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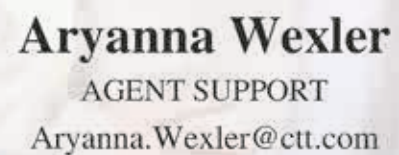
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2022

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IN INLAND EMPIRE
SOLD IN 2022

23,574
TOTAL TRANSACTIONS

\$9,836,209,802
SALES VOLUME

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SALES VOLUME
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cover story

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

JON VASQUEZ

By 2017, Jon Vasquez was one of the top-producing agents in Big Bear, helping over 50 families that year. Jon had taken a long journey to get to that point. He initially launched his business in 2007, moved to Big Bear in 2008, took a detour from real estate and served others in fine dining restaurant service, met his wife, entertained a career in firefighting, then moved into banking. He returned to real estate in 2012, working for the area's top broker, Tim Wood, one of the area's top agents and steadily rose the ranks to become a top producer.

In 2017, Jon began digging deeper into self-development work. He had worked on real estate teams for years and was ready to make the leap to become an independent agent.

"I was getting into Tony Robbins, really diving into business, social media, and started getting really excited about the possibility of going out on my own. I realized I could do it. I could build my own thing and truly work for myself," Jon reflects. "I had a lot of big ideas, and I was ready to move in a different direction. I had a passion for serving people and many ideas on how to do that."

Jon decided to take a two-month sabbatical in Arkansas, where his wife's family lives, as he transitioned. During the trip, his mind was suddenly opened up to new possibilities.

With young children, he became excited about the chance to live in the country with ample land to explore and play. He and his wife had many conversations about their future and ultimately decided to sell their home in Big Bear and move to northwest Arkansas to begin again. The new adventure was rich with excitement and possibility. "By the end of the year, we said goodbye to everyone we loved in Big Bear and essentially traded this life for a new chapter," Jon continues.

But, as if by a force of God, Jon and his family were pulled back home to California. His wife began having health challenges, which brought them back to Big Bear to be closer to her mom and the medical attention they needed. They returned in March 2019 humbled.

“ I realized I could do it. I could build my own thing and truly work for myself.

Jon and his family took the little cash they had and used it to purchase what would eventually become their first short-term rental investment property. They moved into it and began doing extensive repairs. Meanwhile, Jon began rebuilding his real estate sales career.

“It started with a heck of a lot of prayer and hard work,” he reflects.

Jon sold 17 homes in 2019 but wasn’t out of the woods yet. The pandemic struck the following year, leaving him and his family in a home stripped down to the studs with their sink on stilts. His wife was still recovering, his son had a serious accident during Thanksgiving that piled up medical bills, and the pandemic had nearly shut the economy down.

“We were nearly \$300,000 in debt and trying to figure it out,” Jon says. “But I went to work every day, grinding it out, making it happen.”

Against a backdrop of the COVID-19 pandemic and personal turmoil, Jon’s business took flight. He closed 50 deals in 2020, once again rising to the top agent status. That enabled him to pay off his debt and begin building a solid foundation. He followed that up with 57 deals in 2021 and 52 deals in 2022..



“

The secret to my success is an obsession for excellence, an obsession for attention to detail, and a really big heart for people.



“The secret to my success is an obsession for excellence, an obsession for attention to detail, and a really big heart for people,” Jon says proudly. Today, Jon runs a small team, the Jon Vasquez Real Estate Group with eXp, which he launched in February, 2022. He and his team aim to help more families achieve their real estate and investment goals in 2023. Most importantly,

he aspires to be the go-to resource for families and individuals looking for real estate in Big Bear — and much more. “I’m a connector. My vision for the future is to have a robust, expansive reach and be the number one resource for people on all things Big Bear. I want to be remembered as a family man who cared deeply, and has impacted the

lives of his children and grandchildren, far beyond real estate. I want to influence the lives of my customers and my community, too, well beyond real estate or career. I want to be remembered for inspiring others, being rich and generous in love and care, never settling, and always growing toward excellence in everything.”

Family Spotlight

Jon and his wife, Joy, have two children, Jericho (9) and Joelle (11). They enjoy just about any outdoor adventure — mountain biking, hiking, off-road adventures, paddleboarding, and rock climbing.



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TNT

INSPECTION PROS

Chris & Brian Treat

Written by Kendra Woodward
Photography by Marissa McCutchan



►► preferred partner spotlight



In the bustling world of real estate, where attention to detail and thorough inspections are paramount, one team stands out from the rest: TNT Inspection Pros. But what makes them truly exceptional is the fact that they are not just business partners, but also a father-son duo. Chris and Brian Treat came together to provide top-notch inspection services in 2020. Their shared passion for helping clients and their deep-rooted bond have propelled TNT Inspection Pros to great success.

Brian Treat, a La Mirada, California native, initially pursued a degree in Communications at Cal State Fullerton. While in college, he began working alongside his father, Chris, who was employed by another construction company at the time. Brian's professional journey first took him on a venture into military sales for 15 years after graduation. However, the desire for a change brought him back to his roots and to TNT Inspection Pros. Uncertain about his career path, Brian sought advice from his wife, who happens to be a real estate agent. She suggested he join forces with his father, leveraging their combined expertise and experience.

The idea of TNT Inspection Pros had been brewing for some time, prior to the onslaught of the Covid-19 pandemic, but it wasn't until then that Brian dedicated himself full-time to the venture. Working side by side with his father was a natural progression, as Chris had always been a role model and source of inspiration throughout Brian's childhood. As Brian recalls, "He's always been a hard worker and provided for our family." Brian admired his father's strong work ethic and dedication to providing for the family, qualities that have shaped his own professional approach. Chris had a long-standing career in construction, even running his own construction and environmental business for a period before transitioning into corporate safety and construction.

For Brian, the most fulfilling aspect of his work lies in assisting people in preparing for the next chapter of their lives.



For Brian, the most fulfilling aspect of his work lies in assisting people in preparing for the next chapter of their lives. “Making sure they’re in a good spot and don’t have expensive fixes to make,” as he puts it...with the end goal being that they don’t get stuck in a bad spot with their new investment.

Through their inspections, TNT Inspection Pros. ensures that clients are well-informed about the condition of their potential new homes, avoiding costly surprises and ensuring they don’t find themselves in a detrimental situation. Brian himself had faced a similar predicament in the past and credits an inspection with saving him from a poor investment. This personal experience fuels his commitment to providing exceptional service and guidance to clients.

While Brian doesn’t actively compare TNT Inspection Pros to other businesses in the industry, one distinguishing factor sets them apart is the presence of both Brian and Chris during most inspections and job site walkthroughs. This unique approach allows for a quicker and more comprehensive inspection, catering to the needs of real estate agents and homeowners alike. Furthermore, TNT Inspection Pros prides itself on their attention to detail, capturing extensive visual documentation with photographs, and delivering comprehensive reports within a quick 24-hour turnaround.

While Brian doesn’t actively compare TNT Inspection Pros to other businesses in the industry, one distinguishing factor sets them apart is the presence of both Brian and Chris during most inspections and job site walkthroughs.

The success of TNT Inspection Pros is a testament to their unwavering dedication and commitment. Brian and Chris are focused on growing their business and expanding their network, eagerly seeking opportunities to connect with new agents. Reflecting on their journey, Brian acknowledges the pivotal role played by the Matt and Jaime Nunez - Fire Family Real Estate team, who took a chance on TNT Inspection Pros in the very beginning of their venture, propelling them to new heights in the industry. He credits them for much of their success saying, “They catapulted us in the business.”

Beyond their professional endeavors, Brian finds solace and joy in spending time with his wife, Amber, and their two sons, Wyatt and Hudson. Their family is completed by their beloved dog, Harley. Camping trips and backyard barbecues are among their favorite activities, as they cherish the company of their close-knit group of lifelong friends.

As TNT Inspection Pros continues to make its mark in the world of real estate inspections, Brian and Chris Treat exemplify the strength and bond that a father and son can bring to a shared passion. Their commitment to excellence and dedication to their clients are the cornerstones of their success, leaving an indelible mark on the industry they serve.

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Jennifer Wentz

Written by Zachary Cohen Photography by Marissa McCutchan

Jennifer Wentz has lived in Menifee her entire life, and over the past thirty-plus years, she's seen tremendous growth. While Menifee is now a bustling independent city with a population exceeding 110,000, things were far different during Jennifer's childhood years. There was no Menifee Marketplace, the Temecula Promenade Mall was absent, and schools were few and far between.

"It's changed dramatically," Jennifer reflects. "I used to ride my bike on dirt roads that are now fully residential tract housing. There used to be two grocery stores and a couple of mom-and-pop restaurants. Now there are so many chains, so much business. It has grown like crazy."

Jennifer has had a unique perspective on the changing landscape of Menifee. In the '70s and '80s, her father sold hundreds of homes in the Sun City area (now Menifee) and helped builders and private investors develop land in Canyon Lake, Murrieta, and the

surrounding areas. Her mother was involved in real estate, too, as secretary for the owner/broker of a real estate firm in Hemet. Both managed large apartment buildings in the early '70s in Los Angeles after arriving in California from Wisconsin.

Jennifer never wanted to be a financial burden to her parents, so she's been working since she was 15 years old. She explored a more traditional career path working for retailer Office Depot. She moved up from cashier to store department manager to outside business sales, achieving relative success. But after nine years in the business, she was frustrated with her role.

"I was fed up with corporate America — the incremental goals we couldn't achieve, reporting was never accurate or on time, working like a dog for another company and putting in 60+ hours each week... It was never good enough," she says frankly. "I was ready to start my own business and the familiar route was real estate."

In 2014, Jennifer got licensed and launched her real estate career. She planned to get six real estate deals under her belt before quitting her corporate sales job, but after one home sale, she put in her two weeks' notice. She knew real estate was the path forward for her.

"I was going to sink or swim, and luckily I've swam." Today, Jennifer is an individual agent with Berkshire Hathaway HomeServices California Properties. She closed 35 transactions for nearly \$17 million in 2022.

At one point, Jennifer managed the Menifee Tarbell Realtors office, but she discovered she preferred to work independently. Managing 65 agents wasn't fulfilling for her, so she returned to sales full-time, where she is happiest.

“

I was going to sink or swim, and luckily I'VE SWAM.

”





"I have no assistant, no TC, no one helping me at all. I am a control freak. I've seen things fail when I had to rely on others, and I refuse to let things fail in my business, so I have to be in control of everything," she says. "I'd rather be at capacity helping people with everything instead of counting on other people who let my people down."

Jennifer runs her business with a fierce commitment to her clients. She'll work with clients for years to ensure they find the right solution to their housing needs. She's focused on empowering them with the knowledge to improve their housing situation and finances rather than on closing deals.

"I give knowledge to them before they make a decision, setting them in the right direction from day one. The planning part of it is huge for me," she explains. "I'm fulfilled by having so many people rely on me for housing. Everyone has to have a roof over their head. So when people rely on my guidance, that's fulfilling to me. I don't want people to be stagnant in their wealth-building or retirement planning. I want them to set themselves up for success."

Jennifer takes a 24/7 approach to her business. She's even proud of working during her honeymoon in 2016, and she's worked on every vacation since.

"I don't do too much other than work. Everything leads back to work. I'm always stepping out of a dinner meeting or a doctor's appointment to answer my phone. Other agents on big teams put in the hours they want, but I don't clock in and clock out. I'm always on. It's 24/7 for me, and I couldn't be more excited about it every day."

"I feel like I was put on this Earth to help other people make good decisions at a young age, help their families, and build their wealth through the housing market. Helping people in real estate — that's my legacy. That's what I want to leave behind."

“
Helping people
in real estate —
that's my legacy.
**THAT'S WHAT
I WANT TO
LEAVE BEHIND.**
”





Jessica Foote

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

While studying at Pepperdine University, Jessica Foote worked at Starbucks, first as a barista and later as a store manager. Her role at the world-famous coffee shop gifted her with leadership training and customer service skills that have been useful in every professional position she's held since. But, ironically, it was her drive to and from work that made the most lasting impact.

"While I drove back and forth to work, I thought, 'What am I going to do with myself?' I did well at Starbucks, where I ended up running a store, but I also realized coffee is not my product. But as I drove back and forth from Malibu, looking at these mansions, I had the thought: It's real estate. That's my calling."

After earning two degrees from Pepperdine — a bachelor's in sociology and an MBA in finance — Jessica set out to build a career. She spent a few years at Hewlett-Packard, where she was able to utilize her MBA as a project manager. But soon enough, she turned back toward real estate.

"I was a brand-new mom, and at the time, I was working at HP in marketing. That was right when they started laying people off because of the recession, and I was out on maternity leave. I had always wanted to be in real estate, so I decided that was the time," Jessica reflects.

Jessica got licensed in 2009 and left her job at HP two years later.

"Everything I do, I'm all in. And I went all in on real estate," she continues.

Over the past decade-plus, Jessica has built one of Southern California's top real estate businesses. Her success culminated with the founding of her brokerage, Native, in January 2021.

Native has quickly grown into one of the fastest-growing brokerages in SoCal. What began as a project to serve Jessica's team has turned into much more; now, Native supports individual agents and multiple teams.

"We're focused on maximizing the agent," Jessica says. "Whenever someone comes to us, our goal is to make them the best they can possibly be. We see where agents have some gaps and figure out how to make them excel. When agents come to me, they usually become the dominant agent in their market."

Jessica is obsessed with excellence, and it shows in her results. Her brokerage offers creative branding, coaching with Tom Ferry's organization, and the support agents need to thrive.

"We are all serious, smart, and educated, but we're also fun and lighthearted, have a lot of joy, and are funny. Culturally, it's really enjoyable to work with us. We always leave people better than when they came to us."

Outside work, you'll find Jessica hanging out with her husband, Josh, and their three children, Miles (15), Micah (13), and Maiah (9). Jessica's husband is a pastor, and her connection with God is an integral part of her life. She considers herself a strong, spiritually-led Christian.

Jessica is still somewhat new to the Temecula Valley; she moved here in 2018 after growing up and building her business in San Diego. While moving to Murrieta was an unexpected adventure in Jessica's life, she's never been happier. She lives in Spencer's Crossing, where she's become one of the dominant real estate agents.



“
Everything I do, I'm all in.
And I went all in on real estate.
”



"It's been great," Jessica beams. "Sure, it's been an adjustment because the pace of life is slower here, but I've noticed people enjoy their life more here because they have more space. People have some financial freedom because it's not as expensive. We are really happy here."

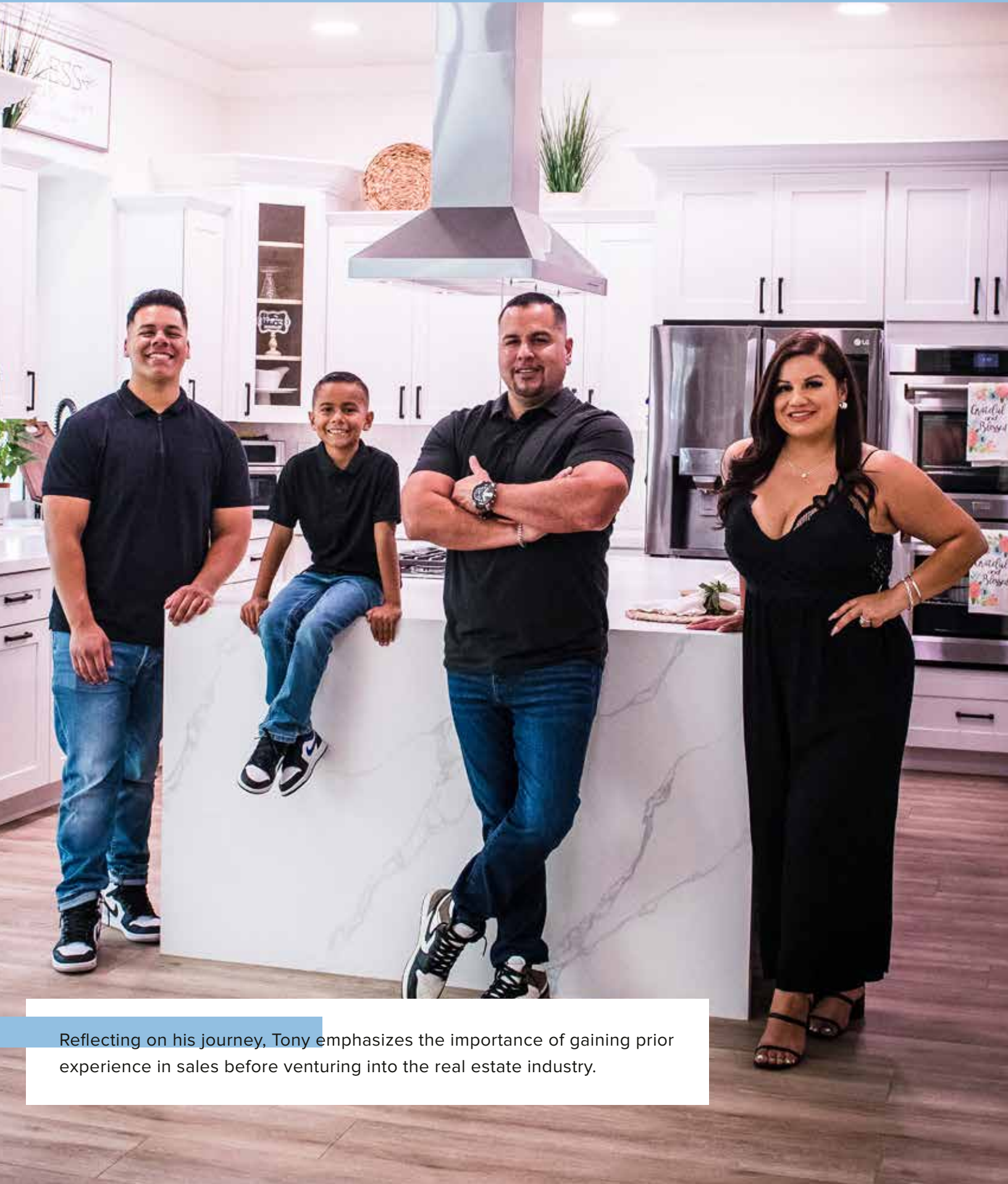
Now three years into her journey as a broker/owner, Jessica is excited to continue growing Native. One of her goals is to make Native the top real estate brokerage in all of California.

"The business is important, but I also don't want to lose sight of my values," she closes. "I want people to know they are loved and that they felt love when they were around me, that I made everybody's lives better in some way."

“
I want people to know
they are loved and that
they felt love when
they were around me,
*that I made
everybody's lives
better in some way.*
”



Written by Kendra Woodward Photography by Marissa McCutchan



Reflecting on his journey, Tony emphasizes the importance of gaining prior experience in sales before venturing into the real estate industry.

TONY

GAMBOA

In the dynamic world of real estate, experience and a genuine passion for helping people are invaluable assets. Tony Gamboa, a seasoned real estate agent, exemplifies these qualities with his impressive track record and unwavering dedication to his clients. With almost three decades of sales experience under his belt, Tony has built a thriving career and established himself as a trusted professional in the industry.

Born and raised in San Gabriel, California, Tony's journey began in the charming city of West Covina. From an early age, he developed a knack for sales, honing his skills, and building connections with people. By the age of 15, Tony had already embarked on his sales career, which would shape his future path.

Initially, Tony explored the fitness industry, taking on roles such as Sales Manager and District Manager. However, his true passion lay in sales itself, where he found his natural calling. The fitness industry served as a valuable training ground however, allowing Tony to cultivate essential communication skills and establish meaningful relationships with others. "That allowed me to have a great rapport with people, and learn communication skills and connect with people," he reflects.

As Tony progressed in his career, he recognized the transformative power of mentorship and coaching. Seeking guidance from experienced professionals, he witnessed a significant change in his business approach and results. This pivotal realization fueled his entrepreneurial spirit, leading him to establish three successful real estate companies.

In his first business, Tony engages in buying and selling real estate, capitalizing on his

comprehensive market knowledge and negotiation expertise. In the second business, he focuses on the art of house flipping, acquiring valuable insights into property investment strategies. Finally, in his third venture, Tony excels in wholesale sales, harnessing his sales acumen to create new opportunities for both himself and his clients.

Reflecting on his journey, Tony emphasizes the importance of gaining prior experience in sales before venturing into the real estate industry. This foundation provides aspiring professionals with a solid understanding of the art of building rapport along with communication skills, and equips them with invaluable skills to thrive in the competitive real estate landscape.

One of the most rewarding aspects of Tony's work lies in his ability to help and educate others. Guiding individuals through the intricate processes of buying, selling, and investing in real estate is a passion that stems from his own desire for knowledge and guidance when he embarked on his own real estate journey. Tony recognizes that many people are unaware of what they truly want or lack the necessary knowledge to make informed decisions. By educating his clients, he empowers them to navigate the real estate market with confidence



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and achieve their goals. In addition to educating his clients, Tony has recently taken on the role of Director of Education for NAHREP, which stands for the National Association of Hispanic Real Estate Professionals. Tony serves in the Inland Empire chapter and was hand chosen to represent this community as an example of educating others.

Beyond his professional pursuits, Tony finds solace and joy in his personal life. Tony cherishes every moment spent with his family—his loving wife of 22 years, Jackie, and their two boys, Nicholas and Gabriel. Sharing quality time with his loved ones is of paramount importance to Tony, and he takes great pride in being an engaged father and husband. Tony loves travelling with his family and having them explore new destinations and experiences and showing them different cultures, while bringing his family closer together.

In his leisure time, Tony indulges in several hobbies, his favorite being deep-sea fishing. This passion has taken him to various corners of the world, from the stunning coastlines of Costa Rica and Jamaica to the captivating shores of Cabo. It is an activity that not only brings him personal fulfillment, but also allows him to share unforgettable experiences with his sons. Additionally, Tony enjoys golfing, another hobby that he and Gabriel can pursue together, especially during their travels. Witnessing Gabriel's progression in the sport fills Tony with a sense of pride and joy. Tony is guiding his son Nicholas into the real estate world. Nicholas is working on his real estate license while working at Nike corporation.

Completing the Gamboa family is their beloved Frenchie, Rocky, who adds an extra dose of happiness to their lives. With a rich tapestry of personal interests and a fulfilling professional career, Tony Gamboa exemplifies the embodiment of a successful real estate agent who is committed to making a positive impact on the lives of those he serves.

For anyone considering a career in real estate, Tony's advice is simple yet profound: immerse yourself in a sales job beforehand to cultivate essential skills, and always strive to educate and guide others. With his wealth of experience, unwavering dedication, and a genuine passion for helping people, Tony Gamboa continues to make a remarkable difference in the world of real estate, one client at a time.





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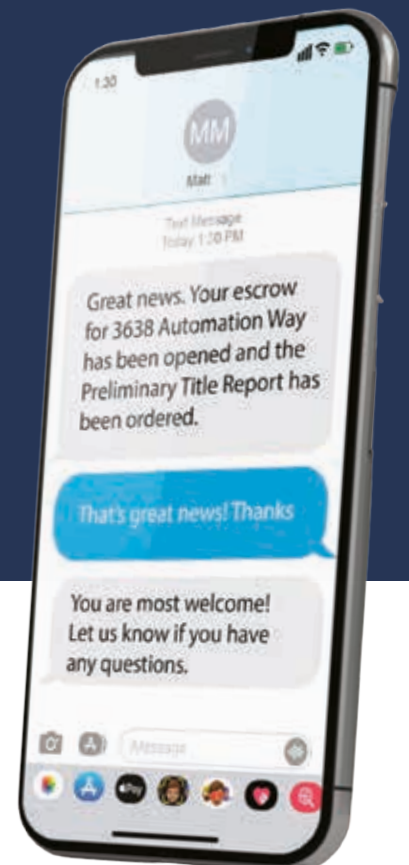
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