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**Nick Anselmo
& Dillon Hall**

JANUARY 2024

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03 COMMUNICATE

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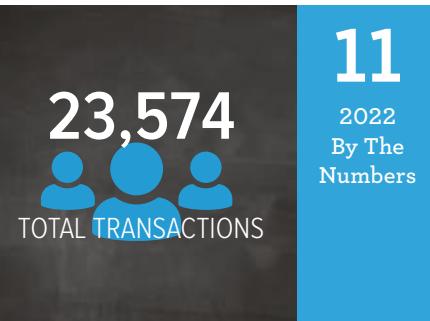
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HERE'S WHAT THE TOP 500 AGENTS IN INLAND EMPIRE SOLD IN 2022

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Nick Anselmo & Dillon Hall

Written By Terrina Russell • Photography by Marissa McCutchan

When Nick Anselmo invited Dillon Hall out for coffee over Instagram, he just wanted to pick his brain a bit about real estate. Though the two hadn't seen each other since playing Pop Warner Football in the 6th grade, they were now in their very early 20s, living very different lives, but with similar goals and ideas.

At the time, Nick was getting his degree in business management, Covid had pushed him out of two jobs, and his career prospects after graduation weren't appealing. Dillon on the other hand skipped college, learning everything he needed to know from the book *Rich Dad, Poor Dad*, and was finding success in real estate. Nick was ready to listen and learn. While he had his real estate license, he hadn't done much with it up to that point.

Two coffees and three years of blood, sweat and tears later, the two co-own a successful agency and are working their way toward financial peace.

"Initially, I went to work for the same brokerage Dillon was working for," said Nick. "From there, Dillon and I realized we had very similar work ethics, and Dillon approached me with the idea of breaking off, finding a bunch of young, hungry individuals like us, and creating a business and environment centered around like-minded people. So that's what we did."

Both men admit they had nothing to lose. They both had personal things they were dealing

with, families they wanted to be able to care for, and the need to drown themselves in work. It turns out, during a time where so many were losing themselves, these two were able to find themselves, and their calling.

However, the process was by no means easy; especially for two guys just a few years out of their teens.

"We opened the business in 2020, and that was my final college semester," said Nick. "I was so close to being done, and I didn't want to quit. We were working 7 a.m. to midnight, sleeping at the office, building everything from scratch. Working on our own personal businesses, while also building the systems to bring on more agents. We both had a sofa bed in our small confined office suite and we slept there."

While they originally named their brokerage Balloon, Remax quickly burst that bubble. So they rebranded to Abundance Real Estate, no doubt a manifestation of what was to come. While building their future professionally, they both met women who would be the start of their futures personally.



“The fact that we reconnected with each other, with similar goals, values and drive, we both got extremely lucky.”

“

I get to work with my best friends in the office every day, and we get to win together.



Three years in, and it's all Ws for this team.

“Goals have changed,” said Nick. “We both have kids now. So the sooner we can stop working, the better.”

“It's financial peace we want more than anything else,” said Dillon. “If we get to that point and evaluate where we are, and need more stimulation on the entrepreneurial side, we can do something more. Or invest in another's dream. But it will be something we want to do. I do not want to work out of need or necessity ever again.”

Until that time comes, both men feel extremely fortunate to be where they are.

“The fact that we reconnected with each other, with similar goals, values and drive, we both got extremely lucky,” said Nick. “We don't argue. We are like brothers now. We are a really good match.”

“I get to work with my best friends in the office every day, and we get to win together,” said Dillon. “Every six months or so there is a moment where we take a breath and are shocked at where we are, and the size

and volume of what we've accomplished. We take a minute to appreciate it, and then we get back to work.”

One thing Nick said he takes a lot of pride in when it comes to that work, is not asking for it.

“We do not ask for business,” said Nick. “We make sure that every touch point, and every bit of our outreach adds value.”

“We just provide value related to real estate and hope that when people make a decision about buying or selling they think of us, and reach out to us,” said Dillon.

“The law of reciprocity,” added Nick. “That concept has taken us pretty far.”

And it's taken them pretty far fast. In just three years, Nick, 24, and Dillon, 25, are helping families across Southern California achieve their real estate goals. Their volume year over year is in the hundreds of millions and they have had to upsize their offices three times. They are both engaged to beautiful women and are raising amazing children.

Just what exactly was in that coffee?



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Written By Terrina Russell • Photography by Marissa McCutchan



Theresa

GRANT

Most kids don't grow up as huge fans of real estate, but most kids aren't Theresa Grant. Growing up in Redlands, Theresa looked forward to Saturday and Sundays, where she could dive into the newspaper's huge real estate section. She would devour the section, thinking about what those houses could look like inside and what it might be like to live there.

After her grandfather retired from the Air Force and got into real estate, Theresa could sometimes tag along to showings, finally getting a glimpse for herself. Now, she is almost 30 years into a successful real estate career, loyal to the same brokerage for 28 of those 30 years, and she couldn't be happier.

"While I loved real estate, I was in school getting my degree in English with a minor in History," said Theresa. "I had plans to become a college professor, but real estate was in my blood. It was my passion. I started to focus in on the fact that this could be fun, and something for me to do during college."

Redlands has a historic background with beautiful homes from the late 1800s forward. There was a real estate broker, Dianne Lightfoot, that Theresa had admired for many different reasons. She had advertised for a real estate agent and Theresa applied, was interviewed, and then was told she was too young to sell those types of properties.

"While I was crushed, I didn't let it deter me," said Theresa. "A couple of weeks later I saw that she was looking for an assistant, so I styled my hair professionally, got a business suit, and she hired me on the spot. Fast forward a couple of months and she tells me I would be great as an agent. She did not recognize me. Apparently

her opinion had changed, and she taught me as much as she could. I soaked up so much of her style and her drive, and how to pay it forward to the next generation."

After being recruited up to the Lake Arrowhead area, Theresa has been working at Coldwell Banker Sky Ridge Realty since 1995.

"We do the basics to a higher standard, more consistently, with a sprinkle of magic," said Theresa. "The sprinkle of magic is that we don't look at a transaction with dollar signs. We don't look at it as four walls and a roof. With every person we help, we want them to feel important, valued, and listened to. We pay attention to their needs. They are all real people to us, not just another sale."

Theresa uses this same philosophy when it comes to team members. Cathy Porter, Theresa's sister, friend, and assistant, is a key player.

"Cathy was my assistant during the foreclosure years," said Theresa. "She got married and left to take care of her family. Last year she knew my assistant was leaving and needed to be replaced. She quickly volunteered herself. Even though it had been 13 years since she last worked with me, she hit the ground running, and I'm happy to have her back on my team. She keeps everything running for me, and makes me look good."

Theresa's son Andy is also a crucial part of her success.

"The whole office saw me go through my pregnancy," said Theresa. "I was bringing the first baby to the office in many years, and Andy was raised a Coldwell Banker Sky Ridge Realty kid. I brought him to work very early and the others in the office came over and said, 'Ok we are taking the baby. And they never really returned him. He became the office baby at that point."

"He's been raised in real estate," said Theresa. "He's now grown, and a registered nurse, but he knows my business so well. He's my inventory specialist. He knows my client base and he will know if I have a client for that property. My last three transactions have come to pass because Andy knew I had a client for the property. He also owns Jade, a Siberian Husky who stars in many of our area videos and has become our mascot of sorts."

The team pulls all their agents in as family. Theresa takes them all under her wing and gives them everything she can possibly can as part of the pay-it-forward culture she grew up with.

"Currently we have a team member, Dennis Guillen, and he is a great agent," said Theresa. "He came to me from another company and is learning how we do things. Professional, friendly, more than competent, with an attitude

of giving, he's one of the people I'm paying it forward to."

Theresa pays it forward in other ways as well. She has been heavily involved in real estate leadership and is always being asked for advice. She tells people three things:

1. Find ways to leverage yourself at scale so you're constantly growing as a person and as a business.
2. You need to have a business plan. You cannot reinvent yourself every day.

If you have a plan, you're actually calmer and can help more people. 3. You need to realize you cannot do everything yourself and still have a life and grow your business. You have to know when to delegate.

"It comes down to, real estate is a great business and you can be really successful and make a lot of money," said Theresa. "But on your death bed no one is going to remember how much money you made. They are going

to remember how you impacted their life. Real estate is so personal. It's a magical moment when you see someone's eyes light up when you give them their keys for the first time, or when they give you their keys and trust you with this property that they've made memories in over time. That's what people remember. The service and the connection. People don't represent dollars and cents, they represent a lifetime of memories, and that's what we want to be part of."

“

But on your death bed no one is going to remember how much money you made.

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Alvaro Najera Montalvan

Alvaro Najera Montalvan is aesthetic, athletic, and magnetic. In Maslow's hierarchy of needs, he is running full speed toward self-actualization, only wishing to improve himself and help others up the ladder. He isn't the seller with a secret. He wants everyone to know what he knows, and to grow how he grows. With just over two years in real estate, he's already experienced the type of success some take decades, or a lifetime, to achieve.

"I'm the first generation from immigrant parents," said Alvaro. "My parents instilled in me that education was the pathway to success. That was engrained in my head. I was President of the Science Club, President of the Solar Canoe Club, I made my own club - the Biking Vikings - where we would promote health and fitness through cycling, and wellness to the community. I was in the Associated Student Body and I was voted most involved."

After high school, Alvaro wasn't any less involved. He immediately went to college for mechanical engineering and then jumped back into education.

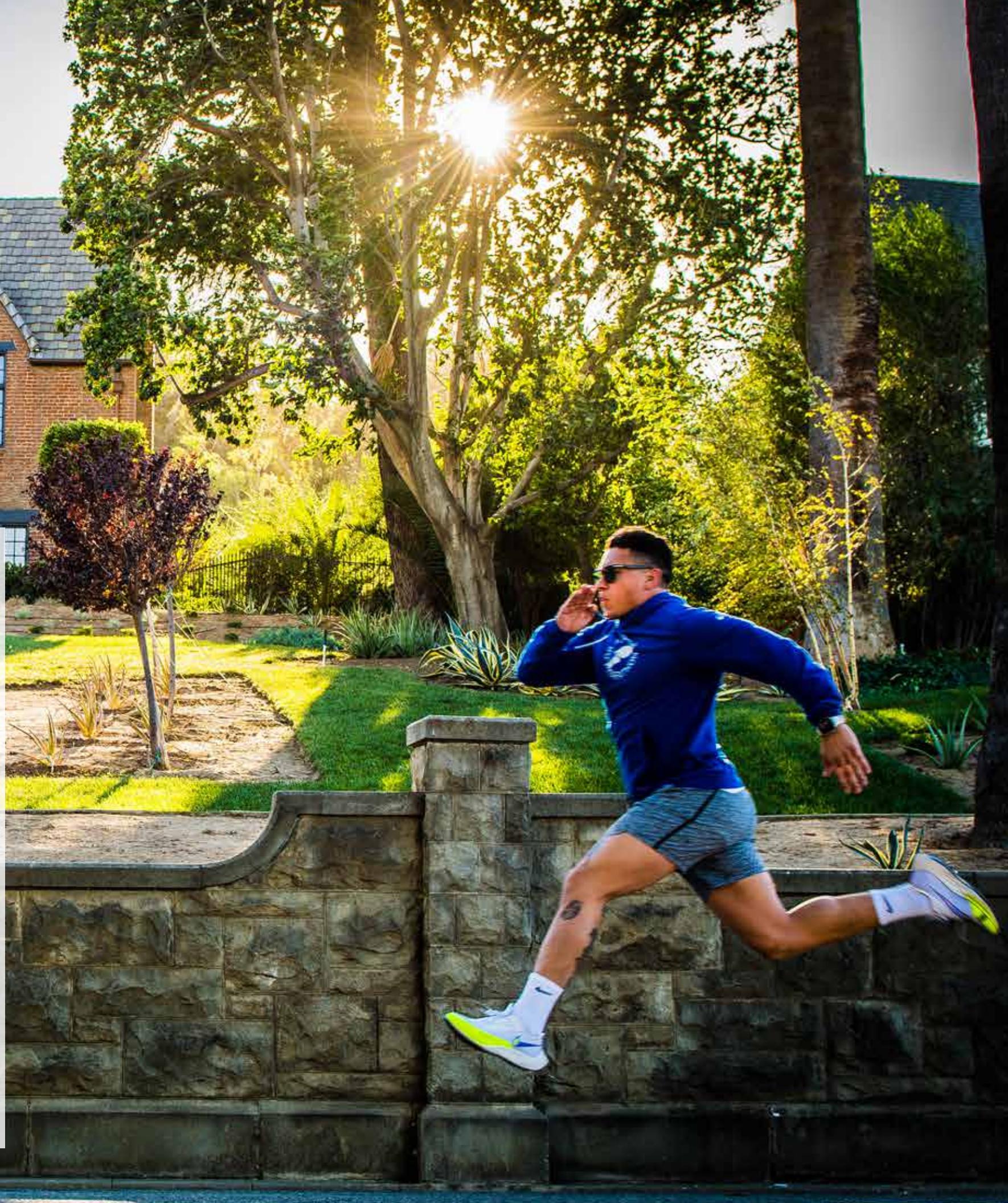
"I was a tutor, and a robotics and geometry instructor, and I ended up as program coordinator for a tutoring agency overseeing the tutoring services for several different areas," said Alvaro. "I did that for five years and then decided to use my degree. So I worked in engineering for a couple of years."

While he was climbing financially with every step, he started doing the real math. As a marathon runner, a biker, a yogi, a weight lifting enthusiast, a 4 a.m.er, he's not the type to hurry and wait. The numbers showed that it was going to take a lot longer for him to be where he wanted to be.

"So I started looking at success differently, and thinking about start up ideas, and what I could do to make a new path for myself," said Alvaro. "An acquaintance at the time recommended I get into real estate. The exact words were, 'You're stupid. Every single millionaire I know has done it through real estate.' I was really defeated by that at first because getting into real estate isn't really that hard, and I had spent my life working really hard."

Still, Alvaro began quietly taking courses, and all his hard work began paying off.

"Knowing what I know now, I wouldn't change a thing about how I got here," said Alvaro. "I would have still gone through all those motions and gone to college. It gives me the ability to code switch. I have some merit. I have a lot of experience in a lot of areas. It has helped me relate to such a wide variety of people. My experience as an engineer has made me very systemic in my business and some people really appreciate that, and it is a high level of service that I can provide as a result of that."



However, Alvaro isn't all systems. He is also relatable on a very real level. He has an innate ability to get to the heart of the matter early. Identify what is important to his clients right away. And begin making those dreams come true immediately.

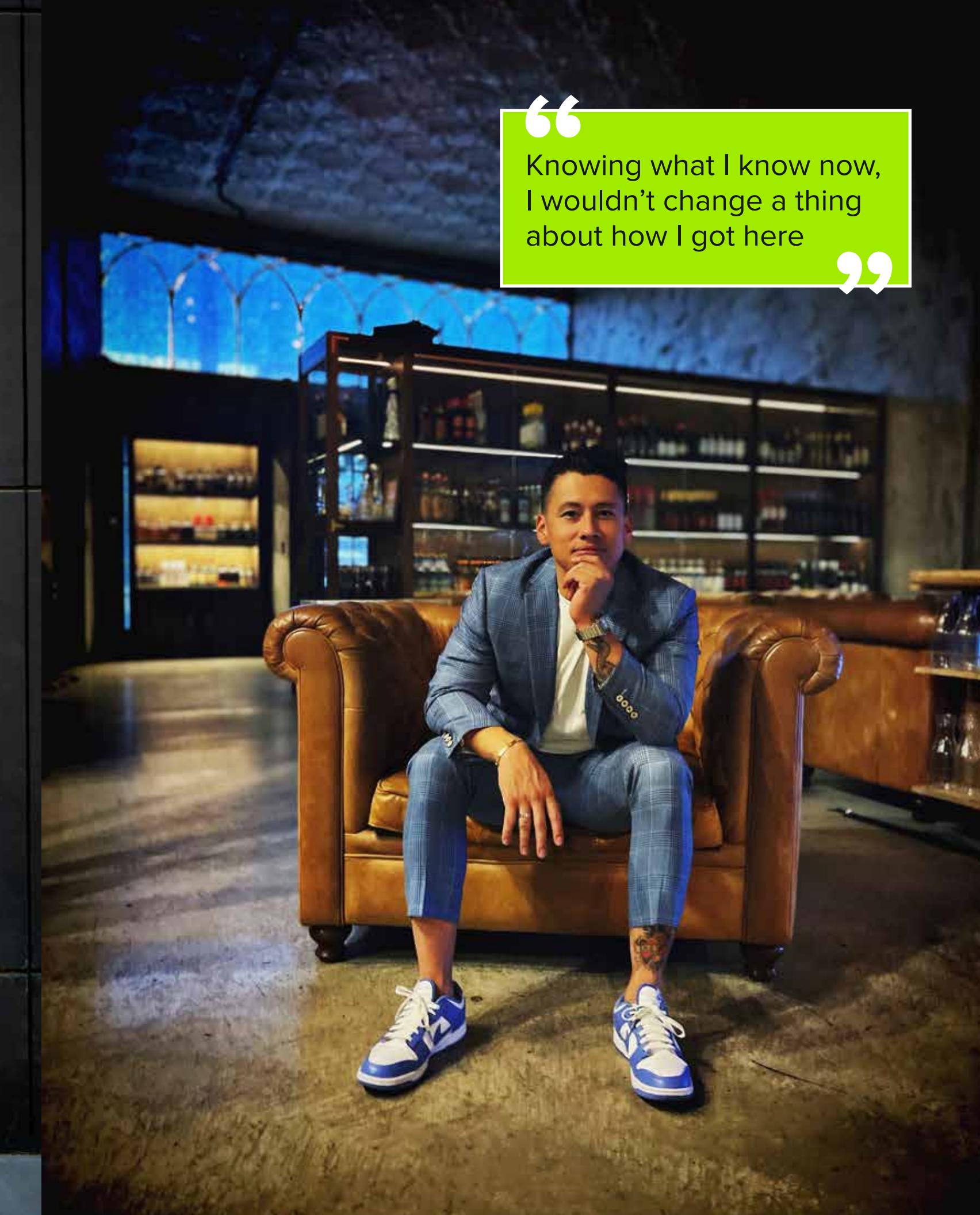
"Every transaction is meaningful to me," said Alvaro. "I'm always looking at how I can make the process better for the next person. At one point I only had one client, and that feeling of taking care of someone and having them know you are all in with them is very special. My goal is to recreate that feeling for every client. I want each client to feel like they are my only one. I want to continue to elevate that experience. I want my clients to not only feel like they are my only client, but that they cannot get this level of experience from any other agent."

While Alvaro isn't interested in becoming a broker, he does see his own agency and a team in his future. He wants to share his systems, templates, automation and AI with others, and feels it is dismissive not to do so. But passing down his knowledge doesn't mean he will be stepping down any time soon.

"I need to work to stay sane," said Alvaro. "I always need to be doing something. I take on more than I can handle most times. I love projects. While I love the idea of relaxing by the water, it is probably only something I'd do after I've built the pool. It's a philosophy I was raised on. You always work hard and you never stop working."

While Alvaro is working through his hierarchy of needs, he is also building his hierarchy of wants. The reward he has in mind for himself will mirror his career in real estate perfectly: aesthetic, magnetic, and 0-60 in a blink.

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Written By Terrina Russell • Photography by Marissa McCutchan

CASHFLOW CALIFORNIA

BRIAN HOPKINS & JARED JONES

Jared Jones and Brian Hopkins are not strangers to success. Even before starting Power of 2 Realty back in 2018, Jared had learned over time that altruism pays. Now, with the launch of the Instagram page @Cashflowcalifornia, a concept dedicated to helping people maximize real estate cashflow through ADUs, they are once again proving the more you give, the more you will receive.

With the start in 2013 of their non-profit Power 2 Rise, both Jared and Brian have always been looking for ways to give back. Their business has always been looked at through a lens of community versus competition, and with this new venture into ADUs, it's no different.

"Ultimately, we have learned that we can't be too generous," said Jared. "The opportunities we have to feed into others, create the opportunities that have helped grow our business, so our goal is always to just add value. As we do that, we continue to create a business that allows us to show up in multiple ways for our clients, but that also serves our real estate community synergistically."

ADU, or accessory dwelling unit, is a legal term for a secondary house or apartment that shares the building lot of larger, primary home. They are often used to provide additional income to rent or to a house a family member. Whether it is through free content on their Instagram page or one of the paid courses they offer, the goal is to teach agents how to explore these ADUs for their clients and for themselves. Since beginning in 2022 with ADU Makers they have built over 200 ADUs.

"In the next two years everyone in California will know the term ADU," said Brian. It's important for us to help our community embrace this. This is going to serve the underserved. We want to serve the community in the greater way it needs to be served by helping more people get into affordable housing."

Brian and Jared have managed to grow their company in some incredible ways, "which has been both mind expanding and mind numbing," said Jared.

"We have expanded into property management, construction, escrow, plan and design, and all of these little spin offs; we've built those bases so that other agents around us do not have to. We can serve those agents with what we've created for our own investors. We look at them as partners and we encourage them use what we've created to expand their own business."

Jared and Brian have been actively succeeding in the space and want to use that knowledge to help agents or clients navigate the process for themselves. With all the intricacies involved, it can be hard to get the approvals you need or to navigate the process. In fact, of the 20,000 permits submitted last year, only 7,000 units were actually built. Some of this could be attributed to minor setbacks that Jared and Brian are hoping to help people work through.

"We want to bring the Inland Empire into the ADU universe," said Jared. "LA and San Diego are already heavily invested in this concept of middle housing, and I want to see the same thing for the Inland Empire. If we want our workforce to remain here, we have to give them affordable housing options. We need hundreds of thousands of units here, and if we can be part of building even one percent of that, it would be life changing."

Jared and Brian are willing to help as much or as little as clients and agents need. They can do the plans, the construction, the management, or they can provide the road map for someone else to take the lead.



"We are lucky and blessed to be in this industry and in the position, we are in," said Brian. "By recognizing our privilege and using that along with leveraging our networks and partnerships, we are serving our community in a very unique way. We are creating entry-level low-income housing that serves people that are underserved, while also having the opportunity to help agents in our community."

"I don't look at other agents as competitors," said Jared. "I look at them as community. I want us to all see the best in each other and build off of that

community. It's a blessing in business and our daily life to be able to transact with people who share our values."

Jared had hoped when he brought Brian on, he would half his work, instead it doubled over. However, they aren't complaining about all of the overflow. What they are doing instead is encouraging others to grab a cup.

For more information follow them on Instagram @Cashflowcalifornia or visit their website ADUMakers.com



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