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AUGUST 2024



# Gabby HANSON REAL ESTATE ADVISOR

Gabby Hanson is a fantastic IE realtor and a fierce woman whom I have the pleasure of calling my friend. She EXCELS in marketing to her farm—seriously, she's a genius at it. Gabby is consistent, creative, and always finds ways to love on the families that live there. I haven't seen anyone do it better than her actually. She's one smart cookie and a well-respected agent. I kinda just adore her. She has a deep well of knowledge, which she would have to have with 20 years in the biz. She spent 5 years as an office manager, escrow officer, and TC for her Aunt, and another 10 years as a TC before going on to be a full-time agent. As you can imagine, she gained all the knowledge she needed, experiencing every aspect first-hand, to make for pretty stiff competition for other realtors going up against her :).

My dear friend, you truly stand out in the field, and I am lucky to have you in my life. XoXo

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SALES VOLUME

**\$15.45  
MILLION**







AVERAGE  
SALES VOLUME  
PER AGENT

**23**

AVERAGE  
TRANSACTIONS  
PER AGENT



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# Jake

## FIORESI

While the grass may not always be greener on the other side, for Jake Fiorese, who went from selling dream lawns to selling dream homes, it definitely was.

Jake began his journey in the real estate industry in April 2021, making a significant career shift from selling artificial turf to helping clients achieve their real estate goals.

“I was working a sales job selling artificial turf and felt I was capped with my income, and I wasn’t truly satisfied by my career,” he explained.

This dissatisfaction, combined with the lack of face-to-face client interactions, led him to consider a career change.

“One of my best friends, Dillon Hall, did everything he could to convince me to start my real estate courses. I always admired how well Dillon did in such a short amount of time, and I knew I wanted to be right beside him,” Jake recalled.

This support, along with a conversation with Dillon and Nick Anselmo, co-founders of Abundance Real Estate, solidified Jake’s decision to take the leap into real estate. Jake’s background in sales provided him with the essential skills needed to excel in real estate. He believes his experience in sales was excellent practice, giving him the fundamentals required to become a great real estate agent.

One pivotal moment early in Jake’s career reaffirmed his decision. Before even passing his real estate exam, Jake casually mentioned to an acquaintance during a round of golf that he would love the opportunity to sell his house.

“Just three weeks later, licensed and eager, I received a call from that acquaintance about a \$1.4 million property,” he shared. Their offer was accepted, marking an exhilarating start to Jake’s real estate career and leading to a lasting professional relationship with the client.

Jake’s success in real estate can be attributed to his unique combination of creativity, competitive spirit, and dedication to his clients.

“I believe I have a gift when it comes to helping people achieve their goals. Whether it be personal development goals or real estate goals, I feel I have always been able to help people where it was needed,” he noted.

His ability to get creative in fast-paced, competitive situations often gives him an edge over others. Jake thrives on delivering good news and helping clients achieve their real estate dreams.





Looking ahead, Jake is focused on building a prosperous future for himself and his family.

“In 2022, just one year after being a licensed realtor, I began my real estate investing career. I started out by flipping my first home, which led me to owning my first primary home just a couple doors down from my

flip,” he explained. He aims to continue investing in real estate, with a goal to potentially retire by 2030, providing him the flexibility to spend more time with his family.

Jake’s family, including his fiancée Riley and their two daughters, Prestin and Bowie, is a significant driving force behind his ambitions. The birth of his daughters ignited a renewed

sense of purpose and determination to work hard and provide for his family.

“In 2022, my amazing fiancée Riley and I welcomed a beautiful baby girl, Prestin, into the world, and it sparked something inside of me. I knew I was meant to be a father, and I knew that I had to work as hard as I could going forward to provide for my family,” Jake shared.

“

In 2022, my amazing fiancée Riley and I welcomed a beautiful baby girl, Prestin, into the world, and it sparked something inside of me.

**I knew I was meant to be a father, and I knew that I had to work as hard as I could going forward to provide for my family.**





In the next five years, Jake envisions a comfortable life, setting his loved ones up financially, and continuing to help families succeed in real estate.

Jake's journey into real estate has not been without challenges. He emphasizes the importance of hard work, perseverance, and finding what works best for each individual.

"Most people only highlight the positives and rarely the challenges that come with it. My advice to new agents is to work as hard as possible and figure out what works best for them," he advised.

The initial stages of a real estate career require sacrifice, including late nights, early mornings, and a willingness to try different strategies. Jake recommends focusing on their strengths and experimenting with different approaches to find their niche.

Jake Fiorese's story is a testament to the power of taking risks, having a supportive network, and staying committed to one's goals. From his initial leap into real estate to his continued success and future aspirations, Jake exemplifies what it means to thrive in the industry.





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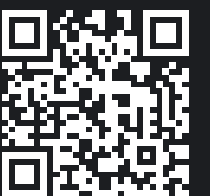
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# PACIFIC PROPERTY INSPECTIONS

While it is true, you need to trust your real estate agent, in many cases it is even more important to trust your inspector. In an industry where transparency is not always first priority, Jabriel Farha has to take the opposite approach. His journey is a perfect example of how hard work pays off, starting from the restaurant industry and leading him to becoming one of Southern California's most trusted home inspectors.

Jabriel's professional journey took a significant turn in 2022, post-COVID, when he transitioned from managing Burger Boss, a family-owned business in Orange County, to diving into the world of real estate.

"I always had an interest in real estate but didn't know where to start," Farha recalls.

His curiosity was piqued by the success stories of friends and family in real estate, prompting him to explore various niches within the industry. It was during this exploration that he stumbled upon home inspections. Since then, Farha has inspected over 800 homes in just two years, steadily growing his business and reputation as a trusted partner.

His decade-long experience in the restaurant industry proved invaluable in his new venture.

"Being in the service industry has helped me grow tremendously," said Farah.

The skills he honed—leading a team, communicating effectively with clients, and solving problems swiftly—have been instrumental in his success as a home inspector.

"My best ability is availability," he asserts, priding himself on professionalism and thoroughness.

He always strives to exceed industry standards, utilizing tools like Home Binder Assistant and Repair Pricer to help clients and agents navigate the moving process seamlessly and negotiate better deals.

Becoming a home inspector has offered Farha the freedom to travel, meet wonderful families, and connect with agents across Southern California.

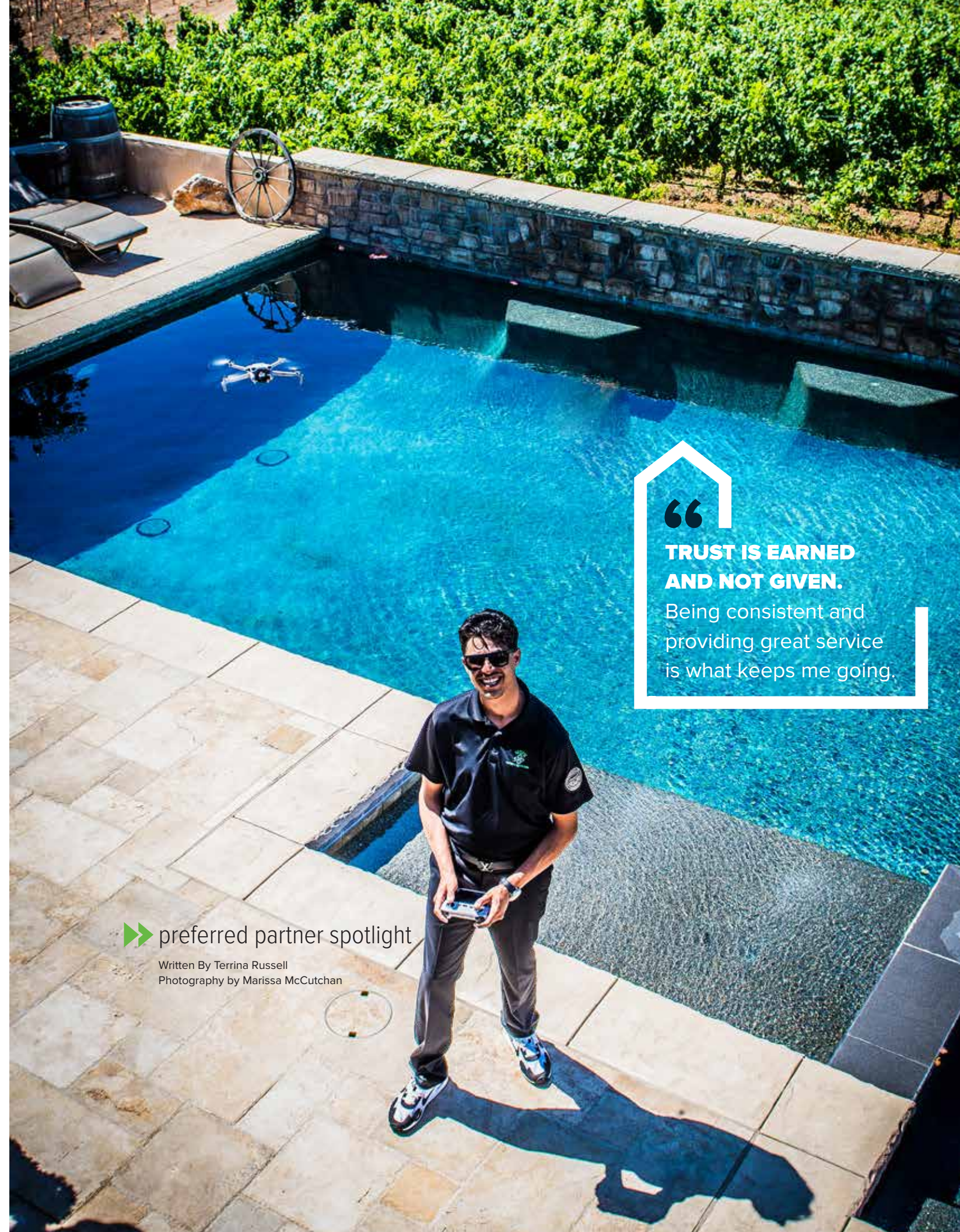
"I wouldn't trade it for the world!" he said. Serving families and gaining their trust is what he finds most fulfilling. "Trust is earned and not given," he believes. "Being consistent and providing great service is what keeps me going."

Farha attributes his success to persistence and a love for the process.

"Process over product," he emphasizes. "When you're not focused on the outcome but in love with the process, success comes naturally."

His commitment to continuous learning and self-accountability has been crucial in his professional growth.

# JABRIEL FARHA



▶ preferred partner spotlight

Written By Terrina Russell  
Photography by Marissa McCutchan





“

**PROCESS OVER PRODUCT.**

When you're not focused on the outcome but in love with the process, success comes naturally.



Looking ahead, Farha envisions integrating new technologies like Virtual Reality and AI into home inspections to make the process more immersive and educational. By using technology to his advantage, Farha hopes to continue to stand out amongst his peers in the industry. His ambitious goal is to serve the entire state of California within the next five years.

For Farha, the best advertising is word-of-mouth.

“I’m all about grassroots marketing, and the best advertising is referrals,” he said.

He expresses deep gratitude to the agents he collaborates with, crediting them for his growing reputation as a reliable home inspector, a reputation that keeps him at the forefront when agents are looking for someone they trust.

Originally from Ann Arbor, Michigan, Farha moved to California in 2010.

He has been married for three years to his wife, Janeen, who has been a steadfast supporter of his career transitions and ambitions. Jabriel Farha’s journey from the restaurant industry to real estate is a testament to the power of adaptability, hard work, and a passion for service. While Farha’s attention to detail was a good quality during his time in the restaurant industry, it has now become his greatest asset as it could mean the difference between a quality home, and a total disaster. His services are an educational asset to help buyers make informed choices about the home they are considering purchasing. His story is an inspiration to aspiring entrepreneurs, and a reminder that authenticity and transparency matter in all areas of real estate.



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Written By Terrina Russell  
Photography by Marissa McCutchan

# Iris Stricklin

Iris Stricklin spends a lot of time in the kitchen. It is there that her and her husband Mark, and their children Alexandria and Seth have done some of their best work. However, it's in the world of real estate that the rest of Iris' best is put to the test.

Iris' journey into real estate began under the influence of her former mother-in-law, a highly successful realtor whose joy in helping others and flexible lifestyle deeply resonated with Iris. As a young mother seeking balance, Iris found a compelling path in real estate, where she could merge her passion for assisting others with the thrill of the dynamic market.

Before venturing into real estate, Iris held positions in restaurant and project management, experiences that honed her skills in client relations, problem-solving, and detailed organization. These roles provided a strong foundation in negotiation and client satisfaction, essential elements in her real estate career.

What sets Iris apart from other agents is her commitment to personalized service and her meticulous approach to understanding market trends and client needs. Highly responsive and adaptable, Iris ensures every client feels fully supported and well-informed throughout their buying or selling journey. Her integrity shines through as she provides honest advice, even if it means telling a client not to sell their home. Iris is also extremely diplomatic, adept at calming stressful situations and finding resolutions that keep everyone happy. She considers herself not just a real estate agent but a real estate consultant. Her clients consider her not just a real estate agent, but also a friend.

"I love all my clients," said Iris. "There are many transactions that stand out to me, but it's really about just working with people, as long as it takes. Understanding their

particular needs and their specific desires, and not settling until you've delivered. By doing that, one interaction turns into a sale, which turns into multiple other transactions. The closeness is real. These are relationships you're building. Just recently I had a client introduce me at his 65th birthday party by saying, this is Iris; she started as our relator and quickly became our friend. That is always the goal."

Interactions like that help confirm for Iris that she is in the right profession.

Inspired by her mother, a retired teacher, Iris values education and takes great satisfaction in educating clients about the complexities of real estate transactions.

Iris's keys to success are rooted in continual learning, integrity, and persistence. By staying updated with the latest market and technology trends, she provides the most effective advice to her clients, and has proven herself a standout in her field.

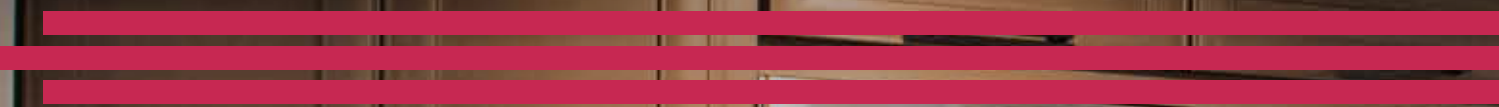
"I have to acknowledge that I'm successful," said Iris. "My children are always saying, 'Mom, you've made it. You're good.' It's surreal. But still, every day is a new opportunity to be successful. It comes like sets of waves. A few steady crashes on the sand, then a lull before you see the crest again."

Those waves come more consistently for Iris, in part due to her integrity, which is at the core of her practice, ensuring clients feel secure and confident in their decisions. Her





My children are always saying, 'Mom, you've made it. You're good.' It's surreal. But still, every day is a new opportunity to be successful.







persistence in negotiating and problem-solving is critical, but it is the relationships built on mutual respect and gratitude with her community, friends, and family that truly enrich her professional journey.

Looking ahead, Iris aims to expand her network and enhance her expertise in real estate, while also leading and inspiring a team of dedicated professionals at Legacy Realty. She is committed to setting a standard of excellence and respect in the industry and mentoring other agents to uphold the highest standards of integrity and professionalism. Alongside her professional aspirations, Iris looks forward to traveling more, exploring new cultures, and gaining experiences that enrich her life both professionally and personally.

“I am proud to be recognized as a top producer,” said Iris. “To have the respect I have in the industry and to have the reputation I have. It’s very hard to please some people, and to have made it this far and be respected by peers and loved by clients, it makes me very proud.”

Iris can also be proud of the example she sets for her family as a highly successful realtor, mother, and wife, while also being one heck of a good cook.

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# Brad ADKINS

Written By Terrina Russell · Photography by Marissa McCutchan

Brad Adkins started his real estate journey in high school, which is a testament to his dedication, adaptability, and in-depth understanding of the real estate market. Starting from humble beginnings at Commonwealth Land Title, where he worked in the mailroom and eventually rose to a Sales Rep position, Brad's trajectory is marked by a series of strategic advancements and hard-earned promotions.

Brad's early experiences in various roles within the real estate ecosystem—ranging from customer service to title evaluations—provided him with a comprehensive insider's perspective. This unique background allowed him to develop a keen sense for property valuation and market trends, skills that his colleagues frequently relied upon. His career took a temporary detour into the legal domain, where he successfully managed paralegal offices and handled over 1,200 bankruptcy cases. This period not only broadened his professional expertise but also reinforced his resilience and problem-solving abilities.

In 2009, Brad returned to his true passion: real estate. He obtained his sales license and joined Century 21 Showcase in 2010. Despite initial challenges, including juggling real

estate with his paralegal work, Brad's determination saw him close eight deals in his first year, earning more than \$17k in side commission. He joined Century 21 Lois Lauer in 2015, which has propelled his business with their extensive lead generation, referral platform and continuing education. His sales steadily increased year over year, culminating in his recognition as one of the top 10 Century 21 agents in California by 2018.

What sets Brad apart from his peers is his holistic approach to real estate. His vast experience across different facets of the industry, coupled with his unwavering commitment to education and knowledge, enables him to provide unparalleled service to his clients. Brad emphasizes the importance of understanding market conditions,

trends, and the nuances of different communities. This deep-seated knowledge, combined with his ethical approach and consistency, forms the bedrock of his success.

Brad's personal journey is equally compelling. Overcoming personal and financial challenges in 2008 reignited his passion for real estate. With maturity and confidence gained over the years, Brad found joy in guiding clients through the home-buying process, an aspect of the job he once found daunting.

"When I was younger, I did not always have the patience to take clients around to show them homes," said Brad. "As I got older, and more educated, I found patience and also a true appreciation for this work."

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Now, Brad's ability to relate to his clients and their aspirations while also dedicated himself to their goals have been key drivers in his success and has led to his fulfillment in this career.

A distinctive feature of Brad's professional ethos is his approach to client relations and marketing. Eschewing aggressive tactics like door-knocking, Brad relies on the timeless personal touch of handwritten notes, a tradition inspired by his mother. This method not only maintains his relevance in the market but also fosters genuine connections with past clients, resulting in sustained referrals and repeat business.

Looking ahead, Brad envisions himself continuing his journey with the same passion and drive, albeit with a few more gray hairs. His advice to aspiring real estate professionals is grounded in practical wisdom: embrace every lead, educate yourself continually,

choose the right brokerage, and stay resilient in the face of setbacks. He believes that success in real estate is a blend of knowledge, ethics, and unwavering dedication.

Brad's story is not just one of professional success but also of personal growth and perseverance. His journey from the mailroom to the top ranks of real estate serves as an inspiring blueprint for anyone looking to make a mark in the industry. For Brad, the future is bright, driven by the same principles that have guided him thus far: knowledge, education, and a steadfast commitment to giving 100% in everything he does. Brad says "My wife Veronica is the anchor of my practice as she manages my files and does a majority of my marketing pushing me to keep relevant in this ever evolving industry." The couple also love bringing their dogs Oso and Ursa to the office, on long road trips and showing homes or going on listing appointments saying that they have helped break the ice with quite a few clients!





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