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2021

BY THE NUMBERS

HERE'S WHAT THE TOP 500 AGENTS IN INLAND EMPIRE SOLD IN 2021

22,484



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AVERAGE
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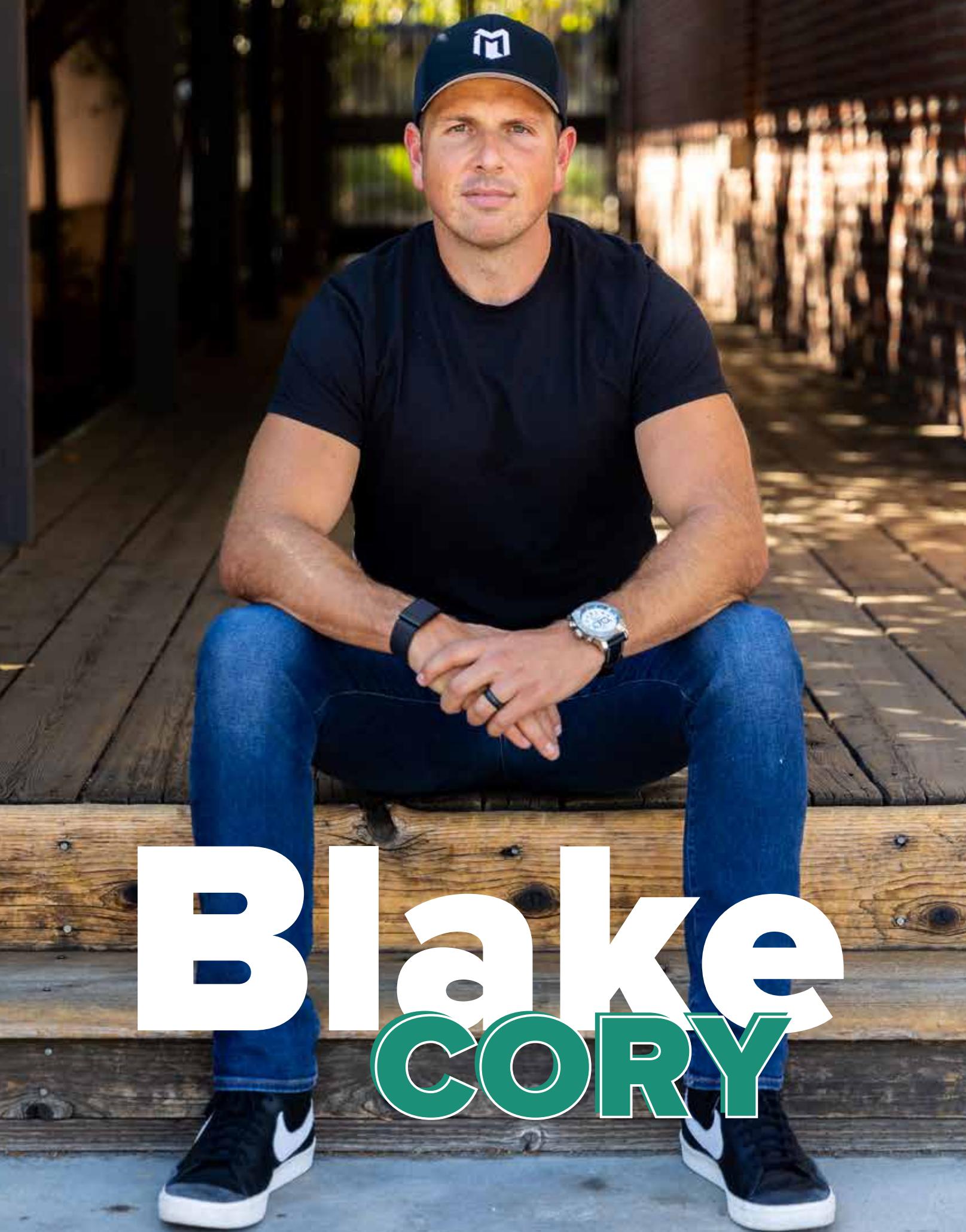
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LAGUNA BEACH LAGUNA NIGUEL CARLSBAD MURRIETA BEVERLY HILLS LAGUNA WOODS TUSTIN



The achievements in life that you're the proudest of are most likely the ones that require you to overcome challenges, make a plan, pursue it ... and get it.

That's the spirit that comes through loud and clear each day with Blake Cory.

As Founder and Visionary of the Cory Home Team with eXp Realty, Blake is fueled by having the chance to deliver on the dream for those around him.

"My favorite part of what I do is being able to lead others down the path of life and business transformation. I love being able to work with our agents to help change their lives. The purpose of our company is helping people fulfill their dreams," Blake says with a smile.

"I get to work on our core focus, which is helping agents build successful businesses. We make it a personal mission to help agents build a long-term, sustainable business ... helping agents do that and also working with my leadership team on taking our business to the next level. We have a goal of making 1,300 sales within three years."

There's no denying the impact of a talented, focused individual who is driven to reach their goals. Blake started early on blazing his own path forward in life.

"I dropped out of high school when I was 17. I had just decided that traditional school wasn't for me. I remember ditching school to learn to become a chef ... learning the business by working in the back of the kitchen," Blake remembers. "I fell in love with that industry, but I started to see there wasn't a lot of money to be made unless you were an executive chef and owned your own restaurant."

► cover story | Written by **Dave Danielson**

“

I MAKE A BIG INVESTMENT IN MYSELF ... IN TERMS OF BOOKS, ONLINE COURSES AND MORE. I'M OBSESSED WITH THE ART OF BUSINESS.



“

MY GOAL IS TO DEMONSTRATE THAT, NO MATTER WHO YOU ARE, WHERE YOU'RE FROM OR WHAT YOUR BACKGROUND IS, YOU ARE THE CREATOR OF YOUR OWN STORY.

...

One day Blake was talking with a client he knew at the restaurant. The client complimented Blake on his energy and fun demeanor, saying that Blake should think about a career in the mortgage business, explaining that it could be a rewarding and lucrative field to get into.

Blake was sold and was on his way. Shortly he earned his real estate license by the time he was 19.

"I joined a brokerage just down the street from my house, and they put me on a team to have some good accountability and learn. I started doing that and ended up putting in a lot of sweat equity for the team ... door knocking and cold calling," Blake says. "I decided to go to a different brokerage, and the 2008 financial crisis hit. During that time, I learned a lot and got into the investment side from 2008 to 2014, buying rental properties."

In time, the changing market dried up, and Blake moved back into real estate sales to support his young family at the time. So he dove back into real estate and sought out a coach that helped him move forward in his business.

All of his planning, effort and talent paid off. He created a small team, and in 2019, he recorded 151 transactions. Those numbers ballooned quickly — swelling to 300 deals in 2020 and up to more than 550 in 2021.

Away from work, Blake's world is made much richer by his family, including his wife, Loran, and their three daughters — Addie, Presley and their daughter they're expecting this fall — Carley.

In their free time, Blake and Loran stay active outdoors, with morning runs being their favorite times to get into action together.

Going to the beach and spending time on the water or in their pool at home are big favorites.

As he reflects on his success in the business, Blake offers helpful advice for others who are getting their start in the industry.

"One of the most important things for us to keep in mind is that we're not really in the real estate sales business. We're in the lead-generation business," Blake says. "You must realize that, and you need to have the attitude that you must get an appointment booked each day with a new potential customer."

Blake shares that one of his biggest keys to success is modeling what is the best in the business.

"I remember in 2018 looking at the top team leaders in the country. I started at number one and worked my way down, calling each team leader and asking them if I could learn from them. I got to number 9 in the country — Mike Grbic. I told him I wanted to have what he had," Blake says.

"After talking with him for a week and convincing him that I was serious, he took me up on my goal of learning. I just think it's very important to find out who else is where you aspire to be ... and then cut the learning curve by modeling what they do."

All along the way, Blake has fueled his growth and success with continuous learning.

"I make a big investment in myself ... in terms of books, online courses and more. I'm obsessed with the art of business. I'm driven by coming from nothing and always being in a state to change the generational trajectory that my kids were on based on my grandparents or parents," Blake says.

"My goal is to demonstrate that, no matter who you are, where you're from or what your background is, you are the creator of your own story. You can truly do whatever you set your mind to as long as you are laser-focused on your end result and making life beautiful."





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NEW BABY
TRIPP

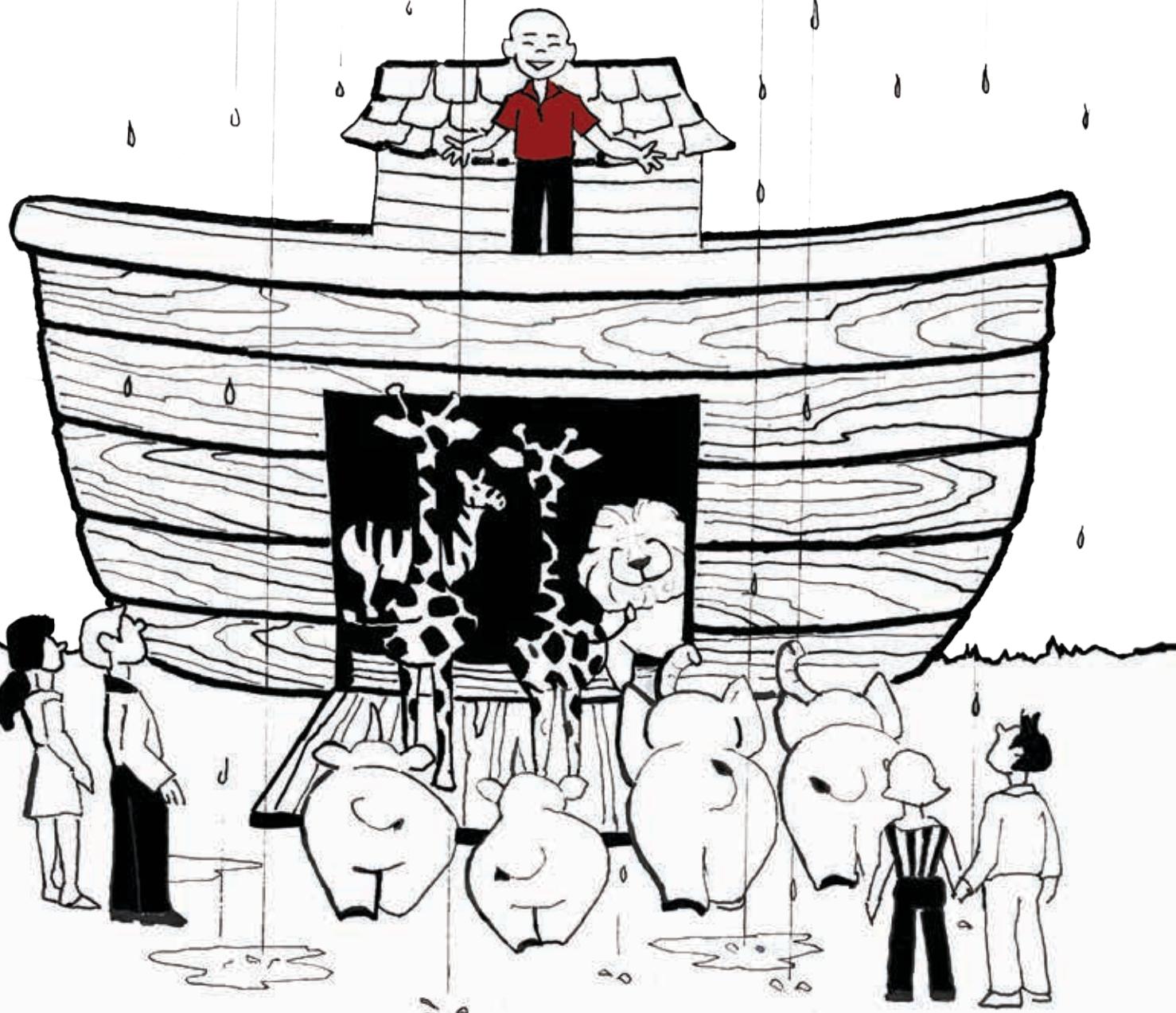
Congratulations to our partner with Corner Escrow, Lisa DeWitt, and her husband, Stephen, on the arrival of their new baby, Stephen Leon DeWitt III. Nicknamed Tripp for Triple. Tripp was born Friday, June 10, and was 6 pounds 5 ounces and 21 inches long. Our event at Callaway Winery was actually Lisa's last scheduled work event, and her water broke the next day! Lisa and Stephen were high school sweethearts who, after several years apart as adults, reunited and got married! Sweet little Tripp is a honeymoon baby. Lisa brought Tripp to our June and July magazine celebration, and he slept right through it like a champ. We are so excited for this darling family and love partnering with Corner Escrow!





"Steve and I were the last of our friends to have kids. Even though we were as prepared as you can get (without actually having kids), nothing can prepare you for becoming a parent. It is a wild ride! Filled with both the hardest and greatest moments. I wish I could say it was all magical, and we were on cloud 9 right away, but that's just not reality. The first few weeks are hard! But, it gets better. It has become magical. And as hard as it is, it's equally as beautiful."

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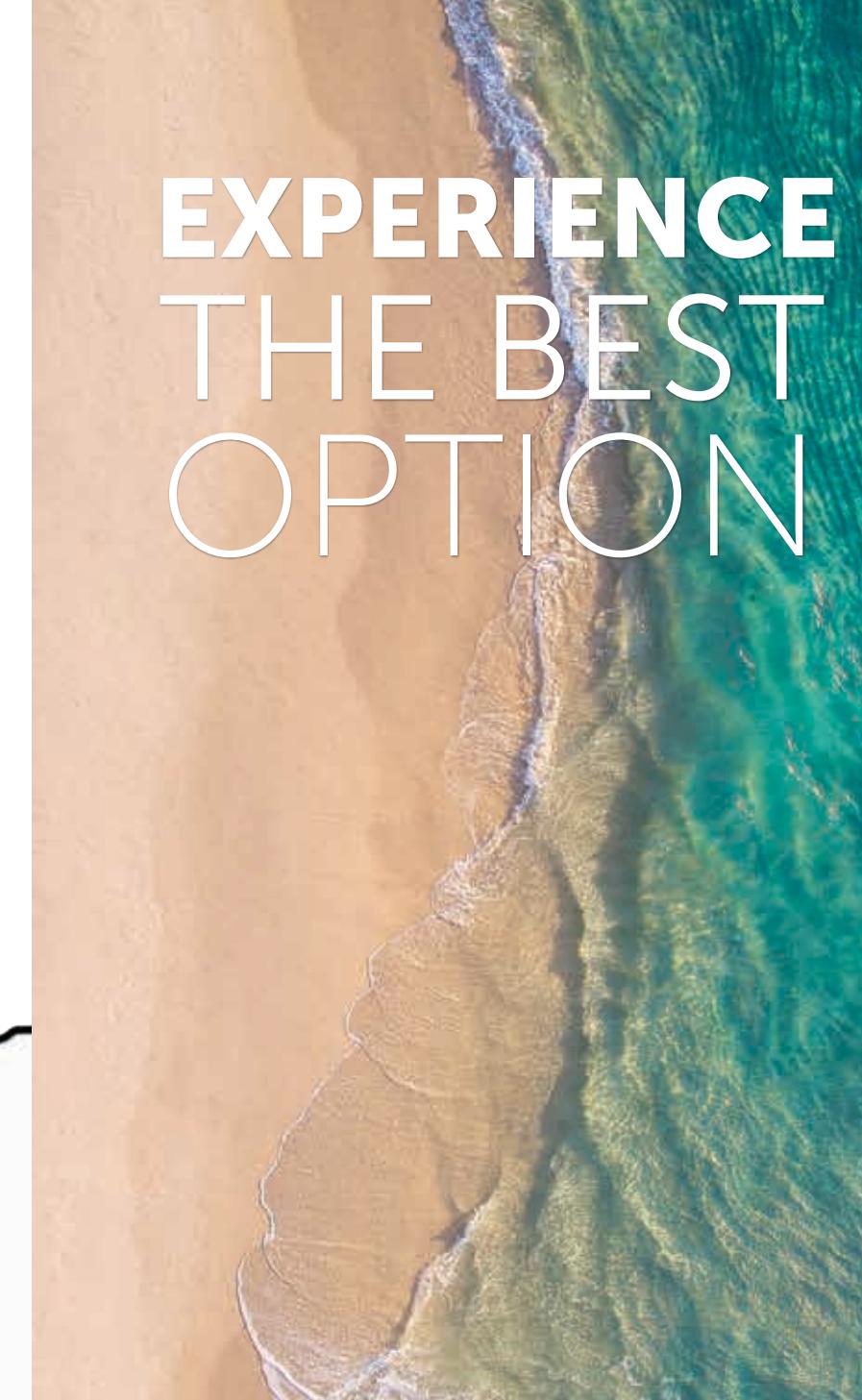


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Raghda ALI



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

The bridges we build in life connect us to new opportunities and openings in our lives. And those bridges are built with connections among people.

Raghda Ali is driven by that dynamic.

As a REALTOR® with KW Corona, Raghda has a passion for building strong bonds.

"I enjoy connecting with people on a personal level. That gives my role a new aspect, and it makes my job more meaningful. The beauty of my job is not just in helping people achieve their real estate needs but also in understanding who they really are and how I can impact their lives. Building that bond makes all the difference," Raghda says.

"My job gives me the opportunity to meet a lot of great people. It keeps me

excited to see who I will meet next and how that bond will be made."

As Raghda explains it, she considers herself to be the "maestro" or the "project manager" of the process.

"I really enjoy putting all of the puzzle pieces together for my clients, and I take responsibility for guiding them along the way. Listening to their unique stories is always key to understanding their needs and completing the picture," she says.

Raghda grew up in Dubai and has a bachelor's degree in business management from the American University in Dubai. It was a powerful time for her, seeing the rapid growth and developments of the booming, world-class city.

"I saw how the city was transforming so fast and what impact real estate has on

...



I ENJOY BEING
AROUND
PEOPLE, AND
I LIKE TO BE
ACTIVE IN THE
COMMUNITY.

“ ”



peoples' lives, that inspired me to be part of the real estate world in the first place," Raghdha says.

Shortly after leaving college, Raghdha spent her early career years in supply chain management at Proctor & Gamble in both Dubai as well as the headquarters in Cincinnati, Ohio. That helped Raghdha sharpen her skills through managing different strategic roles and teams.

Raising a family was also a priority for Raghdha. She made sure she took some time to raise her kids, who were little at that time.

"When it was time for me to go back to work, I couldn't imagine a better time to do something I am passionate

about. I felt everything I've been through prepared me for this. I had to make the move to real estate."

The transition was successful for Raghdha. In fact, she earned Rookie of the Year honors in 2021. She recently also earned her Keller Williams Luxury Agent designation, and she is on the right track to starting her own team in the near future.

Family is at the heart of life for Raghdha. She enjoys spending time with her husband Oz and their 10-year-old daughter and 8-year-old son.

In her free time, Raghdha has a love for family trips, taking walks and playing tennis. She also has a passion for cooking and baking.

When it comes to making a community impact, Raghdha is engaged in doing events for clients and people in the community.

"I enjoy being around people, and I like to be active in the community," she says. "I like bringing people together in events, especially if those events have to do with culture and tradition."

When you get a chance to know Raghdha, it's easy to see the qualities that her clients count on.

"It's very important to me that my clients feel that they not only have a REALTOR® that they can trust; but also a friend that they can count on," Raghdha says. "A lot of my past clients have turned into friends during or after the transaction is closed. That is very special to me."

That's what building strong bonds looks like.

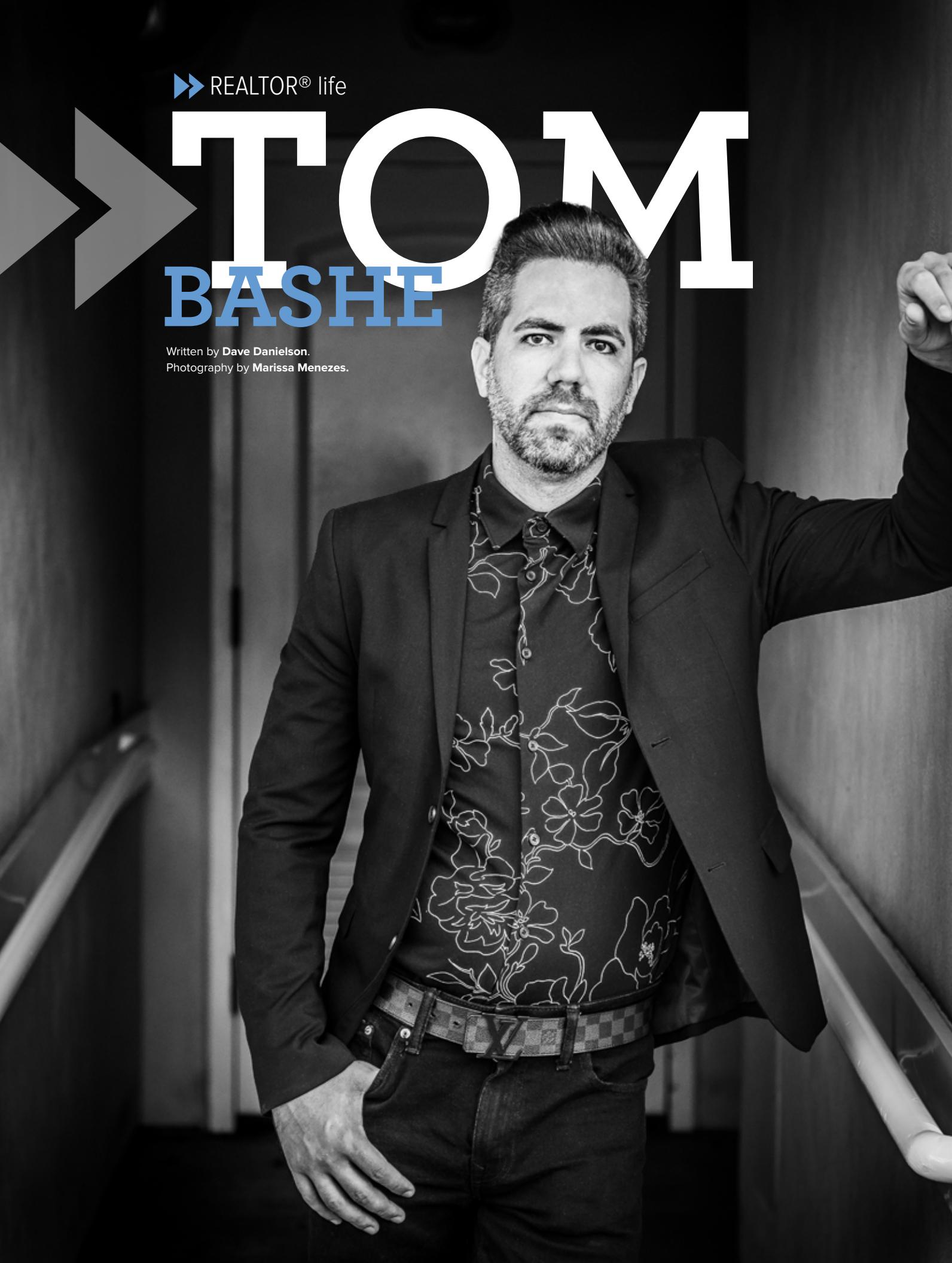
I LIKE BRINGING
PEOPLE
TOGETHER
IN EVENTS,
ESPECIALLY IF
THOSE EVENTS
HAVE TO DO
WITH CULTURE
AND TRADITION.

“ ”



TOM BASHE

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



► **It's easy to get caught in a way of thinking where we get used to what "reality" is and what you and your clients can realistically expect during the course of a real estate transaction.**

Of course, there are those moments when you break through that, when you see a new direction and opportunity, take it and realize the rewards.

That's what Tom Bashe enjoys, as well.

As Founder of Localist Realty, Tom has a passion for going beyond what's possible.

"I like going beyond and then delivering good news to clients when we sell their home for a price they didn't think was possible," Tom says.

"I also like the challenges of negotiating the benefits for our clients in a transaction, and to see what pitfalls we might have ... then coming up with solutions for them."

Tom had started out following another path.

"For a while, as I was growing up, I thought I wanted to be a math teacher," Tom says.

"Around that time, I had met with a friend's parents who asked about my

plans. I said I liked the idea of being a teacher and then doing real estate in the summers. He said, 'I own a mortgage company. Why don't you come work for me?'"

Tom did just that. At first, he got involved in working with back-end processing. He also started branching out into other areas of responsibility, including talking with clients on the phone.

"I was terrified to be on the phone by myself. I did that for a while and

•••



...

then worked as an assistant for a couple of people," he remembers.

"Then, once I had the confidence, I started originating loans until 2008 and then moved to an REO brokerage as an in-house lender."

In 2003 Tom earned his real estate license. Through time he has continued to build day by day on his success.

Away from work, Tom's life is made much richer by his family, including his wife, Jazzmin, and their three daughters — Kennedy, London and Parker.

In his free time, Tom enjoys relaxing in his backyard and spending time in their pool. He also likes to support his daughters' activities and dance classes. As a family, they like to visit Disneyland.

When it comes to giving back, Tom has a big place in his heart for Wounded Warriors.

Tom's determination and drive for what he does are fueled by the process of helping the people he serves.

As he says, "I really enjoy the entire process of meeting a client and getting to know them and their needs ... their lives, jobs and figuring out how I can help them ... seeing them through to the end of the transaction and then being there well beyond that to be there for any questions they may have."

Tom has built substantial success and results for his clients over a sustained period of time. In March this year, he launched the Localist Realty brand after enjoying his time with Coldwell Banker.

"I felt that it was time to transition and create my own brokerage," he says with a smile. "I've been very happy with Localist ... being a known and trustworthy source for real estate in the valley."

Congratulations to Tom Bashe for the undeniable difference he creates through time for area residents across the area.

In the process, he doesn't just look for the easy answers when it comes to serving them. He looks for ways to go above and beyond what's possible.

“

I like going beyond and then delivering good news to clients when we sell their home for a price they didn't think was possible.





Jackie Steed

► REALTOR® life

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

What are the things that drive you forward in your business and allow you to succeed at unparalleled levels?

In addition to your substantial experience and expertise, your milestone-passing performance is probably rooted in your care for those around you.

That's an area where Jackie Steed excels.

As broker associate with Big Block Realty, Jackie moves forward in life and her profession with her individual focus.

"My goal isn't to be the best REALTOR® in the valley ... but to be the best one for my clients," Jackie emphasizes.

"That's what I hope they walk away feeling. All of my reviews are five stars because I make sure that my clients are happy with the end result. My clients are 100 percent my priority. Whatever it takes to make them happy is entirely what my goal is."

Jackie grew up in County Tipperary in Ireland.

"I moved here 32 years ago. I worked in various jobs here, including owning my own marketing company for five years before becoming a REALTOR®," Jackie remembers.

"I sold the company and moved back to Ireland for a year. After that, I came back to the U.S. and decided to work with an escrow company."

While she worked with the escrow company, Jackie earned her license ... in time, joining Kelly Malone, who served as her broker in the business.

There, she received an undeniable advantage that has continued to serve her well throughout her life and career.

"I worked with Kelly for seven years with Reliable Realty. She has been my mentor through time and has made a big difference for me in my career," Jackie says.

As Jackie thinks back on her transition into real estate, she remembers it being fairly straightforward.

"I think one of the things that really helped me was the fact that I was prepared to make that move," she recalls. "So it was full force ahead."

That mindset has fueled an impressive string of results through time for Jackie. In fact, in 2021, she recorded over \$25 million in sales volume.

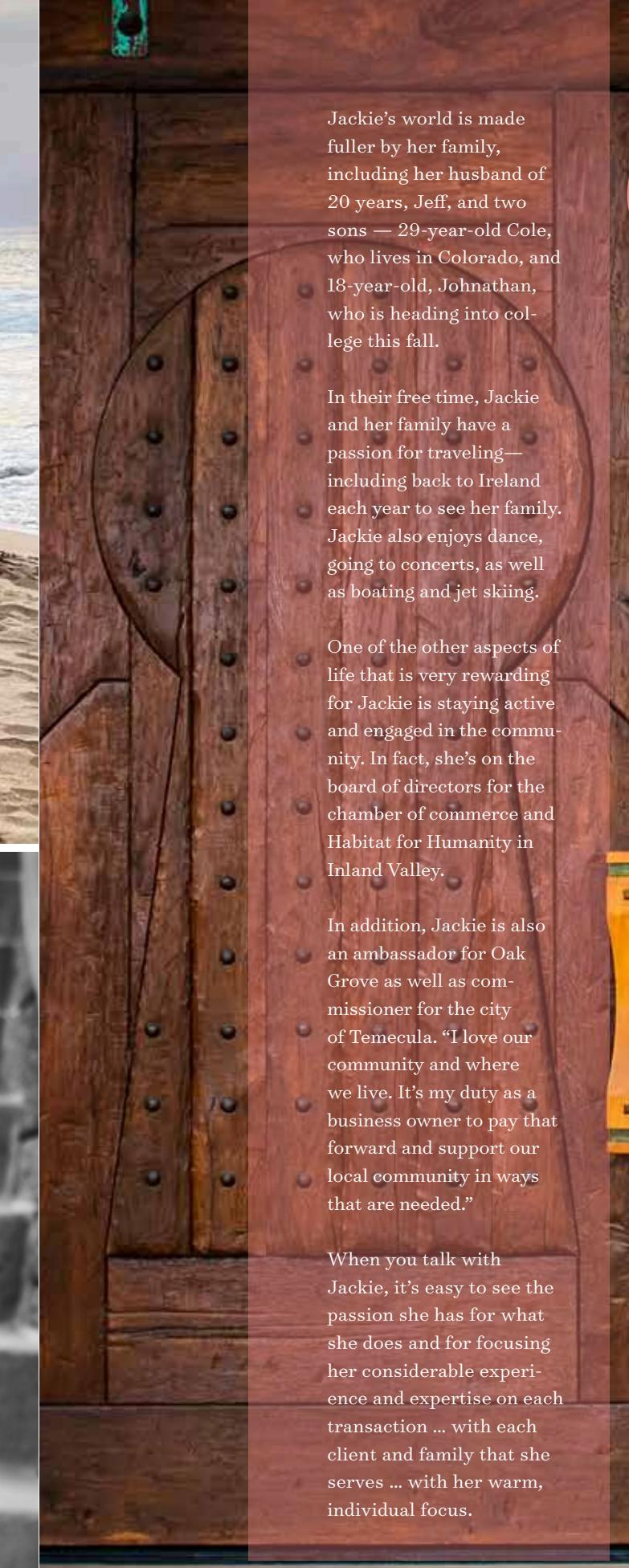
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My goal isn't to be the best REALTOR® in the valley ... but to be the best one for my clients.



Jackie's world is made fuller by her family, including her husband of 20 years, Jeff, and two sons — 29-year-old Cole, who lives in Colorado, and 18-year-old, Johnathan, who is heading into college this fall.

In their free time, Jackie and her family have a passion for traveling — including back to Ireland each year to see her family. Jackie also enjoys dance, going to concerts, as well as boating and jet skiing.

One of the other aspects of life that is very rewarding for Jackie is staying active and engaged in the community. In fact, she's on the board of directors for the chamber of commerce and Habitat for Humanity in Inland Valley.

In addition, Jackie is also an ambassador for Oak Grove as well as commissioner for the city of Temecula. “I love our community and where we live. It's my duty as a business owner to pay that forward and support our local community in ways that are needed.”

When you talk with Jackie, it's easy to see the passion she has for what she does and for focusing her considerable experience and expertise on each transaction ... with each client and family that she serves ... with her warm, individual focus.

“

I love our community and where we live. It's my duty as a business owner to pay that forward and support our local community in ways that are needed.”



Linda McCall

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

Each stage of life has its own elements that distinguish it from other chapters along the way.

One of those that is most powerful in the lives of people is clearly the home they live in, and you help them move from point A to point B in their lives.

That's one part of the profession that spurs Linda McCall on each day.

She is dedicated and devoted to delivering remarkable customer service to her clients.

As a REALTOR® with Crest Sotheby's International Realty, Linda helps them find a new home for their dreams.

"One of my favorite parts of what I do is seeing the face on the faces of buyers when they walk into a home, and they know it's for them. That's my favorite part," Linda says.

►REALTOR® spotlight

"I will not sell you a home because I need a commission. It is about the people. And when I work with sellers, my main objective is to communicate with them. I place a lot of importance on answering the phone and answering text messages. The most important thing about my business is my integrity. I will not falter."

At the end of the day, Linda says she enjoys the longevity with clients and becoming friends with them ... watching them grow in life. It is a true reward when a past client calls. They remember me; they choose me to sell their house.

Prior to real estate, Linda started out working in a very high-level corporate law firm in Newport Beach.

"I loved that job. But in time, I needed to move out of the area and worked for a residential developer here. I worked in the purchasing department," she says.

...

She knows the ins and outs of construction, which in turn helps her clients to be aware of items that may need to be addressed for the best sales price.

"I had always been interested in real estate. My mother was a REALTOR® way back when I was little, and then she became an escrow officer. We moved several times. I was always impressed with her abilities there to sell our houses at top dollar."

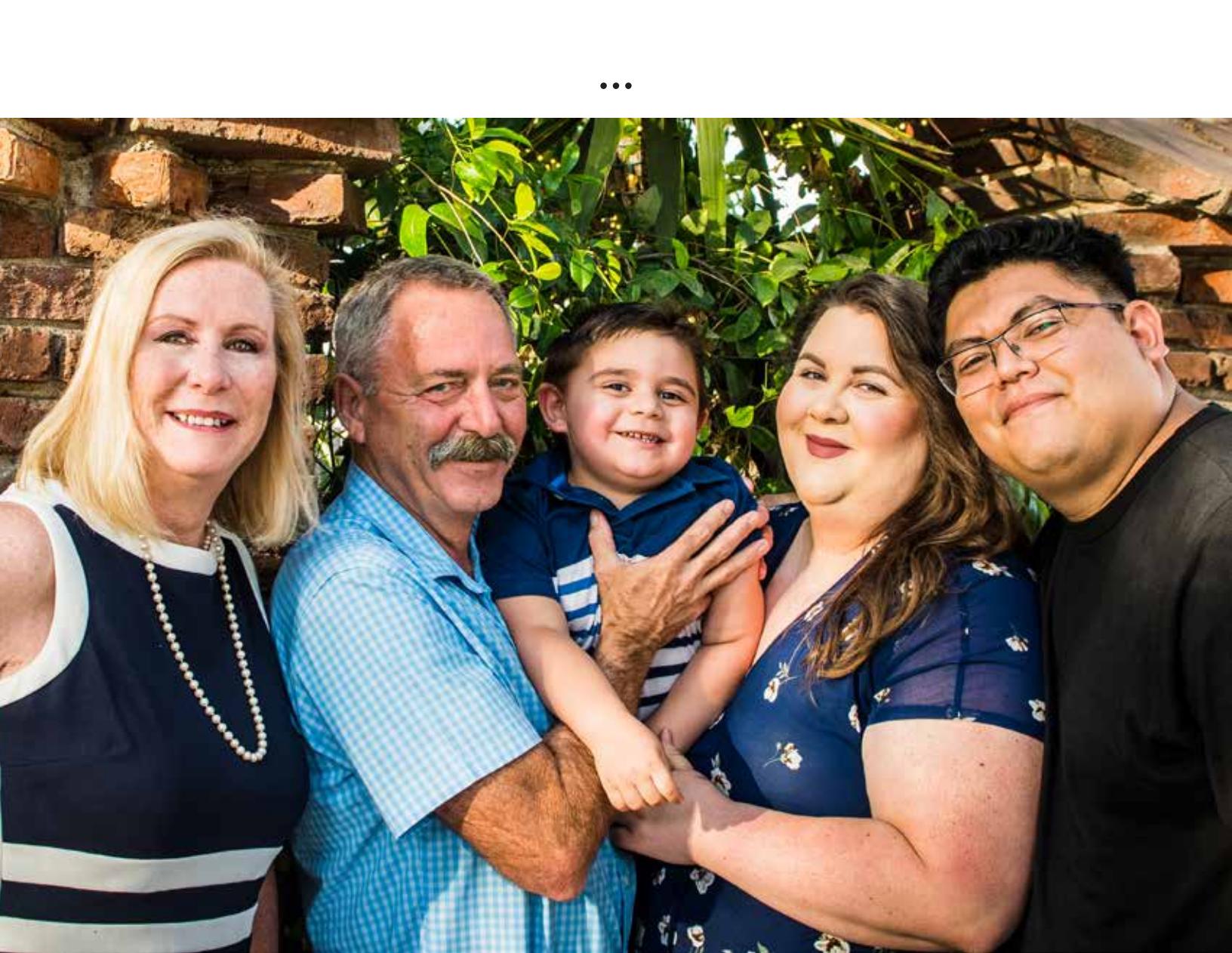
In 1995, Linda earned her real estate license and made a relatively smooth transition into the business. She quickly gained traction and has been a Top Producer throughout time ever since.

Away from work, Linda's world is fulfilled by her family. She treasures time with her husband, Craig, to who she has been married for 35 years.

Linda and Craig look forward to time spent with their daughter, Colby, their son-in-law, Jafet and most of all, their wonderful grandson, who is 3 years old.

One of my favorite parts of what I do is seeing the face on the faces of buyers when they walk into a home, and they know it's for them. That's my favorite part.





In her free time, she also enjoys wine tasting, writing poetry and entertaining friends.

"Another one of our favorites is enjoying the delicious food that my husband makes. He is an amazing barbecue expert and smoker," Linda says. "He makes his own sauces and rubs."

When it comes to making an impact in the community, Linda likes to support local animal shelters.

"I wish more people could support them more and help the elderly

animals," she points out. "They get left behind."

When you talk with Linda, it's easy to see her integrity that comes through during her interactions.

"I really follow the Golden Rule in my business and personal life; I never want my clients to be confused. I want things to be very clear to them because I want them to feel they have my full attention and feel they are important," Linda says.

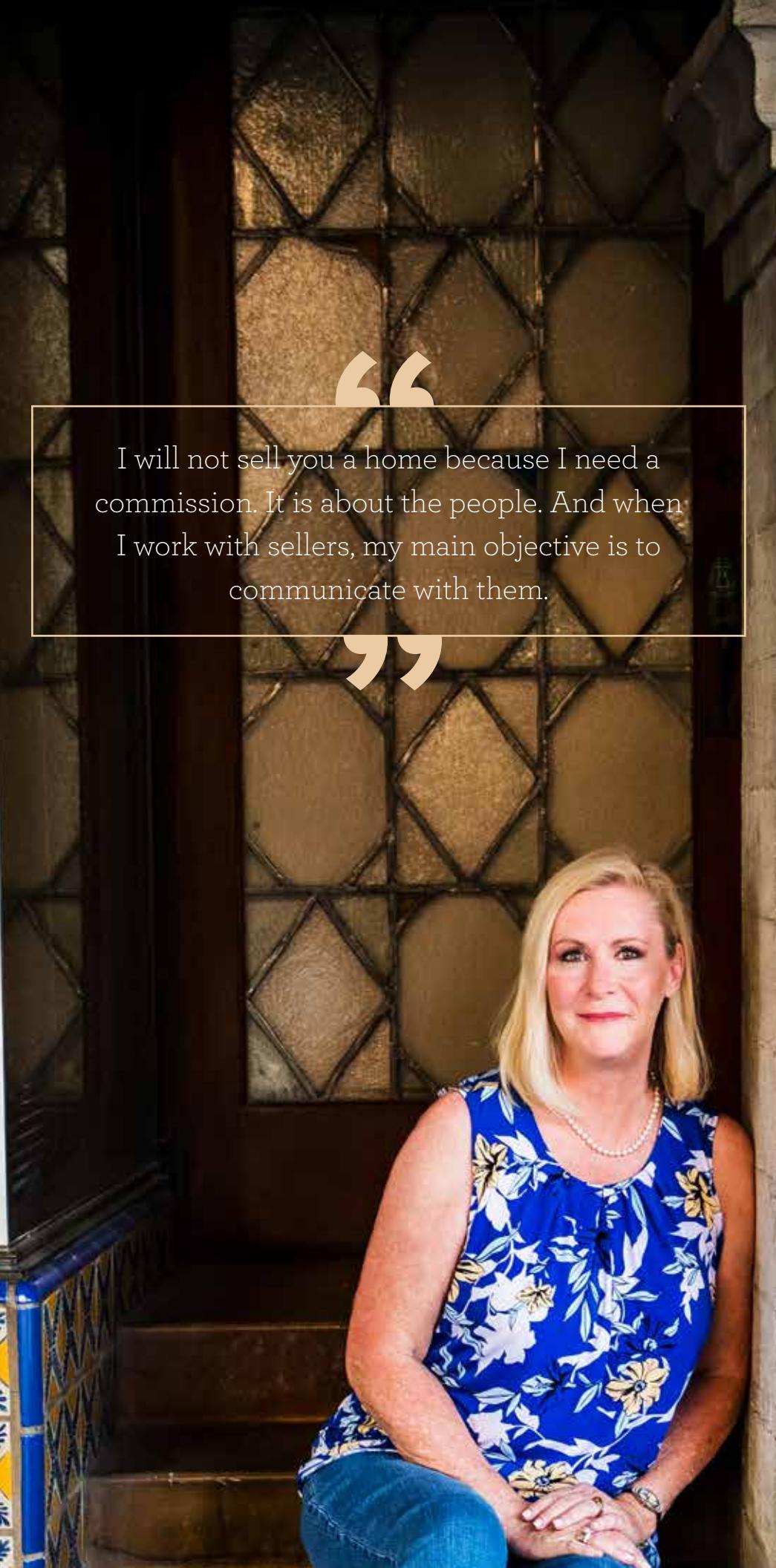
"This is what I'm trained for and to help them understand how the whole process goes. I think people

like learning about the process. If I can educate them well now, there won't be surprises for them later in life, as well."

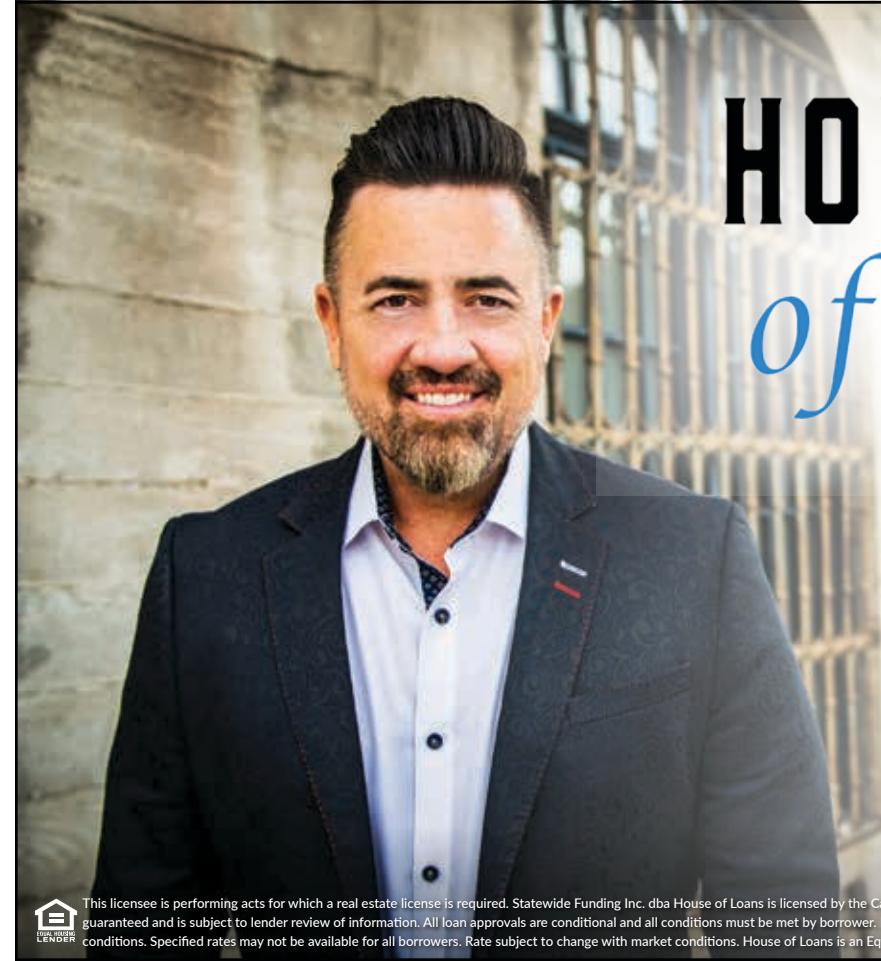
As Linda looks to the future, she is excited about what lies ahead.

"I want to continue servicing my community as long as I possibly can," she says. "There's so much to learn from people, and I love that."

Home is where the crossroads of our lives happen each day. And you make that happen through your dedicated efforts to help them find a new home for their dreams and make their goals come true.



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