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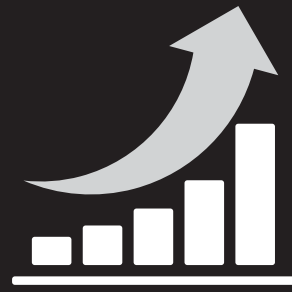
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Cover photo courtesy of **Jenny McMasters**

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We're excited to announce that our next quarterly event will be held on May 3, 2023, from 4:30 p.m. to 7:30 p.m. at the lovely Hotel Laguna in Laguna Beach.

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Photo by WASIO faces



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JOHN VEYTIA



ICONIC IMPACT

Success indeed comes to those who do the right things consistently over time — people who dedicate themselves to doing things for the right reasons for those around them. With that in mind, one of the shining examples of leadership in the real estate landscape is John Veytia.

As a REALTOR® with Berkshire Hathaway HomeServices Lifestyle Properties, John continues his iconic impact on the lives of people in the region by helping them achieve their real estate goals.

“The part that I enjoy the most about what I do is getting to know new

people and rising to the challenge of helping them meet their real estate goals,” says John. “It’s very important to me that the people I work with have had fun throughout the transaction, and that they know I was professional and care about them.”



A LEGACY OF EXCELLENCE

John's remarkable career began in 1964. He had lost his father the day before he went to college.

“After my father passed away, my mom didn’t want to live in the house anymore. She had agents sell her house and she got a new one,” John remembers. “When my mother got her new house, there were big issues with water that were undisclosed. The agent mistreated my mother in the deal. When I went to go talk to him, he told me ‘Buyer beware.’”

That flippant comment that the listing agent spewed at the time represented the underhanded kind of real estate that John wanted nothing to do with. In fact, it greatly motivated him to do something about it for the future ... so much so that he earned his own real estate license in 1962 when he was 19 years old, and his broker's license at 21.

"I went to UCLA at the time, and they had a certificate of real estate program (today's GRI) that I completed. I studied finance, banking and appraisals and took real estate law. I got a cert in RE at UCLA."

STARTING HIS PATH IN THE BUSINESS

John wound up teaching real estate law from 1966 to 1972 part-time to help other people pass their exams.

John dove in, learned, and — step by step — made an undeniable difference in the lives of many residents through time. In fact, he has recorded more than 2,000 transactions in his career.

Yet, for all of his accolades and achievements throughout his career, the number that means the most for John is the price he can get for a client listing their home. As he says, “We aren’t in the real estate business; we’re in the people business.”

6699

OUR GOAL IN LIFE
IS PEOPLE, AND WE
KNOW THAT THEY
WON'T REMEMBER
WHAT WE SAID ...
**BUT THEY WILL
REMEMBER WHAT
WE DID FOR THEM.**



ENRICHING LIFE

Family enriches life for John. He treasures time with his wife of 31 years, Linda Carter, along with their two pups — Paloma and Frida.

In addition to being an agent for the past 37 years herself, Linda earned her broker's license 10 years ago. Sharing the same path in life and business is something they both feel thankful for.

“We both have the same goals of helping people. Linda is wonderful talking with people and gathering information from them,” John says. “I like to focus on the facts and numbers. Plus, I am a consummate negotiator.”

MOVING THEM FORWARD

One of John's favorite aspects of the business is helping others move forward in their own careers.

"I like to teach and coach. I do role-playing with them twice a week. I'm trying to raise the level of the real estate agents I know. I've been in the business so long, and I want to give back to others."

In his free time, John likes riding bicycles with Linda in spots all around the world. They also like to cook, travel and entertain together.

John is also engaged in his community and has contributed greatly over the years. He has served as past president of the local Rotary chapter, and is on the board of directors for the California Life Center and CFLC — an organization that supports troubled children. “We work a lot getting them turned around,” John says. “We have an adoption service and also help with foster homes for children.”

TRUST AND ACHIEVEMENT

Those who know John count on him
to do the right thing for them and

A full-body photograph of a smiling man with a bald head, wearing a purple short-sleeved button-down shirt with a tropical leaf pattern and white trousers. He is holding a pair of binoculars to his eyes with his right hand. He is standing on a paved area near a body of water, with a rocky shoreline and a clear blue sky in the background. A black metal railing is visible to his right.

their situation in life. They trust that he will follow through each day.

raving fans — with outstanding, positive memories of the work John and Linda have carried out for them.

"I look forward to helping people. They are all God's kids," John says. "Our goal in life is people, and we know that they won't remember what we said ... but they will remember what we did for them."

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SHAWN

Photo by Jenny McMasters



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▶ partner spotlight

By Dave Danielson

SAYING YES TO GOALS & DREAMS

It is energizing to see those who are obsessed with eliminating challenges and obstacles in business. Having the belief and dedication of key individuals in your personal and business life makes all the difference.

That's why it means so much when you're able to partner with a professional who always looks for a way forward.

That's exactly what you and your clients get when you partner with Senior Division Mortgage Advisor Shawn Muro and Geneva Financial, LLC.

"The whole reason why I have my team do what we do is to give back to my clients and partners and provide the same opportunities I have been given," Shawn says with a spark.

"I love telling someone yes. My mantra, when a client reaches out to me for a mortgage is, it is never a no; it is only a matter of when. I share the excitement of my clients and will find the answers to all of the challenges. That's the most important part of my day — making their goals a reality."

LEARNING AND GROWING THROUGH TIME

Shawn grew up in the Midwest. For a time, she worked in television and production and then became a teacher. "It is all about serving people and helping them. When you're a teacher, you help kids become successful, educated adults," Shawn explains. "Now, I'm helping people buy their first and second homes and position themselves to become real estate investors. It's all about service."

FOLLOWING THEIR OWN PATH

Shawn and her husband, Rick, bring extensive experience and expertise in mortgage lending to their partners and clients. Shawn and Rick had nearly 20 years of mortgage experience before developing their own division with processing, underwriting, and closing, all dedicated exclusively to their team.

"The most important thing in looking at a mortgage company to partner with is the culture," Shawn says. "It has to be a good atmosphere ... a win-win atmosphere."



“WE ARE HERE TO SERVE MY REALTOR® PARTNERS, TO ELEVATE THEIR TRUST & BUSINESS IN EVERYTHING WE DO.

I AM ALWAYS FULLY TRANSPARENT AND AVAILABLE TO THEM.

As Shawn explains, “My team dedicates themselves to meeting the needs of their REALTOR® partners. It’s about them. We are here to serve my Realtor partners, to elevate their trust and business in everything we do. I am always fully transparent and available to them. I want my agents to know that they are so important to us,” Shawn emphasizes. “My team and I are here to turn our agents’ clients into ‘Same as Cash’ borrowers, taking all the guesswork out of the transaction, getting offers accepted quickly, and developing high trust with the Realtor teams I work with. Co-marketing, lead share, and agent development are all part of the bigger picture and value proposition we have developed.”

Shawn Muro, pictured on John Stanaland’s sport fishing boat, The Huntress. (Photos by Jenny McMasters)

“We came here and are very happy to be working in an environment where we have more control over operating our business and serving our clients. I have my own operations team. I control the ball from start to finish, allowing me to be fast and available. My top priority is to make my agents shine by making their lives and transactions easy and profitable, helping their clients to the finish line ASAP.”

FULL-SERVICE TEAMWORK

The Muro Division at Geneva Financial, LLC, is a full-service mortgage bank that offers everything available in the lending sector.

Today, Shawn and Rick are joined by a dedicated team of professionals, including two underwriters, three dedicated processors, and a closing and support team. Overall, the Muro Division has 12 branches at Geneva Financial in multiple states from coast to coast.



TREASURED LIFE

Away from work, Shawn and Rick treasure time with their family, including their daughter, Brittany Wright, who works as a loan officer and division marketing specialist on the team; and their two sons, Nicholas and Macrey.

In their free time, Shawn and Rick love being out on the water. Deep-sea fishing is a favorite for them. “That’s definitely my happy place,” Shawn smiles.



They also enjoy time at their property in Cabo San Lucas. In addition, Shawn enjoys golf and receiving lessons from her brother, who is a golf professional.

When it comes to giving back, Shawn and Rick are huge supporters of veterans as well.

FINDING A WAY FORWARD

With a sense of dedicated service, tireless effort, and creativity to find a way forward, Shawn, Rick, and the rest of the team in their division help those around them move closer to their dreams ... and they do it by finding ways to say yes.

As Shawn says, “The people we work with really matter to us. We treat everyone like family, and we want them to have that security of knowing that they are in good hands.”

For more information, call 949-257-9112, 760-656-6383 (Desert) or 866-656-7111 (toll-free), or email SMuro@GenevaFi.com.

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Shawn and her husband, Rick. (Photo by Jenny McMasters)






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JULIE & GREG SCHNIEDERS

THE UNDENIABLE VALUE OF TRUST



» power couple

By Dave Danielson
Photos by Jenny McMasters

Do you know what your work really means for your clients? Each day, you apply your growing skillset and in-depth knowledge of the market and the process to helping your clients make it to the close of escrow and to their next chapter. Along the way, you are the hero that helps them buy or sell their home.

Julie and Greg Schnieders form a dynamic husband-and-wife team to achieve that.

LEADING BY EXAMPLE

As REALTORS® and Partners with Schnieders Real Estate Group and the brokerage of Bullock Russell Real Estate Services, Julie and Greg demonstrate the undeniable value of trust and honesty.

“We really get close to those we serve,” Julie says. “To be successful, you need to have their trust and for them to feel good and know that you are really working for them. I really love seeing people achieve their goals.”

As Greg explains, one of the points of pride for them is the fact that they have sold every listing they’ve ever had.

“I feel like we are always able to roll and change with the dynamics of the situation. Julie has the ability to listen to people and have empathy. We each have a different role that we play together,” Greg says. “Julie handles a lot of the staging and working with our clients with our vendors and I step wherever needed to coordinate various aspects of the transaction all the way down to landscaping

BEGINNING THEIR JOURNEY

Julie remembers starting her real estate career in 2004.

“I had gone through a divorce. Prior to that, I had started studying for my real estate license,” she recalls. “And we had been looking to move and looking for houses. The Realtor showing us kept showing house after house that weren’t anything like what we had described that we were looking for. Finally, I said, ‘You aren’t showing me anything close to what we said we’re looking for,’ and showed him a few I wanted to see. The Realtor looked at me and said ‘Oh, you want a quality house.’ I was stunned. I thought, ‘Have you not been listening to us?’ I knew then I had to get my license. Today, our motto is ‘Listening to the Needs of Our Clients First.’”



As Julie got her start, she worked with Prudential initially. In time, she followed the suggestion of a friend to join a team. Soon after, she signed on with the McMonigle Group and Jerry LaMott's team, where she worked for six years in the high-end luxury market.

Prior to real estate, Julie had worked with GTE Sprint as a Major Accounts Manager acquiring and managing large corporate accounts, for which she won many sales awards

"All those experiences helped really hone my negotiating skills," she says. "I pride myself on my negotiation skills."

REWARDING NEW CHAPTERS

In time, Julie met Greg. Eventually, they were married. Shortly after that, Greg entered real estate himself with Coldwell Banker. After getting established, Greg moved forward to the next step in his career — and teamed up with Julie.

In the days of the economic collapse of the late 2000s, Greg was ready for a change.



Julie and Greg Schnieders enjoy making homemade pizza in their wood-fired pizza oven.

"I wasn't in love with the business, frankly, at the time. I went back to work for the marketing company I had been with for 15 years. After that, I worked in magazine publishing with my own magazine in Ladera Ranch for a couple of years. I really enjoyed that," Greg remembers.

"Then, when COVID hit, many of our advertising partners were construction companies who were pulling back on advertising. So, I returned to real estate



“WE WANT CLIENTS TO KNOW THAT WE ARE WORKING IN THEIR BEST INTERESTS AT ALL TIMES.”

where Julie and I became a real estate team for the past five years. We have learned the fine art of how to live and work together and in turn, learn what each does well. For example, Julie manages the majority of the interfacing with clients throughout the transaction, and I enjoy the marketing and lead generation side.”

FAMILY FOUNDATION

Julie and Greg are fulfilled by the time they spend with their children Kyle, Bryce, Hailey and Rusty and their entire family.

In their free time, Julie and Greg enjoy playing pickleball with their family and friends. In addition, Julie and Greg enjoy wine tasting, as well as exploring and promoting new and local restaurants.

At home, Greg enjoys making culinary creations. He and Julie host pizza parties using their outdoor wood-fired pizza oven. They even make their own dough and pizza sauce. They also enjoy hosting blind Wine-tasting contest events with their friends.

When it comes to giving back, Julie has been involved with the Rancho Santa Margarita Chamber of Commerce, as well as the board of directors for Center Club Cares, the philanthropic arm of the Center Club in Costa Mesa. She was also on the board of Veterans Legal Institute, which helps veterans with legal issues at no cost to them. Both of these board positions involve a lot of fundraising and gala event planning. Greg volunteers on the board of directors for SAMLARC.

SUPPORTING POSITIVE GROWTH

In general, they enjoy having the chance to contribute to the community that they've been part of for 35 years.

With each successful transaction that Julie and Greg complete, they remain focused on the undeniable value of trust and honesty that they build with their clients.

"Through that process, it's very important to us that clients never feel pressured to make a decision that wasn't in their best interest, whether it was purchasing or accepting an offer," Julie and Greg emphasize. "We don't like being salesy. We're always trying to include a value-add. We want clients to know that we are working in their best interests at all times."

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Transforming
Dreams
into Reality

CaLee McManus

► cover story

By Dave Danielson
Photos by Jenny McMasters

Each of us has a vision for our future — a hope for where we'd like to be in the days and years to come. That's where leaders like CaLee McManus come into the picture.

As founder and REALTOR® with Monarch Real Estate, CaLee specializes in helping others get where they want to go in life ... in turn, transforming their dreams into reality.

EASING THE WAY FORWARD FOR OTHERS

CaLee is driven to improve the lives of others. In turn, that

approach has created rewarding results all around. Along the way, she has received numerous awards and accolades that place her among the nation's elite real estate leaders.

"I want to help those who really want to do well in real estate," she smiles. "This is a way I can give back and help others grow. I never understood why an agent would work for another agent, advertising someone else's name and not their

Monarch Real Estate (seated: Yolanda Staff, Annie Li, CaLee McManus, Luiz Camargo; back row: Susan Alton, Edgar Torres, Alexa Thomas)



own. Monarch allows agents to grow their own business, with their own name, while reaping all the benefits of an intimate team.”

LEARNING AND GROWING

Prior to real estate, CaLee excelled as a senior manager in finance for a Fortune 100 company, managing 150 employees and over \$3 billion in receivables. Eventually, she and her husband started their family and she stayed home for a time with her children.



“I went into real estate in 2006, believing it would be a good fit for my life with small children and enjoyment of business. From the start, I did things independently and always had my own real estate business. I really love all aspects of running the full business. I truly found my dream job,” she says.

WINNING TEAMWORK

Today, CaLee has created her own agency, Monarch Real Estate — a close-knit, collaborative team that brings a world of benefits to each individual.

“I switched to Monarch Real Estate after I bought my own home from CaLee, as the listing agent. She was professional, sincere, and patient throughout the transaction. During the first year with Monarch, CaLee provided mentorship, knowledge and training to ensure my sales doubled! She is a passionate and warm-hearted leader and friend. The entire team is super friendly, trustworthy, and has each other’s back. Monarch rocks!” says Agent Partner Annie Li.

“We have a wonderful group of collaborative, trustworthy, and dependable agents. When you’re gone, you know your clients are being taken care of the way you would

want. I want to provide agents with the same over-the-top level of service and commitment,” says CaLee.

TANGIBLE BENEFITS

CaLee and her team meet every week and collaborate ... sharing ideas for getting more business, getting out in the community and helping each other move forward. That’s just the start.

“We have state-of-the-art technology. We have the muscle and support from our very large umbrella brokerage. They provide us with the latest technology tools, compliance support, and education. This allows me to focus on the agents and clients,” says CaLee. “We have a partnership with the top-performing agents across the country, creating more referral opportunities, as well as the advantage of off-market sales leads.”

Monarch helps clients get the best return on investment by assisting with preparation and remodeling.

“We have an exclusive partnership with subcontractors and also have a partner company that specializes in coming in, creating a plan with the homeowner, carrying out the

remodeling, and all of it is paid for at the end of the transaction through escrow,” CaLee says.

Education is also key. Members of the team have access to continuing education, the latest technology stacks and programs, and they can take part in weekly role playing, as well as ongoing education from local and national economic expert partners.

Another step that the firm takes is assigning a client care coordinator. As CaLee says, “Once a deal is signed, whether launching a new listing or entering into escrow, the client care team handles the majority of the transaction and marketing for them. That way, the agent can focus more on prospecting and negotiating.”

AWARD-WINNING EXPERTISE

Those who are part of the Monarch Real Estate team learn from one of the nation’s best.

Monarch Real Estate won Best Luxury Real Estate Broker in Orange County through the Luxury Lifestyle Awards for 2021 and 2022. The team was also ranked as one of America’s Best by Real Trends magazine for 2021 — among the top 1.5 percent nationwide.



CaLee, herself, has been recognized as a Five-Star Agent by Orange Coast magazine since 2010, ranked among America's Top 100 Agents and among the top 1 percent in the nation since 2018, a Woman of Distinction in 2017, as well as recognized by Forbes Magazine and featured in Who's Who in America as a Market Leader.

CaLee is also partnered with and continually learning from other founding partners around the country and bringing this insight to her team.

PHILANTHROPY AND COMMUNITY

The team's work is reflected by its core values of "Integrity, Trust, Concierge and Efficiency." Monarch Real Estate does more than help their clients achieve their real estate dreams. They also have a heart for helping.

"We are very involved in the community, whether it's supporting local schools, Little Leagues, church, the Elks Lodge, etc." she says. "We also have a connection to the Lupus Research Alliance that we work with, and will soon be collaborating with the Alzheimer's Association of Orange County."

As CaLee continues to build with her team for the future, she does so with an agency that is built on a solid footing of care, excellence, and white-glove service.

When asked why she chose the name Monarch Real Estate, CaLee says, "First, the word 'Monarch' is reminiscent of royalty, which reflects our high-end luxury focus and high level of service. Second, the butterfly represents migration; that is, butterflies move their home every year. Third, it reflects the transformation of the caterpillar into a butterfly, on point with our approach — the way we transform homes in order to make our clients' dreams become a reality."

"I truly found my dream job."
—CaLee McManus



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