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Founder & Publisher



Amy Felix
Editor



Teresa Nora Trobbe
Photographer



Ewa Samples
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Nicole Wright
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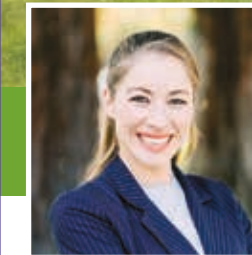
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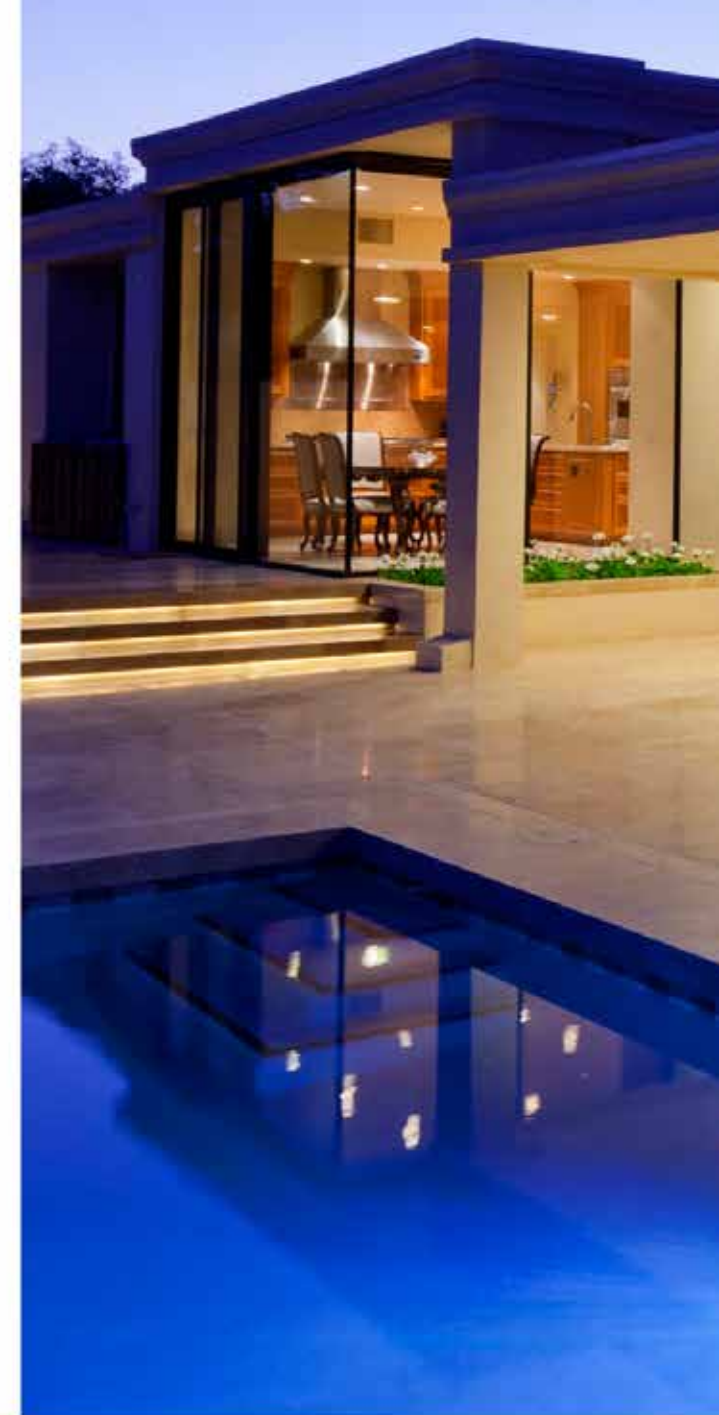


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Lynette Morehead-Crum



Kraig Constantino

▶▶ srvp profile



By Nick Ingrisani
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A Partnership Centered on Community

Sometimes the right path to take is clearest from the outside looking in. In the case of Lynette Morehead-Crum and Kraig Constantino, it was Lynette's mentor, Nancy, that sparked the idea for them to unify their respective real estate businesses. Lynette and Craig had been close colleagues and friends for years, and both found themselves in a transitory period. While brainstorming ideas and strategies on how to move forward, Nancy jumped in to point out the obvious (to her, at least) – the duo should team up. It was an ah-ha moment for the pair, and they officially became a team in 2019.

THE JOURNEY TO REAL ESTATE

Lynette grew up in a family of self-starters and learned how to run a business from a young age. She always knew she'd take the entrepreneurial path in life. By the age of 21, Lynette had become a buyer and a seller multiple times with three investment properties in her portfolio. It was through these transactions that she realized her passion was real estate, and in 1989, Lynette got her license.

Kraig grew up in a family of real estate agents and was always intrigued by the industry, but he initially had his sights set on playing professional baseball. He played at San Jose State, was drafted twice by the Cleveland Indians, and ended up signing with the San Diego Padres. He went on to play in the minor leagues for five seasons. Kraig was 26 years old, making \$1500 a month when he realized it was time to make a career change. He decided to follow in his mother and sister's footsteps and studied to get his real estate license on the bus rides to the baseball games.

Both Lynette and Kraig took inspiration from their families that helped them create a solid foundation from the start of their careers.

"It was my mom and sister who instilled the mindset that this business isn't about getting a paycheck; it's about taking care of your clients and putting their needs before your own," Kraig says.

"I was seeing my mom and dad work extremely hard, giving others a chance, and knowing that if you want

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to put the effort in, you can do anything you want,” Lynette adds.

FORMING A PARTNERSHIP

Lynette and Kraig both thrive in an environment where they can collaborate with like-minded people who share the same values and entrepreneurial spirit. Once Lynette and Kraig recognized their similarities and that their strengths and weaknesses complemented one another, they knew this partnership would be a perfect fit.

“We both have a very similar way of communicating and connecting with clients. We treat clients like family and believe success comes from helping others, whether in business or the community.”

Lynette and Kraig have combined the strengths of their networks into their current partnership, Crum-Constantino Real Estate. Their complementary skills, expertise, and personalities have been instrumental to their success. Lynette brings a calmness that helps clients feel comfortable and confident throughout every transaction, while Kraig’s patience and persistence ensure that no stone is left unturned. The result is a holistic experience that puts the personal needs of each client front and center.

“Lynette is an amazing person and agent – clients would be lucky to have her. And there’s a mutual respect between us that we each have strengths to bring to the table,” Kraig explains.

Lynette and Kraig are now looking to build and take their business to new heights. They recently hired an operations manager, Stefani Fernandez, who’s taken the lead in helping them streamline their processes. Their goal-oriented approach has helped them maintain steady growth since partnering up – even through the COVID pandemic.



COMMUNITY & GIVING BACK

“We live here. We work here. We play here. The Bay Area is our home, and if we don’t step up and do our part to help our community, who will?”

Lynette and Kraig are deeply motivated to help their community flourish in any way they can. They view this as an integral part of why they’ve been so successful. It’s incredibly fulfilling for Lynette and Kraig to pour their heart and soul into the community they love so much. A few of the charities and nonprofits that they work with are the Make-a-Wish Foundation, Living Water, Reach, and Second Harvest. They both also spend a lot of time working with the Intero Foundation, an organization dedicated to donating

That said, they’re not interested in scaling too quickly. Their focus remains on maintaining meaningful relationships with their clients and ensuring that they’re always able to put 100% into every transaction.

“We believe in the growth of our team and are committed to maintaining top-notch customer service by educating, innovating, and replicating.”

money for children and the elderly across communities in California.

“Lynette and I are very blessed to be in a position that allows us to give back our community and help others in need, so we volunteer as often as we can,” Kraig says.

They consider helping others to be the most valuable and rewarding time they spend – for their communities, their business, and themselves. In an industry centered on relationships, Lynette and Kraig are committed to serving their communities and being there for everything that comes.

“Every person is different, so it’s about caring for them, listening to what’s best for them, and always being honest. I want people to be comfortable knowing that I’m here to look out for their best interests, not just get a paycheck. They know that we’re not just going away. We’re in this for the long haul. A lot of our clients end up becoming our friends, and we love to see what’s happening in their lives, how their families are growing, and just be there for the good and the bad.”

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WORDS OF WISDOM

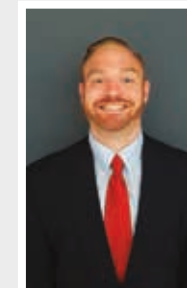
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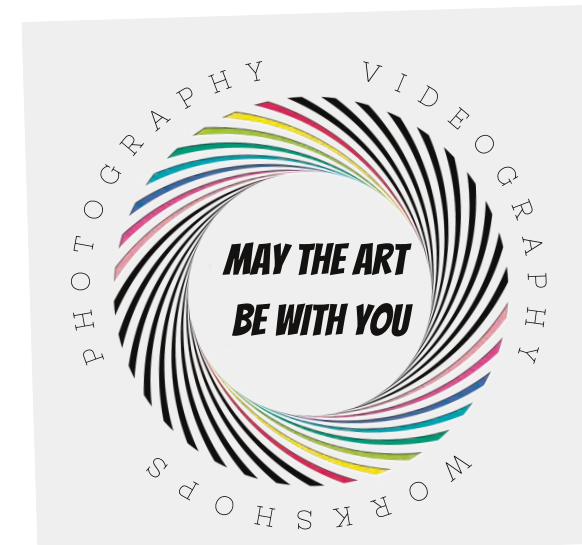
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TIPPING THE BALANCE SCALES

BY ZACHARY COHEN • PHOTOS BY
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Joe VELASCO

The last time we featured Joe Velasco, he was highlighted as the “100 Million Dollar Man.” Back in 2019, when he achieved the feat, it was nothing short of impressive. Two years later, he had another breakout, more than doubling his sales to close 132 homes for over \$230 million with a small but mighty team, including over \$140 million personally.

Looking ahead to 2023, Joe is taking another step in his business. But this time, his energy isn’t going toward breaking his own record; he’s more focused on creating better balance in his life. As any REALTOR® knows, being a business owner is a double-edged sword. Flexibility is available but elusive. Yet, Joe is clear about his values, priorities, and desire to carve out more time for the things – and the people – he loves.

THE NEXT STEP

“What’s important to us is the same core values I’ve had for the last 20 years. My motto is Real Service. Real Solutions. Real estate! What I mean by that is exceeding customers’ expectations and providing 100% customer service,” Joe explains. “I’ve been around for some time now. I’ve sold over \$1.4 billion in real estate in the last ten years alone. I’m

very experienced in negotiation, and I’ve represented a lot of buyers and sellers over the years. I still enjoy repping the first time home buyers, getting the call when they outgrow [the home] and upgrade, representing buyers and sellers who are very savvy and looking to sell and buy high end luxury homes, [and] repping real estate developers and large subdivisions.”

After a banner year in 2021, Joe has taken an intentional step back. He put more focus on some of his personal projects, like renovating his home, as well as a few investments in real estate development projects. The result was a still successful 2022.

“I’ve had a lot of success over the last 20 years,” Joe continues. “My goal for 2023 — if I personally can sell 36 to 48 homes a year, that can create the work-life balance I want to have. [Then I can] take a step back to rebuild my sales team. I want to re-strategize, rebuild, and come out the gate in 2024 with a new, innovative approach. [I want to create] a sustainable real estate business that can withstand future economic downturns and be ready to support a fierce shift upward. [I want to create a business that can] handle massive volume

...

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with the proper systems and partners in place to allow me to have the work-life balance I seek. [That will allow me to do] what I enjoy, and that is selling real estate, changing the lives of those around me, being a trail-blazer, and setting the new bar.”

SEEKING BALANCE

Joe and his wife, Viridiana, have two daughters, Jocelyn and Jolene. They enjoy yoga, hanging out in the backyard, hiking, and traveling. Joe also has a passion for mountain biking.

In the years to come, he’s hoping to spend more time doing the things he loves. He’ll continue to run a top real estate business; after all, selling 36-48 homes is still a healthy amount of real estate to sell in a year. But even in a slower market, Joe is confident he has the leads and the drive to continue succeeding.

WORDS OF WISDOM

Joe has seen a lot in his career, and this is his best advice for success in the current environment: “Minimize watching the news. It so negatively impacts you as a person. It’s bad news that makes the news. To take that in daily or nightly affects you. Be with a positive mindset. That really improves you, improves your well-being and mental health. What’s most important is our mindset.”

LEAVING A LEGACY

Although Joe is taking a conscious step back in his business, he plans to sell real estate for the long term. He tried his hand at development, and while the financial returns were good, he

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“

Be with a positive mindset. That really improves you, improves your well-being and mental health. What’s most important is our mindset.

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realized his passion lies in residential real estate sales. The social aspect, as well as the opportunity to make a difference in the lives of others, is irreplaceable.

“Real estate sales keep me young and spirited. So now, I’m focused on creating a work/life balance. And that, for me, is selling 36 to 48 homes a year, unless, of course, I land a big subdivision. Those count as one seller, although it’s maybe 20-plus homes,” Joe says. “I just want to be known as

someone who always did the right thing, that ran a good, clean business, and always shared.”

Since 2010, Joe Velasco has closed over \$1.4 billion in real estate sales. He has ranked among the Top 250 real estate professionals in the country per REAL Trends eight years in a row and #34 in California and #87 nationwide for total sales volume in 2021, per Wall Street Journal RealTrends.

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RON KAHN

BACK TO THE BASICS

» svrp profile

By **Zachary Cohen**
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In 2004, Ron Kahn transitioned out of a 30-year career in janitorial supplies and into the real estate business. He spent four years in private money lending and development, and when the economy began to unwind in 2008, he transitioned into residential real estate sales.

“In janitorial supplies, I started as a distributor selling cleaning supplies to end users. It was a local market from San Francisco to San Jose,” Ron recalls. “After a few years, the entrepreneurial spirit took over, and I bought a wholesale company, which I ran from 1991 to 2003.”

In the early 2000s, consolidation was taking place in Ron’s industry. His customer base began getting smaller, and he saw the writing on the wall.

“As a family-owned business, the future was not there,” he reflects.

Ron had long held an interest in real estate. His father-in-law was involved in private money lending, so naturally, he began there. When he became a full-time REALTOR® in 2009, his real estate venture began to really take shape.

“It made a lot of sense for me to move to residential sales,” Ron continues. “The barriers to entry were small. It was local. It was sales-oriented.”

FINDING HIS PLACE

Ron found success in real estate relatively quickly. When the economy began to rise from the depths of the recession, his business rose with it. He soon became one of the San Francisco Peninsula and Silicon Valley’s top REALTORS®.

Over the years, Ron worked at several brokerages, from ZipRealty to Better Homes and Gardens to Keller Williams. Some of his changes were for better training or opportunity, while others were due to industry consolidation.

In 2017, Ron moved into management, first with Better Homes and Gardens and later with Keller Williams. He became a broker of record, helping to manage and train agents while continuing to run his own sales business. When Keller Williams underwent consolidation, Ron returned to Better Homes and Gardens, which became Corcoran Global Living in March 2022.

“What I realized at that point — it really didn’t matter what the brand was. Each office has a different culture. The most important thing was to be at a place where I felt comfortable and that was nurturing to my personality. That led me back to Better Homes and Gardens.”

Ron does occasional mentoring now, but he’s returned to a full-time sales

role. In 2021, he had his best year to date, closing over \$25 million.

Lessons Learned Along the Way

When he was younger, Ron had reasonable hesitations about taking a commission-based position. Now that he’s been actively selling real estate for over 15 years, he’s settled into the ups and downs of being an entrepreneur, and he’s come to love it.

“It turns out to be one of the greatest ways to work,” he says. “You are really compensated for what you put into it, but it’s not an easy business. If you get to understand it and enjoy working with people, you will do well.”

Ron’s best advice for agents is to return to the basics. Don’t chase the shiny penny; instead, do what’s right for the client, even in challenging situations.

“When the market is good, all boats rise. It’s when things change and get more difficult that you find out how good you are,” Ron says. “So for me, I’m going back to the basics, making sure I’m in contact with people and asking for referrals. I understand that people still need to buy and sell homes.”

Ron envisions many more years of real estate success, but he’d be lying if he said retirement wasn’t on his





“

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”



BEYOND THE OFFICE

Ron and his wife, Stacy, have been married for 48 years. She also takes care of the bookkeeping for his real estate business. The couple has two children and five grandchildren. Ron believes in giving back to the community and has served as the Chairperson for Jobs for Youth of San Mateo County for 25 years and on the Workforce Investment Board of San Mateo County, focusing on distributing federal funds for workforce training and development.



mind. He's not slowing down just yet, but he's begun considering his next steps.

"I'm still very competitive and focused on selling. My intention is to continue selling real estate, but maybe a little more on my terms than just nose to the grind," he says. "Sales is a great career to be in. It's great for the entrepreneurial spirit. One needs to be able to be flexible enough that as things change, you can reinvent yourself and thrive in any market or life situation. And that's what I've been able to do.

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ON FAMILY
AND
BUSINESS:
Learning the
Benefits of
Balance



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By Zach Cohen
Originally printed in January 2020
(San Mateo County Real Producers)





**“WORK, BEFORE MY DAUGHTER
CAME, WAS MY NUMBER ONE,”
ALAN CANAS BEGINS.**

“I make it look simple because of balance. I used to start my day at 6:30 in the morning and scheduled everything out on my calendar. Color-coded. It was how my brain worked. I ended my day at 7:30 at night, sometimes 8:00. I had to make sure that I had time to work out, and fit family in there,” Alan explains.

And then, in late 2012, Alan’s life turned upside down.

“Then what happened was my daughter came. When she came, I had a team and I was going full steam ahead. I could not do that [with a premature baby]. No one could do that.”

Something had to give. Alan recalls walking into the office and speaking with his broker. While he had committed to building out a team that would produce \$100 million in sales, he was blunt with his broker. “It’s not going to happen this year,” Alan told her.

“I had a five-pound little one. I had no choice; this is what I had to do. The toughest choice was to let a buyer’s agent go. I let a part-time assistant go... I referred out some clients,” Alan reflects. He slimmed his business down, pulling back in order to create more time for his young family.

And magically, something else happened that same year. “I did more that year than I had done any other year,” Alan exclaims.

It was during that time that Alan learned a critical lesson in communication and setting boundaries. He let all of his clients know that family was most important to him at that time and in what ways his business was shifting. He told them that his daughter was the priority.

“I showed them a picture – this is who my daughter is, this is who I’m coming home to,” Alan explains.

And, somewhat to his surprise, his clients fully respected his choices. They wanted to work with him more than ever.



“ I MAKE IT
LOOK SIMPLE
BECAUSE OF
BALANCE. ”



Back to the Beginning

At the time his daughter came, Alan was seven years into his real estate career. Prior to getting started in real estate in 2007, he owned a company called BeyondGourmet.com, which sold gourmet gifts throughout the US, Mexico, and Canada.

When Alan sold the company in late 2006, he was on the lookout for a break, not a new career direction.

“Friends, family, senior real estate agents we knew, and my husband said, ‘What are you going to do now?’” Alan recalls. “We had bought and sold four different properties in a ten-year period. They said, ‘You must get into real estate.’”

Alan had some internal resistance in the beginning, but with his husband’s persuasion, decided to give real estate a shot.

Alan launched his career with the Cashin Company, who owned 33% of the local market share at that time. Despite his status as a new agent and the Burlingame flagship office’s general resistance to hiring brand new agents, Alan convinced them to take a risk.

“I was the only agent ever that showed up in a tie and a suit. I had a bio written out. I sat in their office and said, ‘Listen, I don’t want to be thrown to the wolves. I need someone to show me what to do.’”

From the middle of 2007 until the end of the year, Alan closed six transactions. The following year, he tripled his business to 18, then in 2009, to 49 homes.

“It was a snowball effect. I was very, very fortunate because I took what I didn’t like about those agents I was working with that helped me buy and sell properties and got rid of it. And what I did like, I incorporated into my business.”

“I went from one cubicle to two cubicles to three cubicles. I brought on a team and went from a small private office upstairs to a large private office. My mentor, Mike, said, ‘I’m never mentoring anybody again,’” Alan recalls with a laugh.

Alan attributes a lot of his early success to Tom Ferry’s training. From Tom Ferry himself, he not only learned the ins and outs of the real estate business, but he learned what it takes to be a successful businessman. Alan believes wholeheartedly in the power of gratitude and giving back to the community.

“I give back as much as I can,” Alan says.



“ONE OF THE THINGS I WOULD LIKE AGENTS TO REMEMBER... BE KIND TO EACH OTHER. YOU WILL OFTEN BE ON THE OTHER SIDE. AND THAT IS FORGOTTEN.”

Alan’s drive to give back ties directly into his approach with his boutique brokerage, INSYNC. He prides himself on building positive relationships with other real estate agents and gladly gives generous commission splits and referral fees. “I give referral fees and don’t cheapen out on that,” Alan says. “A third of my business is from giving referrals. We as an industry forget how important that is.”

Beyond the Office Walls

In his personal life, Alan’s passions include his deep love for his husband, daughter, and large extended family, as well as his active involvement in local Bay Area nonprofits that address issues of affordable housing, senior care, and child abuse prevention. He also worked closely with Bay Area nonprofits that find foster families for abandoned or homeless animals.

His daughter, KC, has been one of the biggest blessings in his life. She came to Alan and his husband, Marc, in a most unusual – and sudden – way.

“For most people – when you’re looking to have a child, you have nine months to prepare. In our case, we had two weeks... That’s how fast it happened. I made the conscious decision to

change my life, to change my business. And that happened overnight.”

Lessons Learned

With over a decade of experience in the real estate industry, Alan has seen his real estate team grow, change shapes, and develop into the balanced and high-powered business it is today. Through all of the changes, he’s learned quite a few lessons. One of them is that relationships with the real estate agents that he works alongside – both within his company and in other companies – are as meaningful as any client relationship. He understands that the kindness, communication, and effort that he puts into his business should not be saved just for his clients, but should be offered to everyone that he interacts with.

“One of the things I would like agents to remember... be kind to each other. You will often be on the other side. And that is forgotten.”

“And return a damn phone call!” Alan laughs.



**PHI
CHEN**

*phil***CHEN**
From the Street Skate to Real Estate Sales: Continuing to Take the Leap of Faith



print me more! <<

Were you, your broker or the team featured in an issue of Real Producers?

I eventually dropped off, while my friends became professionals. In their Thursday Magazine interviews they would say things like, "I need to skate with Phil Chen, but he says, 'I will never forget that.'"

"I remember I took a few years off and when I was in college, I registered and started skating." Phil chuckles. "I told my parents, 'I'm going to register this my whole life. I'm going to get schooled and go pro. But I never did it. And I am going to regret it my whole life. I was too young to enjoy or see what the potential would be.'"

Despite the sense of loss from a skateboarding career that never was, Phil's path has led him to great things: first, a career in fitness, and now, a blossoming real estate business. He still takes lessons from his only years on a skateboard with him every day.

With the nature of a skateboarder, Phil remains willing to take chances when the time is ripe. "I'm constantly rolling the dice and taking risks and chances. That's my nature. I'm not conservative towards life. I'm always going to take the leap of faith," he explains.

"The lesson I learned from skateboarding is to be discriminative. Living, sleeping, breathing what you do, it becomes natural and instinctive. In a little way, it's a sense of what being an elite athlete was like. I could go to sleep, dream a trick, and do it the next day. I tell my kids now, try to be the best at whatever you do."

In college, Phil dove into another career story <<

"That before I did that, I looked out my credit cards to open my own gym and that's where I got the most training for real estate."

In the fitness world, Phil learned the service business. It was an internal agency to shift from personal fitness training to luxury real estate. "It's the same thing," Phil explains. "Fitness is an art backed by science. Real estate is an art backed by quantitative analysis."

During his years as a gym owner in the San Francisco financial district, Phil was also able to (unbeknownst to) begin to build his real estate client database. Phil's private personal training studio catered to Fortune 500 CEOs, bankers, lawyers, and other affluent clientele.

"I was just in my gym, working and hanging out," Phil says, smiling. Eventually, some of Phil's clients became his business partners. "They would buy real estate, and I would manage it. I had no money back then. That's how I got my feet wet."

By 2006, Phil realized it was time to make a choice. With one foot in the fitness world and the other in the real estate world, his attention was divided. As he admits, "I was half eating [real estate]."

"I had to choose. I took the leap of faith and got into real estate full time in '06."

In 2006, Phil experienced success, but the downturns of 2007 through 2009 would make him think twice about his decision to dive into real estate. "Everything's gonna be alright (Quoting the Bob Marley song)."

Phil spread his own boutique brokerage, JY Realms, without ever working for a larger brokerage, using the knowledge he accrued mainly on his own through his family's investments, observation, intuition, and experience. By 2010, he put himself on the map as a top real estate agent in the highly competitive area of Millbrae.

Coming to Compare from Spharion, which he operated and ran for the better part of a decade, has given Phil a unique perspective on the state of the local real estate market. "Compare is a unique spending freight train right now," Phil comments.

"It's fortunate to have had three centers that I was passionate about, however, really good at and made the career."

Phil stays motivated by staying humble and continuously striving to improve in all aspects of his work.

"People treat me. Respectation is an important over any deal or commission. That's the reason an usually one of the first choices amongst an many talented agents in the Bay Area."

"I'm still hungry, so watch out."

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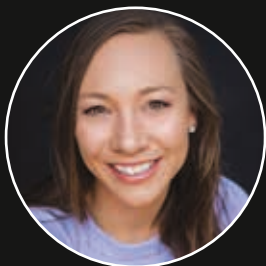


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