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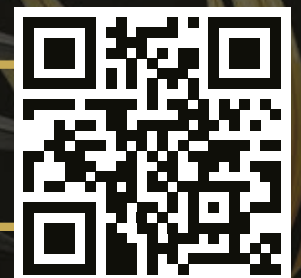


TABLE OF CONTENTS

	08 Index of Preferred Partners		14 Publisher's Note: Stepping into Spring		18 Marketing Matters: The Art of Patience & Handling Long-Term Leads
	22 Special Events: Photos from Our Panel & Cocktail Reception		28 Partner Spotlight: Chris Le, The Electrician		34 Cover Story: Chris Kwon

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FAQ

ABOUT THIS MAGAZINE

By Michele Kader, Publisher



If you just made the 2024 Top 500 producers in South Orange County and are new to our publication, you may be wondering what it's all about. "FAQs About This Magazine" answers the most commonly asked questions around the country regarding the Real Producers platform. My door is always open to discuss anything regarding this community — this publication is 100 percent designed to be your voice and to connect, elevate the industry, and inspire!

Q: WHO RECEIVES THIS MAGAZINE?

A: The top 500 agents in South OC. We pulled the MLS numbers (by volume) from January 1, 2023, to December 31, 2023, in South OC, cut the list off at number 500, and our new 2024 Top 500 distribution list was born. This magazine is free exclusively to the top 500 agents in the area each year. This year, the minimum production level for our group was \$10.6 million, based on data reported to MLS.

Q: WHAT IS THE PROCESS FOR BEING FEATURED IN THIS MAGAZINE?

A: It's really simple – every feature you see has been chosen based on production numbers and/or nomination. You can nominate other REALTORS®, affiliates, brokers, owners, or even yourself! Office leaders can also nominate Realtors. We will consider anyone brought to our attention because we don't know everyone's story, so we need your help to learn about them.

A nomination currently looks like this: You email us at ocrealproducers@n2co.com with the subject

line, "Nomination: (Name of Nominee)," and explain why you are nominating them to be featured. It could be they have an amazing story that needs to be told—perhaps they overcame extreme obstacles, they are an exceptional leader, have the best customer service, or they give back to the community in a big way. The next step is an interview with us to ensure it's a good fit. If it all works out, we put the wheels in motion for our writer to conduct an interview and for our photographer to schedule a photo shoot.

Q: WHAT DOES IT COST A REALTOR/TEAM TO BE FEATURED?

A: Zero, zilch, zippo, nada, nil. It costs nothing, my friends, so nominate away! We are not a pay-to-play model. We share real stories of Real Producers.

Q: WHO ARE THE PREFERRED PARTNERS?

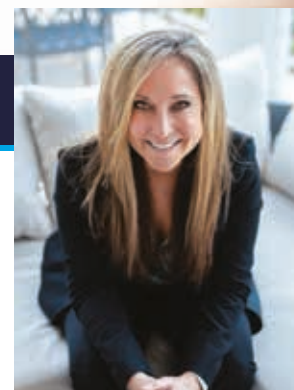
A: Anyone listed as a "preferred partner" in the front of the magazine is a part of this community. They will have an ad in every issue of the magazine, attend our quarterly events, and be a part of our online community. We don't just find these businesses off the street, nor do we work with all businesses that approach us. One or many of you have recommended every single preferred partner you see in this publication. We won't even meet with a business that has not been vetted by one of you and "stamped for approval," in a sense. Our goal is to create a powerhouse network, not only for the best Realtors in the area but the best affiliates, as well, so we can grow stronger together.

Q: HOW CAN I RECOMMEND A PREFERRED PARTNER?

A: If you have a recommendation for a local business that works with top Realtors, please let us know! Send an email to michele.kader@2co.com.

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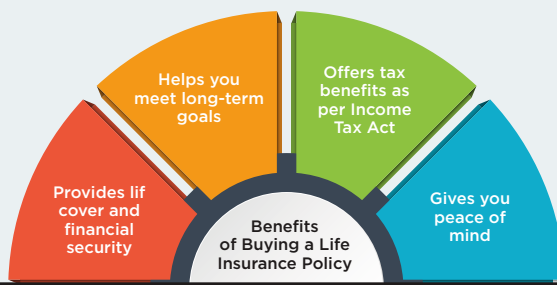


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publisher's note

Dear South OC Real Producers,

Thank you to all who joined us on March 18th for our “What’s Working in 2024?” cocktail party and networking event. It was a special gathering ... we learned a lot and it was great to see everyone again! Be sure to check out the photos from the event in this month’s issue!

Well, spring is now in full bloom and we find ourselves in a season of new growth amid the warmer weather. When I think of spring, I’m reminded of the timeless expression “Carpe diem” — seize the day!

The spring market is also well underway, and what an exciting time for our industry! This busy period requires us to put our best foot forward with every client.

Despite the challenges of continued low inventory seen in many places around the country, here in South OC, we witness home values still on the rise and sales remaining robust. There’s ample opportunity for Real Producers who hustle and stay focused.

At *Real Producers*, we strive to embody this mindset — always forward-thinking and moving to seize the day. All success requires is the recognition of opportunity meeting decisive action. Likewise, our platform is a celebration of the excellence that our amazing community exhibits day after day!

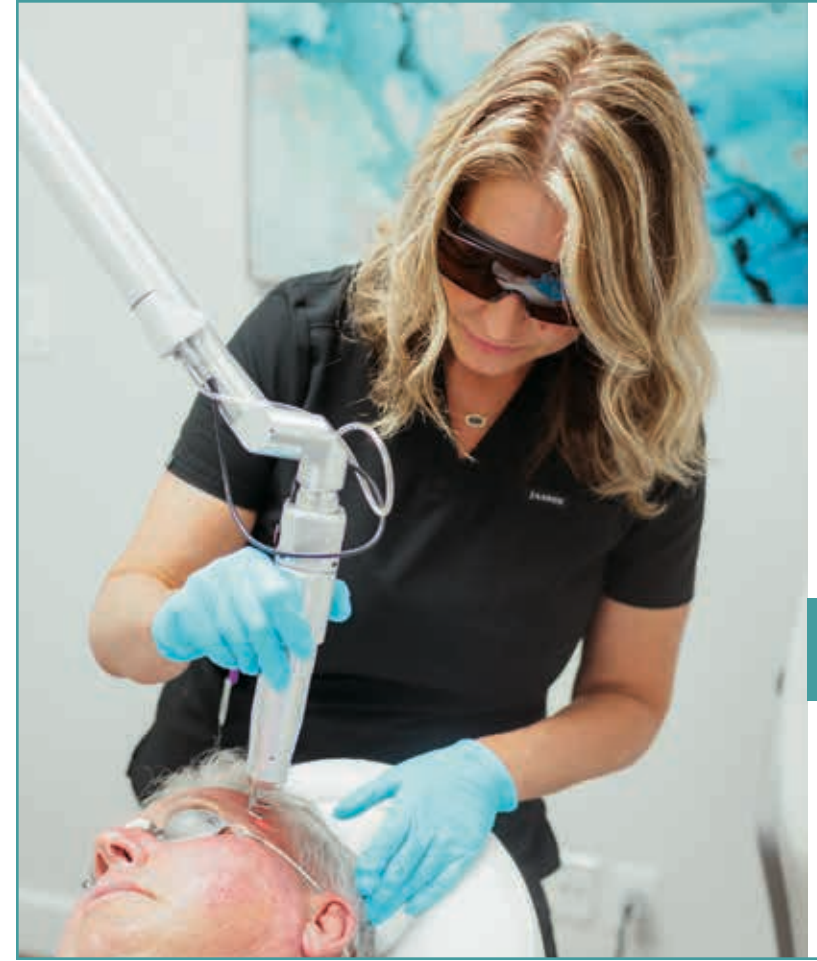
Looking ahead, we also have many more exciting events coming up, as well as incredible feature stories to share throughout the year, showcasing inspiring agents and partners impacting our industry.

I encourage you all to embrace this season of renewal with extra pep in your step, and let’s “carpe diem” in our own lives and businesses!

Sincerely yours,



Michele Kader
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Mastering the Art of Patience:

HANDLING LONG-TERM LEADS

► marketing matters

By Todd Lebowitz

As an agent, sometimes you gain a client out of the blue who looks at a few houses, puts in an offer, and sails through the closing. However, as most of us know, that's the exception to the rule. More often than not, you'll be managing long-term leads, everything from the aging couple not yet ready to sell to a first-time buyer who has analysis paralysis when choosing a home.

But whatever the finer details are, the end result is a prospect with potential who may require a longer-term approach to get them to the finish line. Below are some ideas for effectively managing these types of leads without getting too bogged down and distracted.

- **Identify the long-term prospects.**

It's important to first identify when someone is going to take longer than usual to make a decisive move. These very warm leads require nurturing; it's worth it to categorize them quickly as a slow-burn so you don't apply too much pressure.

- **Maintain regular communication.**

So you don't forget about these slow bloomers, set up a schedule for reaching out, whether it's through personalized emails, informative newsletters, or texts. Keeping the conversation alive helps build trust and ensures you stay on their radar.

- **Provide value with quality content.**

Share industry insights, local market trends, and tips that may be relevant to your potential buyer or seller. By positioning yourself as an expert, you reinforce your credibility and demonstrate your commitment to their real estate journey.

- **Leverage social media platforms.**

Stay connected through social media to maintain a presence in your leads' digital lives. Share relevant content, engage in discussions, and showcase your achievements. But don't forget to make things entertaining and interesting by sharing parts of your life and personality!

- **Adapt and personalize your approach.**

People's circumstances and preferences can change over time. Be adaptable in your approach and take the time to understand any shifts in your leads' priorities. Personalizing your interactions shows genuine interest and increases the likelihood of converting a lead into a client when the time is right.

Handling long-term leads requires a delicate balance of persistence, adaptability, and strategic communication. By implementing these tips, you can nurture relationships, stay top of mind, and, ultimately, convert those long-term leads into satisfied clients.

Remember, success in real estate is often a marathon, not a sprint!



With more than 25 years of experience, Todd Lebowitz is CEO and owner of My Marketing Matters, which he runs with his business partner Ram Devaguptapu. Together, they have grown the company to be a recognized leader in real estate marketing with more than 20,000 clients locally, regionally, and nationwide.

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WHAT'S WORKING IN 2024?

TOP PRODUCERS
PANEL & COCKTAIL
RECEPTION
MARCH 18, 2024

We would like to extend our heartfelt gratitude to everyone who attended our "What's Working in 2024?" Top Producers Panel & Cocktail Reception on March 18, 2024, at the Marbella Country Club and made the event a resounding success. This event would not have been possible without our wonderful panelists, engaged attendees, and the unwavering support of our preferred partners and event sponsors.

Our panelists, **Mitch Bohi, Bryan Gerlach, Cesi Pagano, Dave Archiletta, Cyrus Mohseni, and Melody Smith**, brought a wealth of knowledge and expertise to the discussion, sparking insightful conversations that left a lasting impact. Their valuable insights on the NAR settlement, doubling listings, farming, being an area expert, nurturing your database, and social media, truly enriched the event and furthered our mission of fostering excellence in the real estate community. We appreciate your commitment to the industry and to continuous learning and growth!

Special thanks to our headline sponsor, **Christopher Arce-Dale and Hallie Packard, of Glen Oaks Escrow**, who made this special gathering possible. We couldn't have done it without you!

Big shout-outs to our incredible photographer, **Tony Lattimore Photography**, and **Beach Cities Media** for capturing memorable images and video. Check out some of the event's highlights on the next few pages and on our social media.

We look forward to future collaborations and hope to see you at our next event!

For more information on all South OC Real Producers events, please email us at ocrealproducers@n2co.com.

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FROM OUR EVENT SPONSOR GLEN OAKS ESCROW

Dear Michele and South OC Real Producers,

On behalf of the Glen Oaks Escrow team, we wanted to extend our sincerest gratitude for the opportunity to sponsor the “What’s Working in 2024?” Top Producers Panel & Cocktail Reception, held on March 18th at the Marbella Country Club.

Congratulations to the South OC Real Producers team for hosting another memorable event!

Because of you, we were able to provide a platform for Realtors and preferred partners to come together, exchange insights, and explore strategies for thriving in today’s dynamic real estate market.

The Top Producers Panel & Cocktail Reception exceeded our expectations, drawing in a diverse group of industry professionals eager to learn and connect. Discussions, led by the esteemed panelists,

provided invaluable insights into turning challenges into opportunities, leveraging social media, fostering growth, enhancing infrastructure, and engaging with the community.

The cocktail reception that followed the panel discussion was a highlight of the evening, providing attendees with the opportunity to unwind, celebrate success, and foster new relationships over drinks and charcuterie.

We look forward to the possibility of future collaborations and remain enthusiastic about supporting events that bring people together in meaningful ways. Once again, thank you for the opportunity to be a part of such a memorable evening. Please do not hesitate to reach out if there are any opportunities for further engagement or if we can be of assistance in any way.

Warm regards,



CHRISTOPHER ARCE-DALE

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The best results in the world don't just happen by accident. They are defined, worked for & continuously honed to perfection.

That's the same sense of vision, care and follow-through that you and your clients get when you work with owner Chris Le and The Electrician, one of the area's most sought-after electrical partners. The smile on Chris' face is unmistakable when he talks about the drive he and his team bring to their work every day.

"There's no replacing the rewarding feeling of building something special while giving our clients something they need and want," Chris emphasizes. "And in the process, we leave a positive mark on society that will be around for a while."

THRIVING TEAMWORK

Chris' path in the business has been a long one. In fact, he first got involved with the industry when he was still a teenager. Eventually, Chris and a partner started their own electrical service company, and after a while, Chris decided to go it alone and opened The Electrician.

Today, Chris leads a team that consists of two apprentices, a lead journeyman, and a beginning journeyman.

"We take our role of delivering an exceptional experience seriously," Chris notes. "So all of our team members show up professionally with uniforms and a way of carrying out what we do that makes a difference."

THE FULL SPECTRUM

Chris and his expert team shine the best possible light on a wide range of projects, including everything from troubleshooting and fixing issues with outlets to being fully immersed in complete house builds. They also handle rewiring, as well as commercial and industrial projects.

"Our bread and butter jobs are custom builds. As part of that, we do everything from basic lighting all the way up to backlit quartz and LED inlay installations. We work on a lot of high-end projects," Chris points out.

When it comes to his approach, Chris says he takes an immersive view of each project. Part of that naturally comes from the fact that he is a general contractor.

"I like having that involvement and familiarity with all aspects of a project that we engage with," he affirms.

BRINGING
THE BEST
TO LIGHT



▶▶ partner spotlight | By Dave Danielson | Photos by Jenny McMasters

Chris also acknowledges those who enlist the expertise and experience of The Electrician might be able to find a cheaper price, but the value and quality they enjoy through time makes it well worth choosing The Electrician team.

“You get what you pay for,” he says with a shrug. “As we all know, you can always find something cheaper. I think the key is to make sure you know you are going to get what you pay for.”

ALWAYS ON THE GO

Away from work, Chris has a strong passion for spending time outdoors. Some of his favorite pursuits include hunting, fishing, scuba diving, snowboarding, hiking, off-roading, skydiving, surfing, and riding his Harley.

Chris has had more than a few bumps along the way as a result of his active lifestyle. But he has definitely taken the positives away from those experiences — including an accident he had in 2017 that required 18 reconstructive surgeries.



Real Producers preferred partner Chris Le is the owner of The Electrician.



“
WE’RE ALWAYS
HERE TO MAKE
SOLUTIONS,
NOT PROBLEMS.”

“It has given me a new view on life and that pushed me more into what I’m doing,” he shares. “Those experiences have also made me a better person.”

As an Orange County native, Chris takes a particular level of pride in seeing his home area evolve and thrive. On the horizon, he looks forward to building more successful relationships with

REALTORS® while continuing to serve clients with trust, honesty and creativity.

“It means a lot to know that our quality is unsurpassed,” Chris concludes. “We are very experienced and, in the process, we often bring things to light that people don’t even realize they want or need. We’re always here to make solutions, not problems.”



To learn more about how Chris Le and The Electrician can assist you or your clients with top-notch electrical solutions, call 949-423-3894 or visit TheElectricianCo.com.



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CHRIS



▶▶ cover story

By Jess Weller
Photos by WASIO faces

KWON



A Hole-in-One Decision

A former golf professional turned rock-star REALTOR®, Chris Kwon distinguishes himself in the competitive South OC market not merely through his professional accomplishments but through his genuine commitment to mentorship, discipline, and family values as a principal at Real Brokerage and team leader of the Kwon Home Group.

From Greens to Estates

Chris's transition into real estate was anything but a calculated career move. Born and raised in Arcadia, Chris picked up the game of golf at age 5. After graduating from Cal State Bakersfield, his early life was devoted to the sport, playing professional golf across the United States, Canada, and Asia. The big shift came when life presented a crossroad, steering him away from the uncertainty of competitive sports to the stability that real estate promised.

"I wasn't meant to be a real estate agent; it sort of just fell on my lap," Chris explains with a chuckle. "I had

some great weeks and some not-so-great weeks golfing on the road in tournaments, which was frustrating. Eventually, I had to decide if I wanted to keep chasing it, or find something more stable."

Feeling a bit lost, Chris started waiting tables while figuring out his next move. At his girlfriend's (now wife's) encouragement, Chris decided to study for his real estate exam and give the industry a shot for one year.

"I give full credit to my wife, Ann, for being so supportive during that first year while I got going in 2012," Chris



Kwon Home Group (from left to right: Phillip Nguyen, Lexi Falbo, Ann Kwon, Chris Kwon, Marissa Esporlas, Claire Chang)

acknowledges. “She comes from a corporate job that was focused on sales, so she was very understanding about taking calls at odd hours and what Realtor life entailed — I really appreciate that.”

Any initial skepticism Chris had about his decision soon gave way to a profound realization of potential.

“I was not really thinking this was going to be my career, but just the next thing till I figured out what I really wanted to do,” Chris admits frankly. “After my first year, though, I had accomplished more in that first year and made more money than I ever had before. The rest is history.”

Defining Success

Chris’s track record over the past dozen years has been nothing short of impressive.

Last year alone, Chris achieved a total volume of almost \$50 million as a solo agent across 40 transactions, with his sights set on \$100 million for Kwon Home Group this year as his newer agents ramp up.

Chris’s drive is also evidenced by a slew of awards, including being named a BombBomb Real Estate Video Influencer and securing a spot in Orange Coast Magazine as a Real Estate All-Star multiple times. Chris has also been recognized by Real Trends as one of America’s Best Real Estate Professionals by Sales Volume.

“*I believe success is accomplishing the goals that a person sets out for themselves and being able to do it consistently.*”

”



Top producer Chris Kwon is the principal and team leader of Kwon Home Group at Real Brokerage.

“I believe success is accomplishing the goals that a person sets out for themselves and being able to do it consistently,” Chris says of his philosophy that winning is not an accident.

Chris also takes pride in his team’s meticulous attention to the finer details of their work, and notes this approach only serves to reinforce the trust and reputation he has built with his clients and colleagues over the years. “I have always believed that when all of the little things are done right, it has the biggest effect on the larger things in life,” Chris asserts. “When clients see the effort you put into every aspect of the process, they recognize and appreciate the difference.”

The Power of Teamwork

Central to Chris’s achievements are his dynamic group at Real Brokerage in Irvine. This standout team includes Chris, as well as four other diligent Realtors — his wife, Ann, Marissa Esporlas, Lexi Falbo, and Claire Chang. Alongside them, the Kwon Home Group is supported by four

dedicated staff members. Philip Nguyen excels as their marketing manager, and the team also includes an executive assistant, a marketing assistant, and a transaction coordinator.

“I am the leader of a small but mighty team looking to grow with the right people,” Chris emphasizes. “But I’m looking for collaborative agents. Hustle and drive are minimum criteria; they also have to be the right fit. Are they going to give, take, or both?”

For Chris, real estate is as much about sharing knowledge and helping others get ahead as it is about personal success. He views his experiences as resources to be shared, fostering growth and understanding within his team and clientele.

“I was only worrying about my own success, but a year and a half ago, I decided to build a team,” he shares. “I’ve accumulated so much knowledge and have experienced so many different situations over the last 12 years that it would all be a waste if I didn’t share that with others so they could improve their lives too.”

A Family Man

Away from client meetings, Chris is a dedicated family man with deep-rooted

plans for the future. Married for a decade to Ann and a loving father to Charlotte (8) and Bryson (6), Chris cherishes time spent traveling, exploring, and just being with his loved ones. “There isn’t anything that we don’t love doing together,” Chris smiles. He still makes time for the occasional round of golf, is passionate about photography and videography, and loves squeezing in a good crossfit workout too.

Looking ahead, Chris details a solid, 10-year plan already firmly in place to work as hard as he can to give his family the best life possible and enjoy some well-deserved downtime once he leaves real estate behind.

As the clock ticks, Chris offers some invaluable advice to new agents, emphasizing the critical importance of time management in building a successful career. He encourages emerging agents to scrutinize their business and personal life meticulously, identifying areas where time can be saved or allocated more efficiently to make room for what truly matters.

“Don’t waste time on things that don’t matter,” he concludes. “If you can create more time for yourself, success will come.”



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