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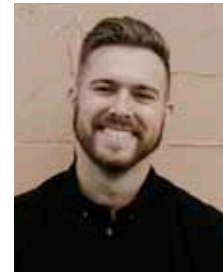
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**\$19.674**  
**MILLION**

AVERAGE  
SALES VOLUME  
PER AGENT



**48**  
AVERAGE  
TRANSACTIONS  
PER AGENT





►► cover story

# KRIS COWEN

Written by Zachary Cohen Photography by Marissa Menezes

**“I had a very circuitous path into this career I now love so much,” Kris Cowen begins. While it’s fairly common for real estate to be a second career, few agents have the background Kris has. After earning a bachelor’s degree in biology and a master’s in environmental health sciences, Kris set off to build a career in his chosen field. He landed work he was content with, putting his highly analytical mind to work to support himself and his family.**

Along the way, Kris ended up getting his real estate license. Initially, his goal was simple: to purchase a home for himself “I met two agents in 2007 as a consumer to buy my own house, and they were both totally incompetent. I thought to myself, if this is what’s out there, I’m just going to get my license and buy

my own house. And that’s what I did.” When Kris purchased his home at the end of 2008, he was working as a senior auditor in manufacturing product compliance. His job was stable and well-paying, and he enjoyed it. At that time, he didn’t consider real estate a potential career.

Over the years, however, his opinion began to slowly shift. Kris helped numerous friends and family members purchase homes. The part-time work allowed him to help those close to him while putting a few extra dollars in his pocket. When he closed nine transactions one year, however, he began considering the possibility of devoting more energy to real estate.





“

Initially, I had a low opinion of real estate agents, but as I started doing it more, I realized this [work] hit on so many levels of my personality. I'm collaborative as a human and love getting people where they want to go. That brings me great joy.



“It opened my eyes to what potentially being a professional in real estate would look like. I became more fluent and proficient, and I really liked the human connection piece,” Kris reflects. “Initially, I had a low opinion of real estate agents, but as I started doing it more, I realized this [work] hit on so many levels of my personality. I'm collaborative as a human and love getting people where they want to go. That brings me great joy.” As Kris dove further into real estate, he recognized there were aspects of real estate that satisfied his analytical mind, too — examining and negotiating contracts, business-building, and the psychology of buying and selling. So, in 2017, Kris chose to begin working toward a career in real estate. Kris worked two full-time jobs for the next two years. He'd spend his days as an auditor and evenings and weekends building a real estate business. With a wife and young son at home and a mortgage, he and his family couldn't yet afford to let go of the steady pay his day job offered.

“I had to gain consistent traction before I could leave my job that was fully supporting my family,” Kris explains. “I was very singularly focused. From a family perspective,

my wife, Rebekah, was totally on board. My only responsibility was to work, and she took care of everything else. It was a few years of working all the time to accomplish a very specific outcome. I didn't do that alone.”

Today, Kris runs his business, Honest by Design, as an individual agent with a support staff. His strengths are his ability to connect with clients, listen well, and guide them toward their goals. “I am aware this is not about me. Whatever we're doing, this is their journey, and I'm along for the ride. I get to be a part of it, but it's not about me. I think the depth and level of connection I have with people and the rapport I build with people are some of the things people like about working with me. With the personal and professional experience I have, I'm able to put others' desires first. That comes across in a powerful way with people,” Kris says.

Kris's son, Jackson, is now nine years old. As his real estate business soars, Kris is making sure not to lose sight of what matters most to him — his family. He enjoys playing soccer and tennis with Jackson as well as taking vacations; over the last two years, he's traveled to Cabo San Lucas, Tulum, Riviera Maya, and Barbados, to name a few.





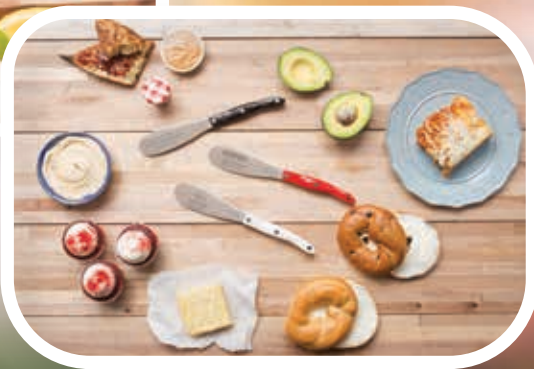
Going forward, Kris has a clear vision for his business. He loves interfacing with his clients daily, so he's chosen to build his team by filling out his administrative support staff first. That will allow him to increase his capacity while still being able to connect with his clients regularly. He's in no rush to step out of production; in fact, selling real estate is what he loves most about the business. "I would like to develop a unique team. I like what I do. A lot of people like the income and the business, but they are in a hurry to develop a team. I am not in a hurry to work myself out of production. I like being in production and like what I do. I see I will need help, but I want to start by building out the administrative systems and group in order to accomplish that. My intent is to build a structured admin and support team, so I have the ability to do what I love, which is selling real estate and connecting with buyers and sellers. I love the connection. I feel such joy from that, from being able to be a part of people's journey."

“

**I am aware this is not about me. Whatever we're doing, this is their journey, and I'm along for the ride. I get to be a part of it, but it's not about me.**



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— Shelly Deeds Bowers, Office Manager



▶▶ preferred partner spotlight

Written by Zachary Cohen Photography by Marissa Menezes





Scott Bowers



Tommy Bowers

The Mathews Inspection Group team leads with integrity and values. Their primary focus is to serve their clients, partners, and community with an honest approach, industry-best expertise, and the care they'd give their own family members. "It's all about relationships," Owner Don Mathews says. "You can have all the social media stuff you want, but when it comes down to it, it's about shaking a hand and building a relationship. There's nothing else like it. Our agents are a part of our group, a part of our family."

We had the opportunity to sit down with owners Don and Polly Mathews and Office Manager Sherry Deeds Bowers, three of the main cogs in the wheel of Mathews Inspection Group. Don, Polly, Sherry, and the rest of the team share a vision that extends beyond the service of an inspection. The difference is that they genuinely care.

"One thing I always loved about this work is talking to the buyers," Don says. "They are wearing rose-colored glasses when they begin. They love the house and the location, but they have no idea what's behind closed doors. That's where we come in — to open those doors and show them what's really there. What does it need? What will it cost? It's nice working with these clients, letting them know what they are buying and what they have to look forward to, educating them."

Polly reminds us that home inspections aren't regulated or licensed in California. That makes it all the more important to work with a trusted inspection company. Don stopped doing inspections in 2021 after nearly 20 years, but he continues to lead the business from the top. Now, the inspecting is left up to his disciples, who he's trained and guided for years. Sherry's husband, Scott, is the group's master inspector, and there are three other inspectors on the team, Tommy (Sherry and Scott's son), Dylan, and Brett.



When REALTORS® call in, we treat them as part of the family. We know what's going on in their lives. We get to know them and their family, and we really care. I love that part of it. It's all about building the relationship.

## FAMILY SPOTLIGHT

Sherry, her husband, Scott, their son, Tommy, and their daughter, Samantha, all work for Mathews Inspection Group. Don and Polly's sons, Chad and Blake, have moved to Tennessee, where they are continuing their careers in real estate and home inspecting.

"Our team has been together a long time. We're like a family. We're all working for the same goal," Polly says. "We're like a typical family. Both of my sons worked for us for quite some time — my oldest for 15 years, and he is a REALTOR® now. My youngest son spent 18 years with us and is now building a home inspection business in another state. We've watched Sherry and Scott's kids grow up and work for us, too. "There's something special about a family business," Sherry adds. "When REALTORS® call in, we treat them as part of the family. We know what's going on in their lives. We get to know them and their family, and we really care. I love that part of it. It's all about building the relationship."



Don & Polly Mathews

Although Don and Polly are transitioning into the next stage of their lives, they remain deeply involved in the business. They are confident that their vision for a relationship-based, family business lives on. "I live vicariously through my inspectors because I really miss the business. I love the people. I love the challenge. Every home is a challenge, a new adventure. It's exciting to get to be a part of people's journeys," Don says. "We're going to keep it going until Tommy has some kids (laughs)... and we'll let them take over the family business. We're going to do this as long as we can. We're in this for the long haul. We just love the business."

For more information, visit  
<https://mathewsinspectionsgroup.com>.



Brett Davis



Dylan McCorkell





#### BEYOND REAL ESTATE

Outside real estate, you'll find Danyell relaxing at home reading, hanging with her two dogs, exploring restaurants, or traveling with her husband, Brandon. Their most recent hobby is going to Cars & Coffee meetups on the weekends.

# DANYELL GILL

**Danyell Gill's love for real estate was born while working in apartment leasing. As a leasing consultant, she fell in love with hearing people's stories and matching them with a home to fit their needs. Seeing a happy client settle into their new home brought her a sense of unmatched joy and fulfillment.**

"That's where I knew real estate was something I was passionate about," Danyell reflects. "It was so rewarding to find people their homes. I found out firsthand how fulfilling it was making a real change in people's lives."

Danyell continued her career in real estate, eventually moving into property preservation. She worked directly with banks and real estate agents on foreclosed homes, preparing them to be put back on the market. Danyell found success in her role, but after eight years in property preservation, she sensed something was lacking. She missed making a positive impact on the lives of families.

"The foreclosure world was tough. I was doing a job that benefited the bank and the real estate agents, but it was tough. I had to hire contractors to be present during evictions to rekey the homes. It wasn't rewarding," Danyell reflects honestly. "I needed to do something more fulfilling."

By then, Danyell had been working in the real estate business for over a decade. She had long considered getting her real estate license, and by 2018, she decided the time was right to make her next move. It would take another year before she finally left her role in property preservation in the rearview mirror and fully devoted herself to a career as a REALTOR® — and she couldn't be happier that she did.

"I took a leap of faith, trusted in God, and committed. And in my first full year active in real estate, I closed 15 transactions. I knew I made the right decision."

Over the past four years, Danyell's business has continued to thrive. She's a solo agent with Realty One Group West based out of her hometown of Corona. After a career year in 2021, when she closed 20 transactions for \$13.5 million, Danyell closed 15 transactions for \$12.4 million in 2022.

"Within the four years of being a full-time agent, I've helped 70 families buy and/or sell homes. With hard work and dedication, thankfully I've been able to make it on the top producer list every year," Danyell smiles.

Danyell has achieved real estate success by running a relational business. Although she's still early in her career, she's operating a largely referral-based business model.

"I really just care about people, their well-being, and what they want," Danyell explains. "Customer service was instilled in me since my first job — treating people properly, always being honest, and providing valuable information. My approach is all about building relationships with clients and always being available. I want to serve my clients to the best of my ability every day and give it my all."

A Corona native, Danyell also has the advantage of knowing her geographic sales area better than most. Her local network runs deep, and she knows Corona like the back of her hand. She's involved with countless local organizations through sponsorships and mutual support. Danyell's local status offers a concrete advantage to her clients, who are often seeking a local expert to guide them.

Perhaps most importantly, Danyell leads a life of faith. She brings her relationship with God into every corner of her life, including her business. Faith acts as Danyell's guiding light, helping her stay centered and reminding her to treat people with love and respect regardless of the circumstances.



“I rely on my faith constantly in this industry and everyday life. I pray every morning, every night, and give it all to God. Without that, I do not feel I would be as successful as I am,” Danyell explains. “When I wake up in the morning, I remind

myself I don’t *have* to do things; I *get* to do things. I *get* to wake up every day and have a career I love, and a lot of people can’t say that. I’m super blessed to be a REALTOR® and have the ability to impact people by helping them buy or sell homes.”



“

When I wake up in the morning, I remind myself I don’t *have* to do things; I *get* to do things. I get to wake up every day and have a career I love, and a lot of people can’t say that.



» REALTOR spotlight

# Michael & Stacey Torres

Written by **Zachary Cohen**  
Photography by **Marissa McCutchan**

**B**efore becoming a real estate agent, Stacey Torres had the opportunity to observe top agents from around the state build, develop, and maintain their businesses. Her husband, Michael, worked on the corporate side of real estate for 12 years while Stacey stayed home to raise their four daughters. During this time, Stacey traveled with her husband as he trained agents throughout California, Texas, and Hawaii, giving her a front-row seat to the inner workings of the real estate business.

One major takeaway inspired Stacey to become an agent herself: she realized REALTORS® make a significant impact in the lives of others. Their role allows them to guide families and individuals through one of the most important milestones of life.

Stacey began her real estate career as an assistant in 2015 and was licensed the following year. Despite early challenges, she grew her business quickly.

“I had the honor to sit down with a lot of top-producing agents with my husband’s role, and what I realized is there is no secret sauce. The only things they all had in common were consistency and hard work. So I picked my pillars and didn’t sway from that. I just didn’t give up,” Stacey reflects. “I wanted it so bad, so every failure I made sure I was failing forward. I would use it to deep dive within myself and my business and ask, ‘What can I do to improve?’ I fell in love with the activity, not just the results. Do the hard work, and the results will come. It’s really about never giving up more than anything else.”

Stacey’s business grew exponentially, allowing Michael to leave his corporate position and join her in sales in 2019, the same year they created Hearthstone Homes. Over the past four years, the team has grown to nine agents. Their culture is one of collaboration, growth, and service.

“Our tagline is Where heart and home come together. I truly feel like we serve every client as if it was my own personal transaction. The hearth is the center of the home, and stone is strong. We care about families but are also strong negotiators,” Stacey explains.

As a husband-wife team and parents of four daughters, Stacey and Michael run a family-centered business. Balance isn’t easy, but they are deeply committed to it. Earlier in her real estate career, Stacey had a big realization about balance. Her business was taking off, but there was little balance.

“Now I schedule everything so I can live a life full of joy,” Stacey says.

Stacey has committed herself to scheduling family time first. She’s also an advocate of implementing systems. A strong team behind her and well-practiced processes streamline her work, allowing for more time with her daughters and husband. She isn’t perfect, but her sense of balance has dramatically improved over the years. She’s proving it’s possible to run a successful business and be an outstanding mom.



“ Our tagline is Where heart and home come together. I truly feel like we serve every client as if it was my own personal transaction.

”



Stacey and Michael's daughters, Mikayla, Makena, Madyn, and Malia, are now 18, 14, 12, and 11. They enjoy traveling (especially to Hawaii) and camping as a family. Stacey and Michael also own an investment property in Crystal River, Florida, where they travel a couple of times each year.

"It's a beautiful, peaceful place," Stacey smiles. "Things really slow down there.

The water is warm and turquoise. You can swim with manatees and go scalloping. It's amazing."

As Stacey looks ahead, change is on the horizon. Her children are getting older, and a new stage of life awaits her.

"We're looking forward to always educating ourselves, doing more investing, and hoping to be able to help

some of the agents grow, too," Stacey says. "Two of our kids would like to be REALTORS®, so we want to build a business that someday they can take over. I hope our girls, seeing how hard we've worked through the ups and downs in the business — I hope they see our passion and love for it, that they learn never to give up and that you can achieve whatever you dream as long as you put your goals into action."

“We’re looking forward to always educating ourselves, doing more investing, and hoping to be able to help some of the agents grow, too.”





# DECEMBER, JANUARY AND FEBRUARY

## MAGAZINE CELEBRATION!

We loved the opportunity to gather the people featured in our December, January and February issues and treat them to coffee, special presentations of their articles to be hung on their walls and extra copies of their issue. It's always such a fun opportunity for people from all over the Inland Empire to get together and connect!



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# GALENTINE'S

## Hosted by Locke Your Loan

Our focus this year is on providing more variety in our events and the opportunities we're giving people to connect. We kicked the year off with a special Galentine's event hosted by Lara Locke with Locke

Your Loan! Held at The Holden House in Riverside, the ladies were treated to steak, lobster, salmon and cupcakes. Our goal of more intimate conversation was met and many tips and stories were shared!



▶ special event



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Vice President of Sales  
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# MEET YOUR VIRTUAL ESCROW ASSISTANT, VINNY!

Vinny, our intelligent messaging system, is here to keep you updated on your escrow via text!

Upon opening escrow, you will receive a text from Vinny. Don't hesitate to say "hello" and ask any questions, including, "How can you help me?"

**LOGIN TO VENTURETRAC AT ANYTIME TO SEE ALL OF YOUR ACTIVE AND CLOSED ESCROWS & CREATE A NET SHEET IN SECONDS!**

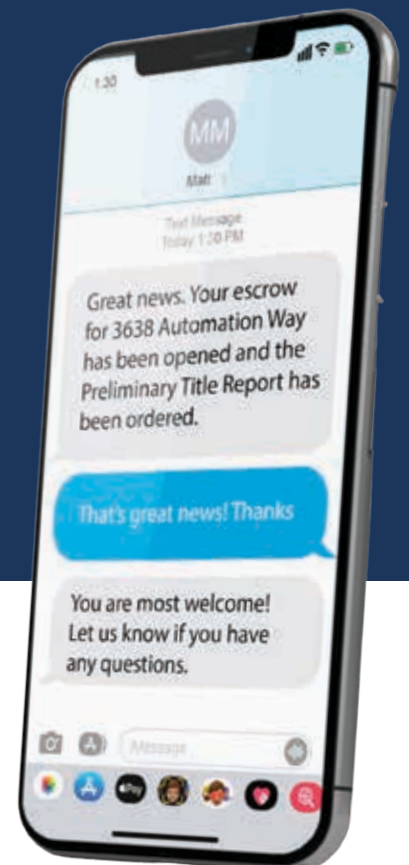
- 1** REAL-TIME UPDATES ON YOUR ESCROW
- 2** ANSWERS AVAILABLE ON DEMAND 24/7
- 3** REQUEST DOCUMENTS & CONTACT INFO



NEW VENTURE  
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