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HERE'S WHAT THE  
 TOP 500 AGENTS IN INLAND  
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**\$7,723,255,059**  
 SALES VOLUME

**11,066**  
 TOTAL TRANSACTIONS

**\$15.45**  
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# LORI ALVAREZ

Written By Terrina Russell Photography by Marissa McCutchan

At 18 years old, Lori Alvarez already knew she wanted to get into real estate. Her grandmother was in real estate and was one of the most successful people Lori knew. However, despite her early interest in the field, her mother discouraged her from pursuing it, believing it wasn't a safe career for women. So, Lori followed a different path, working in commission sales. But her talent in sales was undeniable, and after the birth of her third child, her husband encouraged her to consider selling homes. That suggestion led Lori to earn her real estate license, and from that point on, she thrived in the industry. Lori is now the Founder and Owner of Real Estate REsolved and has built her career around a deep passion for real estate, strong sales skills, and a commitment to building lasting relationships.

Lori's journey in real estate has been marked by a strong drive to add value in every transaction. Her experience in retail sales taught her that the more value she provided, the more success she achieved. This principle carried over into her real estate career, where she quickly realized the importance of helping families find homes that would become their safe spaces. Lori's success in real estate is rooted in her belief that forming genuine relationships with her clients is key. She's not just in the business of selling homes; she's dedicated to being an agent for life, committed to her clients' long-term success.

One of the things that sets Lori apart from her competition is her teacher's heart. She loves educating her clients, ensuring they fully understand every step of the real estate process. This commitment to education extends beyond just her clients; Lori is passionate about mentoring other agents as well. She takes pride in helping her team members grow and succeed, teaching them that it's possible to have a stable income in the real estate industry through hard work and dedication.

Faith also plays a significant role in Lori's career. She views her business as a ministry, where she can share her beliefs and values without imposing them on others. Her success, she believes, is a reflection of God's affirmation, as her business has grown consistently since its inception. Lori's faith, combined with her love for what she does, drives her to work only with clients and team members who share her values and vision.

In addition to running her brokerage, Lori hosts a podcast called "Real Estate with Soul," which she launched four years ago. This podcast serves as a resource for buyers and sellers, offering them valuable insights and guidance through the real estate process. With 178 episodes and counting, Lori's

podcast has become a library of knowledge for her clients, helping them navigate the complexities of buying and selling homes. While the podcast was initially intended for clients, it has also garnered attention from fellow real estate agents who find value in the information Lori shares.

Community involvement has also always been important to Lori. Throughout her career, she has actively participated in various community organizations, from Boy Scouts to women's ministry leadership. Now, as a business owner in Laverne, California, she continues to give back by organizing events and participating in the local Chamber of Commerce. Lori's dedication to her community is just another example

of how she goes above and beyond to add value in every aspect of her life.

Lori's keys to success are simple but powerful: call them, text them, and email them. She believes in communicating with clients in the way they prefer, ensuring that they feel heard and understood. Diligence and transparency are also crucial to her approach, as she strives to meet clients where they are and guide them through the process with transparency, honesty and integrity.

Building her team of people whose values and goals align with her own has been a challenge, but also a blessing. Her team consists of Nathan

Alvarez, office manager; Amy Cruz, lead buyers agent; Hasina Surtee, buyer and leasing agent; Nolan Alvarez, podcast editor and social media manager, Kelly Lewis, co-listing agent, and also Melissa Barajas, who first came to Lori as a client and who is now an agent. Her husband of 30 years and her other two sons (Nick and Nevan Alvarez) have been such great supporters throughout her career. Her core values are family, faith and adventure and Lori prides herself on being able to have fun amid everything that's going on.

"We stay within our faith, and everything is about whether or not our family can stay connected," said Lori. "So those have been our priorities, and

when we get into business with other people, we hope that our core values align with others, and that's what we support."

Reflecting on her journey, Lori admits that she wishes she had opened her own brokerage sooner. However, she also believes that the timing was right for her and her family when she finally took the leap. At 50, she's embracing this new chapter with enthusiasm, determined to continue growing her business and making a positive impact on the real estate industry. Lori's story is one of perseverance, faith, and a deep love for helping others, qualities that have made her a respected leader in her field.



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# Kyler

## BATTLESON



rising star

Written By Terrina Russell Photography by Marissa McCutchan

*When Kyler Battleson bought his first home, he found himself captivated by every detail of the process. It wasn't just about purchasing a house; it was about the journey, the excitement, and the potential each property held. This fascination didn't fade after the keys were handed over. Instead, it fueled a desire to dive deeper into the world of real estate, leading to Kyler earning his license in 2021. From that moment on, there was no looking back.*

Before stepping into real estate, Kyler spent his entire career in sales, a field that brought its own thrills. From selling men's hair products to Harley-Davidson motorcycles, he honed the art of understanding people, listening to their needs, and connecting them with what they truly wanted. These experiences proved invaluable in the world of real estate, where listening and relationship-building are essential. The ability to deeply listen, a skill cultivated over years in sales, became a cornerstone of Kyler's approach, allowing him to truly understand his clients' desires and tailor his services accordingly.

A pivotal moment that confirmed Kyler was in the right career came during his first closing. Handing the keys to a family buying their first home and witnessing the joy in their eyes was an unforgettable experience. It was in that moment he knew he had found his true calling, helping people achieve their dreams of homeownership—a feeling that's hard to put into words.

For Kyler, the fulfillment in real estate comes from the people he meets. Each client brings a unique story, and even if they don't end up working together, the connections made are priceless.

"Some of these clients have become like family," said Kyler. "Building these lifelong relationships and guiding people through one of the most significant decisions of their lives is a reward in itself."

Looking to the future, Kyler envisions himself continuing to grow, both personally and professionally. In five years, he hopes to be as passionate about life and his career as he is now, possibly with a few more children running around. His journey so far has been beyond what he ever imagined—married to the love

of his life, a proud parent, and every day waking up excited to do what he loves.

For those just starting in the real estate industry, Kyler offers this advice: it's not easy, but persistence is key. While he may be early in his career compared to some veterans, what he lacks in experience, he makes up for with hunger and motivation. He encourages newcomers to embrace what makes them unique.

"Stay true to yourself, and don't be afraid to stand out," said Kyler. "Authenticity is the greatest asset one can bring to this career."

Success, for Kyler, is rooted in a strong support system at home. Family is everything, providing the foundation and encouragement needed to pursue his dreams. His belief in himself fuels his drive to succeed, making every achievement possible.

In addition to his professional endeavors, Kyler is deeply involved in the community. Whether sponsoring events or simply attending to connect with neighbors, being an active part of the community is important. "It's not just about real estate; it's about building relationships and contributing to the place I call home," said Kyler.

When it comes to advertising, Kyler takes a slightly different approach. Rather than solely focusing on getting people to call, he aims to build brand awareness. Utilizing a mix of social media, open houses, and sponsorships, he ensures his name and face are front and center. The goal is to stay top of mind when someone thinks about real estate.

# “SOME OF THESE CLIENTS HAVE BECOME LIKE FAMILY.”

Reflecting on his brand, Kyler describes it as an authentic, positive, and an always smiling presence. He believes in bringing happiness wherever he goes and strives to make real estate transactions as exciting and enjoyable as possible. After all, buying a home is a significant milestone, and Kyler wants his clients to look back on the experience with nothing but positive memories.

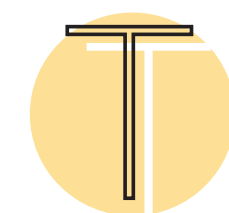
While his journey into real estate wasn't without its risks, it was worth every one. After passing the state exam, Kyler had three interviews lined up with major brokerages. Within two hours, he chose his favorite, signed on, and the next day, walked into his job to submit his resignation. It was a bold move that his family thought was crazy, but Kyler was all in from day one. It's a decision he has never regretted, and today, he looks back with gratitude on how far he has come.





# TIFFANY & PAUL WILLIAMS

Written By Terrina Russell Photography by Marissa McCutchan



Tiffany and Paul Williams, the husband-and-wife team behind Williams Realty Group Inc. and Homestate Mortgage, have built their business on a foundation of relationships, integrity, and a commitment to service. For them, success is not merely about the numbers—sales closed, properties listed, or loans processed—it’s about the meaningful connections they forge with their clients and the community.

Paul’s journey into the real estate and mortgage industry began more than 25 years ago. In 1999, his passion for numbers led him to the mortgage side of the business. The early days were tough, with Paul frequently cold-calling realtors, only to be met with rejection. Many told him they already had an in-house lender, but instead of being discouraged, Paul saw this as an opportunity to expand his knowledge. He decided to dive into real estate, blending his mortgage expertise with real estate skills. This strategic move laid the groundwork for what would later become two award-winning companies.

Tiffany’s path to real estate was unconventional but no less passionate. Originally from Michigan like Paul, she had a career touring the world performing Broadway musicals. Eventually, she transitioned to teaching musical theater and music at a private

Christian school in California. It was there, through a chance meeting at church, that she met Paul. Their shared backgrounds, values, and faith brought them together quickly, both personally and professionally. Recognizing the potential for her skills in relationship-building and public engagement to benefit a real estate career, Tiffany obtained her license in 2016 and joined Paul’s team. They married the following year and continued to expand their business, growing their team to include 10 loan officers and realtors. Their shared commitment to their clients and their belief in an authentic servant’s heart attitude has driven their success.

What makes Williams Realty Group Inc. and HomeSight Mortgage unique is their ability to offer a full package of bundled, economic services without skimping on quality. They have positioned themselves as a one-stop shop for clients, handling both real estate and mortgage needs. Tiffany said this holistic approach is what truly sets them apart. In their area, most clients require a loan, and having the expertise to manage both sides of the transaction has been a significant advantage. Their clients appreciate that they can guide them through every aspect of the process, from securing a loan to buying or selling a home. Their brand, “Love Your Home, Love Your Loan,” is not just a slogan—it’s a reflection of their deep commitment to ensuring that every client feels supported, informed, and loved throughout the entire process.



Education and community involvement are also at the heart of their business. The couple has been deeply influenced by their work with Dave Ramsey's team, particularly in their efforts to educate first-time homebuyers through Mortgage 101 and Real Estate 101 classes at local libraries. These experiences highlighted how little many people knew about the real estate process and how important it was to provide that knowledge. This realization solidified their belief that they were in the right career. It also inspired them to co-author three books: *Home Buyers Guide*, *The Truth About Selling Homes For Top Dollar*, and *Best Selling Options in a Divorce*.

Looking ahead, Tiffany and Paul are developing an educational program aimed at school-aged kids, designed to introduce them to real estate investment and financing concepts and help them understand the value of homeownership as part of achieving the American Dream. Their vision is to be a lifelong resource for their clients, extending their educational efforts to the next generation.

When asked for advice to those considering a career in real estate, the Williamses emphasize the importance of focus, education, and hard work. Borrowing a motto from a mentor, Mateen Cleaves, they say, "Get your mind right and keep your grind tight." They stress the importance of staying informed, working diligently, and maintaining a positive attitude. Their Christian faith plays a central role in their approach, guiding them to serve their clients with love and integrity.

For Tiffany and Paul, success is not just about closing deals or winning awards; it's about building lasting relationships and making a legacy impact on the lives they touch. Family means everything to this duo and it is at the heart of who they are, and everything they do. They love spending time with their two girls, Lilli, who is working toward becoming an RN, and Olivia, who will be graduating from UCLA soon with degrees in Journalism and English.

They feel blessed to do what they love surrounded by the people they love and are grateful for every opportunity to serve their clients, whom they also consider family. This deep sense of gratitude extends to their involvement in the community, where they actively participate in various give-back programs and charitable initiatives. Whether it's supporting causes like the Leukemia and Lymphoma Society or contributing to organizations like Tunnel to Towers, Empowering Lives International, and Mission Aviation Fellowship, the Williamses are committed to making a difference.

In a business where numbers often dominate, Tiffany and Paul Williams stand out for their unwavering commitment to people. Their journey is a testament to the power of passion, perseverance, and the belief that true success is measured not just in financial terms but by the positive impact they have on their clients and community.



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- Stronger Client Relationships:** Regular interactions and involvement in the community help build strong personal connections, leading to increased referrals and repeat business.

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