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Edward
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Cover Story: Brittany Soroudi

Cover photo courtesy of WASIO faces.



If you are interested in contributing or nominating REALTORS® for certain stories, please email us at **michele.kader@realproducersmag.com.**

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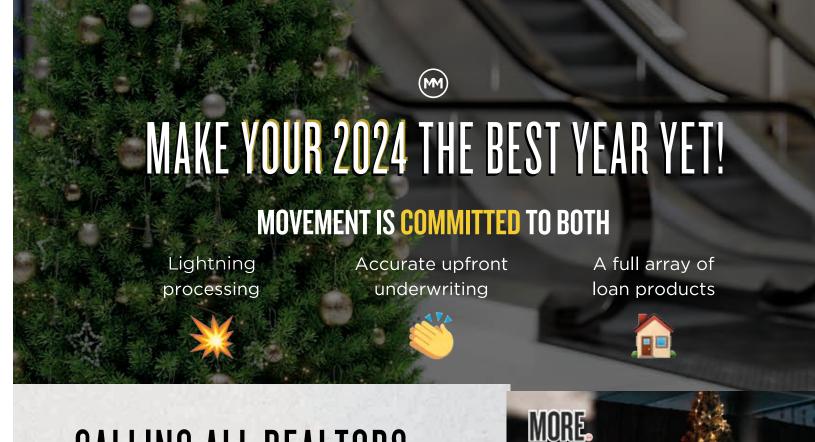
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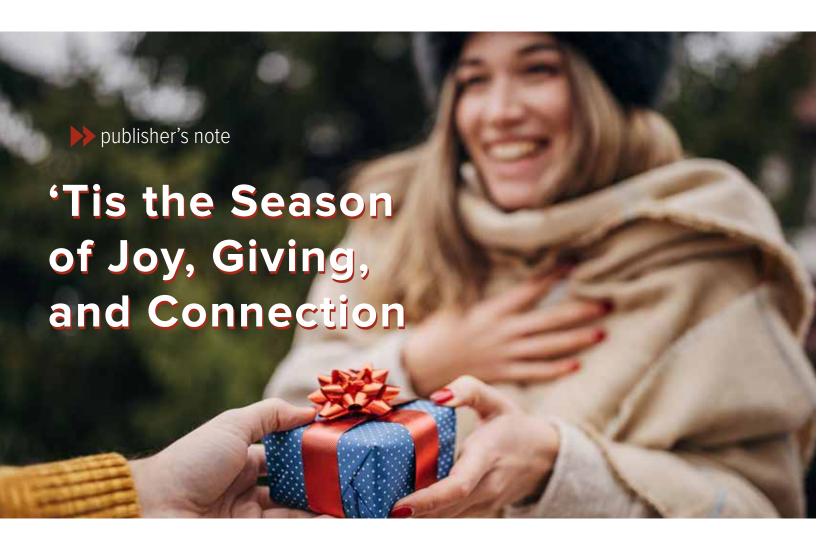
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"Give, and it will be given to you." Luke 6:38

Dear South OC Real Producers,

The holidays are upon us, and as the world sparkles with festive lights, it's a time to cherish family, friends, and meaningful connections. It's also a season of giving, a magical time when we come together to share our gratitude and appreciation.

The holidays offer the perfect backdrop to reflect on our client appreciation efforts. As the year comes to a close, it's a great moment to review your client-gifting and client-appreciation strategies. Are you continuing with what's been working, or is it time to shake things up and explore fresh options?

Remember, living in joy is not just reserved for the holiday season; it's a mindset that we can carry with us throughout the year. Let's remember to infuse joy into our daily lives! Whether it's through acts of kindness, finding joy in the small moments, or sharing a laugh, we can create a life filled with satisfaction and meaning.

On a personal note, I extend my heartfelt gratitude to all who joined us at the 2023 Holiday Party held at Union Market in the Kaleidoscope Mall on November 2nd. This vibrant and special event marked the arrival of one of the most beloved seasons of the year, and was a wonderful way to close out 2023 together. Your presence and generosity made it possible for us to raise an impressive donation of \$5,500 for Laura's House, a commendable nonprofit dedicated to supporting victims of domestic violence in Orange County. To relive the camaraderie and joyous moments from the gathering, feel free to browse through the captivating event photos showcased on pages 20 to 25 in this issue and also on our social media channels.

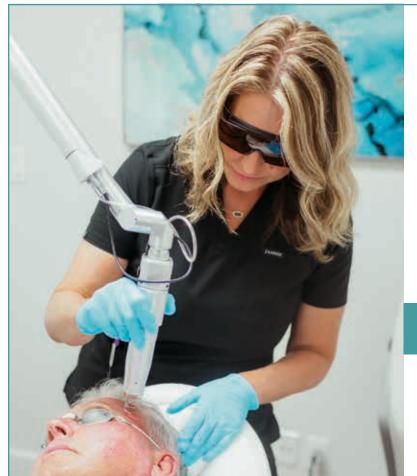
We're looking forward to seeing all of you again at our next big South OC Real Producers event in early 2024! Keep an eye on your inbox for an exclusive invitation; we can't wait to create more cherished memories together.

Merry Christmas and Happy Holidays to you and yours!

With heartfelt thanks,



Michele Kader
Owner/Publisher
South OC Real Producers
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GINA KULIK

Compass

"The interactions that I have with people really drive me. Communicating and staying connected is one of my strengths. All of my clients became friends. I don't have one past client that I don't stay in touch with."



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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.

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>> special events

Photos by Tony Lattimore and Navid Soheilian

South OC Real Producers' HOLIDAY PARTY

Celebrating Success '80s-Style: A Night to Remember! November 2, 2023

We can't help but express our heartfelt gratitude for the incredible success of our final event of 2023 — a night of '80s nostalgia, highlevel networking, and charitable giving that took place on November 2, 2023, at Union Market, Kaleidoscope, in Mission Viejo.

The night was an absolute blast, and it's all thanks to each and every one of you who attended, sponsored, and participated in making it an outstanding success. The enthusiasm, energy, and '80s spirit that filled the air were truly electrifying!

We are thrilled to announce that through your generous participation in the silent auction and event



attendance, we raised an impressive \$5,500, which has been donated to Laura's House, an organization dedicated to providing domestic-violence-related services to women, men, and children residing in Orange County and beyond.

BIG thanks to our sponsors: **Bernadette Kerkes of Escrow Options Group,** our headline sponsor; **Alan Kunski of Qualified Home Loans,** our gold sponsor; and **Solar Professional Matthew Rock,** our supporting sponsor. Your invaluable support made this event a success!

We are immensely grateful to **Butterfight Food Services** and **June Shine** for the partnership. And special thanks to our event photographers, **Tony Lattimore** and **Navid Soheilian**; as well as to our videographer, **Beach Cities Media**.

Wishing you all joyous holidays! We eagerly anticipate seeing you at our upcoming events in the New Year!

For more details about South OC Real Producers' events, feel free to contact us at ocrealproducers@n2co.com or follow us on Facebook and Instagram.







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ATHANK-YOU FROM OUR HEADLINE SPONSOR

Bernadette Kerkes and Escrow Options Group

Dear South OC Real Producers,

On behalf of Escrow
Options Group, I extend our sincerest gratitude for the opportunity to sponsor the fantastic and memorable '80s-themed celebration that marked the grand finale of 2023 for our Real Producers community in South OC.

It was a pleasure to be part of such a vibrant and successful gathering that beautifully combined nostalgia, networking, and charitable giving in support of a local cause. The energy and commitment from everyone involved truly made it an unforgettable evening. Seeing everyone embrace the '80s dress code with such enthusiasm really added to the unforgettable atmosphere of the evening!

We are thrilled to have contributed to the charitable endeavors through the silent auction, knowing that 100 percent of the proceeds will make a meaningful impact in our community during this holiday season. It's always inspiring to witness the generosity and support shown by our RP community, making a difference where it's most needed. Once again, thank you for allowing us to be part of this incredible celebration.



We look forward to connecting with you all again in 2024, and wish you a wonderful holiday season with your loved ones!

Warmest regards,

BERNADETTE KERKES

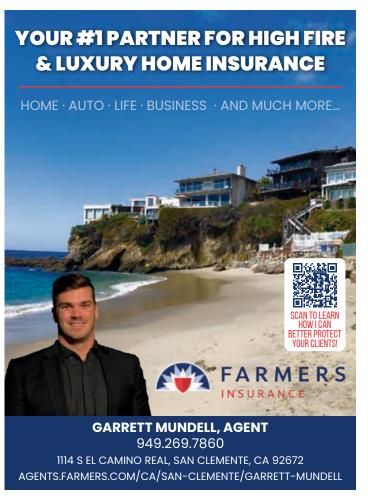
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The Never-Ending Story

The bonds you have with the people in your life don't come with expiration dates, right? That truth also applies to the people you meet as you help them cross the finish line into their new home or their next life chapter.

This certainly holds true for Gina Kulik. As a REALTOR® and senior agent with Compass in Dana Point, Gina writes a never-ending story with her clients.

"The interactions that I have with people really drive me. Communicating and staying connected is one of my strengths," Gina points out. "All of my clients became friends. I don't have one past client that I don't stay in touch with."

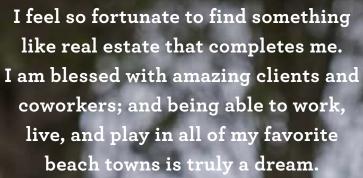
Finding Her Path

Gina's roots in California are deep. She is a third-generation San Diegan. In fact, her grandmother, her mother, and Gina were all born in the same hospital. She grew up on the beaches of Newport, Laguna, and Huntington, then attended college at California State University, Long Beach.

"I am a true SoCal girl through and through," she says proudly.

After college, Gina married Dan — her high school sweetheart, whom she met in eighth grade.







"We moved to South Orange County and started our family," Gina recalls. "When our kids were little, I started a design company — Casa del Sol Design — in 2002 with a sorority sister of mine. This allowed me the flexibility to be present in my children's lives.

"We could pick and choose the projects we wanted to take," she continues. "We specialized in residential real estate staging. That's how I started in real estate."

Learning to Adapt

Gina and her friend partnered together in the business until the market crashed in 2008.

"We were so busy working with many top producers in Orange and San Diego counties ... we had a thriving business. Then, the market crashed and we moved into commercial design, mainly doctor's offices and law firms, as well as some residential projects. But I missed the rush of working in residential real estate," Gina explains. "I absolutely knew I would segue into real estate after my kids grew and became more self-reliant."

The timing to make the career switch felt right when Gina's youngest child turned 14 and began high school. Gina obtained her real estate license and began selling properties full-time while still designing on the side.

"I love my job so much, I am just cut out for this," Gina laughs. "I feel so fortunate to find something like real estate that completes me. I am blessed with amazing clients and coworkers; and being able to work, live, and play in all of my favorite beach towns is truly a dream."



Gina Kulik is a Realtor with Compass in Dana Point.

Family Foundation

For all of her growing success in the business, the reward that means the most to Gina is the time she has with loved ones.

Gina and Dan treasure their family - daughter Haley, sonin-law Steve, and their granddaughter Selah, who live in Fairbanks, Alaska; son Braden and daughter-in-law Savannah, and son Garrett, all of whom reside in South Orange County. In her free time, Gina prefers to stay active. Some of her favorite activities include playing pickleball, golfing, and hiking. Another must for her is her weekly Pilates classes, which she attends with friends. Gina also enjoys cooking, gardening, and entertaining.

When it comes to giving back, one of the groups she loves the most is Tyler's Tribe, a nonprofit named after the son of

another one of her sorority sisters who was diagnosed with ALS. As part of that effort, the group puts on an annual fundraising golf tournament to raise funds and awareness for Tyler's Tribe Foundation and ALS research.

Both inside and outside the office, Gina connects in a powerful way with those she helps.

"I think that most people would say that I am hard-working and very loyal. In some ways, I'm like a bulldog a bit," she chuckles. "Another big one for me is integrity. I show up and I give my best to those around me."









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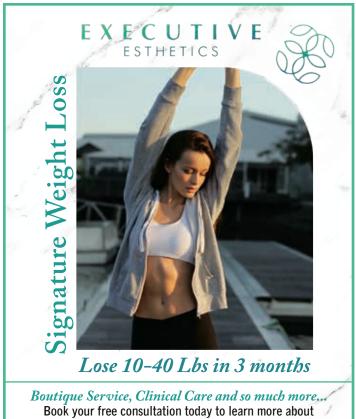
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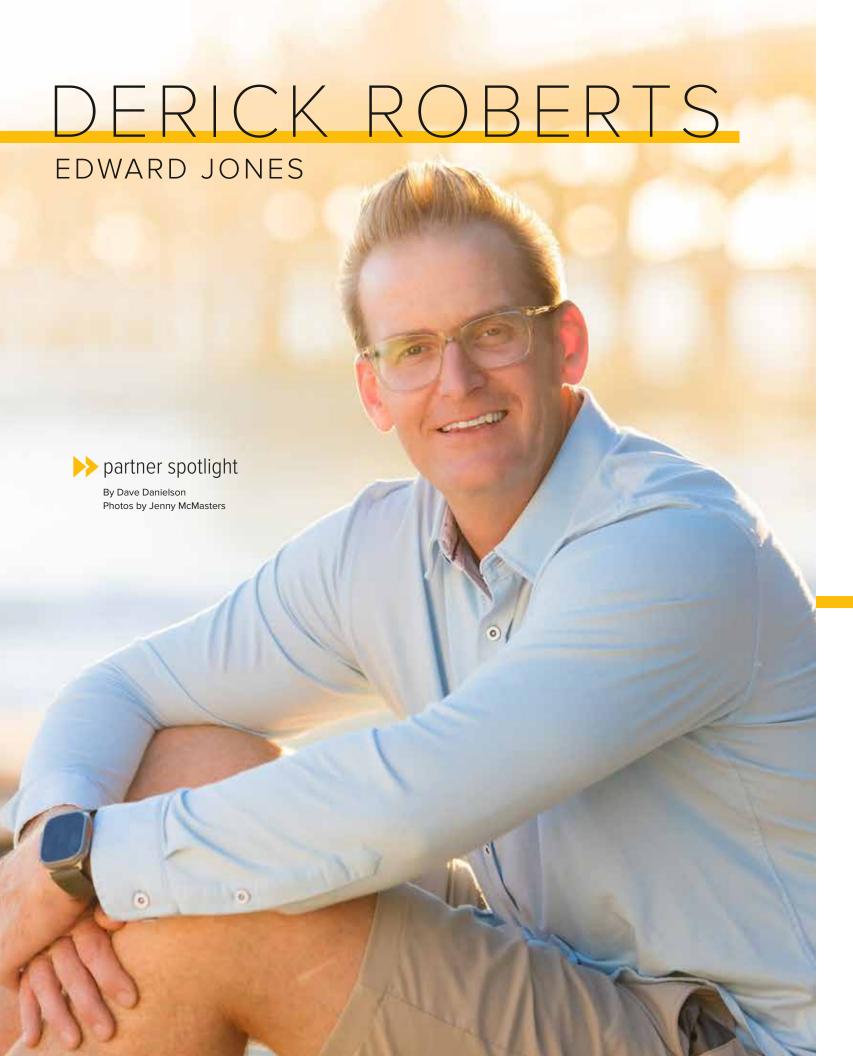


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There aren't any guarantees to reach one's life goals. But by doing the right things consistently over time, the chances of success go way up — especially when there's an experienced partner to supervise.

That's the kind of partnership Derick Roberts offers as a financial advisor with Edward Jones, an expert assist to boost your bottom line.

"I like to help people however I can, whether that's simple retirement planning or 100 other things," Derick affirms. "I get to help people reach their goals financially, including insurance and leaving a legacy, education, and planning."

STRENGTH IN NUMBERS

Derick's gift for numbers initially set him in a different direction in life. Born and raised in the South Bend area of Indiana, he graduated from college with an engineering degree. "From there, I fell in love with finance," Derick reflects. "Growing up, I saw the way everyone in my family had worked until the day they died. When we had our first daughter, I wanted to find something where

I could stay at home to enjoy as much time with my family as I could, while I worked to help others."

Derick decided to join Edward Jones while he and his family lived in Indiana. Frequently, they would make trips to California to visit his wife's family. On one of those trips out West, he met a local man who also worked with Edward Jones.





"I like doing what I can to make a difference. In some cases, I can help a lender show a different kind of income stream to get qualified for loans," Derick notes.

"We also have very high FDIC limits
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accounts. In addition, I can help
Realtors with charitable remainder
trusts, as well as other strategies to
help their clients who want to sell a
house and reduce their tax exposure."

Derick adds that one of his favorite parts of his profession is helping people take advantage of tax-free investments.

"I like planning and building ahead for tax-free income down the road, with strategies like holding cash for a time, as well as simple rollovers, life insurance and disability insurance," he continues. "It's a bit of everything."

A REWARDING LIFE

Family is at the heart of Derick's life. He looks forward to time spent with his wife, Jennifer, and their three children: 8-year-old daughter Miley, 6-year-old daughter Emma, and 3-year-old son Haven. In his free time, Derick has a passion for golf, slow-pitch softball, and pickleball.

As he plans ahead, Derick remains fully focused on the individuals and families he helps each day. Those who work with him appreciate his responsiveness and the way he stays in close communication with those he serves.

"I really enjoy having key conversations with clients," Derick smiles. "It's very important to address priorities at different stages of life."

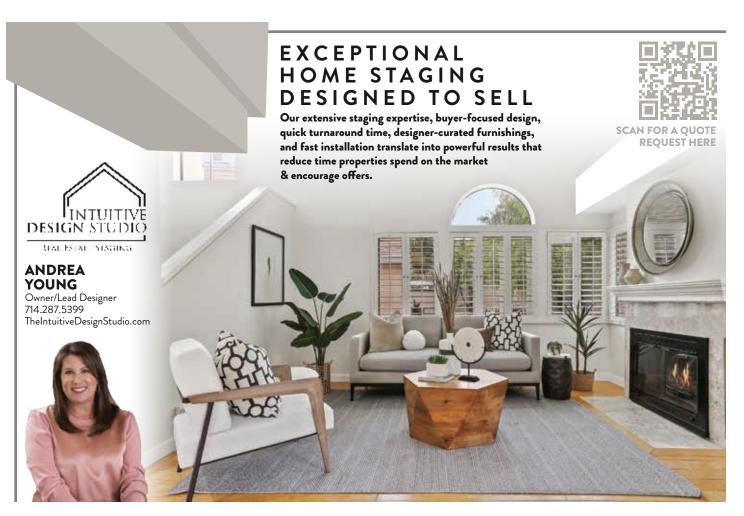


For expert help with your bottom line, contact Derick Roberts with Edward Jones at 574-327-5334.











BRITTANY By Jess Wellar Photos by WASIO faces COVER STORY By Jess Wellar Photos by WASIO faces

Real Estate with Heart

Real estate deals can often seem like a race to the finish line, but Brittany Soroudi doesn't view her transactions that way. As a powerhouse REALTOR® and lead of The Soroudi Team at Keller Williams OC Coastal Realty, Brittany is bent on rewriting that narrative by placing relationships, empathy, and exceptional customer service at the forefront of her approach to business, all with one goal fixed firmly in mind — achieving a five-star customer service rating.

Recognizing that real estate transactions can be an emotional roller coaster, Brittany also takes it upon herself to ensure a seamless and stress-free experience for her clients.

"Most of my clients are families or women, and it's an honor to be part of their journey. Real estate is such a big step in anyone's life. It's sometimes emotional, scary and simultaneously exciting, so I find fulfillment in helping others successfully navigate, with sensitivity, what can often be pretty complicated," Brittany explains.







"I really do try to take the stress off their plate and make it as easy as possible for them. I want my clients to have the best experience possible, and I work diligently to make that happen every time."

Valuable Life Lessons

Brittany's roots in professionalism and perseverance trace back to her formative years growing up in Laguna Beach. Raised by small business owners, her mother instilled the powerful values of diligence and independence in Brittany from a young age, shaping her daughter's incredible work ethic.

"My mother passed away when I was 16, and her legacy is a really important part of who I am," Brittany shares. "She was very influential and taught me hard work and independence. I always saw that professional side of her going to appointments; she was also very friendly and approachable and just a great role model."

From Filmmaker to Realtor

After graduating with a bachelor's in journalism and entertainment management from the University of Las Vegas, Brittany ventured into producing short films in Los Angeles and Orange County for a while. At first captivated by the glitz and glamor of that industry, Brittany notes her transition from film production to real estate was spurred by a desire for independence and the opportunity to craft her own path. She became a licensed Realtor in 2014, paving the way for her decade-long career.

"My husband and I met when we were both at UNLV, but we're both originally from OC," Brittany explains. "We moved back to the area in 2013, and I knew I wanted to be a business owner and already had a large network of friends here. It was so appealing to me that I could structure the business and run it the way I wanted to."

The Dynamic Duo: The Soroudi Team

Brittany's tenacity as a solo agent laid the foundation for what would eventually become The Soroudi Team. Her husband, Benjamin, joined the business five years ago, and the duo has been unstoppable ever since.

"Ben deserves a lot of credit; he's a great life partner and business partner. I couldn't do it without him and our hard-working admin team," Brittany smiles. "But I have always enjoyed talking to people and I love a challenge too."

Together, the pair has consistently been ranked as the #1 Team by sales volume at Keller Williams OC Coastal Realty. The Soroudis' relentless quest to provide topnotch service has also earned them recognition in the top 4 percent of all South Orange County Realtors.

"We're always one of the top teams in SoCal," Brittany shrugs, "but my best award is when my clients give me a five-star review."

The Secret Sauce

One of Brittany's standout qualities is that she absolutely thrives on communication. She also takes a great amount of pride in being detail-oriented, hardworking, and approachable. Answering her phone promptly and ensuring her clients receive regular updates — even when there's no news to report — are attributes that set Brittany apart in a business where agents aren't always known for being accessible.

"I think my journalism and communication background translates to my follow-through and responsiveness. You'll never find me going MIA," she affirms. "You'll be fully informed every step of the way."

For those aspiring to make it big in real estate, Brittany advises taking a page from her communication playbook: make following up a priority, and expect to work hard.

"Put your whole heart into it. Real estate is a full-time job," she notes. "You need to treat it like a business and set up the basics: a business plan and a marketing plan with daily, weekly, monthly, and yearly goals. It's really a people business too... Success in real estate is not just about transactions — it's about fostering relationships."

Balancing Life and Work

Brittany's role as a devoted mother to her two children, Sophia and Wylder, takes center stage when she's not working. The Soroudi family revels in outdoor adventures, including hiking, skiing, and beach outings. Their furry family member, Bond, a playful Newfoundland, also brings much joy into their Dana Point home.

"He was named after James Bond because he's black with a white stripe down the middle, so it looks like he's wearing a tuxedo," Brittany laughs. "He's also 10 years old and has more energy than most younger dogs we know!"

Brittany's caring nature extends beyond her work and family as well. The Soroudi Team is actively involved in supporting Tilly's Life Center, a youth nonprofit focused on helping young people overcome issues such as body image, suicide, bullying, and other adversities.

As for the future, Brittany says she simply looks forward to continuing her successful relationship with her husband and business partner, Ben, growing their business, and keeping humility at the core of their work.

"I truly care and place others' needs before mine," Brittany concludes. "That will never change. Ben and I will continue to keep humble as we grow and always put others first."



Benjamin and Brittany Soroudi with their children, Wylder and Sophia

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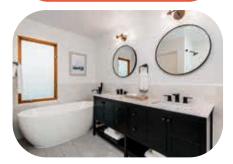
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