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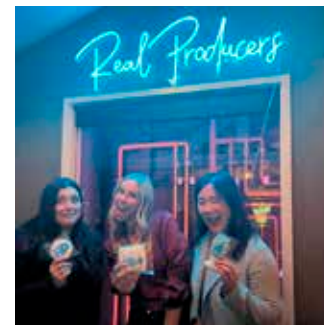


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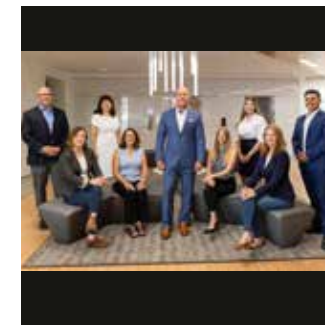
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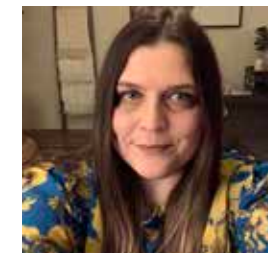
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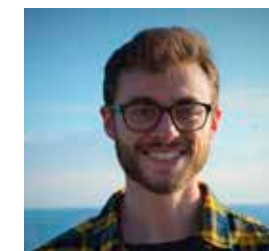
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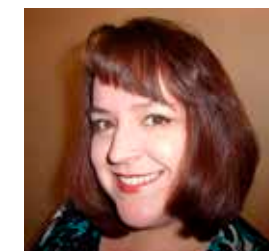
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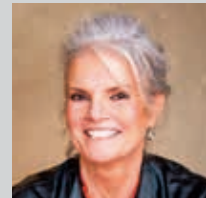
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▶▶ event recap

# Ready...Set...

# Go!

*Cheers to a New Year and a New Season for Silicon Valley Real Producers!*

*Silicon Valley Real Producers, we couldn't be happier with the way the re-launch party turned out. This is just the beginning! We definitely could feel the love and support in the room and we are so excited! Thank you to all of you who were able to come out and support us for our first event. Onward and upward in 2024!*





# JENNINGS

## HELPING AGENTS LIVE THEIR BEST LIFE

*“We are helping agents scale and grow. We don’t create winners. We find winners and help them win bigger and faster by giving them a proven path to success.”*

Over the past few years, Brett Jennings has grown Real Estate Experts exponentially. The group closed an impressive \$1.2 billion in sales in 2021 and followed that up with \$1 billion in 2022. Alongside their sales growth, the team has scaled to 100 partner agents, proving that Brett’s approach to growth has been a massive success.

Brett launched the Real Estate Experts brand to change the perception of real estate agents in the mind

of consumers. From the beginning he saw the need to align with agent partners that were obsessive about being the best at their craft and delivering the best possible experience for their clients. With recent developments like the D.O.J. vs NAR lawsuits it seems the importance of being a real expert is more critical than ever.

“Our formula has been all about helping agents double their business, and it’s worked,” Brett says proudly. “We helped numerous agents double but

to help agents continue to grow in a market like we are going through now, requires a relentless commitment to elevating our skills and going deeper in our relationships with clients, and that requires time.”

“And if you are a busy agent, to get that necessary time requires leverage. What prevents most people from growing is this: 80% of real estate is \$25/hour work. If an agent is doing all the activities themselves, like responding to emails, booking a calendar,

printing property tour sheets, putting out lockboxes and signs, etc., that’s 80% of their work. If an agent relegates themselves to doing that, they only have 20% of their time to focus on high impact, business development activities.”

Brett and his team believe the keys to success in real estate are simple, albeit not always easy to execute, which is why they strategically developed a support model attracting talent from within and outside the real estate industry, aimed at delivering superior client experiences and allowing agents to focus on building their expertise and client relationships.

As Brett built the model he looked at the expenses of top producers around the country and determined they spend money on four things: leads, marketing, coaching, and support. With Real Estate Experts, Brett has implemented a bold idea – to take the burden of finding the best lead generation, marketing strategies, coaching, and support systems off his agents’ plates.

He’s developed partnerships with effective lead-generation sources like Zillow Flex, Homelight and Fello. He’s created in-house marketing operations and programs. He offers his agents best-in-class training and coaching. And finally, he provides support staff so agents have a highly trained administrative team at their fingertips on a per-transaction basis.

The result has been tremendously positive. Brett’s team is thriving, and his agents continue to grow their individual businesses.

“We see our brokerage as more of a platform than a brokerage. We are an agent services platform. Agents can come plug in and really scale their business based on the systems.”

### A Hybrid Model

Brett describes Real Estate Experts as a hybrid between a team and a brokerage.

“A typical brokerage has 100 agents that all do business in their own way. The binding element is they work in the same place and have some element of culture. But you have a hundred agents doing business in a hundred different ways. By contrast, a high-functioning team has well-defined systems. Agents are all doing business in a similar way at a high level,” he explains. “What we are doing fits more of a hybrid model. What we provide to our agents is the best of both worlds. There is a lot

more opportunity and support than a brokerage provides but with higher splits than a traditional team.”

Real Estate Experts has a support staff that tops 25 and around 100 agents. The staffing-to-agent ratio is intentionally high, allowing agents to focus on high-impact activities and let the support staff handle the rest.

Brett has found the model works best at price points over \$1 million. After all, it’s not cheap to employ more than one staff



member for every four agents. By sticking to their niche, Real Estate Experts have flourished.

**Built on Mindset**

The team results at Real Estate Experts are impressive, and the individual agent results are just as awe-inspiring. Brett has helped nine agents have their first \$1 million dollar year; his big goal is to help 100 agents have a \$1 million dollar year.

“That’s beautiful. If I help enough people succeed, that’s success. I’m passionate about developing people,” Brett says.

Part of Brett’s long-term plan is to continue expanding their brokerage’s reach. They recently expanded into Southern California and have locations in Tahoe, San Francisco and the East Bay in addition to the core Silicon Valley market.

Mindset is one of the topics Brett is most passionate about. He’s been a meditation teacher for 20 years, has coached for Tony Robbins’ organization, and continues to coach his agents daily.

“It just so happens that the real estate business offers a perfect opportunity to discover who you really are, day by day. It’s through the challenges and



opportunities you come across, the people we meet and interact with, that we develop a powerful mindset,” Brett says.

Brett believes that challenging experiences, not easy ones, promote the most growth. He teaches his agents how to be a calming force in the face of adversity and stress.

“The ability to be a calming presence or a grounding force – we’re like a lightning rod to ground people’s energy and bring them back to what’s important. We have to protect clients from themselves many times,” he says. “The idea I’m promoting

with Real Estate Experts is conscious business. I believe you can do good and do well at the same time. We do personal and business goal-setting. Real estate is an awesome business, but the point is to fund your perfect life. I want to help agents get to the next level. When people find a purpose that’s bigger than money, then success never ends. I’ve taken the spirit of that into what I do every day. We’ve created a culture of people committed to growing. We’ve created an environment focused on personal and professional growth.”

Brett wants to be remembered as more than a successful REALTOR® and leader. He wants to be known as someone who inspired others to live their best lives and positively impact the world.

“I want to be an example of what is possible and inspire others to grow. I want others to know I made a positive difference by being in their life,” Brett says. “What motivates me now is impact. I want to make a difference in the lives of people. What positive difference can I make in the lives of others today?”

To learn, more visit [www.TheRealExperts.com](http://www.TheRealExperts.com) or [www.BeARealExpert.com](http://www.BeARealExpert.com).



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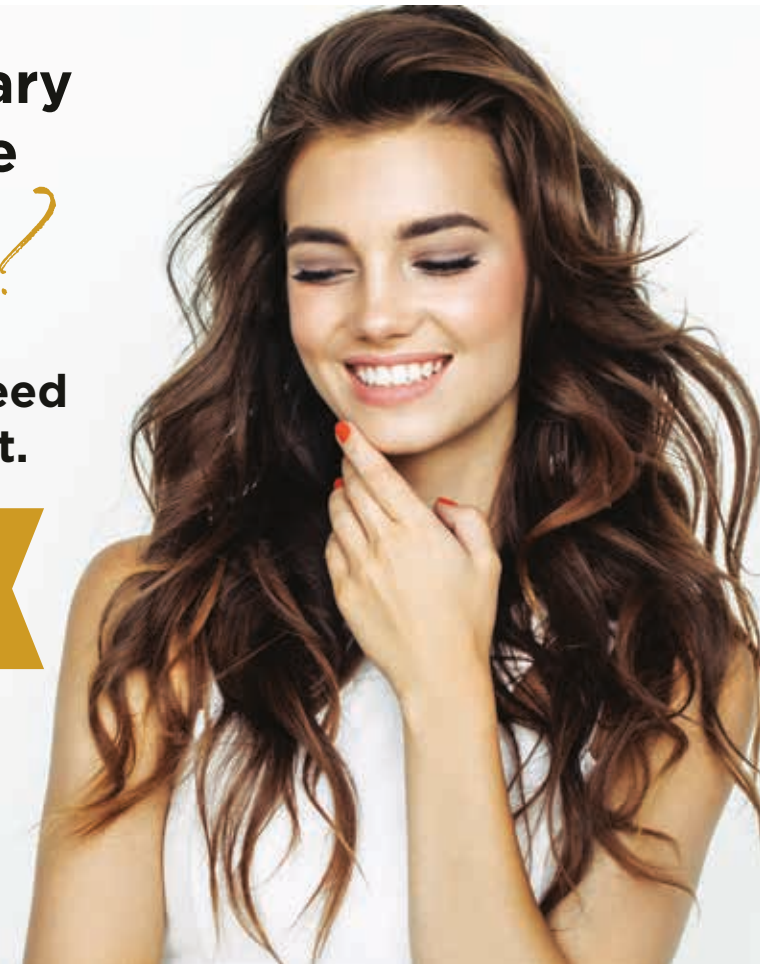
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# KELLY VINCELETTE & SUZANNE BORG

CORNERSTONE TITLE



## ▶ partner spotlight

By Chris Menezes  
Photos by Nicole Sepulveda Photography

### BEST IN TITLE, BETTER IN BUSINESS

If you're not following Kelly Vincelette and Suzanne Borg—@bestintitle on Instagram—your business may be missing out. They are breaking the mold of traditional title & escrow salespeople—and it definitely shows.

With a keen eye on all the changes occurring in the industry, this dynamic duo has created a business model few have seen. They take a true partnership and team approach to support agents like no other. By establishing a unique brand (Best in Title) that focuses on virtual marketing, educational classes, and customized one-on-one collaboration with agents and lenders, they have extended their business far beyond the traditional territory, partnering with agents across California.

“We support all our agent and lending partners no matter where they are by becoming an integral part in their business development,” Kelly emphasizes. “This, in turn, continually drives us to expand our knowledge, our visibility, and our availability—all to better support them,”

How exactly do Kelly and Suzanne support agents with their business? They customize their approach to each and every client by holding regular meetings where they can fine-tune their marketing strategies and self-evaluate their service. They provide continual feedback, new ideas, as well as the latest trends or best practice tips when it comes to transactions, freely sharing their extensive knowledge of title and escrow.

“We understand that our success only comes when the agents and lenders who choose to work with us are successful,” Kelly explains. “And because every person's business is different, we customize our approach to each individual and don't push any generic tools or systems on them. We cannot reveal all our secrets here, but know



“

WE SUPPORT ALL OUR AGENT AND LENDING PARTNERS NO MATTER WHERE THEY ARE BY BECOMING AN INTEGRAL PART IN THEIR BUSINESS DEVELOPMENT.

that if you work with us, or even if you don't, you can count on us to support your business.”

The tenacity Kelly and Suzanne have for their business is rooted in their upbringing. Growing up as athletes—Suzanne swam and played water polo, and Kelly played and coached softball—they are competitively driven to be the best at what they do and have the fortitude to withstand the challenges that come with that.

“Being an athlete teaches you to get back up after a hard loss and do it over again the next day” Suzanne

shares. Much of what they learned as athletes translates to what is required in sales: practice, repetition, resilience, and courageousness. Kelly and Suzanne practice scripts, work on overcoming objections, work together on goal setting and cheer each other on with each win.

They also both come from strong, independent mothers who shaped much of who they are today.

“We basically have the same mom: no-nonsense, composed, and uncomplaining, holding themselves to a high standard and expecting the same from



those around them—very little sentimentality but deeply loving and family-focused all the same,” Suzanne shares.

While Suzanne and Kelly had similar upbringings, after college they went into different industries—though they eventually found their way to title & escrow. Kelly graduated from Chico State University with a degree in organizational communications and got a sales job with a wholesale plumbing company before she was recruited to work for CornerStone Title as a sales and escrow assistant in 2005. Going out on her own into sales in 2006, as the economy was about to crash, presented a slew of challenges for Kelly. She was one of the youngest salespeople in the industry at the time. However, by relying on her technical knowledge and progressive approach to marketing to differentiate herself, she controlled her mindset, remained positive and focused, and found success.

“I believe those years were formative in my development as a salesperson,” Kelly notes. “I learned that nothing in real estate is easy and that great success in the industry only comes with great perseverance.”

Suzanne graduated from UC Santa Barbara with a degree in French and English literature. She then got her real estate license in 2004 and went to work for a boutique mortgage company, where she developed a foundational knowledge of the local real estate and lending landscape. She stepped away from lending after having her first child to be a stay-at-home mom. When the timing was right to return to work, she decided she loved the real estate industry but was ready for a new challenge. The opportunity presented itself to join CornerStone Title in 2018, so she jumped into escrow before partnering up with Kelly and transitioning into sales.

Forming a team together was Kelly’s idea. She’d been asked to step into management at CornerStone but didn’t want her clients to experience any hiccups in the top-notch service she was providing. She knew



gets to work alongside and enjoys pushing herself outside of her comfort zone.

“Suzanne may still blush when she presents, but she’s thrilled to share her knowledge with agents,” Kelly quips. “And let me tell you, her attention to detail and lightning-fast accuracy in all things technical, especially within our tools and title/escrow system, is impressive. Plus, she laughs at all my jokes—and her laugh is something else—it makes this stressful job a lot more fun.”

When it comes down to it, both Kelly and Suzanne are dependable, honest, persistent, and focused on their goals. They provide 24/7 support to agents and lenders because they know if they’re getting a call after hours, it’s because a customer has a question that needs addressing. Together, they form an unstoppable team.

Suzanne would be the perfect person to bring on. There was just one problem—Suzanne, a self-proclaimed introvert, enjoyed working behind the scenes in escrow and didn’t want to go into sales.

“It took some convincing, but you really can’t say no to Kelly—she is a great salesperson,” Suzanne says, laughing. “Actually, a big driving factor for both of us was the flexibility it would provide us, spending time with family and being there for our kids’ events. Plus, I couldn’t pass up the opportunity to level-up our careers and build a business unlike any other.”

The true magic of the Best in Title sales team with CornerStone Title doesn’t lie so much in Suzanne and Kelly’s similarities as much as it does in their differences. Kelly is a natural salesperson—quick on

her feet, bold, brave, and not afraid to take chances. She’s extremely organized and methodical in her approach to business.

“Kelly is the best hype girl around,” exclaims Suzanne. “When you need a pick-me-up after having a hard day or need to make an Instagram reel that takes you outside of your comfort zone, she is your gal.”

And then there’s Suzanne, the calm in the storm. While Kelly is moving a mile a minute, Suzanne’s patience and attention to detail have allowed them to accomplish much more together, such as developing a CRM, coming up with systems and processes to aid expansion, as well as creative programs to better serve their partners. While she was hesitant to enter sales at first, she wouldn’t have it any other way now. She loves the people she

Suzanne and Kelly often get asked whether they are as good friends outside of work as it seems, and the short answer is—yes. Their kids are around the same age, and their families share similar hobbies, which allows them to spend a good amount of time together when they’re not working. They are both avid cooks and love to get outdoors to ski and snowboard in the winter, and they are both still active in their childhood sports—Kelly coaches softball and Suzanne swims.

To team up with this dynamic Best in Title duo and take your business to a new level, check out their Instagram and connect with them online @bestintitle.



# JENN

## COLLABORATING

# GILSON

## ACROSS CALIFORNIA



### NAVIGATING CROSS-MARKET TRENDS



Today, more than ever, real estate has become a global business. While REALTORS® are still relied upon for their local knowledge, they are increasingly being asked to help homebuyers navigate moves to new cities and states. In California, movement between the Bay Area and Sacramento has ticked up in recent years, but the trend doesn't end there. More people are moving in and out of state than ever.

For some REALTORS®, this creates a challenge, but others have taken advantage of this new global trend by staying on top of the market. These savvy real estate agents are connecting with agents in other cities and states, ensuring their clients are taken care of — and ensuring the longevity and success of their businesses. Agent-to-agent referral relationships are more important than ever.

collaborating across california

By Zachary Cohen  
Photos by Nicole Sepulveda Photography



We sat down with two of California's best REALTORS®, Tricia Rossi and Jenn Gilson, to hear about their experiences in the modern economy. Both women are leaders in their respective locales; Jenn is the team leader of The Jenn Gilson Group with Golden Gate Sotheby's International Realty in the Bay Area, while Tricia leads The Rossi Group with Nick Sadek Sotheby's International Realty. They are also friends and business partners who leverage their relationship to benefit their businesses and, ultimately, the clients they serve.

#### EXPERTS IN THEIR MARKETS

Tricia started her real estate career in 2004 after nearly a decade in the banking industry. By the time she started her real estate career, she owned ten homes, so she already understood the importance and value of investing in real estate. Over the past twenty years, Tricia has solidified her standing as one of Sacramento's best.

Tricia's business is driven by referrals; in fact, she works only by referral (including client and agent-to-agent referrals).

"That includes my sphere of influence and past clients, as well as agent-to-agent referrals," she explains. "I closed 21 agent-to-agent referrals last year and had the best year of my career."

The Rossi Group is ranked the #1 team at Nick Sadek Sotheby's International Realty, and Tricia is the brokerage's #1 agent.

Jenn, a native of Hillsborough, California, launched her real estate career in 2006. She comes from a family of developers, so Bay Area real estate has been a part of her life from the beginning. The Jenn Gilson Group has been ranked the #1 team with Golden Gate Sotheby's International Realty for four years running.

#### FROM SACRAMENTO TO THE BAY

Today, the Bay Area and Sacramento are more connected than ever. Rather than seeing that as a challenge, Tricia and Jenn have found a way to use that fact to their benefit.

"I am so grateful I have had the chance to meet Jenn, who has become a dear friend of mine," Tricia shares. "I've been able to carefully nurture relationships with agents around the world, which





has been a key element of the growth within my brand. We are connectors. We have become a resource for other agents and can direct them to agents who run similar businesses to us, that have the same goal to make the client experience second to none.”

“There are a lot of clients relocating back and forth all the time,” Jenn adds. “So a top agent can support those people looking to relocate and give them resources in all areas. Three to ten times a week, Tricia and I get calls from people relocating or thinking about it. So Tricia and I are always that resource; whether it’s Sacramento, Tahoe, or the Bay, we can place them with the right agents.”

Tricia and Jenn encourage all agents to consider how they can support clients looking to move to a new city or state. Rather than taking on a scarcity mindset, they seek to collaborate and serve.

“There is enough business for everyone,” Tricia continues. “We don’t have scarcity. The first step I would take to build a referral network is to figure out where your clients come from and go to and meet agents in those markets at a high level. My clients come from the Bay Area, San Diego, and LA. I know I should meet as many agents in those three areas as possible.”

#### THE FUTURE OF REAL ESTATE

Tricia and Jenn both believe that the future of real estate includes more cross-city and cross-state deals. Referral relationships have become essential parts of both of their businesses and will be important for many years to come.

“This is an integral part of my business and Tricia’s business. Many top agents would say similar things. I think that will stay the same,” Jenn says.

“This could really change your business. It’s changed mine,” Tricia adds. “Jenn and I share the same feeling here. We just want to lift up other agents in the industry. We want to see everyone succeed and win. And connection — that’s a huge part of it.”

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By Zachary Cohen  
Photos and Cover Photo by  
Ashley Maxwell Photography

# Roxy LAUFER

## FINDING FULFILLMENT



Roxy Laufer has found her calling in the world of real estate. Born and raised in Los Gatos, Roxy briefly left her hometown to pursue a degree in diplomacy and world affairs at Occidental College. After graduating, she returned to the Bay Area, launching a career in the tech industry.

“When I was in high school, I remember telling my mom I wanted to try real estate. It was something that was on my radar, and for whatever reason, it stuck with me,” Roxy reflects. “When I graduated college, I still considered it, but at 21 years old, I went a different direction and stayed in tech, but I knew at some point I wanted to try real estate.”

Roxy worked in various roles in tech, including internal communications, HR, and product management. While she enjoyed her work, she always felt a sense of longing, as if she was searching for something more. Roxy’s real estate dream stayed with her through those years. By 26 years old, she was successful, save for one major holdup – she wasn’t happy in tech.

“I really enjoyed working, but always felt I was searching for what I was meant to do. It was time. I needed to do something to change my life,” she says boldly. “So





I took a leap of faith. I saved enough money for a year without an income and still survive. I'm a security-driven person, but I went for it. I needed a drastic change in my life and knew that in the grand scheme of things, my responsibilities were low, and it was a good time to try it."

Seeking guidance, Roxy approached two successful agents and asked them what it took to be successful in the industry. Both emphasized the importance of committing full-time to real estate. One encouraged her to commit to being an expert in the basics like contracts, market conditions, and staying up to date with her education. The other pushed the importance of marketing and outreach.

Armed with their advice, Roxy started her real estate career with determination and enthusiasm.

"I received two different views from successful agents and took those forward with me," Roxy says.

Roxy's decision to pursue real estate paid off quickly. She sold her first house within two months and sold 17 homes in her



first year in the business. Her business has continued to thrive, and in 2022, she achieved impressive results, closing 27 homes with a total sales volume of \$60 million as an individual agent with Christie's International Real Estate Sereno. She also recently started her own team, Roxy Realty.

For Roxy, success is not defined solely by financial gains. She prioritizes her clients' needs above all else, ensuring that her personal interests never interfere with providing the best service possible. This approach has earned her a strong referral base and a reputation for integrity and trustworthiness.

"I'm never thinking about the short term or the money. My goal is very simple: to work with people I like so we can build mutual trust and long-term relationships, and then I focus on helping them. That builds a lot of trust and has built a good referral base and reputation," Roxy says.

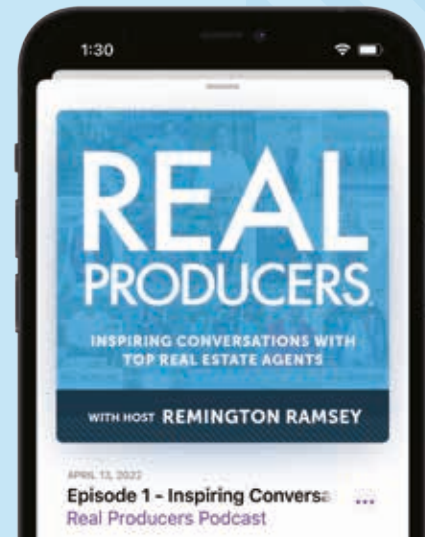
Roxy's journey in real estate showcases the power of following one's passion and taking risks. Through commitment to her dreams, she has found both success and personal fulfillment. As she continues to grow her team, build long-term relationships, and positively impact the lives of those she serves, she remains grateful for the opportunity to work in real estate.

"I'm so grateful I found this calling and this career. I feel at home, and it's given me a lot of fulfillment and meaning."





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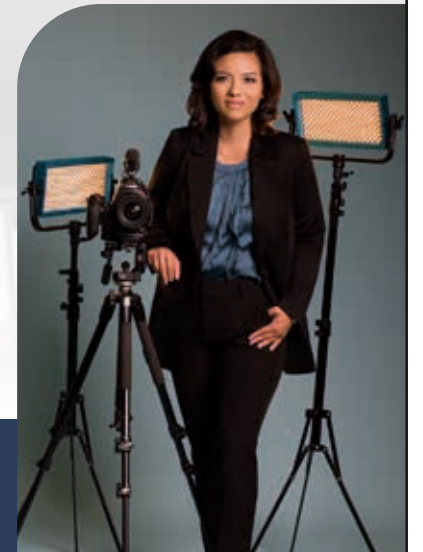
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