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Bullock Russell Real Estate

"Real estate gives me the flexibility I love. I really love that a real estate career has put my destiny and my future in my own hands."



HEIDI WESTRUM

Bullock Russell Real Estate

"I've always had a passion for connecting people with opportunities. Real estate allows me to not only help people build for their financial future, I get to help families find the right home."



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NEW AGENT WANTS TO START SELLING LUXURY HOMES



Phil Immel
Real Estate Guru®

DEAR GURU: As a newer agent, I'm curious, how do I break into selling expensive, luxury real estate? **KATLIN HOLMES, EXP REALTY**

DEAR KATLIN: Excellent question! The most important thing to do is manifest your dream and select the geographic area you wish to pursue. Create a vision board specifically for this desire and update it as you progress. To break into the luxury real estate market, follow these steps:

Manifest Your Dream: Begin by manifesting your dream and selecting the geographic area you wish to pursue. Create a vision board dedicated to this desire and update it as you make progress.

Outline a Plan: Treat your venture like any other business and develop a written plan. Set goals, establish a timetable for achieving results, and create strategic and tactical objectives. Remember, success doesn't happen overnight. Analyze your production over the last 24 months, considering lead sources, the ratio of listings to buyers sold, and the average sales price.

Understand the Financial Advantage: Selling more expensive houses brings a dynamic difference in commission per transaction. Wealthier and more sophisticated clients often involve less hassle. Consider the comparison: selling a \$1 million house at a 2.5% commission versus a \$10 million home says it all.

Education and Financial Planning: Education and financial planning are keys to success. Read current books on

real estate success stories. "The Agent's Edge" by Jordan Cohen, released this month, is a recommended read. Additionally, coaching and watching YouTube videos on the topic can provide valuable knowledge at no cost.

Climb the Ladder: Success in luxury real estate takes time and effort. Remember that it is a step-by-step climb, not an overnight accomplishment.

Additional Factors to Consider:

Develop Expertise: Conduct thorough research and stay updated on market trends to become an expert in the luxury real estate market. Study high-end neighborhoods in your chosen area, familiarize yourself with the unique selling points of each location and understand the associated lifestyle, amenities, and attractions. This knowledge will enable you to effectively market and sell luxury properties.

Build a Network: Networking is crucial in the luxury real estate market. Connect with architects, interior designers, luxury home builders, and professionals catering to affluent clients. Attend industry events, join luxury real estate associations, and participate in affluent communities to establish valuable connections. A strong network can provide referrals and insights into potential buyers and sellers.

Invest in Presentation: Luxury homes require impeccable presentation. Hire professional photographers and videographers to capture the property's features, interiors, and surroundings. Craft compelling property descriptions that

highlight the unique attributes and luxury amenities. Utilize advanced marketing tools like drone footage and virtual reality tours to create an immersive experience for potential buyers.

Tailor Marketing Strategies: Customize your marketing strategies to target the luxury buyer demographic. Advertise in luxury lifestyle magazines, collaborate with high-end publications, and leverage online platforms to reach affluent buyers. Create a captivating online presence through a professional website and active social media profiles. Consider hosting exclusive events and open houses to attract potential buyers and generate buzz around the property.

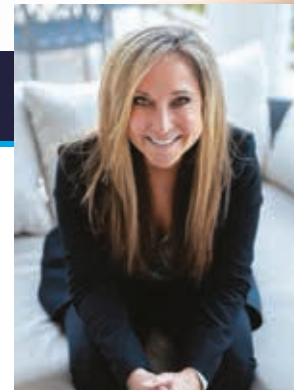
Provide Exceptional Service: Delivering exceptional service is crucial in the luxury real estate market. Understand the unique needs and desires of affluent buyers and provide personalized attention. Maintain open lines of communication, respond promptly to inquiries, and handle transactions with professionalism and discretion. Building trust and rapport with clients will enhance your reputation and increase the likelihood of successful transactions.

Best of luck in establishing yourself as a successful agent in the luxury real estate space!

For any real estate questions, you can contact Phil Immel, the Real Estate Guru®, at phil@realestateguru.com or visit www.realestateguru.com. Phil has over four decades of experience in South Orange County and is a licensed real estate broker with expertise in mortgage, title, escrow, appraisal, and negotiations.

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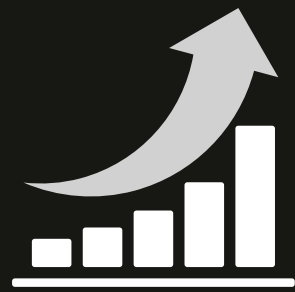
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ERIK & HEIDI WESTRUM

REACHING HIGHER TOGETHER



▶ power couple | By **Dave Danielson**
Photos by **Jenny McMasters**

When you have a good, solid foundation in place, everything else can be built on top of it with confidence and with the knowledge that things are on track. You can trust the results that will follow. This same holds true with people and the partnerships they form. Take Erik and Heidi Westrum, for example. They form a dynamite husband-and-wife tandem: The Westrum Real Estate Team with Bullock Russell Real Estate. These two luxury specialists create a path that helps those around them get to where they want to go in life with their real estate goals.

“I like to focus on marketing, business development, client retention, events and listings. Erik is really good at hunting for off-market properties in a low-inventory market to help out with our buyers’ unique needs and excels at contract negotiations once a property is identified. He has developed great relationships with his peers in the Coto de Caza community and is well respected as a trustworthy agent who works well with the local community,” Heidi explains.

How They Got Here

Erik was the first to start his journey in the business, earning his real estate license in 2006. Heidi earned her license in October 2021.

Erik grew up in San Jose and earned his undergraduate degree at San Jose State University, where he also pursued his lifelong passion, playing volleyball at the Division 2 level. Erik had the pleasure of coaching boys’ volleyball at Dana Hills High School and Trabuco Hills High School, the team his son played on, and still looks forward to playing volleyball three times a week. In fact, he won a Gold Medal twice while competing at the Huntsman World Senior Games in St. George, Utah.



“After I finished my education at SJSU, I decided to move to Southern California to be closer to the beaches and the nice weather, and to meet new people,” Erik remembers. “When I moved to Long Beach, that’s when I met the girl next door, Heidi, 25 years ago. Back then, I was beginning what would become an 18-year career working in the wine and beverage industry. After I got my license and started working in real estate, I did both careers for a while before going full time in real estate, which became my passion.”

Erik was the fifth agent on the Bullock Russell side when it was a team at Keller Williams. In 2016, the team became its own brokerage and today stands at around 190 agents.



Before Heidi began her career in real estate, she thrived in her administrative manager position at a high-tech software company. As an early member of the Oculus Virtual Reality start-up team, the 13th employee, she helped support the success that resulted in Facebook’s \$2 billion purchase of Oculus, now known as Meta.

After the Oculus acquisition, Heidi offered her talents as an executive assistant/office manager to another start-up, ListReports, a software company offering full-funnel marketing solutions to help mortgage and real estate professionals scale efficiently through automation, exclusive content, and data-driven insights. Heidi helped to build the team which created a flourishing business, leading to MBS Highway’s recent purchase of ListReports.

While Heidi enjoyed the thrill of supporting winning teams and contributing to the building blocks of each

THERE ARE SO MANY FACETS INVOLVED IN REAL ESTATE. WE BOTH KNOW OUR SPECIALTIES AND WE COMPLEMENT EACH OTHER WELL.



company's success, her true passion has always been helping people and making connections. "I was still working after I earned my license, and began to support Erik on the weekends. However, Erik's business continued to grow rapidly, so I went full-time this year."

Made for This

Real estate is a career choice and a way of life that speaks powerfully to both Erik and Heidi in different ways.

"Real estate gives me the flexibility I love," Erik says. "I really love that a real estate career has put my destiny and my future in my own hands."

"I've always had a passion for connecting people with opportunities. Real estate allows me to not only help people build for their financial future, but I also get to help families find the right home, which can be a life-changing decision. What better career is there?" Heidi says with a warm smile. "If I could go back in time, I'd coach more people more on investing in real estate at an earlier age. One of my favorite things is being able to teach young couples life skills through this business."

Making Hopes Reality

Erik's and Heidi's efforts are reflected in the many happy families they have helped open new doors for. In turn, the results have taken care of themselves when it comes to the numbers. In 2022, they recorded \$21.9 million in sales volume.

The richness of life for Erik and Heidi extends in many directions. They enjoy time with their 19-year-old son, Josh, who works in the film and TV industry while attending college.

They have a big place in their hearts for the place they live, having been part of the Rancho Santa Margarita community for 22 years, watching the area grow into a known destination now and a highly sought-out place to live. According to a recent study published by Moving Waldo, Rancho Santa Margarita took the number one spot as the safest city in California.

Over the years, Erik and Heidi have worked at Rancho Fest and have been involved in food drives and other fun events, including hosting their neighborhood Santa event each Christmas.



Erik and Heidi Westrum are a husband-wife team with Bullock Russell Real Estate.

"We've been here for years and know the community so well," Heidi says. "It's a lot of fun for us to see how it has grown through time. One of our favorite places to dine is Hanna's Restaurant & Bar and the Preserve at Coto de Caza Golf & Racquet Club, where we are members."

Erik and Heidi smile as they share the care they have in their hearts for what they do and the wonderful people they have the chance to serve. "We've built a strong foundation. We are always putting our clients and their best interests first," Heidi says.

Erik and Heidi's unique approach to real estate transactions is largely inspired by their past achievements; they have learned what works and doesn't work on a professional platform. Their extensive experience has cultivated a deep well of knowledge and simultaneously has strengthened their unwavering work ethic and ethical values. Together, they make a powerful team.

"There are so many facets involved in real estate," Heidi says. "We both know our specialties and we complement each other well."



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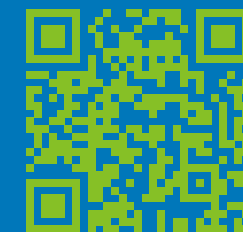
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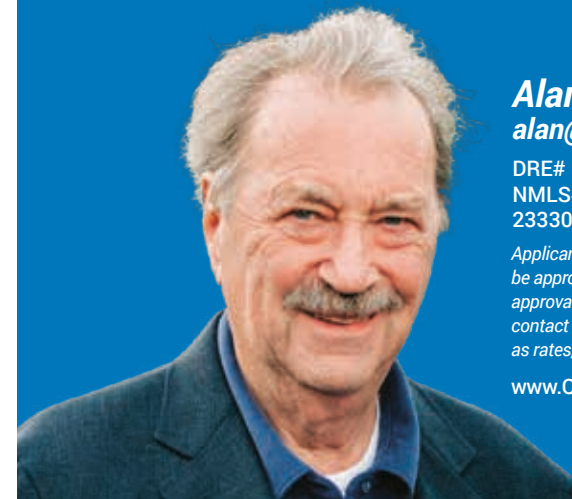
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spotlight

By Dave Danielson
Photos by
Jenny McMasters



One of the sure signs that you are pursuing the right path in life is when the work you carry out each day doesn't really feel like work at all. Sure, there are challenging days and short nights, but as one of the top-producing agents in the region, you carry out your efforts on behalf of others — dedicating your experience and expertise to their cause. That's why it means so much when you are able to partner with someone who shares your selfless approach.

That's exactly what you can expect when you work with Mortgage Loan Originator Erica Dose and U.S. Bank.

"I really like to help homebuyers realize their dreams of homeownership," Erica says. "As part of that, I enjoy educating them on their financing options, and making sure that they fully understand the mortgage they're getting into."

RIGHT FROM THE START

Erica got an early start in the mortgage business, beginning soon after her schooling was complete.

"I got into the business right out of college," she says. "I wanted to go

into real estate, but my mom told me I needed a job with benefits. So I started on the mortgage side, and I've been doing it now for 20 years. I love what I do."

FINDING HER CALIFORNIA HOME

Erica grew up and went to college in Wisconsin. For the first 10 years of her mortgage career, she worked in Wisconsin, before she moved with her family to California and continued her career here in 2013. She has enjoyed being part of the U.S. Bank team for the last four and a half years.

Those who work with Erica never have to guess whether or not she is

engaged in their plans and dreams... She is continually engaged with them.

"I love bringing a very personal touch to my work," she points out. "I really enjoy meeting with and getting to know my partners and clients, either face-to-face or through a video call. For me, these are not just transactions. They are a chance to help people move forward to the next place in life."

SHARING THE SAME PATH

One of the most rewarding parts of Erica's work is the fact that she gets to share the same path in life and business with her husband, Troy.



Erica Dose's husband, Troy, has recently joined her in the business.

“My husband just joined me in the business. He has an extensive construction background. We will be working together and building our business as The Dose Team,” Erica says. “It’s something we’re both very happy and excited about.”

FAMILY FOUNDATION

Away from work, Erica’s world is made truly fulfilling by the time she enjoys with her family. She and Troy have two children, 17-year-old Jayden and 15-year-old Tysen. They are also happy to be hosting an international exchange student, JJ, who is 16 years old and will be with them over the next couple of years. All three attend Santa Margarita Catholic High School.

“We are a close family. We have a family dinner every night and we



Erica and Troy Dose with their children, Tysen (left) and Jayden (right), and international exchange student, JJ (center).

“
**I’M GOING TO DELIVER WHAT
I SAY I’M GOING TO DELIVER.**

travel as a family,” she says. “We enjoy being able to grow together.”

ACTIVE PURSUITS

In their free time, Erica and her family have a strong love for football. Jayden and JJ compete for their high school team. They also are big fans of the Green Bay Packers and the Wisconsin Badgers. Other favorite pursuits include skiing and playing golf. In addition, Erica loves staying involved in the community that she and her family love, staying engaged and giving back.

MADE FOR THIS

Erica’s drive to help her clients achieve their goals is centered on her willingness to be there for them with a strong sense of open communication when they have questions. She also brings her extensive knowledge to those around her in a timely and resilient way.

“I’m going to deliver what I say I’m going to deliver,” she says. “This is a business that I can do forever. I like the aspect of building a business that will continue

forward for years to come. In the process, it feels very good helping people get into their homes.”

When you’re looking for a mortgage partner who is driven by your clients’ dreams, look to Erica Dose and U.S. Bank.

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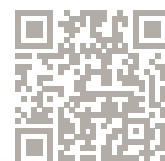
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Terri has been working in the escrow industry since 2002 when she retired from her career as a Flight Attendant. She has so much passion and an abundance of energy for her job, and that shines through when you meet her. She loves helping The Escrow Source grow their business and helping their clients have a smooth transaction.

Terri's goal is to make sure that all of The Escrow Source's client's needs are always taken care of quickly and as efficiently as possible. She is available to them 24/7 and truly prides herself on being a phone call away.

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Candice

SILVER

► agent spotlight

By Dave Danielson
Photos by Jenny McMasters

MAKING EMOTIONAL INVESTMENTS

Interest rates fluctuate, inspections arrive, and closing dates loom, underscoring the urgency. The real estate domain teems with vital paperwork, numbers, and requisites essential for a successful transaction. Yet, transcending these essential components lies a deeper understanding.

As a real estate agent, your clients rely on you not only for your expertise but also for your unwavering support throughout the journey. It is your genuine concern for the human element that sets you apart.

FUELED BY PEOPLE

Candice Silver is driven by that same caring mindset in the work that she does. As president of Silver Real Estate with Pacific Platinum Properties, Inc., Candice guides both the financial and emotional investments that people who work with her make when buying and selling real estate. As president of Silver Real Estate with Pacific Platinum Properties, Inc., Candice guides both the financial and emotional investment that the people around her make when it comes to buying and selling real estate.

“I love the engagement I get with my clients. People are my specialty, and it’s my job to know how to deal with them in the way that is best for them,” she emphasizes.

“I love the ability to engage with my clientele in such an important aspect of their lives. This isn’t only the biggest financial investment, but it’s also an emotional investment. I have a knack of helping them with this very important investment element ... providing crucial support to them along the way.”

What immediately stands out is Candice’s distinctive solution-driven mindset. Her ability to pair her concierge-level service and intimate knowledge of neighborhoods with market analytic trends and industry-leading technology empowers her to make each of her clients’ search and sell experiences seamless, with maximum returns.

A GLIMPSE AHEAD

In some ways, real estate has been on Candice’s career radar for a long time. She comes with deep roots in the industry that span over 35 years. However, she initially embarked on a different path.



After attending the University of London and Cal Poly San Luis Obispo, Candice graduated from Cal Poly with a degree in business with dual emphasis in finance and accounting, along with a minor in psychology. From there, she went on to work in the corporate world.

Candice started her career working in finance and due diligence for one of the Big Four accounting firms — KPMG. She also worked as head of corporate risk and compliance for Staples in Australia. Additionally, she served as a consultant to many Fortune 500 companies, assisting them in operational strategy and various system implementations. Finally, she leveraged her finance background and love for real estate to work in mortgage lending for Bank of America before making the leap to her true love, residential real estate.

SIGNS OF SUCCESS

The results have been remarkable. In fact, Candice has been voted among the top 1 percent of REALTORS® in Orange County for the past two years in a row. She was also featured among the Top 35 Power Women in Orange County by Orange Coast magazine.

Candice was also voted among the 10 Best Real Estate Agents in the State of California for outstanding client service and satisfaction by the American Institute of Real Estate Professionals.



FINDING LOVE AND A REWARDING WORLD

While in Australia, Candice met the man who would become her husband, Byron Silver. In time, they married and made the decision to move to the U.S.

Family is at the center of Candice's world. She smiles when she talks about her husband, and their children — 10-year-old son Joshua and 8-year-old daughter Cami.

Candice and her family are also big supporters of animal rescue efforts. She works with Lovebugs Animal Rescue and has two rescue furbabies of her own — her pups, Ramy and Hope. She also takes an active role in the PTA at her children's school.

Free-time favorites are diverse. As natives of South Africa, Candice and Byron love to travel. One of their favorite destinations is Australia to visit family.

NEVER SAY NEVER

Those who know Candice appreciate her “Never Say Never” approach.

“It's really simple. When people tell me ‘no,’ I like to say, ‘but yes,’” she smiles.

“I have a lot of determination that I put to work for my clients. Yet, I appreciate the fact that my clients know they can also lean on me for emotional support during the process.”

“An accomplished colleague once said, “To be successful in this profession requires one to have thick skin and a soft heart,” Candice recalls. These words, she says, resonated to her core and she lives by this career mantra every day.

It's clear that Candice makes an emotional investment in the lives of those she serves. The proof and rewarding results are seen at each closing table.



Candice Silver and her husband, Byron, with their children, Cami and Joshua, and pups, Ramy and Hope.

“

I love the engagement I get with my clients.

People are my specialty, and it's my job to know how to deal with them in the way that is best for them.

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cover story

By Dave Danielson
Photos by WASIO faces

MARYAM AMIRI

A Trusted Guide

Individuals pursuing their real estate goals often experience a sense of isolation, venturing into uncharted territory. Navigating this journey becomes significantly smoother with the guidance of a seasoned advisor. Enter Maryam Amiri, an expert who excels in providing the support and knowledge needed to reach the desired destination.

RELISHING HER ROLE

As principal and lead agent for Team Amiri at Redfin, Maryam is a trusted guide who relishes her role in helping others find their way to their next home.

“In my realm of real estate, I am not simply a professional; I am an advocate, a confidante, and a guide. My unwavering commitment to helping my clients find their dream home or sell their current one for a more suitable option is what drives my passion for real estate,” Maryam explains.

“I am driven by my confidence and self-assurance, embracing challenges, viewing them as opportunities for growth, and my success is attributed to my strong relationships, market knowledge, and my exceptional sales skills. I truly love what I do, whether it is a complex sell-to-buy scenario or just helping one of my buyers get the home they want, competing against multiple offers.”

FINDING NEW POSSIBILITIES

Maryam earned her license in 2006. But her story began in the Middle East. She was born and raised in Iran. As she came of age, she graduated from a university there. In 2000, after getting married, she had the chance to make her way to the United States.





Maryam Amiri is the principal and lead agent of Team Amiri at Redfin.

“It was an exhilarating experience for me as I eagerly embraced the American way of life. I was determined to immerse myself in the culture and acquire as much knowledge as possible to pave the way for a successful and fulfilling life,” Maryam remembers.

Like many who pursue a career in real estate, Maryam says her love of real estate was sparked by the experience of buying her own house.

“Throughout the entire process, I relied on friends who were involved in the real estate and lending fields. However, I soon discovered that their motivations were not aligned with my best interests, resulting in a less-than-satisfactory experience,” Maryam says. “This unfavorable encounter served as an awakening, revealing the crucial need for

real estate professionals who genuinely prioritize their clients’ well-being and deliver a positive, transparent journey.”

SURE SIGNS OF SUCCESS

Maryam has deep gratitude for her team members. She and her partner and business manager, Chris Bistolas, joined by sales specialist Amir Amiri (who is Maryam’s brother) and customer support manager Megan Wilucky, form Team Amiri. Together, they have contributed to the remarkable and steadily growing success of Maryam’s journey, which has amassed over \$850 million through approximately 900 transactions to date.



Principal Redfin agent Chris Bistolas is Maryam’s partner and business manager of Team Amiri.



Maryam is also thankful for the environment she works within at Redfin. “It’s a real estate company that is redefining the industry in favor of the consumer. Our focus on customer service and advocacy for our clients sets us apart from other companies and brokerages,” she points out. “Redfin not only places a priority on promoting inclusivity and diversity, but it has also had a significant impact on my personal growth and development within the organization and within the real estate industry. I have been able to grow my business and help countless clients achieve their real estate goals under the Redfin umbrella.”

FAMILY TIME

Away from work, Maryam treasures time with her family, including her son, Daniel. They have a passion for traveling. “We are avid explorers, having ventured to more than 30 captivating countries and road-tripped through the many landscapes of the United States,” Maryam says. “My passion for travel has also taken me on amazing adventures to exotic destinations, embracing the beauty of the world.”

In her free time, Maryam also has a love for fashion and retail therapy. “From the chic streets of New York and the timeless elegance of Paris to the luxury meccas like South Coast Plaza and Fashion Island, I seek out the finest styles and trends from around the world. I’m also a big cinema enthusiast and enjoy a good movie in a diverse range of genres, as long as I have my popcorn too.”

“
In my realm of
real estate, I am not
simply a professional.
**I AM AN ADVOCATE,
A CONFIDANTE &
A GUIDE.**

Maryam also likes to get outdoors for adventurous activities such as hiking and kayaking. “I cherish the simple pleasures of life, and nothing beats a lazy day spent by the shimmering pool or on the sun-kissed sand of a breathtaking beach. This is my ultimate moment to unwind, recharge, and savor the beauty that surrounds me.”

LEADING FORWARD BY GIVING BACK

When it comes to giving back, Maryam donates to the UCI Health Diabetes Center.

“I like aiding in their important work toward diabetes research and patient care,” she says. “I find fulfillment in participating in the Redfin Rise program, which aims to uplift communities in need. Also, Chris and I dedicate our time to conducting first-time buyer home-buying classes, empowering individuals with the knowledge and guidance necessary for a successful real estate transaction.”

As Maryam looks to the future, she dedicates herself completely to the needs of those around her. People who work with her and get to know her appreciate the way she invests in them and their goals ... as their trusted guide.

“Team Amiri excels in building enduring relationships with our valued clients and it has earned us a reputation of being trusted advisors, friends for life, and an invaluable resource for all real estate needs,” Maryam says. “When you choose Team Amiri, you’re not just acquiring a home ... you gain a lifelong partnership.”

“I make it a point to emphasize that my commitment extends beyond the transaction; I am there for them throughout their homeownership journey.”

Top producer and team leader Maryam Amiri has a passion for travel and has ventured to over 30 countries around the world.

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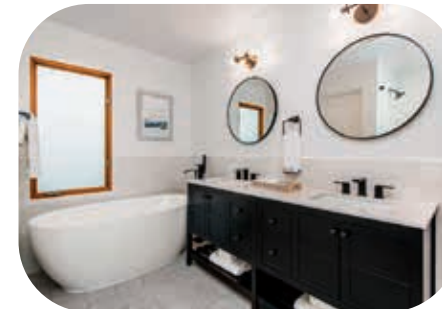
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