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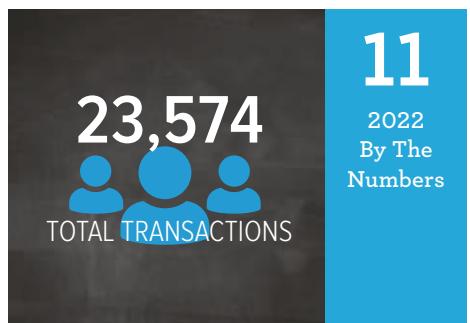
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# 2022

## BY THE NUMBERS

# 23,574



## TOTAL TRANSACTIONS

# \$ \$9,836,209,802

## SALES VOLUME

# \$19.674

## MILLION

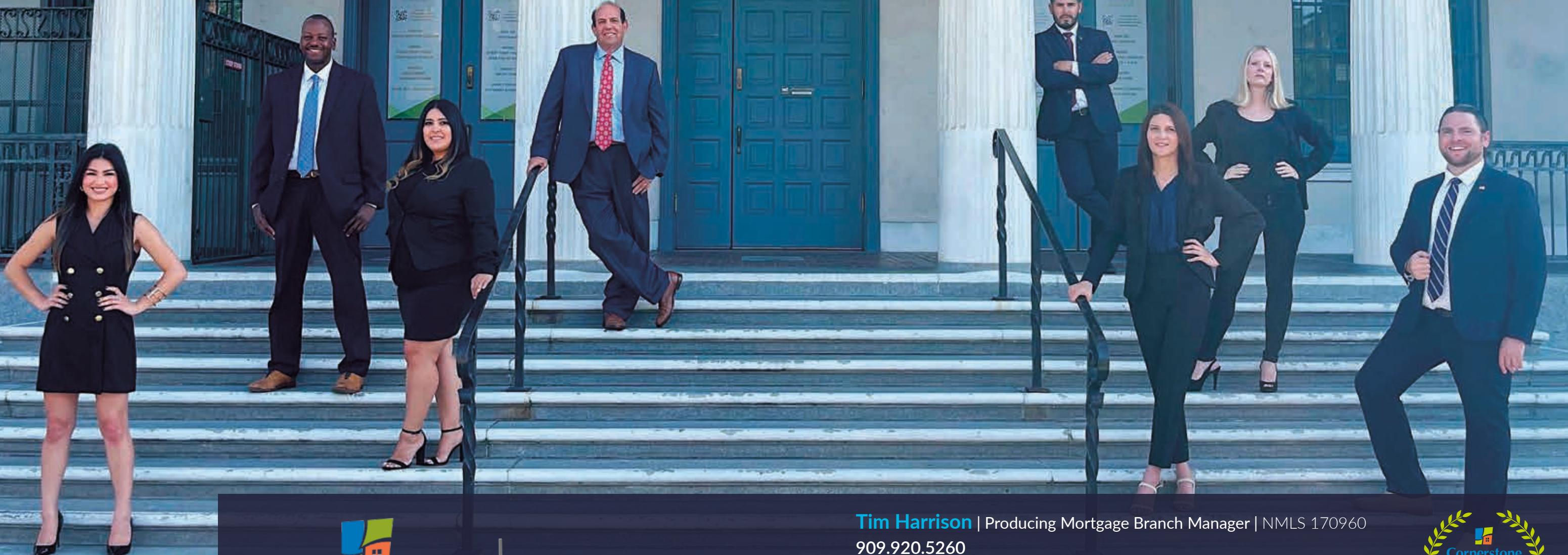
AVERAGE  
SALES VOLUME  
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# 48

AVERAGE  
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# S H I S H A N A H O G G H A N A



## ► cover story

Written by Kendra Woodward  
Photography by Marissa McCutchan

# 66 YOUR INVESTMENT IS OUR NUMBER ONE PRIORITY 99

In the competitive world of real estate, Shishana Hogg stands out as a remarkable Broker and Team Leader. With 26 agents and five solo agents under her guidance, she has built a thriving team at the forefront of the industry. Her success can be attributed to her unwavering dedication to her clients.

Born in Encinitas, CA, near the beach and raised in North County, San Diego, Shishana's journey led her to Temecula in 2011.

Originally drawn to the area by the allure of the beach, she found herself in Temecula, attracted by its affordability and safety. Despite initially being hesitant about moving inland, Shishana quickly fell in love with the area and decided to make it her permanent residence.

Shishana's path to real estate was influenced by her diverse background and experiences. Before obtaining her license in 2015, she worked as a bartender for a significant period of time. Her involvement in the hospitality industry included helping friends open bars and nightclubs, which ultimately introduced her to the world of loans. Despite her limited knowledge at the time, Shishana excelled in this new field and later transitioned into real estate.

Reflecting on her educational journey, Shishana acknowledges the challenges she faced while raising a child. It took her six-and-a-half years to graduate due to the responsibilities of motherhood. However, her bartending experience and the skills she developed during that time proved invaluable in her real estate career - the ability to connect with people, understand their needs, and build relationships became fundamental to her success.

When asked about her defining moment, Shishana points to becoming a mother at a young age. She was determined to ensure her daughter never faced judgment for having a young mother. This experience instilled in her a fierce drive and determination to create a better life for herself and her daughter. Throughout her journey, Shishana remained focused and determined, disregarding the skepticism of others and forging her own path.

Shishana attributes the impact of her growth and success to the collaborative nature of the real estate industry. She believes that everyone around her, from industry colleagues to clients, has played a significant role in shaping who she has become and admits, "I've been in growth mode for the

last 20 years." By embracing the wisdom and experiences of others, Shishana continually learns and grows, constantly evaluating her strategies and seeking ways to improve. "Constant evaluation of what you're doing every single day is something that sets me apart," she adds.

The most fulfilling aspect of Shishana's work lies in the relationships she builds with her clients. She cherishes the connections she has formed with people who started as online leads and have now become her closest friends. Witnessing the transformative power of homeownership and being able to guide her clients toward their goals brings her immense satisfaction. "I've met some of my best friends in the world from an online lead that I've nurtured over the years and quickly became the closest of friends," she recollects. "And now I can't imagine my life without them."

For Shishana, constant evaluation and a deep sense of empathy set her apart in the industry. She recognizes that real estate is not just about transactions; it's about understanding people's dreams and aspirations. By genuinely caring for her clients and immersing herself in their world, Shishana brings a unique level of value to their lives. As she explains it, "I'm the vehicle to help them achieve their goals through home ownership."

Outside of work, Shishana's passion for personal growth and obsession with providing maximum value to her team, agents, and clients consumes her time. She finds satisfaction in dedicating herself fully to her profession, and constantly seeking ways to improve and grow. However, she also enjoys spending quality time with her family - her husband, Chad; their two kids,



Shishana with her daughter Deanna

Deanna (aka Doodle) and Hudson; and their four pets, Sugar (a Goldendoodle), Savannah (a Black Lab), and Danger (a shelter cat they rescued 12 years ago) and the newest addition, Sissy (a Bernadoodle puppy). When she has time, she indulges in dinners with friends, and finding moments to dance around like a free spirit.

"I am obsessed with providing max value to my team, agents and clients. I enjoy what I do so much that I do not crave free time. I crave growth, adding value, and spend my time hands on in the business," she admits. "I always say that hard work and obsession over doing the best I can, is built into my DNA. That's where I find the most satisfaction and that's where I spend all my time."

In addition to her professional endeavors, Shishana is involved in charitable work, supporting organizations such as the Rose Again Foundation, which aids foster children locally; and the Recon Sniper Foundation, which provides assistance to wounded veterans. These causes are particularly close

**“**Constant evaluation of what you're doing every single day is something that sets me apart.**”**

to her heart, as her husband served as a reconnaissance marine for many years.

Shishana's journey in real estate is marked by her commitment to relationships, continuous improvement, and providing unparalleled value to her clients. As a broker and team leader, she exemplifies the qualities of a true trailblazer, constantly pushing boundaries and leaving an indelible mark on the industry. Leaving us with one lasting impression, Shishana advises everyone to, "SAY YES. Say yes to every opportunity and have a enjoy every moment".





66

I always say that hard work and obsession over doing the best I can, is built into my DNA. That's where I find the most satisfaction and that's where I spend all my time.

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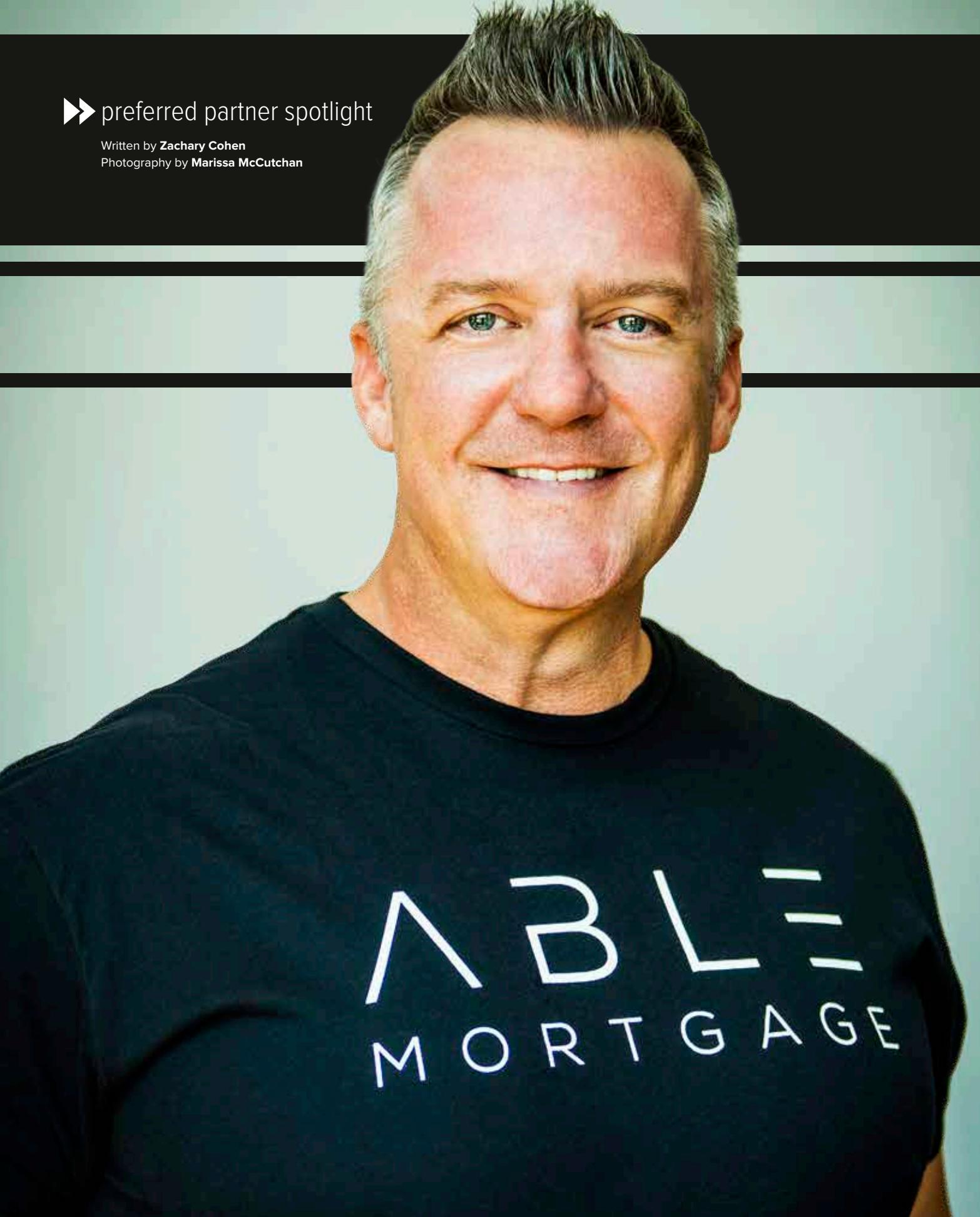
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A professional headshot of Justin Grable, a man with short, light-colored hair and a warm smile. He is wearing a black t-shirt with the words "ABLE MORTGAGE" printed in large, white, sans-serif letters. The background is a plain, light-colored studio backdrop.

► preferred partner spotlight

Written by **Zachary Cohen**  
Photography by **Marissa McCutchan**

# ABLE MORTGAGE

**By the time he was 23, Justin Grable was earning over \$200,000 as a bartender. His personable nature, drive to succeed, and commitment to his craft had allowed him to climb higher than he imagined possible. By all accounts, he was living the dream.**

Justin was trained in flair bartending, an art that had yet to make waves in Southern California in the early 2000s. As it turned out, he had quite the knack for flipping bottles over his head and pouring attractive drinks. His ability to connect with his clients was impressive, too.

"I always enjoyed talking to people and had a good personality for that work. It came pretty naturally to me. When it comes to flipping bottles over my head, for whatever reason, I was good at it. I was able to move up pretty quickly," Justin reflects.

Justin achieved striking success as a bartender, serving up high-quality drinks at one of Orange County's finest restaurants. But as he looked around him — and into the future — he recognized the need for a change. Despite his evident success behind the bar, he knew bartending wasn't a sustainable long-term career.

"It was hard for me to walk away from that money, but I knew if I stayed doing it any longer, I might be stuck. So I walked away."

Through the rise and fall of his bartending career, Justin discovered qualities about himself that would help him in any future venture. His ability to connect with clients came naturally, and his work ethic was second to none. So when he walked into the mortgage lending company across the street from the bar to pursue a new career, he was confident he could succeed, despite knowing very little about the mortgage lending business.

Justin began his lending career in 2000. Twenty-three years later, he's thriving. He now owns Able Mortgage, the independent mortgage brokerage he founded in 2018.

Justin's mortgage lending career has had many chapters: the early years building his business to become one of the top lenders in the state, the hardships that came with the economic collapse in 2008-2012, and a later move into retail lending. His most recent project — the founding of Able Mortgage — is the one he's most proud of.

"My idea of the perfect transaction is one where the real estate agent never has to call me, never has to reach out to ask for an update," Justin explains. "I've built my process to be just that. We over-communicate and have tons of automation. Every step of the way, you get an update. Most agents just want to know what's going on and that the deal is going to close, and we make that happen. We're super dialed in. Every transaction is super smooth, and we're closing in 15 days consistently."

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When he's not closing loans, you'll find Justin playing golf, doing CrossFit, spending time with his wife, Jarmila, or hanging out with friends.

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Justin is also proud of the technology he brings into his business. He could go on and on about the systems that make his company one of the Temecula Valley's best, but he understands that the most relevant thing is the result: the technology he utilizes

makes every deal run smoothly, ensuring success for clients and REALTORS® alike.  
  
“We have some of the highest tech systems available, which ultimately serve the client and the real estate agent. That

equates to an easier process for the client and better communication. That's the goal,” he says.

With Able Mortgage, Justin has settled into a niche he's proud to occupy. He wants agents to know

he's not a salesman but, rather, a committed, easygoing lending partner.

“I'm the guy who is going to do an awesome transaction and do my job well. I'm not aggressive, I'm easy to work with, and I get the job done.”



“I'm not aggressive, I'm easy to work with, and I get the job done.”

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# Melissa GRASSO



► realtor life

Written by Kendra Woodward  
Photography by Marissa McCutchan

Melissa Grasso has emerged as a force to be reckoned with within the real estate industry. Born in La Mesa, California, and raised in Santee, she has always possessed a fierce determination to make her mark on the world. Her journey has been filled with ups and downs, but through it all, she has remained resilient and unwavering in her pursuit of success.

Melissa (or Mel to those closest to her) was raised by her mom, Debbie, and stepfather, Manuel who instilled in her a fondness for Mexico, its people, its beaches, and its laid back lifestyle. At age 10, Mel's brother Tyson passed away from a terminal blood disease. Through that, her connection and bond with her brother, Brandon, grew significantly and they remain close (even their children are all within a year of each other). Unfortunately, Brandon passed away three years ago in an accidental shooting, which was also such a difficult loss for Mel and her family.

Known for her infectious energy and unwavering determination, Mel is described by friends as passionate, bold, driven, and giving. She believes in the power of gratitude and affirmations, starting each day with a positive mindset. Her social media presence reflects her commitment to lifting others up, as she often shares inspirational quotes and mantras to inspire and motivate.

Behind Mel's tenacious spirit lies a remarkable story that few know. She attended a continuation school in high school, where she defied gender norms by being the only girl in an all-boys weightlifting program. This experience taught her the power of breaking boundaries and embracing challenges fearlessly. Mel's resilience and refusal to accept limitations have been instrumental in her personal and professional growth.

"I got my insurance license when I was 17, but never liked school," Mel admits. "In fact, I would have dropped out if not for my father [Rudy Farmer] telling me if I did not graduate he would take my car back." Rudy was a hard-nosed blue-collar worker that instilled survival skills in Mel. He taught her the value of a dollar, and how to rely on herself. "No one owes you anything in this life. The sooner you figure that out, the easier it is to go into warrior mode," she explains.

Looking forward, Mel's story took a significant turn when she moved to Pacific Beach at the age of 21, immersing herself in the vibrant beach community. For eight years, she embraced the lifestyle of Ocean Beach, where she met her husband, Jason, in 1996. They tied the knot in a memorable Las Vegas ceremony in 2000, and their love has endured for an impressive 27 years.

The couple's life took an unexpected twist when they discovered they were expecting their first child, Morea, in 2002. With a desire to provide a stable home for their growing family, they made a bold decision to leave their beloved Ocean Beach apartment behind and relocate to Lake Havasu, Arizona, where they purchased their first home for \$100,000. It was a challenging transition, with scorching temperatures of 118 degrees and a lack of familiar faces, but Mel's determination never wavered.

Homesick and yearning to return to California, Mel received news that she was pregnant with their second child, Jesse. This prompted her to make a move back to her home state. In 2003, they settled in Temecula, a city they had previously laughed about during their trips to Las Vegas. Little did they know that this seemingly unlikely choice would become their home for the next 21 years, witnessing the city's growth firsthand.

Mel and Jason raised their two children while navigating the joys and challenges of parenthood and adapting to the often-changing circumstances - Jason, a former commercial fisherman in Dutch Harbor, Alaska, who was used to being away for three months at a time, transitioned to driving concrete trucks after retiring from 30 years in the fishing industry. Mel, always resourceful and independent, explored various career paths. After holding her fire/casualty license and life/health license for four years, she opted for a position as a bartender and then moved to high-end cosmetic sales at renowned retailers like Neiman Marcus and Saks Fifth Avenue.

Even though Jason provided the family with everything they could ask for, Mel needed something to call her own and embarked on a personal training side gig, organizing boot camps for women at a local park. She later ventured into medical billing before finding her true calling in real estate. Obtaining her license, she faced the daunting task of entering a competitive field without prior experience. Determined to be part of the 10% of successful REALTORS®, she sought guidance and found a mentor in Mary Melendez, an experienced and respected figure in the industry.

Under Mary's guidance, Mel honed her skills and gained the necessary confidence to navigate the complexities of real estate transactions. Her dedication paid off when she closed her first deal, despite facing initial setbacks. Mel's passion for serving her clients and putting their needs before her own financial gain became the cornerstone of her approach. She understands that real estate is not merely about selling houses; it's about building relationships and making a positive impact on people's lives. "It is not about money, it is about who I can help," she says. "I serve, I don't sell!"

At home, Melissa enjoys quick HIIT workouts and hot yoga. "Hot yoga is so great for mental mindset and to keep me focused and to breathe," she admits. She also enjoys going up to Anza and spending time with her mom and stepdad and is planning on relocating up the hill soon with Jason, onto a two and a half acre property in order to be a bit closer to them. Her advice to others is to block out negative people and energy and try to surround yourself with likeminded spirits and mindsets.

Beyond her professional endeavors, Mel is a staunch supporter of charitable causes that resonate with her. Whether it's assisting struggling families, helping the homeless, or supporting animal welfare groups like Saving Huey, she believes in treating others the way she would want to be treated. "Because there are no promises of tomorrow," she says, in memory of her beloved brothers Tyson and Brandon. Mel's philosophy is rooted in the belief that what you put into the universe comes back to you, and she strives to make a positive impact wherever she goes. "Live each day as if it is your last."

"I just focus on who needs help and how I can bridge the gap between seller and buyer, or buyer and seller," she smiles. "It's all about working together as a team with the opposing agent."



*I serve,  
I don't sell!*

# PAIGE HARDY HILL



## realtor spotlight

Written by **Kendra Woodward**  
Photography by **Marissa McCutchan**

In the competitive world of real estate, Paige Hardy Hill has made a name for herself as a passionate and hardworking professional. As a member of the Hardy REALTORS® team, alongside her mom, Jill, and sister, Palmer, Paige brings a unique blend of expertise and family-oriented values to her clients. With a license obtained in 2016, Paige is on her way to continuing the family legacy at Hardy Homes & Estates, Inc.

Born in San Francisco and raised in Aliso Viejo and Temecula, Paige has a diverse background that has shaped her into the person she is today. She pursued her education in International Business, earning a bachelor's degree and later completing a master's degree in Business at Pepperdine University. These academic achievements have equipped her with a solid foundation in business principles, setting her up for success in the real estate industry.

Growing up, Paige's parents instilled a sense of support and encouraged her to explore the world through travel. These experiences shaped her perspective and taught her the importance of adaptability and embracing new opportunities.

Before entering real estate, Paige took a leap of faith and lived abroad to teach English as a second language turned tour guide in the Czech Republic. This experience not only exposed her to different cultures, but also honed her sales skills and taught her how to interact with a wide range of people. This valuable experience would later serve her well in her real estate career.

Realizing the misconceptions people have about working in a family business, Paige has come to understand that success in real estate requires hard work and dedication. "I think people misunderstand working for a family business as they think it's nice and easy, and that you get everything handed to you, which is completely false," she explains, adding that her mom is the reason she got into it, but she realized very quickly that your effort reflects directly in your paycheck.

“

I think people misunderstand working for a family business as they think it's nice and easy, and that you get everything handed to you, which is completely false.

While Paige acknowledges that her initial years in the industry were tough, with the guidance of her mother she navigated the challenges and gained valuable experience on how great of an impact keeping in touch with your clients serves. And after five years, admits she finally felt the shift from being a newbie to having the confidence and expertise to serve her clients effectively.

Being in real estate allows Paige to have a flexible schedule, enabling her to be present for her two children, Logan and Willow. She cherishes the ability to attend important milestones and be actively involved in their lives. Additionally, working alongside her mother and sister brings a unique dynamic to their business, fostering a supportive and collaborative environment.

Even during her maternity leave, Paige's dedication to her clients never wavered. With the help of her mom and sister, she managed to close five deals shortly after giving birth, demonstrating her commitment to providing excellent service and going the extra mile, as well as the benefits of having her family on her team.

Passionate about helping people, Paige finds joy in the happiness on her clients' faces when their offers are accepted or when they find their dream homes. In an ever-evolving industry, she is determined to stay ahead by implementing a tech-focused approach and leveraging social media to connect with their target audience. However, she also recognizes the importance of maintaining personal connections and going back to the basics of building relationships with clients.

While Paige's primary focus is on her real estate business, her family also supports various charitable organizations. The Home for Heroes program holds a special place in their hearts, as it gives back to nurses, doctors, military personnel, firefighters, and other healthcare professionals. At the close of escrow, a portion of their commission is donated to the program and the program awards a house to a deserving hero in need. Additionally, Paige's mother Jill volunteers at a garden club in Murrieta, where adults with special needs learn the art of gardening and the food they grow is donated to a local foodbank.

Outside of real estate, Paige enjoys spending time with her girlfriends who are also parents, taking her children to the park, and traveling. Her eldest daughter having already had the

opportunity to visit England twice to connect with her husband's family. Paige and her husband, Steve, share a love for snowboarding, and they have been dedicated to CrossFit for almost

a decade. Despite not being able to resume water polo after a post-college surgery, Paige's active lifestyle keeps her engaged and fulfilled beyond the world of real estate.

Paige Hardy Hill is not only a driven REALTOR®, but her determination, combined with the support of her family, has propelled her to overcome challenges and establish herself as a respected professional in the industry.

With her focus on client satisfaction, dedication to continuous learning, and commitment to her family's legacy, there is no doubt that Paige's future in real estate will be bright, leaving a lasting impact on those she serves.

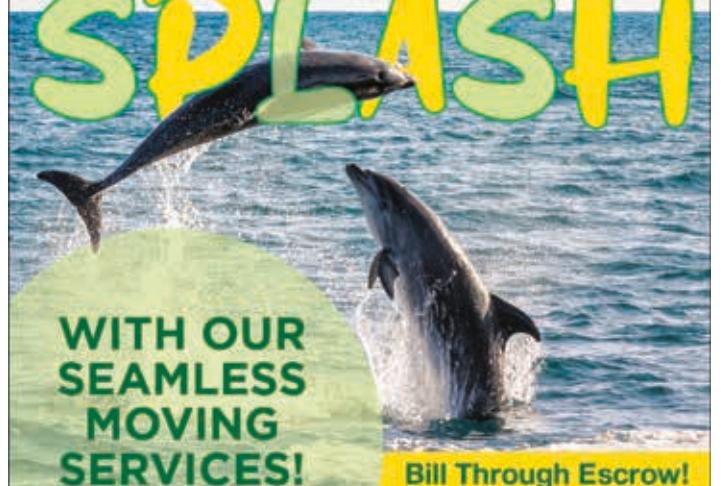
Reflecting on her journey, Paige shares advice she would give to her younger self: "Don't stress out about anything, everything will always fall into place the way it is supposed to."



“

Don't stress out about anything, everything will always fall into place the way it is supposed to.

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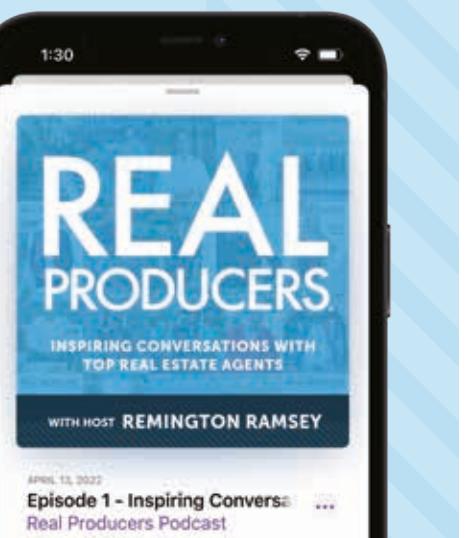
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## ► realtor spotlight

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66

I have genuine caring for the client — the person, the family — and will do whatever needs to be done to ensure their needs are met.

Before launching his real estate career in the early 2000s, Chris Taylor was a working actor who eventually became a Junior Talent Agent at one of the most prominent talent agencies in the world, William Morris Endeavor.

While most of his colleagues were Ivy League graduates, Chris relied on his grit and dedication to become successful in a challenging industry. He represented movie writers and directors at the highest possible level, and the majority of the agency's clients were celebrities, so knowing how to handle a variety of intense personality types was paramount.

"I basically spent my early years pursuing acting," Chris reflects. "And at the age of 14, I had a pager (remember those?) so my agent and manager could get a hold of me during school, and my parents would then drive me to auditions after."

By all accounts, Chris was succeeding at his chosen profession, but there was one major holdup: he was burnt out.

### The Second Act

Chris decided to leave Hollywood and become a mortgage originator in 2003, the same year he obtained his real estate license. In lending, Chris found a love for connecting with "normal people" — people who expressed gratitude and with whom he felt an authentic connection.

Chris was recruited into new home sales in 2008 and moved into residential real estate in 2011. The most recent change in his business was his move to Compass in 2022.

With his acting career behind him, Chris is happier and more fulfilled than ever. He works with his wife, Terry, who is there for support and ideas when needed. Chris followed a torrid year in 2021, when Taylor Realty Group closed 61 transactions

for over \$36 million, with a 34 transaction, \$24.2 million year in 2022.

"I have genuine caring for the client — the person, the family — and will do whatever needs to be done to ensure their needs are met. Simply helping people gives me great satisfaction," Chris offers.

### Beyond Real Estate

Chris lives with his wife, Terry, the Senior Vice President for the SoCal Division of DR Horton, and their disabled grandson, David, for whom they are the primary caregivers.

"My wife is a powerhouse in her own right. I want to underline the importance of her role in what I do," Chris beams. "I owe a huge debt of gratitude to my wife for where I am today... she is the one who introduced me to home sales in the first place."

When he's not working, you'll find Chris enjoying surfing, riding horses, or watching a movie with Terry. He's been sober for four years — a change that has transformed his world.

With a successful and growing business and a fulfilling personal life, Chris has never been happier. He certainly has goals for the future, but he puts most of his intention on enjoying the present moment.

"I believe business professionals need to have goals and plans, and while I do appreciate those things and do make business plans and can sketch out the next five years, at the end of the day, we don't know if we're going to live to see tomorrow. But as long as I have God and my wife, I should be good."

# CHRIS TAYLOR



“

At the end of the day, we don't know if we're going to live to see tomorrow. But as long as I have God and my wife, I should be good.

#### Fun Fact

As a teen, Chris once blew off a final audition for *Saved By The Bell* for the role of Zach because he wanted to go surfing with friends. He was also Jim Carrey's body double in three movies, including *The Mask*, in which he had a small acting role.

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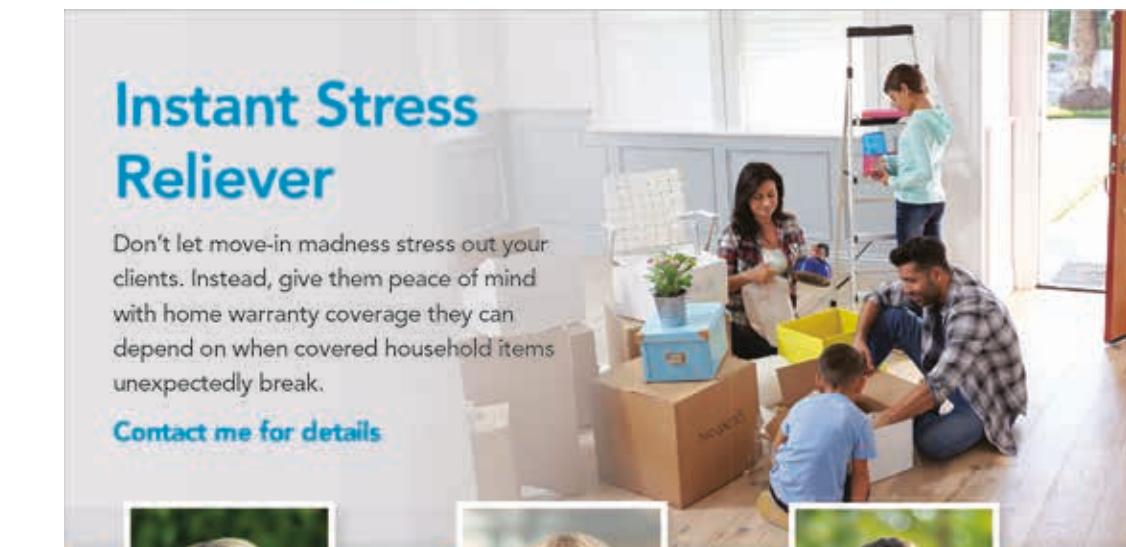
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