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APRIL 2025

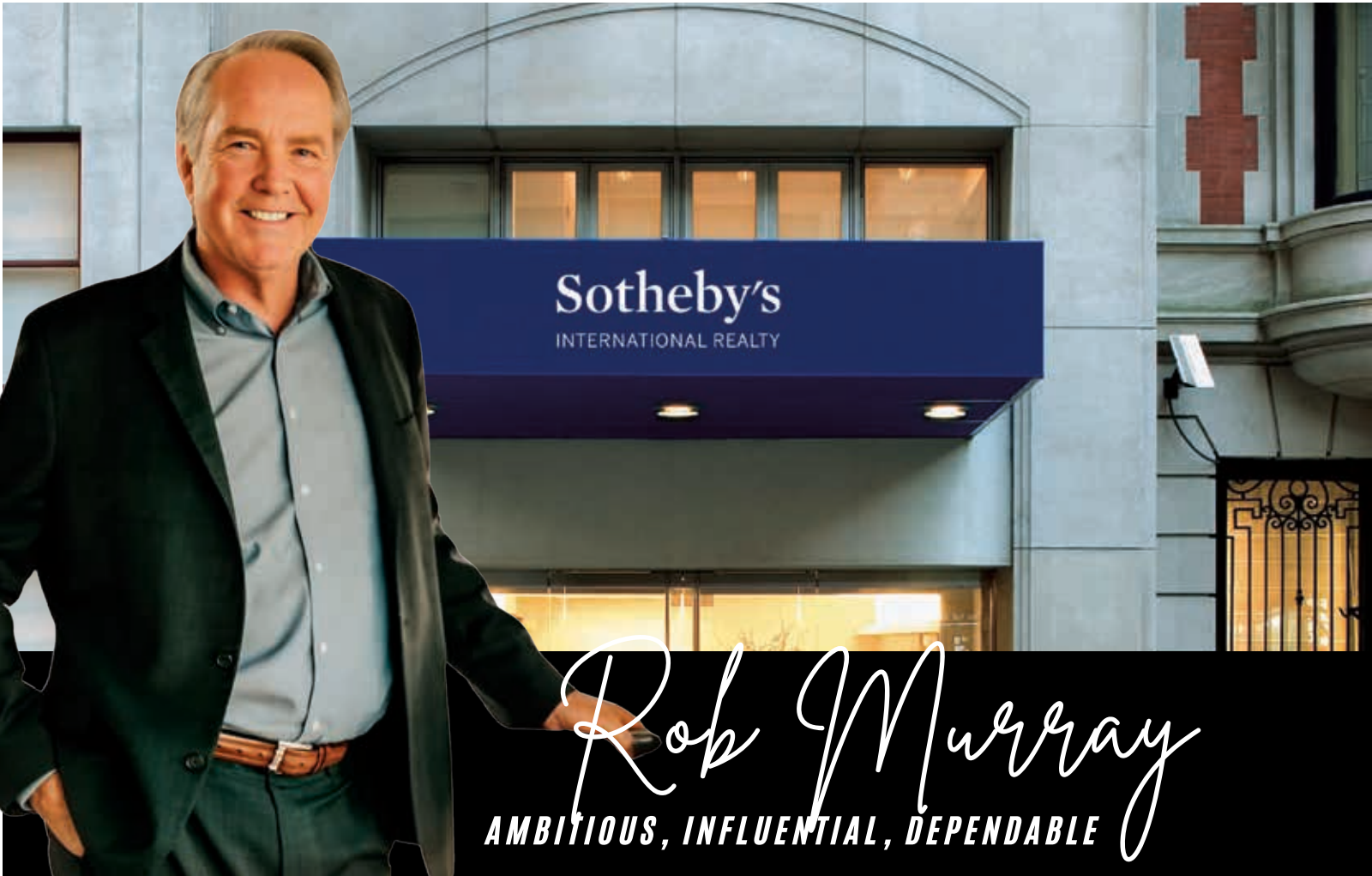
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Tom
Tennant





I first met Rob Murray years ago at an open house—a chance encounter that blossomed into a meaningful mentorship and friendship.

Rob is the kind of person you notice immediately when he enters a room. Not because he demands attention—his demeanor is actually rather understated at first—but because he carries himself with such natural professionalism, deeply rooted values, and just enough charisma to complete the package. Of all my mentors, I look up to him the most. When the government mandated business closures, Rob was my first call. With decades of business ownership under his belt and experience navigating multiple economic cycles, who better to learn from? When Rob offers advice, I make a point to slow down, listen carefully, and take his words to heart.

I deeply admire his professionalism. He's meticulous about the experience his clients receive and equally attentive to the agents who work for him. Rob isn't loud or domineering—instead, he possesses a quiet assurance that comes from knowing exactly who he is, what his profession demands, and where he's headed.

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Having had the privilege of working with and knowing Rob, I can attest that his energy is contagious. He inspires everyone around him to elevate their standards—not just through words but through consistent example. He shows up, follows through, and does it all with a grace that naturally draws people to him.

Rob Murray isn't merely a professional; he's a presence. Anyone fortunate enough to know him or work alongside him inevitably walks away better for the experience.

-Lara Locke





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If you are interested in nominating people for certain stories, please email us at: marissa@n2co.com



2024

BY THE NUMBERS

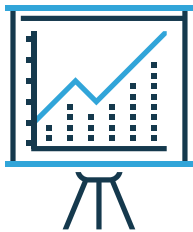
Here's What The Top 500 Agents In Inland Empire Sold In 2024



\$7,723,255,059
SALES VOLUME



11,066
TOTAL TRANSACTIONS



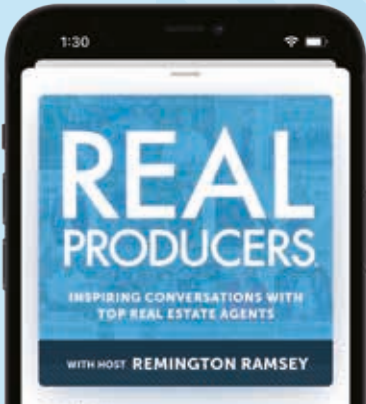
\$15.45 Million
AVERAGE SALES VOLUME PER AGENT



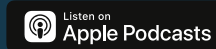
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AVERAGE TRANSACTIONS PER AGENT

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Tom TENNANT

In the competitive world of real estate, standing out requires more than just market knowledge—it demands discipline, drive, and a deep commitment to service. Few embody these qualities as well as Tom Tennant, Owner and Partner at Elevate Real Estate Agency. With over two decades of experience, Tom has made his mark as a top-performing agent, having successfully closed more than 1,900 homes personally; and finding himself in the Top 25 in the Inland Empire for production in 2024.

WRITTEN BY TERRINA RUSSELL
PHOTOGRAPHY BY MARISSA MCCUTCHAN

Tom's real estate journey began with a personal experience that left a lasting impression. After selling his first home with an agent who seemed inexperienced, he realized he could offer a higher level of service. A lifelong interest in real estate combined with a background in sales and customer service made the transition feel natural. Determined to bring a new standard to the industry, he studied diligently, passed his real estate exam, and launched his career in January 2000.

Before entering real estate, Tom built a strong foundation in sales as a manager at a high-end specialty fitness retail store in Newport Beach. Selling premium fitness equipment to an elite clientele taught him valuable lessons in professionalism, relationship-building, and persistence. He quickly recognized that the principles of follow-up, service, and long-term client relationships were transferable to real estate. His ability to adapt and implement these strategies allowed him to hit the ground running.

From the beginning, Tom approached real estate with a level of discipline and structure that set him apart. He treated it as a business, arriving early, sticking to a structured schedule, and remaining dedicated to constant improvement. Initially working part-time, he quickly realized that focusing on expired listings and FSBOs would yield faster results. This strategy led to 32 closed transactions in his first year, earning him the prestigious Centurion Agent designation at Century 21. That success solidified his belief that he had found his true calling. Over the years, Tom's impact has extended beyond his own sales performance. As an owner and partner at Elevate Real Estate Agency, he has taken on the role

of mentor and leader, helping other agents build successful careers. Elevate operates on a unique, agent-friendly model that prioritizes earnings, training, and support. Moving away from the traditional commission split model, the company now offers a super-low flat fee, putting more money in the pockets of its agents. With online training resources, in-office coaching, legal and compliance support, and multiple office locations, Elevate has become a powerful force in the industry.

The foundation of Tom's success lies in his commitment to continuous education, adaptability, and an unwavering dedication to his clients. His daily schedule is meticulously planned, balancing lead generation in the mornings with client meetings and negotiations in the afternoons. His reputation and professional image remain top priorities, and he works tirelessly to ensure that his clients and peers trust in his expertise and integrity.

For those entering the industry, Tom emphasizes the importance of hard work and perseverance. Real estate is not an easy career path, but it is incredibly rewarding for those who commit to a schedule, focus on lead generation, present themselves professionally, and maintain a positive attitude. Rejection is inevitable, but pushing forward leads to new opportunities.

Despite the demands of his career, Tom remains deeply devoted to his family. His wife, Robyn, and their children—Jordan, Cody, Presley, and niece Jaiden—are his top priority. An avid outdoorsman, he enjoys mountain biking, golf, soccer, and weekend getaways in Havasu and Glamis whenever his schedule allows.





Real estate is not an easy career path, but it is incredibly rewarding for those who commit to a schedule, focus on lead generation, present themselves professionally, & maintain a positive attitude.







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Home Warranty Trio Brings Local Industry Experience to the Inland Empire

The Inland Empire's 27,000 square miles are vast and diverse, but First American Home Warranty area managers Tracie Bagnoli, Amanda Brock, and Lisa Caouette cover the territory with expert insights and a shared commitment to superior service. All three possess real estate or construction backgrounds, providing them with a ground-up view of the home warranty industry's role. They are also Southern California natives, which gives them valuable experience in navigating the market and meeting the needs of their communities.

Southern California Natives Protecting Their Neighbors

West Covina native Lisa, whose territory comprises Big Bear, Rancho Cucamonga, Chino Hills and several smaller cities, became a real estate agent at age 18. Her parents and grandparents worked in the industry, and Lisa expanded that to title work and real estate advertising before moving to home warranty. She is in her second stint with First American after working for the company in the 1990s. "It's in my blood," she said. "I treat my clients the way my mom would want me to treat hers. It's easy to treat my clients well when I know what's expected on the other side."

Amanda, who has been with First American since 2007, grew up in the Temecula Valley and also carried on the family tradition, following her mom, who was a pillar of the local real estate market for 27 years. She covers a broad territory, including southwest Riverside County, the Coachella Valley, and Imperial County, but she understands every client touchpoint is important. "I strive to treat every client as if they were my only one. That attention to detail and care sets me apart," she said. "My greatest strengths in this business come from genuinely caring about homeowners. I take pride in being a resource and advocate for agents and homeowners every step of the way."

Tracie, the newest of the crew, brings a wealth of expertise to Corona, Norco, San Bernardino and Victor Valley. She studied home construction and has a background in contracting, allowing her to understand claims details when a homeowner has a system or appliance break down. She joined First American in 2024, leaving another

home warranty provider. "Customer service is so important to me," she said. "I want my clients to know that I understand what they're going through and that I'm here to help."

Home Warranty Covers Unexpected Repair Expenses

A First American home warranty is a renewable service contract that protects a home's systems and appliances from unexpected repair or replacement costs due to a breakdown. When a covered item breaks from normal wear and tear, First American sends a pre-screened technician to the home to diagnose and repair or replace the item.

Home warranties generally cover systems, such as heating, air conditioning, and plumbing, and appliances, including dishwashers, ovens, clothes washers and dryers, and refrigerators – with upgrade options available.* In contrast, homeowners insurance does not cover mechanical failures, so a home warranty can help bridge that gap in protection. With Tracie, Amanda and Lisa's guidance and expertise, real estate

agents can help their clients decide which warranty coverage is right for them.

Helping Homeowners Protect Their Budgets

As a single mom of two young adults, Tracie knows that homeowners today have limited time to handle breakdowns. And finding a contractor you trust is a daunting task. "It can be tough because this is about money and people's life savings," she said. "But that's how a warranty can help provide budget protection and peace of mind."

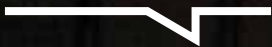
Lisa and her blended family of four love horses and traveling, often visiting their favorites spots in Hawaii, Cabo San Lucas, and Palm Desert. She thrives working "on the front line" of the real estate industry in the area she grew up. "I love what I do. When I come through for an agent who needs advice on a homeowner's claim, that's rewarding. I can make a difference in people's lives," she said.

Lisa works to help agents understand the value a home warranty brings for homeowners when those inevitable repair costs strike. After explaining how much a warranty can save a homeowner, agents get it, she said. "Once I've earned their trust, they often joke, 'Where have you been my whole life?'" she said. "I do much more than our competition, but I am continually seeking ways to

"Customer service is so important to me. I want my clients to know that I understand what they're going through and that I'm here to help."



“It can be tough because this is about money and people’s life savings,” she said. “But that’s how a warranty can help provide budget protection and peace of mind.”



deliver even greater value to my customers. If I could split myself in three and be in more offices, I would.”

Amanda is similarly dedicated: “Helping people save money while protecting their home is truly what I love.” Her aunt, who worked for First American for several years, helped her land her job.

“She believed in my potential and gave me the chance to prove myself,” Amanda said. “I wasn’t about to let that opportunity slip through my fingers. First American truly changed my life, and I’m forever grateful for that opportunity.”

First American Saves the Day

While they approach their jobs in unique ways, Lisa,

Amanda and Tracie all stress to top Inland Empire agents that their homeowners will be grateful once they need their home warranties – especially these days when the high cost of appliance repairs or replacements can really dent a budget.

“It will save money. Homeowners can get in a tough situation with an expensive breakdown and

we can help save the day,” Amanda said. “It’s not a matter of if something will fail, it’s a matter of when. And you’re going to pay full retail price if you don’t have a home warranty in place to offset the cost. A home warranty takes the stress off the homeowner and puts it on us.”

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Wendy De Leon didn't plan on being a real estate agent. She was on a path toward a career in ultrasound when she decided to take real estate classes on the side—just out of curiosity. What she didn't expect was to fall completely in love with the industry. "I guess fate brought me here, and I'm so glad it did," she says. "I truly love this profession. I see it as God's plan."

That kind of clarity and passion isn't something you can fake. And it's one of the reasons why Wendy has become a force in the real estate world since getting licensed in 2020. She started as a buyer's agent in one of the toughest seller's markets in recent history, where multiple offers and cutthroat competition were the norm. Despite those challenges, she sold 18 homes her first year—99% on the buy side. "That definitely built my thick skin and sharpened my negotiating skills," she says.

But what really sets Wendy apart isn't just her ability to close deals. It's how she does it. In an industry that can often feel transactional, Wendy focuses on guidance. "It is important for me to create deep connections with my clients," said Wendy. "The best part about this job is getting to know people and creating strong bonds. Most of my clients become friends."

Her approach to success is simple but effective: listen first, advise second. "For me, the priority is never to be pushy or imposing on my clients' needs but rather to listen and guide with the utmost respect," she explains. "That's why I chose 'Guiding you every step of the way' as my slogan. Because that's exactly what our job as real estate advisors should be."

She's not wrong. In a world where agents are fighting for attention—whether through billboards, postcards, or social media—clients are craving something different. They want trust. They want a

guide. And they want someone who isn't just focused on the sale but on their overall experience. That's where Wendy thrives.

Her background as the daughter of hardworking immigrants has played a huge role in shaping her work ethic. She's determined, relentless, and deeply empathetic. She understands what it means to work for something, and she brings that same energy to her clients. "I would say my work ethic has really paid off, but also listening to my clients' needs and guiding them," she says. "I want them to feel heard."

That focus on service over sales has naturally built a brand that people trust. But Wendy knows that trust alone isn't enough. In today's market, top agents are also media brands. And Wendy? She gets it. She's leaned heavily into social media, branding, and video marketing to make sure her presence is felt. "I love, love social media and branding listings," she says. "One of my favorite things is creating listing videos. It has slowly created a brand for me, and people love the videos."

It's a smart play. Social media isn't just a way to showcase properties—it's a way to showcase personality. It's an opportunity for agents to differentiate themselves, build rapport before they ever meet a client, and establish authority in the market. The agents who embrace this will dominate. The ones who don't? They'll struggle to keep up.

So, what's Wendy's advice for new agents trying to make it in the industry? It's surprisingly simple: "Show up every day."

It sounds basic, but in real estate, consistency is everything. Deals don't close themselves. Relationships don't build themselves. Brands don't create themselves. It takes daily effort, daily energy, and daily focus. And for Wendy, that commitment isn't just about work—it's about balance. Her biggest joy outside of real estate is being a mom. Between her son's club soccer, her daughter's volleyball and ballet, and the demands of a high-energy career, she knows that every minute counts. "With my busy schedule, my time with them is pure gold," she says.

Looking ahead, Wendy envisions an even bigger future. She's in growth mode now, but in five years, she sees herself running a larger operations team, stepping back slightly from the day-to-day grind, and creating something more systematic. "I think I see myself smelling the roses a little more," she says.

And that's the ultimate goal, isn't it? Building something sustainable. Something lasting. Something that doesn't just serve clients today but creates a legacy for years to come.

If there's one thing to take from Wendy's journey, it's this: success in real estate isn't about selling houses. It's about guiding people. It's about showing up every day, embracing change, and building a brand that's rooted in trust. And most of all, it's about loving what you do.

Wendy De Leon never expected to end up in real estate. But looking at what she's built, there's no doubt—this is exactly where she's meant to be.



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Welcome, Spring!

It's time to dig into the dazzling array of personalized marketing tools available in our Real Estate Marketing Center — and watch your sales blossom with springtime beauty.

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Your Local Resources



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STRATEGIC FARMING

Do you have Strategic Farming in your real estate marketing strategy?

HERE'S SOME REASONS YOU MAY WANT TO RECONSIDER:

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:

Regular interactions and involvement in the community help build strong personal connections, leading to increased referrals and repeat business.



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