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JUNE 2024




Arianna Louise



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Those who know Ari will tell you she’s unstoppable. Although she’s relatively new to the industry, her trajectory is clear. She’s not just on her way to becoming a top producer; she’s rewriting the rules of success in the industry.

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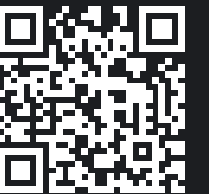
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NATE TOPETE & MATT MAGALLANEZ

» cover story

Written By Terrina Russell
Photography by Marissa McCutchan

Nate Topete and Matt Magallanez didn't start their careers thinking they'd become top real estate agents in California. The cousins, who grew up together and shared a close family bond, had side jobs as teens while attending college—Nate at Valvoline and Matt at Chick-fil-A. Both pursued business degrees, with Nate focusing on administration and Matt on marketing. Yet a shared interest in real estate investing ultimately led them to explore a different path.

Nate's journey into real estate began with a chance encounter. He wasn't even looking to become a realtor; he just wanted to understand the real estate market for investment purposes. While working at Valvoline, he was introduced to a real estate office that was hiring for a loan processor. Intrigued, Nate applied for the position and quickly found himself immersed in the real estate world. Meanwhile, Matt was still working at Chick-fil-A, but after hearing about Nate's progress, he decided to join the same real estate office. This move opened the door for Matt to start as a loan processor while Nate pursued his real estate license.

It didn't take long for the cousins to recognize their complementary skills. While they began working separately, they maintained a competitive edge, constantly comparing notes and pushing each other to do better. Yet, it was their desire to support one another that ultimately led them to team up and form Katalist, a name that reflected their vision for change and growth.

"A catalyst triggers progress, yet itself remains unchanged," said Nate. "We want to be that for the communities we serve—helping them grow while staying true to our core values."

With a little play on spelling, Katalist was born.

Their shared values of creativity, loyalty, and grit became the foundation of their team. This commitment to grit, defined as doing whatever it takes to get the job done, became crucial as they faced early challenges in their careers. Door-knocking, a tactic they used to meet new clients, didn't come naturally to either of them, but they pushed through the discomfort and turned it into a successful strategy.

The support of their families played a significant role in their success. Their spouses, parents, and siblings were always there to lend a helping hand, whether it was hosting events, supporting their business, or providing a listening ear. This strong familial support allowed Nate and Matt to focus on building their business and, eventually, their community.

Katalist's approach to real estate combines traditional marketing with a personal touch. They believe in building lasting relationships with their clients and the communities they serve. This philosophy led them to establish a strong presence in Ontario Ranch, a developing community near where Nate grew up. They became more than just realtors; they became a resource for the entire community.



“”

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WE WANT TO BE THAT FOR THE COMMUNITIES WE SERVE
—HELPING THEM GROW WHILE STAYING TRUE TO OUR CORE VALUES.

Through door-knocking, sponsoring events like Easter egg hunts and photos with Santa, and collaborating with local businesses, Nate and Matt became familiar faces in the community. They also offer free marketing to local businesses, helping to promote entrepreneurs and new ventures in the area.

“We do whatever it takes to help the community,” Nate said. “It’s not just about selling homes; it’s about making a difference.”

Looking ahead, Nate and Matt are excited about the future. Investing in real estate remains a key focus, and they plan to expand their portfolio while continuing to serve their community. The ultimate goal is to build a thriving business while maintaining the personal touch that has become their hallmark. As they continue to grow, their core values of creativity, loyalty, and grit will guide them, ensuring that they stay true to the community and the family values that brought them here.



Photo Courtesy of Sweet Me Photography

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Locker Your Loan

Lara Locke, Broker/Owner of
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Women Who Get Sh*t Done

I founded Locker Your Loan during the tumultuous market crash of 2008, with the goal of transitioning from cumbersome 300-page paper files to a streamlined digital mortgage process. This goal not only aimed to innovate but also to save my fingers from countless paper cuts. Amidst setting up the business, my family also grew, from my eldest, Jaden, now 21, to eventually becoming a mother of three.

Balancing a budding business with young children was nothing short of chaotic. I recall a memorable conference call; I was multitasking, taking notes while watching my children, then 18 months and four years old, play in the bath. Suddenly, they both decided to escape, leading me on a wild and rather humorous chase through the house—charming as a mother, less so as a CEO.

In those early days, I also grappled with choosing the right CRM system. My understanding of CRMs was limited, so I tested

three simultaneously over three months to determine which suited my needs best, before ultimately selecting Salesforce. This required further dedication, as I spent many nights learning to tailor Salesforce to enhance our client interactions, often until late into the night after long days juggling work and family responsibilities.

These experiences during the formative years with my children profoundly shaped my professional outlook. The dual roles of mother and businesswoman require a seamless transition between nurturing and a decisive, goal-oriented approach. This wasn't always smooth but it was a necessary skill to hone.

Years later, as my children grew and started school, Locker Your Loan also matured. I thought I knew every aspect of running my business until I encountered a coaching company called The Core. This program didn't just coach on real estate and mortgages; it revolutionized my approach to sales, team management, and wealth accumulation. Participating as both a member and after many years a coach, I gained invaluable insights and elevated my business operations significantly.



WOMEN WHO GET STUFF DONE



ARIANNA GOMEZ - “You don’t have to do it all, but if you do one thing consistently, you will be successful.”

KELLY MCLAREN - “I keep quotes on the display of my iWatch, so they’re always in sight throughout my day. Right now, the quote from Tim Ferriss on my watch asks, ‘What would this look like if it were easy?’ This question resonates deeply with me in two distinct ways: it acts as a powerful, broad perspective that calms my usually busy mind, filled with countless thoughts and tasks. Moreover, it helps me zero in, gaining clear insight into what processes we’re lacking, which are necessary to enhance the flow and efficiency for both our Clients and our Team.”

Inspired by these experiences, I initiated “Women Who Get Stuff Done,” a cohort dedicated to walking alongside other women. Women meeting other women no matter where they are in life and business. This group isn’t about embodying a singular personality type but mastering one’s unique strengths and allowing oneself grace. It’s about progressing 1% at a time, progress over perfection, driven by our internal resolve to advance one high-heel step at a time, wearing the many hats and layers that our roles require as women.

So, here’s to the remarkable women of this group, whom I deeply respect, for their relentless pursuit of success and their willingness to share the wisdom that got them there. Let me introduce you to a few members of “Women Who Get Stuff Done”:



LISA MAILHOT - “As a woman, an entrepreneur and a single mom, I’ve come to realize that success isn’t just about hustling harder – it’s about embodying the perfect blend of grit and grace. By embracing challenges with determination and handling setbacks with poise, I’ve built a business and a life that I’m proud of.”

KARI JANIKOWSKI - “Every day offers a new opportunity to transform your life through commitment, hard work, and determination. Remember to treat others as you would like to be treated. By actively listening to your peers in real estate, you can gain invaluable insights into both the industry and life in general. My advice? Never stop learning, evolving, and refining your skills. I’m also grateful to have encountered many incredible, supportive women in the real estate sector who truly uplift each other.”





JORDONA HERTZ - "I focus on results, not revenue. I prioritize honesty, integrity and service in all my dealings. As a woman CEO, I understand the unique dynamics of this role. I strive for transparency and trust in my interactions, which sets our brokerage apart and builds lasting client relationships. This approach not only distinguishes us in the market but also ensures that financial success naturally follows from our commitment to excellence."



SHISHANA HOGG - "In today's world, having the honor of running an extraordinary business is a dynamic force and it's pretty cool to be a woman and know you're capable of anything and everything. It's about rewriting the narrative of leadership, blending empathy with ambition, and embracing collaboration over competition. It's a journey of resilience and adaptability in the face of ever-changing markets and nothing can stop you or hold you back. I believe success isn't measured solely by profits but by the impact we make on everyone around us. It's about lifting each other up and leading people to unlock their superpower."



KRYSTLE ROTH - I really want to show young women that starting early can lead to incredible financial success. I began my journey in real estate at just 19, and now, nearly 20 years later, I'm seeing the fruits of my labor. By the end of this year, I'll have five rental properties that bring in \$15,000 a month. It's exciting to think that I've accomplished this and I am still under 40! I always say "You can have Reasons or Results, you can't have both!"



MARCELA HERRERA - "My advice for women in real estate is to prioritize having a personal connection with each client. Take the time to truly understand their needs and preferences by engaging sincerely and listening to them. Remember, this process is about THEM, not YOU! Learning to put clients first and build meaningful relationships can set you apart in a competitive market, this will help lead the way to your success."



GABBY HANSON - "Being a mother, wife and a businesswoman is a beautiful balance of love, resilience, and determination. It's a journey that constantly challenges me to grow and evolve, but the rewards of seeing my family thrive and my business succeed make it all worthwhile."

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NICOLE FARNUM

Written By Terrina Russell
Photography by Marissa McCutchan

Nicole Farnum did not start her career with the goal of becoming a top real estate agent. Her journey into the industry was unexpected, driven by personal challenges and a commitment to her family. With her husband, Evan, by her side, she's transformed what began as a part-time job into a thriving business that embraces a culture of family and kindness.

Before real estate, Nicole worked as a director at a medical center, a stable and successful position. However, life had other plans. After battling infertility, she and Evan welcomed their daughter, Nora, in 2019. Early complications in the pregnancy forced Nicole to spend most of the pregnancy on bedrest. Once Nora was born, Nicole returned to work and quickly realized her priorities had changed.

"I was like, I don't know why I'm going to work all day, and somebody else is raising my child," she recalled. At that point, she remembered the real estate license she had obtained on a whim a couple of years earlier.

In early 2020, Nicole decided to take the leap and quit her job. The goal was to sell a few houses to cover her student loan payments, but it quickly became much more. Eventually, Evan joined her in the business, and together they built a successful real estate career. Nicole's approach to real estate focused on flexibility and family, allowing her to balance her work with raising Nora.

Nicole's ability to connect with clients on a personal level played a crucial role in her success. Evan describes her as someone who "treats clients like they're family." Her approach to business involves transparency, accountability, and communication, making

the often-stressful process of buying or selling a home feel manageable. Clients appreciate that she goes the extra mile to make their experience as stress-free as possible.

As Nicole's real estate career flourished, she became one of the top agents, finishing number two in her office. Despite this success, she wasn't content to stay within the confines of a traditional brokerage. Nicole decided to start her own brokerage, MM Realty, which stands for "Mommy and Me Realty." The name reflects her focus on family and creating a supportive environment for other moms in real estate. She describes her new venture as "extremely mom-centric," allowing mothers to balance their careers with their families. It's not uncommon for children to be present during meetings at Mommy and Me Realty because it's part of the culture that has been established.

Nicole and Evan's decision to start a new brokerage was bold but aligned with their belief in taking calculated risks. They often joke about making "whiskey decisions," referring to their tradition of sitting down with a glass of whiskey to discuss significant life choices. Despite any uncertainty, they trust in their ability to figure things out. Evan notes that their approach to business has always been centered on their family. "We don't want to choose between being there for our daughter and earning a living," he explained.

“ I WAS LIKE, I DON'T KNOW WHY I'M GOING TO WORK ALL DAY, AND SOMEBODY ELSE IS RAISING MY CHILD. ”



“ WE DON'T WANT TO CHOOSE BETWEEN BEING THERE FOR OUR DAUGHTER AND EARNING A LIVING. ”



Their family-first approach extends beyond their business and into their relationships with clients, colleagues, and the broader community. Nicole has built a network of supportive professionals, from her lender to her mentor, home inspector, and title rep. These individuals aren't just business associates—they've become part of the Farnum family, attending Nora's birthday parties and other family events. Even some of Nicole's past clients have become real estate agents and are now on her team. The team consists of several amazing women who embody the Mommy and Me values. We lovingly call these ladies the Core Four. Jaime, Evelyn, Danielle and Robin have played a vital role in building the foundation of the company.

The culture Nicole and Evan have created at Mommy and Me Realty is one where work and family coexist harmoniously. Their journey from the corporate world to building a family-centered real estate business serves as an inspiration to other agents and entrepreneurs. It's proof that success doesn't have to come at the expense of family and that with the right approach, it's possible to build a thriving business while keeping family at the heart of it all.



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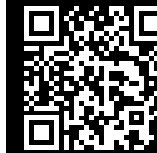
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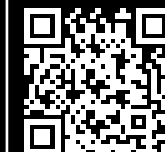


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Written By Terrina Russell
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Myiesha MAJORS

Myiesha Majors isn't your typical real estate agent. With a background in mortgage and a passion for community engagement, she's become a dynamic force in the real estate world. Her journey into real estate was shaped by unexpected changes, personal growth, and a deep commitment to helping others.

“““

**I WANT MY CLIENTS TO UNDERSTAND
THE PROCESS FROM A TO Z.**

I'm constantly trying to make sure that people understand what the process is to buy a home.



6699

I want him to see that because when he grows up and gets married and has children and has a wife, I want him to be okay with having a
STRONG FEMALE FIGURE AS A MOM AND BE OKAY WITH HAVING THAT AS A WIFE.

She entered the field of real estate after years in the mortgage industry, where she worked during a turbulent time when many people were losing their homes. Myiesha recalls negotiating short sales and loan modifications on behalf of the bank. This experience provided her with invaluable insights into the complexities of the mortgage process. After being laid off from her job, she decided to take a leap into real estate, obtaining her license just a few months after her son was born.

“I didn’t want to put him in childcare, daycare, or anything like that,” Myiesha explained. “So I thought, if I can make this work in a year, then maybe I’ll do this instead of going back to corporate.”

Her first year, she completed 10 transactions, proving to herself that she could make a career out of real estate.

Myiesha’s success is grounded in her extensive experience and her approach to working with clients. She brings a deep understanding of the mortgage industry, allowing her to guide clients through the real estate process with empathy and clarity.

“I want my clients to understand the process from A to Z,” she said. This commitment to transparency and education has earned her a loyal client base. “I’m constantly trying to make sure that people understand what the process is to buy a home,” she shared.

Her social media presence reflects this approach, with regular content that educates and informs. She also maintains strong relationships with her clients through consistent communication, sending newsletters, gifts, and holiday cards to stay top of mind.

Her team might be small, but it’s mighty. Myiesha works with a team of agents, including a general contractor who also serves as a high

school guidance counselor. “I love having her on my team because when I have clients who need work done to their home for us to get it sold, I have a solution that’s easy for me to tap into,” she said, highlighting the collaborative spirit within her team. This diverse team provides a unique set of skills, allowing Myiesha to offer clients a range of services beyond just buying and selling homes. While she does most of the production on her team, Myiesha values the support and expertise her teammates bring.

Myiesha’s commitment to her community extends beyond real estate. She hosts a segment on American Dream TV, where she showcases local businesses and highlights community initiatives. One of her recent episodes focused on a family who lost their daughter to childhood cancer and created a charity in her memory. By shining a light on these stories, Myiesha is not only promoting local businesses but also supporting causes that make a difference. Her philanthropic efforts reflect her belief in the power of community and the importance of giving back.

Beyond her professional achievements, and the amazing support she gets from her husband, Myiesha is most proud of the example she sets for her son. As a successful business owner and a Black woman in a challenging industry, she inspires him to dream big and pursue his goals with determination. “I want him to see that because when he grows up and gets married and has children and has a wife, I want him to be okay with having a strong female figure as a mom and be okay with having that as a wife,” she explained. With the support of her family and team, Myiesha continues to push boundaries and inspire those around her. Her story is a testament to resilience, hard work, and the power of connection. Whether she’s helping clients navigate the real estate market or highlighting community heroes, Myiesha Majors is making a difference one transaction, one episode, and one relationship at a time.



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