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PARTNER SPOTLIGHT

Stewart Title

PROFILE

Jeff and Eva Chen

STAR ON THE RISE

Michelle Green

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COVER STORY

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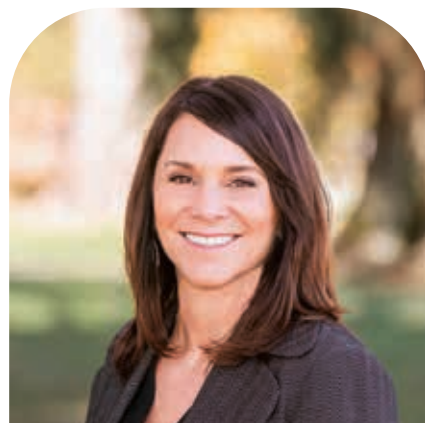
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If you are interested in contributing or nominating a REALTOR® for certain stories, please email us at svrealproducers@n2co.com.

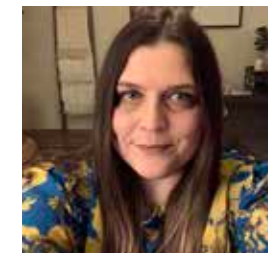
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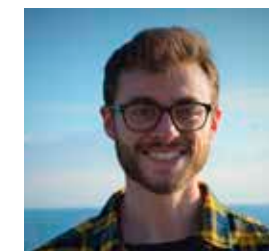
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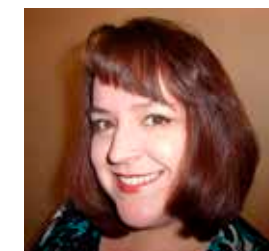
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Common Questions About Silicon Valley Real Producers

Real Producers is a national concept currently open in 125 markets across the country. While Silicon Valley Real Producers has been around for years now, we wanted to take the time to answer some pretty common questions.

What is the purpose of Real Producers magazine?

The mission of Silicon Valley Real Producers is simple. We strive to inform and inspire the top-producing real estate agents in the Sacramento market and connect them socially. We do this by telling their personal stories. How they have succeeded and failed. What drives them to achieve year in and year out. Where do they spend their time when they are not working and what are they passionate about other than real estate. We give local top-producing REALTORS® a platform to tell their story in a way they have not been able to do so before.

The secondary focus is to provide an avenue for our affiliate partners to create and continue relationships with these top performers on a level that they might not be able to achieve on their own.

Who receives this magazine?

This magazine is mailed to the top 500 producing agents in the San Mateo and Santa Clara Counties according to personal closed volume each year. This is based on the 2023 MLS; the ranking is annual and resets every year to include the top 1-2% of performing agents in the region. Just to be included in this group is an accomplishment that testifies to your hard work, dedication and proficiency.

What is the process for being featured in the magazine?

It's really simple — you can nominate other REALTORS® (or yourselves!). We will consider anyone brought to our attention; 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 svrealproducers@n2co.com with the subject "Nomination: (Name of Nominee)." Please explain why you are nominating them to be featured. It could be that 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, then we put the wheels in motion for our writer to conduct an interview and write an article and for our photographers to schedule a photo shoot.

What does it cost to be featured?

Zero, zilch, zip, nada, nil. It costs absolutely nothing! We are not a pay-to-play model whatsoever. We write real stories about Real Producers, so nominate away, friends!

Who are the preferred partners?

Anyone listed as a "preferred partner" in the front of the magazine is a part of this community and a top professional in their industry. They will have an ad in every issue of the magazine, attend our 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." 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.

How can I refer a preferred partner?

If you know and want to recommend a local business that works with top REALTORS®, please email us to let us know at katie.macdiarmid@n2co.com.

Still have questions? Don't hesitate to reach out!



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▶ welcome mat

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NxtGen Media

Erwin Estrabo
nxt-genmedia.net



As Erwin embarks on the journey of establishing his creative marketing agency, Nxt-Gen Media with a fervent passion for transforming the way properties are presented and perceived in the market. Recognizing the pivotal role that effective marketing plays in the real estate industry, he was inspired to bridge the gap between potential buyers and exceptional properties. Drawing upon his background in marketing and a profound belief in the power of innovation, he set out to create a dynamic agency that not only elevates property visibility but also crafts compelling narratives to resonate with target audiences. His commitment stems from a desire to empower real estate professionals with cutting-edge strategies, ensuring that each property receives the attention it deserves in an ever-evolving digital landscape. Through strategic planning, creative ingenuity, and a relentless pursuit of excellence, his agency stands as a testament to his dedication to reshaping the future of real estate marketing.

Fuller Moving Services

Nathan Fuller
fullermoving.com



Nathan Fuller began his career in the Moving and Storage Industry in 1996. In 2004 he and his wife purchased the small local moving company Roseville Van & Storage and later changed its name to Fuller Moving Services. In 2004 they also became agents for North American Van Lines and have remained as a leading agent since. With each passing year, the quality and reputation of Fuller Moving has increased both locally and nationally. Fuller Moving is known best for their dedication to quality and honesty. The key to this success is the team of drivers/movers and support staff that has been built over the years. As agents, they have consistently ranked in the top 20% of all agents in the North American Van Lines system for nearly 20 years. Nathan currently serves as the Quality Committee Chairman for the North American Movers Association as well as Vice Chairman for Victory Christian School board. In the past, he has served in the role of Deacon at his local church as well as taught Sunday School for over 15 years. When not working, Nathan enjoys many different activities ranging from fly fishing, mountain biking, basketball, and soccer to even Spartan races but admits nothing is fun unless it involves doing them with family and especially his grandkids. He and his wife Wendy of 30 years have 4 children, 4 grandchildren, and a very large extended family.

Why Settle for Ordinary When You Can Have

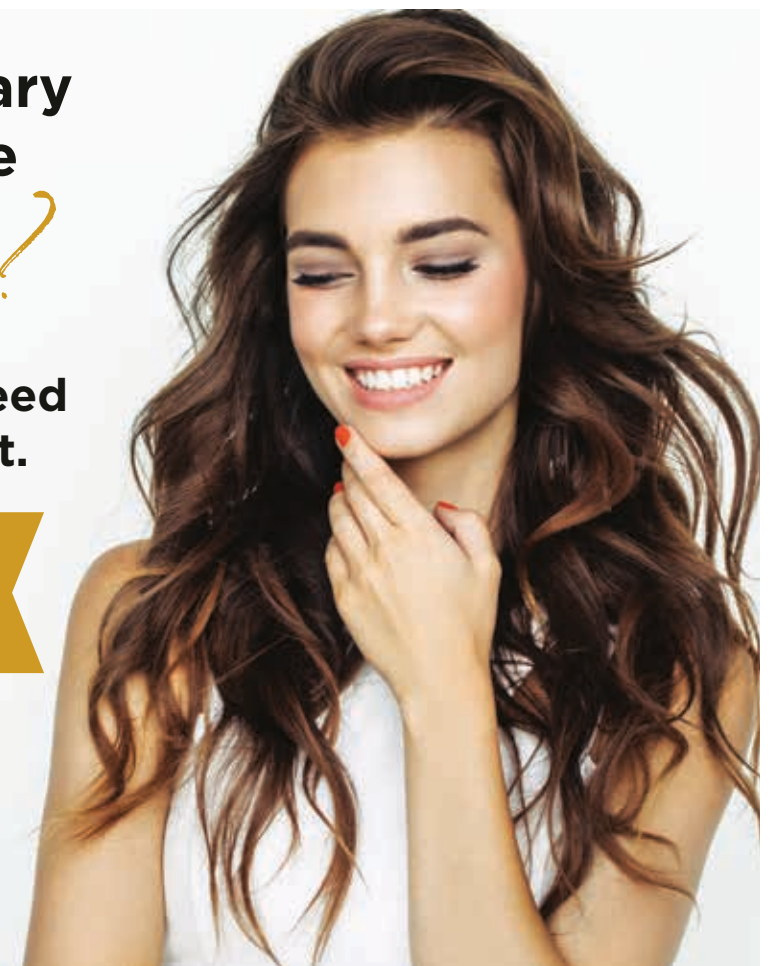
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AND EVA CHEN



THE INTERSECTION OF TECH AND RELATIONSHIPS

Growing up in San Francisco, Jeff Chen was surrounded by the real estate industry. His father, who began his real estate career in 1973, went from a successful residential REALTOR® to one of the Bay Area's top commercial agents. Jeff took a liking to the business, too, falling in love with architecture. As a teen, he competed in competitions with the American Institute of Architects. Habitat for Humanity even built one of his designs.

When Jeff was 19, his dad encouraged him to get his real estate license, but Jeff resisted, doubting his ability to sell homes as a mere teenager. Instead, Jeff launched a career in tech alongside his brother. They ran a startup multimedia company side by side for the next 30 years, growing from a CD-focused business model to smartphone software development. The company grew to a \$30 million per year distribution business.

After meeting his wife, Eva, Jeff found his way back to real estate – and she was the one that brought him there.

TWO MAKES COMPANY

Eva grew up in England and was raised with a global perspective. As an adult, she traveled the world, including five years working for Hewlett Packard in Australia and a year grafting pearls in Tahiti, where she lived on an island with just a handful of residents.

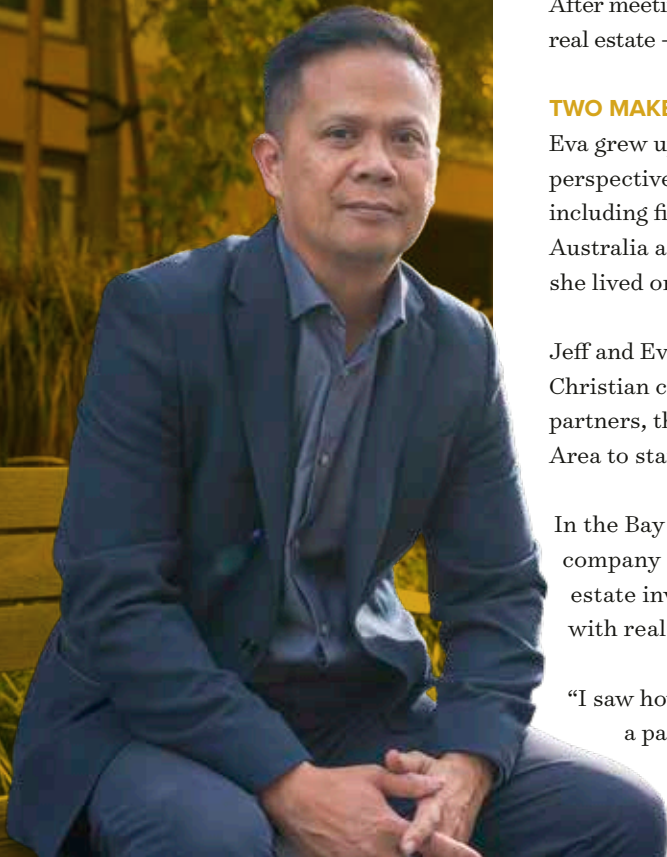
Jeff and Eva met at a global event hosted by their Christian church. They first became friends, then partners, then spouses. In 2004, Eva moved to the Bay Area to start a family with Jeff.

In the Bay Area, Eva picked up work for Jeff's tech company and began assisting him with his real estate investments. Surprisingly, she fell in love with real estate.

"I saw how good an investment it was and developed a passion for helping others reach their goals and share our knowledge. It's very fulfilling," Eva reflects.



JEFF



profile
By Zachary Cohen
Photos by Erwin Estrabo, Nxt-Gen Media



FAMILY SPOTLIGHT

Jeff and Eva have three children, all teenagers: Jayden (17), JT (16), and Kayla (12). “It’s a lot of work with three kids,” Jeff laughs, “but it’s a ton of fun. Our two boys even started to intern with us here at Compass recently.”



Eva got her real estate license in 2019 and joined Compass. Jeff, who already had his license from his investing work, joined her the following year, leaving his tech career in the rearview mirror.

“When Eva joined Compass, I saw the tech and how advanced it was compared to other brokerages. When I saw what Eva accomplished in a short time, I was amazed. I realized this is where we needed to be,” Jeff says.

TECH + RELATIONSHIPS

In 2020, Jeff and Eva’s first full year as a team, they closed an impressive \$18 million. They followed that up with even more success, closing \$58 million in 2021 and \$57 million in 2022, including a \$16 million sale in Atherton. Jeff and Eva have

succeeded by blending their tech expertise and their ability to develop meaningful relationships.

“I want to provide as much data as I can without pushing,” Jeff says. “What people like about us is that we’re down to earth.”

Jeff and Eva recently brought on their first agents, and they hope to grow a team of three to five agents with a goal of helping 40 to 50 families per year. They remain grateful for the success they’ve already achieved.

“We have a good balance in terms of a husband and wife team,” Eva says. “We come from a Christian family, so we have specific ethics about how we want to deal with business, handle clients, and provide a transparent transaction. That’s what’s most important to us.”

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Stewart Title Bell

with Stewart Title



▶ partner spotlight

By Zachary Cohen
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KEEPING IT LOCAL

In an industry where companies come and go with regularity, Stewart Title has been a stalwart. The Stewart family of companies opened their doors in 1893 — a staggering 130+ years ago. The company has seen two world wars, the Great Depression and the Cold War, along with more recent events like the Great Recession and the COVID-19 pandemic. While the real estate industry has seen countless companies enter and leave the market, Stewart has stood the test of time.

Don't mistake Stewart's longevity for a conservative approach. The company has survived and thrived by staying on the cutting edge of technology and service. Their knowledge base and seasoned team allow them to serve clients and partners with industry-best services.

"We're a steady legacy company in the industry, and we stay at the forefront," Business Development Officer Jules Bell shares. "That's what makes the difference."

KEEPING THINGS FRESH

Jules stepped into her current role in 2021, following the retirement of a longstanding Stewart Title of California sales rep. She's now tasked with working alongside REALTORS® and mortgage professionals to close real estate transactions.

Jules is a Bay Area native. Born and raised in San Jose, she graduated from Santa Clara University and later found her way into the real estate business as an executive assistant for a top agent. After five years as a licensed assistant, Jules transitioned into title sales. She moved to Stewart Title of California two years later.

"Growing up, my dad was a supply chain engineer, and my mom was a high school teacher. The main thing I remember my parents saying was, 'Do your best; that's all you can do.' That's what they instilled in me — to try my best, to give it my all — and that's what I bring to the table at Stewart Title."

The title industry has proven to be a natural fit for Jules. She especially appreciates connecting with partners, building relationships, and solving problems. The experience and knowledge she gained during her five years as an assistant has been immensely valuable





One of my other main values I'm proud of is that I am extremely responsive. I'm very communicative. **I care.**



in understanding the challenges and needs of REALTORS®. Her standing as a Bay Area local and familiarity with the local market also supports her professional efforts.

“My unique background in coming from being a licensed assistant allows me to leverage my knowledge of the real estate industry to ensure smooth closings for my customers and help them improve their business. Not only can I connect them to excellent escrow officers, but I

FUN FACT
While working as an executive assistant, Jules appeared on House Hunters.



can support our clients' transactions by providing many value added resources, such as current and historical property information and top-notch title research services,” Jules says proudly. “One of my other main values I'm proud of is that I am extremely responsive. I'm very communicative. I care. I'm happy where I am at Stewart Title of California.”

SUPPORTING HER COMMUNITY

Outside work, you'll find Jules reading fiction (she reads over 100 books each year), weight lifting, walking her dog, Beans, or spending time with her husband, nieces, nephews, siblings, and parents. She's a Bay Area girl through and through — from her time spent serving the local real estate community to the way she utilizes her free time.

“I'm really happy in this industry,” Jules smiles. “I see myself growing in the role I'm in and serving more and more customers. From there, my goal is to work with more people in the greater Bay Area. I want to expand to support the entire Bay. I'm passionate about providing the best service to my clients and passionate about helping real estate professionals with their businesses.”

For more information on Stewart Title of California, visit www.stewart.com.




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MICHELLE GREEN



HELPING WITHIN
THE COMMUNITY



After 15 years in the medical field, Michelle Green transitioned into real estate sales in 2017. She's quickly risen the local real estate rankings, making a name for herself as one of the Silicon Valley's rising stars.

Michelle is a Bay Area native and a devoted community member. She's trustworthy, warm, and high energy. For her, real estate is more than just a transaction; it's an opportunity to impact the lives of families and neighbors. Selling real estate allows her to drive the growth of the community she has always called home.

"My real estate relationships are friendships for me," Michelle says. "That's what matters most."

BUILDING A FOUNDATION

Michelle spent a decade and a half working at Mills-Peninsula Medical Center in Burlingame. Over those years, she worked in varying roles and departments – home-care and hospice, surgery scheduling, and physical therapy office management. She has always been drawn to serving others; for many years, she accomplished this through her work at the hospital. But when Michelle became a single mom, she was faced with a new reality.

"I needed a career change, a better income where I could work hard, make more money, and have some flexibility," she reflects.

So, Michelle turned toward real estate. The transition was difficult but rewarding.

▶ star on the rise

By Zachary Cohen
Photos by Erwin Estrabo, Nxt-Gen Media



“It was a difficult time, but it gave me grit, and it taught me how to work hard, be efficient, and be smart. Getting through the challenges felt great.”

Michelle began her career with a bang, securing her first listing while door-knocking just six days after getting her license. Her willingness to get in the trenches and work for success helped her build the foundation for her business.

“No one wants to door knock these days, but I continue to knock at least 1200 homes a month,” Michelle explains. “I’m a people person. I build relationships face-to-face and in person. I love connecting. So that door-knocking approach has worked for me.”

After Compass acquired Alain Pinel Realtors, Michelle moved to Coldwell Banker Real Estate, where she joined Dave Tapper’s team. Her business has continued to flourish under Dave’s tutelage.

“Business is amazing,” Michelle smiles. “I’ve spent the past two years working side-by-side with Dave. I’ve become super knowledgeable. There’s been a lot of hands-on experience, and now, I’m able to deal with clients one-on-one and be confident about it.”

A COMMUNITY VISION

Michelle’s community engagement is another huge part of her business and personal life. She has spent her entire life in San Mateo and now raises her two kids in the area. After all these years, she remains deeply committed to her community’s vibrancy and growth.

“I’m hands-on and as active as I can be in the community,” Michelle says. “I do a lot in the schools, and much of it is indirect service — working with students, schools, and organizations to address community needs and issues. I’m involved in sports. I sponsor events and volunteer. I’ve done adopt-a-family during the holidays. I’m hands-on with the local kids in the area. I organize community workouts, community coffee chats, toy drives, and fundraising events. I have active roles on 2 local community boards, for the San Mateo Youth Softball Association and our local elementary school where my daughter attends. I give back to small businesses, mentor kids, and arrange marathon runs. I think that’s what really sets me apart.”

LEADING WITH AUTHENTICITY

Michelle is a successful businesswoman and a dedicated community member, but her proudest title is Mom. Her two children, J.R. and Kayla, are now 19 and 9. When Michelle isn’t working or volunteering, you’ll find her traveling the state with her daughter’s softball team or enjoying time outdoors. She’s an avid runner and has completed several marathons.

Michelle is committed to being trustworthy, authentic, and kind. As she looks ahead, she plans to keep those values at the forefront.

“If I can help one person in any way, I will. My community knows me. Everyone turns to me if they need help. I just want people to know I’m a genuine person anyone can come to and that I’m working to help my clients.... In business, the sky’s the limit. I want to be super successful but also be known as genuine and trusted.”



FUN FACT
Michelle has had her M1 motorcycle license for the last 21 years, and still counting!



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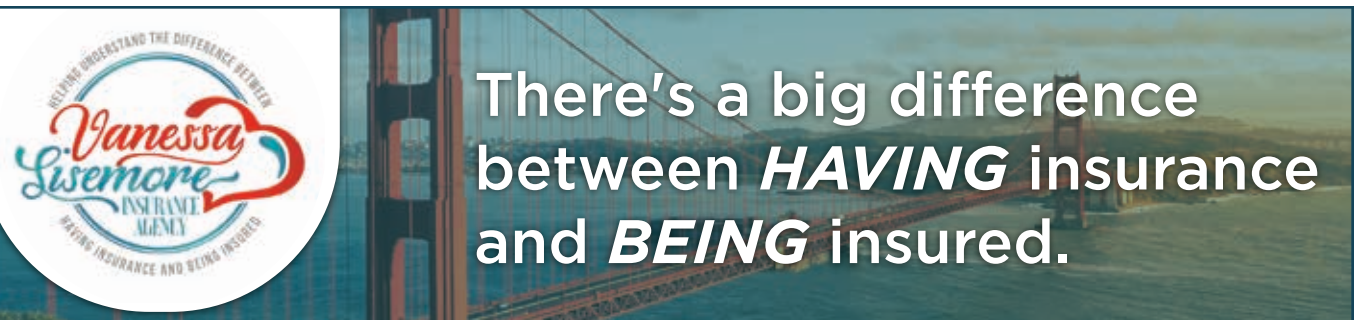
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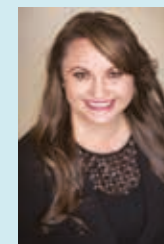
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ALEX WANG



HUMBLE YET HUNGRY

In the high-paced, high-tech world of the Silicon Valley, Alex Wang stands as a beacon of humility. Alex may be a top-producing agent and broker, but he's not one to tout his own awards or statistics. Instead, he prefers to be known for his community engagement and strength as a husband and father.

Alex has been in the real estate business for over twenty years. He has consistently achieved top production levels at some of the Bay Area's largest brokerages and successfully relaunched his own residential brokerage in 2020. Throughout his career, Alex has cemented his reputation as a community-minded agent, reflecting his commitment to both professional excellence and social responsibility.

The Drive to Be Independent

Alex has long been driven to be independent. He was born in St. Louis to immigrant parents, who had come from China via Taiwan. His parents then took him to Southern California and then back to Taiwan as they chased success in business and stability for their family.

Alex felt deeply out of place upon landing in Taiwan as a middle schooler. He didn't speak Mandarin fluently at the time, and the culture was drastically different from the American culture he grew up in.

"It was a complete culture shock," Alex reflects. "I look Chinese, but when I got there, I couldn't speak fluently. It was difficult to adjust, so I started demanding my independence."



Alex insisted upon returning to the US. So, at 15, his parents agreed to send him back to Southern California while they stayed in Taiwan. Alex got a room of his own in another family's house and began a new journey of independence. The ensuing years were filled with growth. Alex learned to become self-sufficient and resourceful and went on to earn a degree from the University of California, Berkeley.

Real Estate Calls

Alex has long-held ties to the real estate world. His father was a licensed broker in Missouri, and his mother was a successful REALTOR® in Southern California. Their entrepreneurial journeys impacted Alex. He picked up Rich Dad Poor Dad as a teenager, forever reshaping how he saw the business world.

“After reading that book, I felt that real estate was what I really wanted to do,” Alex shares.

Alex began his career in 2000, joining a top real estate team, where he learned the good and bad of high-volume selling. In 2006, he became an independent agent, and in 2007, he founded his first brokerage, Rainmaker Properties in Palo Alto.

Over the next few years, Alex built Rainmaker Properties by leveraging early technology adoption, online marketing, and a deep commitment to his clients. His production grew as his team expanded to nine agents, but then he plateaued.

“I needed to rub shoulders with higher producers and level up again. So, in 2012, my company, Rainmaker Properties, was acquired by another company, which was, at the time, the largest boutique in the area. At the new company, I learned the inner workings of a larger network of high-producing agents, and grew into my role as part of their leadership team,” Alex explains. “I brought in modern methods of communication, systems, negotiation, training, as well as support of local charities, which I started at Rainmaker Properties.”

Alex leveraged his growing network and began disrupting the usual way of doing business. For example, he was the first in his brokerage to bring the concept of a real estate team to fruition. After eight years, he was once again ready to be independent. Just before the COVID-19 pandemic hit, he left that company to relaunch Rainmaker Real Estate on the brokerage platform, Side.



BEYOND REAL ESTATE

When he's not selling real estate, you'll find Alex hanging out with his wife, Lily, and their three kids, volunteering at the local schools, training in Brazilian jiu-jitsu, or playing a round of poker with friends. “I want people to know Lily and I are here to serve the local community and non-profits that we support. I aim to lead by example, showing that even in the demanding world of real estate, I strive to be an outstanding husband and father, fully committed to caring and supporting my family.”





“Now that I had seen the inner workings of a larger brokerage — operations, marketing, recruiting, etc. — I knew I couldn’t do it alone. I needed better support, so I teamed up with Side. It’s been a perfect match.”

Community-Minded

Today, Rainmaker Real Estate is a boutique residential real estate brokerage headquartered in Los Altos. While this vibrant team of 15 sales partners is continually growing, Alex also wants Rainmaker to stay boutique. He believes real estate is at its best when it’s

a local business, not one driven by national, impersonal corporations.

“I always felt real estate is about local businesses,” he says. “With all the brokerage consolidation that’s happened recently, these East Coast banker types try to turn this into a machine to feed the IPO mill, and that’s not the way real estate works. It’s local. My kids are in the local schools. I know the streets in and out. That’s the value a good local agent and a local brokerage can provide.”

“We support the local museum, hold donation drives, collaborate, and give. Those are the pillars of a community that residential real estate brokerages can provide, and so much of that has been lost in the consolidation. My vision is to keep it boutique. Every agent has a community they serve, and we want to serve them the best we can.”



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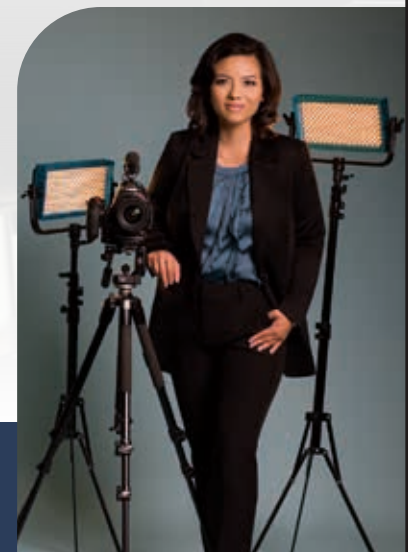
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