeed provided by Realty One Group Complete’s broker, Greg McClure, as well as his mentors, Karry Azarabadi and Sheila Reynoso. With a community-oriented focus on achievement, Justin’s definition of success is, “Having a core group of people that know you, love you, and support you. And being able to do the same for them.”

Justin and his wife of 20 years, Lilia, who moved to the United States from Riga, Latvia when she was 17, share a love for community and their home state of California. With his work as a REALTOR® and Lilia’s career in education, the two spend as much time as possible supporting their community.

Regarding his hometown, Justin states, “I love that Placer County is well-run and

has a family-centric, value system. A lot of neighborhoods in Sacramento are very family-focused with good-natured people enjoying life, growing their families, and working hard. The Sacramento region has a robust and healthy economy.”

It’s not just the people that form Justin’s passion for his region, but also the natural beauty and outdoor lifestyle of California that he enjoys. “We’ve got some amazing geography. We’ve got National Parks, the coast, San Francisco, and Lake Tahoe is just an hour away.”

All of these outdoor playgrounds provide Justin and his wife yearlong opportunities to “maximize all that California has to offer,” including snowboarding, mountain biking, hiking, and boating. The two also like to expand their travels



to the rest of the country and around the world, having visited 47 states and over 20 countries, with many more to check off their list.

Justin approaches all that he does in life with determination and passion, whether that’s starting his new career in real estate, reaching his clients’ goals, or climbing Half Dome. With two and a half top producing years under his belt,

Justin offers this advice for others taking the leap into real estate, “There are 100 ways to be successful at real estate. Pick half a dozen and go all in.”

It’s clear to see that Justin has gone all-in with his career as a REALTOR®. His relentless pursuit of his goals, as well as the goals of his clients, will take this Rising Star far in his beloved Sacramento real estate community.



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▶▶ leaders in real estate
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SAMANTHA TOV & JUDY CUONG

PORTFOLIO REAL ESTATE

Samantha Tov and Judy Cuong have been business partners for over a decade. “We’re the yin and yang of each other,” they laugh. “We sell properties and mentor agents as a team. Judy’s really good at commercial leases, restaurants, and multi-units. She’s a numbers person, and I help oversee the agents and office with training and daily activities,” Samantha notes.

They’re similar in a lot of ways too. “We’re both family-oriented with kids, siblings and husbands. As women

entrepreneurs it’s a challenge to balance work, family and business but we have done it and become successful and hopefully that inspires others to know they can do the same,” Samantha states. “We complement each other. We’ve built a family-sister bond. If something happens, we’re here for one another. That’s what makes our team—and our company—work.”

Decorated with numerous awards, including the Women’s Council of REALTORS® California Humanitarian Award, SAR Outstanding Life Master’s Club, and Realtor of the Year, they’re not only top producing agents, but the co-founders of Portfolio Real Estate as well.

Samantha and Judy were already successful team leaders in real estate when the opportunity arose last year to partner with Side to start their own boutique business. This was the beginning of Portfolio Real Estate. Owing their own company has provided them with creative control, future security, and incentives they wouldn’t have otherwise.

With about 20 years of experience in the industry, they’re now passionate about taking on and training





new agents who've sought them out, mainly through word of mouth and social media.

Portfolio has about 20 agents currently, 15 of them active, and most of them multilingual. Once an agent joins their team, Samantha and Judy train them from the start to be professional, ethical agents and to earn the respect of the people in the community. They believe in leading by example because they understand that name and reputation is one's livelihood in the real estate industry. "We train them not to burn bridges with their colleagues or within a transaction. We help them problem-solve and educate them on the right way to handle things," Samantha explains.

It's important to Samantha and Judy that the Portfolio team functions like a family. "We're like brothers and sisters," they share. "Some people like to be closed off. They don't want to share anything, and that may be where they

fail. They're not willing to help one another. We want to help each of our agents fulfill their own destiny."

A quick conversation with their team members was filled with praise for these two strong women leaders. When asked to describe them, the balance of their personalities came center stage once again. "Samantha's like a tiger mom and Judy's more reserved," they joke, "but they're both amazing, supportive and knowledgeable. No problem is too small. When you need them, they're there."

Not only do they help agents to create their life's portfolio, as their company name suggests, but Samantha and Judy are serious about giving back. "Each of us has a different story. We've all gone through something," Judy shares. "We came to the United States, and the United States has given us everything we have. Giving back is a must."

Samantha's family came to America in 1979. "We were refugees from the genocide war in Cambodia," she recalls. "Two social workers helped my parents find jobs. We went to the church to get a Christmas basket. Out of the goodness of people's hearts, they gave to us. It's our time to give back to the community. Both Judy and I try to be grateful role models.

We're also setting good examples for our kids because they are our legacy."

Among other things, Samantha and Judy participate in a Christmas adoption in South Sacramento, delivering, as Samantha puts it, "Christmas miracles." She says, "We deliver food, presents, and trees. In the past 10 years, we've given to 130 families. There are a lot of tears shed."

This generous spirit, combined with their willingness to work together, is Samantha and Judy's secret to success. According to Samantha, "Success is not what one accomplishes. It's being able to help others and earning their respect. Success is being able to pay it forward in helping others achieve their success." In this, too, Samantha and Judy have found the yin and yang, a beautiful balance of success to add to their portfolio.



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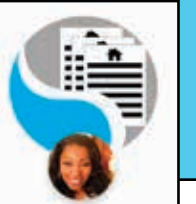
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Brian PERRY

COMPASS



profile

By Dave Danielson

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WINNING IN THE LONG RUN

Brian Perry stands with thousands of other runners — huddled together as the time nears.

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Handling those successfully is something to be celebrated. But winning over the long run ... that is something truly special ... something to be honored.

That's the way it is with Brian Perry. He knows what it's like to win over the long run as a marathon runner and a Broker Associate and REALTOR® with Lyon Real Estate.

GETTING HIS START

Some paths in life are well planned in advance. Others present themselves through time. Brian's start in real estate was the latter.

"I had no idea as a kid that I would get into real estate," Brian recalls. "But I have always been fascinated with residential properties. Years ago, my girlfriend (and now my wife), Jennifer, enjoyed going to look at properties and touring model homes. It was something we really enjoyed doing in our free time."

As Brian started his professional career, he worked in sales and marketing for several years, yet something was missing.

"That was the point when my father-in-law talked with me about the importance of selling things that I had a passion for," he remembers. Also at the encouragement of friends Kyle & Jill Phillips, he came to believe that real estate was the right vehicle for him.

So 16 years ago, Brian earned his real estate license and set out on the first leg of his run in real estate.

"I got my feet wet in the lending side of the business. That was a good start for me. It was a lot of cold calling. I sat down and wrote out a list of everyone I knew to see if they were looking to refinance or purchase a home," Brian says. "I realized pretty quickly the lending side wasn't something

that I was as personally interested in. So I put together another list, and, fortunately, at the time, I knew several people who were looking to sell."

TRAINING AND PUSHING FORWARD

At about the same time, he met Cynthia Anderson, a real estate Broker who took him on and guided his first steps.

"That was the best thing that ever happened in my career," Brian explains. "She was very experienced, and she taught me everything. She gave me a lot of training, and spent hours going through all of the disclosures and paperwork. She wanted me to really know it. That really made me exceptional when it came to knowing the transactional side of the business."

Through time, Brian's career took off. He got up to speed, maintained a good pace and gained ground.

Along the way, there were others who helped him refine his business fundamentals and grow in the business — people like Mike and Amy Marchione and Greg Larson, who Brian worked with during various stages along the way. When he began to hit his professional stride and needed additional coaching, Kris Vogt was instrumental in taking his career to the next level by opening up a world of networking with elite agents in other real estate markets. "These relationships have been invaluable to my career," Brian states.

Now, Brian is going on year two as Broker Associate with Lyon Real Estate.

Looking back on the ground Brian has covered, he's passed a lot of milestones. He is consistently recognized for finishing with production totals that place him among the top one percent in the region and the top two percent nationally.



••• Brian loves his journey through life with his wife, Jennifer, whom he credits with being the number one contributor to his success. Along with their children, 17-year-old Emma, 15-year-old Katlyn and 11-year-old Connor, they enjoy watching their family grow and become involved in a wide range of music and athletic pursuits. They're also very active with snow skiing, paddle boarding, water skiing, boating, and beach trips.

They have a passion for giving back to the community in a number of ways, including supporting local education, arts and marine life organizations. They're members of the Monterey Bay Aquarium, and also have a big place in their heart for sharing support for William Jessup University, including through scholarship dollars and supporting the school's theater arts program. Brian and Jennifer have also had a passion for serving as marriage mentors for younger couples over the past 14 years. They also enjoy supporting local sports programs, including basketball and cross country. In fact, one of Brian's favorite things is coaching local kids in cross country.

Another favorite to get involved with is the Run Rocklin local charity event, with proceeds going to the Matt Redding Foundation.

HITTING HIS STRIDE

Ten years ago, Brian started a new leg in his life's journey — running marathons. Since then, he has covered a lot of miles literally and figuratively, completing a dozen events, including qualifying multiple times for the Boston Marathon, and running it in 2015.

Brian and his family share their love for the sport with the area that they call home. A great example is the annual California International Marathon each December.

"The run starts from Folsom to the state capitol in Sacramento. We get people from all over the world who come for it," Brian says. "My family will stand out there in the rain in umbrellas to cheer me on. And we always invite our clients to join us. There's the big Christmas tree at the end of the run, and we take lots of photos there. It's a fun way to get together with clients and friends."

Each marathon Brian runs actually begins up to 18 weeks beforehand.

"I start working with my coach at that time. It's a very vulnerable place to be. As a runner, you spend a lot of hours alone with your thoughts," he explains.



"You have to be comfortable being uncomfortable. There are a lot of workouts involved even beyond the running itself ... things like speed and track work."

On race day, Brian shows up a couple hours early. The whole day is a journey unto itself.

"When the gun goes off, I'm thinking about my pace. There are four or five times during the race I feel like I want to quit or slow down. In those moments, it's a mental tug of war to not quit. But I think of my family who took time to come out and cheer me on, and my coaches who take time to pour into me ... you want to do your best for others."

“

There are four or five times during the race I feel like I want to quit or slow down. In those moments, it's a mental tug of war to not quit. But I think of my family who took time to come out and cheer me on, and my coaches who take time to pour into me ... you want to do your best for others.

”

In the process, Brian says there are moments of elation mixed with grinding doubt that make him want to quit. But by mile 23, things change.

"By then, I know I've got it. As I come in, I see my family, and there is this overwhelming feeling of joy. I get overcome with emotion," he smiles.

The marathons Brian runs are a perfect metaphor for the run he trains for and executes each day in real estate and in life.

Two primary forces sustain each step Brian takes.

"We believe in God. As a Christian, my faith is central to my success in life," he explains. "I also believe you should surround yourself with people



who believe in you. In my life, I've had my wife, my family, my parents, my in-laws, and also great friends who have supported me and poured into me in so many ways."

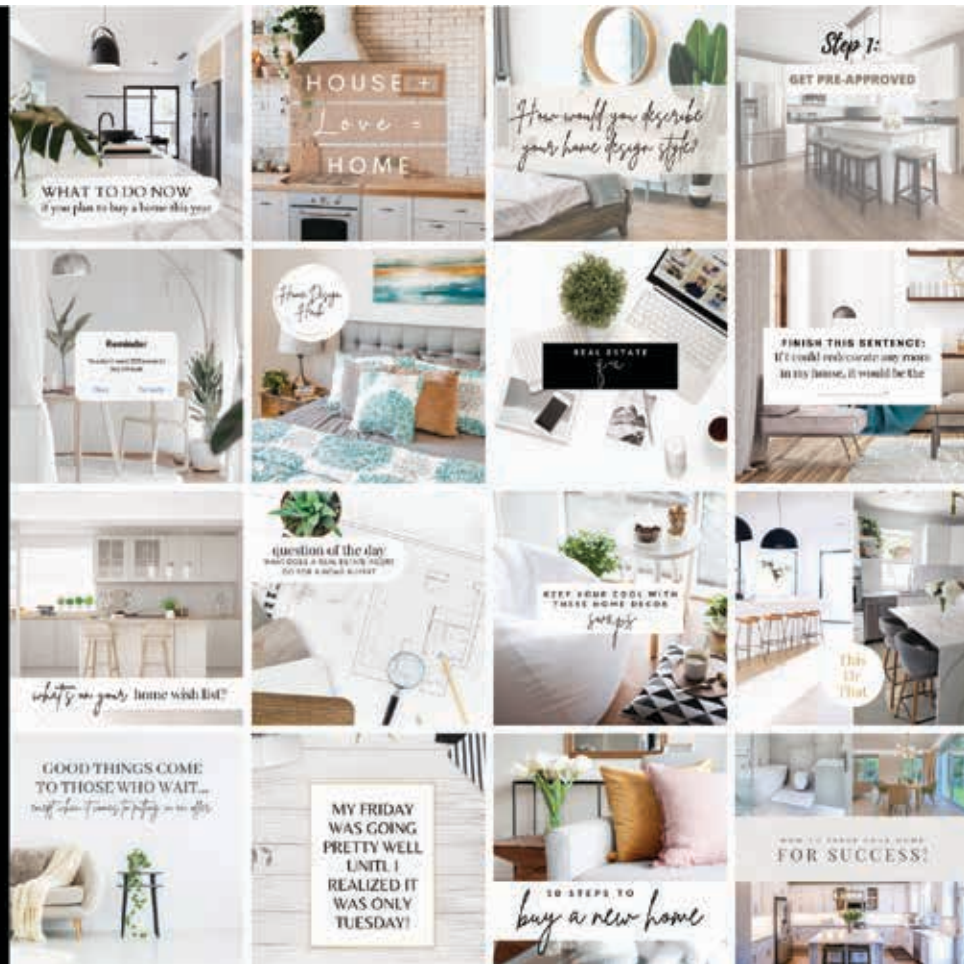
Since he first started running marathons, Brian has seen a big difference. He finished his first race in 4 hours and 39 minutes. And he finished his most recent event in 2 hours, 55 minutes and 56 seconds.

"It teaches you a lot about yourself and what you're made of," he emphasizes. "In the end, it's about finishing — not your time."

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- Define your goals (Purpose of the investment)
- How much time (Time Horizon)
- Define tolerance for risk

Over time these needs will change.
Consult with an advisor on a regular basis!



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WHERE ARE THEY NOW?

NICK SADEK

Nick Sadek | Sotheby's
INTERNATIONAL REALTY

In the last two years, we have expanded to over 150 agents. We opened another office to better service the Sacramento region and have also purchased a new building to expand our service even further. Although the last two years have been some of the most unpredictable yet, our brokerage still was able to set records in spite of such unprecedented times. We experienced record-breaking performance with over \$750 Million in sales volume and more than 1,064 families served in 2021.

Horse Show, as well as local education and sports programs.

We are immensely proud to have brought the global franchise to the tri-county region and offer our clients a first-class experience, extensive resources and a connection to our global network. "We firmly believe in being a community partner and a dedicated advocate," says Sadek. "Whether it's our commitment to volunteer service or working with our clients, we are always professional, passionate and ethical about what we do."

Committed to the communities they call home, Nick Sadek Sotheby's International Realty donates its time, talent, and resources to organizations making a difference. In the last two years we have continued to give back to our community by supporting Make-A-Wish, PBS KVIE, the Eureka School District, Vaughns Valley Foundation, Arden Arcade Rotary, Sacramento International World Cup



We would not be the luxury boutique firm we are without the World Class Top Producers pictured here, Sara Raudelunas, Tricia Rossi, Judy Richardson, Nick Sadek, Steve Miller, Lisa Paragary, and Cherie Schaller. Each with a year-end sales volume well over \$20 Million, these agent and broker associates make up the top 5% of Nick Sadek Sotheby's International Realty and we could not be more proud of the diligence and dedication they continue to demonstrate.

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NICK SADEK

Partner Spotlight:
ERIK SJOLIE

Leaders in Real Estate:
SAMANTHA TOV & JUDY CUONG

Rising Star:
JUSTIN ARNEST

MARCH 2020

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Kelli Griggs

Partner Spotlight:

DAN & SHERENE TEAM – FAIRWAY INDEPENDENT MORTGAGE

Leaders in Real Estate:

BRENT GOVE

Profile:

BRIAN PERRY

APRIL 2020

KELLI GRIGGS



I spent the first decade of my career learning everything I possibly could about real estate so I could be an “expert” in my field. I felt enormous pressure to look externally for validation and approval by being “the best.” If I lost on a listing, I would take it personally. At the same time, I was learning that being an “expert” didn’t help the brand-new agent that won a listing I was competing for with all of my accolades and experience – it was their heart. I spent time understanding that some people didn’t hear my words of wisdom, they could only feel my attitude, and maybe after 12 years of grinding it out, it was time for me to make a meaningful change.

I hired a coach, Kelly Resendez, to walk me through this journey by really looking at the things in my life that were holding me back from not just living and winning but loving and giving. Each morning I reflect on the day I want to have, and I run towards it with love and passion. I make the conscious decision to choose joy and live in flow, words you’ll hear me say almost daily in my office, so much so that one of our agents had custom pillows made with these words printed on them for me! Instead of chasing the business, allowing it to flow to me. If I lose a listing, I try to be thankful because “those weren’t our people.”

This style of “egoless” leadership I am learning to embrace has attracted other like-minded agents to work alongside me – and strengthened the bond with my Navmin team. The people who work at Navigate are all truly incredible, every single person. Learning to be more transparent, fearless, and kind opened their hearts to quickly learn and grow from all the pain points I am able to share about my past transactions. Amazingly, the growth and change of my mindset are directly reflected in my business. Yes, I am still a competitor who doesn’t like to lose, but I am learning to allow myself to feel that feeling and move on more quickly. And it works! I’ve doubled my volume in the last two years since this article was published from 55M to 110M personal production and team volume from 100M to just over 200M (336 units), but most importantly – I’m truly happy.

Grow your mindset, and grow your team! The number of referrals and leads coming in required us to hire, hire, hire, and we grew from a work-family of seven to 27 that actually outgrew our office space! Because our company of agents feels more like family, we built an incredible “home” office with a commercial kitchen, a modern vibe, and lots of open space to entertain clients. Of course,

with two former chefs on the team, we prepare five-star lunches together using a lot of the ingredients grown on my farm. This year, instead of giving out trophies, we decided to give out custom All-Star Converse tennis shoes to our agents. When passing them out I said, “A trophy is an accolade for your past work, and we want you to be focused on moving forward. Even if you’re an independent agent, we’re on your team, and we want you to feel the strength of this tribe. If you need to pass the ball, tap out, or even be set up for a clear shot – we’ve got you.” It is the office, team, and company I have always dreamed of, and I actually want to pinch myself every day for being able to provide a healthy work environment to so many.

We have always been a tech-savvy, data-driven company, but I think the biggest change was for us to really drive down our systems. Thanks to our amazing Director of Operations, Jordyn Phillips, we created a playbook for our agents and organized our Slack channels to answer questions more quickly.

We are beyond excited for 2022; we are actively recruiting super hard-working agents that want to work in a healthy, positive environment.

JUSTIN ARNEST



How has your business changed in the past two years since your article first appeared in *Sacramento Real Producers*? My personal production has increased, I have grown a small team, and I have been able to enjoy some more work-play balance.

What, if any, unexpected changes have you experienced in light of the past two years? It has become even more competitive for home buyers.

SAMANTHA TOV AND JUDY CUONG



How has your business changed in the past two years since your article first appeared in *Sacramento Real Producers*? Our business has grown and is busier than ever. Two years ago, Portfolio Real Estate was a year in with a few agents. Fast forward to now, we are celebrating our best year ever! We have more than doubled our productions to closing out 2021 with over \$280 million annual sales volume and with well over 700 units. Portfolio Real Estate, Judy and Sam Team, has a little over 35 associate agents.

What, if any, unexpected changes have you experienced in light of the past two years? Us, along with the entire world endured a life changing event and had to transform our daily lifestyle. We've all become more mindful of one another. We value the most valuable thing we all have, our health and family. This is what sets our company & team apart; our common core has always been about family, and we are the extension of each other's family. We treat each and every one our clients like family as well. Our culture and knowledge in the market helps us help more clients with all their real estate needs. During the past two years, our company has donated hundreds of thousands of masks, face shields, and other PPE items to front-liners and healthcare workers at local and out-of-area hospitals. Giving back to the community with the team has been so rewarding in making a difference in the lives that we touch.

Is there anything else you would like to share as an update on you or your business? We are excited for 2022 and hopefully expanding to our second office location off Grantline Road. Currently hiring more full-time agents. Our motto for the company is "helping all our agents obtain their own portfolio assets while helping clients with their portfolio investments or homeownerships."



How has your business changed in the past two years since your article first appeared in *Sacramento Real Producers*? We joined COMPASS! We have been watching this company for several years, and at that time, they weren't coming into our region. However, that recently changed. They are the number-one brokerage in the Bay Area, and we are so happy to have joined them as founding agents in the Greater Sacramento area. We love the traditional brokerage model of Compass tied with technology. It allows us to do things as agents we were never allowed to do! We are creating a client experience that is high-touch and efficient. Collaborating with exceptional Compass leadership and marketing managers has invigorated our creativity, causing business growth. They've reduced the "middle-man" mentality by listening to what agents want and need and then executing on those demands. We love helping our clients, and this brokerage offers us more time to enjoy with our family without compromising doing what we love (real estate). It feels so good to be a part of a company that is leading the way into the future of real estate while staying true to the traditional real estate brokerage model. High-tech with a personal touch is what we are all about.

What, if any, unexpected changes have you experienced in light of the past two years? In the last two years, the biggest change has been that we have been reactive instead of proactive. We had a plan and course that we were on and vision of where we were going that all changed March 2020. First, we took time to consider what was going on. Once we felt that we were able to do business safely, we began to come up with workarounds to do business in a way that made people feel safe. This

took creativity, flexibility, ingenuity, and patience. Thankfully, since we were all dealing with the same thing at once, everyone was learning how to do online meetings, download information from QR Codes, view homes using Matterport, and visit in person with protocols in place. The better we got at doing the "new normal," the more efficient we became. We critically thought through what "old ways" we would re-implement or get rid of entirely and what we would continue doing since the pandemic.

Is there anything else you would like to share as an update on you or your business? We are also excited to announce that our daughter, Emma, recently got her real estate license and has joined us as assistant to the Brian Perry Real Estate Group. She brings a knowledge of our business along with experience working as a transaction coordinator assistant for the past year. Adrianna Parrott, our buyers' agent, has been an integral part of the overall success of our company. She has been a vital part of our team during all of the ups and downs of the past two years. Alongside Brian, she has successfully helped close hundreds of transactions involving the purchase of homes and land. Jennifer Perry oversees Operations and manages Marketing, as well as handles the fiduciary responsibilities of our corporation.



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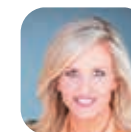
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