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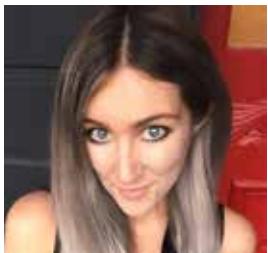
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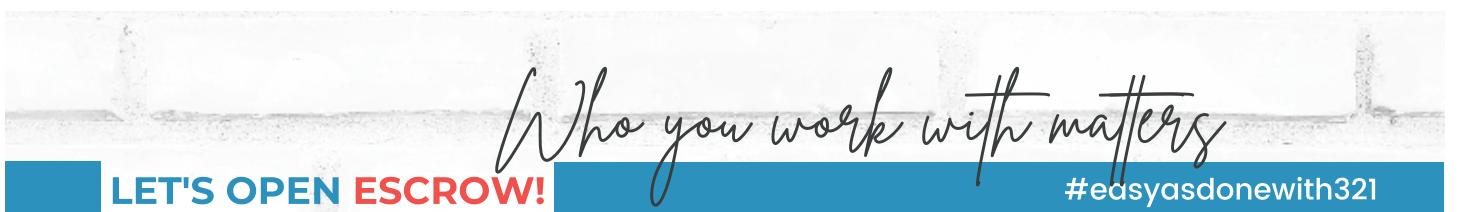
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tyson ROBINSON

The work you do in real estate has real value that can stretch across generations. Truly, your efforts are life-changing for those around you.

That's one of the elements that drive Tyson Robinson's career in the business, as well.

As founder/broker of Trillion Real Estate, Tyson continually looks for ways to maximize results for those around him.

"I have always enjoyed helping people buy and sell ... but it has grown into more than that. Now it's about taking that a step further and seeing how we can truly facilitate a greater cash flow and wealth for their clients," Tyson says.

"It has turned into what we can do to help you build a real estate portfolio and bring you additional wealth. That drives me."

Getting His Start

Tyson earned his real estate license in 2005. But his story really began as a boy growing up in the Oceanside area of Southern California.

After graduating from high school, Tyson served a two-year mission in New York from 1997 to 1999.

"It was a great learning experience. As a young kid out of high school, it opened up my eyes to different cultures and perspectives in life," Tyson says.

"Serving that two-year mission and focusing on the needs of others and learning Spanish at a higher level, as well. It was an outstanding time of learning for me."

Growing and Learning

After his mission was completed, Tyson attended Hunter College in New York and worked in Rockefeller Center for an investment company. In time, he returned to California to finish out his degree in business.

In the meantime, Tyson and his wife had started their family, and he wanted more flexibility in his work to support them. So, he entered real estate to take the next step forward in his career.

"I got into real estate and realized that I really enjoyed it ... being able to be an entrepreneur and create the business in the way that I wanted, as well as seeing the value in helping people achieve their lifetime goals," he says.

"I loved finance and marketing and everything that goes into being

an entrepreneur in terms of building a business."

Natural Fit

He hit the ground running during his first year and kept building from there.

"From the very beginning, I had the attitude that as long as I could work hard and make next year better than this year, then I would be successful," he remembers.

"I was focused on building that base and improving every day ... that was a win for me. That has truly been the theme of my career ... continuous improvement."

Focus and Achievement

The spark of Tyson's success is centered around his family, including his wife, Jasmine, and their children — Noah, Nash, Zander and Eden.

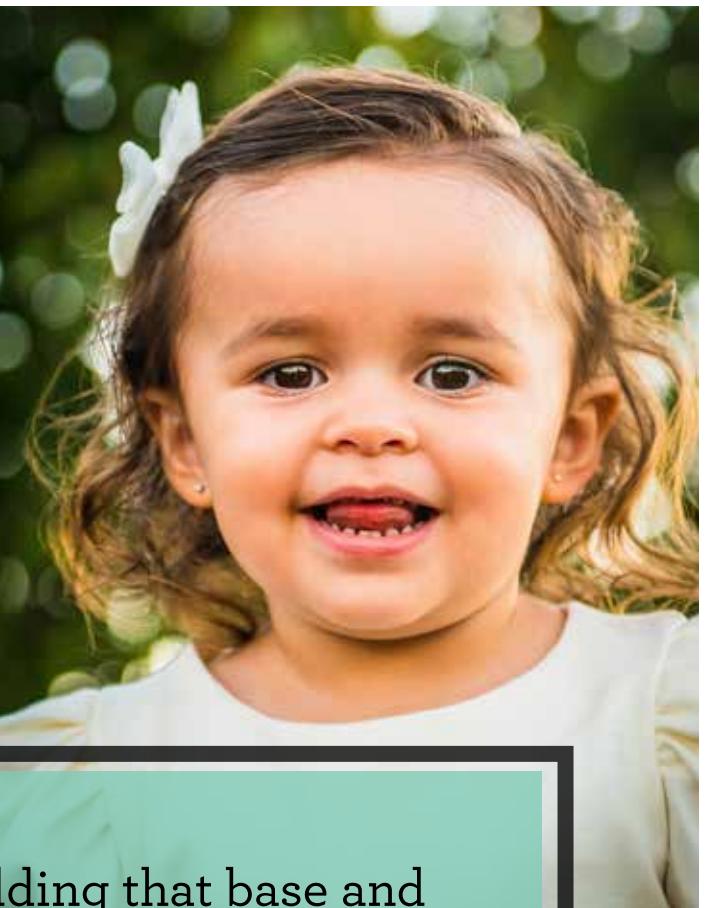
"My family is definitely No. 1 ... providing for them and having the ability to spend more time with them," he says.

In his free time, Tyson and his family enjoy time at the beach, sports, pickleball and running. In fact, Tyson qualified for the Boston Marathon a couple of years ago, but the event was canceled due to COVID-19.

► cover story

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







Tyson and his family also enjoy time at their church and giving back to the community through their involvement in toy drives and holiday efforts to help those who are less fortunate. One of Tyson's favorite events to support is collecting goods and taking them to Mexico to give to communities in need. Tyson partners with five-plus agents and business partners to give back to charities and give to a special charity ... Walden Family Services, in a closing program where they donate a percentage of their commissions.

As Tyson considers the future, he is excited about continuing to build with his team — a group of professionals he has a lot of pride in leading. Today, in addition to the 25 agents and strong buyer support team he has, along with his marketing manager and operations manager, Tyson also leads Trillion Property Management with seven employees.

"We have a reputation of being trustworthy and having great service and having the ability to be the best of the best in the Temecula Valley," he says. "We

focus on our business through strong relationships. We have built up very good social media marketing and have built a strong presence in the area through time."

Those who have the opportunity to work with Tyson and his team experience the family feeling there firsthand.

"All of us see each other as family, and we've been working together for a long time. It truly is more of a family atmosphere. We even take

trips together! Last year, we went to the Bahamas for two weeks together. This year we are going to Guatemala. We are working hard for the purpose — helping our clients and also helping ourselves. We have an amazing team with a great culture!"

Congratulations to Tyson Robinson ... a person who sets the tone for achievement through teamwork ... with an ongoing drive to maximize results.

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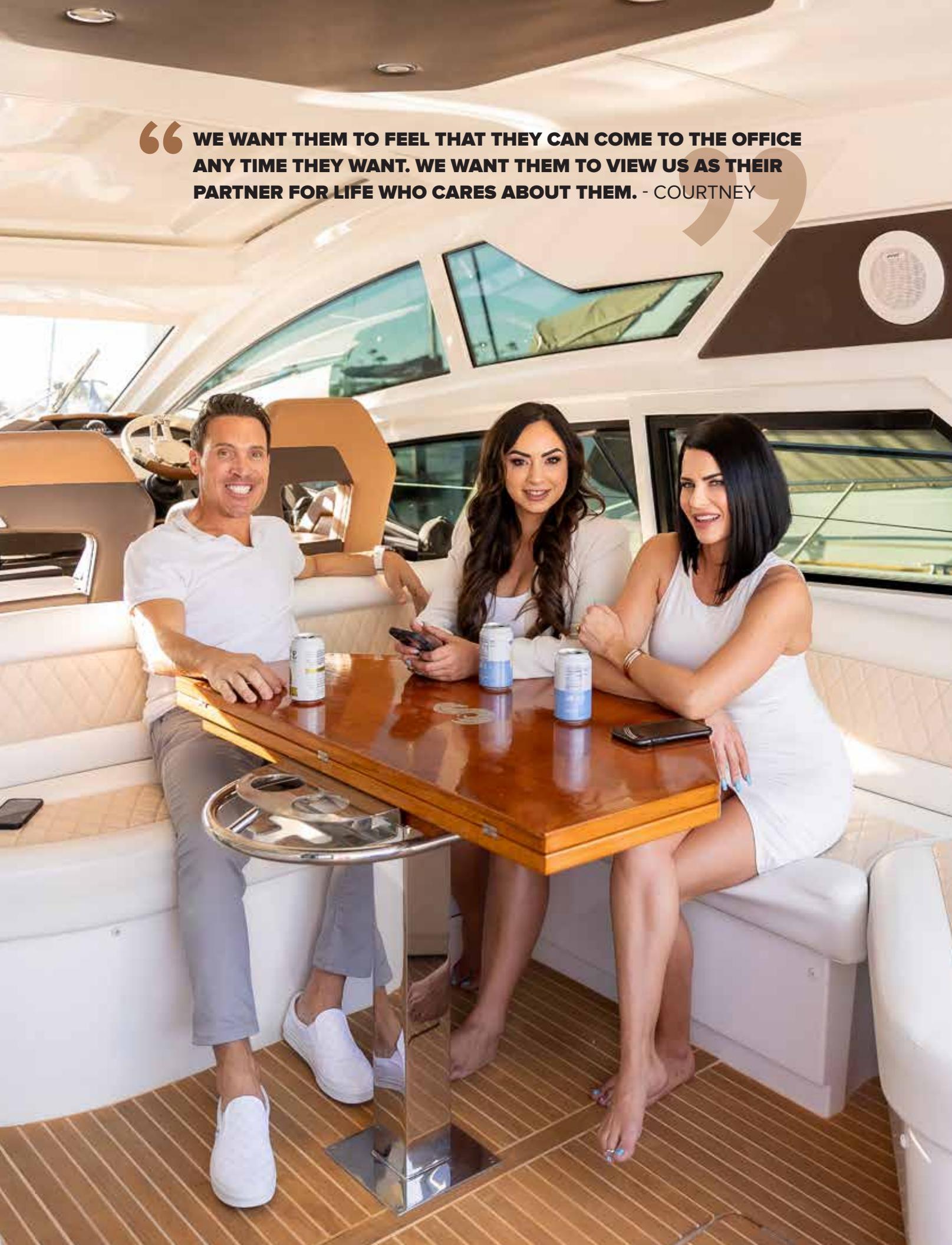
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► preferred partner spotlight

Written by **Dave Danielson**

New Venture ESCROW

At the end of the day, while you may help your clients reach their real estate sales or purchase goals, you are really building relationships for a lifetime based on trust, caring and resourcefulness.

In the same way, that's why it means so much when you find a partner who approaches their work with you and your clients in the same vein.

That's exactly what you get when you work with Vice President of Sales Courtney Louis and Senior Account Executive Tania Gonzalez with New Venture Escrow.

Strong Bonds

Together with their team members, Courtney and Tania are focused on creating and strengthening rewarding relationships with you, their partner.

That approach goes to the heart of the passion that they feel for their work.

“I really love connecting with people and the networking aspect of the business. I love the culture that we have built. It's really important to me that if everyone is happy in their work, then they are happy in their home. That is a priority for us at New Venture,” Courtney says. “We like to create an environment where every team member can focus on their families and personal lives and still be very successful professionally. I love seeing our team work with a smile and continue to grow together.”

Tania adds, “Through the course of what we do, we get to meet so many of our REALTOR® partners, including their stories. It's fun to dig deeper and get to know them. I build these long-lasting relationships with them ... in the process, being part

of their growth and development as their partner. We're here to help their business and to see them win.”

Heart for Partnership

That kind of heart for partnership has been part of the company since its start 12 years ago. Before that, Courtney had started assisting her mother, who is a REALTOR®, and she knew right away that she had a passion for the industry. In time, she moved to San Diego, where she had thought about becoming a REALTOR®. However, without having had the chance to build a sphere there, she took a position with California Title.

After four years there, she met entrepreneur and visionary Casey Leblanc, who was growing an escrow company at the time.

“He was looking for sales, so I jumped on board. In the process, I was able to build more of a network and business there with him,” Courtney remembers. “In time, Casey and I left that company and we opened New Venture.”

The Start of Something Special

Courtney, Casey and Escrow Officer

•••

Matt Mulalley founded New Venture Escrow, and the company has grown steadily ever since.

In the meantime, Courtney and Tania had been friends through time. Tania had worked in the legal profession for several years when Courtney suggested that Tania join the New Venture Escrow team.

As Tania recalls, "I had never been in a sales role before, but Courtney said that she thought I had the personality for it and that she would teach me about

escrow. I've enjoyed my role with the company over the past nine years, and it has been very rewarding being part of the organization's growth through time."

Insights and Solutions

Those who work with Courtney, Tania and the rest of the New Venture Escrow team appreciate the insightful approach they take to getting to know their REALTOR® partners.

"We definitely pride ourselves on creating tech and implementing new ideas and things of value that can help real estate agents in their business," Courtney says. "We like coming up with unique elements for our partners so they can focus on the needs of their clients. We want to know

what's important to our partners and what their pain points are. In turn, we have found the solutions to those."

One of those innovative tools is Vinny, an artificial intelligence solution that New Venture Escrow developed.

"With Vinny, we are able to communicate with our partners, buyers and sellers in a powerful way. We send out text updates throughout the transaction to all of those involved in it so that they always know exactly where things stand," Tania explains.

Rewarding Lives

Family is at the heart of life for Courtney and Tania.

Courtney smiles as she talks about the influence her mother, Joanie Louis, has had on her.

"She has been my rock and inspiration since the very beginning. For me to see how she was able to be a full-time mom and have a full-time job at the same time inspired me to believe that I could do the same."

In her free time, Courtney loves time spent with her boyfriend, Ryan, and his children. One of their favorite activities is spending time together on the boat at Lake Havasu.

Tania treasures time spent with her fiancé, Steve, and their two dogs — Franklin and Nala.

"When I'm not working, one of my favorite things is being a big foodie. We really enjoy exploring local restaurants," she says. "Another thing that we really enjoy is traveling."

Like Courtney, many of the most important lessons in her life were formed at an early age — by her mother.

"My mom was a single mother who worked multiple jobs," Tania emphasizes. "I've always been extremely inspired by her."

Those who have the chance to work with New Venture Escrow experience a true family feeling ... knowing that the team is there today and tomorrow.

As Courtney emphasizes, "We want them to feel that they can come to the office any time they want. We want them to view us as their partner for life who cares about them."

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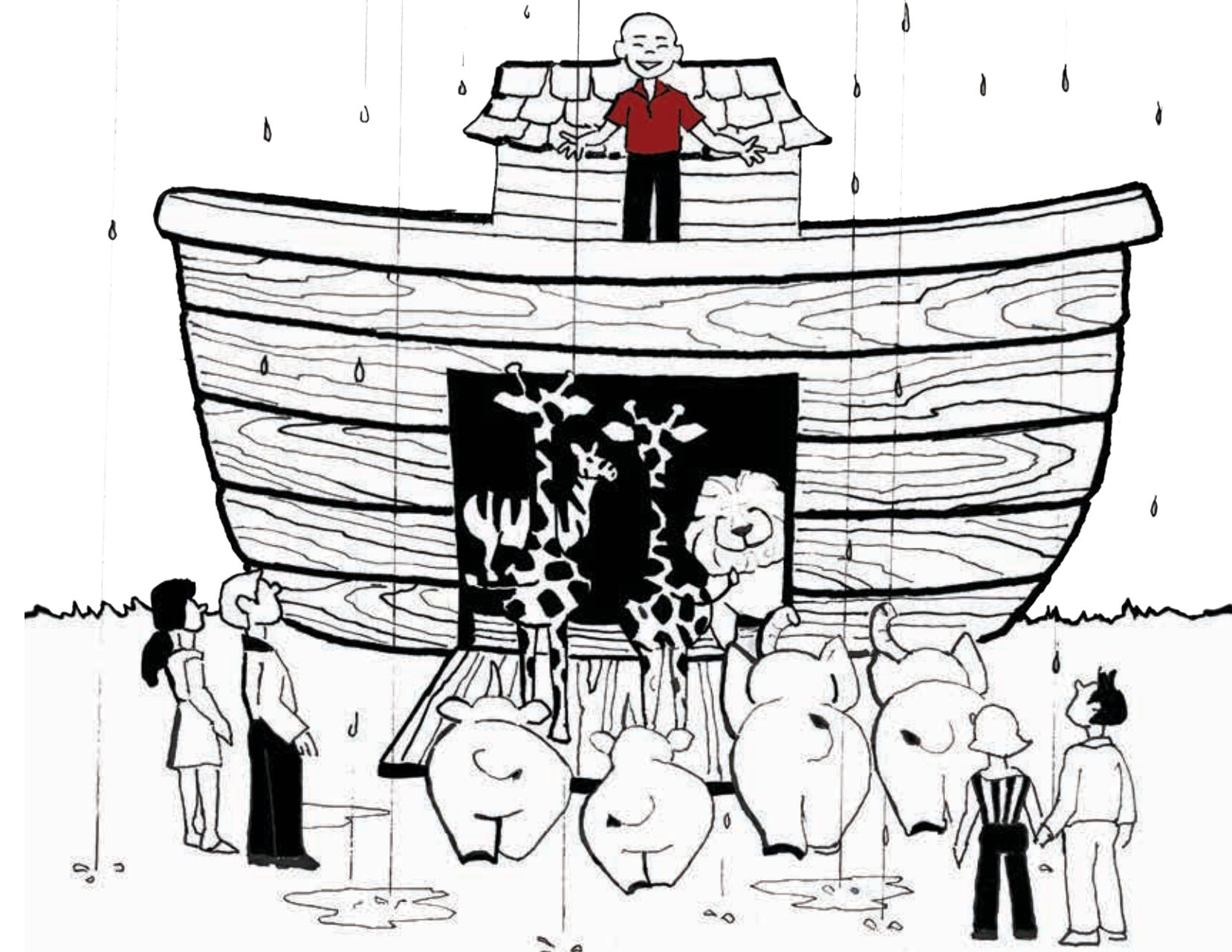
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Veronica Ramos

Written by Dave Danielson Photography by Marissa Menezes

The sensation of putting goals out there and then seeing your plans come to fruition is unlike anything else. In those moments, you know that all of the hard work and energy that you've put toward achieving something special has paid off.

Veronica Ramos is someone who personifies that ideal.

As a Team leader with the Citrus and Park Team with Nest Realty, Veronica puts special emphasis on her ability to make dreams come true through the course of her daily work.

"There are a lot of rewards in what I do each day," she says. "One of my favorite things about what I get to do is the chance to meet new people. I love being able to help them achieve their dreams of homeownership."

Veronica earned her real estate license in 2005. Prior to that, she had worked at Norton Credit Union.

"That's where I started doing banking and loans, as well as home equity lines of credit," she remembers.

"In 2002, I started doing mortgages. My husband worked for the state of California, and I wanted a job that allowed me to work from home and have flexibility. I felt real estate was something that I wanted to do because it seemed to be more flexible."

Veronica earned her license and began her journey in the business.

Through time, she has taken new steps forward, including starting her own team in June of this year. So far, she has a team of five, including an assistant who she just hired recently.

In addition, Veronica also began Airbnb investing in 2020. Plus, she has already flipped four properties in 2022.

The motivation to create success for herself and others at a high level is based on solid relationships that she continues to form and hone over time.

"A lot of my business is referral-based. I love meeting family members of clients; now, I'm helping my previous clients with their kids. What drives me is the fact that my son is 20 and he always tells me that he admires me because I never stop chasing my dreams," she explains.

"I think a big component in success comes down to grit. The most successful people have grit. In turn, I want my kids to see that you can do anything you put your mind to."

Veronica's world is made much richer by her family. She looks forward to time spent with her children — her son, Matthew, and her daughter, Isabella.

"I don't like everything to be so serious. **A lot of my clients have become my friends because they have become like family.**



In their free time, Veronica and her children also have a passion for camping.

Veronica also has a heart for helping. One of her favorite organizations to support is Family Services in Redlands, where she donates and does some volunteer work.

As Veronica reflects on her journey in real estate, she offers helpful advice to others who are looking to continue their own stories of success in the business.

"I think that one of the most important things that anyone can do to get ahead is to always look at everything having to do with real estate. There are so many different ways to expand

... for example, VRBOs, Airbnbs and investing," Veronica says.

"I always tell my clients that if you want to buy another property, keep the one you have and use it as a rental. By ensuring that you are always planning ahead and investing in real estate, you can't go wrong."

Those who get to know Veronica and work with her appreciate the way she makes the entire process a lot more fun.

"I'm very ambitious and yet funny at the same time," she says with a smile.

"I don't like everything to be so serious. A lot of my clients have become my friends because they have become like family."

“

I always tell my clients that if you want to buy another property, keep the one you have and use it as a rental.

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► REALTOR® life

karla valdez

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

Transitions and milestones can be hard, but some of the most rewarding for Karla revolve around real estate.

She sees it and makes it happen on a daily basis with her clients. Karla Valdez treasures that dynamic of her work.

As a REALTOR® with Keller Williams Riverside, Karla has a passion for helping her clients open new doors in their lives.

“The people are what I love the most in what I do. For me, it’s about the joy of seeing people have a place to call home. That’s a big deal for me when I know my clients have found the right place,” Karla says.

“It’s very rewarding working with first-time homebuyers as they search for that first place to call home, and then selling that home as they move on to the next home they

can finally call their forever home. I love being there, walking with people through the different seasons in their lives and serving them, whatever their needs may be. I want to be there for their first home and their forever home. It is about people and relationships — not just about selling houses.”

Karla’s involvement in real estate dates back to 2003. When she moved from Texas to New Mexico, she made the decision to get her license, but she still wanted the flexibility to raise her two daughters, so Karla got her feet wet by working part time from home as a lead generator for a broker and learned the invaluable lesson of building rapport with clients.

After a move to California and working in several other positions, the time came when it “felt right” for Karla to pursue and be fully engaged to “give it my all” in a career in real estate. Over time, Karla has taken a deep passion for helping others and turned it into a thriving and successful business.

When she is not assisting her clients in transitioning from one home to the next or finding their forever home, Karla’s life is full and complete as a result of the time she spends with her family. Both daughters have graduated from California Baptist University, with Kaylah working in graphic design and Klarissa a recent grad working as a speech-language pathology assistant. Now that her daughters are on their own, Karla enjoys time spent with her husband, Angel, and recently celebrated their 31st wedding anniversary.

“We serve at our local church on the worship team,” she says. “Angel plays guitar, and I sing. We volunteer when they need us for special services. Angel and I met playing music, so serving and volunteering around music is icing on the cake!”

The Valdez family is a family of four, but all would consider Kylo, their golden retriever, as a fifth family member. Spending time with Kylo hiking and at the beach, riding bikes and, of course, singing also fill Karla’s soul.

When it comes to giving back, Karla has enjoyed taking part in Keller Williams’ annual Red Day event. In 2022, their efforts supported the work of Overflow Farms. She also serves on the KW Agent Leadership Committee, which is made up of the top 20% of agents in each office and is involved in the leadership decisions that make the office more productive and profitable.

Outside of Keller Williams, Karla has been involved with a ministry called Mentoring Matters at her church, Harvest Christian Fellowship.

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MUSEUM



“I have really enjoyed mentoring a group of five young girls through that ministry,” Karla says. “I was their age once, and to be amid young women who desire change and want to be mentored is both challenging and infinitely rewarding.”

She definitely has a servant’s heart. When you talk with Karla, you instantly see the drive and passion she has for literally and figuratively opening doors for those around her.

As she says, “It always makes me feel very good to know that people feel encouraged and hopeful for a better life when they talk to me; they leave better than they did when they arrived ... that they can take a piece of what I shared and apply it to their lives.”

All of these things enhance the real estate career that she loves and influences not only her real estate business but shapes lives as well. Karla feels a deep gratitude for the opportunity to pursue success on her terms.

“My biggest ‘why’ is the freedom I have in this job; the freedom to go wherever, with whomever, whenever I want, so that I am able to walk through every door God opens for me,” Karla explains. “I’m thankful for an industry that allows me to do that.”

“

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I want, so that I am able to walk through every door God opens for me. I’m thankful for an industry that allows me to do that.



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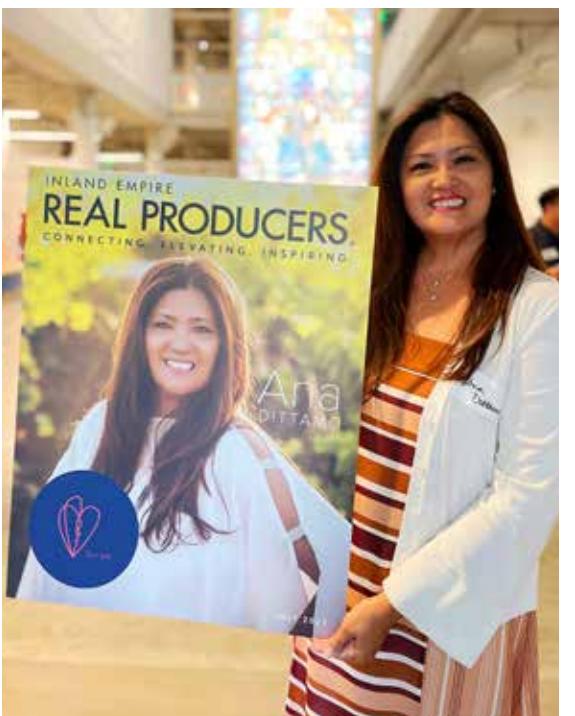
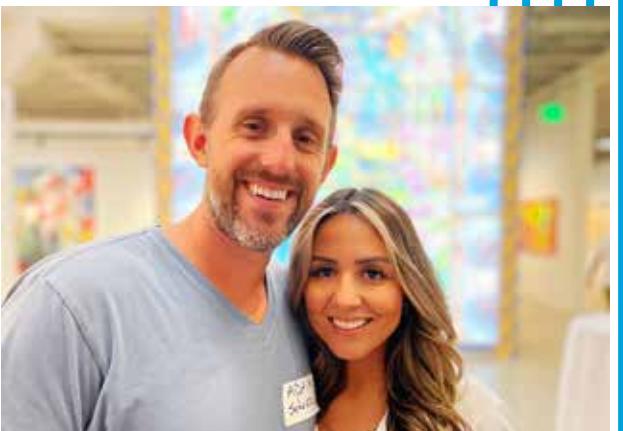
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