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3

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If you are interested in contributing or nominating REALTORS® for certain stories, please email Chad at Shea.Robinson@N2Co.com.

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Michael Colagrossi

BRANCH MANAGER, NMLS # 60242

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NOTE

PUBLISHER'S

Welcome to the September issue of Seattle Real Producers!

We are so excited to bring you another month of highlighting amazing brokers and partners.

If you feel anything like we do, we are so sad to see the summer coming to a close. Each year seems to fly by, but the summer months feel like the blink of an eye. Our biggest hope is that every hardworking and dedicated agent that receives this publication was able to find some downtime.

We can all agree that the PNW is the best place to be in the summer. Everything is still green and thriving and, although it can get hot, it's somewhat mild compared to the rest of the country. Whether you long to be on the water, hiking in the mountains, or simply enjoying the company of family and friends, our summers are the best.

In every single one of my initial meetings with a quality broker I love asking the question, "What's it all for?" So many Real Producers work extremely hard for their families and earn the right to have some relaxation in the summer. I know it's a rare occasion to completely shut off the email, but we hope you got to do that at least once this summer!

This month our cover feature, Neda Perrina, has an amazing story of success as she pivoted from a management role into real estate and never looked back. What we loved learning about Neda was her willingness to give back to her community and those in need. Our agent spotlight, Wendy Klinker, is an amazing story as well of overcoming a major hardship in her life. She had the grit and determination to find her niche in real estate and is now thriving in our industry.




We bring you a Notable Home presented by Wes Jones that has exquisite architecture and is definitely worth touring and showing to your clients in the market. Our featured nonprofit, Literary Source, serves a need that not many of us consider on a daily basis. And finally, a Sponsor Spotlight on Jackie Phairow Photography. If you have been to a Real Producers event, you have seen Jackie snapping away and she always has a smile on her face.

A huge thanks to all of our partners who make this all possible and we hope everyone enjoys the last bit of summer!

Warm Regards,
Shea Robinson


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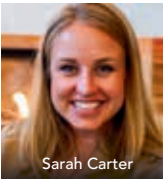




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Jackie

PHAIROW



CAPTURING YOUR LIFE'S STORY!

Jackie Phairow has been a professional photographer for over a decade! She's a graduate from the New York Institute of Photography and a proud member of the Professional Photographers of America (PPA). Her studio, located in Duvall, WA is equipped with top-notch photography services, however, she still does a lot of her work by coming to you on location. Because she's lived in the Pacific Northwest for many years, Jackie is always prepared for the unpredictable weather. This is also why she offers both in-studio and outdoor sessions as options, putting you in control to choose what suits your needs without worrying about what mother nature has in store!

Whether it's professional images for your business or custom artwork for the special milestones in your family's story, Jackie has got you covered from start to finish. She will guide you through the process by helping you select the perfect location for your shoot and advising you on outfit ideas, if needed. This way, during the session you can simply relax and enjoy the experience knowing you're in good hands.

Jackie says, "My superpower is to freeze time by capturing beautiful moments that families can cherish for generations. I'm passionate about preserving memories to ensure they will last a lifetime. Families may change over the years, but the memories and emotions captured in photos will always remain."

Therefore, Jackie has made it her personal mission to change the world "one wall at a time" by getting your cherished memories off the computer and into your everyday life. Digital files are great to have, but they aren't exactly built to last forever. "I want your home to feel like an art gallery full of memories and moments from your life," says Jackie. "Don't forget about the timelessness of printed products. There is still a place for

'old-fashioned' photo albums filled with physical copies of memories and personal wall collections filled with your life's history. Just like a good

story, they're meant to be passed down from generation to generation and to bring a smile to your face every single day."



“ My superpower is to freeze time by capturing beautiful moments that families can cherish for generations.

To be sure your images will stand the test of time, she has taken the time to pre-vet a diverse range of high-quality options to adorn your walls and preserve your memories. You'll be able to choose from a variety of options including prints, framed artwork, metal prints, canvas wall art and, of course, digital collections as well. She also has products like story boxes and custom albums to showcase your portraits in style so you can enjoy them for years to come.

Jackie always brings her A-game to ensure you are happy with your photos. If for some reason you aren't head-over-heels in love with your images, her products and services come with a 100% satisfaction guarantee. She'll re-shoot, refund, or replace them without any fuss. "I am all about helping you capture and design fine art portraits for your home. I am fully insured and 100% into making family portraits beautiful, fun, and guaranteed," says Jackie.

So, get ready to create some tangible memories that you can treasure forever and ever!

Give Jackie a call at (425) 215-3303, or check out her website at www.jphairowphotography.com.



Jackie with her family.

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Submitted by Stacey Hastings and Liz Wurster of Literacy Source



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ADULT LITERACY CHANGES INDIVIDUAL LIVES AND STRENGTHENS THE FOUNDATION OF OUR COMMUNITY

“When you are strong and brave, you will achieve what you think.”

— Meseret, an Ethiopian immigrant and graduate of Literacy Source who recently opened an Ethiopian coffee shop

About Literacy Source

Since 1986, Literacy Source has been committed to providing free, accessible, high-quality literacy programs to adults learning to read, write, or speak English, obtain a GED, prepare for citizenship, or gain digital literacy.

Meseret’s Story

Meseret thought long and hard about the decision to open a coffee shop. Although she followed in the footsteps of her mother, who was a merchant in her home country of Ethiopia, she paid attention to how important the coffee culture was to a place like Seattle. As she explains, “Coffee is part of the culture. In my country, too many coffee houses, but here: lines. This is opportunity in America.”

When asked what advice she had for future entrepreneurs, she highlighted an adage that rings true for many of our students: “Especially as an immigrant, America is the land of opportunity. Future dream, good business, and strong people.” Meseret also acknowledged how important learning English can be to pursuing those dreams. She recommends Literacy Source to friends, saying it awoke something inside of her.

Literacy Source’s Story

Seeing an ever-growing need for adult basic education classes, Literacy Source began by tutoring in the



basement of the Greenwood Library. We’ve since grown to teach nearly 800 students annually in our Lake City location and other partner sites. Over 90% of our students are immigrants, refugees, and asylees learning English as well as the culture of Seattle and the United States. Our classes teach English for everyday life so that students know the language and customs necessary to shop, go to the doctor, call their children’s school, understand home maintenance, and find employment. Along with English classes, we teach Citizenship classes and celebrate monthly as our students become United States Citizens. Other students come to us for Adult Basic Education and to get their G.E.D. Many struggled in high school with traditional learning or life circumstances and found that the support system and smaller class sizes at Literacy Source helped them succeed.



Many of our students’ stories are like Meseret’s. They want to start a business or have a better job, they want to own a home, learn how to invest, build a life and legacy for themselves and their family. They desire to contribute to the community in a meaningful way. Through the support of community, donors, 200 volunteers, and staff, Literacy Source gives adult learners the foundational skills needed to do just that.

Community Impact

A mother's education level is the single greatest predictor of her children's future success, outweighing other factors such as neighborhood and family income. A whopping 36% of adults in King County struggle with basic literacy. When we prioritize adult basic education, we create a thriving community that:

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- Reduces recidivism and prevents future crime costs
- Improves community wellness
- Boosts voter turnout
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▶▶ notable home

Presented by Wes Jones and Ebbie Smith of Keller Williams Realty Bellevue
Photos taken by Brandon Larson of Clarity NW

Architectural *Brilliance:*

A Glimpse into Ralph Anderson's
Masterpiece in Bridle Trails

Experience luxury in this recently modernized Ralph Anderson-designed Bridle Trails retreat, blending modern sophistication w/PNW beauty. A tree-lined circular driveway leads to Zen-inspired grounds. Inside, Tigerwood-lined living spaces, radiant heating, five bedrooms, five bathrooms & a gourmet kitchen w/quartz countertops & top of the line appliances. Enjoy two primary suites, a guest suite, formal rooms, a solarium, gym & study. Recreational amenities include a pickleball/tennis court, wine cellar & serene courtyard w/ a koi pond. Adjacent to Bridle Trails State Park & near all Bellevue amenities. Redefine your lifestyle in this stunning, private Bridle Trails retreat, offering a harmonious blend of unparalleled luxury & natural beauty.

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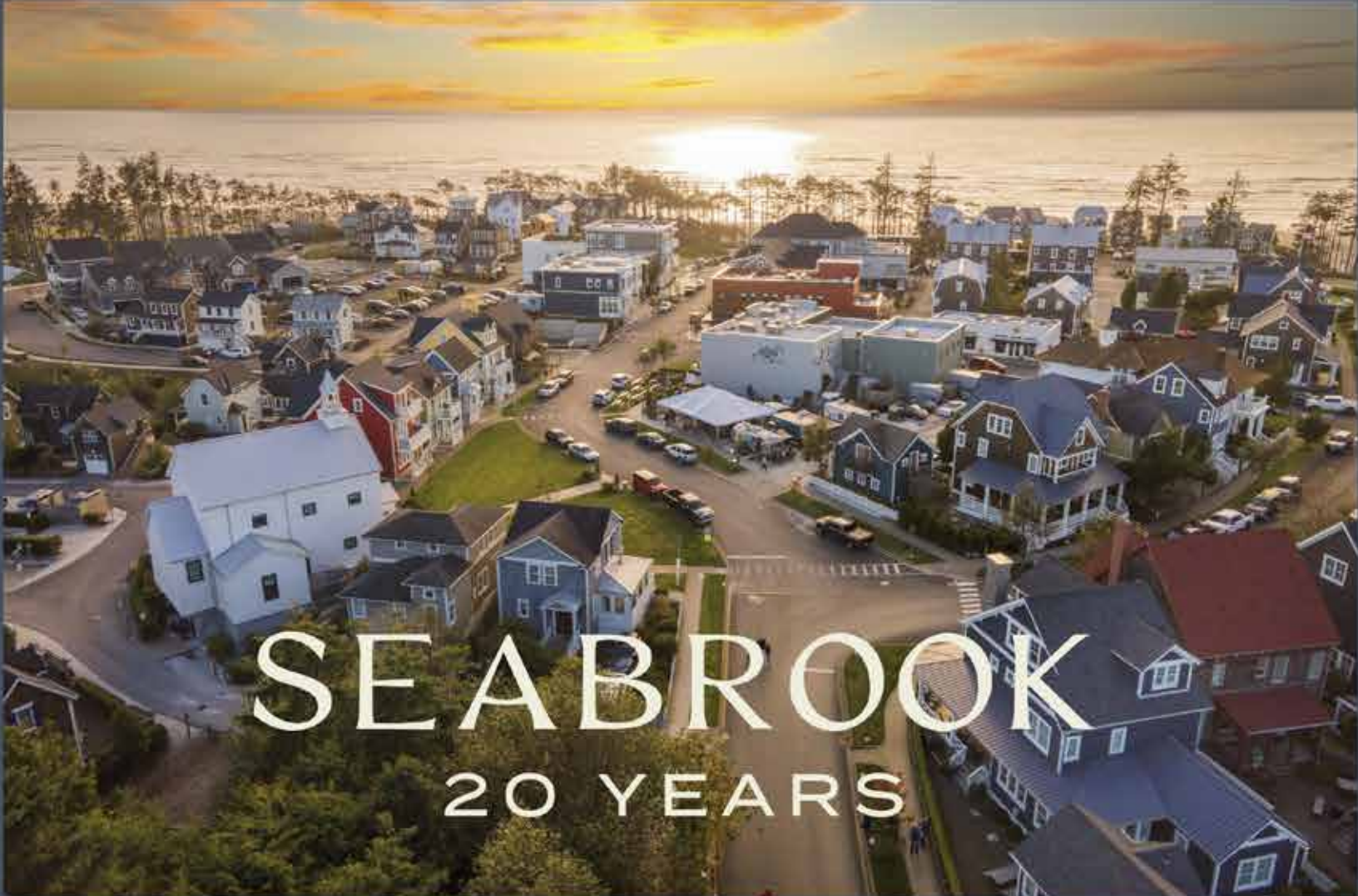
What Wes loves about this one of a kind listing.

This is one of the most architecturally significant homes I have ever been associated with. It was originally designed by famous architect, Ralph Anderson, and was refreshed in recent years.

This was my client's dream home. They spent three years on the sidelines searching for the right one. The only reason they are leaving is they received their dream job in their home town and the opportunity was too good to pass by.

Details include the 25-foot-plus ceilings in the main room and 20-foot chandelier. The bank siding on the entry of the house is a detail I have only seen one other time. The timeless renovations and finish work are exceptional, and there is an unusual amount of light on this property for being located in Bridle Trails. I love that it is located across the street from the Bridle Trails trailhead... and, of course, the pickleball court!





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Henry Shim

Leads with Innovation and Integrity

The rewarding connections made in life are the foundation of success. Each day, you build upon that solid footing with your experience and expertise.

Henry H. Shim is a prime example of that spirit. As President of Real Estate Seattle, Inc., and head of The Henry Shim Group, he brings innovation and integrity to life and business each day. That's been the way he has approached real estate since he earned his license in 2004.

GETTING HIS START

Henry's journey into real estate began in an unexpected way during his college years at the University of Washington.

"I was a fraternity guy who originally wanted to go to law school," Henry recalls. "I befriended Steve, the house cook, who turned out to be a multi-millionaire in real estate. He introduced me to his broker at EHI Real Estate Advisors. That connection led to my first job right after college."

Graduating with his real estate license already in hand, Henry closed his first deal within a month. However, the market took a downturn in 2008, forcing him to pivot.

"The market was tough, and my family encouraged me to explore other options. But I wasn't ready to give up," he explains.

Henry partnered with a friend on a couple remodels and shifted focus from multifamily to single-family homes. He's remodeled 25 homes and credits the experiences to raising the bar on not just being an agent who runs numbers but one who actually knows about the bones of a home and what it costs, both in time and money, to update a home.

A PASSION FOR HELPING OTHERS

Henry's commitment to real estate is fueled by a profound desire to help people achieve their dreams.

"The experience of being part of someone's journey to homeownership is incredibly gratifying," he says. "I love being a resource for people and seeing their reactions when they get their keys. It's a beautiful thing to be involved in such emotional and significant moments."

When you talk with Henry, it's easy to see the passion he has for his work.

"I strive to be a good broker and friend, helping clients navigate their real estate needs with care and empathy," Henry explains. "I get excited when clients are moved to tears of joy. It's a testament to the impact of our work."

▶▶ agent spotlight

Photos by FOCUSED Media Collective
Written by Dave Danielson



WINNING TEAMWORK

At the core of Henry's success is The Henry Shim Group, a team that includes himself and Akash S. Sandhu.

"For me, it's crucial to be in control and ensure that we're building our marketing efforts effectively," Henry says.

His team's success is reflected in their impressive volume of nearly 500 transactions, a testament to their dedication and hard work. Henry's leadership style emphasizes collaboration and a shared vision.

"We're constantly working on improving our website and marketing strategies. It's all about building on our strengths and learning from each other," he notes.

FAMILY TIME

Henry's personal life is a source of great joy and motivation. He is married to Julia, and together they have two young children, Theodore and Edith. "Being involved in my kids' lives is incredibly important to me," Henry says. "My son loves playing and watching sports, and I cherish the time we spend together."

Henry's background includes a move from Korea to the United States when he was just six months old, and he has since become deeply connected to Seattle. His love for Seattle sports and his strong family ties are central to his life. He credits his father, David, his mother, Nam and his brother, David, for setting the foundation and instilling a work ethic in him that has helped Henry to get where he is now.

GIVING BACK AND MAKING A DIFFERENCE

Philanthropy is a significant aspect of Henry's life. He is actively involved in various charitable efforts, including One Day's Wages, which helps alleviate extreme global poverty.

"I have friends who are teachers and I support their wish lists for school supplies," Henry says. "I remember how important my



teachers were in my development, and I want to give back to the community that helped shape me."

Henry's commitment to service extends beyond his professional life. He values the opportunity to contribute to causes that matter and make a positive impact on others.

ADVICE FOR ASPIRING PROFESSIONALS

For those looking to enter the real estate field, Henry offers valuable advice. "Find a mentor and someone to shadow," he suggests. "Books are great, but real-world experience is crucial. Work with someone who knows the business and has a proven track record."

Henry emphasizes that his approach is centered on supporting clients rather than pushing for a sale. "I want to be knowledgeable and advocate for my clients' needs," he explains. "Continuous learning is key to staying current in the industry and being the best resource for my clients."

A LEGACY OF INTEGRITY

Henry's personal philosophy is grounded in integrity and authenticity. "I want to be known as a good person who genuinely cares about my clients' best interests," he says. "I'm fortunate to do what I love, and I always encourage clients to interview other brokers to ensure they find the right fit."

Henry's dedication to his clients, combined with his genuine care and positive outlook, makes him a trusted figure in the real estate community. "If you ask anyone who knows me, they'll say the glass is always half full," he notes. "I'm grateful for the people who have been on this journey with me, and their support is what makes it all worthwhile."

That's what working with innovation and integrity looks like.



FAQ

ABOUT REAL PRODUCERS

Real Producers magazine started in Indianapolis in 2015 and is now in over 100 markets across the nation and spreading rapidly. *Seattle Real Producers* launched in August 2019. Name a large city, and we are there or will be soon! In every market, we take the top 500 agents, based on the MLS production, and build an exclusive magazine around those agents. We share their stories, successes, market trends, upcoming events — really, anything that will connect, inform and inspire, we put in the monthly publication. We strive to inform and inspire the top-producing real estate agents in the local market and connect them socially. The secondary focus is to provide an avenue for our affiliate partners to create relationships with these top performers on a level that they might not be able to achieve on their own.

Q: Who receives *Seattle Real Producers* magazine?

A: The top 500 agents in King and Snohomish counties. The list will reset at the end of every year and will continue to update annually.

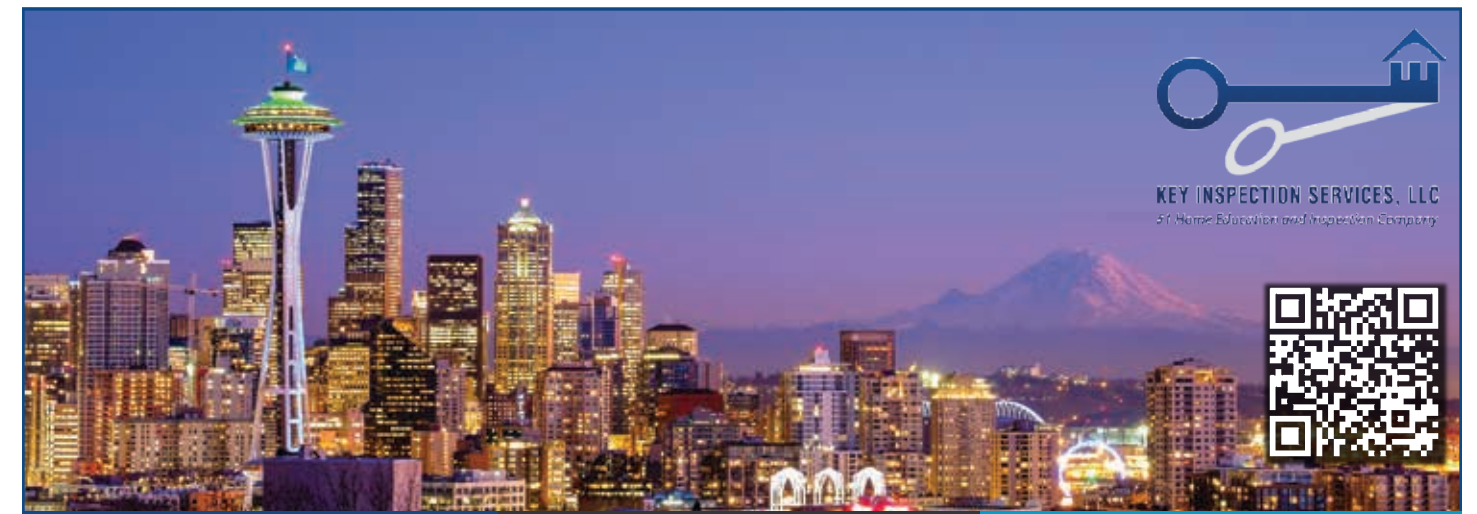
Q: What is the process for being featured in this magazine?

A: It's really simple — every feature you see has first been nominated. You can nominate other REALTORS®, affiliates, brokers, owners or

even yourself! Office leaders can also nominate REALTORS®. We will consider anyone brought to our attention who is in the top 500 because we don't know everyone's story, so we need your help to learn about them. It could be they have an amazing story that needs to be told — perhaps they overcame extreme obstacles, they are an exceptional leader, have the best customer service, they give back to the community in a big way, etc. The next step is an interview with us to ensure it's a good fit. If it all works out, then we put the wheels in motion for our writer to conduct an interview to write the article and for our photographers to schedule a photo shoot.

Q: What does it cost a REALTOR®/ team to be featured?

A: Zero, zilch, zippo, nada, nil. It costs nothing, my friends, so nominate away! We are not a pay-to-play model. We share real stories of Real Producers. Our goal is to showcase the best and brightest and to collaborate. Elevate. Inspire.



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Neda

PERRINA

Explaining her drive, as well as her success in her real estate career, Neda Perrina sums it up in a single word: “Grit”. As she explains, “My parents came to the United States from Iran with very little, working multiple jobs while pursuing higher education and engraving from a very young age what it meant to be resilient and have a drive. I started my own babysitting business at age 13 and have worked ever since. In my first job in sales after college, I was promoted twice in 13 months. In my second job, I built a team of 14, increased revenue by 30%, and maintained my ranking as #1 in the nation for sales. It all took grit.”

Neda is a Founding Member of the Realogics Sotheby’s International Realty flagship office in Bellevue, where she has worked since 2018 helping clients with their home needs both around the corner and around the world. As a Certified Relocation Professional and Certified Residential Specialist, Neda is highly regarded for her masterful skills in both short-distance and long-distance relocations.

Growing up in Nashville and Cincinnati, Neda graduated with her Bachelor’s degree of Arts and Science in Psychobiology from the University of Cincinnati, with internships at a pharmacy. Pivoting to sales, she relocated to the Seattle area for a position at T-Mobile in 2003 where for six years she moved rapidly through management levels as the company grew. She acknowledges the impact of the superb training at T-Mobile as critical to her ongoing career success.

Next, a shift to financial services offered Neda a promotion to Regional Sales Manager and VP of Sales and Business Development at two fast-growing companies. Again, she found the roles rewarding but now, with two young children, frequent travel became challenging for her and her family. “I

wanted a career in which I could be more present for my family,” she explains. “My sister is a real estate agent, and together we worked on several real estate deals in Ohio. I decided to give it a go and have never looked back. The most important times of our lives are spent in our homes, and it is such a rewarding feeling to help individuals with the process. I am addicted!”

With her family history and diverse background, Neda found Sotheby’s to be a natural choice. “My husband and his family own the Ferrari, Maserati, and Alfa Romeo dealership in Seattle, and there’s such a strong alignment with our families with the values of both firms: the brand recognition, the white glove service, the global presence, and the worldwide connections,” Neda enthuses.

There can be no doubt that Neda thrived from the moment she began in real estate, starting out as an individual, working with a partner for two years, and now leading her own team with a client coordinator and buyer’s agent. “I have never worked harder in my life,” she says. “Some people think it is an easy and lucrative business, but it is very demanding.”

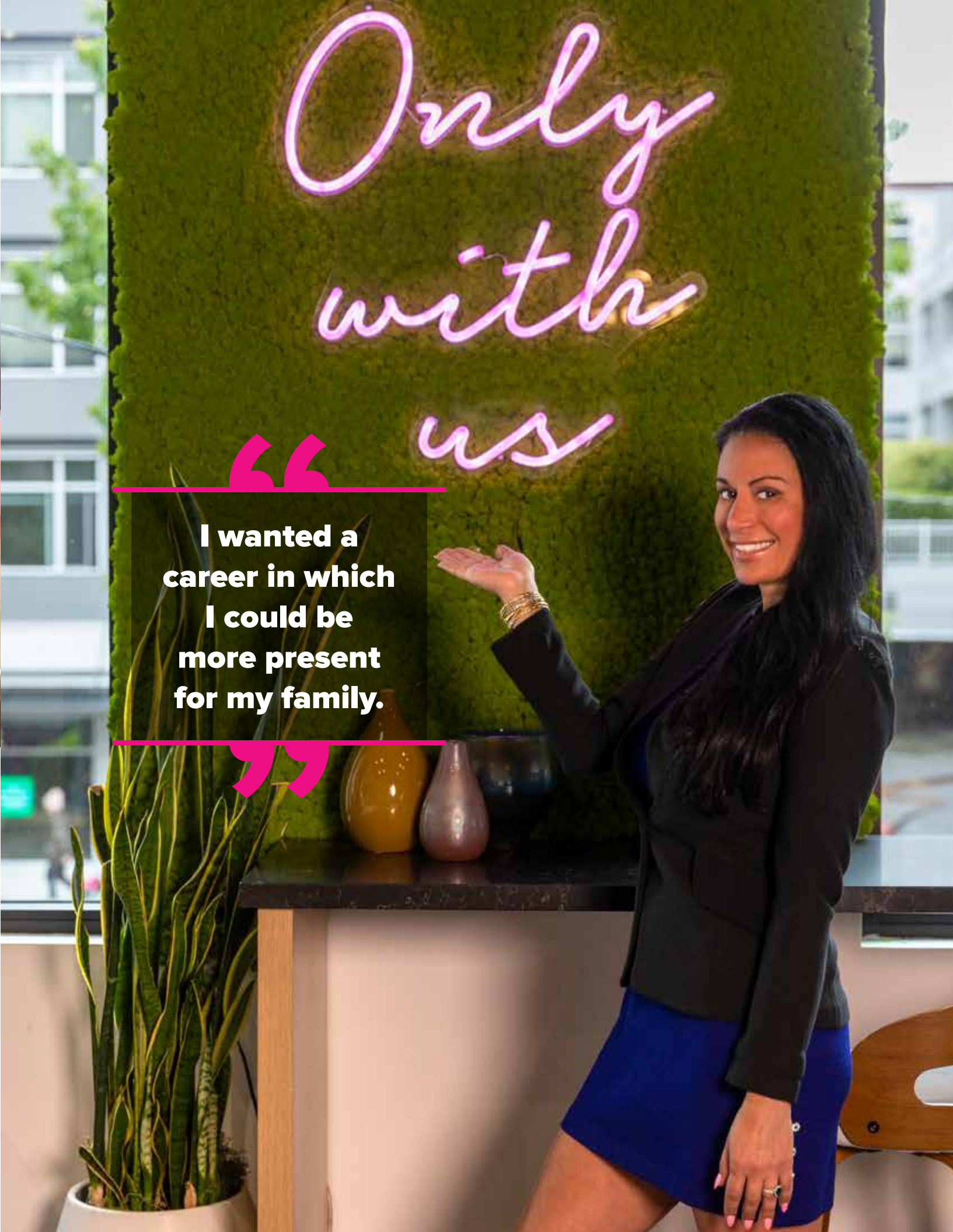
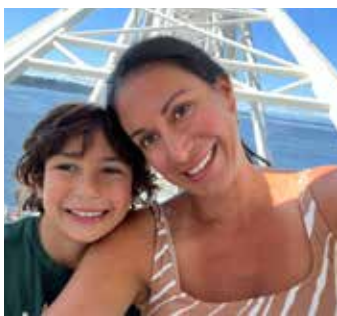
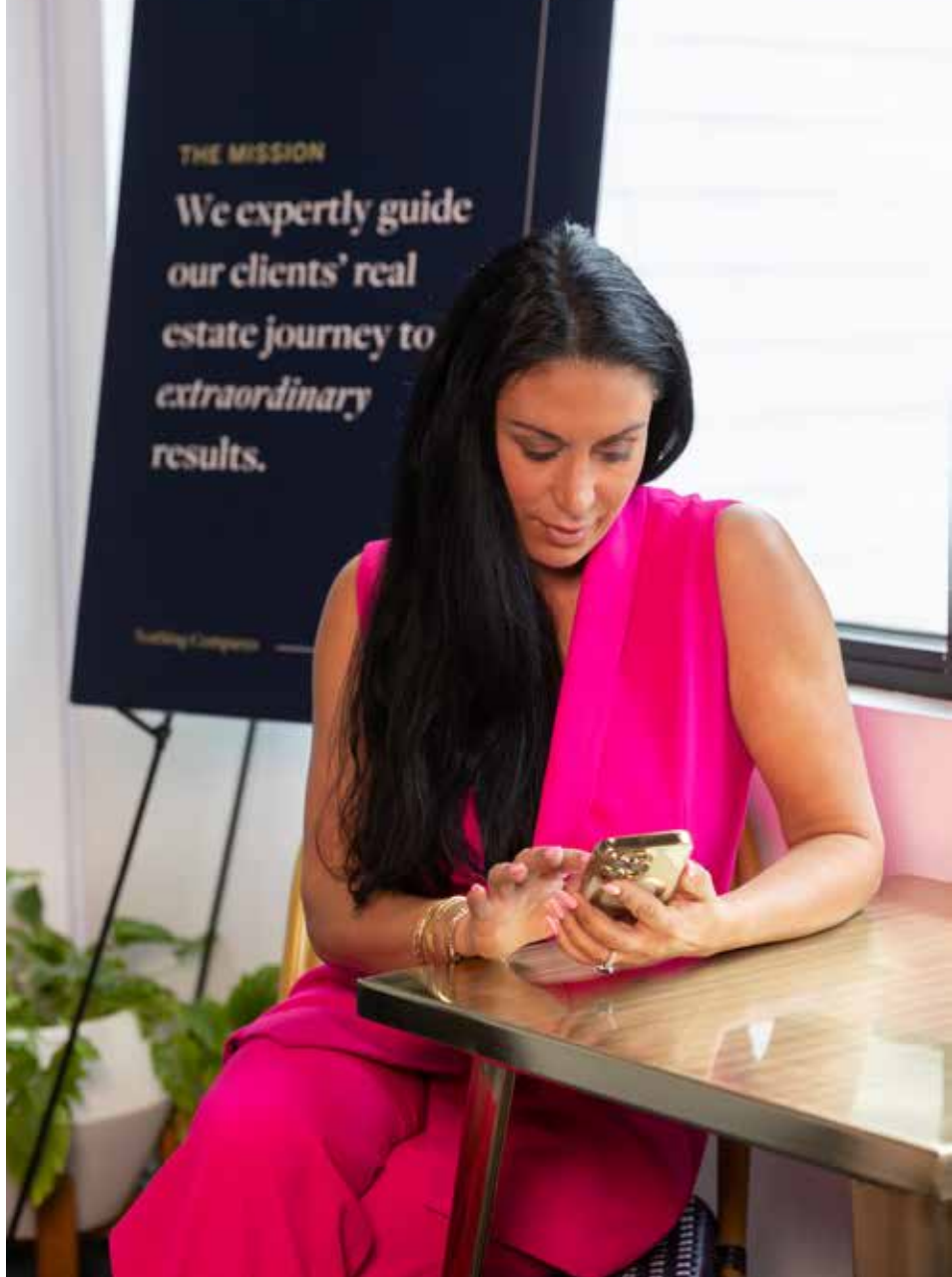


▶▶ cover feature

Written by Barbara Pearson
Photos by Focused Media Collective

Through it all Neda keeps her family close as a vital component of her life. Her children, Lili (11, in 5th grade) and Gabe (9, in 4th grade), and husband, Roberto, are the core of her world. The extended family is always present, including for important traditions like Sunday dinners with her in-laws. Her own parents split their time between Ohio and Florida, with frequent visits to Seattle.

Teamwork is important to Neda: “At T-Mobile, Vantiv, and Gravity Payments we had wonderful team camaraderie. It is so important to me and helps balance work and family,” she continues, “so I hold team events to get to know the people I work with and their families. And I treat my clients the same way: Every single one becomes a friend.” Neda’s approach to her clients is a vital contributor to her success and enjoyment of her work: “I could do a \$500,000 condominium one week and then have two \$8 million homes the next,” she says. “My clients bring a whole spectrum of needs, from first time buyers to retirees looking to downsize or relocate to a retirement community. When I meet any client for the first time, I want to get to know them and their extended families. I truly do care and want to make sure they receive the highest level of service. Being kind and genuine are traits I tell my children are non-negotiable in life. Go the extra mile and make someone’s day.”



“
I wanted a career in which I could be more present for my family.
”

Unsurprisingly, many of Neda's clients are repeats and referrals, but she stresses the importance of "boots on the ground." She is involved with many community activities and the nonprofit world, from fundraising for her kids' school to Chair and Board positions. She invests a lot of time into her community starting with family, friends, and her clients. She and her husband recognize that, after their own family experiences of immigration and thirty years of hard work, they want their kids to appreciate these same values, observing, "In the past years I have taken my kids to tent cities, and we help people looking for work prepare their resumes. It's so important for kids to realize what they have is not the norm for the majority of kids in the world."

When work allows, Neda loves to travel, play tennis, cheer on her husband's car racing, and organize cooking classes with her friends at home. Neda sees success as engaging with people, giving back, and making an impact in the community. "For me, success is waking up in the morning and feeling good about what I do every day," she says, "and I don't put a monetary component to it. If I can feel good about what I am doing every day, it's a good day in my book."

Celebrating her ranking amongst the Top 100 agents and teams globally by sales volume at Sotheby's International Realty, Neda concludes, "I am excited to come together with my peers to deepen connections that can serve my clients in markets around the world."

For me, success is waking up in the morning and feeling good about what I do every day.

I don't put a monetary component to it. If I can feel good about what I am doing every day, it's a good day in my book.



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