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## MICHAEL GALLI

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Jennie Lok

PARTNER SPOTLIGHT

Christine Ann Iglesias,  
C Sharp Video Productions

PROFILE

Awne Elrabadi

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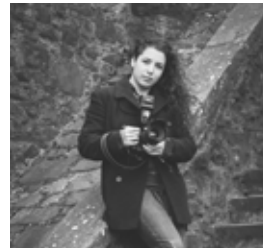
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<b>Nicole Wright</b> Ad Strategist	<b>Zach Cohen</b> Writer	<b>Dave Danielson</b> Writer
		
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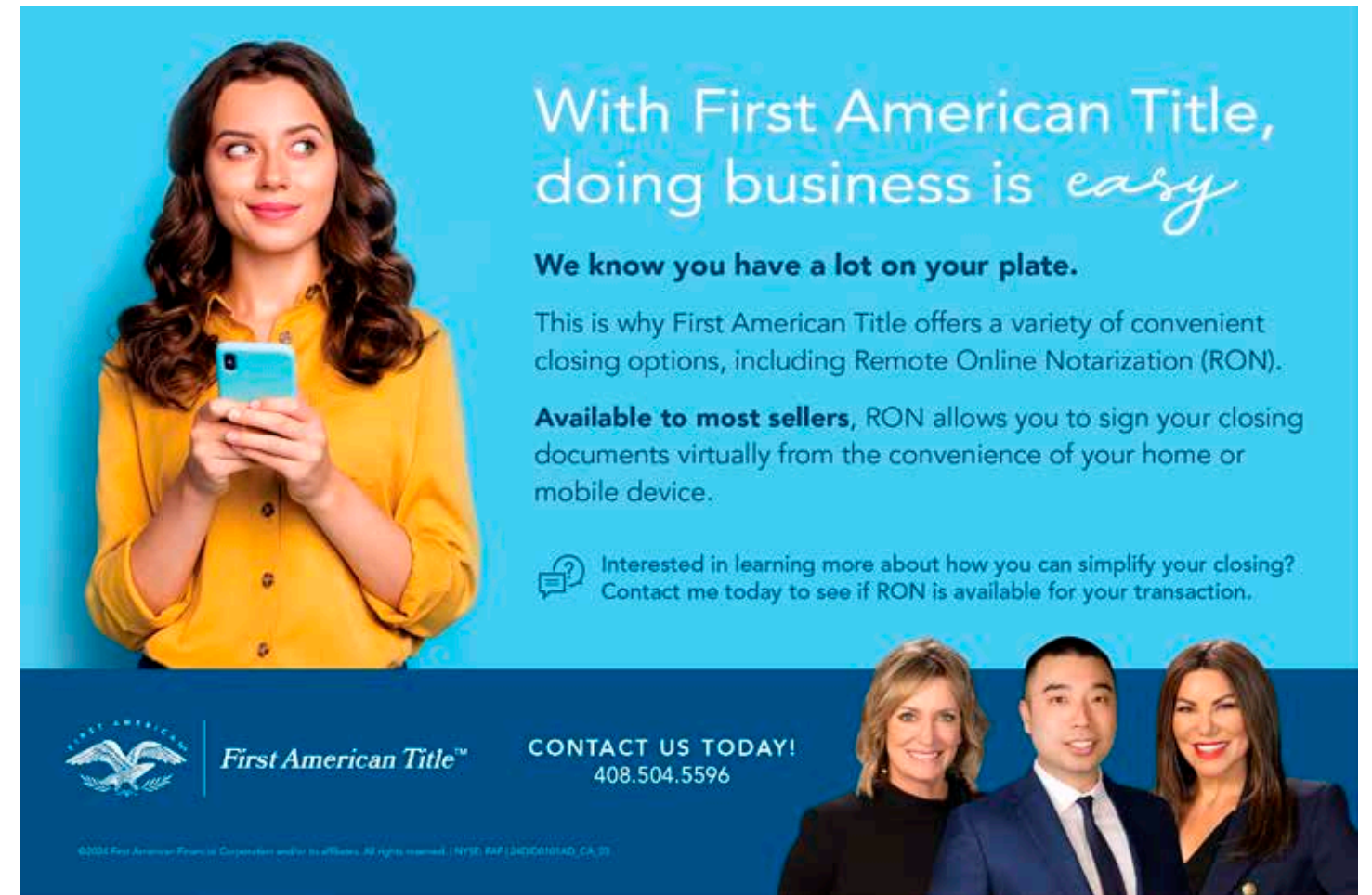
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Shelly Hagen

My passion for design and home staging has been a journey that began in 2014 when I started staging homes for our Airbnb business. What started as a practical endeavor quickly blossomed into a profound love for transforming spaces. Over the years, I've dedicated myself to honing my craft, seamlessly transitioning into staging homes for sale. There's a certain magic in the process of curating every detail to evoke emotion and captivate potential buyers. For me, design isn't just a job; it's a calling that allows me to share my love for creating captivating environments with others.



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# JENNIE LOK

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## profile

By Nick Ingrisani

Photos by Ashley Maxwell Photography

Jennie's journey in real estate is a captivating narrative of perseverance, innovation, and a deep-rooted commitment to personal and professional growth. Born into an immigrant family from China in the bustling streets of Brooklyn, New York, Jennie inherited her parents' unwavering work ethic and determination to succeed. Her career goal was to help them retire early, which she achieved before she turned 29.

After pursuing her education at USC in Los Angeles, Jennie ventured into the tech industry, working at Oracle for several years. However, she soon realized the corporate ladder offered limited opportunities for personal fulfillment and financial growth. She sought another path that gave her more autonomy and allowed her to hold the reins to her success.

One day she joined a free 2-hour class on real estate, flipping houses, and investing, which opened her eyes to the possibilities in the industry. Inspired by influential works like "Rich Dad Poor Dad" and driven by a desire to create wealth through property ownership, Jennie immersed herself in self-education, devouring podcasts, books, and online resources on real estate investment strategies.

At the age of 23, while still working at Oracle, Jennie made her first foray into real estate by purchasing her first property. Leveraging innovative financing methods and rental income, she quickly built equity and expanded her portfolio, acquiring additional rental properties across different markets.

*"I realized that I wanted to do this full-time and commit to helping others do it too. I got my license in 2017 and jumped into real estate full-time as an agent and investor."*



Jennie experienced a quick rise to success in the industry, selling over 26 homes in her first year and winning the 30 Under 30 National Association of REALTORS® Award and Keller Williams Rookie of the Year Award.

When asked about the most important traits for success in real estate, Jennie emphasizes the significance of genuine care and unwavering dedication. By cultivating authentic relationships with her clients and going above and beyond to meet their needs, Jennie distinguishes herself as a trusted advisor and advocate. Her commitment to continuous learning and personal growth, coupled with her hands-on experience as a real estate investor, enables Jennie to offer invaluable insights and guidance to her clients and team members alike.

*"The main thing is that we constantly show that we care. I get to know people, write handwritten cards for their birthdays/anniversaries, and*



*invite them to fun events for their families – like laser tag night for VIP clients. We host a vision board night, hypnotherapy sessions, sound bowl healings, etc., just doing unique events that are fun and help empower people.”*

Jennie leads a dynamic all-women team of agents at Zen Coast Homes, characterized by their emphasis on continued education, mindfulness, and empowerment. Her team sits together every morning on Zoom for daily meditation and breathwork sessions, which creates a supportive and nurturing environment that helps everyone thrive -- personally and professionally. Their motto? Unlock potential to live a dream life.

*“Having done my own self-improvement practices and many coaching programs, I realized that a lot of people are focused on achievements and awards. In studying successful people, I saw a lot of them have meditation in their daily practices. I realized that it was key to success to bring it in. We’re always pouring into other people’s cups and going through the roller coaster of emotions with clients on a day-to-day basis. So by focusing within and filling our own cup first, we’re able to give back and do more.”*

Jennie is also the founder alongside her husband, Calvin Chin, of Zen Coast University, aimed at empowering aspiring investors nationwide to navigate the complexities of real estate investing and achieve financial independence. With over 400 students enrolled across the country, Jennie and Calvin’s impact extends far beyond simple real estate transactions. They help people gain control of their financial future and live out their dreams.

Looking ahead, Jennie plans to create transformative experiences for people through her newly acquired retreat center in Oahu, Hawaii. Her ultimate goal is to own a private island that offers healing and education to people to unlock their highest potential and heal themselves. Through her relentless pursuit of excellence and commitment to serving others, Jennie has not only achieved remarkable real estate success but has also inspired countless people to dream big and pursue their passions.



**“ WE’RE ALWAYS POURING INTO OTHER PEOPLE’S CUPS AND GOING THROUGH THE ROLLER COASTER OF EMOTIONS WITH CLIENTS ON A DAY-TO-DAY BASIS. SO BY FOCUSING WITHIN AND FILLING OUR OWN CUP FIRST, WE’RE ABLE TO GIVE BACK AND DO MORE. ”**

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# CHRISTINE ANN IGLESIAS

## AND C SHARP VIDEO PRODUCTIONS Paving the New Frontier of Marketing



### The marketplace is rapidly changing.

Customer's attention spans are shrinking. Video has transcended being a critical tool in the modern business arsenal and has emerged as the centerpiece of a new powerful marketing strategy — the most captivating medium to engage audiences and authentically convey a brand's story. At the forefront of this change is Christine Ann Iglesias and C Sharp Video Productions.

“C Sharp clients benefit from shortened sales cycles with videos and email nurturing campaigns,” Christine emphasizes. “This approach of video plus social media offers clients a profitable advantage. The rise of short form videos in 2018 meets the need of potential customers preferring to watch a video before deciding to buy.”

Christine goes on to explain that because of the popularity of platforms like TikTok, Instagram & Facebook Reels, and YouTube, video content now accounts for 80% of all internet traffic today. As a result, video platforms have become one of the best ways to build your brand faster and keep your leads warm.

Social media is one of the most effective ways to get in front of people and cultivate leads. However, combining both social media and video effectively requires creativity, consistency, and, most importantly, the right key strategy. That's where Christine and C Sharp can help.

C Sharp Video Productions specializes in crafting high-leverage videos for the real estate and professional services markets, serving over 600 businesses to date. C Sharp has a unique offer called the Video Branding Online™ Program (VBO) that differentiates itself from other video production companies.

“When a client signs up for the VBO Program, we create an entire year's worth of video messages that aligns with their brand and achieves higher conversions and faster sales. We do this through a structured process,” Christine explains.

By spending just one weekend with Christine and her film crew, you can film your VBO library for an entire year. This leads to greater consistency in the look and feel of your business, uniting your visual brand identity. Finally, once the videos are edited and completed, the C Sharp team strategically places these videos, attracting more eyes to your business.

C Sharp's video messages are geared towards getting more referrals from your existing clientele. Reflecting on all the interviews Christine has conducted with real estate agents over the years, she notes, “Most of you tell me that 80% of your business is from your existing network as referrals. With this, C Sharp recommends that your video messages cater to this important audience. For example, the video stories can be of your clients and how you were able to help them — your clients' stories and how they achieved their goals with you will help attract similar business. For videos to be truly effective however, the marketing processes must be structured and automated accordingly.”

That's why Christine founded the Video Branding Online™ Program — to create

these videos with C Sharp brand messaging experts and strategically place the videos so that your business can be strongly branded with your ideal prospect. This assortment of videos is called The Video Bank by C Sharp.

“The Video Bank is just as important as revamping your website. Without a new way of marketing, your website won't be found,” Christine says.

Christine first started C Sharp in 2008 to assist business owners with these important video services. She believed that creating designed videos on an ongoing basis was key to reaching a wider audience online.

She filmed her clients covering various topics, providing tips and guidance, and answering questions, much like what is seen on TikTok today, only she utilized YouTube as the go-to platform. Clients successfully used these videos to attract more visitors to their websites.

Christine's business made a strong transformation when a key client, Dr. Renee, approached her for a series of strategic videos to boost her family practice's marketing efforts. Dr. Renee pitched an idea — a more strategic approach, involving filming videos in batches, pairing them with engaging blogs, and repurposing the content.

“The results were truly mind-blowing,” Christine recalls. “The remarkable growth of business led Dr. Renee to staff up her practice to support its rapid expansion.”

Inspired by this success, Christine and C Sharp took this concept to a



whole new level. Over the last decade of serving businesses nationally, Christine has designed an approach that saves time and strongly maximizes the reach of videos, boosting sales for her clients.

Christine's favorite part about her business is being able to meet so many



people, learn their unique stories, and effectively convey them through video, to not only help boost their business but to also help the people who see the videos online.

“When I meet a successful person, I know and understand that there may have been some challenges and achievements in their life that made them who they are. There is always an interesting story to every success. These stories are a beacon to help other people, when shared,” Christine notes.

In addition to helping her clients, Christine takes joy in building and growing her own team. She firmly believes that entrepreneurship involves building a team, nurturing teammates to become leaders in their respective specialties and showcasing a track record of success.

“I get excited to see my teammates grow and hone their skills alongside me,” Christine Ann emphasizes. “That is a significant part of why I enjoy what I do. I enjoy seeing the C Sharp crew members leverage their strengths and contribute to our collective success.”

In addition to her business, Christine Ann Iglesias is the author of the upcoming book, *Video Branding for Real Estate Agents: A Step-By-Step Guide Leveraging 52 videos*. The book helps real estate agents develop the Video Bank filled with brand messages that are evergreen.

“The true cost of not doing video correctly leads to missed opportunities and lost revenue,” Christine emphasizes. “The adoption of modern marketing methods is critical. You don’t want to lose business in the next year or two to your competition who are already using video to attract your prospects.”

C Sharp’s video marketing solutions are tailored for your business to stay ahead of the curve and achieve tangible results.

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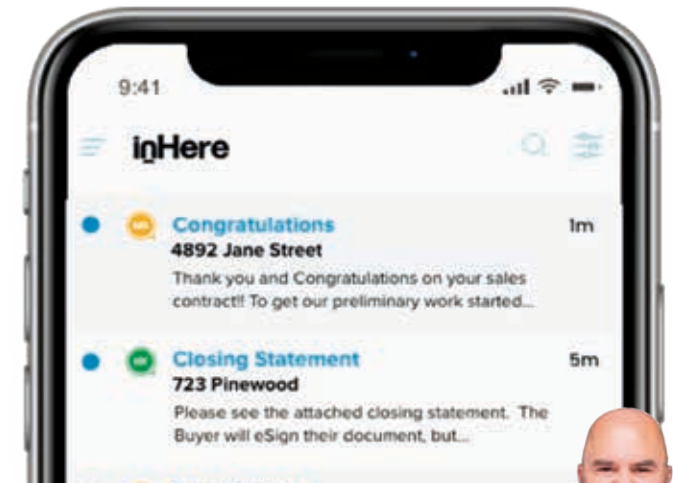


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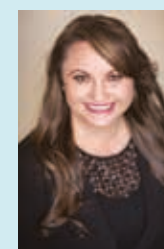
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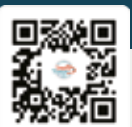


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# Awne ELRABADI

RESILIENT RESULTS



## ▶ profile

By Dave Danielson  
Photos by Ashley Maxwell Photography

The challenges that arise with each transaction can't be predicted, but they can be overcome, with the right guidance and support.

The kind of experience and expertise that you lend to your clients' cause each day.

Awne Elrabadi has that same sense of commitment for those he serves.

### VISIONARY VALUES

As visionary and Elrabadi Team REALTOR® with eXp Realty, Awne achieves results through resilience for others around him.

"There are so many rewarding aspects of real estate. For me, it's about putting the client first and achieving their goals," Awne says.

"It's not the easiest job. It comes with challenges. I think the most important virtue is simplifying clients' complex needs through simple processes and always putting their best interests first."

### RISING ABOVE

Awne earned his real estate license in 2004. After a time, he changed paths, opening a telecom business with his brother. In 2017, he dove back into real estate, making it his full-time career.

However, he faced another big hurdle. Just a week after signing the paperwork for his office space, he was in a serious accident that left him coping with severe concussion symptoms, including harsh headaches that made working on his computer painful.

In time, his symptoms improved and by 2018 he invested himself fully. Again, he faced the challenges of starting his real estate business. In

fact, from June 2018 through the first few months of 2019 he continued working diligently without recording a single transaction.



Yet his resilience was remarkable.

"During that time, I focused on defining my success in two columns. The first column was the things I could control ... building relationships, partnering and creating a reputation of trust and persistence. The other column was in terms of results and closings," he

remembers. "Overall, my efforts were 110% but my results were zero sales."

### GAINING GROUND

Awne reached out to other people in the business who he respected. In

"I asked people if they wouldn't mind taking me under their wing or working with me as an informal mentor. At the time I was with Century 21 and I connected with Sam Abid who was very successful. He told me I needed to be in a brokerage that would move as fast as I was and support my vision," he remembers.

"My goal was to build a one-on-one relationship to solve their problems in real estate. A lot of that didn't translate to sales, but it translated into trust and being a great resource in San Jose. Sam referred me to a brokerage in Willow Glen where I was able to see immediate return on investment. I had three sales and then I knew I wanted to make a change in brokerage. I got seven deals in one month in 2019."

That sense of dedication and unwavering effort has paid off for Awne. He has steadily built through time. And, in 2023, he recorded \$53 million in sales volume (along with

other off-market deals). In turn, he increased his sales volume by 40% compared to 2022. He ranked as the number one agent in San Jose for the year, the number four agent in California and the number 16 agent nationwide among eXp Agents.

"Early in 2023 I decided to double down on my client base, working with a small, diverse group of buyers and investors and matching them up with the right opportunities," Awne says. "I'm extremely happy that I shut out all the noise of last year and was able to experience those results."

#### HIGHER PURPOSE

Family is at the heart of life for Awne. He treasures time with his daughter, including supporting her through her activities and sports and spending valuable one-on-one time with her.

In his free time, Awne has a passion for reading, exercise, and basketball. He also makes walking a big part of his routine.

"I like to walk three miles a day. It clears my mind and allows me to truly focus on the business at hand and in maintaining relationships," he explains. "A clear mind is key to dealing with the needs of this business."

As he reflects on his own growth in the business, Awne offers helpful advice for others who are getting their own start in real estate.

"First, it's vital to know your client and the product. Do your homework. What is the activity happening in the market

today? Homes are selling in a few days on an all-cash basis. Some people don't know that properties are on or off the market," Awne says.

"Opportunity comes in the blink of an eye. I think it's very important to know the inventory on and off market, know the activity of the inventory and know the clients well enough to compel them to be prepared to write an offer or view a property the first few hours it is on the market."

Awne's all-in mentality and full commitment are a big part of his success story.

"My father passed away in 2018. Aside from really having that extra fire to make Pops proud, it gave me a heightened level



of pushing to the limit when things got tough. I was able to grow from that and really put everything on the line. I really feel that was part of the success ... going through something but giving everyone your all."

Congratulations to Awne for making a tangible impact for those around him with his tireless and selfless sense of service and desire to provide the highest level of service ... truly delivering resilient results.

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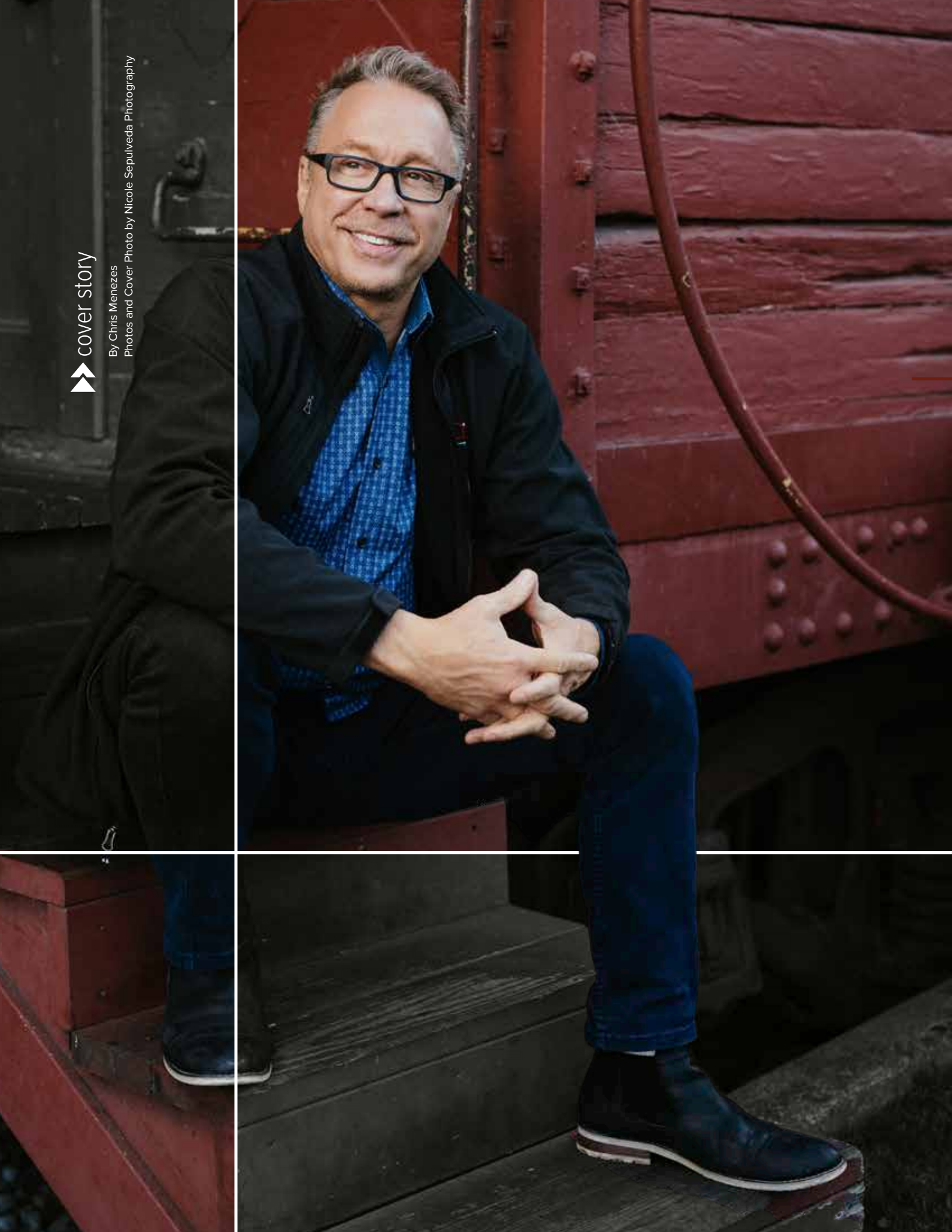
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# MICHAEL GALLI

## FINDING WAYS TO AMAZE

Michael Galli's success in real estate can be encapsulated in two words: 'Delighting clients.' This mantra, inspired by Warren Buffet's guiding principle, 'Delight your customers,' has been a core ethos for Michael long before he ventured into real estate, and now serves as the central pillar for The Galli Team.

This commitment to superior service was instilled into Michael in college, while serving tables at a Four Seasons Hotel in southern California. "That job was an absolute game-changer in terms of striving for excellence in every way and at all times, shaping my personal business philosophy," Michael shares.

Michael was studying Japanese in college and planning to enter an international business program. However, after a couple guests at the hotel offered him a position at a Wall Street firm, he decided to take it.

Michael worked in financial services for four years. Although he did well, becoming a top producer nationwide within his first year, he didn't like being behind a desk all day or having much control over his clients' financial outcome, and thus, overall experience.

"I could set up a portfolio, but I didn't have control over how it performed; whereas in real estate I have a ton of control over how I prep, manage and market listings and negotiations," Michael explains.



Looking for a change, Michael sold his book of business, and moved up to the Bay Area to spend some time with his father and help him renovate his house. Michael always had a love for architecture and home design. Growing up in Delaware, he spent hours as a kid rearranging and decorating his room.

“I love homes,” Michael emphasizes. “I can show homes to buyers for 10 straight hours and go home and watch House Hunters! I also love the process of renovating and preparing homes for market. I never get tired of the ‘before and after photos.’ I really love people and love connecting with them about something so important.”

While Michael intended to stay in the Bay Area for only a short period of time, he fell in love with the area and ended up starting a successful personal training business. Many of Michael’s clients were top producing real estate agents, which is where he began to learn about the industry.

With a degree in interior design, Michael’s wife started a home staging business, and together, they grew the company to be one of the largest home staging businesses in the United States. Michael even started an online directory, homestaging.com (pre-Google), where he sold advertising space to stagers nationwide. After having their second child, however, they decided to sell their business.

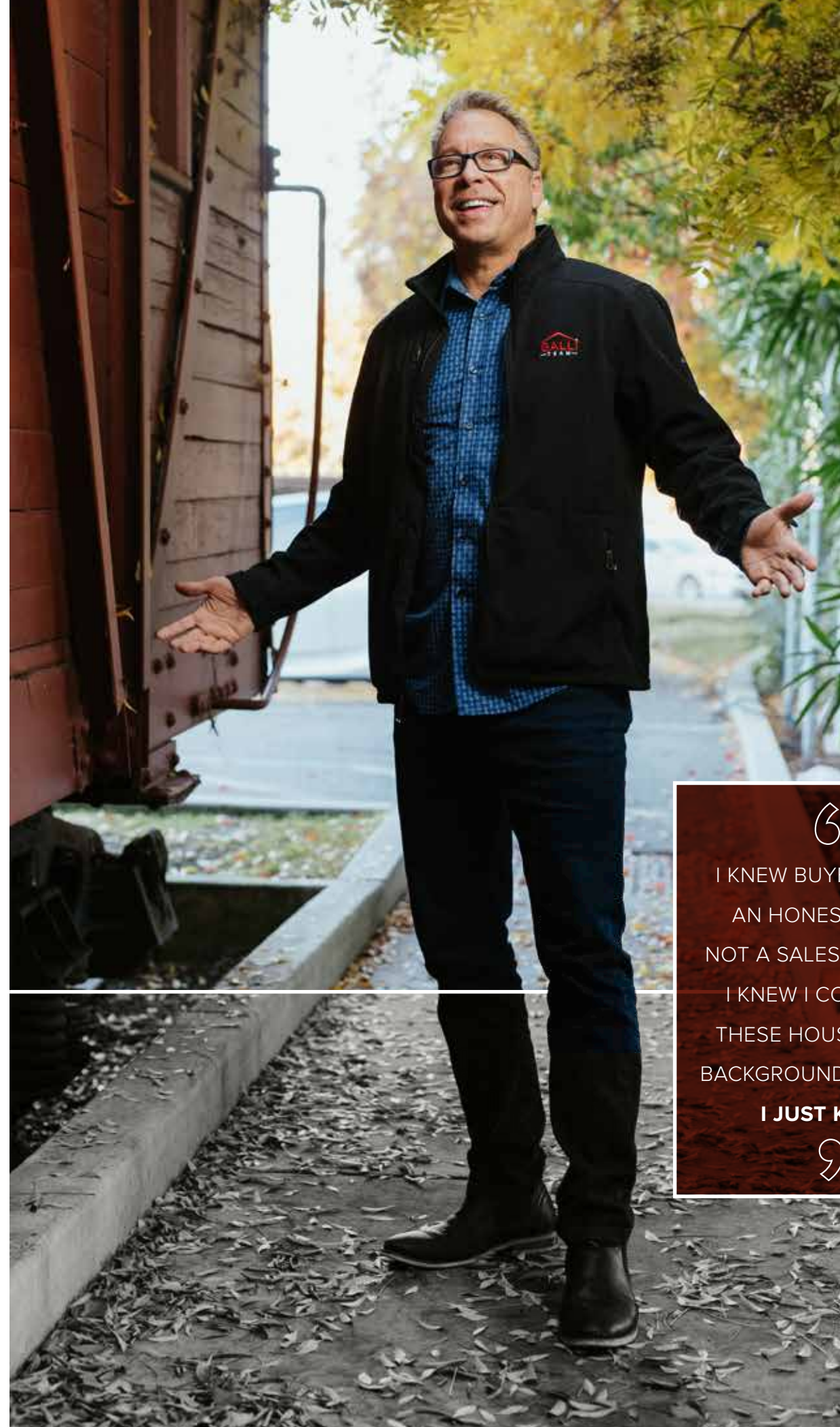
Although Michael considered getting his real estate license at the time, he didn’t want to compete with so many of his past REALTOR® clients. So, he decided to use his financial services background and go into mortgages instead. After a year of doing mortgages, he knew in his heart that he wanted to be where all his excitement and passion for industry really lied — working directly with buyers and sellers.

“I saw an opportunity for me to serve buyers and sellers with a premium level of service and complete integrity,” he says.

While real estate was really the perfect fit for Michael, starting his business from scratch at age 47 with two kids under two years old and a ton of expenses wasn’t easy.

“It was scary,” Michael recalls. “My first open house, I had zero people come in. At the end of the day, I was choking back tears, picking up yard signs. But I knew I could do this job and do it well. I knew buyers wanted an honest opinion, not a salesperson, and I knew I could fix up these houses with my background and my eye. I just knew it.”

Michael built his business all by referral and became a Wall Journal top 200 agent for seven years in a row. As his business began to grow beyond what an assistant could help with, Michael began to systematically bring in different people to help with different roles. The Galli Team has grown organically into a team of 12 today.



I KNEW BUYERS WANTED AN HONEST OPINION, NOT A SALESPERSON, AND I KNEW I COULD FIX UP THESE HOUSES WITH MY BACKGROUND AND MY EYE.

**I JUST KNEW IT.**





"I'm so fortunate to have this team," Michael says. "Everyone is so unified, hardworking, and filled with excitement and passion for what they do — it's extraordinary. It's the thing I'm most proud of. I get up every day thinking this is the coolest thing I've ever done. While we have a variety of backgrounds and education levels, we all share this clear prioritization of clients and their needs."

Harnessing the spirit of the Warren Buffet quote, Michael often tells his team to "Look for ways to amaze." "Our approach comes from a culture of high-touch service," Michael emphasizes. "It's all about integrity, quality, hard work and putting the clients first. We have to anticipate their needs and surpass their expectations. I believe our team does that at an exceptional level, and it all stems from the culture we created. And our culture is not a minor thing — we live it and breathe it every day, in all we do."

Looking into the future, Michael plans to continually grow his team, expanding into other offices through expansion teams, and eventually into property management and even construction. Right now, however, he is focusing on building out the systems that will not only maintain their culture of service but will be able to scale it to a level the industry has never seen before.

Outside of real estate, Michael still enjoys fitness — weightlifting, martial arts, hill runs, and yoga. He also loves playing the piano, spending time with his partner, two kids, one pup, and close circle of friends.

As Michael continues to build his business, drawing on his passion for service, love of homes, mind for business, and eye for design, there is no doubt he will continue to find ways to amaze us all.

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

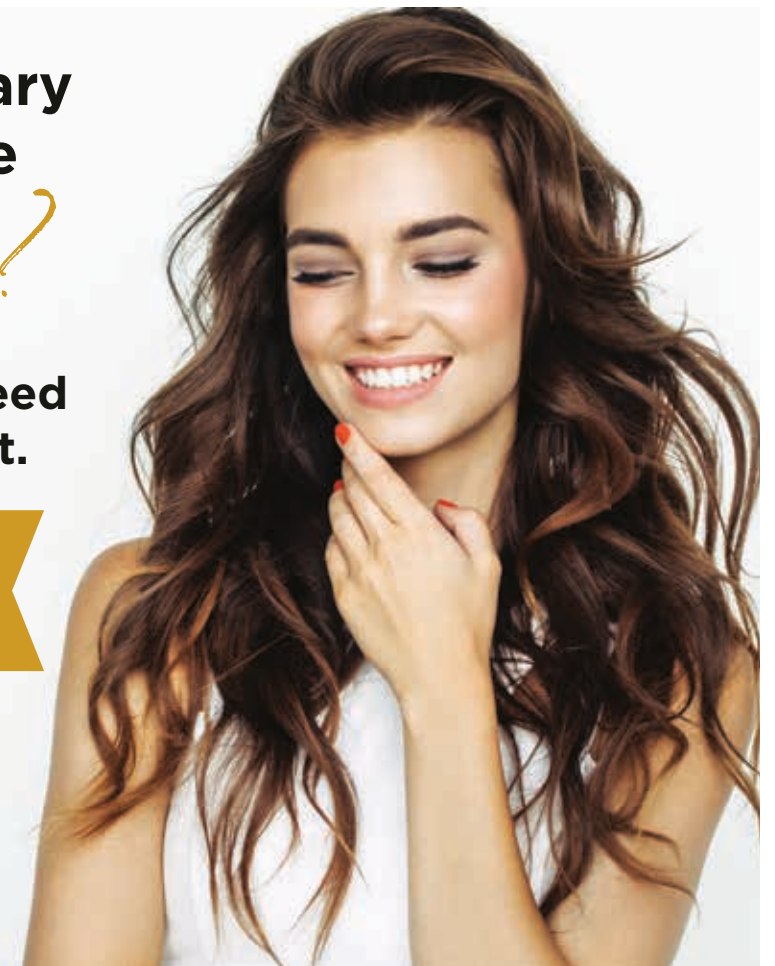
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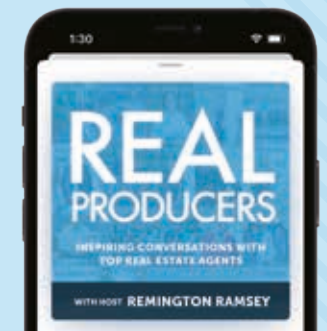


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