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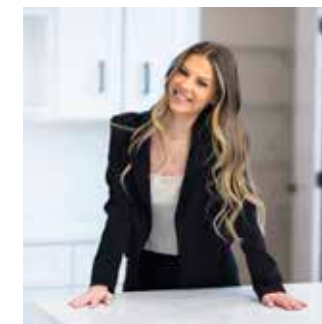
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If you are interested in contributing or nominating Realtors for certain stories, please email us at [june.ladd@n2co.com](mailto:june.ladd@n2co.com).

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### Give buyers rate confidence

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Reach out to me to get started with the Secure & Sell program.

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# REANNA GUERRERO

**How many years have you been a REALTOR®?**

Since August of 2021

**What is your career volume as a REALTOR®?**

\$13.2 million

**What was your total volume last year?**

\$7 million

You know when you get that gut feeling? The feeling that tells you, this is it. This is what you're meant to do! Well, that's exactly how I felt when I decided I wanted to be a real estate agent. I was 19 years old, still grinding away at Eastern Washington University for my degree in Communication Studies. Funny thing is, I always pictured myself as a professor, you know, teaching in a classroom since the age of five. Turns out, I did become a teacher, just not in the way I expected. Every day, I teach and guide my clients through the real estate world – showing them how to write a competitive offer, explaining all that confusing paperwork, and giving them tips on finding the perfect home, you name it.

Anyway, back to the story. I only had a few classes left to finish up at EWU when I stumbled upon the world of real estate. At first, I kinda thought real estate agents were a bit shady, you know? But after diving into loads of research and soaking up advice from folks like Tom Ferry and Ryan Serhant, I was hooked. It was like a lightbulb went off – real estate was where I needed to be.

**“Embracing the journey, staying true to yourself, and chasing after what sets your soul on fire.”**

So, I hit the books, aced the state and national exams, got my license, and boom – haven't looked back since. The best part? There's no ceiling in real estate. No cap on what you can earn, no limits on how far you can go. It's all about how much hustle you're willing to put in. And let me tell you, I'm all in. Real estate isn't just a job for me – it's my passion. Closing deals, chasing those opportunities, and seeing the joy on my clients' faces when we seal the deal – that's what I live for. There's nothing out there that could ever compete. Real estate? Yeah, it's my calling.

**What did you do before you became a REALTOR®?**

Before becoming a REALTOR®, I established and managed a successful clothing and thrift business on Instagram, which I built from the ground up. I curated inventory by sourcing thrifted clothing from reputable outlets such as Plato's Closet and Goodwill, leveraging discounts to optimize profitability. Additionally, I added value to what I offered through custom embroidery. Through strategic live bidding events, I cultivated engagement and drove significant interest, resulting in substantial bidding activity. Fulfillment operations were managed meticulously, with each item meticulously packaged and shipped daily to customers across all states in the United States and various provinces in Canada. Leveraging the power of social media, particularly TikTok, I orchestrated impactful give-away campaigns, for widespread attention with videos amassing hundreds of thousands to millions of views. This experience equipped me with

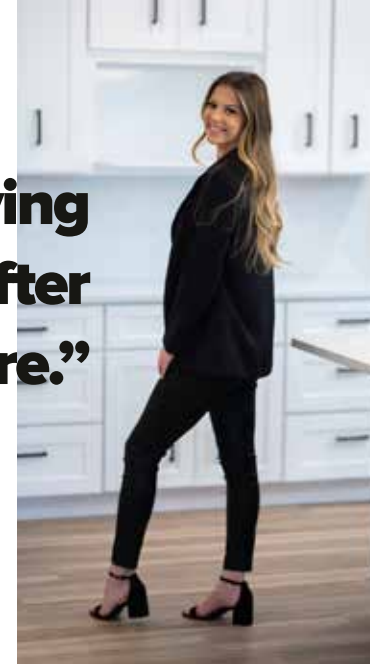
invaluable entrepreneurial skills and provided firsthand insight into the intricacies of business operations and customer engagement.

**Who has influenced you the most when thinking of becoming a REALTOR®?**

I still remember this to this day. My dad, boyfriend and I were all in the Dairy Queen drive-thru waiting for our order. My dad said, “Have you ever thought about becoming a real estate agent?” And immediately I said, “No, what the heck, dad?! Don't real estate agents have a bad reputation?” He had responded and said, “No, you should look it up. Look at what a real estate agent does.” And so I did. We were in the back seat and I pulled up a video on Youtube about it. I was very intrigued. The more research and videos I watched, the more I became hooked.

**What has been the most rewarding part of your business?**

At 19 years old, I bought my first property, flipped it, and made a killer profit. Talk about a rush! Then, just a couple of years later, I snagged my second property with a hefty down payment, making it my new primary home. And you know what? I didn't stop there. I bought my third property, which was another flip. Now, as I'm cruising into







2024 making six figures a year, I'm itching to grow my portfolio even more. It's all about seizing the opportunities and keeping the momentum going!

#### **What was your biggest challenge as a REALTOR®?**

This is a miracle and crazy story right here. My clients and I toured a home on August 4th, and we got our offer accepted that day. A couple of days later, we listed the home they had been living in for 42 years! We had planned to have a very simple, smooth closing (closing on the house they'd been living in & closing on the home they'd be purchasing the same day). My clients accepted an offer on the home they had been living in, and had to be out the next month! Fast forward two weeks: on August 18, a very devastating thing happened. The Gray Fire hit Medical Lake and burned over 10,000 acres. It burnt 259 structures including both of the homes to the left and right of my clients' property that they were under contract on and wanting to purchase. The house they wanted to purchase: siding got hit, the back fence was shot down, windows blew out, a lot of work needed to get done to the interior, but the entire house stayed up, if you can even believe that. Remember.. the fire had wiped out the left and right neighbors but not this house! Fast forward four months, after hundreds of emails, phone calls, texts with insurance & construction, my clients got almost \$200,000 worth of work done on the property covered by the sellers' insurance. Although this was not a smooth transaction at all, I am very grateful that the house didn't burn to the ground, everyone ended up being safe, my buyers practically got a new construction home, and we were able to successfully close on it!

#### **Define success.**

Success as a now 22-year-old is all about finding your groove and making strides toward your goals. It's about figuring out what lights you up and diving headfirst into it. For some, it might mean acing exams, landing internships, or hustling to make ends meet while pursuing your passion project. For me, it means exploring new opportunities, because now is our chance to fail. We are young, we don't have to have everything figured out. We have this opportunity to be able to do whatever we want in life! Ultimately, success at 22 is about embracing the journey, staying true to yourself, and chasing after what sets your soul on fire.

#### **Tell us about your family and what you like to do together.**

I have a very amazing Mom (Rosi), Dad (Rene), sister (Raelene) and childhood cat (Dashy). I now live with my wonderful boyfriend (Dylan) and we JUST adopted the most loving, rambunctious kitten (Mila). My family and boyfriend are very supportive of my real estate career. We all love to travel together. A couple years ago, we went to Los Angeles together and did a bunch of site-seeing, it was a blast. This past July, we all traveled to Canada and had an incredible time! My moms entire intermediate and extended family lives there, so we get to visit every year. I have dual citizenship for the USA and Canada! In addition, we all love playing board games together... especially Catch Phrase, Minute to Win It and Family Fued. Yes... we are VERY competitive when it comes to board games!!



Outside of being a REALTOR®, my passion for animals, particularly puppies and kittens, brings me immense joy and relaxation. I love playing with my newly adopted kitten, Mila! Additionally, I have a lifelong love for dance, having dedicated 16 years to competitive dancing, which has instilled in me discipline and perseverance. In the kitchen, I love to bake and experiment with new recipes, from TikTok. I also love investing and learning about financial management, where I am continually growing my knowledge and expertise in leveraging assets to optimize returns and secure long-term financial stability.

#### **What's your best advice for a new REALTOR®?**

Always make sure you're on top of those texts and calls – don't leave anyone hanging! Follow up like your life depends on it with every single client you meet. I'm telling you, I've snagged so many deals and clients just by picking up my phone. One time, this client told me they tried three other REALTORS® and none of them bothered to answer. Can you believe it? Because I was on it, not only did I help them find a place, but they sent more people my way, too! And, speed is key! When someone hits you up, don't leave them waiting. I make it a rule to reply to all my messages within 30 minutes tops.

**“Real estate was where I needed to be.”**







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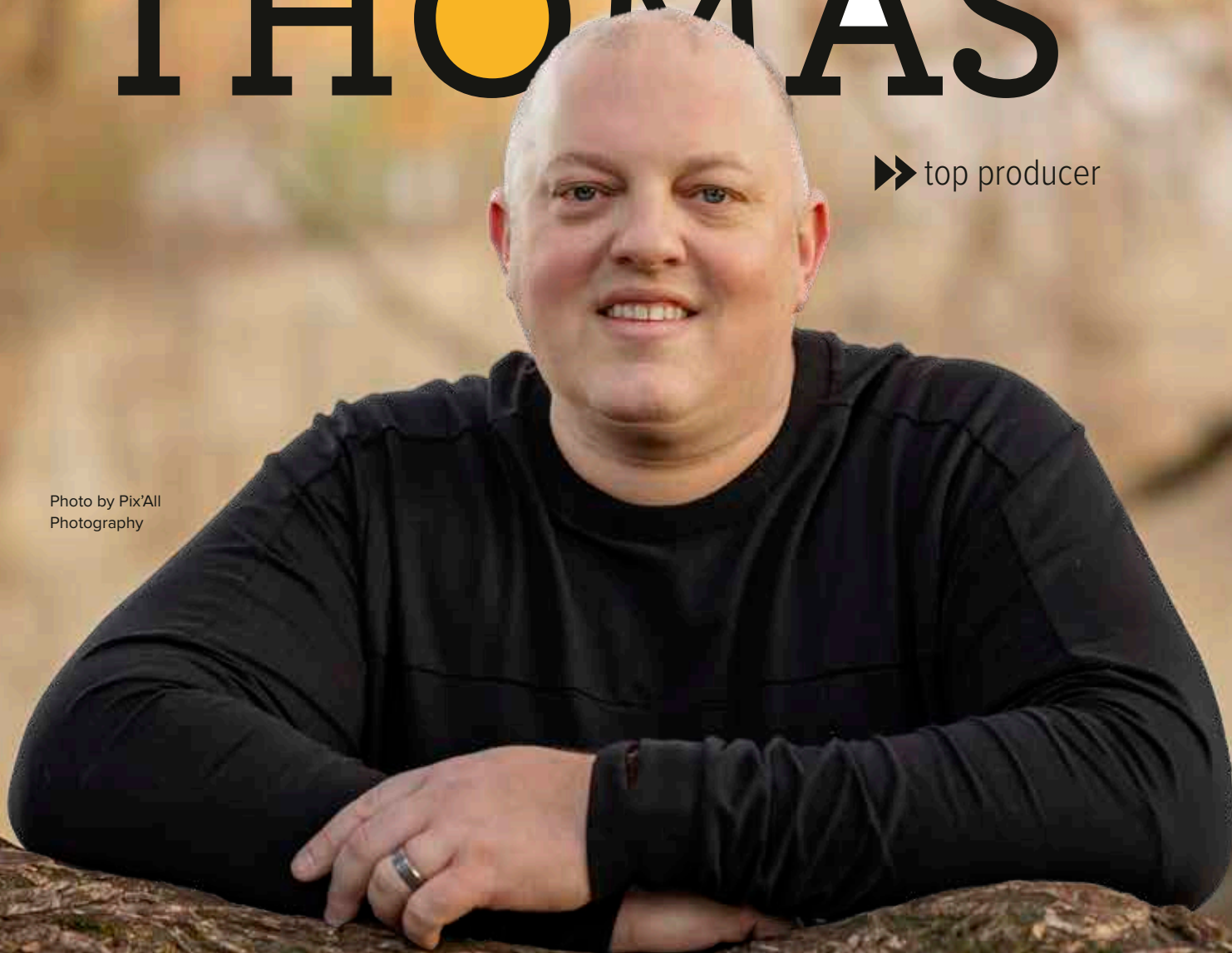


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## QUICK STATS

**How many years have you been a REALTOR®?** 10 years

**What is your career volume as a REALTOR®?** \$96,500,000

**What was your total volume last year?** \$15,000,000

**What awards have you achieved as a REALTOR®?**

4 Degrees “4 to the Core” Award (2018)

Real Producers Rising Star (March 2019)

4 Degrees Ambassador Award (2020)

Real Producers “Most Loved Agent” award (2020)

Best Dad Award (Every Father’s Day 2015-present)

**Describe key factors that led you to where you are now professionally. What’s your story?**

I had been in real estate for about six months. At the time, my wife was very successful in her multi-level marketing business (Lia Sophia Jewelry sales), we were about two weeks away from having our first child. We received a call out of nowhere letting us know that the company she was selling with was shutting the doors for good. Before that call, I was getting close to leaving my job as a Tire Shop Supervisor at Costco. We just wanted to use our benefits to have this baby and then we were going to make the shift. Well, life had other plans for us. My wife and I were devastated. The last thing we wanted to do was try to start all over again with another multi-level marketing business that she worked so hard to build. I decided that I needed to step up and work two jobs until I could quit Costco. I decided to demote myself from Supervisor to become an early morning forklift operator/stocker. I worked from 4 am to noon every day, and then went right to the real estate office for the rest of the day. I remember people telling me that I looked like a walking zombie. I was always told that I should be in sales. I owe a lot of the credit to my brother-in-law, Kevin Edwards (local commercial REALTOR®) and my wife for convincing me to jump into real estate.

During this time I was struggling to get busy. My wife asked me who I look up to in my office. I replied “Steve James.” I said, “I really like everything he is doing.”



## FAVORITES

**Favorite Restaurant:**

Izumi Sushi

**Favorite Candy Bar:**

Butterfinger

**Favorite Local Coffee Place:**

Rockwood Bakery

**Favorite Charity:**

Wishing Star Foundation

**Favorite Vacation Place:** Maui

**Favorite Lake:** Lake Coeur d’Alene

**Favorite NFL Team:** Seahawks

**Favorite Movie:** A River Runs Through It

**Favorite TV Show:** Suits

**Favorite Book:** Rich Dad Poor Dad

**Favorite Alcoholic Drink:** Gin & Tonic

**Favorite Motivational Speaker:**

Joe Rogan

**Favorite Celebrity:** Adam Sandler

**Favorite Music:** Country and

90’s/2000’s Hiphop

**Favorite Car:** 1972 K5 Blazer

**Favorite Sport:** NFL Football



She told me to set up a meeting with him. I told her that I didn't feel comfortable doing that because I barely knew him. She said, "Just set it up." I went to his office and told him about my struggles as a new agent and wanted to know if he wouldn't mind if my wife and I took him out to lunch to pick his brain about things. He replied, "Better yet..why don't you and your wife come to my house for dinner and we can chat." I couldn't believe it and I quickly replied, "Yes."

It was kind of funny when I realized at dinner how my wife and Steve quickly connected on "sales talk." Steve's wife, Breah, and I just took it in and listened. At that point, I realized that sales are sales whether it was real estate or jewelry sales. At that meeting, I learned a lot from him and my wife and I was able to implement those things we talked about into my business. I told Nicole that if Steve ever started his own brokerage, I was going to go with him. She agreed. Soon after that, I was asked by Steve if I'd be willing to follow him to a new company that he and the Tampien brothers were starting up. I quickly replied, "Yes!"

Fast-forward a couple of months, Nicole and I had our second child, I used those benefits and then said goodbye to my Costco family and never looked back. I am so happy that I decided to make a leap to 4 Degrees. It feels like we are all family. I am now in my 11th year in real estate. My beautiful wife and I have three handsome boys and two years ago got our daughter. Nicole and I still to this day sit down together to go over things in my business. She can tell if my business is slower than other months and coaches me on things that I can be doing to help push my business forward.

**What was your biggest challenge when you first started in real estate?**

My biggest challenge for me was to quit focusing on the current deals as much. I, too, focused on the current deal or deals that I had at the time and wouldn't focus on prospecting until that deal was closed. I had to learn that if I wanted consistent closing then I could not take my foot off the gas. I needed to treat every day as if I was unemployed.

“

**I want to be remembered as a fun knowledgeable REALTOR® who always treated everyone along the way with respect. ”**



Photo by Pix'All Photography



**Tell us a bit about your family and what you all enjoy doing together.**

I grew up most of my childhood in Missoula, Montana. I had a very tight group of friends that I am still in close contact with regularly. We enjoyed hunting and fly fishing together. I love spending time with my family. We have four kids under nine years old and we are always on the go, whether it's sporting events, birthday parties, skiing or playing at the lake. I wouldn't trade these times for anything.

**How does real estate fit into your dreams and goals?**

My wife and I are working hard to buy investment properties right now so that we can have a comfortable retirement in the future so that we can travel and create generational wealth for our family.

**If you had to do it all over again, what would you do differently in your real estate career and why?**

I wouldn't change anything. I have had to work extremely hard to get to where I am in my career and all of the struggles I have had to get to this point have made me so much stronger. This last year I had to go back to the basics and I did a lot of those things that I did in the past to earn business. It was pretty humbling to find out that this past year was my best year to date and it was easily one of my hardest years.

**What do you want to be remembered for?**

I want to be remembered as a fun knowledgeable REALTOR® who always treated everyone along the way with respect. I had a few agents early in my career who rubbed me the wrong way because they could probably tell that I was a new agent. I always told myself that I would never do that to anyone. We as REALTORS® are here to broker a deal. We aren't there to puff up our chests to push people around. I love working with new agents and I try to help walk them through the process and never make them feel inferior in any way.



“

**I have had to work extremely hard to get to where I am in my career and all of the struggles I have had to get to this point have made me so much stronger.**

”



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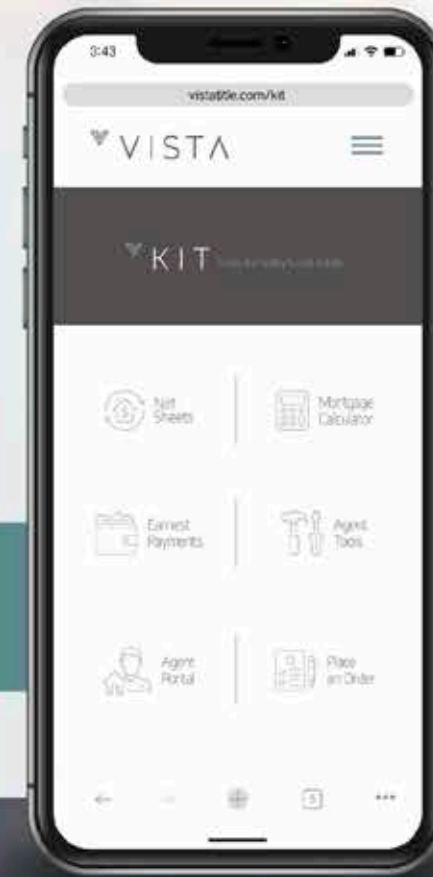
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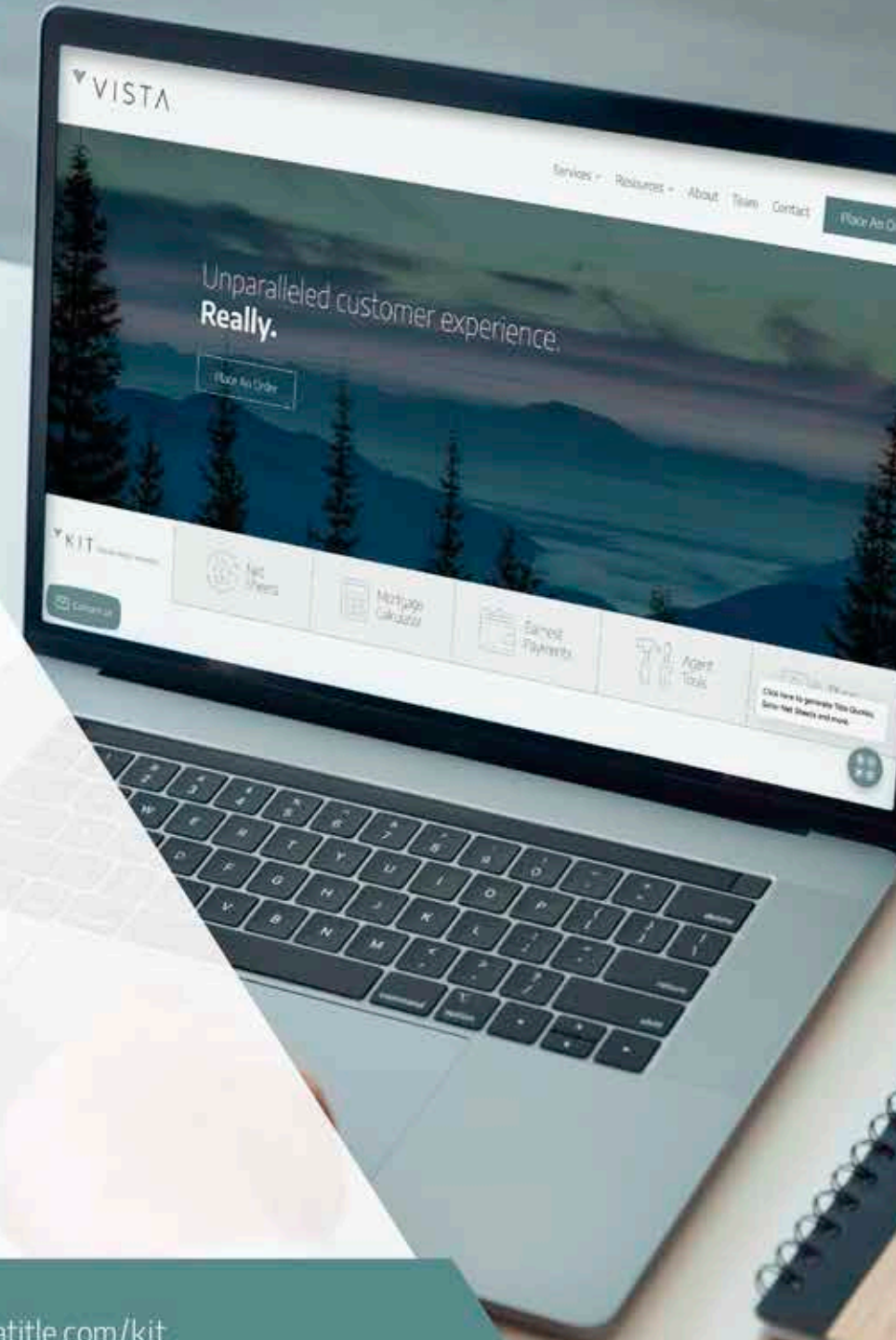


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