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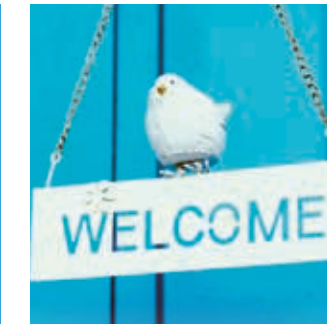
TABLE OF CONTENTS



08
Preferred
Partners



15
Meet the
Sacramento
Real Producers
Team



20
Welcome
Mat



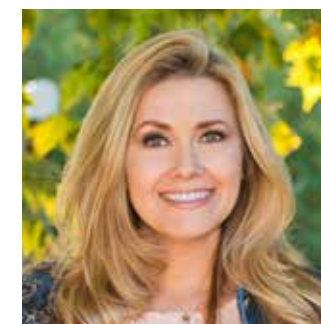
26
Common
Questions



32
Profile:
Dawn
Reddoch,
Aspire
Real Estate
Group with
Guide Real
Estate



40
Partner
Spotlight:
Danielle
Martin,
Simply
Chic
Staging
and Design



48
Star on the
Rise: Jenny
Sapient,
Keller
Williams
Sac Metro



54
Partner
Spotlight:
Kristina
Adragna,
Real Estate
Aid



64
Cover Story:
Sherri
Patterson,
The Sherri
Patterson
Team with
GUIDE Real
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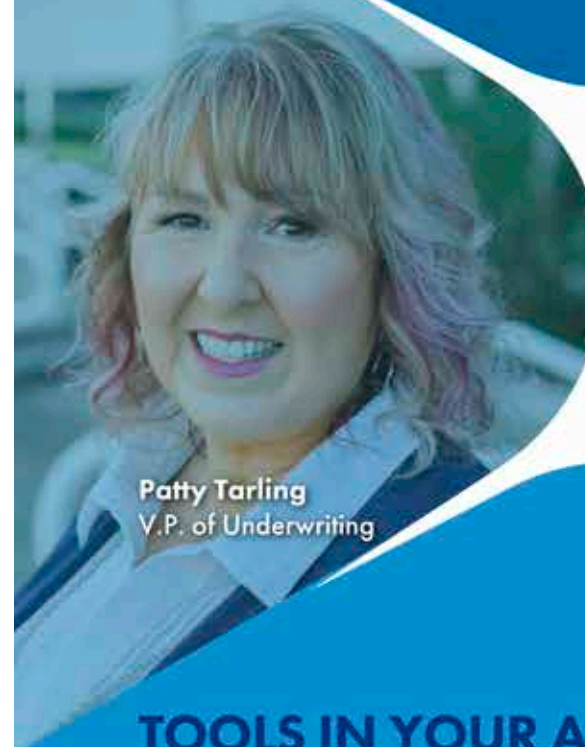
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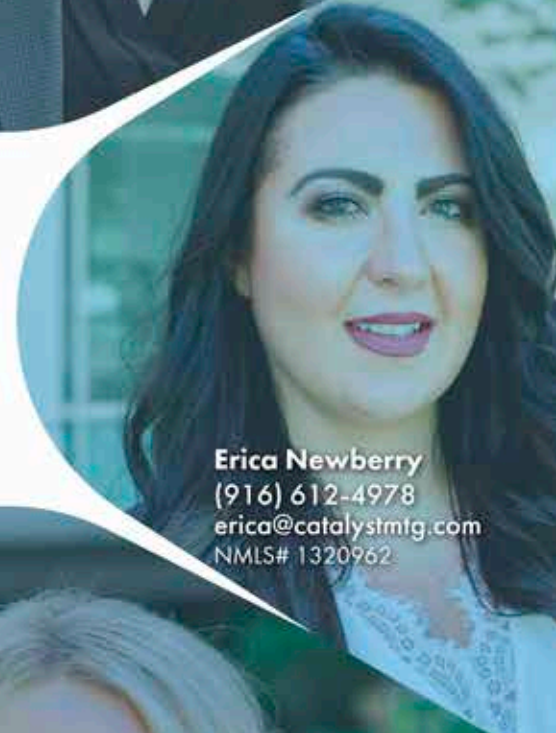
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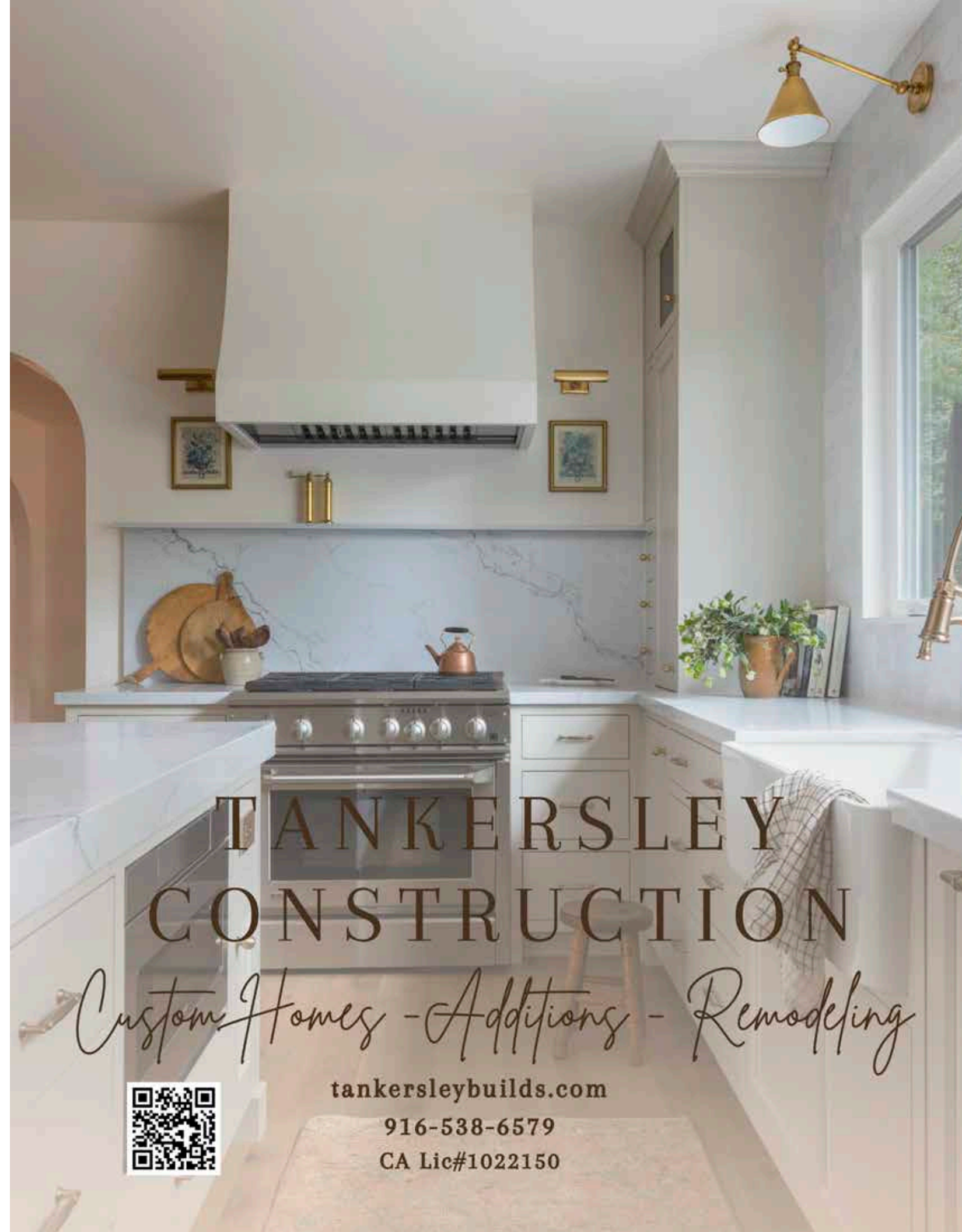


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Leo's decades-long career in the mortgage industry has been inspired by his commitment to people. As a mortgage advisor, Leo's goal has always centered around "forging meaningful relationships with his clients, becoming a trusted mortgage advisor and even their friend." Since 1993, he's done just that, guiding aspiring homeowners as they navigate the ever-changing landscape of the housing market and the various economic seasons at play.

He has spent nearly 20 years in wholesale, supporting hundreds of mortgage brokers, and managing large teams of Account Executives throughout Northern California. At this time, his wholesale personal production has exceeded more than \$4 billion. This experience has helped him transition back to being a loan originator.

A pillar in the lending community and stalwart in Sactown's business scene, Leo has been a longtime member of the California Association of Mortgage Professionals (CAMP) since 2005. His energy and love of the industry soon caught the attention of his peers, who voted him a board member for the Greater Sacramento Chapter in 2007. Leo then went on to become the president of that Sacramento chapter and served four terms as president. In 2017, he was named vice president of the California Association of Mortgage Professionals at the state level, a distinct honor and achievement.

Early 2019, Leo stepped into the next phase of his career as a founding partner of Empire Home Loans alongside Anthony Lombardo and Julie Yarborough. Combined, the trio has an impressive 75 years of industry experience and is taking the independent lender channel by storm. As Vice President of the rapidly growing brokerage, Leo is motivated by the return to his roots as a mortgage broker. "I've spent the last 20 years educating and supporting others, so I felt it was time for me to jump back into originating so that I can give my clients more personal attention." Teaming up with Julie Yarborough and Anthony Lombardo to build Empire Home Loans has made the decision to return to loan origination an easy one for Leo. What started as a crazy idea among three friends in Sacramento is now an award-winning independent mortgage brokerage with offices from sea to shining sea.

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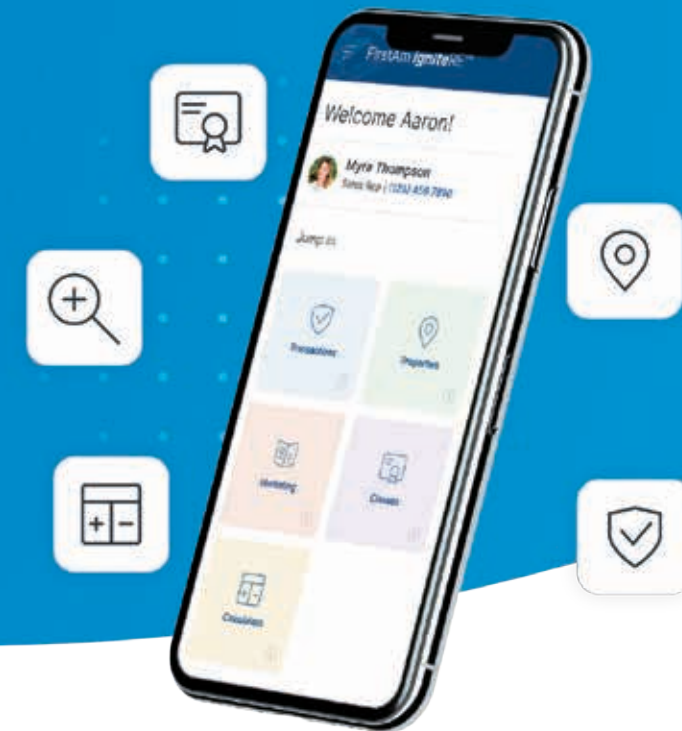
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Heather Hunter Jackson began her career in the mortgage industry in 2002. She has spent nearly half of her career in the mortgage broker space, helping homebuyers achieve their dream of homeownership. Putting honesty, ethics, and transparent communication back into mortgage lending has been the cornerstone of Heather's career, and educating consumers and her referral partners is her passion. Operating from a place of integrity as a top producer in her field, she has employed out-of-the-box thinking to help over a thousand borrowers achieve their homeownership dreams and closed over \$200 million in business in the past five years alone.

Leo Whitton started as a loan officer for a local broker in 1993, he soon transitioned into the wholesale side of the business. He spent over 20 years in wholesale, supporting hundreds of mortgage brokers and managing large teams of Account Executives throughout Northern California. During his

wholesale career, he was responsible for closing over 20,000 loans with production exceeding \$4 billion. His skill of vetting solutions for issues as they arise has helped him be one of the top mortgage professionals in the greater Sacramento area for decades. Returning to the broker space in 2019, he now uses his 30 years of experience educating and helping consumers become homeowners.

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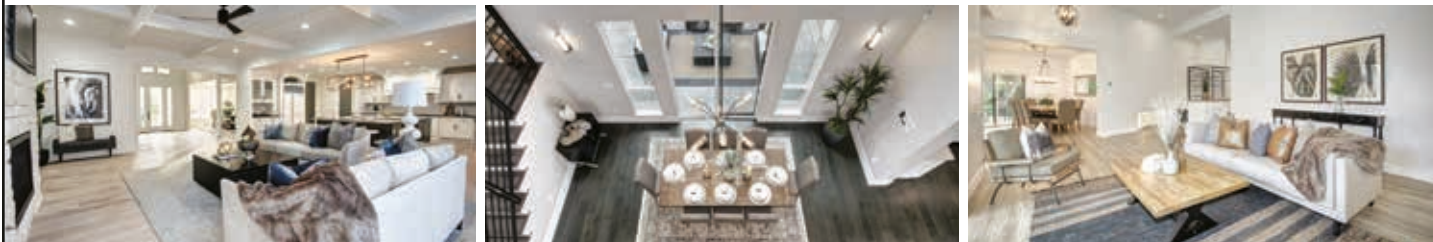
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Common Questions About Sacramento Real Producers

Real Producers is a national concept currently open in 125 markets across the country. As we just past our third anniversary of *Sacramento Real Producers*, I wanted to take the time to answer some pretty common questions.

What is the purpose of Real Producers magazine?

The mission of *Sacramento Real Producers* is simple. We strive to inform and inspire the top-producing real estate agents in the Sacramento market and connect them socially. We do this by telling their personal stories. How they have succeeded and failed. What drives them to achieve year in and year out. Where do they spend their time when they are not working and what are they passionate about other than real estate. We give local top-producing REALTORS® a platform to tell their story in a way they have not been able to do so before.

The secondary focus is to provide an avenue for our affiliate partners to create and continue relationships with these top performers on a level that they might not be able to achieve on their own.

Who receives this magazine?

This magazine is mailed to the top 500 producing agents in the greater Sacramento area according to volume each year. This is based on the 2022 MLS; the ranking is annual and resets every year. This year, the minimum production level for our community was over \$14.5 million. Just to be included in this group is an accomplishment that testifies to your hard work, dedication and proficiency.

What is the process for being featured in the magazine?

It's really simple — you can nominate other REALTORS® (or yourselves!). We will consider anyone brought to our attention; we don't know everyone's story, so we need your help to learn about them! A nomination currently looks like this: You email us at katie.macdiarmid@realproducersmag.com with the subject "Nomination: (Name of Nominee)." Please explain why you are nominating them to be featured. It could be that they have an amazing story that needs to be told; perhaps they overcame extreme obstacles, they are an exceptional leader, have

the best customer service, or they give back to the community in a big way. The next step is an interview with us to ensure it's a good fit. If it all works out, then we put the wheels in motion for our writer to conduct an interview and write an article and for our photographers to schedule a photo shoot.

What does it cost to be featured?

Zero, zilch, zip, nada, nil. It costs absolutely nothing! We are not a pay-to-play model whatsoever. We write real stories about Real Producers, so nominate away, friends!

Who are the preferred partners?

Anyone listed as a "preferred partner" in the front of the magazine is a part of this community and a top professional in their industry. They will have an ad in every issue of the magazine, attend our events and be a part of our online community. We don't just find these businesses off the street, nor do we work with all businesses that approach us. One or many of you have recommended every single preferred partner you see in this publication. We won't even meet with a business that has not been vetted by one of you and "stamped for approval." Our goal is to create a powerhouse network, not only for the best REALTORS® in the area but the best affiliates, as well, so we can grow stronger together.

How can I refer a preferred partner?

If you know and want to recommend a local business that works with top REALTORS®, please email us to let us know at katie.macdiarmid@realproducersmag.com.




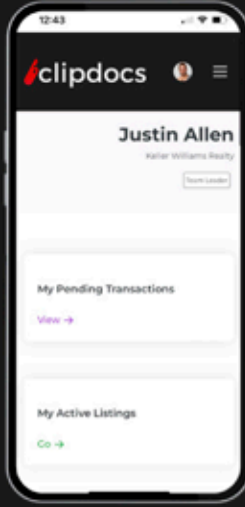
Still have questions? Don't hesitate to reach out!

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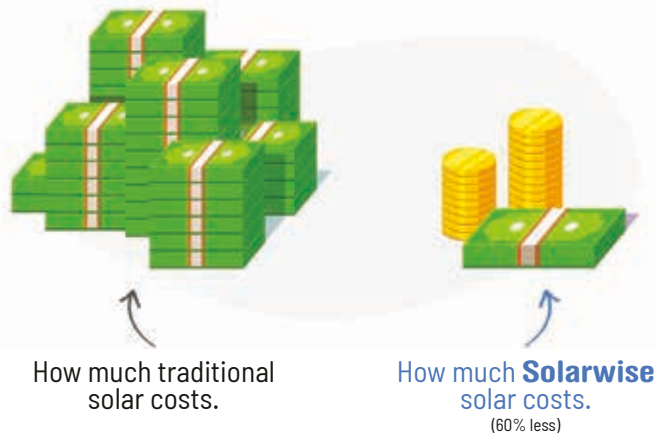
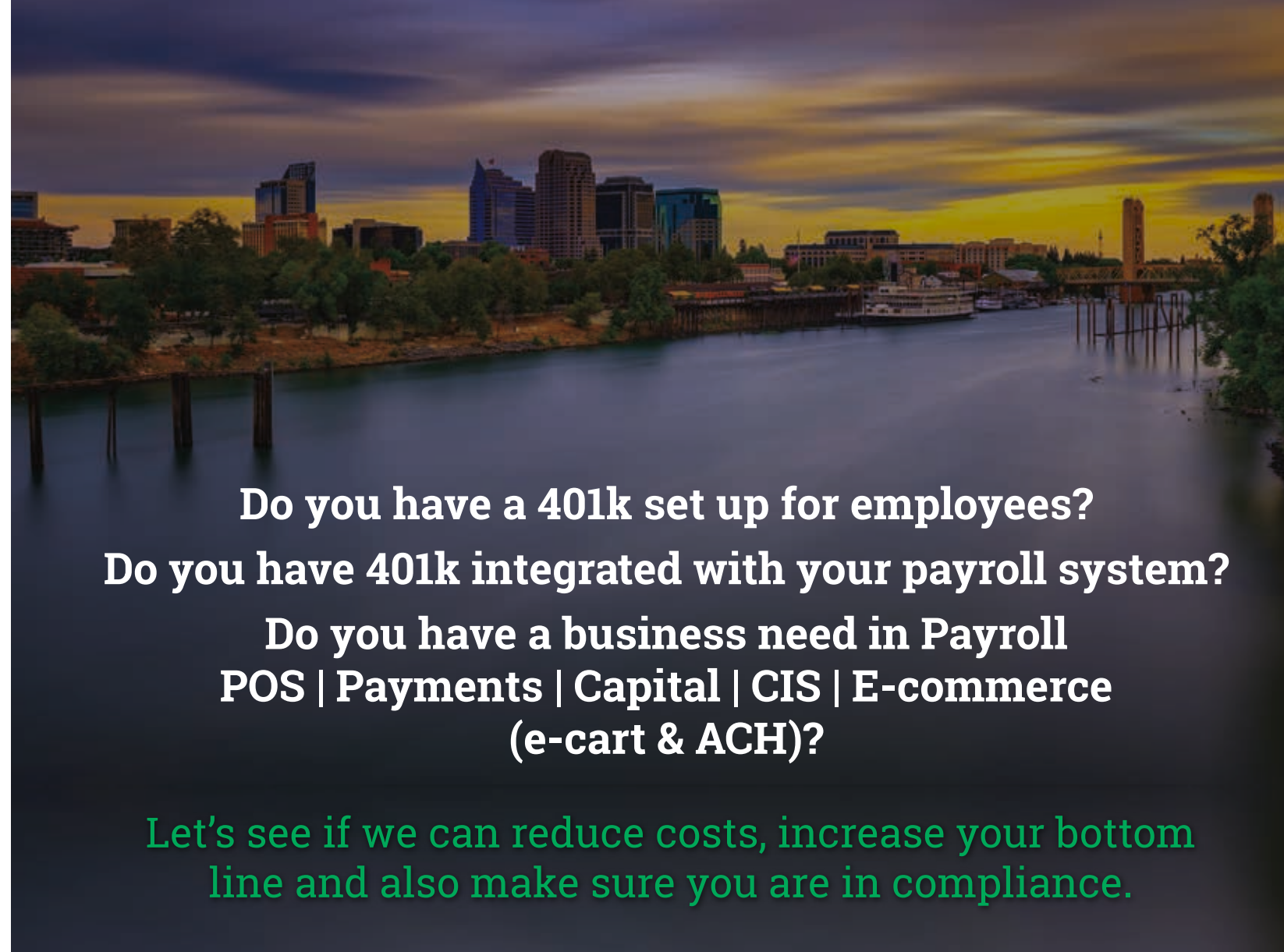
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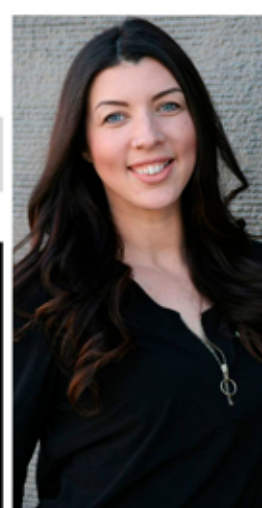
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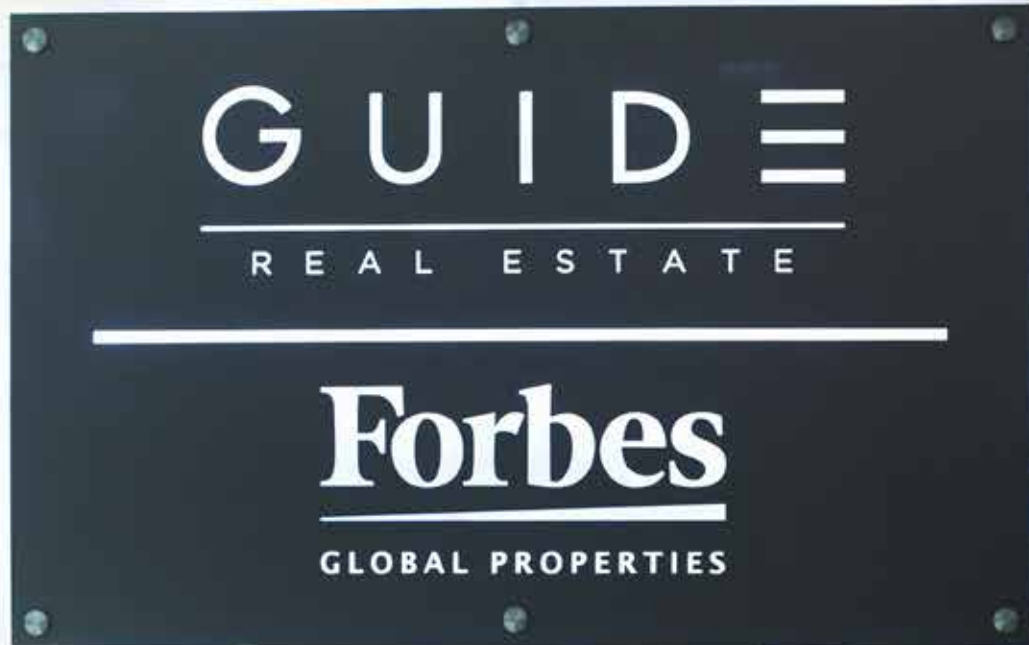
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By Danielle Kidwell
Photos by Rachel Lesiw –
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DAWN REDDOCH

5-STAR SERVICE

“My grandmother was a broker,” says Dawn Reddoch of Aspire Real Estate Group with Guide Real Estate. “I remember going on showings and she was so glamorous, driving a Mercedes complete with a carphone.” Dawn’s own journey to real estate was built on a solid foundation of high-end customer service. “I was the General Manager of 5-star restaurants,” she says. “I started at 16 years old in charge of buffing silverware, then worked my way up through the ranks of a very exacting profession, eventually becoming responsible for the entire high-end customer experience.”

Dealing with the general public in a 5-star setting that is completely customer driven is stressful enough, but Dawn also helped plan more than 100 weddings during her career. “Dealing with brides and grooms, your job is to make it the most magical experience of their lives,” she explains. “I can navigate the high-energy ups and downs, and go above and beyond to lead with a servant’s heart.”

Dawn was incredibly successful in fine dining management, building a lucrative career by catering to people who expected the best experience she could offer. She has brought those finely-tuned skills to her real estate business to feed her love of building people up. “My favorite thing about being a REALTOR® is the community,” Dawn enthuses. “Real estate is a relationship-based industry and I have made countless connections with clients, agents, and other industry professionals.”

It was a stressful experience as a real estate client that finally pushed Dawn to jump feet-first into her new career. She was in the process

of buying her first house as a foreclosure and was up against a host of investors in the highly competitive 2011/2012 market. “We rewrote the contract and the house ended up appraising for \$10K under the listing price,” she remembers. “I went against a bank and beat out all the investors.” Three transactions later (buy, sell, buy) and she was hooked. “I took a leap of faith and quit my job,” she says. “I dove right into real estate and haven’t looked back.”

Leaving a steady job to become a REALTOR® has its potential risks and rewards, and Dawn knew that to be successful she would need to go all in. “For the first part of my career I worked side-by-side with one of the top-producing teams in the Sacramento area,” she says. “Despite a shifting market I once again decided to take a leap of faith and left another secure position in September 2022 to start a team of my own.” She continues, “I wanted to implement everything I loved about being part of a team to form a group of agents I could set up for success with the tools, knowledge, and guidance that is so imperative in this industry.”

“ MY FAVORITE THING ABOUT BEING A REALTOR® IS THE COMMUNITY.



Dawn is passionate about building up the agents around her and sharing all of her tips, tricks, and golden nuggets of information. One of her favorite sayings is, “Get comfortable being uncomfortable.” As the mother of three children, Derek (19), Taylor (13), and Nick (10), she knows how scary risk can feel. She has learned, however, that leading with a servant’s heart and making a commitment to herself is a true blue-

print for success. “It can be easy to become complacent as we dictate our own schedules, but

I made a commitment that I will treat myself as an employee of my business with a work schedule, and I stick to it,” she says. “That’s how I make the time to be present for my family, enjoying a relaxing movie night at home, eating at nice restaurants, or taking impromptu vacations anywhere outdoors.”

Dawn is busy growing and supporting a team of agents, taking her love of real estate beyond a love of the industry as a whole. “I have the opportunity to build a successful team of like-minded individuals who share my passion for real estate and I want to create a culture of collaboration, support, and growth that allows each agent to thrive and achieve their goals,” she says gratefully. “I spend a lot of time mentoring and coaching my team, providing them with the tools and resources they need to succeed in the industry.”



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Danielle

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mastering the art of **FIRST IMPRESSIONS**

By **Chris Menezes**
Photos by **Jessica Feely Photography**

In real estate, the first impression is often the only impression – as many top producing agents know. For Danielle Martin, owner of Simply Chic Staging and Design, mastering this principle has been the cornerstone of her career. Even before she ventured into the world of staging, she was The Marketing Gal, creating marketing pieces and managing social media accounts for many local agents, including the Pierroz Group.

While Danielle has nearly 15 years in creative marketing and design, her love for staging goes back to childhood. “When I was younger, I constantly moved my furniture around and painted my room different colors every other year. As an adult, I found myself doing the same. I definitely had a passion for design,” she recalled.

Danielle’s entrepreneurial spirit dates back to childhood as well. Not wanting to be left out of her older sisters’ lemonade stand business, she set up a popcorn stand across the street. This kind of resilience, creative problem-solving, and tenacity has been a boon to all her endeavors throughout the years – but especially when she decided to start Simply Chic Staging and Design in 2020, right before the pandemic really took hold.

With all non-essential stores closed, and Amazon backed up, sourcing furniture was a challenge. However, Danielle managed to build her inventory by buying furniture through the Facebook marketplace. “It actually worked out well because people were stuck at home and getting rid of things,” explained Danielle. “As things started opening and we continued to grow, it became easier to purchase things. Now we have this huge inventory with a lot of luxury items. In fact, we recently staged a \$5 million home.”

While Danielle’s business has been growing rapidly, she started out doing one home at a time, so she could roll over her profits into the next. With all her connections as the Marketing Gal, however, finding work has never been much of a problem.



To many real estate agents, Danielle is more than just a home stager – she’s a strategic partner and friend. Her experience in the real estate industry has given her a deep understanding of agents’ needs, and her staging business is designed to address these needs effectively. Furthermore, Danielle’s robust marketing background enables her to present each staged home in its best light, helping agents market their listings more effectively.

“We pride ourselves on customer service. We stay involved in every step of the process and maintain good relationships with the agents we work with. We even go the extra mile and ensure that everything looks perfect, right down to sweeping the front porch. My husband, Joseph, has even power washed backyards and driveways for clients”

Danielle’s husband, Joseph, joined the company in 2021 as the CFO. A longtime entrepreneur as well, Joseph was happy to lend his business acumen to help grow and scale the business. The two make for a dynamic couple and winning team, having grown their business to a total of seven employees. Of course, Joseph is quick to give Danielle most of the credit for their success.

“If it wasn’t for her design work and her marketing ability, we wouldn’t be where we are today,” he said. “We did close to 500 staging jobs in our first three years in business, and we’re still growing.”

Danielle’s staging approach is unique because she tailors each design to the style of the house and its potential buyers. It isn’t a one-size-fits-all operation. “We don’t just stage homes in the same way,” she said. “Each home has a different style and demographic. We stage it in a way that’s appropriate to the design and potential buyer.”

While Danielle and Joseph foresee tremendous potential for growth – expanding to Tahoe, the Bay Area, and even Scottsdale, AZ – they are committed to growing organically, making improvements along the way while maintaining strong relationships with their clients and REALTOR® partners.



**EACH HOME HAS
A DIFFERENT
STYLE AND
DEMOGRAPHIC.**



When Danielle and Joseph aren’t immersed in staging homes or managing their business, they have a shared passion that brings them joy: cooking. Both derive great pleasure from preparing delectable dishes and sharing them with their loved ones. Danielle, with a deep-rooted love for cooking influenced by her father’s Mexican restaurant and tequila bar growing up, has even kept a cooking blog named “Diaries of a Messy Kitchen”. A creative and intuitive cook who doesn’t shy away from experimenting with flavors and ingredients, Danielle has been known to leave her kitchen a bit of a mess.

Joseph is also a versatile chef and equally comfortable preparing a feast for a special occasion or whipping up a casual weeknight dinner. Their mutual passion for culinary art has transformed their kitchen into a heartwarming hub of delicious meals, family gatherings, and shared joy.

Away from the kitchen, Danielle and Joseph cherish their downtime in the great outdoors. Danielle maintains a large vegetable garden, while Joseph enjoys fishing and golfing. Yet, at the heart of it

all, they value spending time with their family, including their three children and grandson, and hosting gatherings that are always remembered for good food, laughter, and love.

This balance of work and personal life, coupled with their shared interests and values, have undeniably contributed to Danielle and Joseph’s success in their staging business. They are indeed a team, in the kitchen, in their business, and in life.

To contact the Simply Chic Staging and Design team, visit their Facebook page @simplychicstaginganddesign or give Danielle & Joseph a call at 916-747-7845. They would love to talk to you.





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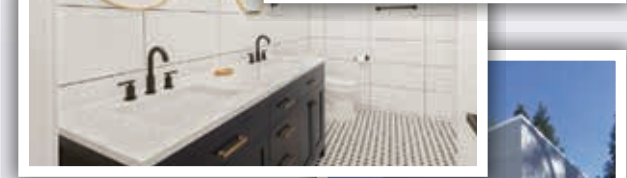
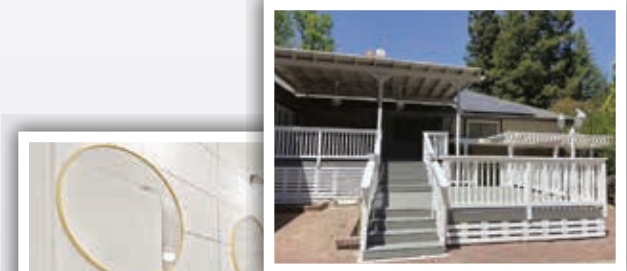


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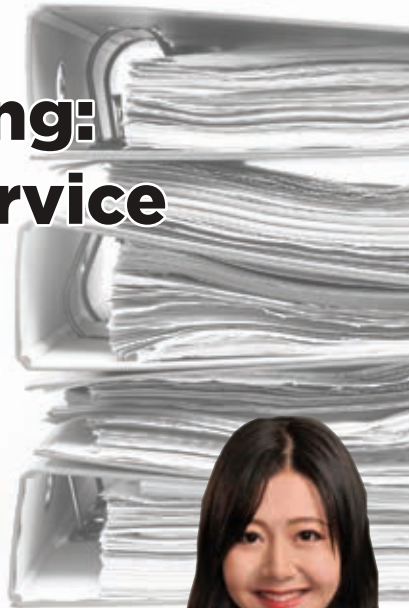
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Jenny

SAPIEN



Meet Jenny Sapien with Keller Williams Sac Metro, a REALTOR® with a drive for helping friends, family, and clients get to their next step in life. Jenny's passion for real estate started as a young girl growing up watching her dad's work as a Framer, Superintendent and eventually Director of Construction. She loved watching how much love, effort, and great detail that goes into building a home. Jenny followed her roots and passion, and she began working in marketing roles for local Sacramento homebuilders. "Fast Forward 15 years and I decided to take a leap of faith and become a REALTOR®," says Jenny.

TO WHAT WOULD YOU ATTRIBUTE YOUR RAPID SUCCESS IN THE INDUSTRY?

I think my rapid success came from my general love of people. I am the girl that talks to everyone and seems to know someone everywhere I go. I have done professional marketing for my entire professional career, and that consisted of tons of networking and meeting influential people in the Sacramento region. I feel like I started developing my Rolodex when I was a teenager and just keep adding people each year. Once I meet people or make friends I keep them forever and work really hard to keep in touch with them, which takes effort and time. I always say once you are in my web, I keep you forever. That database of people and sphere of influence was what fed me with business when I first started, and still to this day. That business then turned into referrals of their friends and family. The more people you know the better is how I see it!

WHAT IS YOUR FAVORITE PART OF BEING A REALTOR®?

I know that a home is the heart of a family, it is where you celebrate, cry and overcome life's challenges. A home keeps you warm and safe, and everyone should have an opportunity to own one. My favorite part of being a REALTOR® is that I have the opportunity to help people realize this dream of home ownership. In particular first-time home buyers, but also clients in every stage of life from growing families, to downsizing and retiring. I love being able to bring a sense of hope to my clients and I fight for them every step of the way until we win. I get to help change lives, how cool is that?

WHAT SETS YOU APART?

What I think sets me apart is that I want to make every part of the real estate transaction as special and stress-free as possible. I am part REALTOR® and part Counselor, I try and be that voice of reason when things get hard in a transaction.



I get chills when I get to give my buyer clients keys to their new home, and know that it is a magical moment that should be celebrated. I put on a red carpet, ribbon cutting ceremony for all my buyer clients when they get their keys. It is so much fun to culminate an often stressful transaction with something silly and fun. I am always looking for other ways to make these ceremonies even more fun and exciting.

In addition, my passion for marketing comes out in the marketing of homes I list. I know that it is imperative that a home looks good for a successful

sale. For all my listing clients I offer complimentary staging services. I have three huge units full of decor and furniture that I use to supplement my clients' homes, in order to make them look like a model. I also offer complimentary decluttering services where I work room by room with the seller to get rid of all the clutter. I follow this up with high-end photography and video, tons of social media, and print advertising. One time I had someone I work with ask me, why do you do so much for your listing clients, and it's because I don't know any other way. It's ALL THE WAY or NO WAY for me!

WHAT ARE YOUR FUTURE GOALS AND YOUR PLAN FOR OBTAINING THEM?

My future goals include continuing to work with the senior population and continuing to build new partnerships with the wonderful humans that dedicate their time to that industry. My goal is to be the go-to REALTOR® that seniors and children of aging adults reach out to for help with the very important step of downsizing. In addition, my personal goal is to be able to leverage my business so that it continues to grow while I am able to carve out more and more time away from the business to spend with my family.



Jenny with her husband Mike and their daughter Hailey





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Starting my career amidst the luxury and attention to detail demanded by five-star hotels, I discovered a deep-seated passion for delivering superior customer service and fostering lasting relationships. This approach guided my transition in 2015 from hospitality to the intricate world of mortgages.

Bringing a concierge-style service to the mortgage industry was my way of personalizing an arena often perceived as transactional and impersonal. By blending this customer-centric approach with a comprehensive understanding of mortgages, I aimed to provide a more humanized and empathetic service as a loan officer.



Since then, I've had the privilege to close more than \$200 million in loan volume. Yet, for me, success isn't

measured in numbers alone, but rather in the numerous lives I've had the chance to impact, assisting individuals and families as they realize their dreams of homeownership.

A vital aspect of my approach is making

the often complex and intimidating mortgage application and approval process more approachable and understandable. By prioritizing education over transactions, I'm able to establish strong, lasting bonds with clients, providing them with the confidence and assurance they need to navigate their path to homeownership.

Moreover, my commitment to exceptional service extends beyond my direct clientele. By ensuring seamless transactions and satisfied homeowners, I've been able to assist my referral partners in maintaining and growing their client base. My reliable and thorough process not only safeguards their reputation but also allows them to concentrate on their specialty – selling homes.

By creating a consistent flow of referrals and building trust through my services, I aim to foster the growth of their businesses. My role is to serve as a dependable extension of their team, supporting them in achieving their goals, and providing a seamless home buying process for all involved.

I am dedicated to delivering excellent service and building genuine relationships. If you're seeking a more personalized, efficient, and supportive homeownership journey, or a reliable partnership to aid your real estate business, I am here to help. With a focus on service excellence and relationship-building, I strive to help turn dreams into homes, supporting the growth and success of everyone I work with—one relationship at a time.

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KRISTINA

ADRAGNA,
REAL ESTATE AID

▶ partner
spotlight

By Danielle Kidwell

REVOLUTIONIZING REAL ESTATE TRANSACTIONS

Kristina Adragna, a seasoned professional and owner of Real Estate Aid, LLC, a transaction coordination company, is a true entrepreneur with her innovative approach to real estate operations. With years of experience and a passion for helping agents succeed, she has carved a niche by providing invaluable support and introducing a groundbreaking software solution for transaction coordination.

Kristina's journey in real estate began in 2014 when she started working in a leasing office, igniting her passion for the industry. She then left the leasing industry and began her career as an executive assistant to various agents, she quickly gained expertise in running offices and managing daily operations. In 2017, Kristina obtained her California Real Estate license which, while not required, allowed her to attend classes and seminars, ensuring her ability to stay up-to-date with the latest forms and revisions. "It is beyond useful," she says. "I learn revisions and requirements and can help agents anticipate which code revisions are scheduled to be enacted."

Recognizing the need for efficient transaction coordination, Adragna took on the roles of both an administrative assistant and a transaction coordinator. Due to her growing family needs Kristina became a full-time transaction coordinator in 2019 and has loved it ever since. As the volume of transactions increased, she realized the need for a more streamlined approach. Unlike individual agents, Real Estate Aid handles a significantly higher number of transactions. Last year alone, she closed an impressive 349 transactions, and she explains, "We do have a volume but it's not measured in the same way as a real estate agent's." Kristina sets a high standard for herself, saying, "Because I started out as an assistant and spent so many years in that role, I still try to help in areas that an assistant does." She

goes beyond the standard duties of a transaction coordinator, sending reminders to agents about closing gifts, record retention, and anniversary follow-ups.

Kristina's commitment to education is evident through her numerous certifications and continuous participation in real estate courses such as C.A.R Transaction Coordinator Certification, N.A.R Short Sale certified, and is a ZipForm Certified Trainer, making her a valuable resource for her agents and other transaction coordinators. "I teach classes on how and when to use the forms, how they should be filled out, and which forms are required for different scenarios," Kristina says. "When you are very educated in real estate you become a resource, and I am always happy to help other transaction coordinators and agents when they reach out."

Identifying a need to simplify real estate operations, Kristina embarked on a mission to develop a user-friendly software solution. Frustrated by the plethora of memberships and software agents and TCs have to juggle, she sought to create an all-in-one platform. Collaborating with developers who understood her vision, she launched Real Estate Lifeline, a transaction coordination software that streamlines processes, eliminates redundant data entry, and enhances efficiency. The software offers task management, calendaring, and email functionalities. It is continuously evolving, with Kristina actively engaging with users and incorporating their feedback into new feature development. "I use it myself and all my files are managed by it," she says. "It saves time and the next phase is an agent dashboard that links to the transaction coordinator dashboard, so information only needs to be entered once." By prioritizing user needs and customization options, Real Estate Lifeline aims to revolutionize the way transaction coordination is conducted.

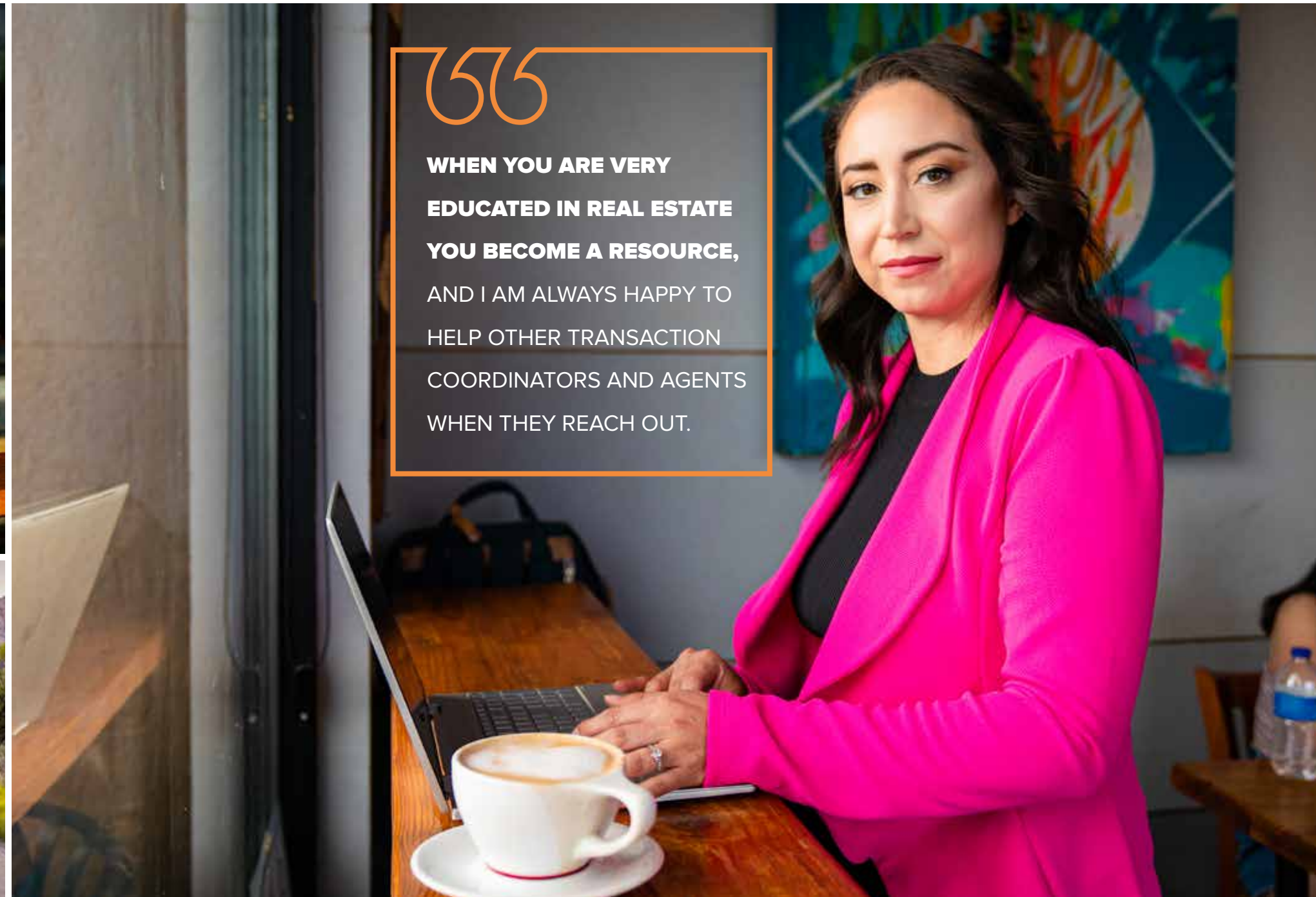
Kristina's motivation to create a flexible work-life balance stems from her personal experiences and family values. When her husband, Austin, faced a work-related injury and their first son was born, she felt the urgency of being present for her family while maintaining her career. "We did daycare for a while but I had

to call out of work every time my son was sick," she says. "Because of the lifting restrictions surrounding Austin's injury, he couldn't fully care for him." Working from home allowed her to actively participate in family events and have more control over her schedule. With two young sons, Giovanni and D'Artagnan, Kristina

and Austin cherish the ability to homeschool and create a nurturing environment. Through her entrepreneurial journey, Kristina hopes to inspire her children to explore alternative paths to success, emphasizing the value of pursuing one's passions and building a business.

Kristina's future vision for her transaction coordination business involves expanding her team of coordinators, enabling her to take a step back from day-to-day operations and focus on strategic management. Additionally, she aspires to seamlessly integrate all components of the real estate transaction process into the Real

Estate Lifeline platform, providing REALTORS® with a comprehensive tool for their needs. As an entrepreneur and a mother, Adragna aims to serve as a role model, teaching her sons the value of pursuing their dreams and challenging conventional career paths.



“

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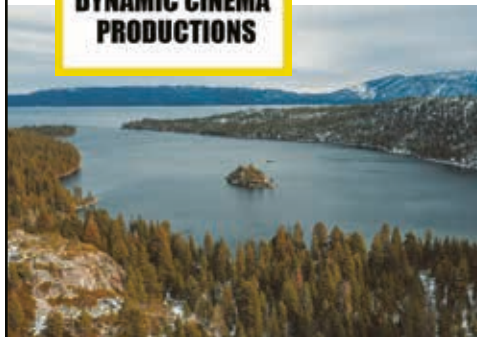
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A Northern California native, Lynn grew up on the North Coast in Eureka where he started his career in title and escrow right out of high school at the age of 17 in 1987. Coming from a long line of family working in the industry, he started out as a courier and recorded the documents at the county for the escrow closings. In 1988, he moved to Sacramento and learned all he could over the years as he continued his career in the title and escrow industry where he still works today as an Escrow Officer at Placer Titles Natomas Office.

Lynn and his assistant Sheryl Young have been working as a dynamic team for 10 years and counting. With 36 years of experience in the business, Lynn has become very experienced, knowledgeable and professional and over the years, he has successfully handled and closed thousands of transactions.

Lynn is very passionate about providing a personal and professional experience for every closing. He works in a prompt and pro-active manner and will usually have things done before being asked. Passionate about the work he does, he plans to be here for many years to come.

Lynn has always loved his automobiles, especially German cars. His current love is a recently acquired Red 1989 BMW 325i convertible. There's nothing like taking a nice drive in the evening or Sunday morning on the river road along the Delta with the top down.

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▶▶ cover story

By Chris Menezes
Photos and Cover Photo by:
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SHERRI PATTERSON

KEEP SWIMMING

When Sherri Patterson started her real estate career 23 years ago, the stakes couldn't be higher. She had two young kids that she was raising as a single mother with no family in the area to rely on. What she did have, however, was the endurance of a swimmer, the tenacity of an entrepreneur, and the determination of a mother providing for her children. Today, she has a thriving team, and her very own niche in the market.

Much of Sherri's competitive edge and drive to succeed was shaped as a child, growing up in Southern California where she competed for 10 years on her local swim team. She moved to Redding and, at just 16 years old, got her first job working on Lake Shasta at Silverthorn Resort in the grocery store on the dock. "At the time, Merle Haggard owned it and, boy, was that a fun and crazy summer," Sherri recalled.

Sherri's love of the water drove her to work at various resorts all over Lake Shasta. She honed her leadership and administrative skills, running their reservation department and traveling to several boat shows.

As the summers died down, Sherri knew that she needed more of a steady career. She landed herself a job as a credit manager at a popular family-owned lumber business called Meeks Building

Center. After marrying and relocating to Sacramento for her husband's job, she decided to start her own credit management and collection company and continued growing her negotiation skills for the benefit of her clients in the construction industry.

"I can out-negotiate anyone," Sherri said of her hard-earned skill. "It doesn't matter if it's a lot or a little. The key is fighting for each client dollar like it's my own and killing them with kindness."

With two small children at home, Sherri entered real estate for a more flexible schedule. She joined a small, private company doing mortgages and real estate sales, and quickly discovered lending was not for her. She was then introduced to the owner of Security Pacific Real Estate in Fair Oaks, where she began building her clientele through open houses and client referrals.

Sherri discovered her niche around 2006. Two things happened around this time: she was introduced to Brian Buffini and the world of coaching, and she began working with an experienced agent who specialized in relocation for physicians. As she continued to work in the medical niche, she began to refine and improve how she could serve others in this arena through different highs and lows of the market. Just as Sherri was gaining a solid footing in the business, however, the recession hit.

Like many at the time, Sherri lost her home and had to really hunker down and work hard. She referred short sales out to more experienced agents and instead leaned on her strengths – her commitment and dedication to her clients, listening to their needs, and doing everything she could to meet them. She also dug deeper into connecting and working with physicians and developed an entire business model around it. With much work, and the help of Buffini and Company coaches, she grew to be the leader in this area. And not without sacrifice.

“I became a workaholic,” she said. “It wasn’t until 2019 that I took my first vacation out of the country. I was just trying to balance everything – having two very active children in year around sports and a growing business didn’t leave much time for anything else.” Since then, Sherri has caught the travel bug with trips to Australia, Germany, Budapest, Switzerland, and Greece planned for 2024.

“
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”



WE PARTY
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Sherri has definitely found her stride today. She runs The Sherri Patterson Team, a team of seven members and growing, with GUIDE Real Estate, a luxury independent brokerage. Her business is client-focused and referral-based. Engaged, enthusiastic, and energetic, her team hosts 6-7 client events throughout the year. They have even created a VIP list for clients who give the most referrals. VIP clients get invited to two VIP parties a year and get automatically entered into raffles for some amazing gifts and trips. Their annual Harvest Festival drew over 275 people last year and is going on its 10th year anniversary with an expectation of 300+.

As their motto says, "We party our way to the top and take our clients with us!"

Giving back to the community is another intrinsic part of Sherri's team. Because of Sherri's love for animals and her children's dedication to serve others (her daughter is a NICU nurse and her son is a Marine, currently studying to be a pilot) they tend to focus their philanthropic

efforts on organizations that reach children, veterans, and animals, like Save a Warrior Foundation, That Others May Live Foundation, Placer County and El Dorado Humane Society, the Burn Institute, and Impact Sac.

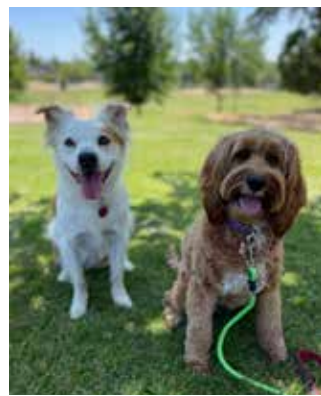
"This is a wonderful profession to impact and serve our families and communities," she said. "It's important to be kind and thoughtful to yourself and others."

When Sherri isn't working, you can usually find her on the golf course or hiking trails. Lake Tahoe is her "place of tranquility" where she goes to refresh. She also loves going to country music concerts, paddle boarding, wine tasting, and traveling, especially to visit her children.

As Sherri continues building her business, she plans to grow her team and to continue helping as many people as she can. No matter how the tide may turn in the future, there is no doubt that she will keep swimming.



SHERRI PATTERSON TEAM



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