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PUBLISHER'S

That's a wrap!

Penned in partnership with Deborah Bento | By Brittney Shull

As we wrap up 2024, I just want to take a moment to shout out a HUGE thank you to each and every one of you! Your support has been absolutely amazing, lighting up my days and fueling my passion. The connections and partnerships we've created make this journey so special. Seriously, it's more than just business; it's about the incredible, kind-hearted spirit that makes our community shine!

Now, let's get real for a second. We've faced our fair share of challenges in the Real Estate world this past year. I

know we could sit down and list all the hurdles, but instead, let's focus on the WINS! We've put in the work, from those late-night calls to learning all the new forms, and guess what? We helped THOUSANDS of families find their dream homes just in time for the holidays! Talk about a win-win!

This joyful season is the perfect reminder to hit pause and soak up the time with our family and friends. Amid the hustle and bustle, let's find those sweet moments to be present and relish in the warmth and laughter

that come with togetherness. It's all about slowing down, sharing joy, and celebrating the little things that fill our hearts and homes with love.

Looking ahead, I can hardly contain my excitement for 2025! We've already accomplished so much together, and I just know the new year is going to bring even more incredible opportunities. Let's keep supporting each other, building on our dreams, and reaching new heights together!

Wishing you all a holiday season overflowing with peace, love, and laughter and a bright start to the New Year! Here's to more memories, milestones, and unforgettable moments ahead! Cheers!



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▶ industry icon *Ruben*
OLGUIN

The Vintage Home Specialist

Written by Ashley Kivisto | Photography by Lynn Smallwood



Ruben Olguin was raised in Barstow in the desert alongside his seven siblings—three brothers and four sisters. He remembers his upbringing fondly, saying he grew up in a happy “working core” family. Ruben’s father started working in some form at the age of 7 and taught all of his kids to be determined and industrious. He and his siblings remain close today, even though they live all over the United States. They make an effort to get

together often, and Ruben and his brothers take a trip together every year. Leading up to his successful real estate career, Ruben dabbled in several other careers, all of which helped him get to where he is today. People may be surprised to hear that outside of the real estate world, Ruben was also a train conductor for ten years and held a position at Circuit City as a sales



associate, manager, and installer. Some of his other ventures include running an advertising agency and a real estate magazine in Arizona and serving as a Marketing and Real Estate Trainer for four years at Chicago Title in Visalia and Porterville.

Ruben was 37 years old when he obtained his real estate license after the encouragement of a client from Circuit City. While he was at the couple’s home doing the install, they recognized a spark in Ruben and told him he would make a great agent. This was all the push he needed, and he earned his license. During that first year, he closed 12 transactions, which he thought was low until he ended up being in the top ten sellers at his brokerage for that year.

After three years selling real estate, Ruben pivoted to training. After running multiple classes with a brokerage, he received a call asking if he would like to work with Gary Smee, a local builder, finding and flipping houses. Ruben jumped at the opportunity. “I have been fascinated with homes since I was young,” Gary recalls. During his time working with the Smee family, Ruben attended home auctions looking for potential flip properties, oversaw crews at renovation projects, and took over supervising the flips. “That’s where I really found my niche,” he says.

“I had to differentiate myself from the other flippers by regarding the homes that we renovate as my own personal statement. So every one of them has an upgraded design element that separates them from the rest.”

Ruben discovered he had a unique eye and liked to add luxury elements and distinctive touches, which was not the norm at the time. **“I had to differentiate myself from the other flippers by regarding the homes that we renovate as my own personal statement. So every one of them has an upgraded design element that separates them from the rest,”** he explains. His boss let him run with it, and that was when Ruben began his distinct renovation career. He is now known as a “Vintage Home Specialist,” restoring historic homes to their previous glory with personalized features. Agents in the area



know exactly who to call when they come upon a home that needs a nuanced renovation.

Ruben has a deep enthusiasm for home restoration, but his ultimate passion is his family. His siblings, children, grandchildren, and wife are his top priority. Ruben has two adult children, a son and a daughter, four grandchildren, and his loving wife, Coco. He and Coco met on a blind date early on in Ruben's real estate career and didn't hit it off. Years later, they were reintroduced at Chicago Title, where they both worked. The two formed a friendship that eventually turned romantic and have been blissfully happy ever since. Ruben and Coco have been married for 12 years and are best friends. Ruben says he is the risk-taker in the relationship while Coco "holds the kite" and keeps him grounded. "She is the balance in my life," Ruben shares. They also enjoy traveling together, with some favorite destinations being Belize and Italy. Ruben's other interests include classic cars; he owns two, spending time with friends, enjoying food, and cooking. He loves to gather his friends and create a huge feast together, something he does often.

Ruben has been actively involved in his community from the start. As a member and former president of the Tulare

County Association of Realtors (TCAOR), he takes great pleasure in sharing his expertise, asserting, "You are nothing if you don't share your knowledge." He served as chairman of the Visalia Historic Preservation Board from 2010 to 2020, where he played a key role in revising renovation standards to make projects more feasible and affordable. Consistently ranking in the top 5 percent of Gross Commission Income (GCI) at the TCAOR, Ruben has been a top producer at Melson Realty for over a decade.

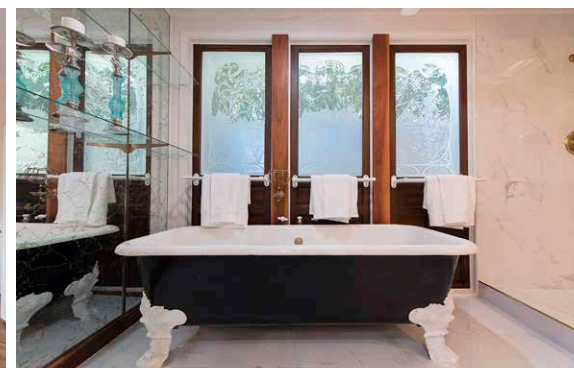
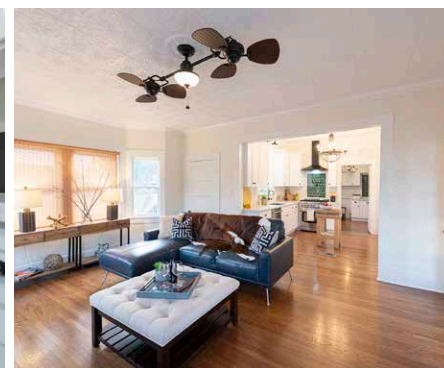
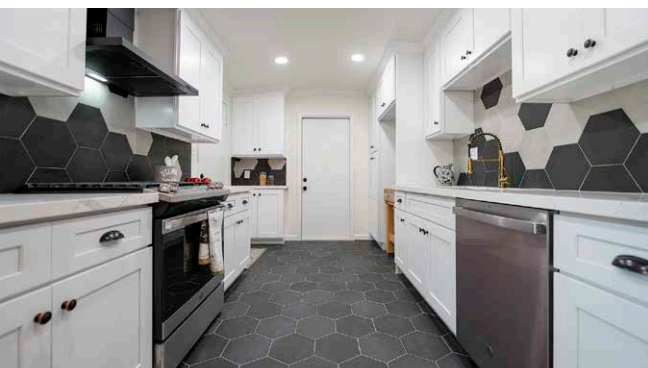
Ruben does not feel the desire nor the need to slow down or consider retirement. "I don't want to burn out; I want to slide into home," Ruben muses. In the coming years, he hopes to continue his work with vintage home restoration, spend time with his family and friends, nurture professional relationships, travel even more of the world, and enjoy everything life has to offer. Ruben lives by the quote by author Hunter S. Thompson, "Life should not be a journey to the grave with the intention of arriving safely in a pretty and well-preserved body, but rather to skid in broadside in a cloud of smoke, thoroughly

used up, totally worn out, and loudly proclaiming "Wow! What a Ride!"

"You have to have a positive attitude," Ruben emphasizes, reflecting his approach to both life and work.



RUBEN OLGUIN IS A REALTOR® WITH MELSON REALTY, INC. IN VISALIA, CALIFORNIA.



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DECK THE HALLS WITH A WINNING BUSINESS PLAN: SETTING UP FOR SUCCESS IN 2025

As December rolls around and the holiday lights start twinkling, if you haven't completed your Business plan for 2025, it's tempting to let business planning slide into "I'll think about it in January" mode. But if you're a real estate agent—or any entrepreneur, really—December is actually "Late". The Business Plan deadline should always be no later than November. That's because as a real estate agent, typical escrow lengths are 30-45 days. And with the Holidays.... Yep, you're late! So, This year, why not go into the New Year with a clear, actionable plan? Enter the 1-3-5 Business Plan.

A 1-3-5 Business Plan is a straightforward tool that helps you set up an annual goal, break it into focused areas, and build out actionable steps to hit your targets. Here's how it works—and why you'll want to make this your new holiday tradition.

Step 1: Setting Your Annual Goal

The top of your 1-3-5 plan should be the big, overarching goal you want to achieve by the end of the year. Let's say your goal for 2025 is to close 45 transactions. That's the core of your plan and the big number you'll keep in mind as you work through the coming months. This goal acts as your North Star, guiding every action you take.

Step 2: Focusing on Three Key Areas

Once you've set your annual goal, you'll define three key focus areas to support it. These focus areas are like the framework for your success. They might include things like establishing a stronger online presence, building lead generation, and growing your CRM database. These are the priorities that, when mastered, will lead you straight to your end goal.

For example:

- 1. Build an Online Presence:** Make sure you're visible where your clients are—online. This includes everything from updating social media profiles to creating content that builds your brand.
- 2. Lead Generation:** Consistent lead generation is crucial. Blocking out specific time each day to reach new clients keeps your pipeline full and healthy.
- 3. Organize and Grow Your CRM:** A well-organized CRM database helps you stay in touch with your Sphere of Influence and build meaningful relationships over time.

Step 3: Setting Five Clear Objectives for Each Focus Area

Now that you've outlined three focus areas, set five specific objectives for each one. This is where the 1-3-5 plan shines, turning big goals into manageable, bite-sized actions. Here's what this might look like:

For building an online presence, objectives could include updating all social media profiles, creating a personal landing page, or developing a blog with a posting schedule. For lead generation, plan to block out time for cold calling, script practice, or finding an accountability partner. For your CRM, start by

reaching out to update contact information, then set goals for adding new contacts each week.

Each objective gives you a concrete step toward building the foundation for long-term success.

Why Weekly Reviews and Tracking Matter

Once you've got your 1-3-5 Business Plan set up, you'll want to keep it fresh and alive by reviewing it each week. The key to making a business plan work isn't just in setting it up—it's in staying accountable. Weekly reviews are a chance to evaluate your progress, celebrate your wins, and course-correct as needed.

Create a scoreboard or activity tracking dashboard to make this part even easier. A visual reminder of your progress can be incredibly motivating, especially when you start to see the numbers add up. It's also a great way to quickly spot areas where you may need to adjust or refocus your efforts.

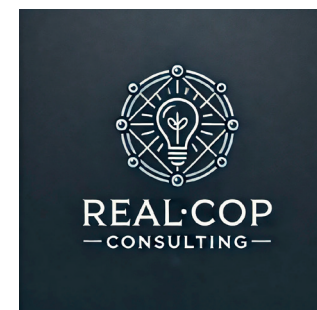
December is for Dreaming, But January is for Doing!

So as the holidays approach, take time to dream a little about what you want in 2025. Then, use the 1-3-5 Business Plan to make those dreams actionable. By the time New Year's Eve rolls around, you'll already be steps ahead, ready to hit the ground running in January.

With a clear goal, focused areas, and specific weekly objectives, you'll be equipped to make 2025 your best year yet. And when you look back next December, you'll see just how powerful planning can be—especially when it's this simple.

So grab some hot cocoa, put on some holiday music, and make this December a time for planning your brightest year yet.

Are you ready to make Real Estate Business Coaching part of your 2025 plan? Check out www.theunshakableagent.com for more information!



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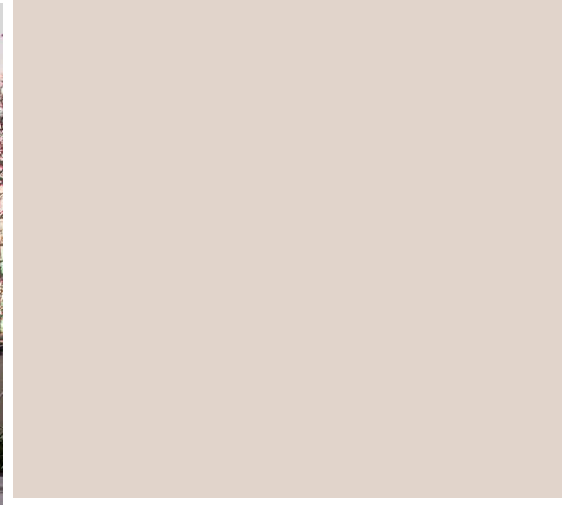
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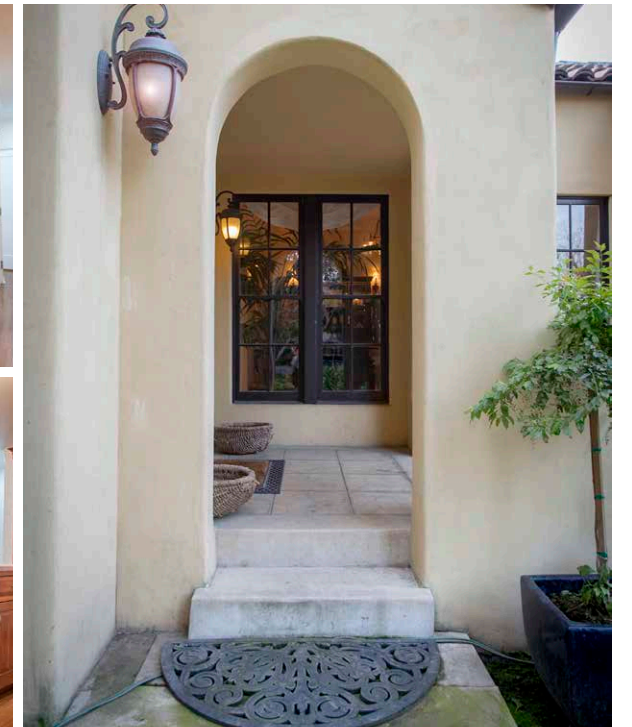
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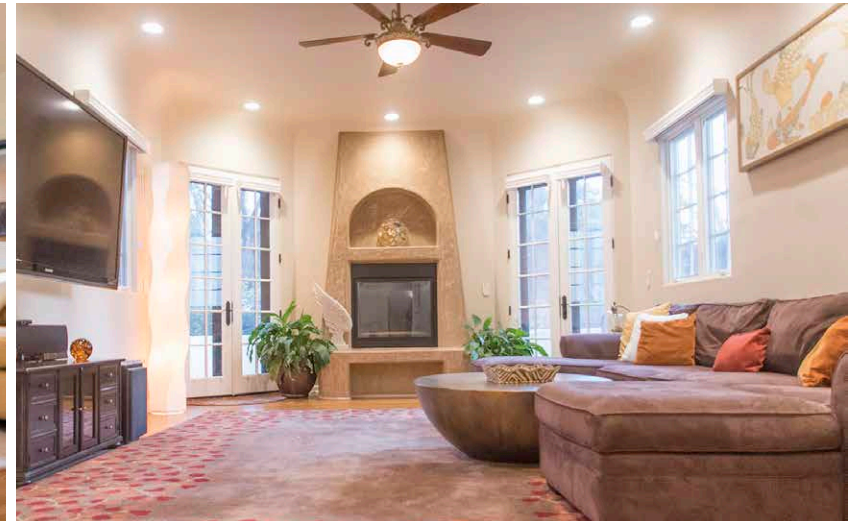
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LEGACY REAL ESTATE

**Jenny Madrid and
Shawn Cardoza**



► cover story

Photographed by Amanda Brazzell
with Real Authentic Human Media
Written by Ashley Kivisto



Jenny Madrid credits her upbringing for shaping who she is today. Her parents, immigrants from Mexico, worked hard to create better opportunities for their family, instilling in her the values of integrity and perseverance. Jenny considers meeting her husband Abel one of her greatest blessings, as his unwavering support has carried her through challenging times. She also treasures the role of motherhood, which has deeply influenced her life. Jenny and Abel share four children ranging in age from 5 years old to 21 years old. The couple met while Abel was working at the same jewelry store as Jenny's sister and he sold her a watch. Surrounded by strong, faith-filled women, Jenny believes that her journey is guided by a higher purpose, and she knows that Legacy Real Estate is part of that path. Jeremiah 29:11 is Jenny's favorite bible verse and reminds her that God has the perfect plan for her.

Shawn Cardoza began his career in law enforcement, serving Tulare County for 12 years in roles such as SWAT team member and motorcycle traffic officer. While dating his now-wife Laura, Shawn was introduced to Kevin Blain, a real estate mentor and close friend of Laura's. Inspired by Kevin and supported by Laura, Shawn earned his real estate license and quickly became a top agent on Kevin's team. After Kevin's

“

We want to make sure our business is led by God and that God is making the decisions and leading the way and opening the pathway.

passing in 2018, Shawn honored his mentor's legacy by founding the Cardoza Real Estate Group, which soon became a major player in the industry. Outside of his professional life, Shawn enjoys spending time with his wife, Laura, their five children, and six grandchildren. He is also passionate about flying, having accumulated nearly 600 hours of flight time, and often takes to the skies over the Sierra Nevada Mountains. His strong commitment to family and dedication to the real estate industry continue to guide his leadership and vision for Legacy Real Estate.

In 2022, Shawn Cardoza partnered with Jenny Madrid to combine their respective teams—Cardoza Real Estate Group and Jenny Madrid & Associates—to form Legacy Real Estate Inc. The two met while working at the same brokerage and were both mentored by Kevin Blain. After individually creating successful real estate teams, they each sought change in their careers, which led Shawn to approach Jenny with the idea of starting a brokerage together. After consulting with her husband and business partner, Abel, Jenny agreed, and Legacy Real Estate was born. Today, Shawn and Jenny run separate teams under the Legacy umbrella, alongside 22 other real estate teams.

With both Shawn and Jenny having experience under Kevin Blain, they had common ground. Jenny states, “when we created Legacy we knew we wanted to follow his model.” Blain made everyone feel like family and encouraged them to reach for the stars. They took his tactics and ran with them, giving their agents the freedom they needed to achieve their dreams. They wanted everyone to know that the sky's the limit. “Giving someone that kind of

confidence is a beautiful thing,” Jenny gushes. Both Shawn and Jenny aim to help their teams create generational wealth and to see them grow, learn, and succeed.

When they started Legacy Real Estate Jenny and Shawn entered with the intention of it being a faith based business. One of the benefits of running their own operation was the ability to let God lead them and to trust Him to guide them and help make decisions. Shawn reiterates this point, “We want to make sure our business is led by God and that God is making the decisions and leading the way and opening the pathway.” One way they support this in their employees and colleagues is holding a weekly bible study on Fridays. Jenny runs the meetings with a colleague, Mimi, and currently focuses on women building connections and growing in faith together. In the future, Shawn hopes to start another group for men in the industry as well.

Both Jenny and Shawn consider themselves teachers in their business and make an extra effort to support their teams. Jenny walks each agent on her team through their first couple of transactions to make sure they know the ins and outs of all procedures and Shawn holds weekly “huddle calls” to check in with his teams and agents and offer support and advice. They want to be accountability partners with their agents and to have each one be a leader and offer their opinions on the business as a whole. The entire model at Legacy is built to support their teams and give them the extra leg up to success.

Both of Shawn and Jenny’s spouses, Laura and Abel, are co-owners of the business and help

guide the ship. Laura works behind the scenes and assures that all financial aspects are nurtured and monitored while Abel specializes in recruiting and flipping houses. At Legacy, all agents are trained on house flips, with Abel at the helm.

He especially enjoys partnering with people who thought flipping was not a viable option for them and will guide them through each step of the process side by side. His willingness to educate agents extends even outside the brokerage. Abel focuses heavily on collaboration over competition and is excellent

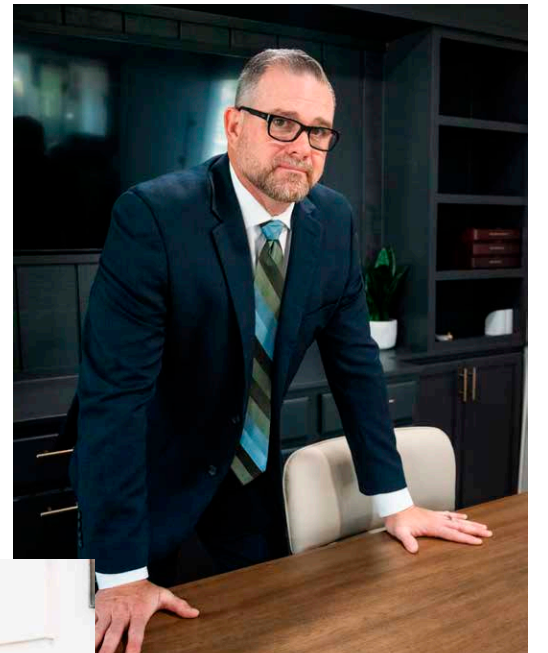


at recruiting and nurturing relationships, something Shawn and Jenny strive to encourage throughout their business. “This is a business of relationships with buyers and sellers but almost more importantly with other agents. How can we truly be the best we can be for the public if we’re not the best we can be for each other?” Shawn asks.

Legacy Real Estate is also very passionate about community involvement, service, and outreach projects. They have worked with Village of Hope building houses in Mexico, something dear to both Shawn and Jenny’s hearts. Having been born in Mexico, the program holds special significance to Jenny. The agents who were able to make the trip had the opportunity to meet and bond with the families for which they were building houses, which made a huge impact on everyone involved.

Shawn and Jenny have strived to build their business with many facets and resources. They want to be considered

a “one stop shop” for all their clients’ needs. In house they are able to offer loan services with their mortgage company Homefront Mortgage. All of their agents have the opportunity to become Junior Loan Officers with a three day course with the option of becoming full loan officers as well. They also offer home and auto insurance and property management services. The goal is to become



an “ecosystem” of sorts with their available services.

Jenny, Shawn, and everyone at Legacy Real Estate looks towards the future with positivity and excitement. They are ready to continue providing top quality service to their clients, employees, and colleagues while upholding their values and core beliefs. The future is bright at Legacy!

Legacy Real Estate is also very passionate about community involvement, service, and outreach projects. They have worked with Village of Hope building houses in Mexico, something dear to both Shawn and Jenny’s hearts.



Lena MARIE

▶▶ partner spotlight

Written by Deborah Mechele Bento
Photography by Christian Urena

Staging Simplified



From Real Estate to Real Impact: Lena Marie's Approach to Luxury, Lifestyle, and Community Lena Marie Fisher, who the industry knows as Lena Marie, is the visionary behind Staging Simplified, and brings her straightforward yet sophisticated approach to all things luxury and lifestyle. Her journey into real estate began fifteen years ago, inspired by her friend and mentor Joe Sciarbone, who encouraged her to consider a career in real estate during a challenging period in her life. Lena thrived, quickly mastering multiple aspects of the industry—from luxury homes to agricultural real estate and development. Most recently, she embraced a new chapter as Director of Fine Homes and Estates at Century 21 Jordan Link after a successful tenure with London Properties.

In 2021, Lena launched Staging Simplified, drawing from over a decade of real estate expertise and a keen eye for design, branding, and marketing. She explains, "Initially, it [Staging Simplified] was created to stage for my sellers, to offer it as a service, which I still do." Her approach to staging quickly set her apart, transforming homes in ways that resonated deeply with potential buyers. Staging Simplified grew from one unit to five within six months and quickly needed its own warehouse to store their luxury and fine furnishings. As their inventory grew, so did the word-of-mouth and fellow agents started to reach out to ask for help with their listings. Through Staging Simplified, Lena combines her industry experience with her talent for design to provide a high-end, accessible aesthetic that turns any property into a luxurious and welcoming space. Lena stresses, "Presentation is everything!"

The company website says, "Staging Simplified takes all the stress out of preparing your property for market. We promise to deliver magazine-worthy Staging so that buyer's

“ Staging Simplified takes all the stress out of preparing your property for market. We promise to deliver magazine-worthy Staging so that buyer's fall in love with your home and want to make it their own. ”



fall in love with your home and want to make it their own.”

WHEN WE MET WITH FISHER, SHE EXPLAINED THE MEASURABLE BENEFITS OF STAGING:

- **Faster Sales:** According to the Real Estate Staging Association, staged homes sell 73% faster than their

non-staged counterparts. This quick turnaround is invaluable for sellers looking to minimize the time a property remains on the market.

- **Higher Sale Price:** Staged homes typically sell for 5-10% more than non-staged homes, allowing sellers to recoup their staging investment through a higher final sale price.



to showcase the best of the area. She was featured on American Dreams television, where she highlighted the annual Clovis Rodeo and hosted an unforgettable Old Hollywood party at The Harmony House. Lena Marie knows how to throw a party! She loves to cook, entertain, and make every event Instagram-worthy, filled with unique details and, most importantly, truly unforgettable experiences.

Creating memorable rooms, experiences, and interactions has made Lena Marie a recognizable brand in the area. From the beginning of her career, she understood that branding and aesthetics are essential components of any successful business strategy. She says, "You are your brand. Your brand is who you are and what you believe."

Looking to the future, her vision is not only to transform homes but to inspire others to see that creating a beautiful space is achievable for everyone. Luxury, to Lena, is about more than a perfectly staged home; it's about creating a place of comfort, beauty, and purpose. She believes that "a million-dollar property, a condo, or your house in the Tower District can all feel luxurious. Doesn't everyone just want a home of their own?" Through Staging Simplified, she's turned her life experiences into a thriving business that changes lives, one home at a time.



- **Increased Buyer Interest:** More than 80% of buyers find it easier to envision a staged property as their future home, which makes them more likely to submit an offer. This advantage is key, as buying decisions are often influenced by emotion.
- **Better Online Presentation:** With nearly 95% of buyers starting their home search online, staged homes with high-quality photos attract greater interest and lead to more showings.
- **Competitive Advantage:** In a crowded market, staging provides sellers a valuable edge. The National Association of Realtors reports that staged homes are more memorable to buyers, helping them stand out from similar listings and potentially securing faster, more competitive offers.

"These stats confirm that staging is not just aesthetic but a strategic move to optimize the sale process. Our motto - The cost of staging is much less expensive and way more effective than your first price reduction."

As if staging, managing her own listings, and serving as Director of

Fine Homes and Estates at Century 21 Jordan Link weren't enough, Lena Marie also launched a podcast called Real Estate Reality. She's a mother of three adult children: Mia, 31, lives in Laguna Niguel and is building her business as an aesthetician; her son, Jeremiah, 29, is still exploring his calling; and her youngest, Zaven, travels across the country working in welding. Few people know that she's an Army Veteran, which she credits as a "pivotal turning point" in her life. After a somewhat tumultuous upbringing, feeling more comfortable in the shadows, and having little direction, her military experience helped her to flip the script and instilled resilience, adaptability, and discipline—qualities essential in the fast-paced world of real estate staging. Known for her ability to meet tight deadlines and accommodate shifting client needs, Lena has built a reputation for creating stunning, luxurious spaces with a mission to show that luxury isn't reserved for the wealthy—it's a feeling everyone deserves in their home.

As an active member of the Central Valley's philanthropic community, Lena Marie goes above and beyond

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MARISOL SANDOVAL

KELLER WILLIAMS REALTY TULARE COUNTY

Written by Deborah Michele Bento | Photography by Amanda Brazzell with Real Authentic Human Media

DRIVEN BY PURPOSE: HOW MARISOL SANDOVAL FOUND HER CALLING IN REAL ESTATE TO SERVE OTHERS WHAT HAPPENS WHEN STEADFAST WORK ETHIC MEETS COMPASSION AND A POWERFUL DRIVE TO SERVE OTHERS? YOU GET THE DEDICATED AND DYNAMIC MARISOL SANDOVAL, A SUPER-CONNECTOR AND RISING STAR AT KELLER WILLIAMS REALTY TULARE COUNTY.

Marisol began her journey into real estate amid the COVID pandemic when she took a brave leap, leaving her family in Southern California to pursue homeownership in the Central Valley. While buying her first home, she met an agent who saw her potential and encouraged her to consider real estate. Though she didn't take the leap immediately, her hard work and dedication propelled

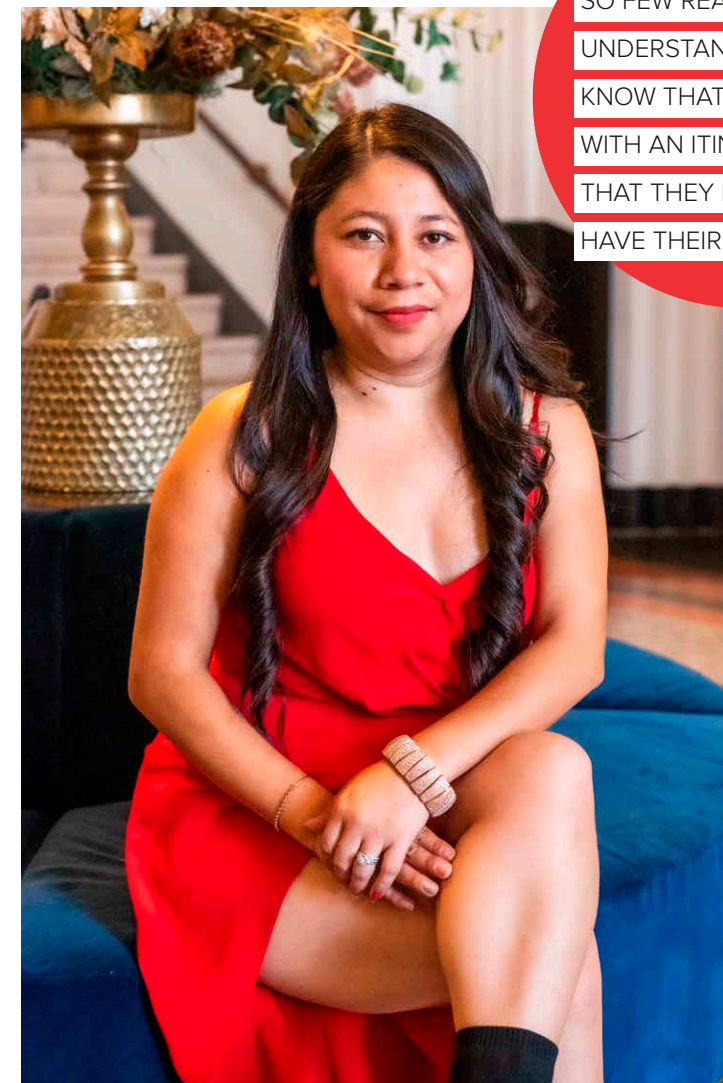
her forward when she did. Within her first six months, Marisol sold 16 homes, earning her "Rookie of the Year," and in 2023, she received the prestigious Gold Award for consistently ranking as one of Keller Williams Realty Tulare County's top 10 producers. While she

appreciates the accolades, Marisol is driven not by recognition but by a commitment to service and responsibility to her family and community.

Long before she entered real estate, Marisol's life was shaped by the need to care for her family. After her father returned to Mexico, her family faced financial struggles that required her to step up. At just 15, Marisol took on two jobs while attending school. "I was suddenly the head of the household and had to grow up fast," she recalls. Though the weight was heavy, she carried it with grace, determined to finish school and pursue her dream of helping others.

As a Deferred Action for Childhood Arrivals (DACA) recipient, Marisol has always been motivated to make a difference in her community. Initially, she entered the medical field, pursuing a nursing degree. However, her journey took a difficult turn when she began experiencing severe anxiety and panic attacks. She recalls the first attack vividly: "Out of nowhere, I couldn't swallow, I couldn't breathe. I started freaking out—I'd never felt anything like it before. It was the scariest experience of my life. My whole body went numb, and I couldn't move."

SO FEW REAL ESTATE AGENTS UNDERSTAND ITIN BUYERS OR EVEN KNOW THAT YOU CAN BUY A HOME WITH AN ITIN. I FOCUS ON THEM SO THAT THEY KNOW THEY CAN ALSO HAVE THEIR DREAM HOME!



After a visit to the hospital confirmed it was a panic attack, the episodes continued, disrupting her life each night. Marisol and her husband took to walking for hours to counteract the creeping anxiety that would often overtake her. Through concentrated efforts, she changed her mindset. She began practicing positive inner dialogue, focused breathing exercises, and chamomile teas to minimize her panic attacks and maximize her productivity.

When Marisol moved to the Central Valley, she had no family, friends, or network. She started connecting with people individually, and once she began her real estate classes, she committed to talking to one person each day to build her network. Sixty days after she spoke with her first mom at the park, that same mom became her first closed escrow!

While she works with a wide variety of clients, she quickly found her calling: helping other

DACA recipients and Individual Taxpayer Identification Number (ITIN) buyers navigate the complex layers of homeownership. She explains, “So few real estate agents understand ITIN buyers or even know that



you can buy a home with an ITIN. I focus on them so that they know they can also have their dream home!” These clients are often overlooked and frequently encounter unique financial challenges, and the mortgage process can seem intimidating due to language and cultural barriers or unfamiliar requirements. “I want them to know that homeownership is possible.” Being the first person in her family to achieve the dream of homeownership, she recognizes the difference owning a home can make to a family for generations to come.

A core factor in Marisol’s success is her focus on family and recognition of the importance of family in her niche community of clients. Alongside her professional achievements, she is a loving wife to her husband, Osvaldo, and a dedicated mother to her 6-year-old daughter, Laila.


She has been Marisol’s showing assistant since she was a toddler and has become quite the little marketer. “Laila will say, Mom, you should give them a card.” To create a personal and professional life balance, she and her husband enjoy taking their daughter on weekend trips to their favorite California destinations like Palm Springs and Santa Barbara to enjoy all our beautiful state has to offer.

Marisol Sandoval is a powerful example of how the intersection of passion, purpose, and powerful ties to a community can catapult a professional career while fueling the personal desire to create generational wealth for families.



“ I WANT THEM TO KNOW THAT HOMEOWNERSHIP IS POSSIBLE.”

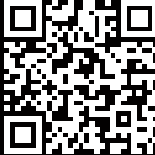
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BRIANNE Simoes

Central Valley
Medical
Aesthetics

▶▶ partner spotlight

Written by Ashley Kivisto
Photography by Monica Robles



Brianne Simoes started her career in business at a young age. Inspired by her grandfather, Harold Beck, who lived to be 100 and passed down the 4th generation family car dealership to her father, Bruce Beck, Brianne was encouraged to carve out her own path. She began by launching a swim school in her freshman year of high school, teaching up to 150 students each summer. From her family, Brianne gained a sense of business savvy, yet also knew the importance of following a personal passion. This led her to open a tanning salon with the money she earned from the swim school. When Brianne decided to open the salon, she needed someone she could trust to help run it.

Carly Myrick, a friend she'd made through the swim school while teaching Carly's oldest child, was a natural choice. The two worked together in the salon while Brianne was in nursing school to become a Registered Nurse, a career choice driven by her desire to help people during both the happiest and saddest moments of their lives. As a labor and delivery nurse, Brianne found her passion, assisting women through the birth process. However, after being diagnosed with lupus,

she found the demanding 12-hour shifts difficult to sustain. Determined to stay involved in healthcare and continue supporting women, Brianne turned to the med spa industry, opening Central Coast Medical Aesthetics (CCMA) in Paso Robles. Brianne was later able to expand her business to Visalia, where she owns Central Valley Medical Aesthetics (CVMA). At CVMA, Carly returned to work as a receptionist, eventually becoming the office manager and the welcoming face of the business. Carly is also grateful for her position at CVMA, noting that she admires Brianne for her drive and considers her a great mentor. "Being a part of growing this business together has been very rewarding," Carly says.

While Brianne's amazing staff oversees daily operations, Brianne focuses on providing medical services, including injections. Brianne's team is supported by Board Certified Plastic Surgeon Dr. Alex Lechtman, who plays an integral role in the business and clinical decisions. In 2023, Brianne's skills earned her recognition as one of the Top 50 Injectors by Evolus, which came with an all-expenses-paid trip to Paris in September. Additionally, CVMA is community-minded, donating to local clubs, schools, fundraising events, and charities throughout the Central Valley.

The med spa aims to set itself apart as a comprehensive "one-stop shop" for clients, offering a variety of services from facials and massage to



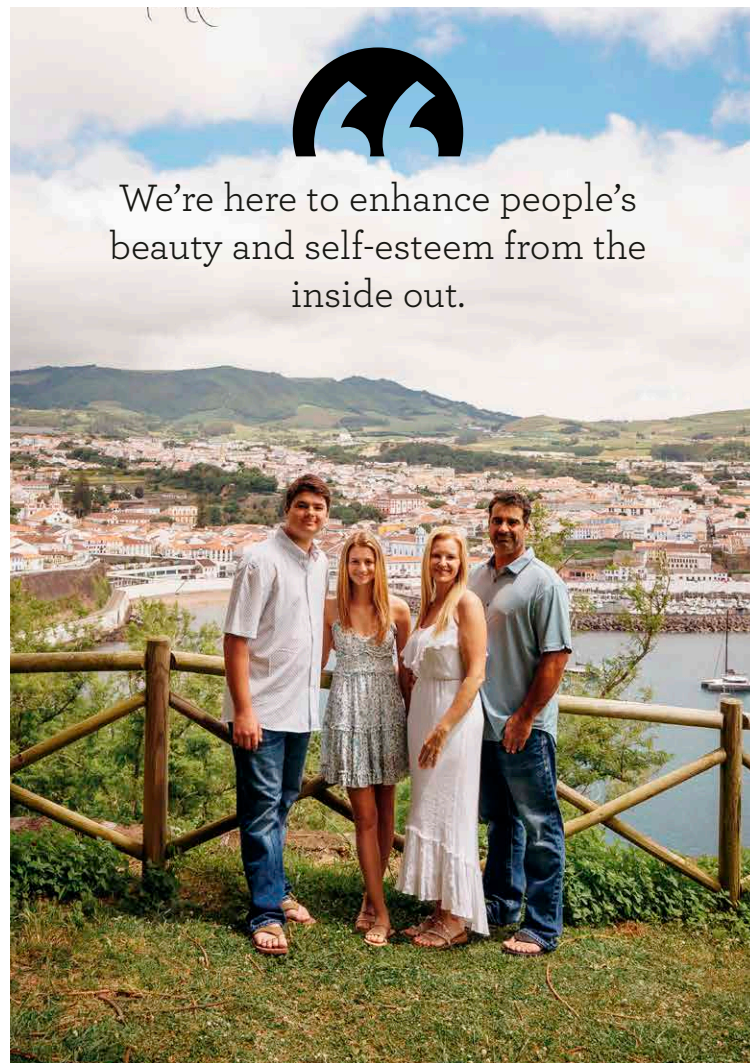


injectables, vitamin IV treatments, cool sculpting, laser hair removal, tattoo removal, and more. Every new client receives a free consultation where Brianne or another Registered Nurse assess their needs and create customized care plans. The most fulfilling aspect of their work is the chance to help clients feel good not only on the outside but from within. “Being able to make someone feel good about themselves is so much more than just the outside, it’s about the transformation inside,” Brianne explains.

CVMA’s focus on personal impact extends beyond aesthetics; if a client were to show appreciation, Brianne says that the most meaningful treat would be a thoughtful note sharing how CVMA made

a difference in someone’s life. “Knowing that we helped someone improve their confidence or feel better about themselves is the best reward,” Brianne notes. This client-centered approach even welcomes men, dispelling the myth that med spas are for women only. Some of the most popular services for men include testosterone pellets, laser hair removal, emsclulpt, cool sculpting, and Botox. Brianne met her husband Johnny Simoes right after high school, and the couple has been married for 22 years. Together, they have a 19-year-old daughter Gianni attending nursing school in Nashville and a 15-year-old son Niko who homeschools so he can race and work on a nearby farm. Brianne credits her parents Bruce and Debby Beck for not only being her biggest supporters but for instilling a strong work ethic and dedication, qualities she’s passing down to her children.

CVMA’s commitment to helping clients radiate from the inside out makes it a unique option for anyone looking to improve their appearance or gain confidence. As the holiday season approaches, Brianne suggests gifting confidence with a CVMA gift card, adding, “We’re here to enhance people’s beauty and self-esteem from the inside out.”



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MIND, BODY, AND SPIRIT WITH COACH HOLLEY

Coach Holley is a 29-year-old Visalia native, nationally recognized Life Coach and Fitness Trainer with a strong background in professional and collegiate athletics. He teaches the importance behind resiliency and building a strong social and emotional climate. Coach Holley and his team reshape people’s thoughts and feelings about themselves and their daily lives.

Absolute Body Armor is a division of Amplify that hosts a diverse range of amenities, such as modern training facilities, instructor-led Classes, personal trainers, nutritionists, and monthly memberships.

While Coach Holley would like to train everyone in-person at the ABA facility, some may not have availability for in-person sessions or live in other places throughout the world. To address this, he developed a virtual training solution through a personally designed app, allowing everyone

to pursue their fitness goals online. With the Coach Holley Fit app, users gain access to tailored workouts, the ability to track nutrition and health information, and direct communication with Coach Holley, his team, and the Coach Holley Fit app community.

Our mission is to provide an outlet for families in our community to express themselves and to receive physical, mental, spiritual and emotional support. We help them find who they really are, what they aspire to be, and support them on that journey. Along with our amazing training programs we also offer evidence-based programs for students and families through our AAMP and PAM courses. With Amplify you can work on both your mind and body. Visit us in person or give us a call!

Call or text Elena at 559-339-9281
pamluna@absolutebodyarmor.com
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▶ event recap

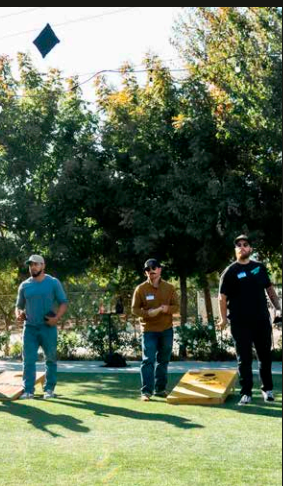
VINO AND VICTORY

Another successful *Central Valley Real Producers* social event has come to a close! Local top-producing agents and our preferred partners came together at Kings River Winery for an exciting Cornhole Tournament. The spirited competition not only showcased incredible skill on the cornhole boards but also brought a sense of camaraderie among attendees.

The perfect weather and delicious wines created an inviting atmosphere, making it an ideal setting for networking and

celebrating our industry's top performers. We're thrilled to announce that the winners' prizes will be donated to Valley Children's Hospital, reinforcing our commitment to giving back to the community.

Stay tuned for more updates on future events, as we continue to connect the best in business with the brightest stars in real estate!





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