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PROFILE

Allicen Cooper

PARTNER SPOTLIGHT

The Staging Connection

EVENT RECAP

Toast to the Top

COVER STORY

WAVAL TURNER

MAGNOLIA TABLE JOANNA GAINES

MAGNOLIA TABLE JOANNA GAINES

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Have you heard about the Remote Online Notary (RON) option?

How Does Remote Online Notarization Work?

Remote Online Notarization ("RON") is a new, technology-driven notarial process that allows the signer to appear before the notary over a live audio-video feed when executing digital documents.



OVER 50,000 RON SESSIONS HAVE BEEN COMPLETED

Survey results show 96% have given a five-star rating. Our RON team will provide exceptional customer service and handle the entire notary process, from scheduling to supporting customers throughout the session with any technical issues.

Here's what people are saying about Remote Online Notary process:

- *It was way too easy, thank you!*
- *Thalia did an awesome job. Easiest signing on a home that I have done!!!*
- *Amazing new service. Exactly what the industry needs.*
- *Peggy Sue was patient and understanding of our stressful dual-continent/multi-time zone constraints and did all she could to support and inform me along the way. Thank you!*
- *Why don't more people do this?*
- *Very grateful to be able to notarize everything electronically.*
- *She was wonderful! Very helpful, patient, and kind. I would 100% recommend this service to others based on my session today!*
- *The process was easy to follow and it was much more convenient for us than going into a facility.*
- *Thank you for respecting my time. Such a time saver.*
- *Great session. I like the electronic version.*
- *Susan helped us thru some challenges with my wife signing from Mongolia.*
- *This was absolutely amazing and so convenient! Dawn was very nice and explained everything to us. Will sign this way always in the future!*
- *This escrow agent was great! Very helpful to be able to do this remotely for elderly people.*
- *Incredibly helpful as I was traveling. Thank you!*
- *The whole process was extremely smooth. The technology worked great and the notary was extremely helpful throughout the process. This was a really great experience that I would happily recommend to others!*
- *The best way to notarize documents. The preceding email was very clear and the website instructions easy to follow. I would highly recommend using this process again.*

1 IDENTITY VERIFICATION

RON uses the latest identity verification technologies to make notarizations more secure.

1. Signer submits ID for review
2. Notary performs forensic test on ID
3. Signer passes a knowledge-based identity quiz

3 "TAMPER-SEALED" DOCUMENTS

The notary adds a "tamper-seal" to date/time-stamp the notarize documents. The seal will indicate whether any of the documents are altered in the future. The signer gets a PDF of the completely signed and notarized documents.

2 AUDIO-VIDEO CONFERENCE

The notary and signer talk to each other over a webcam in real time and observe the necessary signatures and seals being added to the digital documents.

4 AUDIT TRAIL AND NOTARY RECORDS

Like with traditional notarizations, the notary keeps a journal logging the basic details of the notarization. The journal can be kept in a secure digital format that includes a video of the notarial act, which can be used to prove who actually signed the document.



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If you are interested in contributing or nominating Realtors for certain stories, please email us at katie.macdiarmid@realproducersmag.com.

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We close faster

We can close in as little as **8 business days!** Our average closing time is 18 business days.

We communicate better

We offer **36 touch points** throughout the loan process to all parties in the transaction, so you're never left in the dark.

Cailey and Jamie are terrific! They guided me through the whole process. We ended up offering on 4 homes before finalizing on an amazing home. So their patience and availability at any time were crucial. Also, as a current military member, she worked really hard to make sure I got the best rate. She also volunteers with local veteran groups. Thank you!

-HAPPY HOMEOWNER



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SELLER IMPERSONATION & ABSENTEE OWNER FRAUD SCAMS ARE ON THE RISE.

Absentee owners of real property are often the target of criminals who pose as the owner offering the home or property for sale or as collateral for a new loan. The criminals behind this scam are quite sophisticated and regularly armed with non-public information and identification of the actual property owner.

These imposters have been known to sell the property and get away with the sale proceeds or strip any equity in the property with a new loan. The real property owner often has no idea their property has been the subject of a real estate transaction until it is *too late.*

WHAT ARE WE DOING ABOUT IT?

As part of our ongoing effort to **detect and prevent seller impersonation and absentee owner scams**, we have partnered with MiTek Systems and their identity document authentication software.

WHEN DOES THIS APPLY?






For certain transactions where the property is vacant or non-owner occupied, MiTek's software allows us to **verify the identification** of a principal to the real estate transaction as soon as the order is opened with us. Once the principal has received the request, they will be guided through the steps.

All you need to get started:



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Contact me if I can be a solution for your seasoned clients

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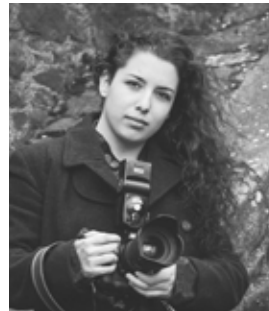
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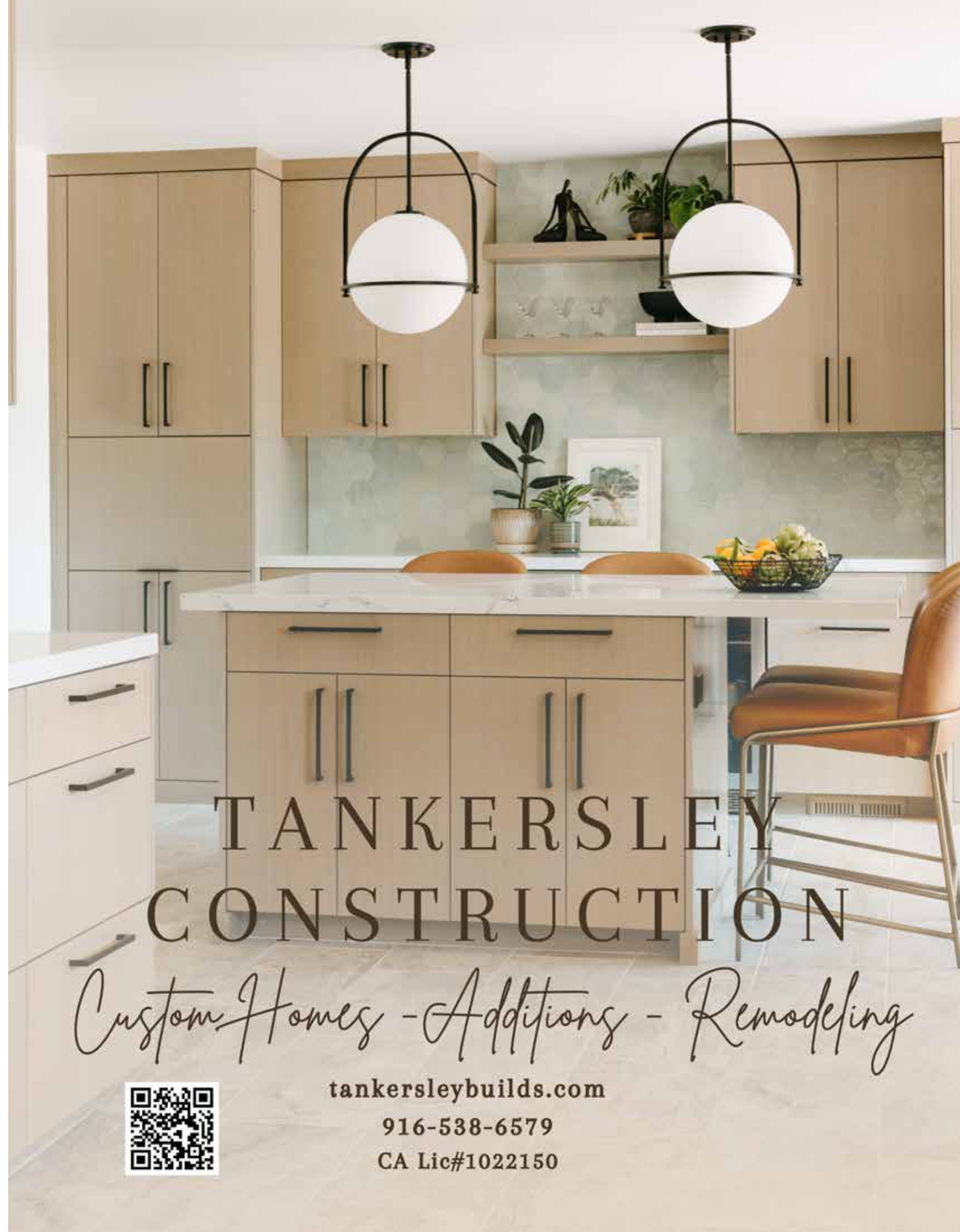
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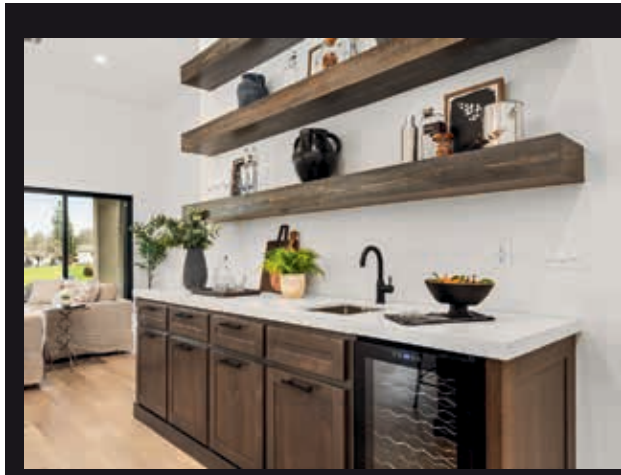
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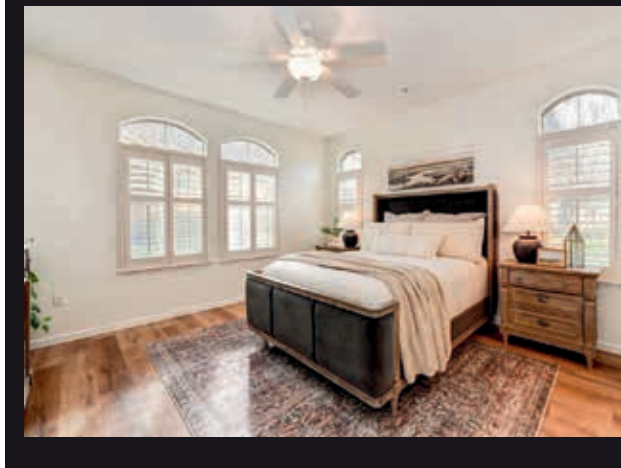


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ALLICEN COOPER



profile



By Chris Menezes
Photos by Ashley Maxwell Photography

BUILDING DREAMS AND STRENGTHENING COMMUNITY

Allicen Cooper can do it all — lead a top producing real estate team, run her own insurance company, be a present mother to her kids, and make a difference in her community in multiple ways. Her journey from a local preschool teacher to a successful real estate and insurance entrepreneur is a story of hard work, perseverance, and an unwavering commitment to her roots.

Allicen's connection to Georgetown is profound and deeply personal. "I grew up here in Georgetown, where I still live and work — raising my kids here," she shares. In this small, rural community, Allicen formed close bonds with her neighbors and peers, nurtured by the town's intimate atmosphere. Without the distractions of a bustling city, she spent her childhood playing softball and participating in Girl Scouts, activities that fostered a strong sense of community and belonging.

After graduating from Golden Sierra High School, Allicen began her career as a preschool teacher, working at a family daycare owned by her step-mother. Specializing in infant and toddler care, she discovered her passion for organization and teaching. However, it was a connection with a parent at the daycare — Danika McLean with Great American Real Estate — that would change her career path.

"She was in need of a transaction coordinator and assistant," Allicen explains. "I didn't know much about real estate at the time, except that I had purchased my own home in my early 20s. But I always liked organization, and felt that in the TC real estate world, there was always excitement with different personalities and deals happening all day."

Allicen started working part-time as a Transaction Coordinator and assistant in 2008. By 2010 she had earned her real estate license and entered a challenging market dominated by foreclosures and short sales. "It was a tough housing period, but it



To make ends meet, Allicen bartended at night and cleaned hotel rooms while working real estate during the day. She did that for six months before seeing the benefits. As she got more referral business and return business, she was able to quit those other jobs.

In 2012, Allicen joined Sierra Foothill Real Estate and quickly became their Top Producer. “They were still local in Garden Valley, so it wasn’t far from my home or my kids’ school,” Allicen notes. Leveraging her success and opportunities, Allicen was eventually approached by Intero Real Estate, who offered her location a franchise agreement for five years. She was already looking to take her business to the next level and start a team, so it was the perfect opportunity.

“I wanted my own office, have my own space, create my own culture, and ensure my clients felt comfortable and cared for,” Allicen explains. “In addition, I wanted the community to recognize me as their liaison in real estate, so I increased my presence and involvement to emphasize the importance of knowing each other as neighbors.”

In 2018, Allicen seized the opportunity to go from renting office space to owning her own commercial building. That’s when she decided to expand her business and acquired an insurance agency. “Every buyer I worked with needed insurance, and getting a call back from some offices was challenging,” she explains. “I felt the level of customer service we provided in real estate would transfer over to insurance.”

Allicen went through the rigorous process of getting licensed in insurance and opened the doors to Allicen Cooper Insurance Agency in the same building, with suites side by side. Allicen’s commitment to excellent customer service in real estate seamlessly transitioned to her insurance business, offering a comprehensive experience for her clients. “Insurance has been a great complement to the real estate side,” she notes.

Making her final shift to RE/MAX Gold in 2021 was Allicen’s way of ensuring her clients and team would have everything they need for success. “I felt the name recognition was stronger, and my clients deserved a well-known company backing their properties. I felt my team deserved all the tools offered, and there is a lot of local support.”

Looking ahead, Allicen aims to grow her real estate and insurance teams, creating more opportunities for others in her community. She also dreams of developing affordable housing by developing land, offering first-time homebuyers off-market opportunities and lease-to-own options. “We don’t have a lot of new construction here on The Divide, and I want to provide more new homes for families,” she shares.

gave me a leg up because I knew how to hustle and what hard work meant. I had to learn the trade from the very beginning,” Allicen shares.

Allicen’s journey in real estate was marked by determination and hard work. Her commitment to excellence quickly earned her a reputation for handling complex transactions with skill and efficiency. She attributes her early success to pure necessity — having just become a single mom to her kids at the time.

“I realized I had to support my kids, so I really dove in and gave it my all,” she explains.



**WHEN YOU HAVE
PASSION FOR
SOMETHING,
YOU FIND
TIME.**

Allicen's impact on the Georgetown community extends beyond her professional achievements. She serves as the secretary of The Divide Fire Safe Council, is a member of Rotary, is president of the El Dorado County Association of REALTORS® Top Achievers, and a member of The Divide Chamber of Commerce. She values the importance of giving back and staying connected with her community, embodying the spirit of service and leadership.

A recent participant in The Atlas Project leadership program, Allicen has been transformed as a leader, partner, mother, and community member. Inspired by this experience, she is also in the process of becoming a foster parent, fulfilling a dream she has had for quite some time now.

"I run this ship solo, but I can do it all," she says. "I have time for everything I'm passionate about. When you have passion for something, you find time," she says.

As Allicen continues to build dreams and strengthen her community, she will continue to exemplify what it means to live and work with purpose, making a meaningful impact on her community every day. Her story is a testament to resilience, dedication, and the power of passion in achieving one's dreams while uplifting those around her.



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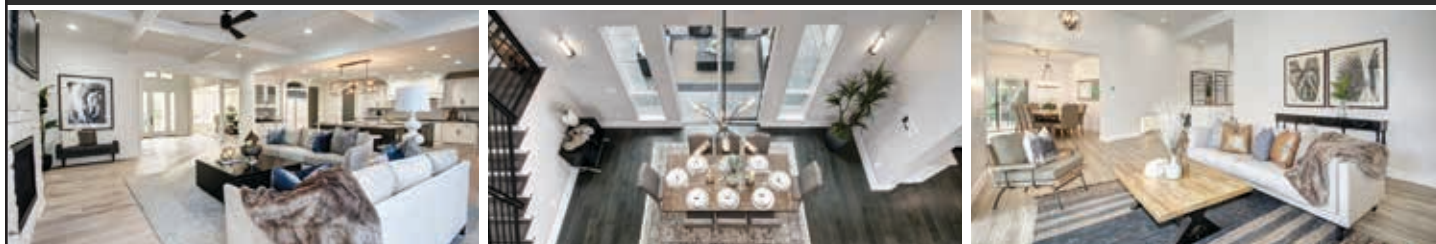
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About HEATHER HUNTER JACKSON

Heather Hunter Jackson began her career in the mortgage industry in 2002. She has spent nearly half of her career in the mortgage broker space, helping homebuyers achieve their dream of homeownership. Putting honesty, ethics, and transparent communication back into mortgage lending has been the cornerstone of Heather's career, and educating consumers and her referral partners is her passion. Operating from a place of integrity as a top producer in her field, she has employed out-of-the-box thinking to help over a thousand borrowers achieve their homeownership dreams and closed over \$200 million in business in the past five years alone.

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▶▶ event recap

TOAST TO THE TOP!

In April the *Sacramento Real Producers* community gathered to celebrate 4 YEARS together! We had an incredible time at the Revival Rooftop Lounge atop the Kimpton Sawyer where we toasted to our phenomenal featured agents and all the newest Top 500 Agents who made the 2024 list! Our mission is to CONNECT, ELEVATE, and INSPIRE this group that encompasses the BEST OF THE BEST in Sacramento Real Estate and every year I am thrilled to see the collaboration over competition culture just keep growing. Thank you to everyone who attended, we will see you at our next event!



This year we also introduced our MISSION ADMISSION raffle where all attendees get to nominate an organization to receive a Donation Fund created from a portion of all ticket sales. As a community we raised \$3750.00. Cherie Schaller won the raffle and chose to make the donation to Child Advocates of Placer County! As a community we were able to donate \$3750.00 and were thrilled to see it go to such a well deserving organization!

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Seeing Opportunity*



Kimberly Lane has never been one to shy away from risks. She's long had an entrepreneurial mindset, an adventurous spirit, and a willingness to step forward into what feels exciting and uncomfortable. That trait has served her well in life and business, ultimately leading to her founding The Staging Connection.

"It is easy for me to see opportunities and envision myself being successful; very few things scare me, nor do I look at opportunity in a negative way," Kimberly shares proudly. "I always see it as stepping stones and a way to experience and explore new things in life. Having a long-term career previously has provided stability in the past, but in 2018, I was ready to let loose and throw out anything holding me back."

THE PATH AHEAD

Kimberly was born and raised in the Sacramento Valley. Before getting into real estate and staging, she spent 35 years with the University of California. During that time, she worked her way up from administrative positions to management, even leading an international program that took her all around the globe.

"I wanted to grow and learn and work up the ladder, so I always looked for opportunities," Kimberly explains. "And opportunity presented itself. I put myself out there and took risks. I ran a statewide program in coastal oceans and fisheries, then managed an international program for the UC Office of the President. I traveled the world and experienced and met all kinds of interesting people. That work took me to Jordan, Israel, Argentina, Canada, Spain, Australia, and Turkey, to name a few. I spent the last ten years of my UC career in communications and marketing at UC Health."

▶▶ partner spotlight

By Zachary Cohen
Photos by Olha Melokhina
Photography

Kimberly began her career at the University of California when she was quite young. That allowed her to retire early and pursue her entrepreneurial passions. In 2018, she left the University and, at the urging of her two daughters, got her real estate license.

“It’s nice to have an opportunity to make a big change in life and completely shift gears and try something different. This was a very different change for me, and at the same time, I have always believed I have small business blood in my veins,” she continues.

Kimberly began her career in real estate as an agent. As she closed more deals, she realized how important it was to work closely with sellers to ensure their homes were shown in the highest light. So, she began staging her own listings, bringing a warm, inviting vibe to spaces and improving her closing rates.



“I saw the ROI on staging and realized buyers really want to buy homes that are move-in ready and create a warm, homey, comfortable feel,” she explains. “I’ve always done staging for myself, friends, and family. It allows you to create a welcoming, inviting space that you are attracted to. Home is important to me. It’s where family is. So if I can create that for myself, I can help others create it as well.”

After running her staging business alongside her real estate sales business for several years, Kimberly committed more fully to staging in 2023, when she purchased an existing company, rebranded it, and launched The Staging Connection.

MORE THAN DECOR

Home staging goes beyond simply arranging furniture; it’s about bringing a home to life. A well-staged home highlights the property’s best attributes, creates an emotional connection, and increases its market value.

Kimberly’s specialty is bringing properties to life and creating a warm, welcoming environment. Although most of The Staging Connection’s business is focused on vacant resale properties, the company also stages model and spec homes, occupied homes, and outdoor spaces. Kimberly’s experience in real estate sales gives her an edge, and she prides herself on staying flexible and nimble to meet her agents’ needs.

“My business reflects my personality, and the relationships that are built by being goal-focused and understanding what I can do to help my clients be successful,” Kimberly explains. “There is nothing more fulfilling in business than to see the harvest of the fruits of labor for my clients and, in turn, for me.”

“Not to be cliché, but the future is very bright for me. That is how I look at things overall. I am enjoying what I am doing with my team at The Staging Connection and as a REALTOR®. Personally, my faith is what keeps me balanced, blessed, and at peace. Next, I want to make more time for travel, golf, pickleball, and spending more time with family and friends. Life is so fast, and as long as we have mobility and health. I will keep on moving and exploring life.”

For more information, visit www.thestagingconnection.com.



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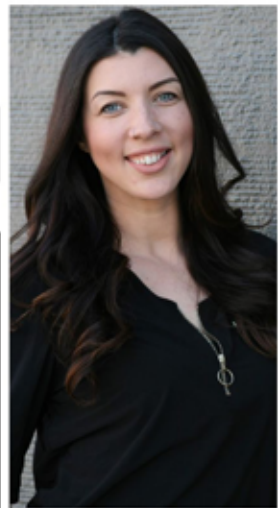


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VAL TURNER

A THRIVING REAL ESTATE BUSINESS ROOTED IN FAITH

Val is a third-generation entrepreneur who grew up in Fair Oaks and moved to the Island of Oahu for college, initially pursuing career paths far from real estate. She began working in elementary education while studying nursing and pharmacology. However, Val serendipitously found herself immersed in the world of real estate in her early twenties, initially through employment with a REIT investor before transitioning into investment sales. Recognizing her burgeoning passion for the industry, Val decided to pivot her career entirely toward residential sales.

"My dad passed away in 2006 and my mom had to sell the house. I remember the flyer in the box on her sign and how much better I wanted to make it. That REALTOR® soon became my broker and mentored me until I got my license."

She obtained her real estate license in 2013 and entered the market with unwavering determination. This quickly paid off as she set an ambitious goal to double her income every year. Val's commitment to excellence led her to seek guidance from seasoned professionals, strategically aligning herself with top-performing agents to glean insights and strategies, thereby charting a course toward emulating industry leaders.

In 2017, Val solidified her presence in the luxury real estate market and subsequently aligned herself with Nick Sadek and Sotheby's International Realty. While at Sotheby's, Val channeled her passion for interior design into a fruitful venture. What began as a side hobby in the third bay of her garage quickly identified a gap in the market for luxury staging. This insight led to the creation of Maven Haus, a thriving staging company that Val sold in 2022.





“
PEOPLE HIRE US TO BE ADVISORS AND GET THEM RESULTS.
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Also while at Sotheby's, Val met her business partner of seven years, Gail DeMarco.

“A lot of people ask how Gail and I became partners, and she tells the story funnier than I do but long story short we were competing for a listing and thought it would be a heck of a lot more fun to do it together, so we did, and never really looked back since.”

They co-founded the Turner DeMarco Team and their collaborative effort was further strengthened when Jay Friedman joined the partnership, creating the Turner DeMarco + Friedman Team in 2022. Together, they have leveraged their combined strengths to elevate the team among the top 250 teams globally within the company. A significant part of what makes their partnership thrive, despite their diverse backgrounds, is that they're all led by faith.

“People often ask how the three of us came together. While we don't have a definitive answer, we truly believe that God aligned the three of us to complement each other's talents and strengths. To say we are grateful to be the stewards of the gifts God has given us to better serve our clients and our industry, is an understatement. We see His faithfulness shine through our team daily, and especially so as the market and industry has become more challenging.”

The remarkable achievements of the team underscore Val's exemplary leadership and dedication to unparalleled client service. Val places a paramount emphasis on honesty and effective communication in all interactions, recognizing their pivotal role — even in situations where conveying a difficult truth may challenge a client's expectations.

“People hire us to be advisors and get them results. The ability to have hard conversations and be direct and honest — in a professional way — is crucial.”

Looking ahead, Val is committed to expanding the team's influence and market presence while fostering a culture of leadership development. Her overarching objective is to uphold their position as the premier real estate team in Folsom and El Dorado County.

Outside of her professional endeavors, Val finds solace in the great outdoors and enjoys activities like camping, boating, and fishing. She is most at peace near water, finding both inspiration and relaxation that grounds her amidst the hustle of daily life. All the while, she maintains a ceaseless connection to the real

estate market, driven more by passion than mere profession. She actively engages in real estate investing and owns and operates an Airbnb venue in Mountain Ranch, lending her expertise to others in their investment endeavors and home renovation projects.

Ultimately, for Val, success is defined not just by professional achievements but by the lasting legacy and impact on her family.

“It's not what we accrue, but what we create that we can leave behind for our children and our memory. Legacy. Family is success to me.”





Val's commitment to her family and business showcases what can be achieved by following your passions, hard work, and dedication to excellence. In the constantly shifting real estate landscape, Val remains optimistic and adaptable. As she navigates these changes, her integrity, expertise, and genuine passion for real estate continue to guide her as she serves her valued clients.



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