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SEPTEMBER 2024



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Relentless pursuit of excellence. I don't know a better statement to describe this woman. She is absolutely obsessed with the mastery of her craft. From the way she does her marketing all the way down to the attention to detail she gives her clients. Her brain starts working the moment she gets up (I get the early text messages to prove it) and doesn't stop until she is out cold for the night. She is always thinking about how to be 1% better. How to move that needle closer to her goals. Entirely obsessed, and I LOOOVVVEEEE IT!

If you are a newer agent, and want to learn from a pro that still has the passion and fire that so many lose, I couldn't suggest a better person to learn from.

Iron sharpens Iron. Kelly, you are my favorite Bada\$\$. xo

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- We are dedicated to your success and growth around current business, old business, and prospective business. Biggest way to build business, is to capitalize around current business, let us share our client success strategy with you.
- Whether a down market, or a market going through the roof; whether it is in the midst of a blistering summer or a freezing cold winter. We can help you navigate successfully by using our 9 point strategy for any season.

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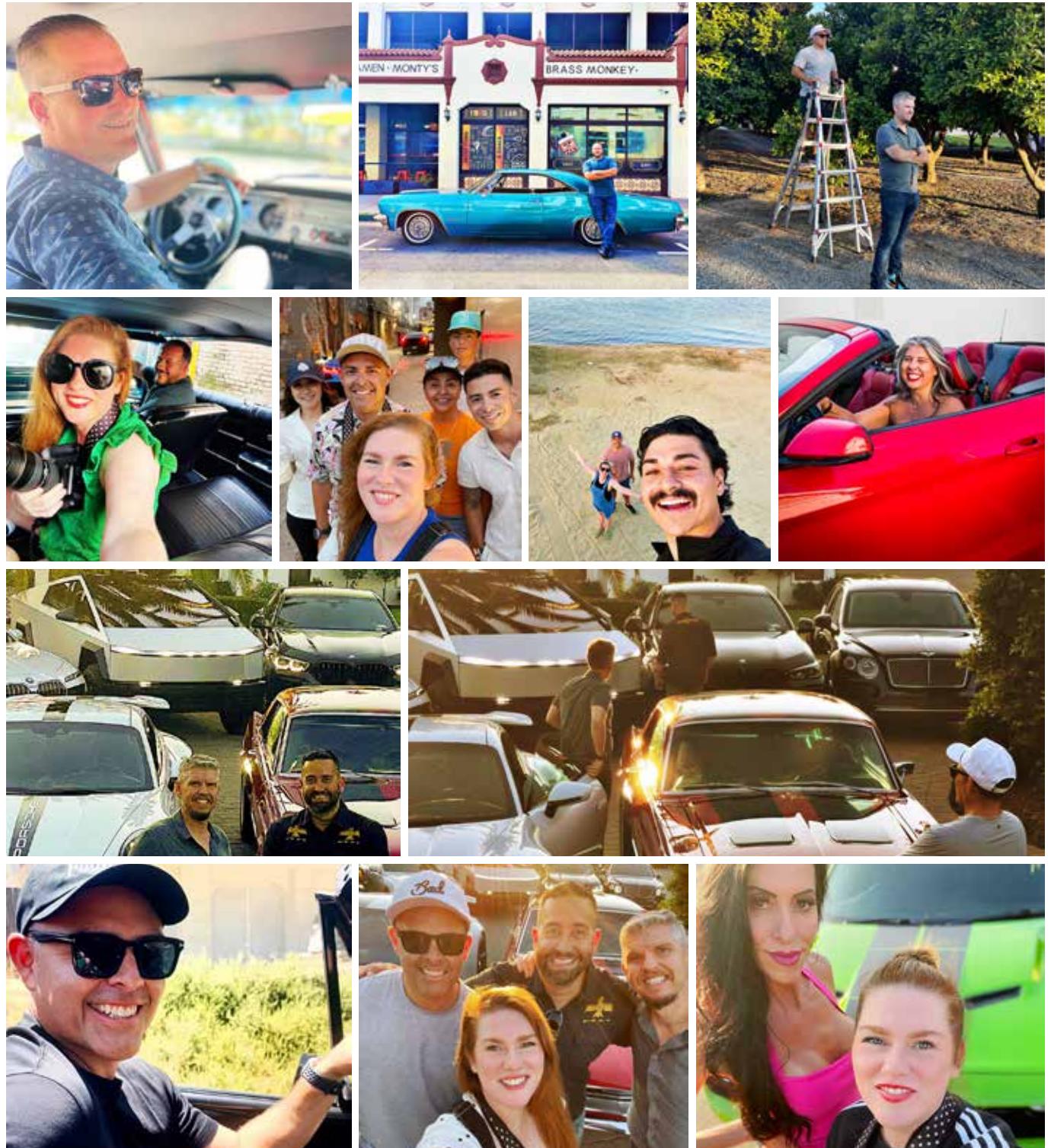
# PUBLISHER'S NOTE

If you've done an interview with me to be featured, you've heard me say that our goal with the magazine is to build connection and camaraderie and that no two realtors are going to connect because they sold the same number of houses or happened to win the same award. They're going to connect because their kids both play soccer. Or they both have a goldendoodle. Or they're both training for a marathon. Things that really matter to them. Because of that we try to be really intentional in sharing as many of those personal details as we can in each article of every single issue with the hope that you will find connection with one another and that shared love of something helps transactions go smoother. That those of you invested in this community know and love each other and when multiple offers are on the table, you reach for the one from someone in the IE Real Producers community because you know they share your values and are in line with our commitment to working with integrity, kindness and grit.

Each year we'll do a special issue centered around a point of connection. Spotlighting motherhood was our first special issue in May of last year and we're excited to build on that trend this year with the 2024 Car Issue. Realtors + Cars + SoCal felt like a recipe for success and it very much delivered! Thank you to everyone who was featured for braving the scorching heat and having not only yourselves but your cars ready to be photographed! We are so excited to show them off and hope that sharing them starts conversations that lead to more connections!

Shooting this was seriously so much fun! Thank you to Steven Amaya for being the Creative Director for this special issue. Steven has an incredible gift to just see a scene and know the way a photo should be set up and he brought that magic to each shoot. I'm thankful for the collaborative energy we share that helped us really capture something special for each person and the cars they love.

We hope you enjoy reading this as much as we enjoyed making it! We can't wait to see you at our next event! -Marissa





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TOP 500 AGENTS  
IN INLAND EMPIRE  
SOLD IN 2023

\$ \$7,723,255,059  
SALES VOLUME

\$15.45  
MILLION

AVERAGE  
SALES VOLUME  
PER AGENT



### 23

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President's Club Award

# OTTO FONSECA

Photography by Marissa McCutchan  
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1972 CHEVY K5 BLAZER  
1961 CHEVY IMPALA BUBBLETOP  
1984 PORSCHE 911  
1950 CHEVY STYLELINE DELUXE

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... as I sold my 65 Ford coupe when I was 25 ...  
and two decades later it is custom built for me!

LÓRI  
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Photography by  
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# EDDIE CENTENO



1965 CHEVY IMPALA

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**Brand Recognition and Trust:**

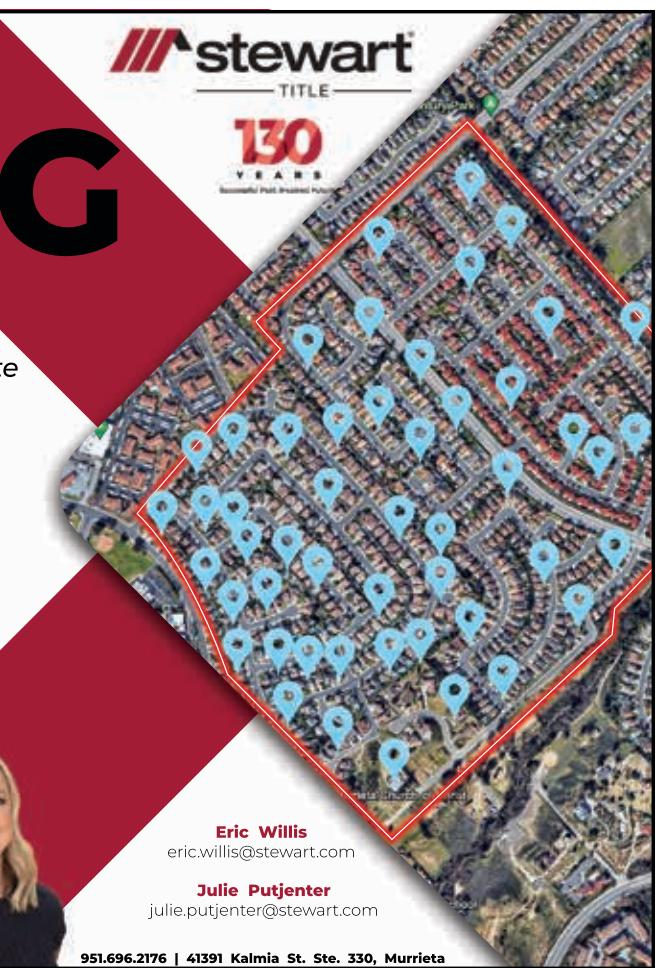
Consistently marketing in the same area helps agents establish themselves as the go-to expert, building brand recognition and trust among residents.

**Deep Market Knowledge:**

Focusing on a specific area allows agents to gain in-depth knowledge of local market trends and property values, providing clients with valuable and accurate insights.

**Stronger Client Relationships:**

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# BRIAN HOPKINS

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1968 MUSTANG COUPE

# KRYSTLE

ROTH-PRUITT

1971 CHEVELLE



Photography by Marissa McCutchan

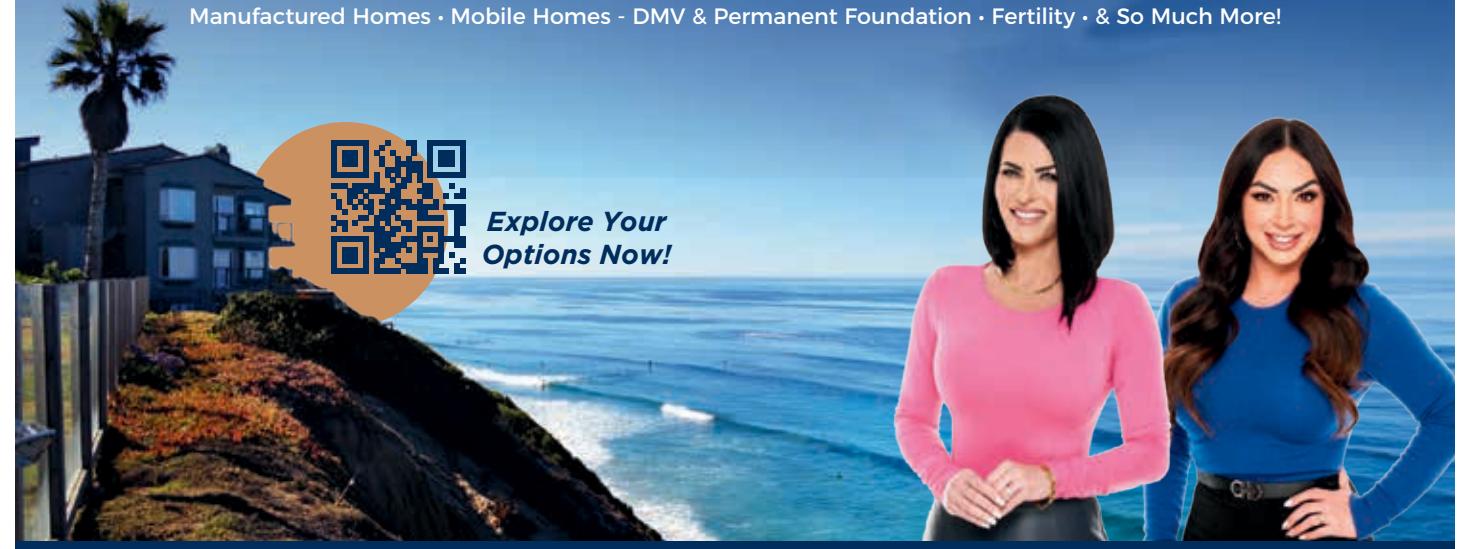
"Baby" is a 1971 Chevelle SS convertible.  
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2023 PORSCHE 911

Photography by Marissa McCutchan & Steven Amaya



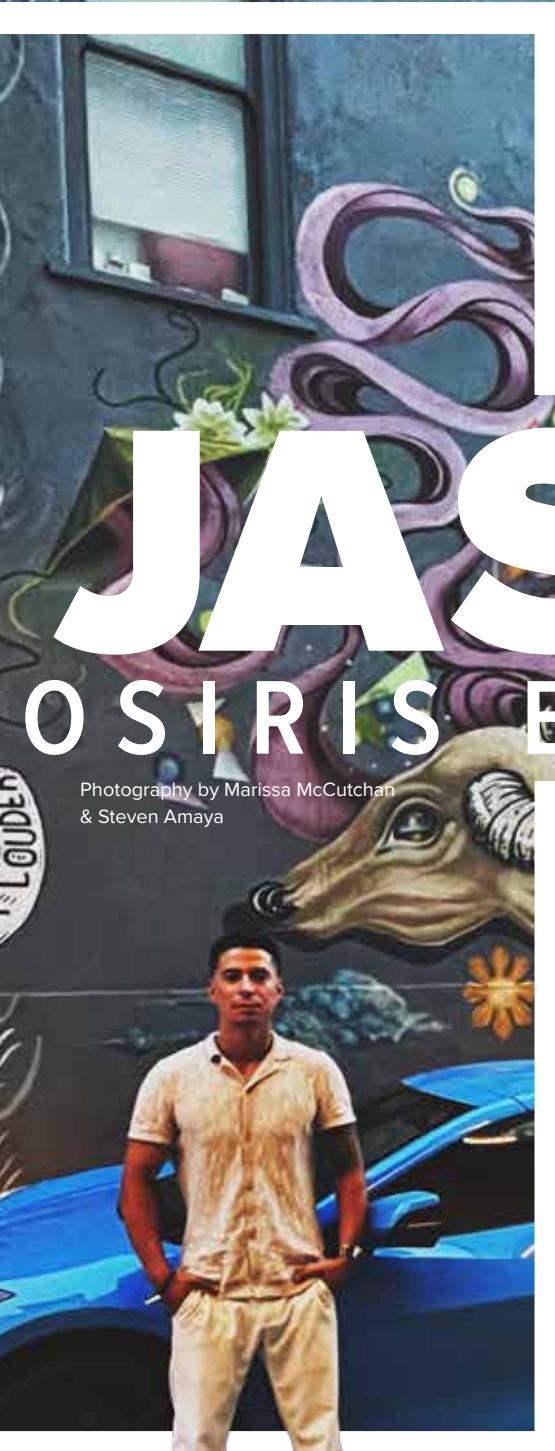


2017 DODGE CHALLENGER

Photography by Marissa McCutchan

ANDREA  
EMERSON





# JASON OSIRIS ESPINOZA

Photography by Marissa McCutchan  
& Steven Amaya

2023 CHEVROLET CORVETTE  
1970 CHEVROLET C10

2023 Chevrolet Corvette



1970 Chevrolet C10

# ANDY & ERIN



1965 CHEVROLET MALIBU SUPER SPORT

Photography by Marissa McCutchan & Steven Amaya

# CHRISTIAN GURROLA

2022 MERCEDES  
SPRINTER 4X4



Photography by  
Marissa McCutchan  
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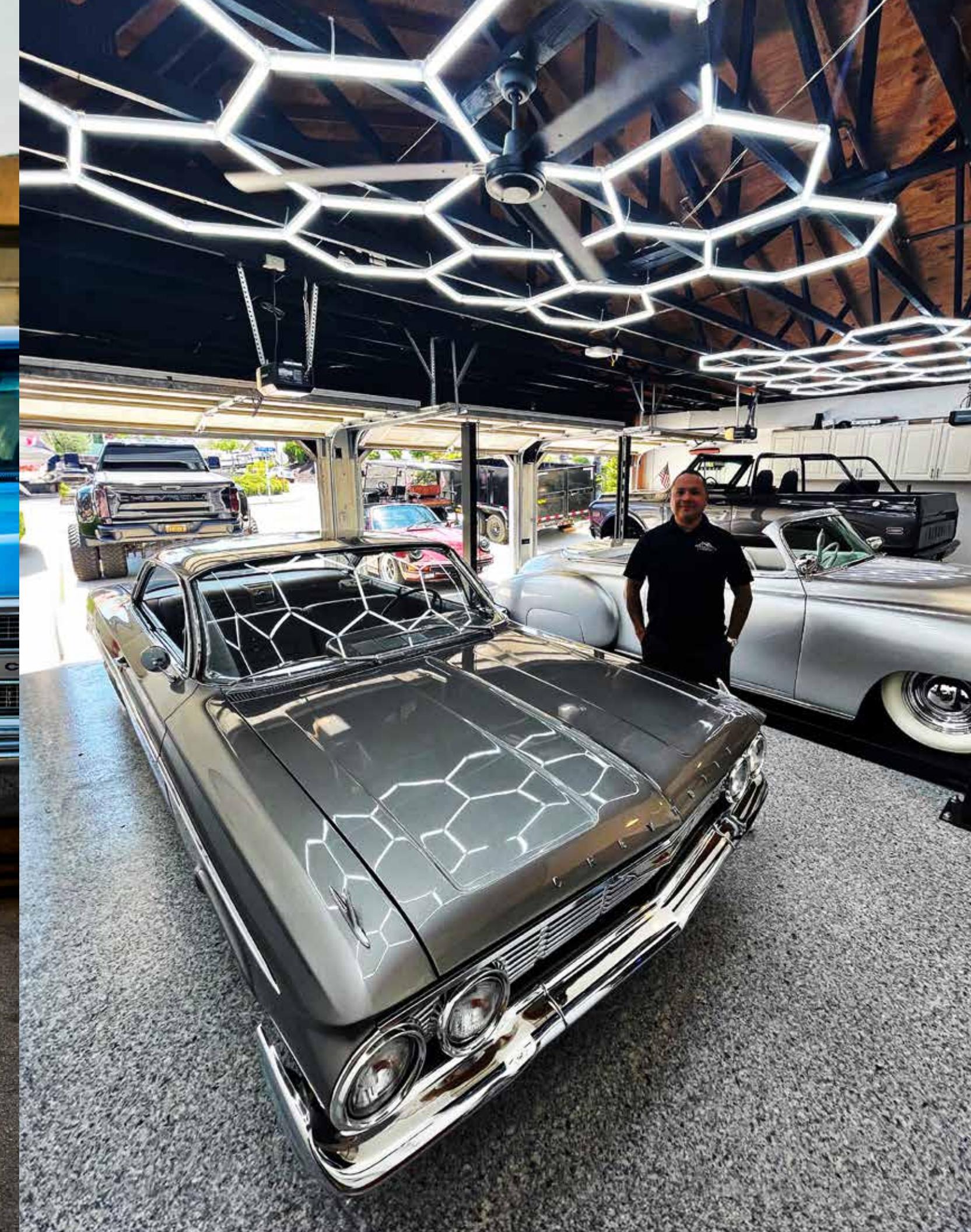
1969 CAMARO  
CONVERTIBLE

# KRIS HANSEN

2020 FORD RAPTOR  
1965 CHEVY C10  
2019 NISSAN GTR  
2019 MCLAREN 600LT  
2020 BMW 740  
2024 PORSCHE CAYENNE S

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