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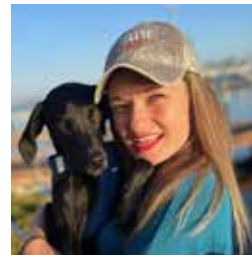
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LET'S TALK ABOUT RECRUITING!

Do you DISC everyone you bring on your team or brokerage? If not Why? Each person's behavior will have a different outcome on your team. Wonder why one agent has no issue with your splits and another complains at every paycheck they get? Wonder why you see agents do what we in the coaching world call, "Brokerage Hopping"? The DISC will help change the tone of your team culture.

Using AI and DISC in Recruitment

By integrating AI with DISC behavioral profiles, you can:

- **Target Specific Personalities:** AI tools like social listening, sentiment analysis, and predictive analytics can identify agents based on their DISC type, allowing you to focus on candidates aligned with your culture.
- **Tailor Communication:** AI-powered CRMs and chatbots ensure agents receive personalized communication, whether they value data, relationships, or quick results.
- **Automate and Scale:** AI streamlines recruitment, making it easier to manage large-scale outreach while keeping personalization for each DISC personality.

AI doesn't replace the personal touch essential in real estate but enhances it. Combined with DISC profiles, AI helps recruit agents more efficiently, creating a well-rounded team prepared to thrive.

AI isn't just the future of recruitment; it's the present. Real estate team leaders who leverage AI with behavioral insights like DISC will attract and retain top talent. Whether it's automating personalized communication, predicting success, or engaging recruits based on motivations, AI is a powerful tool for building a winning team.

How Real Estate Team Leaders Can Use AI and DISC in Recruiting

Recruiting talented agents is essential to growing your business. Every agent brings unique skills, behaviors, and motivations. Understanding these differences is key to effective recruitment. DISC behavioral assessments categorize individuals into four types: Dominant (D), Influencing (I), Steady (S), and Compliant (C).

Here's how integrating AI with DISC profiles can elevate your real estate recruitment strategy.

1. Recruiting Dominant (D) Agents: Leverage Data-Driven Results

Dominant personalities are results-driven, competitive, and thrive on challenges. They want to be top performers. When recruiting Dominant agents, present your team as a destination for success.

AI Tools to Use:

- **Predictive Analytics:** AI can analyze data on top-performing agents, identifying those with traits that match your most successful agents. This helps target Dominant agents who are likely to excel within your team.
- **Chatbots:** AI-powered chatbots engage potential recruits instantly, appealing to Dominant agents' fast-paced, goal-oriented nature by offering rapid responses on incentives and growth opportunities.

AI-Driven Messaging: "Are you a top producer looking to dominate your market? Our brokerage provides cutting-edge tools to help high-performing agents reach new heights. We'll give you the resources to succeed. Let's discuss how you can lead with us."

2. Attracting Influencing (I) Agents: Building Relationships with AI

Influencing personalities are enthusiastic, social, and thrive on connection. These agents have strong networks and excel in relationship-building.

AI Tools to Use:

- **Social Listening:** AI can track social media, identifying agents who engage in industry discussions, showcase listings, and connect with their community. This targets Influencing agents who use their personalities to grow their business.
- **AI-Enhanced CRM:** AI tracks and analyzes agents' interactions, helping to tailor responses and automate personalized follow-ups that build stronger connections.

AI-Driven Messaging: "Do you love building relationships and making an impact? Our team values collaboration, community, and a fun approach to real estate! Join us for a career where your personality and people skills shine. Let's grow together!"

3. Recruiting Steadiness (S) Agents: Personalizing Support with AI

Steadiness personalities seek stability, consistency, and personal connections. They thrive in supportive, relationship-focused environments.

AI Tools to Use:

- **Sentiment Analysis:** AI analyzes communication and social media to identify agents who express a desire

for stability. This lets you focus on agents who value a consistent, team-oriented work environment.

- **Virtual Assistants:** AI-driven assistants automate responses, ensuring timely communication and a sense of reliability, which highlights that your brokerage provides the support they seek.

AI-Driven Messaging: "Looking for a stable, supportive environment where you can build lasting relationships? Our team is all about collaboration, growth, and helping agents thrive in a trusted community. Let's discuss how you can find your professional home with us."

4. Engaging Compliant (C) Agents: AI for Data-Driven Precision

Compliant personalities are analytical, detail-oriented, and driven by accuracy. When recruiting agents with a Compliance profile, highlight tools, processes, and data that support their success.

AI Tools to Use:

- **Machine Learning:** AI can analyze agent performance and market trends, identifying detail-oriented candidates likely to thrive in structured environments.
- **Automation:** Showcase how AI-powered workflows enhance precision, resonating with Compliant agents who value accuracy and streamlined processes.

AI-Driven Messaging: "Are you detail-oriented and value precision? Our brokerage uses AI systems to help agents work smarter, not harder. With the right tools and data, you can reach new success levels. Let's discuss how you can thrive with us."

Team leaders and brokers have always focused on recruiting. With AI and DISC, you now have tools to make recruitment easier, more personalized, and more successful. Just as you once focused on lead measures in production, approach recruitment with the same strategic mindset—thinking smarter, not harder.



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NOTE

PUBLISHER'S

Successful Client Communication!

Penned in partnership with Deborah Bento

We all love those 11 PM calls or texts that begin with, "Sorry so late, but..." which was likely followed by a tidbit or question that could have waited until 8:05 the next morning. While we want to be accessible to our clients, we also need to be present in our home life and set boundaries with our personal time, so set your communication expectations right out of the gate. In this month's Publisher's Note, we are helping you avoid some communication pitfalls and create a positive communication pattern with your clients.

Some of the most frequent complaints regarding communication with realtors are:

- A lack of timely updates.
- The use of too many industry terms without an explanation.
- Difficulty reaching their realtor or realtor never answers their phone.

Every person we encounter has their definition of "good" communication. As realtors, we must continuously morph our communication style to that of our clients. With email, text, WhatsApp, carrier pigeons, direct messaging on social media, and the rare person-to-person phone call, we have several modes of communication from which to choose. You may encounter an elderly seller who is downsizing, prefers to communicate in person, and may even require a pen to "wet sign" versus a digital signing platform. On the same day, you may get a DM from an "influencer" who wants a video tour to write an offer asap and never meets you in person.

Being a communication chameleon is a requirement of the profession. Our best advice is to find out your client's preferred method of communication and commit to using it.

Now that you know the best way to communicate with your buyer or seller, you have a few things to decide - How often are you going to talk to your client? What information should you share before, during, and after escrow? Are there times you will be unavailable?

When you start working with a new client, set a schedule of when you will provide updates. Will they receive updates daily, weekly, after every showing of their home, or just after key events? Whichever schedule you and your client choose, stick to it. If you have nothing new to share, call and check in on them. "Everything is on schedule; I am checking in to see if you have any questions I can help you get answered. Or do you need any vendor recommendations?" Asking questions and keeping your client updated is an easy way to solidify that you are here to help!

A key way to help clients is to ensure they understand what they are signing. As real estate professionals, we speak our own language: RPA, RLA, BIW, the dreaded BRBC, and SPBB, but we know exactly what these acronyms mean. When reviewing paperwork with your client, be sure to use the name of the documents with a brief explanation of what each covers and why they need to review

it. While this process takes more time than "please sign the documents I sent," it is a best practice and our job to walk them through the contract. By offering a clear and concise explanation of the required paperwork, you breed trust, make them feel empowered, and minimize misunderstandings. For most people, buying a home is the largest financial purchase of their life, and we want clients to feel informed and educated throughout the transaction.

Setting expectations for a smooth transaction starts with client communication. Be sure to provide realistic response times and be transparent about your availability "outside of regular office hours." If you aren't able to answer the phone, at least clients will know when to expect a return call or text. If you are frequently unavailable, adding additional communication may be a great option for you. Technology has a plethora of choices to help you appear more engaged: automated text responses, chatbots, a client portal, or a designated assistant or team member who is a backup resource. But whenever possible, just answer your phone!

We can all agree that communication is the key to a smooth real estate transaction; from setting up a showing, to submitting an offer, to getting the deal across the finish line, we must effectively and consistently communicate.

Brittney Shull
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Gold Standard MORTGAGE

RYAN DIAZ

Gold Standard Mortgage prides itself on its community involvement and focus. The company was started by Ryan Dias and his brother-in-law, and their headquarters are in Kingsburg, where Ryan grew up. Ryan's family is dairy farmers, a career he followed as an adult. He and his wife Amber, who met in junior high, continued the tradition of farming until 2016, when they decided to enter the mortgage industry. Ryan's co-founder had experience in mortgages, and since the two grew up together in Kingsburg, starting a business together made sense. "He's the best loan officer I've ever met," Ryan says of his brother-in-law.

Initially, Ryan continued to spend the majority of his time on the ranch and worked in the office a couple of days a week. This arrangement lasted about five years until his co-founder encountered serious health issues and was no longer able to contribute to the business. Ryan was suddenly tasked with taking over, and with the help of their account executive and long hours in the office, he managed to keep the business afloat in a trial by fire. Now, his days are spent working at Gold Standard instead of on the ranch. Up until last year, he continued as a dairy farmer, and now he works solely in mortgage.

Ryan attributes much of his drive and work ethic to growing up and working on the family farm. While expanding the mortgage business, he focused on bringing in the right people and remaining involved in his community. Ryan and Amber have three children: Cole, Chase, and Lilly. All three played sports throughout their lives, and Ryan coached his sons in football, which he enjoyed greatly and kept him connected to his local community. "You gotta take care of your own backyard," Ryan says.

Gold Standard Mortgage now boasts seven branches, six in California and one in Texas. The locations of the California branches are Kingsburg, Hanford, Fresno, Visalia, Atascadero/Grover Beach, and Bakersfield. Ryan feels very blessed to have the employees he does in his business, saying that they provide great advice and offer direction and ideas that he appreciates. Whether you are refinancing your house or a first-time homebuyer, Gold Standard Mortgage aims to put you in the right loan with the best possible rate. Their goal is to earn your trust through hard work, integrity, and honesty, making the experience as smooth as possible. As Ryan puts it, "We like to do business the old-fashioned way, but we have to keep up with the times." Looking forward, Gold Standard is improving

“

WE LIKE TO DO BUSINESS THE OLD-FASHIONED WAY, BUT WE HAVE TO KEEP UP WITH THE TIMES.



▶ partner spotlight

Written by Ashley Kivisto
Photography by Amanda Brazzell
with Real Authentic Human Media

their technology to become more efficient, while also maintaining their in-person services for those who prefer face-to-face transactions. “It’s all about client experience,” Ryan remarks.



Choosing a smaller local mortgage lender like Gold Standard means you will receive more personalized service compared to a large national bank. They will guide a client through the entire process step by step to ensure they are getting the best rates and experience when buying their home. Ryan enjoys working with real estate agents, and he and his loan officers aim to be a team with the buyers and agents. Ryan gushes that “the best thing about this job is the people you get to meet. You have a bond forever.” Working with new realtors is a perk of the job as well. Ryan gets excited to share in their growth and watch them come into their own. “The real estate community has amazing people,” Ryan adds.

Recently, Ryan purchased the old Bank of Kingsburg building, which was originally built in 1906. He is now embarking on a journey to restore the structure and bring it up to 2024 standards while preserving as much of the original details and fixtures as possible. It is a fun and exciting task for Ryan, but it is also slow-moving given the scale of the project.

Ryan and Gold Standard have some other exciting new developments in the works. Ryan has started holding Tri County Realtor meetings where speakers come to impart their knowledge to any agents who would like to attend. In September, they welcomed this magazine’s publisher, Brittney Shull, to speak at a meeting. These gatherings are free to agents and offer training in many different realms of the industry. You can keep up with meeting dates, progress on the bank building restoration, and Gold Standard Mortgage on their Instagram page [@goldstandardmortgage](#).

Ryan Dias is co-founder and owner of Gold Standard Mortgage.



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BARBARA FLAMING

cover story

Written by Ashley Kivisto
Photographed by Amanda Brazzell
and Real Authentic Human Media

Ashli Russell's love and admiration for her family is undeniable. She met the love of her life, Michael, while working at Naval Air Station Lemoore (NAS Lemoore). They married in 1997 and became a blended family of six. In 2004, they welcomed two of their nephews into their home, raising them through high school. When their youngest nephew Trei turned eighteen, he asked them to adopt him, and they happily agreed, gaining another cherished child. They now also have 5 grandchildren whom they love to spoil.

Ashli has always had a strong connection to the military and is an avid supporter of Veterans. Her father, grand-father, sister, and husband all served in the Navy and Ashli will tell you she is a "Navy Brat". Having grown up at NAS Lemoore as a military child and later becoming a Navy spouse, Ashli was inspired to focus her real estate career on helping veterans and their families achieve homeownership. She stays current on VA loan regulations and takes pride in educating both her clients and other agents on how to navigate the veteran loan benefit effectively.

When asked about her childhood Ashli exclaimed "I had a great childhood". She has many fond memories of time

with her parents and three siblings. Her memories include weekends of dirt-bike riding, family trips to the beach, and cross-country travels in the back of a truck, covered by a camper, back when seatbelts weren't yet required. Her father, a retired Navy veteran, and her mother, who retired from the Department of Defense, both worked for many years at NAS Lemoore. They taught her work ethic and both inspired her deeply to help others and give back. Ashli stated during our interview that her father was her hero, a title he's held in her eyes since her childhood. She explains that he could fix anything and was always working on something in his shop. Her mom showed her how to be strong and independent, by holding down the household during the times her dad was on 6-12 month deployments. One year her family even celebrated Christmas 2 weeks late because her dad would be arriving home after the new year from a deployment.

After her nephews joined the family, Ashli sought a flexible schedule that allowed her to be more involved in the kids' activities and spend additional time with her loved ones. She had always wanted to pursue real estate, so in 2006, she earned her real estate license with the initial goal of making enough money to replace her income.

Once she embarked on her real estate career, Ashli heard the saying "the purpose of business is to fund a life worth living", and those words continue to stick with her. She is grateful she found a career in an industry that opened many doors for her, including financial opportunities. Wanting to connect her family with their Irish heritage, Ashli made a big goal to take her entire family—including all five kids—to Ireland. "What an epic trip that was for the whole family", she exclaims. Ashli and Michael travel to Europe every year to explore new areas and are happy to pass on things they have learned over the years to anyone looking to take a trip to Ireland. Interesting fact: Ashli and Michael also hold Irish Passports, as they are dual citizens.



Giving the keys to a home is the payment, getting paid is the bonus.





**I THINK GOD DID PUT US
IN THE SAME PLACE,”**

Ashli and Barbara say of their partnership.



Real estate has transformed Ashli's life in many ways, one way is through her deep community involvement. Her husband is a founding member of Central Valley Veterans (CVV), a non-profit dedicated to "honoring any United States Veteran with support and guidance to improve the quality of their life." Her daughter, Chelsea, currently sits on the board, and in 2023 at CVV's annual Star Spangled Ball Fundraiser, Ashli and Michael were honored with the "HOPE" Award for their contributions to helping veterans in the area. Giving back is also a priority in Ashli's business and she makes it a point to donate a portion of every real estate transaction to causes that are close to her heart.

Barbara Flaming has been married to her husband, Randy, for 32 years. They have 3 children and 8 grandchildren. Together, they enjoy traveling, boating, camping, and spending time with their family. They had the joy of raising one of their granddaughters, whom they recently sent off to college at San Jose State.

Barbara also comes from a military family. Her father served in the Navy, enlisting at 17 using his brother's credentials in his eagerness to serve his country. Her mom was a great inspiration to her, and they were very close when she was alive. Her mom was a strong and resourceful woman that maintained a beautiful home when Barbara's father was away serving our country. Barbara credits her mom for raising her to be strong and resourceful as well.

Raised in Albuquerque, New Mexico, Barbara has lived in the Central Valley since 1981. She owned several restaurants, managing the bookkeeping and eventually overseeing one of the locations. Barbara enjoys boating and camping with family and friends at the beautiful lakes and beach towns near the Central Valley. She also loves traveling the world and visiting friends and family across the country.

Barbara eventually shifted her career from the restaurant business to the mortgage and finance industry, where she gained valuable experience that provided a strong foundation for her career in lending and real estate. After she ventured into lending, she began doing real estate lending and occasionally selling a home. The real estate side of the business truly excited her. "I really like the giving of the keys," Barbara recalls, referring to the joy of handing over the keys to new homeowners. This would lead her to leave the lending industry and pursue real estate exclusively full time. She teamed up with a top-producing local agent, and together they built a highly successful team. Eventually, she shifted her focus to managing the team's operations. In 2017, while continuing to sell real estate as a solo agent, Barbara accepted a position on the brokerage compliance team and earned her broker's license during that time. This role gave her valuable insights and contract expertise, enhancing her devotion to protecting the clients' interests above all else.



Ashli and Barbara met when they joined the same brokerage just days apart and quickly connected at events and training sessions, enjoying their time together. "I think God did put us in the same place," Ashli and Barbara say of their partnership. In 2022, Ashli and Barbara partnered and formed The Russell and Flaming Real Estate Group, and in 2023 moved their business to Century 21 Jordan-Link & Company.

The pair work seamlessly together, consistently supporting each other. There is a deep trust between them, allowing them to operate confidently, knowing they have one another's backs. Their shared passion for helping people and making real estate transactions successful

is the foundation of their bond. "Giving the keys to a home is the payment, getting paid is the bonus," Ashli explains, a sentiment Barbara enthusiastically shares.

With nearly 40 years of combined experience in the real estate industry, Ashli and Barbara have developed a deep understanding of local market trends, property values, and negotiation strategies. When asked about the qualities that set them apart, they stated, "We go the extra mile to make sure every client gets exactly what they need." Recently, the pair dropped everything and drove to Hanford to provide the correct payment amount for a recording needed to secure a clear title and prevent it from being rejected once again. It's

quite a story that they won't soon forget! Barbara and Ashli are also committed to maintaining a personalized approach for every client. Staying informed on VA loans is a top priority, and both women are dedicated to helping veterans in the area.

Looking ahead, Ashli and Barbara both envision a future of retirement with their beloved husbands and more time with their families. For now, however, they remain focused on making a meaningful impact in the real estate industry. When asked what superpower they would choose, they both gave the same answer: to spread happiness.

Ashli L Russell is a REALTOR® and Barbara Flaming is a Broker Associate at C21 Jordan-Link and Co with The Russell and Flaming Real Estate Group.



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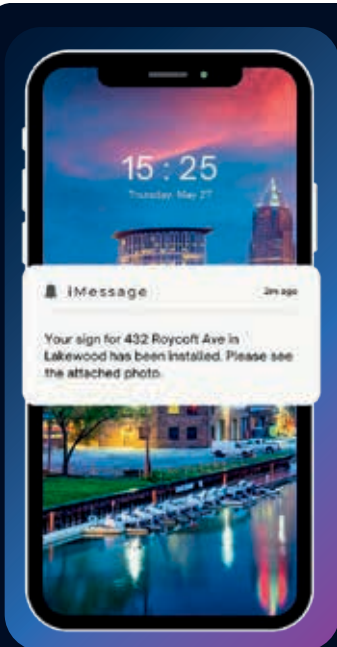


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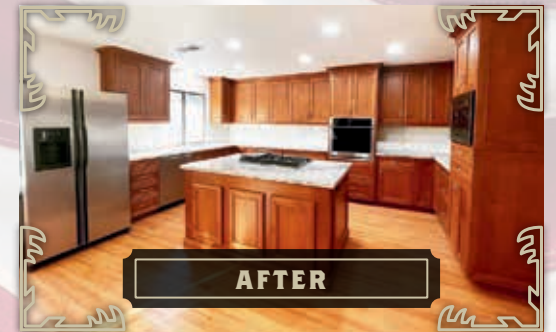


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MARK

GOFF

» realtor on the rise

Written by Ashley Kivisto
Photography by Lynn Smallwood



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REAL ESTATE

Mark Goff has discovered a new passion later in life: helping military veterans purchase real estate. Having served in the National Guard, Mark understands the strengths and struggles of this community and takes his role very seriously, staying updated on the ever-changing regulations for veteran buyers. “The more options a veteran has, the better off that veteran is,” Mark enthuses.

Raised in a poor family, Mark and his mother and sisters suffered abuse at the hands of his stepfather. After seven years with their abuser, Mark and his mother escaped, although his sisters had already run away. This trauma left the family fractured and still affects their relationships today. Mark developed a strong work ethic early on, driven by a desire to avoid the circumstances his parents faced. “I’ve always had a strong work ethic and did not want to end up in the same situation as my parents did,” Mark shares. Shortly after high school, while working as a short-order cook, a friend already serving in the National Guard encouraged him to join, convinced he would enjoy it. Mark embraced the challenge and went to boot camp. His time in the military pushed him to his limits, teaching him resilience. “It toughened me in all aspects of life. You know you can handle more than you’re handling now,” Mark says of his National Guard experience.

Mark’s desire for growth extended beyond the military. Before entering real estate, he spent nearly two decades training and teaching martial arts, competing throughout the Central Valley and bringing home numerous trophies. This experience instilled in him the value of hard work and perseverance, along with the leadership and focus he now brings to his real estate career. Mark eventually started a part time job working for the Visalia Convention Center. His role there occasionally extended to the Rotary Theater, which is where he met his wife Christina while she was attending church services. Christina jokes that Mark likes to say they met at church, but in reality, her faith has helped Mark find his own. “I wouldn’t have the faith I have today if it wasn’t for her,” Mark says. He credits Christina as the most influential person in his life. “I have no idea who I would be right now if it wasn’t for her. She has taught me so much about family and love,” Mark reflects. He describes her as incredibly patient and caring, traits he deeply admires. “It would make me very happy to spend the rest of my life showing her just how appreciative and in love I am with her.” The couple married at the place they met, The Rotary Theater, within a year of meeting and have been together for 32 years.

Mark continued his work at the Convention Center, eventually being promoted to superintendent. He spent decades in this role until the Covid-19 pandemic brought the Convention Center’s business to a standstill. With new restrictions, his



“The more options a veteran has, the better off that veteran is.”

dedicated to building long-lasting relationships. “I’m in it for the long haul,” Mark says. “I don’t just want a client; I want a client for life.” He adds, “There is no career that I have had that gave me the reward of changing someone’s life.”

Recently, Mark had a full-circle moment by helping the friend who had encouraged him to join the military. After becoming disabled from his service, his friend benefited from Mark’s guidance on property tax breaks for disabled veterans, which proved highly beneficial.

Mark and Christina are enjoying their lives together with their family. They have three adult children: Melissa, 31, who recently gave birth to their first grandchild, a girl named Alina; Nick, 28, who is continuing his education at COS while working two part-time jobs; and Elizabeth, who graduated from Fresno State last year and now works as an accountant. Mark and Christina were able to hand Elizabeth the keys to her first home days before her 24th birthday.

In their free time, Mark and Christina love to travel. They have been on four cruises together, and Mark dreams of a vacation to Italy. To maintain a healthy work-life balance, they ensure they don’t work on Saturdays due to the Sabbath, and Mark turns off his phone at night to focus on family time. If Mark could have any superpower, he would choose to be bulletproof, while Christina would want the ability to calm any situation. They look forward to their roles as grandparents and to expanding their business together.

Mark Goff is an avid reader and audiobook enthusiast! Here are his top 3 motivational books:

1. The Compound Effect by Darren Hardy
2. The 7 Habits of Highly Effective People by Stephen R. Covey
3. Ninja Selling by Larry Kendall

Mark Goff is a real estate agent at ERA Valley Pro Realty in Visalia, California.

team shrank from 50 employees to 5, and his hours were halved. This prompted Mark and Christina to consider a change. After exploring real estate in an informational course years prior, Mark reignited his interest and used his free time to study and pass his real estate classes and exams. Christina, who had spent most of her life raising their children and then became a nurse, joined him in the business once he was established. Now, the couple works together—Mark as the face and voice, while Christina manages the operations behind the scenes.

Shortly after entering the real estate industry, Mark connected with Veterans United Realty, an agency that links U.S. military veterans with local agents. Despite being new to the field, Veterans United took a chance on him, and it paid off. In his first year, Mark sold 23 properties and was recognized at the National ERA Convention as one of the top 3 Rookie of the Year Realtors. Working with veterans, especially first-time homebuyers, has become Mark’s passion. He views his work as an extension of his service to the country and is



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▶ partner spotlight

Sam RAMIREZ

Written by Ashley Kivisto
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THE NAXON GROUP

Sam Ramirez and Revel Venues, part of The Naxon Group, are now household names in the Central Valley, but Sam's roots are humble. Growing up in Corcoran and active in FFA, he initially planned to become an agriculture teacher. After high school, he unexpectedly entered the hospitality industry, starting at a hotel front desk. He gained hands-on experience in customer service, maintenance, bartending, and more, eventually rising to management and development. By 2019, feeling restless, Sam left his high-paying job with modest savings to start his own venture.

You might wonder how Sam got to where he is now, just five years later. "It's both terrifying and empowering," he says of starting the journey. He believes many people have great ideas but let fear hold them back. "I had ideas and was willing to take the risk," he adds. Sam's first venue was Bello Vita in Visalia. After finding a building in downtown Visalia, Sam saw potential. He took a chance and called the listing agent who took him on a walk through. After sharing his visions and "setting the table" for the realtor, the two parted ways not seeing a path forward at that time. Six months later that same agent contacted Sam with a proposition: there was an interested investor who wanted to meet with him. Sam had done the work and was backed by over 20 years with boots on the ground in hospitality and his investor believed in his vision, deciding to front him most of the investment to complete the renovations.

Looking back, opening an indoor events venue in late 2019 doesn't seem like a great idea, but when

“
We create events
that we want to be
a part of and our
community wants
to see.”

Covid hit California and restrictions were put on gatherings instead of throwing in the towel, Sam doubled down. Knowing that indoor events were off the table for the time being he started the search for something more fitting: an outdoor space the community could get excited about. Enter The Woodlands- an outdoor event location in the heart of the city. In September of 2020 Sam held his first wedding at The Woodlands, moving all the events scheduled for Bello Vita outdoors. His clients were able to hold their events and his company didn't lose the much needed revenue. Sam also focused on collaboration over competition, connecting with other local venues and businesses to get and share ideas on how to get through this trying time. Connections made during Covid are still a benefit today and focusing on the community as a whole and not the bottom line has proved incredibly fruitful for Sam and his business.

Throughout his career, Sam has had the honor of creating award-winning brands, including Visalia Lifestyle Magazine's 'Best of South Valley' for two consecutive years and the 'People's Choice Best Venue' in 2021. Personally, he was recognized as the LGBTQ Business Advocate by the Tulare Kings Hispanic Chamber. However, what Sam is most proud of is the support he's been able to offer local non-profits, providing donations of space and catering to help them succeed and achieve their missions.

Sam hopes his business not only brings joy to others but also allows him to have a positive impact on the community he and his family call home. Sam lives, works, and plays in Visalia with his partner Adrian and two sons, Nate, 16, and Jax, 8. Sam and Adrian's investment in the area is not only with business in mind but with a desire to create fun events for their family and friends to attend, such as the Food Fests



held at The Woodlands. Sam lives by the mantra, 'Where you spend your time, talent, and treasure demonstrates your priorities,' and this philosophy guides his approach to both his business and personal life. He loves supporting local business owners, and hosting events for local realtors and other professionals. "We create events that we want to be a part of and our community wants to see," Sam asserts. The Naxon Group, named after his two sons, now boasts four venues: Bello Vita, The Woodlands, Watermill Grove, and The Hyde. They also have a catering company run by one of their original employees, Melissa Lopez, named The Collective Catering. This company was born from clients raving over the food served at weddings and events at their venues and wanting to have the same culinary experience elsewhere. *Central Valley Real Producers* was excited to use their catering at our recent Brews and Beamers event. The Collective is more than willing to personalize each event to fit the specific goals and flow of your needs. Head of catering, Melissa, is passionate about bringing unique and unexpected flavors to all their events. "Most great and memorable gatherings include great times and stories around a table of food. We are proud to be a part of that," Sam boasts of their catering company.



Last year, Revel Venues held 648 events, a staggering number given their start only five years ago. That success is in large

part due to Sam's courage and confidence to make his visions a reality. He also hugely credits his staff whom he hand picks and stays closely involved with, even making appearances at many of their events. Sam stays involved in the day to day tasks alongside his employees so he can see first hand where issues arise and can work to solve them quickly. He has been known to empty trash, clean toilets, and fill in where needed, not afraid to get his hands dirty. "It is important to be close to the work," Sam says of his time in the field.

Looking forward, The Naxon Group will be opening a new brunch restaurant called Sunny Hyde Up at the end of 2024. After that, Sam wants to focus on the synergy of his existing brands, making them even better and more successful. Sam's journey from humble beginnings to becoming a pillar in the Central Valley's event scene is a testament to his vision, resilience, and dedication. As he continues to innovate and support his community, the future looks bright for both him and The Naxon Group.



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