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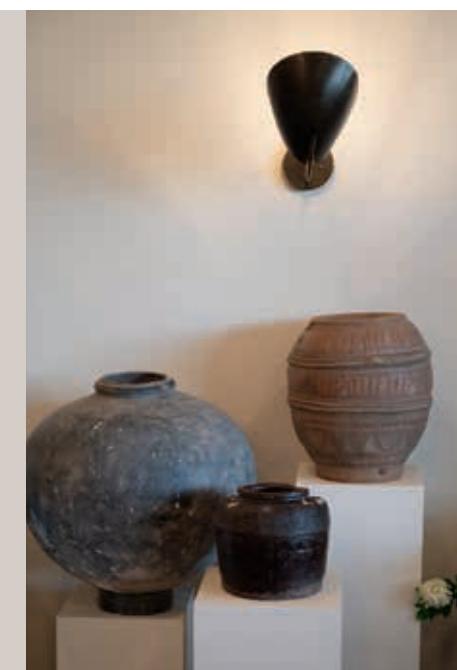
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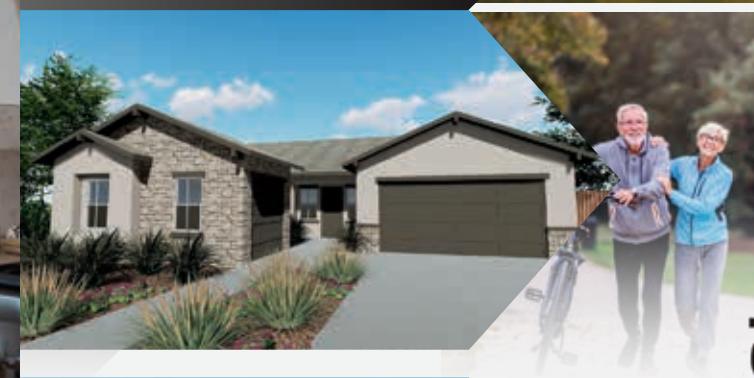
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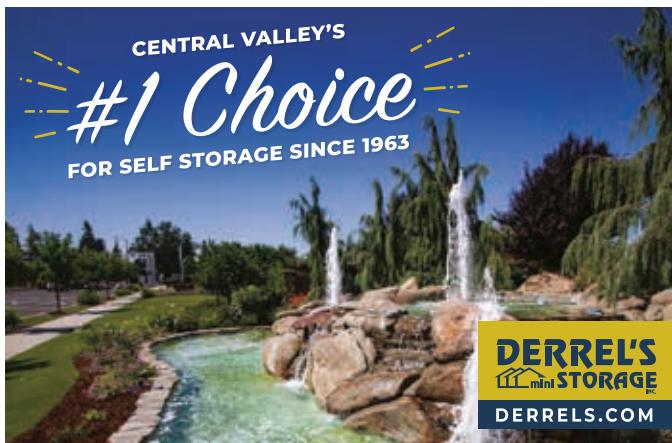


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Turning a “No” into a “Relationship”



BY SHAWN
CARDOZA,
REAL ESTATE
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Let's talk about objections and make this as simple as possible. You know, those moments when a client hits you with a “but...” that makes your stomach do a little flip. “Your commission is too high.” “Zillow says my house is worth more.” “I think I'll just sell it myself.”

If those phrases make you want to run for the hills, take a deep breath. I want you to start thinking about objections not as brick walls, but as secret doorways. They're actually a good thing! A client who objects is an engaged client. They're thinking, they're weighing their options, and they're inviting you to have a real conversation.

So, how do we turn these scary moments into our best opportunities? It's a two-step dance: first, we change our own thinking, and second, we get really, really curious.

Step 1: Get a ‘Rejection’ Superpower
I want to tell you about this guy, Jia Jiang. He wrote an amazing book I've been reading which was recommended by my brother and fitness coach Matt Morgan. In this book Jia explains he was terrified of rejection, so he did a wild thing: for 100 days, he went out and tried to get rejected. He asked a stranger to borrow \$100. He asked for a “burger refill” at a restaurant. It sounds crazy, but he learned something amazing: “no” isn't so bad! And sometimes, if you just ask in the right way, you get a surprising “yes.”

This is your new superpower. When a client objects, they aren't rejecting you. It's not personal. Think of it like a video game. An objection is just a level you need to pass. It's a puzzle, not a punishment. The first step to handling an objection is to just... relax. See it as a sign that the real conversation is just getting started.

Step 2: Stop Talking, Start Asking
Okay, so you're feeling calm. Now what? Your instinct is probably to defend yourself. To jump in with facts and figures and prove your point.

I want you to fight that urge. Instead, I want you to become a detective. Your only job is to figure out what's really going on. In his book *Secrets of Question-Based Selling*, Thomas Freese basically says that your questions are more powerful than any statement you could ever make. Think about it: you can't solve a problem until you know what the real problem is.

When a client gives you an objection, they're handing you a clue. Your job is to follow it with gentle, curious questions.

Your New Playbook for Common Objections
Let's try it out. Here are a few common ones and how you

can handle them like a cool, calm detective.

1. The Commission Question: “Can you do it for less?”
Your gut reaction: “My commission is standard! I'm worth it!” (This feels like a fight, right?)

Try this instead: First, take a breath. Smile. Then, get curious.

You could say: “That's a totally fair question. It's important you feel good about the value you're getting. Help me understand, what are the most important things you're hoping for from the agent you hire?”

See what happened? You didn't argue. You made them the hero of the story. Now they'll tell you what they actually care about—maybe it's getting the highest price, selling fast, or not having to worry about the details. Once you know what that is, you can connect your fee directly to their goal.

2. The Zillow Problem: “But the online estimate is higher!”
Your gut reaction: “Zillow is always wrong!” (This makes

them feel like they did something wrong for looking.)

Try this instead: Team up with them. Make Zillow the starting point of your conversation, not the enemy.

You could say: “I'm so glad you're looking at Zillow! It's a great tool. Think of it like a weather app—it gives you a good general idea. But you and I are the ones standing outside, looking at the actual clouds. Can we look at the three homes that sold nearby that are most like yours? We can see what the algorithm might be missing.” This way, you're not telling them they're wrong. You're inviting them to be a real estate detective right alongside you. It's collaborative and respectful.

3. The DIY Dream: “I'm thinking about selling it myself.”
Your gut reaction: “That's a terrible idea! You're going to lose money!” (This sounds like a lecture.)

Try this instead: Validate their thinking. They're just trying to get the best outcome.

You could say: “I get that. It makes sense to want to save money and

hang onto as much of your equity as you can. I'm curious, what's your game plan for making sure every single potential buyer out there sees your home?”

This question is gentle. It opens the door for you to talk about the power of the MLS, your marketing plan, and your network, without ever making them feel defensive.

Your Simple 4-Step Playbook

No matter what gets thrown at you, just remember these four simple steps:

Pause and Listen. Don't interrupt. Let them get it all out.

Agree with them. Not with the objection, but with the feeling behind it. “I understand why you'd ask that.” “That makes sense.” “I hear you.”

Get Curious. Ask a question. “Tell me more about that.” “What's your biggest concern?” Offer a Solution. Once you know the real issue, you can solve it together. That's it! Objections aren't monsters under the bed. They're just questions in disguise. The more you welcome them, the more you listen, and the more you ask, the more you'll find that the path from “no” to “sold” is shorter than you think.

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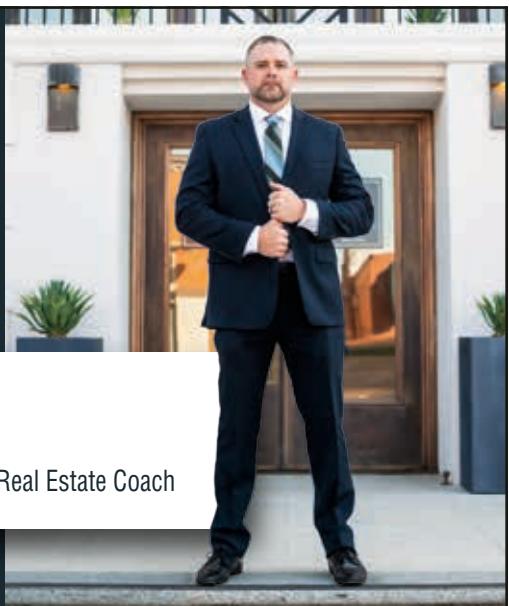
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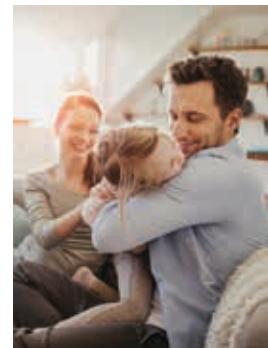
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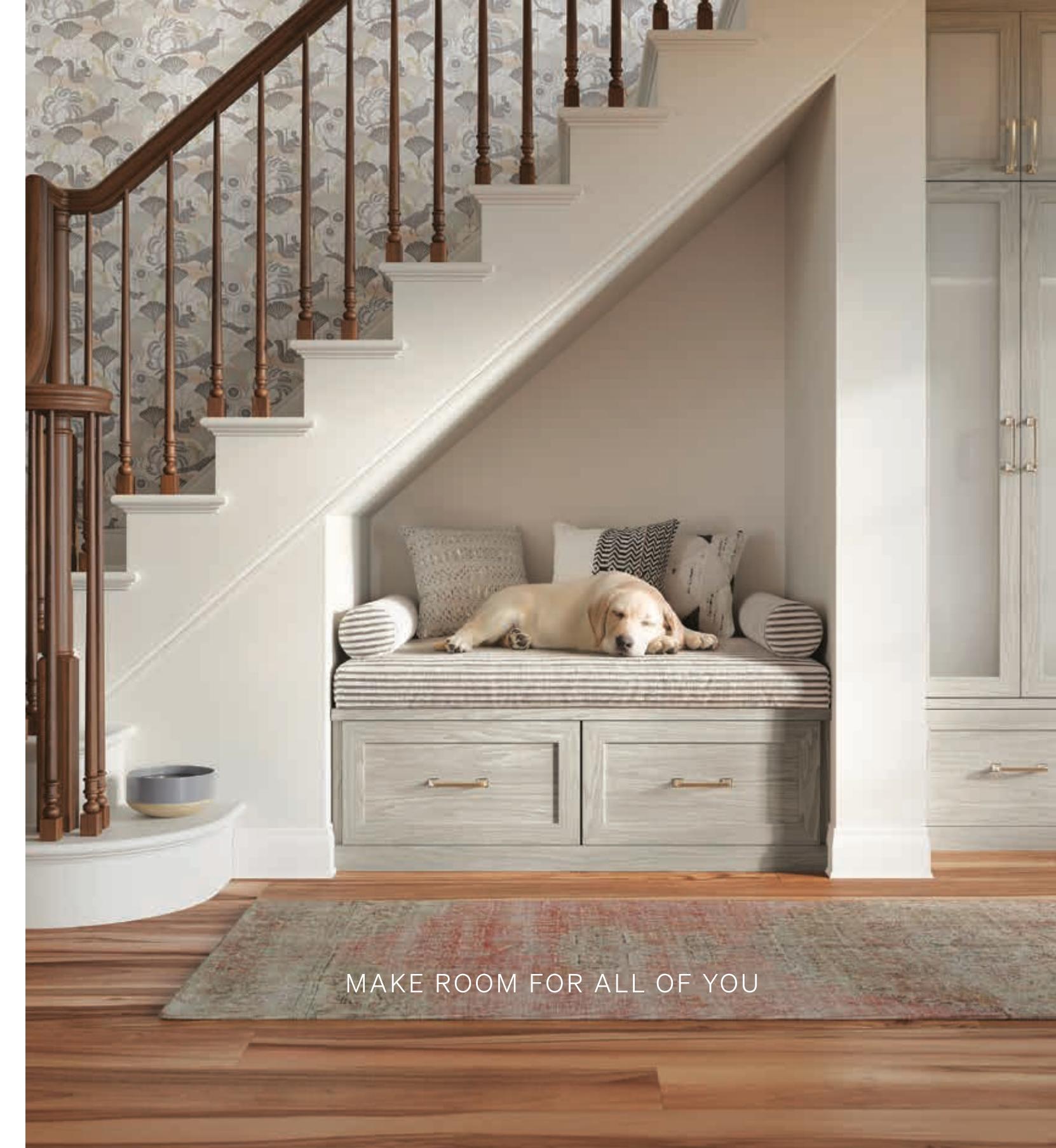
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In the heart of Kingsburg, Amparan Design brings a fresh, approachable take on what it means to live beautifully. Founded by Seth Amparan, the interior design studio and furniture showroom has quickly become one of the Central Valley's most sought-after destinations for those looking to create spaces that feel as timeless as they are livable.

Amparan Design offers a thoughtfully curated collection of high-end furniture and décor, featuring designer brands not found anywhere else locally. The showroom invites visitors to experience the craftsmanship, texture, and beauty of each piece firsthand — all while receiving personalized design guidance from Seth and his team.

What sets Amparan Design apart is its deeply personal approach to design. Seth believes a home should be a reflection of the people who live in it. Whether the aesthetic leans modern, traditional, or a curated blend of styles, his designs are rooted in individuality and intention. Each project balances elegance and comfort, blending form and function to create spaces that feel effortlessly beautiful and uniquely lived-in.

Beyond interiors, Amparan Design has become a local design destination — a place where inspiration, creativity, and community meet. With an eye for detail and a passion for meaningful design, Seth continues to elevate how the Central Valley experiences home — one space, and one story, at a time.

LUKE FISHER

FRESNO MOLD BUSTERS

A HUMAN STORY ABOUT SHOWING UP WHEN IT MATTERS

“Peace of mind you can feel when you tuck your kids in at night.” - Luke Fisher.

PHOTOGRAPHY
BY CHRISTIAN
URENA, OWNER
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Ask Luke Fisher what business he's in and he won't say "mold." He'll say "people." Luke is the owner of Fresno Mold Busters, but titles aren't what define him. What does: a life rerouted, a decision to come home, and a daily practice of telling the truth kindly even when it costs him.

Before Fresno, there was Los Angeles and a thriving craft cocktail chapter that Luke helped build. He loved the pace, the creativity, the chance to make someone's night brighter. Then the world shut down. The pandemic closed doors overnight, including his. Around the same time, life pressed in from two directions: Luke became a father, and his dad was diagnosed with cancer. In the space of a few months, everything felt fragile and very, very real.

"I remember looking at my daughter and thinking, 'What kind of man do I want her to see?'" Luke says. "That question changed my life."

He moved back to the Valley, closer to family and the roots that raised him. A brother's nudge toward air quality work turned into late night research, hard questions, and a leap that only made sense if the mission was bigger than money. "If I can't stand behind something with zero caveats, I won't do it,"



Luke says. "People invite us into their homes. That's sacred."

The work itself is equal parts science and steadiness, but what makes Luke different is the way he leads with vulnerability. He doesn't pretend to have every answer in the first five minutes. He listens. He asks about kids with allergies, an elderly parent's breathing, or that worry that keeps someone up at 2 a.m. He explains what's happening in plain language, and when the solution is simple, he says so. When it's more involved, he maps a path that regular people can actually follow.

"I care more about being honest than being impressive," he says. "Sometimes that means telling someone they don't need us. Sometimes it means slowing down and sitting with their fear until it gets smaller."

Luke frames his work as service quietly, consistently, and without flash. He'll quietly reduce or finance work for a family in a tough spot. He measures success in calmer households and relieved voices, not just invoices. He's proudest of the moments you can't photograph: a teenager who

stops coughing, a new parent who finally sleeps, a homeowner who says, "Thank you. I can breathe."

There's a reason his approach resonates. Luke grew up here. He's a Valley kid turned Valley dad a gardener who geeks out over tomatoes, a martial arts fan who believes discipline is just love with structure, a son who still calls his parents for advice. He credits them for the standard he holds today: do good work, do right by people, and keep showing up.

"I had to unlearn the idea that worth comes from winning," Luke says. "These last few years taught me that worth comes from how you love people when nobody's keeping score."

You see that shift in small human choices. He returns calls quickly because silence breeds stress. He writes reports that normal people can understand because clarity is a kindness. He brings dignity into every conversation, whether the problem is complex or just a stubborn musty smell. And he's the first to remind you: mold is common and manageable; a house isn't a horror story, it's a living thing that sometimes needs care.

If there's a through line in Luke's story, it's this: presence. Being present with his daughter, present with his parents, present with people at their most anxious. The work is technical, yes. But the heart of it is service protecting health, restoring peace, and helping families make decisions they won't second guess later.

"I want my daughter to see a dad who keeps his word," he says. "And I want the families we serve to feel like they had a teammate, not just a technician."

Why this work matters

Behind every inspection is a family. Indoor air touches everything: a toddler's nap, an elderly parent's breathing, a busy mom's allergies, a good night's sleep. Mold and moisture issues are often invisible and that's what makes clarity so powerful. Luke's work turns the unknown into the understood, then into a plan. The result is more than a clean report; it's peace of mind you can feel when you tuck your kids in at night.

Peace of mind looks like:

- Walking into a home that smells like "home," not worry.
- Knowing what's urgent and what's not and why.
- Simple, doable steps to keep air healthy day to day.
- Confidence that your most vulnerable people kids, elders, anyone with sensitivities can breathe easier.



CONTACT
US!

Connect with Luke Fisher, Fresno Mold Busters | 559 999 4852 | fresnomoldbusters.com

In a world that moves fast and shouts loud, Luke Fisher is quiet on purpose. He believes calm is contagious, kindness is practical, and truth spoken gently can turn fear into relief. That's the difference you feel when he walks into a room: not a sales pitch, but a steady presence that says, "You're not alone. We've got a path."



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This season of gratitude, The Ark Direct Primary Care is thankful for the trust of our community. Just as Thanksgiving brings families together around the table, we believe healthcare should bring peace, comfort, and connection—not stress.

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FIRST IMPRESSIONS Happen TWICE



FIRST IMPRESSIONS Happen TWICE

ONLINE AND AT THE FRONT DOOR

BY LUCY SIONG, OWNER OF SIONG MARKETING



In today's real estate market, first impressions aren't just made when a buyer steps onto the property—they begin long before that, often with a single swipe on a phone or click on a laptop. Buyers are forming opinions instantly, both online and in person, and as agents, understanding how to master both moments can make all the difference in closing a deal.

The Online First Impression

According to the National Association of Realtors, nearly all homebuyers begin their search online. This means the very first showing doesn't happen at the property—it happens on a screen. Professional photography, cinematic video tours, and even drone shots aren't "extras" anymore; they're essentials. A listing with poor lighting or cluttered photos can easily get skipped, no matter how perfect the home might be in reality.

Agents can add tremendous value by guiding sellers to invest in high-quality media. Help them see that a small upfront cost in professional photos and video often pays off in higher offers and faster sales. Online curb appeal is now just as important as landscaping or a fresh coat of paint.

The Front Door Impression

Once the buyer decides a home is worth visiting, the second first impression begins: the moment they arrive at the property. Research shows buyers form an emotional reaction within the first few minutes of stepping through the door. That means details like trimmed landscaping, a clean entryway, fresh scents, and natural lighting can have a huge impact on how "at home" they feel.

Encourage sellers to focus on creating a welcoming atmosphere—declutter entryways, add fresh flowers, or even update the front door hardware. These small touches set the tone before buyers explore the rest of the home.

Positioning yourself as the expert who understands both digital and physical first impressions sets you apart. It

shows clients you're not just listing a home—you're strategically marketing it for maximum impact.

At the end of the day, buyers need to fall in love twice: once online and once in person.



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COURTNEY TWISS

**Building a Life
& Business from
the Ground Up**

PHOTOGRAPHED BY TRAVIS BIRCHFIELD
WRITTEN BY DEBORAH MECHELE BENTO IN
PARTNERSHIP WITH COURTNEY TWISS



Born and raised in Yuba City, Courtney Twiss pursued degrees in Marketing and Spanish before launching into a career in finance. She worked as a lending manager for Wells Fargo in Merced, but when it came time to start a family, she knew the lifestyle she wanted: one that allowed her to raise her children while building something of her own.

That decision became the foundation of a career in real estate — one that would be marked by grit, perseverance, and a willingness to reinvent herself.

Courtney and her husband built their life on sacrifice and resilience, even short selling their home during

the recession to keep their construction business afloat. For seven years, they lived in a manufactured home, saving money and staying disciplined. “We approached it as a family, instilling in our three daughters the importance of being a good steward with your money,” Twiss shares. Fourteen years later, she has not only rebuilt but expanded beyond what she once imagined.

In 2012, with her youngest daughter just six weeks old, Courtney launched Twiss Realty out of her husband’s fence yard. What began as a way to balance motherhood and work soon grew into something larger — agents began approaching her, drawn to her vision and work ethic. Though she didn’t realize it at the time, she was becoming a leader.

By 2018, growth was undeniable. The firm expanded, even opening in Oakhurst in 2020 right before COVID reshaped business overnight. Courtney leaned into crisis leadership, adhering to the CDC’s guidelines and embracing a leadership style of “over-communication.” Daily Zoom calls and one-on-one check-ins gave her team a sense of calm and stability. That steady hand carried them forward into their third office, opened in Clovis in 2022.

At their peak, Twiss Realty had 50 agents, with Courtney acting as both Broker and CEO. But she began to feel the strain — tight margins, endless hours, and too little time with her three daughters: Bella, now a Cal Poly sophomore studying Ag Science and a newly licensed Realtor; Livie, a high school sophomore; and June, the youngest, a 13-year-old volleyball player who raises pigs and goats for the county fair.

The Twiss family lives fully in their values: raising cows, chickens, and donkeys, driving tractors and stick-shift trucks, and building traditions rooted in hard work. Yet Courtney also dreamed bigger. With agents now across six states — California, Oregon, Washington, Texas, Georgia, and Ohio — she developed a Luxury and Land & Ranch division, a local production team, and training systems designed to help Brokers, Team Leaders, and high-producing agents “get off the treadmill” and ramp up quickly.

When Courtney connected with respected industry leader Don Yoakum, she didn’t expect the mentorship that followed would reshape her career. Over eight months, Don’s high-caliber background and forward-thinking approach challenged her perspective. “I realized that the mark of a true leader is staying open-minded and curious,” she recalls. Though the idea of change initially felt daunting — “I worried I’d lose my identity. I built everything from the ground

Advice for Agents

"If you get in now, you will kick some major butt later! This is a tough market where hustle and grit are not just recommended, but required. There is a ramp-up period for new agents of about two years. I would recommend six months of reserves for income since it will take a while before you close your first deal, and then another 18 months of strong mentorship.

It is critical that you align with the right company and have someone to help you with training. I tell my agents that I will match their energy — which means if you want to succeed, you have to show up. You have to be self-motivated in this industry, so create some discipline around your schedule and be available, especially in the evenings and weekends. You can make a tremendous income in real estate, but you have to earn it."



up: the marketing, the training" — Courtney leaned into that same resilience that had carried her through every chapter.

In 2023, she made the bold move to merge her brokerage with eXp Realty, recognizing that a cloud-based model was the future of the real estate industry — and she intended to stay ahead of the curve.

Currently, Courtney is working toward certification as a John Maxwell coach and speaker, with the goal of becoming a keynote speaker within the next 12 months. "I firmly believe in the proximity principle — you are most like the top five people



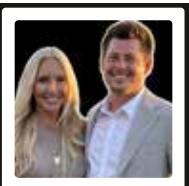
you surround yourself with," she says. "I am very intentional about who I spend time with, both personally and professionally. As a strong woman with an intense entrepreneurial spirit, I can't afford to settle. I consistently seek ways to move the needle forward, whether through financial growth or personal development."

Rather than one defining event or person shaping who she is today, Courtney credits a series of experiences and mentors for propelling her forward. "I often ask myself, 'What room do you want to be in? Who do you most want to be like?' Then, I get into that room, I emulate that person, and then I ask myself, 'What's next?'"

Today, she continues to grow while staying grounded in what matters most: her family, her agents, and the community she has built from scratch. Travel is on the horizon — she has already taken her daughters to Italy and dreams of returning, along with trips to Spain and Central America.

Her biggest accomplishment? Not the offices, the agents, or even the divisions she's launched. For Courtney, it's the journey itself — weathering the recession, rebuilding from the ground up, and proving that with grit, perseverance, and faith, she can rise stronger than before. What began as a small-town brokerage has evolved into a nationwide organization, yet her focus remains the same: to lead with heart, empower others to grow, and build a life defined by purpose, not circumstance.

44223 Balch Park & 16489 Goat Ranch Road



Presented by Quinn Atherton and Matt Thomas
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Heart AND Hustle Hustle



WRITTEN BY
ASHLEY KIVISTO
PHOTOGRAPHED
BY SASHA K FORBE



Caprice Parry's

hands-on home renovation became a grounding force in a season of struggle and growth, further fueling the resilience and drive behind her real estate success.

Caprice Parry is proof that growth can follow heartbreak and that finding a purpose can be a lifeline during life's most difficult moments. For her, taking full control of renovating her home became that purpose after divorcing at a young age. "My home renovation really gave me something to look forward to and to focus on. I wasn't only renovating a home, I was rebuilding myself," she recalls. Managing every design choice, covering the costs, and communicating with all the contractors on her own was a challenge, but it also opened her eyes to new possibilities. "It showed me that even in seasons of loss, you can rebuild and grow into an even stronger version of yourself," she says.

Having loved interior design for most of her life, Caprice was ready to take on the challenge of creating her new home from the ground up. She explains, "I love interior design. For me, design isn't just about furniture

or decor, it's about creating spaces that tell a story, bring a sense of peace, and genuinely feel like you."

Growing up in a large blended family with many siblings and step-siblings, Caprice always admired her parents and credits them for shaping who she is today. "My parents instilled in me the values of hard work, resilience, and integrity, lessons I carry into every part of my business and life," she explains. Her father's dedication taught her grit and determination, while her mother's compassion and selflessness taught her to lead with heart. "My mom has the biggest heart of anyone I've ever met," she explains. "She's the reason I approach life and my work with kindness and care because that's what she's always done."

After college and a stint working as Company Manager for her father's sales business, Caprice followed a friend's advice and earned her real estate

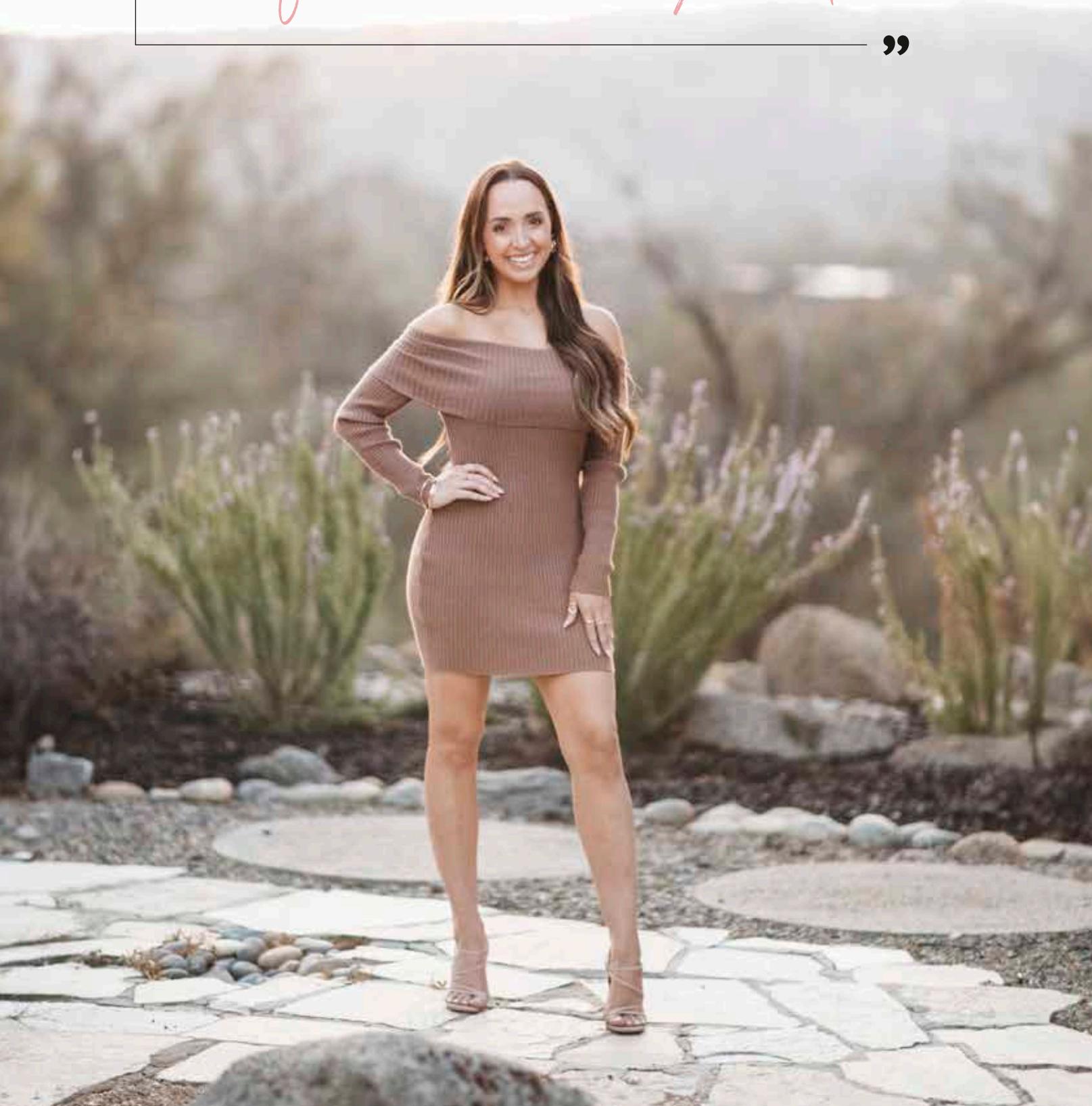
“

I love my mountain community and have a deep appreciation for the outdoors and nature.

Adventuring, exploring, and the mountains

will forever have my heart.

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license, joining Iron Key Real Estate from the start. Iron Key proved to be the perfect place for her to gain her footing in the industry, surrounded by exceptional mentors who were eager to guide her. “Brandon and Maurice Gonzalez really took me under their wing,” she says. After five years with Iron Key, Caprice continues to thrive and grow each year. In 2020, she was named a Rising Star, and in 2021, 2022, 2023, and 2024, she earned recognition as a Top Producer. Most recently, in 2025, *Central Valley Real Producers Magazine* honored her with the Rise & Grind Award. This year is shaping up to be her best yet, and she’s well on track to reach the goals she set at the start of the year.

Caprice credits much of her success to her service-oriented mindset. Rather than focusing on the bottom line, she prioritizes being there for her clients in whatever way they need. “I make sure my clients always feel seen, heard, and supported, while fiercely advocating for their best interests,” she asserts. Real estate has been a gift for Caprice, though not without its challenges. “This career constantly requires patience, adaptability, and true grit. It has tested me, refined me, and given me the confidence to know I can handle whatever comes my way,” she says.

Before deciding to pursue a career in real estate, Caprice purchased, renovated, and designed a travel trailer that she rented out on Airbnb near Yosemite. Impressively, the trailer paid for itself after just three months of rentals. Today, alongside her work at Iron Key, she also flips properties. She has completed three so far and hopes to continue doing several each year. Caprice’s boyfriend, Alex Munoz, quickly found himself drawn into her world of real estate. He loves hearing about her latest deals, exploring homes with her, and has even started his own flipping ventures alongside her. Nearly two years later, the couple couldn’t be happier. “He’s my number one fan, biggest supporter, and constant source of encouragement. He’s beyond incredible and the kind of person who reminds you how powerful love and support can be, and how deeply they can impact someone,” Caprice says.

In her spare time, Caprice continues to nurture her love for art and creativity. While interior design remains a favorite outlet, she also has a deep passion for painting, drawing, crafting, and just about any DIY project at home - if it involves creating, styling, or transforming a space, she’s all in. “Home is my hobby,” she likes to say. Outside of her creative pursuits, she loves nature and the mountains, proudly calling Coarsegold home for nearly a decade,

where she enjoys the peaceful life on her five-acre property. “I love my mountain community and have a deep appreciation for the outdoors and nature. Adventuring, exploring, and the mountains will forever have my heart,” Caprice says.

She also enjoys staging her own listings, where she gets to breathe life and beauty into every space she touches - a service she hopes to expand in the future, along with becoming an interior design consultant, furthering her passion for design and offering a more personalized, in-depth service beyond just selling or staging homes. Caprice enjoys spending time with her friends, family, her 7-pound Yorkie, Dozie, and her cat, Halo. She proudly sponsors The Bulldog Blitz, Fresno State University’s professional skydiving team that performs at football games. The team parachutes into the stadium before kickoff, carrying the American flag or local business flags, and has become a fan favorite.

At the end of the day, Caprice wants people to know that even in the hardest seasons, the light never fades and that you can create, become, and do anything you set your heart on. “Keep pushing through the self-doubt, keep showing up, believe in yourself, and watch the magic unfold.”



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