

SILICON VALLEY

REAL PRODUCERS[®]

CONNECTING. ELEVATING. INSPIRING.



COVER STORY

KEN DeLeon

PROFILE

Carmen Miranda

STAR ON THE RISE

Samantha Quintanilla

Photo by Ewa Samples

JANUARY 2024



We do the work. You make the sale.

Fully managed renovations that help clients sell for more.



Concierge service designs, manages, and pays upfront for pre-sale renovations and preparation.



No cash required - No arbitrary caps on funding.



Local project manager ensures the job's done right.



Laura Klein
Director of Partnerships
(650) 740-1228
lklein@freemodel.com



freemodel.com

Best In Title

Kelly Vincelette & Suzanne Borg

YOUR TITLE & ESCROW TEAM

"I can do things you cannot, you can do things I cannot; together we can do great things." — Mother Teresa



OUR EXPERIENCE

Our expertise encompasses various aspects of the field including marketing, farming and using technology & tools to build business. We stay updated with the latest trends and industry practices to ensure that we provide the most relevant and valuable insights to our clients.

OUR STORY

We enjoy the dynamic nature of real estate with its constant evolution of trends and practices. Having flourished in many past markets, we understand that building relationships is key. We nurture meaningful connections and expand our professional networks.



OUR MISSION

We partner with agents and lenders who want to work as a team to close real estate transactions. We will provide our expertise and guidance, contributing to their success. We understand that we play a crucial role in our clients' businesses and in their journeys.

OUR EXPERTISE

With many years of experience in the title and escrow field, we have developed a deep understanding of its intricacies and nuances. We pride ourselves on using that expertise to guide & inform our clients in their transactions.

WHY CHOOSE US @bestintitle



@BESTINTITLE



Our passion for helping real estate agents and lenders grow their business is the reason we get up in the mornings. We take pride in assisting our partners in achieving their goals and supporting them in navigating the challenging terrain of the real estate market.

Kelly Vincelette & Suzanne Borg
408.601.9708 & 408.799.8708
kellyandsuzanne@cstitleco.com





This section has been created to give you easier access when searching for a trusted real estate affiliate. Take a minute to familiarize yourself with the businesses sponsoring your magazine. These local businesses are proud to partner with you and make this magazine possible. Please support these businesses and thank them for supporting the REALTOR® community!

ADU BUILDER

Symbihom
(510) 930-8900

CLEANING SERVICES – COMMERCIAL

S&R Janitorial
Sonia Romero
(650) 400-8335
srjanitorialservices.com

GENERAL CONTRACTOR

F Alcaraz Construction
Frank Alcaraz
(831) 747-5005
facremodeling.com

HOME & TERMITE INSPECTION

CalPro Inspection Group
Andrea Quyn
(800) 474-3540

INSURANCE AGENCY

Mark Landis Insurance Agency
Mark Landis
(408) 910-6225

Philip Mills, State Farm/
Mills Mortgage Brokerage
Philip Mills
(408) 781-5023
phil-mills.com

Sisemore Insurance Agency
Vanessa Sisemore
(925) 899-7926

William Beyer
Insurance Agency
William "Billy" Beyer
(510) 527-4640
agents.farmers.com/ca/
kensington/william-beyer

LISTING PREPARATION SERVICES

Freemodel
Mike Hermany
(215) 870-6485

MARKETING & COMMUNICATIONS

Fitzsimmons
Communications
Kate Fitzsimmons
(415) 472-1499
Fitz-Com.com

MORTGAGE

Guaranteed Rate
Mohamed Tawy
(619) 599-5643

US Bank
(408) 398-2267
mortgage.usbank.com

MOVERS

Ace Relocation Systems Inc
Pete Pfeilsticker
(408) 309-9456
AceRelocation.com

MOVING COMPANY

Fuller Moving Services
(916) 349-1119
fullermoving.com

ORGANIZING & UNPACKING

Home Method Co.
(916) 533-3315
homemethodco.com

REAL ESTATE BROKERAGE

BRG Realty Corp
Gregg Bunker
(408) 781-1725
brgrealtycorp.com

SALON & SPA

Jon Edwards Salon & Spa
Ed Pardini
(707) 449-4988
jonedwardssalonandspa.com/

TITLE COMPANY

Chicago Title
Valeri Huxley
(408) 535-3348
Chicagotitle.com

Cornerstone Title
(408) 601-9708

Lawyers Title Company
(650) 801-3544
Lawyerstitlebayarea.com

Stewart Title of California
Jules Bell
(408) 507-4711

VIDEO PRODUCTION

C Sharp Video Productions
Christine Ann Iglesias
(408) 758-8293
csharpvideo.com



Opening Gateways For 130 Years

Since 1893, there's been a lot of change, but our customers' need to protect their real estate investments hasn't. We offer tools to help you build your business and invest in resources and talent to offer the expertise and insights that provide exactly what you need.

We hope that you, our customers, see our experience and accomplishments as proof that we are a partner upon whom you can depend. We look at it as a good start.

Stewart Title of California, Inc. is part of the Stewart Title Guaranty Company family of companies with 130 years of history.

Contact us today.



David Lee
Senior Sales Executive

Stewart Title of California, Inc.
South Bay Division
408.892.0188 mobile
david.lee@stewart.com

Jamie Amant
Escrow Officer

Stewart Title of California, Inc.
901 Campisi Way Suite 100
Campbell, CA 95008
408.340.6700 mobile
jamie.amant@Stewart.com

130
YEARS

Successful Past. Inspired Future.



© 2023 Stewart. All rights reserved. | 292800
The information provided here is for general informational purposes only, should not be relied upon, and is subject to change without notice.

Professional Cleaning should be part of your Real Estate Team.

Let us help get that home **READY TO SELL.**



Janitorial Services

COMMERCIAL | RESIDENTIAL

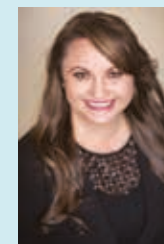
Call today to schedule your appointment
650-400-8335
www.srjanitorialservice.com



There's a big difference between *HAVING* insurance and *BEING* insured.



Refer Vanessa & Give Your Clients Peace Of Mind



Vanessa Sisemore
Sisemore Insurance Agency

925-899-7926
Vanessa@sisemoreagency.com
www.farmersagent.com/vsisemore

As an agent experienced in Real Estate transactions, I can help you & your clients with:


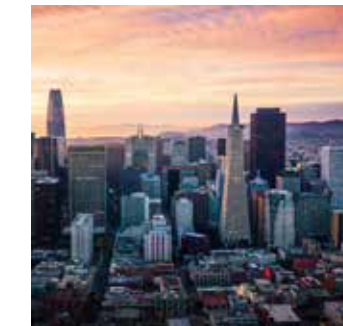




- Evidence of Insurance forms on short notice & timely
- Fast, dependable service
- Broad & tailored coverage options
- Competitive rates & a variety of discounts
- Extensive experience & creative policy options
- Hard to place homes



Click To Request a Quote



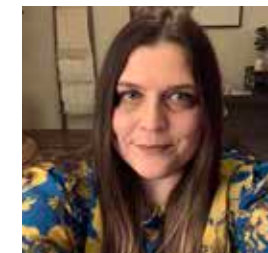
TABLE OF CONTENTS

	<p>07 Meet the Silicon Valley Real Producers Team</p>		<p>08 Publisher's Note: A New Year and a Fresh Start</p>		<p>10 Welcome Mat</p>
	<p>12 Profile: Carmen Miranda</p>		<p>16 Star on the Rise: Samantha Quintanilla</p>		<p>22 Cover Story: Ken DeLeon</p>

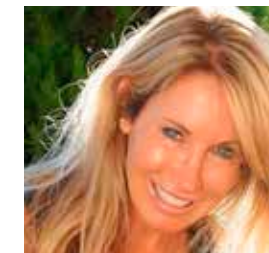
MEET THE SILICON VALLEY REAL PRODUCERS TEAM



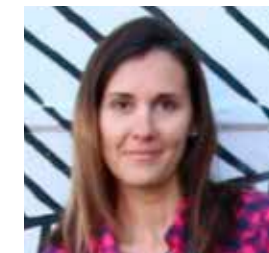
Katie MacDiarmid
Owner/Publisher



Sandra Magana
Co-publisher



Teresa Nora Trobbe
Photographer



Ewa Samples
Photographer



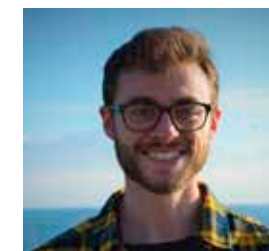
Nicole Wright
Ad Strategist



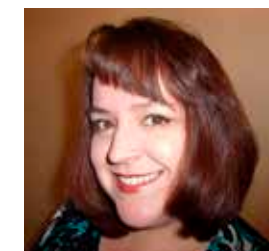
Zach Cohen
Head Writer



Dave Danielson
Writer



Nick Ingrisani
Writer



Michele Jerrell
Content Coordinator



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

DISCLAIMER: Any articles included in this publication and/or opinions expressed therein do not necessarily reflect the views of The N2 Company d/b/a Real Producers but remain solely those of the author(s). The paid advertisements contained within the *Silicon Valley Real Producers* magazine are not endorsed or recommended by The N2 Company or the publisher. Therefore, neither The N2 Company nor the publisher may be held liable or responsible for business practices of these companies.



ARE YOU OUT THERE?
Fumbling through email messages about your transactions?

COME IN HERE!
*The future of Real estate is... **inHere***



Track More. Know More. Close More.

For more information, please contact: **KEVIN BARRETT**, VP Sales/Marketing | (408) 497-3444 | KB@ctt.com



A NEW YEAR AND A FRESH START FOR THE *Silicon Valley Real Producers* COMMUNITY!

I absolutely love January. While the excitement and rush of the Holidays is settling into our memories; the calm winter chill is creating space for quiet reflection and dreams of what new pursuits, challenges and accomplishments lay before us in the new year. And while January ALWAYS holds new opportunities, this month is a particularly special one for me.. and if I can be presumptuous enough.. for you all as well.

2024 will be kicking off a re-brand of the Real Producers community in Silicon Valley and I am extremely excited to be spearheading it along with my assistant publisher Sandra Magana. If I haven't met you yet, my name is Katie MacDiarmid and I come to you new to this community but not at all new to the beautiful national network of Top Tier Real Estate Professionals that is 'Real Producers' across the country. I have been building and running Sacramento Real Producers since 2019 and what I have gotten to see grow and flourish over the last 4 years has left me humbled and inspired.

The mission of Real Producers is simple. We aim to connect, elevate and inspire the leaders in Real Estate, highlighting what makes them human and providing opportunities for the best of the best in a given market to strengthen their network in a protected space so they can better their businesses and themselves.

As for me, I come to you as a story-teller. I have a passion for deepening community and relationships

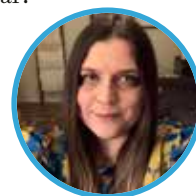
through the connecting thread we all share: your stories. You are the experts in Real Estate, and your Preferred Partners who have brought this celebratory platform to you are the absolute best in their fields. As I have spent the last few months getting to know those of you in the Top 500 here in the Silicon Valley it has been an honor to hear bits and pieces of the journeys that have brought you to where you are today and to have heard about your plans for the years ahead. One thing is abundantly clear: we always enter people's lives mid-story, and each and every one of you are so much more than what you do.

This is also true of the clients you serve. If I am a story-teller, you all are story shapers. You have the immense privilege and responsibility of walking your clients through one of the most stressful, joyous, fearful or exciting seasons of their lives. And you, with your expertise, professionalism, personalities and humanity have the power to help write the tone of it. In the Real Producers community we are connecting the cream of the crop. As the top 2.5% in San Mateo and Santa Clara Counties a vast majority of the volume and therefore the lives and families in this area, are taken care of by you. I have heard from you directly how seriously you take that responsibility. And so your Preferred Partners and I look forward to highlighting your accomplishments and delivering recognition for your continued excellence in serving your clients.

Our publication will be in your mailbox every month, we'll see you at exclusive events every quarter, and we're always in touch on social media. This is your community; join in the fun and start sharing your stories, we can't wait to know you more!



Katie MacDiarmid
*Silicon Valley
Real Producers*
katie.macdiarmid@
realproducersmag.com
(916) 402-5662



Sandra Magana
Svrealproducers@n2co.com
(408) 607-5928



Silicon Valley Real Producers



siliconvalleyrealproducers

QUICK FACTS ABOUT *SILICON VALLEY REAL PRODUCERS*

DISTRIBUTION:

This magazine is mailed free of charge to the top 500 agents in the Silicon Valley area, according to volume each year. Within this region, there are thousands of agents, and you, in this elite group, are the cream of the crop. This year, the minimum production level for our community was over \$19.5 million; just to be included in this group is an accomplishment that testifies to your hard work, dedication and proficiency.



CONTENT:

This is all about you. We'll do personal and unique stories on members in the community, providing you with a platform to inspire others. As we grow, we'll add fresh content focused entirely on you. It costs absolutely nothing for a REALTORS® to be featured. We are not a pay to play model; we write real stories, about Real Producers, and we're always accepting nominations. We will consider anyone brought to our attention, we don't know everyone's story so we need your help to learn about them!

OUR 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 quarterly events, and be a part of our online community. We don't just find these businesses off the street, nor do we work with all businesses that approach us. One or many of you have recommended every single preferred partner you see in this publication. We won't even meet with a business that has not been vetted by one of you and "stamped for approval." 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.

EVENTS:

Along with the magazine, we will host free events, exclusive to this community, where the best of the best get together at reputable local venues to socialize, mastermind, deepen our connections and better our businesses. We will communicate about events through the magazine, emails, and on social media.

CONTRIBUTION:

If you are interested in contributing, nominating REALTORS® to be featured, know of top-notch affiliate partners who you believe should be a part of our community, or would simply like to network; email or call me. I look forward to hearing from you!

I'd like to personally thank all of our Preferred Partners as well as the many REALTORS® and Managing Brokers who helped bring *Silicon Valley Real Producers* to life. We would not exist without you. I appreciate you and look forward to seeing you soon!

WELCOME TO OUR NEWEST PARTNERS !

We take a lot of pride in the businesses we partner with. Our partners are highly recommended referrals from top agents, so you can trust us as a fantastic referral source.

US Bank

Eddie Garcia
mortgage.usbank.com



Eddie Garcia is a military veteran, husband, father of two and a connector. He has over 23 years' experience in mortgage banking in the Bay Area. As a Private Wealth Management Mortgage Banker, he solutions for many scenarios in the Bay Area from price points in Atherton to first time buyers in Gilroy, from Super Jumbo loans to Construction CTP, VA and first time buyer loans. "My primary goal is to make the loan process as smooth and stress free as possible. The foundation of my business has been based on knowledge, integrity, honesty, and providing the best service possible to my clients and being a key partner to my agents and buyers." Home Method - Kim Salisbury

Cal Pro Inspection Group

Andrea Quyn
calprogroup.com



CalPro Inspection Group is your one-stop-shop for property inspections, termite repairs and pest control. With one call, you can schedule all of your inspections to take place at the same time. We service the entire Bay Area, as well as the greater Sacramento area. In real estate, time is sensitive and our team works hard to offer fast scheduling and next day reports. We offer competitive pricing, escrow billing and complimentary second opinions on termite repairs pricing. CalPro Inspection Group is constantly going above and beyond industry standards and providing world class customer service. With over 1,300 FIVE STAR Google reviews, we are proud to be Northern California's highest rated inspection and pest control company.

Cornerstone Title

Kelly Vincelette & Suzanne Borg



Kelly Vincelette and Suzanne Borg are best in Title. We are a non-traditional Title and

Escrow team supporting real estate agents and lenders to strengthen and build their business year over year. Comprised of two high-level athletes, we are taking our competitive, results-driven attitude to real estate. We have a unique approach to supporting our partners: First, we focus on marketing and business development, then we dive into the technical aspects of title and escrow, helping our clients navigate their transactions with confidence. This hands-on approach creates a unique connection between our team and partners as we grow together through seamless transactions. Our formal backgrounds in English, marketing, and communications along with Cornerstone's flexibility of being a title agency make us a team who can support your business like no one else can. Follow us on @bestintitle. Looking forward to earning an opportunity to become your partner for your business.

SYMBiHOM

Rebecca Möller
symbihom.com



Rebecca was inspired with the idea of a scalable solution to one of the largest issues facing the nation - affordable missing middle housing. She saw a critical need that could not be addressed through traditional means and decided to pivot her career to

address the workforce housing shortage starting in the state of California. SYMBiHOM is an innovative company dedicated to fostering harmony between humans and the environment. With a strong background in construction and a deep understanding of sustainable design principles, Rebecca has made it her life's mission to revolutionize the way we think about underutilized existing real estate and it's impact on the planet and communities.

Home Method Co.

Kim Salisbury
homemethodco.com



I'm Kim Salisbury, founder of Home Method Co, and for over 15 years

we have been professionally organizing homes. My team and I will help your clients transition into their new homes seamlessly. We handle everything from coordination to complete move in.

- Full service moves with a concierge touch.
- Throughout the Silicon Valley region.
- Complete packing, unpacking & home setup and organization.
- We work quickly and efficiently.
- Featured on KCRA, ABC10, & Good Day Sacramento.
- Over 40 five star reviews on Google.
- We're the experts that will help take the stress out of your client's move.

I have had a passion for organizing for as long as I can remember. My team and I love helping our clients take back control of their homes with organization so they can spend more time actually enjoying it. When I'm not organizing homes with my team, I'm probably with my husband at one of our two kid's many sporting events.

A TRUE PROFESSIONAL

▶ profile

By Zachary Cohen

1989 was a memorable year in world events. The Berlin Wall fell, the Exxon Valdez oil spill made international headlines, and the Tiananmen Square protests shook the globe. In real estate, the average home in California costs under \$200,000, while 30-year mortgage rates sat over 10%.

1989 was also the year Carmen Miranda got her start in the real estate business.

A Bay Area native, Carmen began her professional career as a corporate technology consultant. Her mother, however, encouraged her to consider an entirely different career path – real estate. Carmen initially resisted.



“My mother planted a seed, but I turned to her and said, ‘Sales is not my thing. I don’t want to be involved in that,’” Carmen reflects.

As time went on, however, Carmen began to warm to the idea of becoming a REALTOR®. She realized she could take a different approach to the business by bridging her corporate experience and professional approach to an industry that so badly needed it.

“I became attracted to helping clients, filling a need, and getting them from A to Z. I am a good project manager, as I came from that field. And soon, I began to see it was a match for me,” Carmen continues.

CARMEN



MIRANDA





Carmen began her real estate career as a part-time agent in 1989 and went full-time three years later.

THREE DECADES AND COUNTING

Carmen has now been thriving in real estate for over three decades. She has been with Alain Pinel Realtors, now Compass Burlingame, for nearly 20 years.

Carmen has successfully leveraged her status as a Bay Area native and her corporate experience to provide real estate services with a professional touch. As an individual agent, she handles everything for her clients, from communication and coordination to contracts and problem-solving. That approach has allowed her to become one of the Bay Area's top agents; she closed 24 transactions for \$48 million in 2022.

"Clients love my professionalism. I'm very detail-oriented. I keep people up to date. I'm good at managing projects. I am treating people the way I'd like to be treated," Carmen says. "I sit and listen to the client's needs and fill in the need – everything from moving, storing, packers, donations, etc., all the way up to getting their house ready, introducing them to tradespeople, making upgrades, marketing the property, and negotiating the highest possible price. I make sure their move is as seamless as possible, and in the process, I try to make it as fun as possible."



I am treating people the way I'd like to be treated.



A LIFE WELL LIVED

Outside real estate, you'll find Carmen staying active, preparing meals, hanging out with her partner of 30+ years and three dogs, or exploring the local wine scene. She also enjoys donating her time and money to local charities like Second Harvest Food Bank and the San Francisco-Marin Food Bank, two organizations that distribute food to those in need, the Susan G Komen Breast Cancer Foundation, and LifeMoves, a Bay Area-based nonprofit committed to ending the cycle of homelessness.

Carmen is committed to living a life of joy and connection. She aspires to impact individuals and her broader community in various ways, beginning with her role as a real estate agent.

"At the end of the day, I want to know I've done the best I could, the client is happy, and that all will continue to foster and grow. My saying is, 'Good things happen to good people,'" Carmen shares. "I want to be remembered for contributing to the industry as a profession – not as sales – where we take care of our clients from start to finish. And I want to continue relationships beyond just our transactions. I really care, and I want to impact lives in a positive way. That's my legacy. It's not the money; it's the people. Everything else follows."



HOME METHOD CO

California's Premier Home Organizing Company

SPECIALIZING IN FULL SERVICE CONCIERGE MOVES

Serving the Silicon Valley Region
 @homemethodco • 916.234.3975

Scan here to see what our clients have to say!

Referral Bonuses Paid

Unleashing Possibilities Through Innovation™

Backyard ADU or Garage ADU Conversions

Modern, Fully Customizable, and Upscale.

Rebecca E. Möller
 CalHFA Preferred ADU Provider
 Woman-Owned Business

Book a Free Consult To Learn Your Options!

510.930.8900 • SYMBIHOM.COM

Protect what matters most with Farmers®

Get covered with a home insurance policy you can tailor to your life.

Homeowners insurance is there to help you ease the financial burden of repairing or rebuilding your home and replacing your belongings after commonplace disasters — a fire, lightning strike, tornado or even a break-in. It also can help cover your costs in a lawsuit over an injury — if, say, your dog bites a guest or your tree damages your neighbor's car.

Farmers is here to help as you plan for your life needs.

Auto Home Business Umbrella Boat Motorcycle

Personal attention. Great rates. Call now!

510-527-4640
 William "Billy" Beyer
 Your Local Agent | License # 1821099
 367 Colusa Ave, Kensington, CA 94707
 wbeyer@farmer.sagent.com
 agents.farmers.com/wbeyer

▶ star on the rise

By Zachary Cohen
Photos By Ewa Samples

Samantha Quintanilla



SAMANTHA QUINTANILLA is a Bay Area native who was raised in the real estate industry. Her mother, a top-producing mortgage broker, gave her the opportunity to learn about the power of hard work and perseverance early on. Samantha spent summers at her mom’s office, attended real estate events regularly, and had the chance to mingle with some of the area’s top lenders and agents.

“I was always around top real estate agents, going to events with big producers. It was always ingrained in me that I wanted to go into real estate. I loved the lifestyle of it,” Samantha reflects.

Samantha also experienced the hardship that a down market could bring. When the financial crisis caused the economy to unravel in 2008, her parents lost much of their wealth, including their home. That impacted Samantha, too, inspiring her vigilance in preventing history from repeating itself.

“I was shocked. I was only 12 at the time, but I was still shocked to learn how you can live a great lifestyle, and it can go away. That inspired me to become a real estate agent. That fueled me,” she says.

Samantha went on to graduate at the top of her class in high school. She then moved to San Francisco, where she took a job at a restaurant run by the San Francisco Zen Center. There, she moved up to become the events coordinator and manager. But the seeds for a career in real estate were always in the back of Samantha’s mind, waiting for the right opportunity to sprout.

THE TIME IS RIGHT

The ancient Greeks had two words for time: *chronos* and *kairos*. *Chronos* refers to chronological, sequential time — a clock-based, quantitative measurement. *Kairos*, on the other hand, has a different meaning entirely. It’s qualitative, measuring moments instead of seconds, minutes, or hours. *Kairos* refers to the time of opportunity — the most opportune moment.

When the pandemic hit in 2020, Samantha’s time of opportunity had arrived. The restaurant shut down, and she was already partly through her real estate coursework. She recognized the time was ripe for diving into real estate fully.

“It was a now or never opportunity,” she reflects.

Samantha officially began her real estate career at the tail end of 2020. In May 2021, she joined Jennie Lok’s team at Zen Coast Homes with Keller Williams Peninsula Estates. That’s when her real estate career truly took off. She closed 23 homes in 2021, followed by 26 in 2022.

A LEGACY OF EASE

As a REALTOR®, Samantha brings genuine care for her clients and a passion for the work. Some of her big goals are to be on the Forbes 30 under 30 list for real estate and to continue growing her investment portfolio. More than anything, she wants to be a trusted resource for her clients. She remembers how painful it was to lose her home as a child, and she wants to protect her clients from ever having to experience that feeling.

“There’s a fire in my belly,” Samantha says. “Seeing how hard my parents had to work for so long and not having anything to fall back on... I want to make sure I’m the person that can make things right for people. I want to create a legacy of ease within families. My financial legacy is to create ease for my future children and grandchildren, as well as for my clients.”

Beyond Real Estate

Outside work, Samantha spends much of her time outdoors kayaking or playing pickleball. She’s also an animal lover. She has two cats and a dog and aspires to start an animal rescue organization one day.



KEEP BUSINESS MOVING FORWARD WITH OUR EXCEPTIONAL TEAM & SPECIALIZED TECHNOLOGY

We believe in High Tech with a Personal Touch.

Contact us today for your customized technology package.



SERVING NORTHERN CALIFORNIA WITH OFFICES IN:
Saratoga, Menlo Park, San Carlos, Burlingame, and Half Moon Bay

WWW.LAWYERSTITLEBAYAREA.COM

People are the heartbeat of Lawyers Title

GREGG C. BUNKER
gregg@greggbunker.com
DRE #01988314
(408) 781-1725

BRG REALTY CORP
RESIDENTIAL | COMMERCIAL

BUYING OR SELLING YOUR HOME?
Over 200 agents are ready to help you!
BRGRealtyCorp.com

Make more money on every sale when you join BRG Realty - including **NO COMMISSION SPLIT** and just **\$995** fee per transaction (including E & O)!



1900 Camden Ave, San Jose CA 95124
408.558.3636 • brgrealtycorp.com
BRG DRE#: 02075330

Moving you down the street or around the globe.
RESIDENTIAL | CORPORATE | STORAGE



Call Eric Galpine for a **FREE, no-obligation moving estimate!**

Ready to Move?
408-878-0007
egalpine@acerelocation.com
www.AceRelocation.com



Wondering how you want to **attract the right prospects?**

Wasting time during sales calls?

Is video making **too hard?**

At C Sharp, my team and I make video creating easy and powerful. Benefits of our videos are to...

- **Be Top-of-Mind and Nurture Your Network**
- **Get Faster Conversion Rates**
- **Make Deeper Connections**

Text me your name at (408) 886-9476
and mention "Real Producers". I'll get in touch with you!

Scan here to get
Framework Plus Bonuses when
you pre-order my book!



Christine Ann Iglesias | CEO & Founder, C Sharp Video

Author of The Upcoming Book: *Video Branding For Real Estate Agents: A Step By Step Guide Leveraging 52 Videos*

Why Settle for Ordinary When You Can Have *Extraordinary?*

We have everything you need
to look and feel your best.

HAIR | SPA | MASSAGE | FACIALS
SEMI-PERMANENT MAKE-UP
BODY CONTOURING

Let our experts take care of it all--
schedule an appointment today!

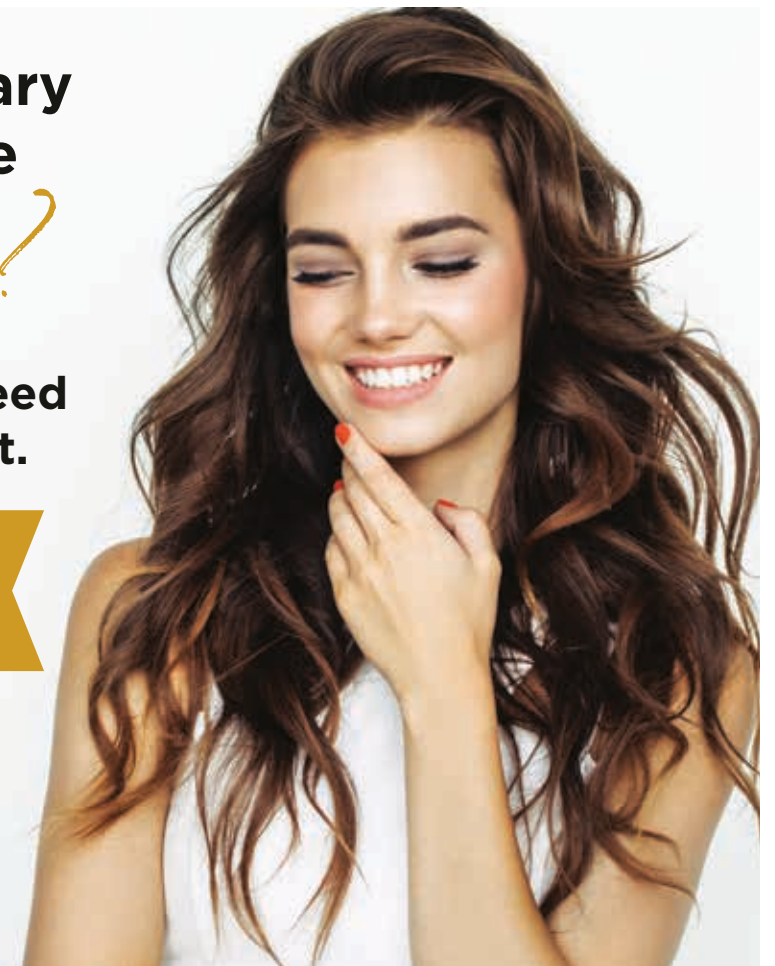


536 East Main Street | Vacaville, CA 95688

(707) 449-4988

jonedwardssalonandspa@gmail.com

www.jonedwardssalonandspa.com



We mean business.

We help brokers attract new clients and grow their business with

- ▶ Mortgage solutions for real estate investors
- ▶ Industry experience to ensure your success
- ▶ Marketing materials to attract new clients
- ▶ Interactive technology to close loans faster

CALL ME TO LEARN MORE

Stuart Solomon
415.793.9476

velocity
mortgage capital
Grow with Velocity
velocitymortgage.com

WE SPECIALIZE IN HOME INSURANCE

- Owner Occupied • Landlord • Construction • Vacant • Rehab

Mark Landis
Your Local Agent
License # 0G95230
650-366-8274 (Office)
408-910-6225 (Mobile)
mlandis@farmersagent.com

FARMERS INSURANCE

FAC
CONSTRUCTION

9 Years OF EXCELLENCE
with FAC Remodeling

9 Years and Beyond:
As we Celebrate Our Accomplishments, we set our sights on the future with enthusiasm. FAC Remodeling is committed to maintaining our core values of Quality, Integrity, and Client Satisfaction. Our goal is to Exceed Your Expectations, providing you with a Smooth, Fun, and Efficient home remodeling experience.

Advocates of Elegance. Pioneers in Remodeling:
Over the past 9 years, FAC Remodeling has been dedicated to Elevating Home Spaces with our commitment to elegance and innovation. From Kitchen and Bathroom Transformations to Complete Home Renovations, we take pride in delivering Quality Craftsmanship that adds Value, Functionality, and Beauty to your homes.

MODERN BATHROOM

www.facremodeling.com (408)420-9444 info@facremodeling.com CSLB #995320

Fitzsimmons Communications

Storytelling Boosting Sales
Changing the World
Key Messaging
Seizing Opportunities

Are you casting about for the right words to showcase your versatility?

Not all Real Estate Agents are the Same. Highlight your skills with informative content.

Call today! Discover strategies to hook homebuyers and sellers.
(415) 472-1499

kf@fitz-com.com // fitz-com.com

cover story

By Zachary Cohen
Photos and Cover
Photo by Ewa Samples

KEN DeLeon

DANCE LIKE
NO ONE'S WATCHING

It was 1997. Ken DeLeon had just graduated from Berkeley Law, one of the nation's premier law schools, had passed the California Bar Exam, and was preparing to launch his law career. When he least expected it, tragedy struck, reshaping his life in unimaginable ways.

"I was hit by a car going 40 mph," Ken shares humbly. "The force of the car threw me up into the air and catapulted me upward. I smashed through the windshield of the car, broke my arm in the process, and then was in the front seat for three miles while the driver beat me. He was on ecstasy, horse tranquilizer, marijuana, and speed, all while driving. He had been arrested for felony charges a day earlier and told the judge he thought I was an alien from the sky, which is why he hit me. Given everything that happened, it actually made sense."

Ken was hospitalized, and his recovery took months. He got cancer twice due to complications from his injuries, furthering his struggle and the obstacles he had to overcome. But somehow, this event has become a blessing in Ken's life. He had the power and perspective to turn what could have been a tragedy into a life-defining positive event.

"I realized the odds are I should have died," Ken continues. "For pedestrians hit by cars going 40 mph or more, there is an 85% probability of dying. I should have been dead. I was left with a sense of luck and a question: How do I live a life so great I don't fear death?"

Ken recovered from his accident and the ensuing cancer scares. On the other side, he was a more resilient and more joyous human being. He began taking more considerable risks and daring to live the life he truly dreamed of. He gained the courage to leave his law firm – one of the area's most prestigious – for the unknown of a career in real estate, which truly had his heart.

"It was a huge risk, but I decided to follow my passion," Ken shares. "I realized life is short. I wanted to live my dream."

LIVING BOLDLY

Ken officially launched his real estate career in 2002 and quickly took the industry by storm. He devoted himself fully to learning the craft, and by 2011, he was the number one real estate agent in the nation, according to the Wall Street Journal, with over \$275 million in sales. That same year, he founded DeLeon Realty, the company he still leads today. Since 2013, Ken and his team have sold a staggering \$8 billion in real estate.

DeLeon Realty has a different business model than any other brokerage out there. Ken specializes in high-end real estate, and his firm utilizes an employee model. As of our interview, he has over 60 employees at the firm, only 8 of whom are agents. The remainder are support staff, including interior designers, contractors, stagers, and administrative staff members. Ken handles deals over \$10 million while his employees manage the mid-level work.

“ We have one life to live, so live a life you are proud of and with few regrets. Live for yourself, stand for yourself, and become the greatest you can be. ”





“We feel we can leverage our agents more with more support staff. That helps us provide the best service to clients,” Ken explains.

DANCE LIKE NO ONE'S WATCHING

Ken is proud of his real estate success, but it's not what defines him. He's most proud of the person he's become as a result of his accident.

“I dance like no one's watching. Everyone is so worried about themselves that very few people pay attention to you; they are just focused on their life. So, given that, I am empowered to create the life I want. My accidents have given me the courage to be free,” he says. “I dance more freely in a literal and figurative sense. I'm the first one on the dance floor, dancing for myself, by myself. I may not be the best dancer, but I am the one with the most heart. My life is a freestyle dance I've created myself.”

Ken realizes that he couldn't control that car hitting him. He couldn't control the cancer. But he could control how he reacted. Thus, he has been able to grow a life lived to its fullest.

“My life is better because of that accident. I left a profession I was good at but bored doing, and now I've found my passion. I've found the confidence to create a new business model,” he explains. “My accident changed my goal in life. Before, it was to be happy and help other people be happy. After my accident, with all this pain, I also had a lot of epiphanies. I realized there is a lot of value to sadness and hardship. I changed my life goal from living with happiness to living with evolution and growth. I realized that sadness can catalyze a lot of growth. So, I'm not afraid of adversity, sadness, or hardship. It can help me become a stronger and better person.”

Ken has seen more challenges in his personal life than most people in their whole lifetime. His only sister died in his arms when they were both teenagers; a drugged-up driver going 40 mph plowed into him, leaving him nearly dead on the side of the road; he was diagnosed with and overcame lymphoma and thyroid cancer. These challenges taught him to live each day to its fullest.

“We have one life to live, so live a life you are proud of and with few regrets. Live for yourself, stand for yourself, and become the greatest you can be.”



Beyond Real Estate

Outside work, Ken enjoys spending time with his wife, Alex, and their four children, hiking, drinking a glass of fine wine, giving motivational speeches, reading books, and, of course, dancing. Ken has given real estate speeches to audiences of over 2,500 people and is humbled to have shared the stage with the likes of Tony Robbins.



YOUR SILICON VALLEY TRUSTED MORTGAGE EXPERT

Guaranteed Rate works with over 50 of the top lending institutions and are dedicated to helping you find the mortgage that best suits your needs.

CONTACT ME TODAY TO LEARN MORE!

MOHAMED TAWY | CHAIRMAN'S CIRCLE
Producing Branch Manager/SVP of Mortgage Lending
(619)599-5643
Mohamed.tawy@rate.com

[RATE.COM/MOHAMEDTAWY](https://rate.com/mohamedtawy)

12680 High Bluff Dr. Suite 250, San Diego, CA 92130

Applicant subject to credit and underwriting approval. Not all applicants will be approved for financing. Receipt of application does not represent an approval for financing or interest rate guarantee. Restrictions may apply, contact Guaranteed Rate or Mohamed Tawy for current rates and more information. CA - Licensed by the Department of Financial Protection and Innovation under the California Residential Mortgage Lending Act. Mohamed Tawy NMLS ID: 450660, AZ - 1078822, CA - CA-DFPI450660, CO - 100522433, CT - LO-450660, DC - MLO450660, FL - LO81708, GA - 450660, HI - HI-450660, ID - MLO-2080450660, IL - 0310065248, KS - LO-0049014, KY - MC758712, LA - Licensed, MA - MLO450660, MD - Licensed, MN - MN-MLO-450660, MO - MO-450660, MT - 450660, NC - 1-194568, NH - Licensed, NJ-Licensed, NV - Licensed, 69645, NY - Licensed, OR - Licensed, TN - 227350, TX - Licensed, VA - MLO-62342VA, WA - MLO-450660 Guaranteed Rate Inc.: NMLS #261; For licensing information visit nmlsconsumeraccess.org

say hello to your favorite movers...

LOCAL. LONG DISTANCE. STORAGE. SENIOR MOVES.

MOVING NORTHERN CALIFORNIA
LOCATIONS IN Rocklin & Brentwood

call us (925)316-1532
fullermoving.com

NATHAN FULLER
OWNER

AGENTS FOR northAmerican MOVING SERVICES
CPUC # 1819919 DOT # 070651

JUMBO LOANS
LOWER RATE.
MORE MONEY.

TYPES OF LENDING WE SPECIALIZE IN:

*80% LTV to \$3,000,000	*85% LTV to \$1,50,000
*Interest Only to \$3,000,000	*DTI to 45%
*1-0 Buydown to 10,000,000	*DTI to 50% =< 70 LTV
*35% down to \$10M	*90% LTV to \$1,250,000
	*Lot Loans
	*Construction Loan

LEND IN ALL 50 STATES!

NO MATTER WHERE YOU ARE IN THE HOME BUYING PROCESS, I CAN HELP!

As a mortgage loan officer with 23 years of experience, I work with you to help you find the right mortgage for your unique situation. You probably have lots of questions. How much house can I really afford? Which type of mortgage best fits my needs? I can help you answer questions like that and I've worked with lots of people throughout the United States with home financing needs similar to yours. I'm proud to work for a reputable bank like U.S. Bank, and you can trust me to do what's right for you.

Eddie Garcia
Private Wealth Mortgage Banker
Military Veteran
NMLS 230696
C: 408.398.2267
Eddie.Garcia@USBank.com
www.usbank.com

Some restrictions may apply to cash advances and payments. All other programs are available in all 50 states for all loan products. Interest rates and terms are subject to change without notice. We cannot guarantee the accuracy of the Bank product and service. Mortgage loans are not insured or guaranteed by the FDIC. Bank products and services provided by U.S. Bank National Association. Member FDIC.



20 YEARS OF
THE N2 COMPANY



AUTO | HOME | LIFE | BUSINESS | HEALTH

Philip Mills

(408) 354-5250

phil.mills.jymk@statefarm.com

www.phil-mills.com

Insurance License #0D41702

NMLS ID #930951 / Company NMLS ID #2094040



Philip Mills, Agent

- RESIDENTIAL
- COMMERCIAL
- TERMITE
- REPAIRS
- PEST CONTROL
- SOLAR
- SEWER
- MOLD



**YOUR
ONE-STOP SHOP
FOR
INSPECTIONS
AND
PEST CONTROL**



CalPro
INSPECTION GROUP

**CALL OUR TEAM TODAY!
(800) 474-3540
CALPROGROUP.COM**