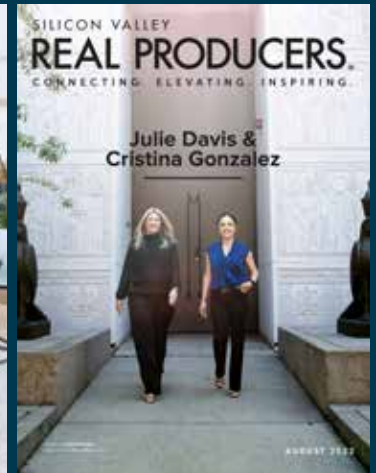
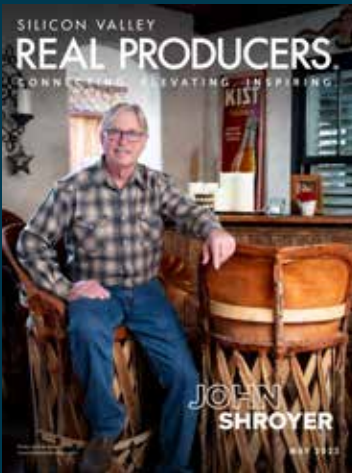


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Eric & Janelle BOYENGA



▶ profile
By Zach Cohen

STAYING HUMBLE

As top agents and leaders of the Boyenga Team, Eric and Janelle Boyenga have made a name for themselves in the Bay Area. Eric and Janelle lead with integrity — and “integrity” is much more than a buzzword to the Boyengas. Integrity is the foundation of every action they take.

A Serendipitous Beginning

“I never planned on getting into real estate,” Eric begins with a telling smile.

In the early ‘90s, Eric worked at an engineering firm, and Janelle was a designer based in San Francisco. Neither had initially set their professional sights on real estate, but when the couple had a challenging experience with their landlord as renters, they unknowingly embarked upon a real estate journey that would span several decades.

“It was very organic,” Janelle says. “Nobody wakes up and says, ‘I want to be a REALTOR® when I grow up,’ unless they came from a real estate

family. I was working for an interior designer and had just graduated from college. We had a crazy landlord who drove us to a point where we wanted our own home.”

Still in their early twenties, Eric and Janelle went out on a limb and purchased the only home we could afford, a teardown. They used credit cards, cash, checks, and all the spare money they could scrape up. They enjoyed the process of renovating and flipping the home and decided to begin investing in more properties in

the area. With each purchase, however, they continued to be dissatisfied with the service from the REALTOR®.

“We felt we weren’t getting any guidance,” Eric remembers. “They were what people fear in real estate sales — pushy. All the stereotypes, that’s what we encountered. Motivated by money, focused on getting their paycheck. They weren’t there to provide any sound advice and representation.”

So, Eric and Janelle set out to get licensed and represent themselves. At first, their vision only lay within the investment realm. But they soon realized that they could make real estate into a fulfilling career.

Stay Humble

Eric and Janelle began investing in 1995 and have been actively practicing Realtors® since 1998. Over the years, they’ve maintained their position as REALTORS® with heart. In other words, they are out to achieve the best outcome for the client — not for themselves.

“A lot of typical stereotypes the consumers felt of REALTORS® rang true in a sense. The one thing I can say about Janelle and myself is we never focused on the money. We were always focused on providing the best outcome.”

“We’re so lucky right now to have people who choose us,” Janelle adds. “We’re able to work with people that align with us. We’re in a really good place because we attracted the right clientele and people on our team.”

Despite their tremendous success, Eric and Janelle have stayed humble, and that’s unique in the Bay Area, especially. So as they take their team into the future, they do so with the same sense of integrity and humility that they always have.

Q&A with Eric and Janelle Boyenga

We sat down with Eric and Janelle to catch up on what’s happening in their business today and the future of the Boyenga Team.

Real Producers: Bring us into the present. What’s happening in your business today?

Eric: The biggest change in this business is the change in all businesses. Data is the driver. It’s always been the driver, but you didn’t have access to it. Now, data drives real estate just like it drives other businesses. It separates good REALTORS® from great REALTORS®. If you really want to give a great, wonderful client experience, it’s all about understanding the consumer on a higher level. I know I can provide a much better real estate experience with data.

I think the real estate business is the last legacy business that hasn’t been fully disrupted by technology, but it’s going through it right now. In the next 10 to 15 years, you’re going to see a massive change in our industry. Technology can build such efficiencies into the whole real estate process. It’s being transformed.

Real Producers: What’s it like working together?

Janelle: It’s extremely advantageous to our clients. We have different skill sets and focus on what we do best. It may be a little detrimental to our personal lives because we’re talking about clients all the time, but there are things that can’t be replicated from a husband and wife team. We know what to expect. We can finish each other’s sentences. We’re all about transparency.

Real Producers: You’ve been in the business for a long time. Can you offer some words of wisdom to your peers?

Eric: You should always be learning. There is always more to learn here. Our business is never finished, never complete. When you think you’ve done the best job, you can always do a better job. The opportunity is so huge in this industry ... so, words of wisdom: be focused. Start small. How do you win in real estate? Be a local expert. Start with a condo complex. Know it, understand it, know every sale, know everything about the HOA, and then let people know. And I’m not talking about knocking on doors or mailing. You can interact there and build a digital presence. Start small and build up from there.

Real Producers: What do you see going forward in your life and business?

Eric: There are many people that depend on our team. Our brand is so well known in the Valley, in a good way. People like the Boyenga brand and want to work with us. We have a family of about 30 people here. But not only that, we have all our vendors. So the vision is to pass the baton to someone on the team that can keep it going. Maybe the brand will change, but the vision is to keep this going. Maybe I can step back and travel, ski, hike, and do fun stuff with the family.

Real Producers: Is there anything else you would like the Real Producers community to know?

Eric: We’re high-level agents fusing technology with great real estate practices. I always believed that what is important is to be transparent and genuine.

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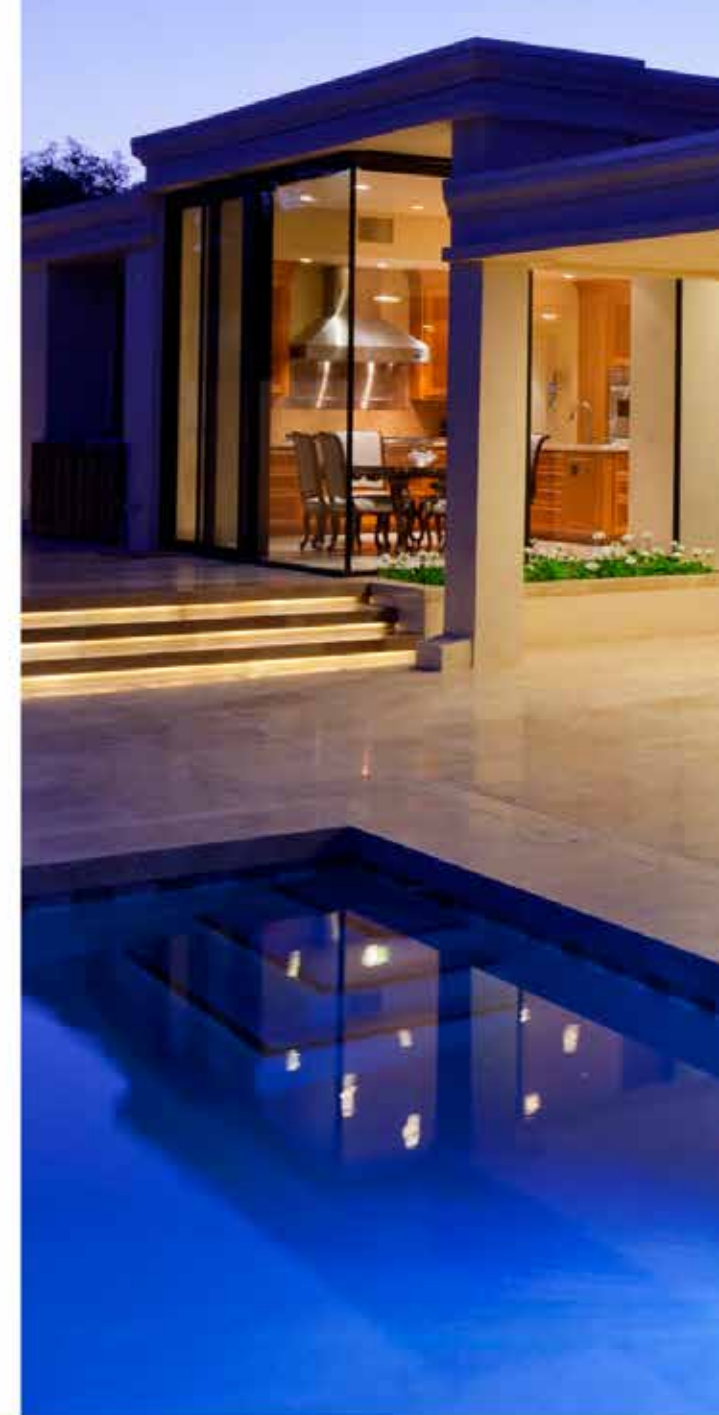
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BILL MEYER

By Zachary Cohen
Photos by Ewa Samples, www.maytheartbewithyou.com

IT'S IN HIS DNA

Growing up in the Bay Area, Bill Meyer admired his grandfather's work as a carpenter and a real estate investor. For as long as Bill can remember, real estate has been a part of his life.

"I remember going to his fourplexes and duplexes, mowing the lawn and collecting rent," Bill reflects. "So I've always grown up with that point of view. While [real estate] wasn't my main focus for a while, it has always been back in my DNA."

Over the years, Bill had the chance to watch the Bay Area real estate market shift and change. And yet, at least initially, he chose another career path.

Coming Home to Real Estate
After graduating from San Jose State University in 2011, Bill began working full-time for Cisco Systems. He went on to spend 11 years with the company, in which he held positions in several departments: marketing, finance, competitive intelligence, and sales strategy. In the meantime, he earned an MBA from Santa Clara University.

While he found success in the corporate world, Bill continued to dream about real estate. He had many conversations with his grandfather about the business. Bill was careful to choose the right timing for a transition into real estate, though. Through the years, he'd regularly check in with himself.

"I would think, 'What am I really good at? What do I want to do? What is my passion?'"

After deep contemplation, Bill realized his passion is for helping clients buy and sell. So, in 2019, he got licensed, and so began his real estate career.

"I was ready for the next move," Bill says. "This wasn't something overnight I just decided to shift to. This was something in the back of my mind since I was growing up. It felt like the right moment. I would ask, 'Is it the right time to make the leap?' I decided it was."

Built on Commitment
In every role he's held, from professional roles to volunteer roles, Bill has focused on serving others. He prides himself on being reliable, trustworthy, and transparent.

While [real estate] wasn't my main focus for a while, it has always been back in my DNA.



•••

“There is strategy and marketing, but at the heart of it all is the client,” Bill says. “At the heart of it is the people element. There are a lot of not-so-glamorous parts of real estate, but that’s what I enjoy ... I really do differentiate myself because of the level of service I give. And I make our transactions fun.”

As a child, Bill loved baseball; he devoted much of his energy and passion to the sport. One year, his team was about to begin the playoffs when the coach left the team unexpectedly. None of the other parents stepped up to coach the team, and Bill’s team was forced to forfeit, despite a season’s worth of hard work.

The disappointment that Bill felt at that moment has stayed with him. He doesn’t want anyone in his life to feel so disheartened.

“This applies directly to my real estate business because, as an agent, there’s a duty I take on with my clients. I would never want my clients to feel the level of disappointment I felt back in the day. It has helped me be committed, to be the person that sees it through thick and thin. And you don’t take the easy way out. You take the challenges in front of you, you overcome them, and you have fun while doing it,” Bill explains. “What I wish my coach would have done, I do day-to-day.”



Building Upon a Solid Foundation

As Bill settles more deeply into his real estate career, he continues to focus on what has made him successful so far: a commitment to his clients and the willingness to work through challenging situations. He continues to lean on his grandfather, now 84, for connection and advice.

Outside real estate, Bill has a passion for travel. He has a goal of visiting five countries each calendar year.

“I love to experience new cultures, new cuisines, and new dialects, trying to get out of my comfort zone. For me, travel is the biggest gateway to happiness,” he says.

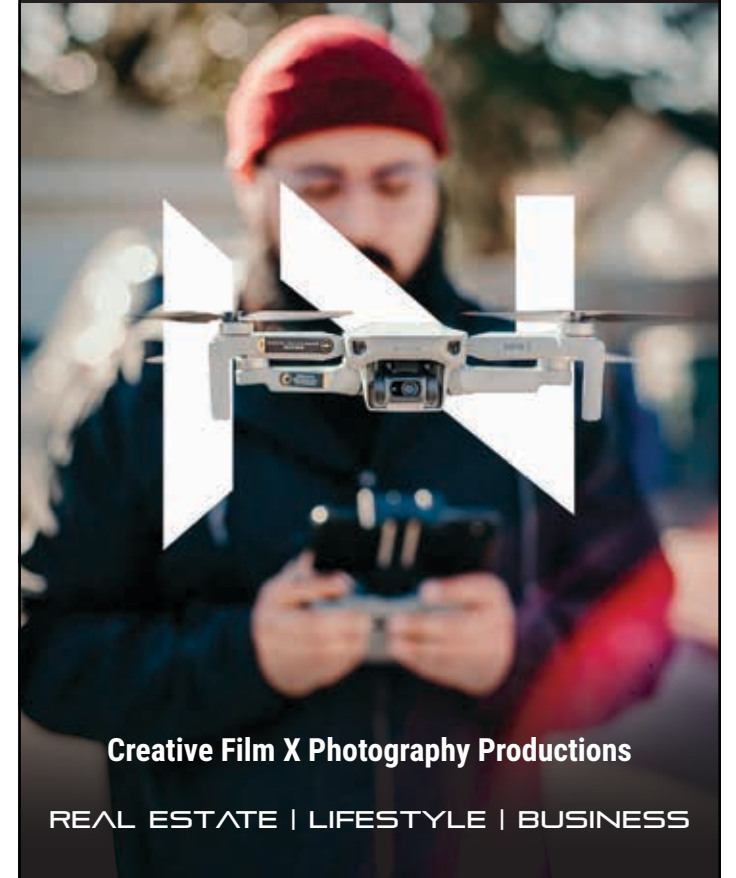
Even when he’s traveling, real estate is top-of-mind.

“No matter if I am in Vietnam or Hawaii or even in Southern California, I will always look at what the development structure looks like. Who are the big builders around? What are the prices going at? What does the demand look like? It’s just ingrained in my DNA. It’s something I love so much.”



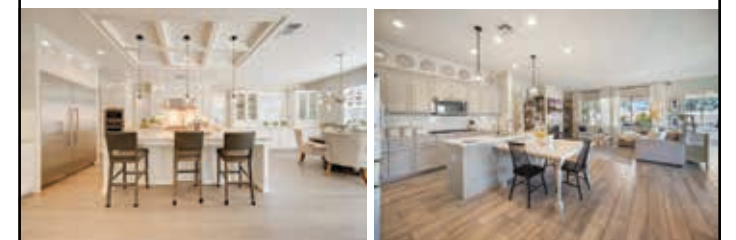
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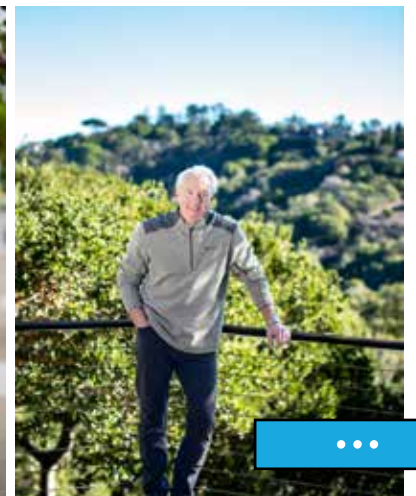


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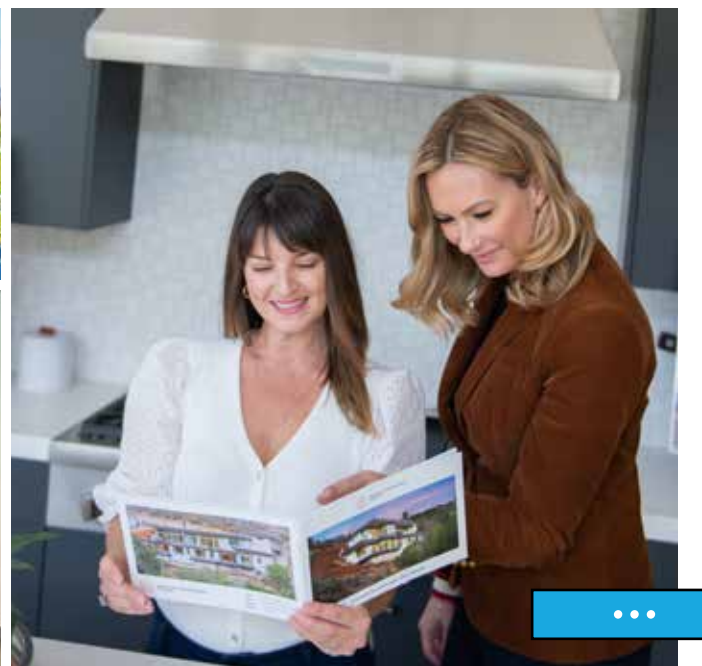
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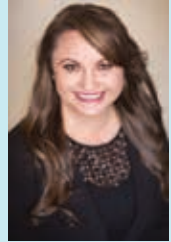


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Sometimes the *littlest* things take up the most room in our *hearts*



► srvp profile
By Nick Ingrisani

David Guercio



An Impassioned New Beginning

“If you’re going to do something, do it the best you possibly can.”

Unlike many real estate agents who establish themselves in the industry early in their life path, David Guercio made his serendipitous arrival later in life. After a 35-year career in sales and executive high-tech positions, David retired and had all intentions of moving into a quieter phase. But it wasn’t long before he got restless with all the free time suddenly at his disposal. As he says, “it’s hard to retire when your friends haven’t retired yet.” He found himself itching to wake up every day and be productive in some way.

“You gotta have a purpose to wake up in the morning.”

David has been a go-getter since he was a young kid. Neither one of his parents went to college or graduated from high school. As a result, they had to work hard to provide for the family and didn’t have much time to enjoy themselves.

“Watching my family as I was growing up, I knew I didn’t want a life like my parents had. I wanted a better life for myself, so I’ve always been very motivated.”

He’d worked hard, succeeded in his high-tech career, and achieved everything he could ask for. But now it was time for a new chapter, and David was thrilled to dive into it. In 2014, he got his real estate license and began his second career with Alain Pinel REALTORS®.

Building His Real Estate Business
David lived in Silicon Valley for the large majority of his life, worked in the tech industry there for 35 years, and built up connections with family friends throughout the area. As a result, he had a huge database of contacts to get started with. Still, transitioning into real estate meant a shift in mindset from most of his professional experience.

“My whole career was selling, so the selling aspect wasn’t new to me. I’ve always prided myself on being a people person. What I noticed now is that before, I was selling to CEOs and companies. Now I’m dealing directly with people, and it’s money out of their own pocket.”

An early challenge for David was establishing himself as a real estate agent in the area. Everyone knew him as the “high-tech guy.”

“An early mentor said, ‘If you didn’t do any lead generation, you didn’t work today.’ That really stuck with me.”

That advice proved to be impactful for David’s early days in real estate. Even with a strong database of contacts at his disposal, he knew it was crucial to get his name out there and establish a presence in the industry. He made it a point to stay in front of everybody he knew to remind them that he was ready to help them buy or sell whenever they were ready.

This applied to his relationships at the Alain Pinel office as well. David knew who’d get the listings every Monday, and instead of waiting for them to reach out, he’d go talk to them in person. Eventually, they started coming to him directly. By developing relationships with other agents, asking questions, and putting in full days at the office every day, it all started to build.

David’s first real estate deal proved to be the transaction that had the biggest impact on him. His client was a single

“
I love seeing
the impact
I have on
people’s lives.
”

mom with a disabled son. He worked hard to find them a condo in a secure building that they’d be comfortable with. Although it was the smallest deal he’s ever done, it fueled him with motivation to continue down the real estate path and help people in his newfound career.

“I love seeing the impact I have on people’s lives.”

Given David’s personality, grit, and network in the Bay Area, he was able to hit the ground running. He was awarded Rookie of the Year at Alain Pinel in his first year, closing 17 deals.

David’s approach to working with clients is to go through the entire process with them from start to finish. He brings a spreadsheet outlining all the steps to each of his client

meetings and guides them through it. When everyone is clear on all the details upfront, it makes the whole process run more smoothly.

“It’s not rocket science — we’re there to serve the client. When I’m meeting with clients for a potential listing, I say my job is to market your home and get as many qualified buyers to the table. I’ll give my thoughts, but you’re the one deciding. My first priority is to take care of my clients, and my personal goal is to remain as one of the top agents in our office, year after year.”

Looking into the Future
These days, David’s real estate business never feels like a burden. He enjoys waking up every day, working hard, and helping people navigate the biggest transaction of their lives.

“I’ve really enjoyed the eight years I’ve been doing this.”

David is now 68 years old, so naturally, his kids and friends are asking him when he’s going to slow down. But for him, that’s out of the question. He’s having the time of his life working in real estate and isn’t going to stop unless “it’s no longer fun, or I’m incapacitated healthwise.”

David holds immense gratitude for his ability to share the fruits of his labor with his kids, family, and friends. It’s all he could ever ask for.



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