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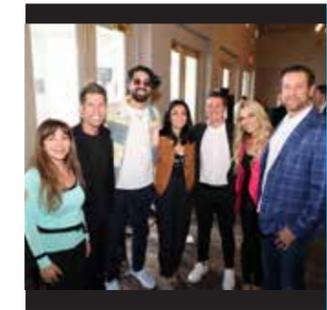
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2024



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Cover photo courtesy of Tony Lattimore Photography.



If you are interested in contributing or nominating REALTORS® for certain stories, please email michele.kader@n2co.com.

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- ★ At least \$10 million in sales in one calendar year
- ★ Active on social media

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FRANCES (REALTOR)

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MICHELE KADER (SOUTH OC RP OWNER/PUBLISHER)



"MATTHEW WAS AMAZING AT WALKING US THROUGH THE PROCESS, WHICH LED TO US ENROLLING CONFIDENTLY. ANY TIME A PROBLEM AROSE, MATTHEW HANDLED IT IMMEDIATELY! I COULD NOT RECOMMEND HIM ENOUGH TO ANYONE, CONSIDERING SOLAR FOR THEIR HOUSE!"

DERICK ROBERTS (RP PARTNER)

"MATTHEW WAS VERY PROFESSIONAL, AND A PLEASURE TO WORK WITH. WE'VE BEEN DEBATING GETTING SOLAR FOR YEARS. WE BECAME DISCOURAGED AS WE NEVER CAME ACROSS A TRUSTWORTHY SOLAR EXPERIENCE. WE WERE THEN REFERRED TO MATTHEW AND ARE NOW HAPPY CUSTOMERS! I HIGHLY RECOMMEND MATTHEW"

MARIA (HOME OWNER)



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publisher's note

“PLANS FAIL FOR LACK OF COUNSEL, BUT WITH MANY ADVISERS THEY SUCCEED.” —Proverbs 15:22 (NIV)

Dear Real Producers of South OC,

Success in real estate hinges not only on your skills but also on the strength of your professional network. As you navigate market complexities and aim for exceptional client service, trusted industry affiliates become your greatest asset, elevating your business to new heights. Your network provides leverage, setting you apart as a go-to resource in your market.

Since real estate transactions involve a myriad of moving parts, from financing, legal processes, home inspections, and insurance, having a reliable network of industry affiliates allows you to tap into specialized expertise, ensuring every aspect of the transaction is handled with precision and professionalism. Partnering with reputable mortgage brokers, title companies, home inspectors, and other professionals demonstrates your commitment to offering comprehensive support throughout your clients' real estate journey.

Here at South OC Real Producers, we understand the importance of building a strong network within the real estate community. Facilitating these professional connections is paramount to our mission. We are proud to bring the best of the best together,

providing opportunities for high-performing agents to network not only amongst themselves but with the finest industry affiliates in South Orange County. Our preferred partners, who advertise in the magazine and attend our events, all come highly recommended by fellow top producers like you. We're confident that working together will be mutually beneficial, and we're delighted to help forge connections whenever and wherever necessary.

Check out the index of preferred partners in the front of the magazine for a list of exceptional and talented affiliates we recommend. If you should need a trusted ally you can call on anytime for various needs related to your business and transactions, please consider them first — and feel free to reach out to me directly if you ever need a personal introduction.

Here's to strong professional networks and your continued growth and prosperity!

Sincerely yours,



Michele Kader
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RP 2023

BY THE NUMBERS

HERE'S WHAT SOUTH OC'S TOP 500 AGENTS SOLD...

6,825

 TOTAL TRANSACTIONS

\$ 13.1 BILLION
 SALES VOLUME

4,551 LISTING SIDE
 TRANSACTIONS
 

1,854 BUYING SIDE
 TRANSACTIONS


\$26.2 MILLION
 AVERAGE
 SALES VOLUME
 PER AGENT



13.7 AVERAGE
 TRANSACTIONS
 PER AGENT

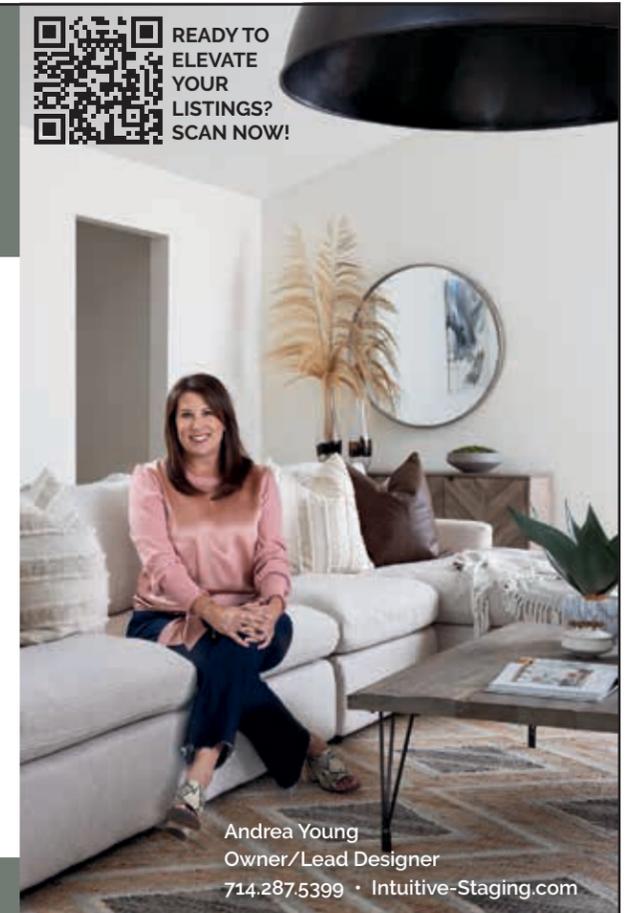


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HELENA & SHAWN NOONAN

SEPTEMBER 2019 COVER STORY

WHERE ARE THEY NOW?

Since gracing the cover of *South Orange County Real Producers* magazine in September 2019, Helena and Shawn Noonan, prominent real estate professionals, have undergone significant transformations in both their personal and professional lives.

Transitioning from Keller Williams Luxury Laguna Niguel to COMPASS, the Noonan Team has seen remarkable growth. With an expanded team comprising agents, a professional stager, and key operational personnel, they've achieved notable milestones. In 2023, they were the number one listing agents in Laguna Niguel by sales volume, a testament to their continued success.

Embracing digital marketing strategies and intensifying their focus on farming, the Noonan Team has adapted to stay competitive in the dynamic real estate industry. Their mantra, "Get Better Every Day," reflects their commitment to continuous improvement and drives their short-term goal of reaching \$100 million in sales.

Beyond professional achievements, Helena and Shawn prioritize their family's future. With short-term aspirations of guiding their sons, Evan and Ian, through high school and into college, they envision a future centered on retirement and travel. Motivated by legacy, they aim to build a business that can be passed down to their children, ensuring a lasting impact beyond their real estate endeavors.



As they navigate this journey, Helena and Shawn remain steadfast in their dedication to excellence, integrity, and growth, embodying the values that have defined their success thus far.

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In life, as in business, the more you can rely on yourself, the better prepared you may be to handle what comes your way. That spirit of independence allows you to put your creativity to work and it keeps you personally committed to creating success.

Likewise, it's vital to partner with someone that shares that same mindset of staying creative, and following through to deliver solutions that make sense. That's exactly the dynamic you will enjoy when you partner with Sunrun Solar Professional Matthew Rock.

Sparkling Success Through Time
Matthew is a lifelong, motivated entrepreneur. In fact, he started his first business when he was only 14 years old. Through time, he has amassed over 19 years of sales and business experience.

"During the summer of 2018, I was at an inflection point, knowing I needed bigger growth opportunities," Matthew says.

Matthew started his solar career that summer — an answer to a prayer. On his first day, he knocked on 63 doors and enrolled his first solar customer. Today, he's been a full-time solar sales manager for nearly six years.

Genuine Drive
Matthew is driven in what he does by a genuine appreciation for strategic business practices and engaging with people who he enjoys doing life and business with.

"I built my business off knocking doors for four years and then transitioned into full-time networking and generating a

referrals-only business. Working closely with *Real Producers* as a fairly new partner has been a blessing, and I'm looking forward to partnering with so many more who appreciate what I bring to the table."

In the course of serving the needs of his clients, Matthew takes pride in combining his experience and expertise to help clients have peace of mind and trust throughout their solar experience.

Here's what some of his clients say:

"Matthew is very professional, knowledgeable, and an overall great human! I signed up with him three years ago, and he's been a man of his word. Any time a question or issue arises, he's responsive and helpful."
—*Natalie Robinson, customer*

"My experience with Matthew has been exceptionally positive. He brings a proactive and results-driven approach to the table, making him my number one, go-to solar guy."
—*Leah Albagli, REALTOR® and Real Producer*

As Matthew says, "I always want to put together a workable program for them. With me, they get a professional that becomes a friend who follows through in the short and long term."

Tangible Benefits
One big advantage that Matthew brings his clients makes a true, bottom-line difference.

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Matthew Rock with his wife, Lindsay, and daughter, RoRo



“Our program is all about helping customers go solar without buying or leasing the panels and batteries, while paying zero dollars, both upfront and at install,” Matthew points out. “Over 90 percent of my customers enroll in this program, as opposed to buying or leasing solar panels.”

Matthew is a firm believer in this program. At the same time, while it may make sense for nine out of 10 southern California homeowners, he’s also excited to offer purchase options for those where buying the equipment makes the most sense for them.

“This program is also a favorable experience for all of the REALTORS®, lenders and

homeowners engaged because there is no lease, no lien, and no loan involved, which makes it easy to buy or sell the house, refinance, and move with ease.”

Wonderful Life

It’s not uncommon to find Matthew presenting the advantages he brings to the industry by visiting real estate brokerages. During his visits, he delivers value, experience, and trustworthiness to agents who know that Matthew has their back and is their go-to solar pro.

In his time away from work, Matthew cherishes time with his family, including his wife of five years, Lindsay, and their 2-year-old daughter, RoRo.



In his free time, Matthew has a passion for camping, drinking Imperial stout or ale with a good friend over a campfire, cold therapy, ice baths, archery, the shooting range, basketball, and golf.

The bonds that Matthew creates and sustains through time are at the heart of his work.

“My hope is that people know that I am here for them and that I take the time to really get to know them and their needs,” he says.

Truly, Matthew brings heart — and results — to the conversation. And he does it all by delivering a unique experience for homeowners who have wanted to do solar with someone they can trust.

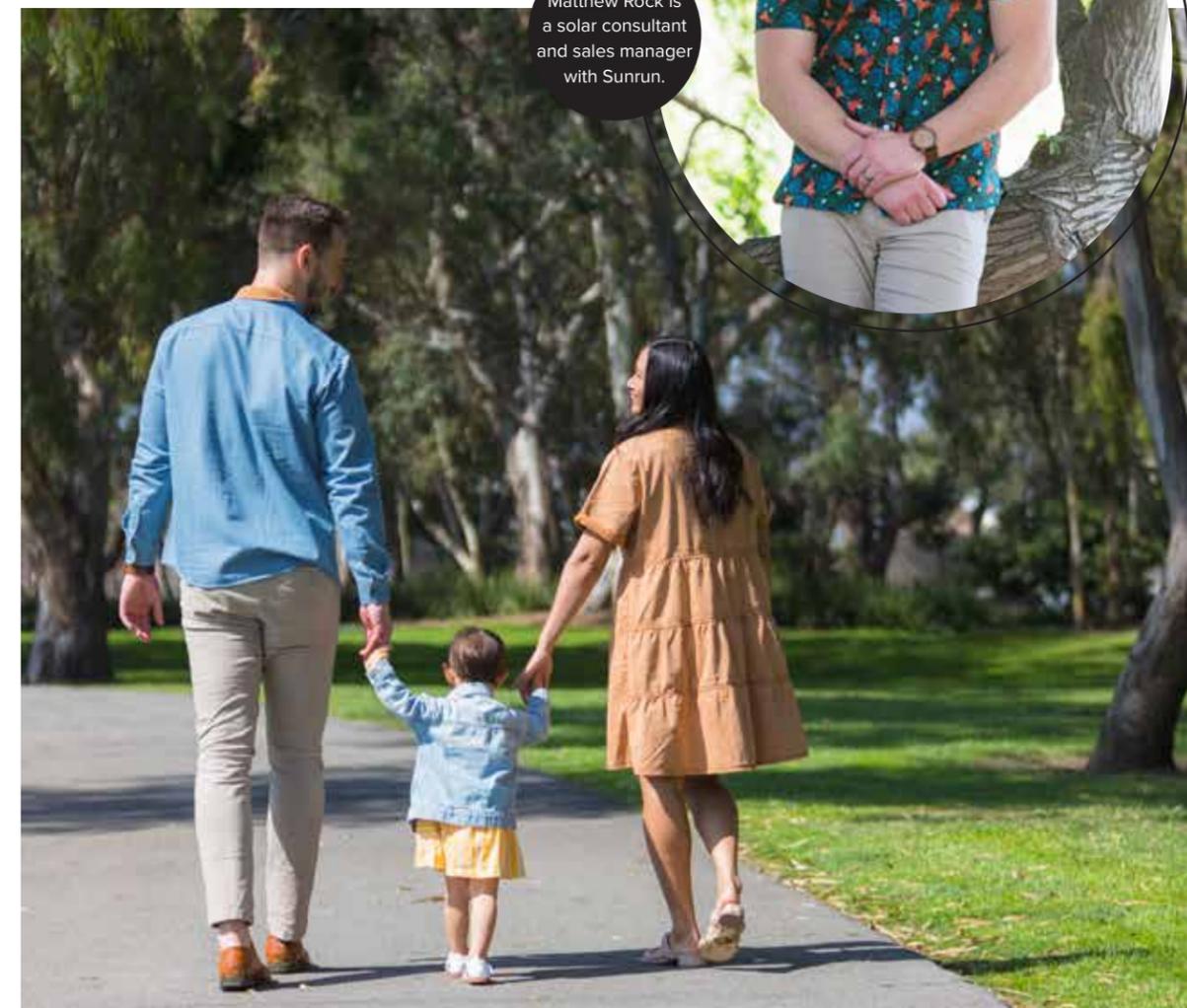
When you’re looking for a partner who will deliver an energizing experience for you and your clients, look to Matthew Rock.

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“MY HOPE
is that people know that
I am here for them and that
I take the time to really get to
know them and their needs.
”

Matthew Rock is a solar consultant and sales manager with Sunrun.



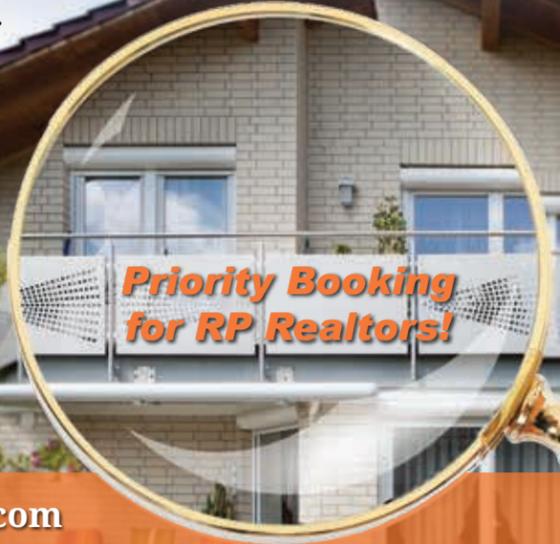
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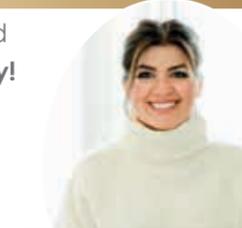


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WHAT'S WORKING IN 2024

Recap of Top Producers' Panel



Photo by Tony Lattimore Photography

On March 18, 2024, South OC Real Producers hosted an influential “What’s Working in 2024” top producers’ panel and cocktail reception at Marbella Country Club.

In our previous issue, we shared vibrant photos capturing the community’s engagement and networking at the event. This month, we’re thrilled to present a special feature summarizing the insightful topics discussed by our esteemed panelists and top-producing agents: **Dave Archuletta, Mitchel Bohi, Bryan Gerlach, Cyrus Mohseni, Cesi Pagano, and Melody Smith.** Together, they offered a wealth of knowledge and expertise on various subjects crucial for success in today’s real estate market.

Explore the pages dedicated to these remarkable Real Producers in this month’s issue and delve into the panelists’ invaluable insights on converting “browsers” into buyers, leveraging social media, mastering local area expertise, doubling your listings, nurturing your database, effective farming techniques and more.

We extend our heartfelt gratitude to these expert panelists for generously sharing their wisdom and insights on the current real estate landscape with our Real Producers community. Implementing their advice and tips is certain to elevate your endeavors throughout the remainder of the year.

Once again, a sincere thank-you to our esteemed panelists! Your contributions made the March 18th event impactful and invaluable to us all.

For information on all South OC Real Producers events, please contact us at ocrealproducers@n2co.com.



Photo by Tony Lattimore Photography

DAVE ARCHULETTA

The Archuletta Team
First Team Real Estate

BUYERS AREN'T LIARS: CONVERTING BROWSERS TO BUYERS

When working with buyers, you must understand your goal. Your goal is not just to get them to close a transaction. That would be the easy answer, and most likely the last transaction you will have with them. I want to lead you to a greater objective: to empower your client to a position of “yes” on their terms.

The mistake many agents often make is not meeting the buyer at the right stage of the decision-making process. To keep it simple, I think there are three stages of the decision-making process: “No,” “Maybe,” and “Yes.”

Too often, we hear “no” and we jump into “advice mode” and give advice on something we haven’t taken the time to understand the context of. It could be “no” for a variety of reasons — it could be a family matter, job relocation, or death in the family. So before giving the wrong advice ... stop talking and be curious by asking great questions. If you’re curious for long enough, you’ll soon earn the right to give advice. Let’s face it, no one likes to hear advice until it has been earned.

By being curious long enough, you soon turn that “no” into a “maybe,” and then that maybe into a “yes.” Here’s what I mean:

People make decisions for their own reasons, not yours. Stop trying to force a sale. It’s like trying to push a string. It just coils up. However, if you pull the string, it will follow you everywhere. By leading with great questions (pulling the string), you’re helping your client see perspectives other than their own.



One of the most important things that I learned last year was this: When a client comes to “yes” on your terms, they will eventually resent you because they felt manipulated and used for a quick commission, whereas, if they come to “yes” on their terms, they will become a lifelong client. I want to build lifelong clients, and so should you!

Remember, you can’t change a buyer’s mind, but you can change their perspective. That’s the goal! Stop trying to persuade in order to change minds, but instead, cast doubts on their existing beliefs. That is how you will change their minds and form new beliefs. That is true salesmanship. Buyers aren’t liars. They just need true salesmanship.

To sum it up: “no” to “maybe,” then “maybe” to “yes” (on their terms) = a lifelong client.

special feature:
what's working in 2024

MITCHEL BOHI

The Forum Group
Compass

THE IMPORTANCE OF SOCIAL MEDIA

Social media has become an indispensable tool for real estate professionals aiming to expand their online presence and engage with both current and prospective clients. Panelist Mitchel Bohi, a top producer at The Forum Group at Compass, emphasizes the paramount importance of leveraging social media platforms effectively in the real estate industry.

Consistency is key when it comes to branding on social media. Agents must strive to maintain a consistent presence by regularly sharing content that showcases not only their professional services but also glimpses into their daily lives. From prepping homes for inspections to showing a problem at a home, discussing what's going on during a transaction, or sharing personal moments like family outings or pet photos, incorporating a variety of content types helps agents connect with their audience on a more personal level.

In addition, utilizing "alt text" for images is another crucial aspect of social media strategy. Alt text, or alternative text, serves multiple purposes, including improving accessibility for users with disabilities and enhancing search engine optimization (SEO). By providing descriptive alt text for images shared on social media, real estate agents can ensure that their content is more easily discoverable and accessible to a wider audience.

Mitchel stresses that authenticity is highly valued in the realm of social media. Real estate professionals are encouraged to be themselves and share genuine experiences with their audience. By avoiding overthinking and striving to be active and consistent on social media platforms, agents can cultivate a sense of authenticity that resonates with their followers.



In addition to these key points, it's essential for agents to pay attention to their social media analytics. By monitoring engagement metrics and analyzing which types of content resonate most with their audience, agents can refine their social media strategy over time to better meet the needs and interests of their followers.

Overall, social media offers real estate professionals a powerful platform for building brand awareness, fostering meaningful connections, and showcasing their expertise in the industry. Mitchel advises REALTORS® to "be active and be consistent" on social media. By prioritizing consistency, utilizing alt text effectively, and embracing authenticity, agents can harness the full potential of social media to enhance their presence and drive success in the competitive real estate industry.

BRYAN GERLACH

Engel & Völkers Laguna Beach

BEING A LOCAL AREA EXPERT

In the realm of real estate, establishing oneself as a local area expert can be a game changer. Panelist Bryan Gerlach, a distinguished agent with Engel & Völkers Laguna Beach, underscores the profound value of being deeply entrenched in the local community and possessing an intimate understanding of its nuances.

According to Bryan, true expertise transcends mere knowledge of listings and square footage; it involves embodying the essence of the neighborhood and comprehending its lifestyle intricacies. With his upbringing and lifelong residence in the area, Bryan has cultivated a profound bond with the community, positioning him as a trusted advocate for his clients.

And while selling real estate in the community where a REALTOR® has spent their entire life, as Bryan has, undoubtedly provides a valuable advantage, he stresses that becoming a local expert is still achievable, albeit with a longer timeline and a steadfast commitment to consistent effort. Ideally, being a resident within the community further enhances this process.

Building strong relationships with other agents is another crucial aspect of being a local area expert. By maintaining good rapport with fellow professionals, real estate agents can gain access to off-market opportunities and exclusive listings, allowing them to offer their clients a competitive edge in the market.

However, establishing oneself as a local area expert requires more than just knowledge and connections — it requires a genuine commitment to the community, such



as investing both time and resources into networking with influential individuals, joining local clubs, and participating in community events. Staying actively involved in the community is essential for success.

Another key aspect for being a local area expert is the importance of consistency and persistence in marketing efforts. Whether it's through full-page ads, direct mail campaigns, or regular networking events, Realtors should ensure that their presence remains visible and consistent within the community.

Ultimately, being a local area expert is about more than just selling homes — it's about embodying the spirit of the community and providing clients with an unparalleled level of service and expertise. By prioritizing relationships, staying informed, and remaining actively involved in the community, agents can establish themselves as trusted advisors and indispensable resources for their clients both locally and beyond.

CYRUS MOHSENI The Keystone Team



DOUBLE YOUR LISTINGS

Panelist Cyrus Mohseni, the dynamic and innovative co-founder of The Keystone Team, shared invaluable insights into increasing listings organically by employing a systematic approach.

Cyrus underscored the critical importance of constructing a robust follow-up system that involves employing techniques such as door knocking, calling, and client follow-up emails and newsletters. Agents must establish a process to determine the frequency of door knocking and calls in the surrounding areas, as well as identifying potential sellers. These elements form the foundation of a successful strategy from which a system can be built to ensure execution of prospecting efforts on a repeated basis.

Despite the perception of door knocking as old-fashioned, Cyrus asserts its enduring effectiveness. In fact, he suggests that its potency has increased due to fewer agents still employing this method. Focusing on relationship building when door knocking — rather than solely pursuing business — resonates more strongly with potential clients, fostering trust and rapport. And with a more personalized approach, agents can naturally attract additional listings.

Once a listing is secured, Cyrus stresses the importance of implementing an effective follow-up system. While each agent may develop their unique process,

he recommends “leaning in” to door knocking, cold calling, and outbound prospecting. These active, day-to-day processes demand consistent effort and engagement to yield optimal results and provide a roadmap for agents seeking to enhance their listings organically.

As Cyrus aptly concludes, success in real estate is not solely about ambition, but also about consistent effort and strategic implementation; it requires dedication and a willingness to put in the necessary work. By adopting a systematic approach that prioritizes relationship building and active engagement, agents can effectively double their listings.

In addressing common apprehensions among agents, Cyrus offers practical advice: Start small and gradually expand your system. He emphasizes that perfection is not a prerequisite for beginning the journey. By taking incremental steps and refining strategies over time, agents can achieve significant growth in their listings.

CESI PAGANO Cesi Pagano & Associates Keller Williams Realty



NURTURING YOUR DATABASE

In the fast-paced world of real estate, success often hinges on more than just finding new leads — it's about cultivating and nurturing relationships with existing clients and contacts. Panelist Cesi Pagano, top producer and team lead of Cesi Pagano & Associates at Keller Williams Realty, underscores the invaluable importance of nurturing your database as a cornerstone of business growth and client retention.

Your database isn't just a list of names — it's a network of individuals you've connected with, whether through past transactions, referrals, or chance encounters. Working with your database is like tending to a garden: it requires care, attention, and consistent effort to yield fruitful results.

Unlike cold calling, nurturing your database allows you to connect with people on a more personal level. By periodically checking in with clients and contacts, you demonstrate genuine care and interest in their well-being. Whether it's sending birthday cards, attending community events, or simply reaching out to see how they're doing, these warm interactions lay the foundation for long-term relationships and repeat business.

A key aspect of nurturing your database is becoming a valuable resource for your clients. Cesi recommends going above and beyond by offering recommendations for local services, providing helpful tips, and staying engaged in your clients' lives beyond the real estate transactions. By positioning yourself as a trusted advisor and resource, you not only solidify your relationship with clients but also increase the likelihood of referrals and future business opportunities.

Central to Cesi's approach is leveraging technology to streamline and enhance the nurturing process. She highlights the importance of using customer relationship management (CRM) platforms like Brivity to organize contacts, set reminders, and track interactions. By incorporating tasks and notes into your daily workflow, you ensure that no opportunity to connect with your database is overlooked. Cesi shares that she typically spends a full three to four hours a day on her database.

Successful database nurturing goes beyond working with the technology, however. It requires authenticity, integrity, and a genuine desire to serve clients. From the moment a lead is acquired to the closing of a deal, the nurturing process is about consistently delivering exceptional service and exceeding expectations.

In essence, nurturing your database is more than generating leads and moving them along from warm to hot to sold — it's about building lasting relationships rooted in trust, care, and mutual respect. By prioritizing the cultivation of your database, you lay the groundwork for sustained success and a thriving real estate business for years to come.

special feature:
what's working in 2024

MELODY SMITH
Melody Smith & Associates
& Anvil Real Estate



FARMING FOR SUCCESS

Panelist Melody Smith, associate broker, REALTOR®, team leader of Melody Smith & Associates, and founder of Anvil Real Estate, delved into the profound impact of “farming” on achieving success in the real estate industry. Recognized as an authority in the field, Melody has garnered acclaim for her adeptness in cultivating communities, particularly in Laguna Hills, San Juan Capistrano, and the esteemed Nellie Gail Ranch equestrian enclave.

Farming, Melody stressed, transcends mere marketing tactics; it embodies a holistic approach to establishing a thriving real estate enterprise. Central to farming is the cultivation of deep connections within specific geographical locales or neighborhoods, cementing oneself as the indispensable expert and fostering enduring relationships with residents.

A pivotal advantage of farming lies in its capacity to carve out a distinct market niche, where an agent becomes synonymous with a particular area. Through consistent outreach and engagement with residents, agents can solidify their position as the authoritative voice, fostering heightened brand recognition and trust within the community.

Achieving success in farming requires unwavering dedication to comprehensively understanding the nuances of each targeted neighborhood. Through meticulous research and ongoing observation, agents gain invaluable insights into market dynamics, property valuations, and community evolutions, thereby enriching their ability to offer personalized, white-glove service to clients.

Moreover, the significance of harnessing technology and data analytics in farming endeavors cannot be overstated. By leveraging tools such as geographic information systems

(GIS) and customer relationship management (CRM) software, agents can refine their marketing strategies, monitor market trends, and evaluate campaign efficacy with precision.

However, farming necessitates patience, persistence, and unwavering consistency. Establishing oneself as a local authority demands time investment and a steadfast commitment to nurturing long-term relationships with community stakeholders and residents.

In addition to conventional marketing avenues like direct mail and door-to-door canvassing, cultivating a robust online presence through social media, email marketing, and content creation is imperative. Embracing digital platforms enables agents to extend their influence beyond immediate geographic confines and attract prospective clients from diverse locales.

Ultimately, the transformative potential of farming in real estate lies in embracing a strategic and dedicated approach to fostering relationships and expertise within specific communities. By positioning themselves as trusted advisors and reliable resources, agents can lay the groundwork for enduring success within their local markets.



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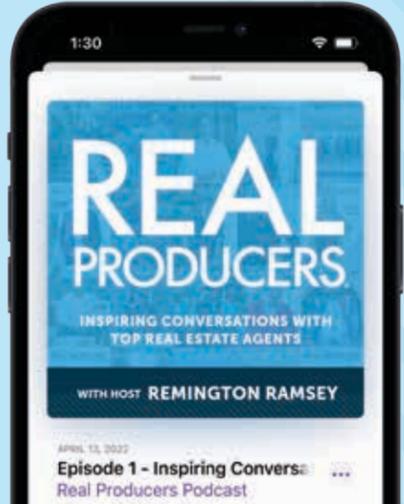
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