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TRUE ROOF

OCTOBER 2024

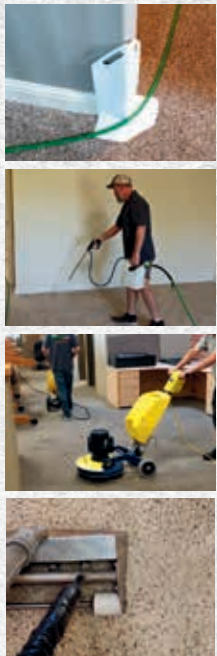


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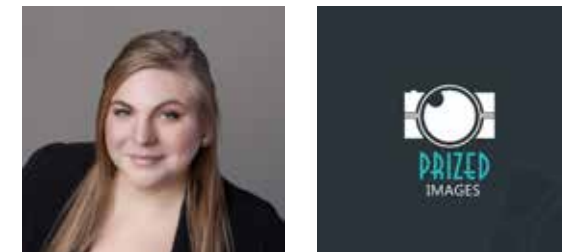
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Isabel Sweet
Owner/Publisher

Nicole Wright
Designer / Ad Strategist

Cody Lindo
Social Media/
Content Manager



Larissa Winder
Writer

Prized Images
Photographer



If you are interested in contributing or nominating REALTORS® for specific stories, please email us at Isabel.sweet@realproducersmag.com

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▶ publisher's note

Written by Isabel Sweet

MEET THE PUBLISHER

WELCOME TO 209 REAL PRODUCERS!



Welcome to the inaugural edition of our magazine, where we spotlight and connect the top 3% of real estate professionals in San Joaquin and Stanislaus Counties. Our mission is to build a vibrant community of like-minded individuals who excel in their field and are eager to collaborate.

Growing up in Ripon, my passion for video and photography was ignited by a thoughtful gift from my grandfather. At just 11 years old, he gave me my first DSLR camera, which sparked a deep love for capturing moments and telling stories. This passion guided me through various fields—weddings, automotive, brand sessions, charity events, and real estate content—ultimately leading to the creation of this magazine.

Investing in property and purchasing my own place in Modesto further deepened my appreciation for real estate's unique blend of creativity and strategy. With Real Producers, I'm thrilled to highlight the remarkable stories of top real estate agents and support their continued growth.

This publication is mailed directly to the top 300 agents, offering them a unique opportunity to connect, collaborate,

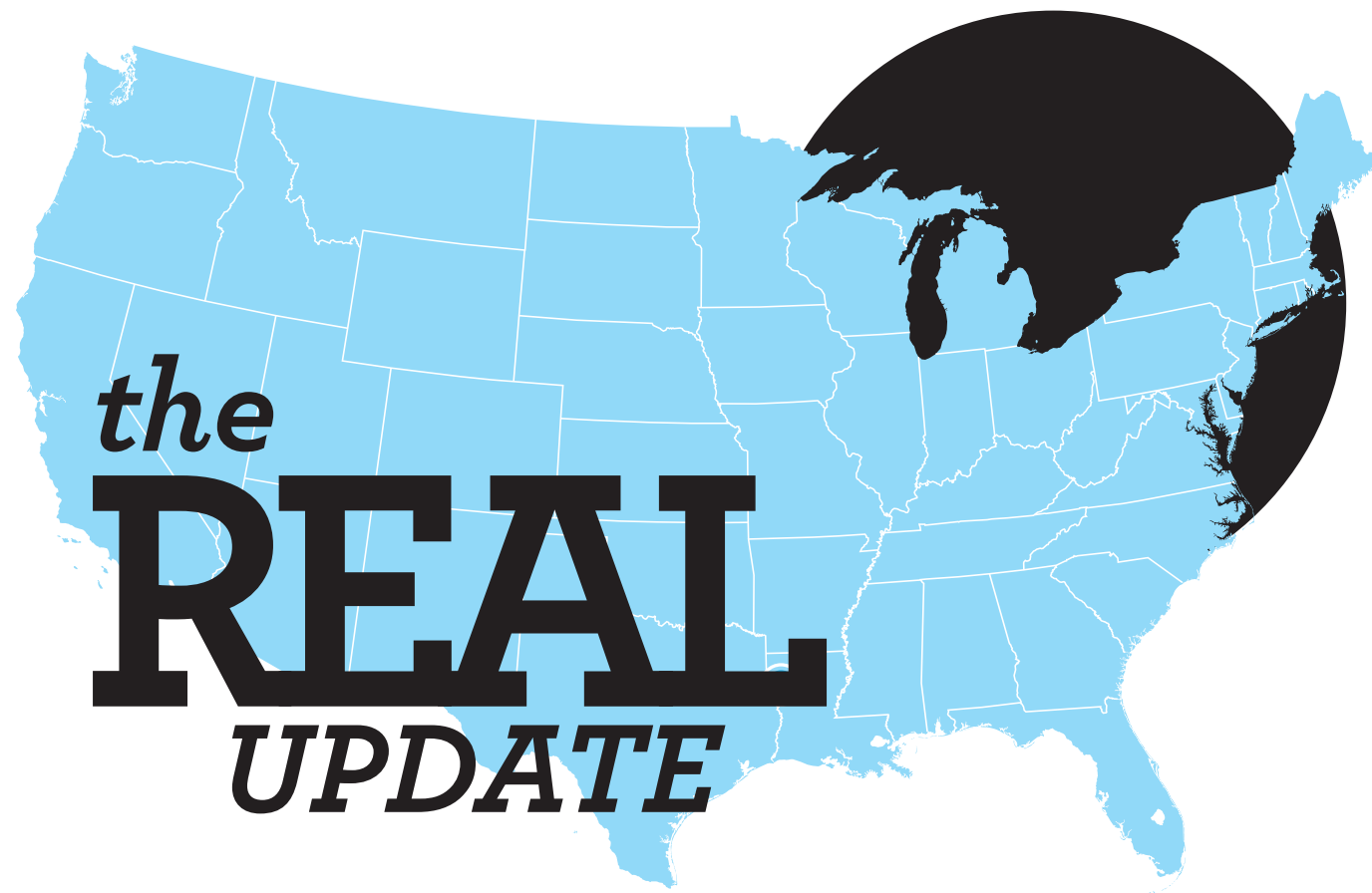
and thrive at no cost. We aim to build lasting relationships that benefit both agents and partners, keeping businesses top of mind with the industry's elite.

Our agents value engaging with peers who share their drive for excellence, while our partners gain a platform to strengthen and forge new relationships within a success-driven community.

I'm excited to bring this vision to life and look forward to showcasing the exceptional achievements and stories of our industry's leaders.

Isabel Sweet

Isabel.sweet@realproducersmag.com
209-601-4310



Let's get real. This movement has caught fire. What movement am I referring to? The movement that is known as Real Producers.

Indianapolis was the starting point for a program that is now in over 150 markets across the country. That's a lot of traction in under nine years. As we grew, we knew we wanted to brand ourselves the same across the board but never lost sight of the local mission. This magazine has been successful because it connects top-producing agents with preferred partners and with each other. There are many other reasons for its success, but at its core, that is what this is all about.

The vision is simple: We want to be a one-stop shop for top-producing agents in every market nationwide. How do we do that? In my opinion, three main groups of people stand to benefit from this monthly publication: the REALTORS featured, the partners that advertise and the publishers who produce the magazine. What's in it for the REALTOR? Receiving the magazine is truly a badge of honor. Being in the top 300 out of 8,000 agents is an

accomplishment in itself. There are countless perks to being featured in the magazine, but one of my favorites is the element of humanizing a local legend in real estate.

What's in it for our partners? The struggle is real. How do we connect with influential, top-producing agents in our market? How do we cultivate relationships with this group? Our partners get constant exposure through the monthly magazine and the quarterly events. The hard work is done. Partners just need to show up! What's in it for the publisher? Our publishers have the unique ability to connect with a group of people that is otherwise pretty difficult to get in front of.

We are all busy building our businesses. Our publishers are entrusted with featuring top agents, connecting our partners and producing quality content regularly.

Where do you fit in all this? It's simple. Connect us with people. Who should be on the next cover? What business is catering to REALTORS at a high level? Who should be our next publisher to launch a Real Producers magazine in a new market? Join the movement.

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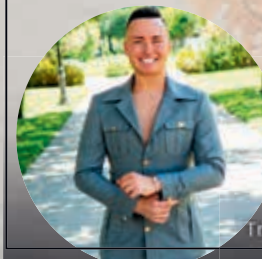
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Seven years ago, Odis DeHart launched his roofing company, True Roof, by offering free roof inspections to real estate agencies and brokerages. Armed with just a financed pickup truck and a commitment to honest, reliable work, he understood that building strong relationships with clients was as crucial as constructing quality roofs.

Before founding True Roof, Odis spent many years working in the family construction business. His desire to start

his own business grew gradually as he gained industry experience. By 2016, he became licensed, and by 2017, he was ready to embark on his new journey.

“I thought, ‘Can I do this on my own?’” Odis says. “I took a leap of faith and knew I could make it happen.”

Odis operated solo for the first three months in business, focusing on connecting with local real estate agents and providing free inspections. His approach differed from larger

competitors. Odis was dedicated to delivering detailed, informative inspections with thorough reports and photos while the competition tended to be quick and careless with their inspections, often lacking the evidence that clients most needed to plan their next moves. He wanted to reflect his commitment to the clients referred by agents and brokers by mirroring the personal care he saw the agents treat them in his own, white-gloved service. In doing so, he began fostering strong, lasting relationships.



“COMMITMENTS WE MAKE ARE COMMITMENTS WE KEEP.”

When we do an inspection, we consider the long-term needs of the people who will be living under that roof.



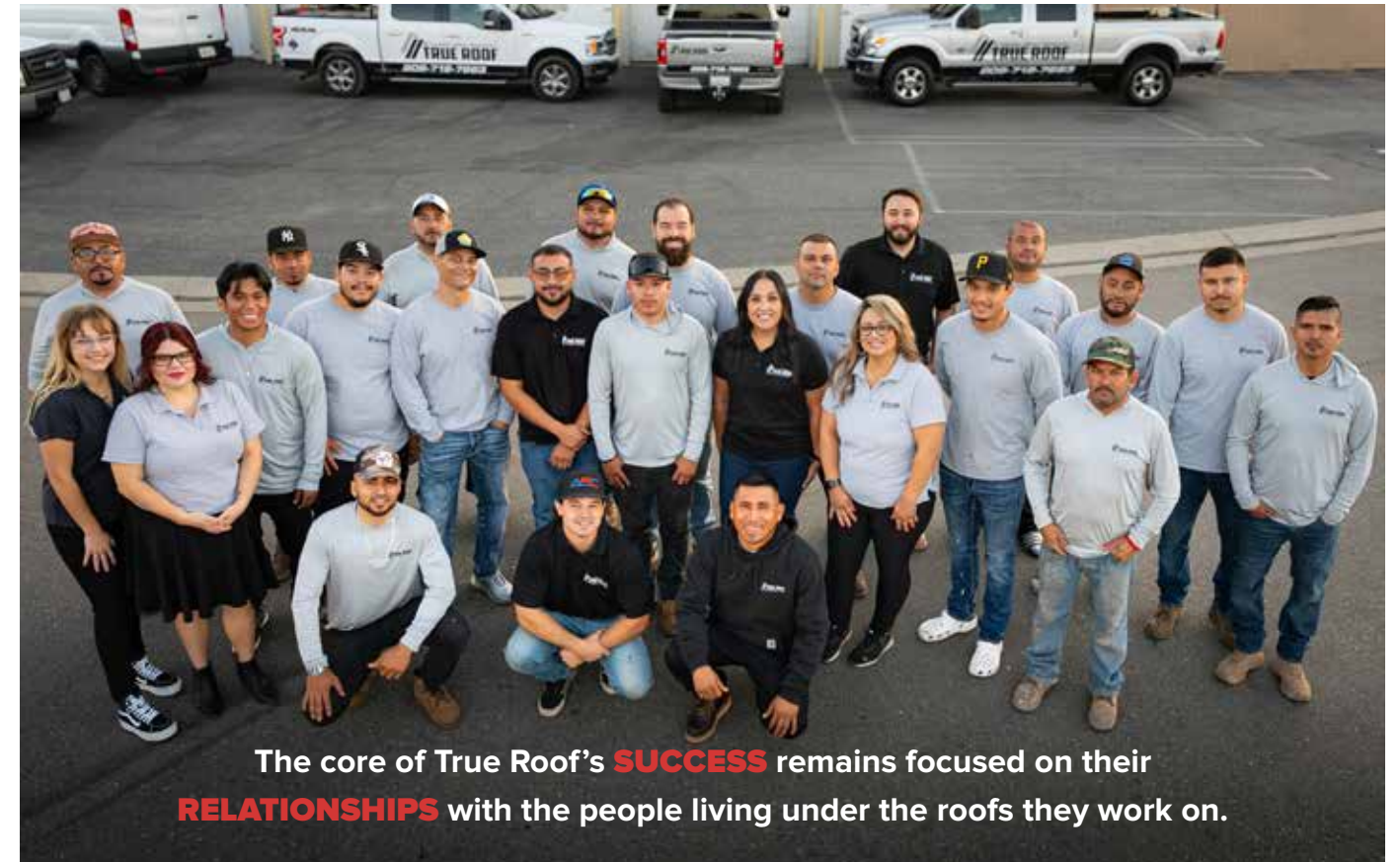
As demand for True Roof's services grew over those three months, Odis brought his brother, Chris DeHart, on board. By October of that year, Roxanne Alarcon joined as office manager. Chris now serves as the reroof crew manager, Roxanne has become a strong second voice of reason, as acting COO for True Roof Inc. They formed the foundation of a roofing company that would become a leader in the local roofing industry.

Today, True Roof has expanded to include 25 employees and offers comprehensive roofing services for both commercial and residential properties. They take a "no BS" approach to their inspection reports and focus on the real issues at hand so that they can offer quick and well-planned solutions. Clients know that when they welcome True Roof to their property, they hire a company that does not equate profit with long-term value. They are in the hands of a company that places consistency and long-term client relationships above all else.

"Commitments we make are commitments we keep," Odis explains. "When we do an inspection, we consider the long-term needs of the people who will be living under that roof."

Odis's dedication extends to his home life. He and his wife of nine years, Julie, have a three-year-old son, Liam. They prioritize quality family time by camping or taking road trips down the California coast, aiming to give Liam their undivided attention. They recently bought a home in Oakdale, near True Roof's Modesto base.

From those early days of door-to-door visits, Odis and True Roof have made significant strides. Despite his growth and increased expertise, the core of True Roof's success remains focused on their relationships with the people living under the roofs they work on.



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▶▶ realtor on a fast track

Jose Diaz

Miles and Milestones:
The Enduring Drive
of Jose Diaz in
Real Estate

By: Isabel Sweet

We had the privilege of sitting down with Jose Diaz, a standout figure in the real estate world. As a first-generation American to becoming a standout in the industry, his journey is both inspiring and impactful. With just five years in the industry and four years actively working, he has already made a notable impact, earning the title of “Realtor on the Rise.”

Born and raised in Modesto, Jose was shaped by his mother’s relentless drive. “My mom is my hero,” he says. “She worked tirelessly to provide for us, and everything I do is to make her proud.” Raised by his mother as a single parent from the time he was 15, Jose’s respect for her sacrifices drives his pursuit of success. His sister, who recently obtained her real estate license, now joins him on the EXIT Team.

Jose’s interest in real estate was sparked by his fascination with New York City and the TV show Million Dollar Listing New York. “I thought it would be easy,” he admits. “Seeing agents earn \$120,000 commissions made me think, why not?” However, he soon learned that real estate was both challenging and rewarding.

The road to becoming a licensed realtor wasn’t without its hurdles. Jose didn’t pass the real estate exam on his first attempt, a setback that could have deterred many. But he found motivation in an unexpected place—his first marathon. In a bold move, he signed up for the *NYC Marathon for Autism Speaks*, marking his first solo trip and marathon experience. “Crossing that finish line was the biggest thing I’ve ever done for myself,” he says, recalling the emotional moment when he broke down in tears. The experience was transformative, instilling in him a newfound confidence. “If I can run 26.2 miles, I can pass that exam,” he told himself—and he did.



“**If I can run 26.2 miles,
I can pass that exam,**”

he told himself—and he did.



Since then, Jose has completed five marathons, each race reinforcing the perseverance and determination that he brings to his real estate career. His thrill for adventure extends beyond marathons; including recently jumping off a canyon in Utah with his friend Suzy. “Whether it’s an adrenaline rush or closing a big deal, it’s about taking risks and pushing boundaries,” he explains.

In a field where 75% of real estate agents fail within the first year and 87% within five years, Jose’s achievements stand out. In just four active years, he earned a spot in the Master’s Club as a solo agent. One of his favorite parts of real estate is doing a “key day video.” “Handing over keys and capturing that moment for them is incredibly rewarding,” he says. “I handle people’s emotions and finances—two very sensitive things.”

A pivotal career moment was an open house with 100 sign-ins, leading to a dozen transactions. One client, seeking a new agent after a previous disappointment, felt Jose’s personality was a good fit. The experience was meaningful to him because the client’s late father had been a realtor before him. “It was impactful that she chose me because of that connection,” he says.

Another memorable case involved a client who secured a rare Dream For All voucher. “The funds lasted only seven days, making it a challenging loan,” Jose explains. The client, an immigrant chasing the American dream, was one of just 1,700 selected for the program. “Helping them achieve homeownership was deeply meaningful, especially given my own family’s immigrant background,” he says.



<< “scan me!” to see his video on Instagram jumping off a cliff in Moab Utah

Jose’s commitment to his clients is evident in his results. “Most people don’t know, but I’ve saved my clients over a quarter million dollars in credits, repairs, and price reductions,” he shares with pride. For aspiring agents, Jose offers this advice: “This business is tough. If you want flexibility and free time in the beginning, it’s not for you. You need to be fully committed to succeed.”

From overcoming early challenges to achieving significant milestones, Jose’s story highlights the rewards of hard work and perseverance.

As he continues to make a meaningful impact, Jose’s success is a powerful reminder of the qualities that define an exceptional realtor.

To keep up with Jose’s real estate journey and thrilling adventures, follow him on Instagram @the.josediaz

Jose Diaz is currently a realtor at Exit Realty Consultants in Modesto, California.



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» cover story

Photographed by Prized Images + Sweet Media

TARA PARDINI WAGNER

SUCCESS IS NOT JUST ABOUT WHAT YOU ACHIEVE, BUT HOW YOU LIVE.

IN AN INDUSTRY WHERE SUCCESS IS OFTEN DEFINED BY NUMBERS, TARA WAGNER MEASURES HERS BY THE LIVES SHE IMPACTS—WHETHER GUIDING CLIENTS THROUGH MAJOR TRANSITIONS OR BALANCING HER THRIVING CAREER WITH RAISING THREE DAUGHTERS. WITH CONNORS FARMING AND AGRICULTURAL BACKGROUND AND TARA'S BACKGROUND IN SALES AND MARKETING, THEY SAW A NEED FOR REALTORS WHO SPECIALIZE IN BOTH LAND AND HOME TRANSACTIONS. THIS IS WHEN THEY CREATED THE WAGNER GROUP WITH PMZ REAL ESTATE.

Tara's professional achievements are matched by her personal values. Growing up in a close-knit family, she learned the importance of hard work and mutual support, lessons that have guided her through life's ups and downs. Her commitment to faith, family, and making a meaningful difference is a cornerstone of her approach to both work and life.

In 2011, her life was profoundly altered by the sudden loss of her brother in a tragic car accident. This heartbreaking event was a turning point for Tara, shifting her perspective and deepening her appreciation for what truly matters. While Tara's professional journey is impressive, it's her personal story and resilience that truly set her apart.





“TARA ASPIRES TO BE A SOURCE OF KNOWLEDGE FOR HER CLIENTS AND OTHERS IN THE INDUSTRY, ALWAYS READY TO LEND A HAND AND MAKE A DIFFERENCE IN HER COMMUNITY.”

During this challenging time, Tara’s faith became her anchor, guiding her through the grief and reinforcing the importance of family and life’s precious moments. This experience has influenced her approach to her career and relationships, shaping her leadership style rooted in faith, family, and perseverance.

Graduating from the Craig School of Business at Fresno State, Tara was driven to be her own boss and to help others. Over the past eight years, she has achieved remarkable success in real estate, with a standout year of \$29 million in sales in 2022. Her dedication is reflected in numerous awards, including the Paul M. Zagaris Award in 2021 and 2022.

For Tara Wagner, success transcends numbers; it’s about balance and cherishing what truly matters. She starts each day with prayer and a work-out, underscoring that personal health and family time are crucial to being an effective leader and parent. “You have to take care of yourself to be present for both your clients and your family,” she shares.

The real estate market is ever-changing, and Tara has faced her share of challenges. Recent low inventory and higher interest rates have tested her resolve, but her faith and optimism keep her focused on the future. Her ability to adapt and thrive in these conditions speaks to her resilience and determination.

One of her most rewarding experiences was helping a lady who wanted to downsize from a large ranch property. Tara knew of a young family eager to move to the country. The

family’s low maintenance single story home was just what the lady needed and the family’s dream of living in the country became a reality. They ended up swapping homes. This successful match highlights Tara’s drive and skill in connecting people which lead to an outcome that benefited everyone involved.

As Tara looks to the future, she hopes to be remembered not just for her professional achievements but for the way she lived her life—with faith, purpose, and a commitment to helping others. She aspires to be a mentor and a source of knowledge for others in the industry, always ready to lend a hand and make a difference in her community.

To aspiring agents, Tara offers this advice: “You have to put forth the effort. If you’re wanting to do real estate part-time, forget about it. You have to be all in.” It’s a philosophy that has guided her well, helping her build a successful career while staying true to her values.

In a field where trust, care, and motivation are essential, Tara Wagner shines as an example of what can be achieved when you combine professional excellence with a deep love for family and a strong foundation of faith. Her story serves as a powerful reminder that life is precious, and that success is not just about what you achieve, but how you live.

TARA’S STORY SERVES AS A POWERFUL REMINDER THAT LIFE IS PRECIOUS, AND THAT SUCCESS IS NOT JUST ABOUT WHAT YOU ACHIEVE, BUT HOW YOU LIVE.



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