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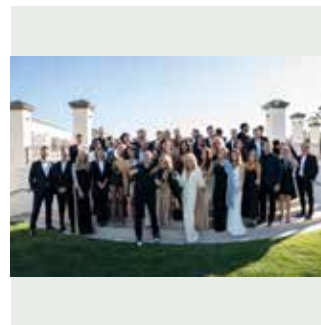
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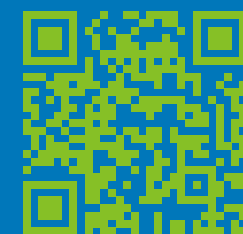
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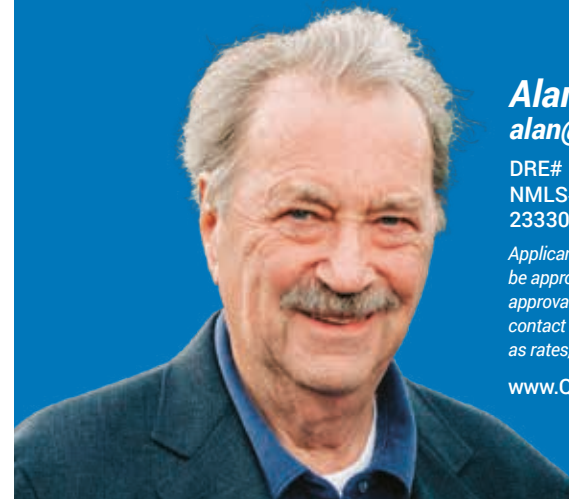
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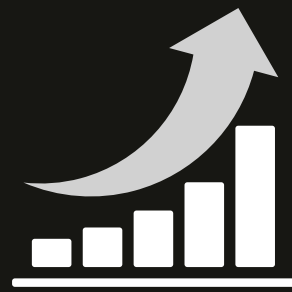
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WILLIAM SOTO

The Archuleta Team
First Team Real Estate

"If I was to go back to 2002 when I started, the thing that I would probably change is that I would associate myself with a team from the very beginning. When you are around really strong agents and associate yourself with them, you're going to learn and have exposure to more open houses and be able to make more connections, as opposed to being on your own and trying to do it all by yourself."



ALISA BATES

Anvil Real Estate

"One of the best things you can do when you're new is to find a mentor. Someone you can look up to and that you trust ... someone who can guide you along the way. I also think that it is very important to remember that success in real estate is not going to happen overnight. You need to remember to stay with it."



A Word from Our Preferred Partners:

JASON MCMAHAN & TIM WRIGHT

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"We love doing our part to help Realtors maximize their abilities, their communications. We're really specialized in farming to help them grow their business, and we like being part of their team — involved in a team environment with them."



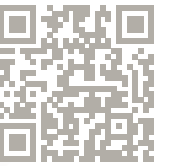
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ON A ROLL

There are many keys to starting and sustaining a high level of success over time.

Momentum is one of the most powerful forces in any business or walk of life — the effect of maintaining a positive movement forward, doing what it takes to reach new levels of success.

That's something that Alisa Bates knows all about. As a real estate agent and broker associate with Anvil

Real Estate, Alisa is on a roll ... maintaining the diligent efforts she puts to work for her clients.

"When I can achieve the goal and get someone their dream home, whether it's their first time buying their house or the person selling and helping them get their next big dream home, that is my ultimate goal," Alisa says.

"That is the highlight of my day. My second highlight is working with first-time homebuyers."



▶▶ agent spotlight

By Dave Danielson
Photos by WASIO faces



BUILDING WITH HER BEST

Alisa has built her career around real estate. In fact, she can trace her roots in the business back to the time when she started as a receptionist in an escrow office. Alisa worked her way up to become an escrow officer in the firm and also held a notary license. Eventually, she co-founded and co-owned a notary/loan-signing company, which she ran for years before becoming a real estate broker/REALTOR® in 2015. She says it is the best professional move she’s ever made.

“I didn’t want to work on my own. I wanted to be part of a company and I have found my home with Anvil,” Alisa says. “They truly are an extended family to me. I absolutely love it there.”

FAMILY FULFILLMENT

A big part of Alisa’s success is her family.

“They are really the heart of why I do this. They get me up every day to do better and be better. They drive me every day,” she says.

“We have five kids between my husband and me. We also have five grandchildren. They motivate me in everything that I do each day.”

Alisa and her husband, James, treasure time with their children and their significant others — Christopher (and Lindsay), Torrey (and Jaclyn), John (and Adriana), Samantha (and Collin), and Nick (and Danielle); and their grandchildren — Ayden, Delilah, Henry, Brayden, and Brixton.

In her free time, Alisa and her family like getting out with their 1971 VW bus.

“We love to take it out and drive down to the beach. We use that with our business as well,” she says with a smile.

Another big part of their family life is their dog.

“We adopted our dog, Archie, during COVID from Sit Means Sit in San Juan Capistrano,” Alisa says. “We love him to pieces. When we first got him, he had some behavior issues. But then he got some special training there that has really helped him since then.”



I also think that it is very important to remember that

SUCCESS IN REAL ESTATE IS NOT GOING TO HAPPEN OVERNIGHT.

You need to remember to stay with it.

”

Alisa Bates is a Realtor with Anvil Real Estate.

GIVING BACK, LEADING FORWARD

As Alisa considers the lofty levels of achievement she has reached during her relatively young real estate career, she offers helpful tips to others who are starting their own real estate journeys.

“I think one of the best things you can do when you’re new is to find a mentor ... someone you can look up to and that you trust ... someone who can guide you along the way,” Alisa explains.

“I also think that it is very important to remember that success in real estate is not going to happen overnight. You need to remember to stay with it.”

LOVE AND TRUST

It doesn’t take long, when you talk with Alisa, to understand that she brings a strong sense of love and trustworthiness to all that she does each day.

Congratulations to Alisa Bates for making a solid impact for those around her each day ... proving that she is definitely on a roll when it comes to serving the needs of her clients.





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JASON McMahan & TIM Wright Lawyers Title



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As you and your clients move through the process of getting to the closing table, you need every advantage you can get.

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"Working as a team together is great for us. It allows for us to stay on top of timing with requests," Tim says. "Plus, it's great working with your friend versus being solo."

EXPERIENCE AND EXPERTISE. MAXIMIZING RESULTS.

Jason got his start in the business first, bringing around 23 years of experience. His interest in the business was fostered at home. In fact, he was raised by a top-producing real estate agent and broker associate in the Corona del Mar area.

"I remember helping my mom in her business. She did a lot of farming with her business," Jason remembers. "I watched her all the way ... from just getting into the business to becoming a top producer."

As Jason explains, he and Tim take pride in supporting their REALTOR® partners' growth.



Jason McMahan
Vice President
Lawyers Title

"We love doing our part to help them maximize their abilities, their communications. We're really specialized in farming to help them grow their business, and we like being part of their team — involved in a team environment with them," he says. "Those are things that I learned from my family. When Tim and I started working together, we were able to double our efforts to agents. We bring different aspects to the table — different experiences, which I think has helped out those we work with."

As Tim points out, another facet they bring through their teamwork is an age difference, with Tim being relatively younger.



Tim Wright
Vice President
Lawyers Title

"We're able to bridge that gap between the younger generation that's maybe in their 30s getting into the business and those that are a little more seasoned," Tim explains.

They truly bring the best of both worlds to their work with their partners. Jason brings a wealth of experience in assisting Realtors in growing their business. At the same time, Tim takes the lead on elements such as digital marketing and social media engagement.

"No matter where people are in their journey, whether they are brand new or seasoned veterans, we have systems that we can customize to help them build on their strengths," Tim says.



Jason McMahan (left) and Tim Wright (right) share a professional and personal bond that has spanned over 17 years of working together at Lawyers Title.

WINNING TEAMWORK

In addition, Jason and Tim have a team of professionals backing them up each day, including a department that specializes in pulling data and doing farm analysis.

“We work heavily with the farm manager to make sure that Realtors are getting proper data. We also have a team member in-house who helps us with detail-oriented data,” Jason explains. “Beyond that, we have our title department with four units in there that help facilitate the actual closing, along with the customer service unit, as well, that does all of the

property profiles and vesting verifications. We also have two assistants in-house who help with fine-tuning data and setting up accounts.”

FAMILY HIGHLIGHTS

Both men enjoy life away from work, as well, with a strong emphasis on family.

Jason treasures time with his wife of 17 years and his children. “I’m very proud of my wife,” he smiles. “She’s a Vietnamese immigrant. She put herself through medical school and has become very successful.” In their free time, they are huge dog lovers and like to stay active.



**WE ENJOY THE
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THAT WE BUILD.
WE WANT TO SUPPORT
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BUSINESSES AND SEE
THEM SUCCEED.**

Jason has been an avid golfer through time. He also enjoys cycling and paddleboarding.

Tim looks forward to time with his family as well. “My family came here from Japan. We have a very small family, but we remain very tight and close-knit,” he says with a smile. In his free time, Tim enjoys staying active with his girlfriend, backpacking, camping, and spending time with their dogs. He likes to play basketball, and snowboarding is also a favorite for Tim.

WHAT THEIR PARTNERS SAY

Day by day, Jason and Tim continue to build on their impressive record of results. Along the way, they foster relationships with people. One of their partners wrote:

“I’ve worked with Jason and Tim for over 10 years. The business relationship has been consistent for a few reasons... They are quick to deliver when I need help. I have confidence that when I need something,

it gets handled, and they have always proactively asked me about my business, have shown interest in supporting my efforts, and have provided suggestions to help me grow.”

Jason and Tim continue to actively search for ways to bring true value to their clients and partners.

“We enjoy the relationships that we build, and we want to support our partners’ businesses and see them succeed. We want to be remembered for the fact that we took care of it and we didn’t leave them hanging.”

For more information, call Jason McMahan at 949-510-5733 or Tim Wright at 949-456-1278 or email them at jasonandtim@ltic.com.



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Terri Glenn
Business Development

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MOMENTS THAT MATTER

agent spotlight



By Dave Danielson | Photos by Jenny McMasters

When the need is real, the time is short, and the solutions are hard to see, there's no substitute for having a trusted, experienced guide to see you through.

That's an area where William Soto shines for those around him.

As an associate broker with the Archuletta Team with First Team Real Estate, William is focused on coming through during the moments that matter.

"I really appreciate having the chance to come alongside someone and help them accomplish their dreams," William says.

COMING THROUGH

One recent example that comes to mind for William was helping the family of an elderly parent who had to be moved to a senior facility.

"I was able to work with them to help them make the transition and sell their house for them," William explains. "It means a lot to me that people put their trust in me and then being able to exceed their expectations ... to hear that it really helped their family."

William had an early start when it came to going into real estate. He grew up around the business, with his parents owning rentals. William

remembers his dad taking him along to make rounds at the rental properties — collecting rent and making needed repairs.

HONING HIS COMMUNICATIONS SKILLS

After graduating from Cal State Fullerton with a degree in communications with an emphasis on advertising, William went on to work for an ad agency in Orange County for a few years.

In time, he and a friend started their own company. While he enjoyed the challenge and opportunity to build his own business, William says it wasn't generating a lot of income. So he decided to also look into real estate.

“

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”

ENTERING THE BUSINESS

It wasn't long before William had his license and started up in February 2002. He started building his business right away, reaching out to fraternity brothers and others from school to get his start.

William has been on a true, skyward trajectory that he has continued to strengthen through time. In fact, he has recorded more than 450 transactions in his career.

FAMILY FULFILLMENT

Away from work, William's world is made much richer by his family, including his wife, Erin, their 14-year-old twins, Cristian and Sienna, their 10-year-old son, Taylor, and their 7-year-old son, Liam.

In his free time, William has a love for supporting his children through their sports and activities. He has been very involved as a coach in a wide range of his children's sports along the way.

Another favorite for him is pickleball — something that he first tried during the pandemic. It has become a true passion for him since. Today, he is a certified instructor and he plans on becoming more competitive in the sport at the senior level.

LEADING BY EXAMPLE

As William thinks about the distance his career has traveled in the real estate business over the past 21 years, he offers helpful tips to others who are considering their own chapter in the industry.

“If I was to go back to 2002 when I started, the thing that I would probably change is that I would associate myself with a team from the very beginning,” William emphasizes.

“When you are around really strong agents and associate yourself with them, you're going to learn and have exposure to more open houses and be able to make more connections, as opposed to being on your own and trying to do it all by yourself.”



INFORMING THE DECISION

As William looks to the future and the families who are yet to benefit from his thoughtful guidance and experience, he views himself as an educator.

“My approach is very patient. I'm not a pushy salesperson. I really come at it with the perspective of, ‘Here are your options. What would you like to do?’” he says.

“After being in the business for this amount of time, I feel like I've been able to see almost every scenario. That helps me to be able to share ideas with them from that experience and to inform them on what to expect.”

Truly, William Soto represents the highest ideals in real estate ... and is a dedicated professional, committed to giving his clients creative, sound, and heartfelt guidance to help create success during those key moments that matter in the lives of a family.



William Soto first tried pickleball during the pandemic and has since become a certified instructor.



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ELLIE YUNG

» cover story

By Dave Danielson
Photos by Jenny McMasters

RELATING FOR RESULTS

One of the most powerful tools in reaching success on behalf of others is a sense of understanding.

When we seek to understand who they are, what their needs are, and where they want to head in the future, we are equipped to fulfill their needs.

Ellie Yung puts that dynamic to work each day on behalf of her clients.

Providing an Experienced, Analytical and Financial Edge

As a REALTOR® and investor with Coldwell Banker Realty, Ellie helps those around her achieve their dreams — along the way, relating for results. In the process, she instills an advanced knowledge of analytical and financial concepts to give her clients a real, competitive edge.

“When I help a client, I feel the same kind of joy as if their transaction was my own,” she says. “I am passionate about the equity and wealth opportunities that arise from buying and selling real estate, and I love helping my clients navigate these opportunities.”

Whether it’s securing a fantastic deal or achieving a record-high price for a home sale, Ellie’s enthusiasm is palpable. For her, every transaction feels personal, and she is dedicated to delivering outstanding results for her clients with the same level of excitement and commitment as if it were her own investment.



Gaining Ground in Life

Ellie received top honors graduating from the Haas School of Business at UC Berkeley. She went on to work in investment banking on Wall Street, an experience that strengthened her financial modeling, analytical, and negotiation skills. This unique background sets her apart from other real estate agents.

When she was 25, Ellie bought her first property—a 350-square-foot condo in New York City.

“I realized the value of owning real estate and the possibility to earn wealth quickly,” she reflects. “From there, I kept buying property every two years. I would buy them, fix them up, sell, and purchase another one.”

“

WITH MY INVESTMENT BACKGROUND, I WANT TO SET UP SIMILAR INVESTMENT STRATEGIES AND PORTFOLIOS FOR MY CLIENTS, EMPOWERING THEM TO ALSO BECOME ‘WORK OPTIONAL.’



Ellie remembers always having a passion for real estate. As she concluded her time in New York and moved back to California, she would soon find herself on a new path.

“I moved back to California to be closer to family. As there were fewer corporate financial roles in Irvine, I decided to pursue my passion for real estate,” she recalls. “I gave myself one year to see how this new path would unfold. If it didn’t work out, my backup plan was to return to the financial world.”

Ellie took the next steps and obtained her real estate license during the summer of 2017.

Skyrocketing Success

From the start, real estate seemed like a natural fit for Ellie. In fact, during her first year in the business, she recorded an astonishing total of 30 sales, earning Rookie of the Year and Hall of Fame honors. Her record of results has continued to grow. She recorded \$62 million in sales volume in 2022.

Ellie has found that real estate is the perfect complement to her life.

“My plan is to retire by the time I’m 50. I want to build a large portfolio of income-generating properties that provide substantial passive income.

**I AM VERY
COMPETITIVE
WITH MYSELF.
NO ONE PUTS
MORE PRESSURE
ON ME THAN I DO.
I HAVE ALWAYS
BEEN THAT WAY.**

At that point, I can be ‘work optional’ and have the freedom to choose when and how I work,” she explains. “With my investment background, I want to set up similar investment strategies and portfolios for my clients, empowering them to also become ‘work optional.’”

Being Her Best

Ellie’s competitive spark is easy to see.

“I am very competitive with myself. No one puts more pressure on me than I do. I have always been that way,” she smiles. “I remember when I was growing up, my parents would tell me that I was studying too much ... and that says a lot coming from Asian parents! I was always over-prepared and over-studied,” she says.

For her clients, Ellie is just as diligent and ensures that every transaction is executed seamlessly.

Family Foundation

Family is at the heart of life for Ellie. She lives in Irvine with her husband and their two young children. In her free time, Ellie and her family love to travel, and they make it a point to explore at least two new countries every year. Their recent adventures have taken them to Singapore and Thailand.

Besides their love for globetrotting, Ellie and her family also love spending time outdoors. Whether it’s soaking up the sun at the beach, playing tennis, biking through trails, or hitting the slopes for some skiing, they feel fortunate to live in Orange County where there are so



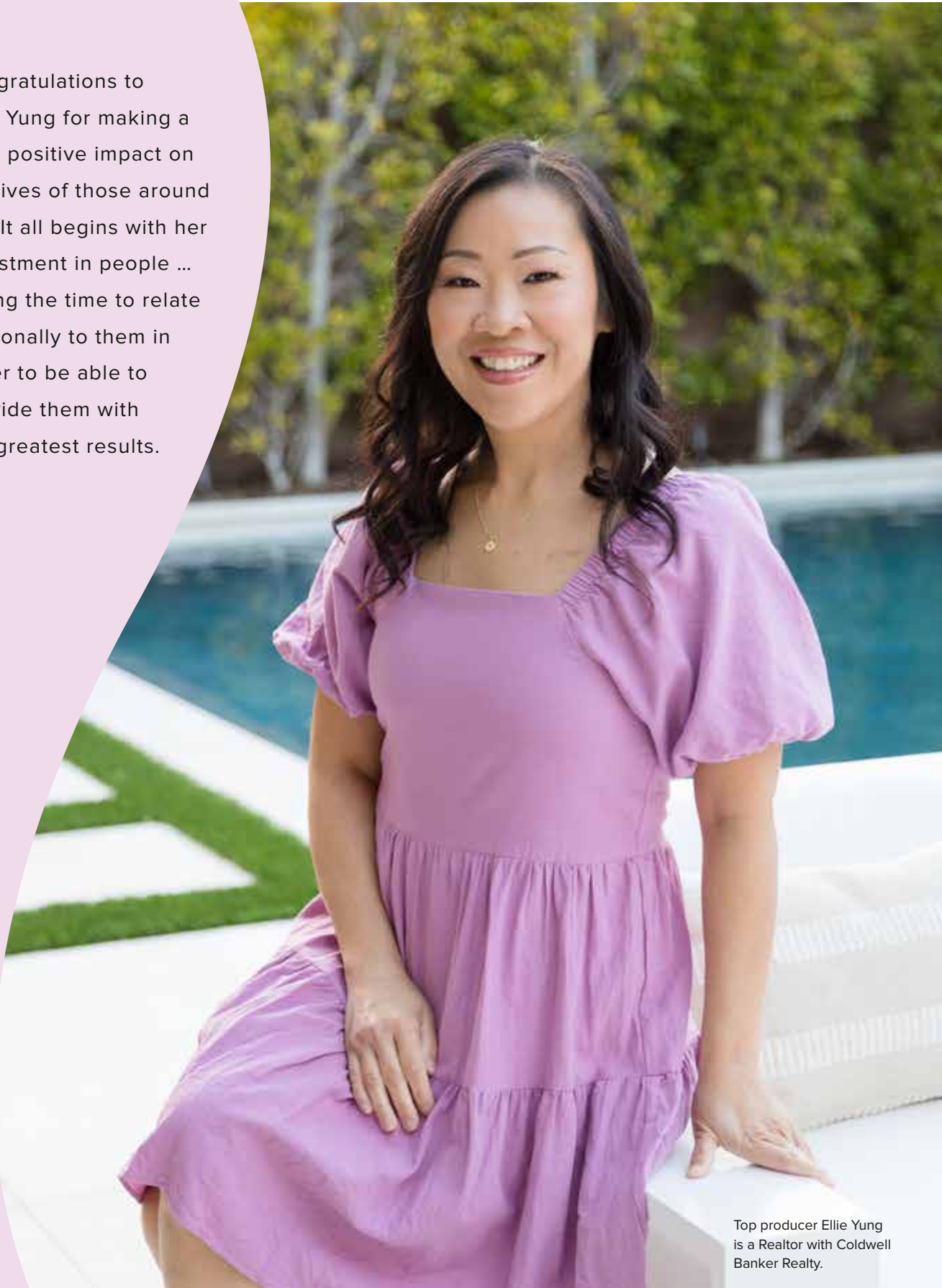
Ellie Yung and her husband, Jimmy, with their children, Brandon and Zoe



many outdoor activities and, as she says, “where the weather is gorgeous every day!”

Ellie serves those around her with honesty and trustworthiness — providing her genuine feedback on homes for her clients’ review and helping them make an informed decision that will be best for them.

Congratulations to Ellie Yung for making a truly positive impact on the lives of those around her. It all begins with her investment in people ... taking the time to relate personally to them in order to be able to provide them with the greatest results.



Top producer Ellie Yung is a Realtor with Coldwell Banker Realty.



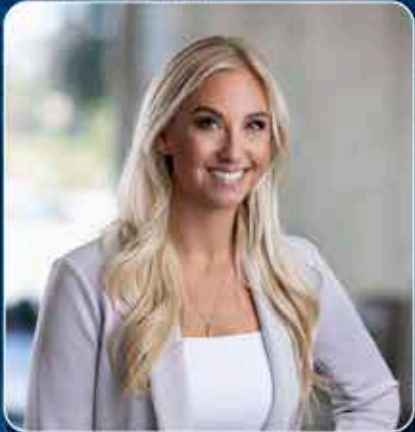
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Photo courtesy
of WASIO faces

CLASS OF 2023 40 UNDER 40 HAPPY HOUR + PHOTO SHOOT

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Event photos by **Thomas Pellicer**

We gathered as a group at the beautiful Marbella Country Club in San Juan Capistrano in late February for a photo shoot and happy hour to celebrate the 40 Under 40 mavericks you

see in this issue. Our photographer, Thomas Pellicer, took some great photos from this special evening of honors. Check them out!

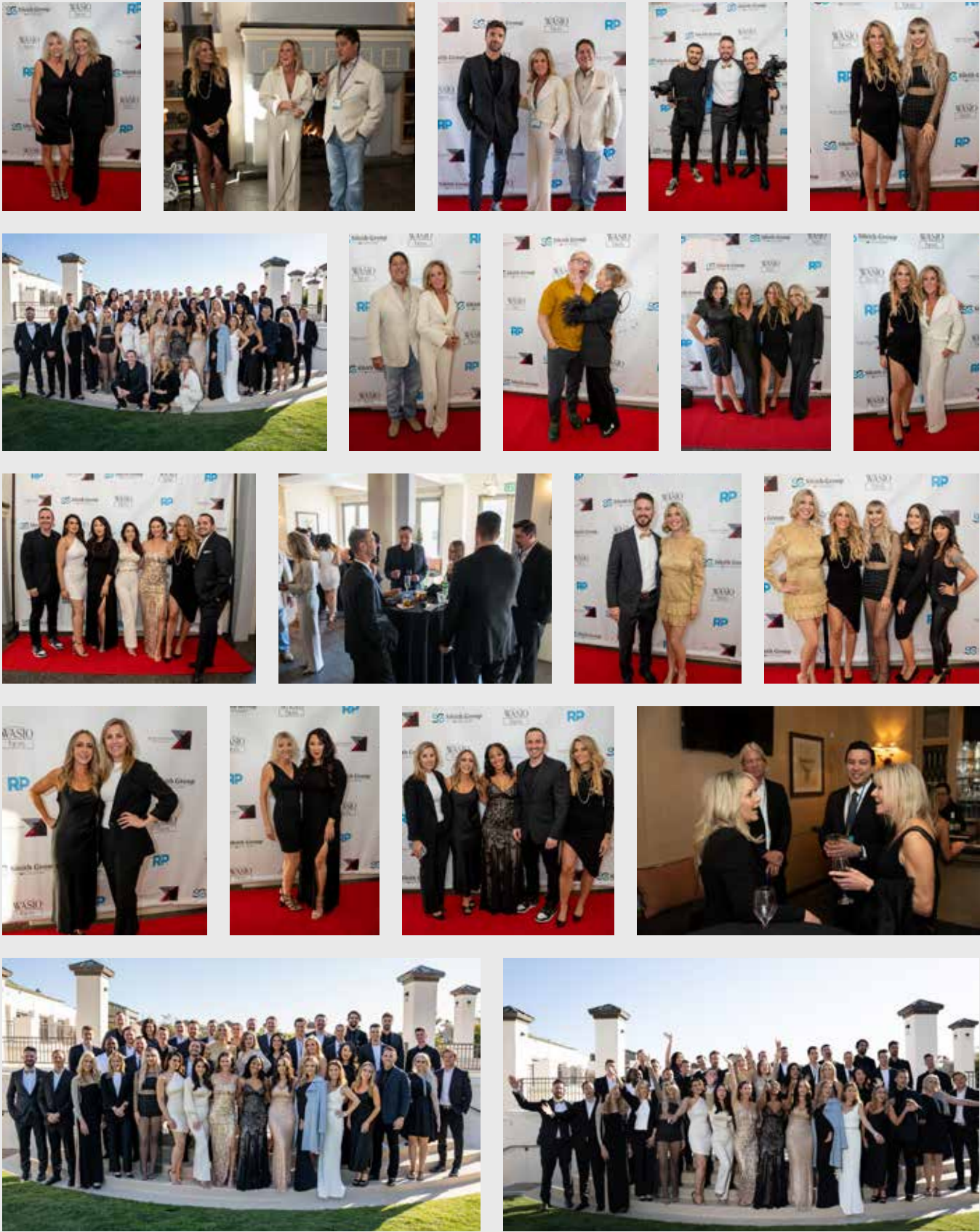
Thank you to Yaneck Wasiek, of WASIO faces, for the fabulous photos of our 40 Under 40 agents that were published in our special May

issue. And a big thank-you to our platinum event sponsors for that special evening, Christopher Smith, of The Smith Group at MortgageOne, and Shawn Muro, of Muro Lending Group at Geneva Financial. The support of these wonderful platinum sponsors for the 40 Under 40 photo shoot and happy hour was invaluable in making this special edition possible.





Congratulations to the exceptional 40 Under 40 honorees in the real estate industry once again. These gifted individuals are the ones to keep an eye on in the coming years as they are the ones who will drive change, create opportunities and achieve great things.



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