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APRIL 2025

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2. We work with multiple lenders giving the client more flexibility. Sometimes the situation is unique and one lender has a guideline that will get the file approved. Some lenders are better at VA loans or investments than others allowing us to have a specialty lender for specific products.

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Charlie Braden
Broker/Owner

NMLS #2409480
210.209.6792

charlie@jcharleslending.com



Joyce AsSadiq
619.829.0778

joyce@jcharleslending.com
NMLS #1995039



Patrick Krawietz
210.232.0833

patrick@jcharleslending.com
NMLS # 1796957



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THE REAL DIFFERENCE



We are honored to bring you a publication that is not just about real estate but about *you*—the top agents in the city who set the bar for excellence, professionalism, and relentless dedication. You are part of an elite group, the top 500 producers, and this magazine is created exclusively for you. This is not a publication for the masses, nor is it a platform that can be bought into. *Real Producers* is production-based, meaning that recognition within these pages is earned through hard work, not purchased with advertising dollars.

In an industry where relationships, credibility, and results matter, we exist to celebrate those who truly move the market forward. We are here to highlight your journey, your successes, and the impact you make—not to sell you something, not to profit from you, but to uplift and unite the real estate leaders who shape our community.

Unlike many industry publications, *Real Producers* operates on a different philosophy. There is no pay-to-play, no hidden agenda. Our mission is simple: to create meaningful connections among top producers, to tell the inspiring stories behind the success, and to provide a platform where the best in the business can collaborate, learn, and grow. We understand the effort, sacrifice, and passion it takes to achieve at this level, and we believe that level of excellence deserves to be recognized.

This magazine is more than just a publication—it's a network, a resource, and a celebration of the finest professionals in real estate. Every feature, every article, and every event we host is designed to foster community among those at the top. Whether it's through in-depth agent spotlights, exclusive networking opportunities, or insightful market discussions, our goal is to create something that adds real value to your business and life.

We also recognize that success is not a solo journey. Behind every top producer is a team of dedicated professionals, trusted partners, and a network of support. That's why we carefully curate the industry professionals and businesses we feature—ensuring that every partner we introduce is someone who can truly serve and support you in your continued growth.

So, as you flip through these pages, know that *Real Producers* exists for *you*. We are here to celebrate, connect, and elevate the best of the best. Your achievements inspire us, your stories drive us, and your leadership shapes the future of this industry. Thank you for allowing us to be a part of your journey.

Welcome to *Real Producers*—where excellence is the standard and community is the foundation.

With gratitude,
Jason Smith

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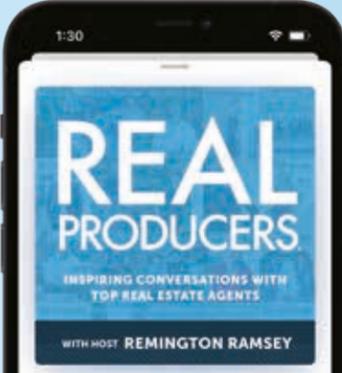
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MIGUEL HERRERA

THE AGENCY

Momentum, impetus, drive—they are words that mill around the same central concept, the same central truth. They are used when referring to a specific natural phenomenon, a force that lives within nature. It's the force that pushes the weed through a crack in the concrete, the force that inspires the salmon to swim upstream to create new life, the force that motivates the infant to stand again and again, no matter how many times they fall, until they can walk. It is the force of forward motion, and it's the only way Miguel Herrera knows.

Born and raised in Lima, Peru, Miguel was ambitious from the start. Attending American schools throughout his childhood and teenage years, he

quickly adopted the entrepreneurial attitude of the U.S. and began working as soon as he could to start saving to get stateside. Well versed in English, he had his father sign a document allowing him to work prior to the legal age and was hired at a local travel agency as the "Intro Guy"—"Hi, welcome to Peru!"

He was always looking for an edge and a way to save a buck, and by 17 had saved enough for a one-way ticket to Los Angeles to continue his education. In his 20s, with school behind him and the future ahead, he decided to stick with what he knew by opening a chain of travel agencies across the country. After the attacks on September 11th, however, the industry shifted severely, so he sold his business and turned his sights to the next venture—San Antonio.

He chose San Antonio after doing a search for the top growing cities in the country and hearing from a friend in Mexico that San Antonio was a majorly appealing destination for him and his countrymen. Miguel chose real estate because a growing city is going to have a lot of influx and a lot of land to offer. So 15 years ago, once again, he purchased a one way ticket, this time to San Antonio where he didn't know a soul. Hindsight 20-20, he chose right.

Now, success doesn't come to just anyone and it certainly doesn't come overnight, especially during market crashes and the like. A major component of Miguel's success is his personable nature and desire to prioritize people. Coming of age in an international hotbed in Lima, combined with the melting pot of



LA, as well as his years of soccer in highschool and college, helped build Miguel an international rolodex of friends and acquaintances. So when American buyers went cold, he was changing lives for families in Mexico by putting them in homes. He even began hosting monthly seminars in Mexico City to educate the successful on home purchasing and owning in the United States where he'd offer business owners the whole package, every piece of the puzzle required to purchase an American home.

Today, Miguel is a top 5 agent in the city and the #1 international agent in South Texas, though he now sells more to American buyers than to the international market.

"You see, I sell luxury at every price point," Miguel said in an interview, "because to every buyer, that new home, that is luxury."

Whether it's a first time buyer or a client in the midst of their real estate journey, Miguel understands the investment, but more importantly, the growth that comes along with these monumental decisions. He wants to see your life improve, and more so, he wants to see it's continuous approval, which is why he's one of the few agents who will reach back out to a client years down the line and say, "you've accrued enough equity to reach the next level, you ready?"



A LAUGH
photography



IN ORDER TO GROW, YOU HAVE TO TRULY HAVE YOUR CLIENTS BEST INTEREST IN MIND. BE YOURSELF, BE ETHICAL, SAVE MONEY AND INVEST IN YOU."

Perhaps it's this approach and philosophy that has also raised the status of those that come from under his tutelage, He currently has former agents of his on the top 25 list, and though they no longer share a building, he's proud to see their trajectory knowing there's something special about being able to "grow together."

"In order to grow, you have to truly have your clients best interest in mind," he advises, "Be yourself, be ethical, save money and invest in you."

Miguel enjoys spending time with his wife and family and is passionate about traveling and broadening his cultural perspective in real estate and life. His commitment to excellence, growth and client success has made him a trusted advisor for those looking to enter the luxury real estate market in San Antonio



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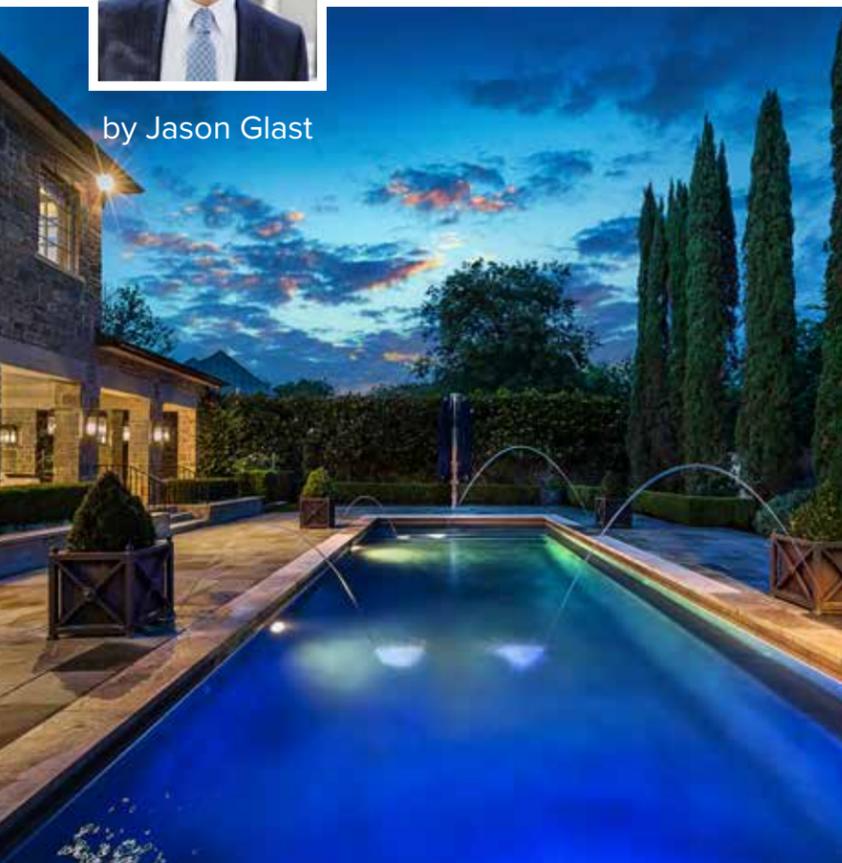
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by Jason Glast



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