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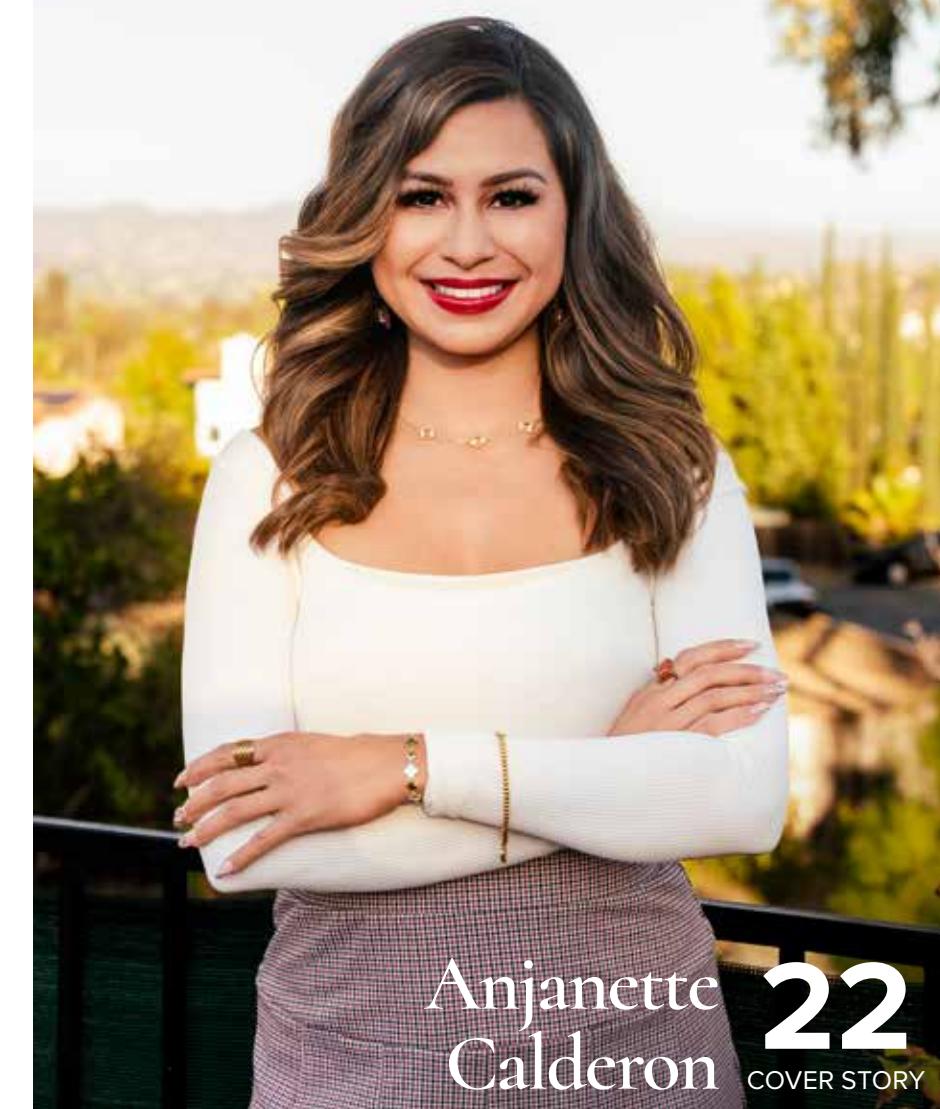


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WCR Installation

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## Season's Greetings!

Greetings!

As the year draws to a close, December invites us to pause, reflect, and celebrate all that we've accomplished—both personally and professionally. It's a time to appreciate our clients, colleagues, and community for another year of growth and resilience in the real estate industry. This month our preferred partner spotlight is on Color Home Staging. Color lives up to its name, with designs that standout. Owner Sonny Zizzo, a former hairstylist who is also a real estate agent, knows how to style rooms to make them pop and sell! Staged homes are said to sell for up to 20% more, and faster according to studies, who doesn't want that!

Our Rising Star this month is Jenny Adib. Jenny came to real estate after a navy career, and she is definitely serving her clients just as she served her country, giving her all! She was nominated to us by our July cover agent, Adrian Quijano who himself was a Rising Star in one of our first issues. I'm sure we will be seeing Jenny on the cover in the future as well! Our cover agent this month is Ms. Southbay- Anjanette Calderon! Anjanette is a consummate professional who guides clients not just in a home purchase, but also their new community through posts and reels she does on local events, restaurants and places of interest. We definitely had some fun with our holiday photo shoot; thank you Anjanette!

Lastly, a big thank you to my husband, Eric Ginder, for helping to set up the Women's Council Installation and our magazine holiday photo shoot!

This month's issue highlights the spirit of the season—stories of generosity, market insights to help you finish the year strong, and a look ahead at what's to come in the new year. Whether you're closing final deals or simply taking time to recharge, we hope these pages inspire you to end the year on a high note.

From all of us at *Metro South San Diego Real Producers*, we wish you a joyful holiday season and a prosperous New Year!

Cheers!



**Cathy Ginder**  
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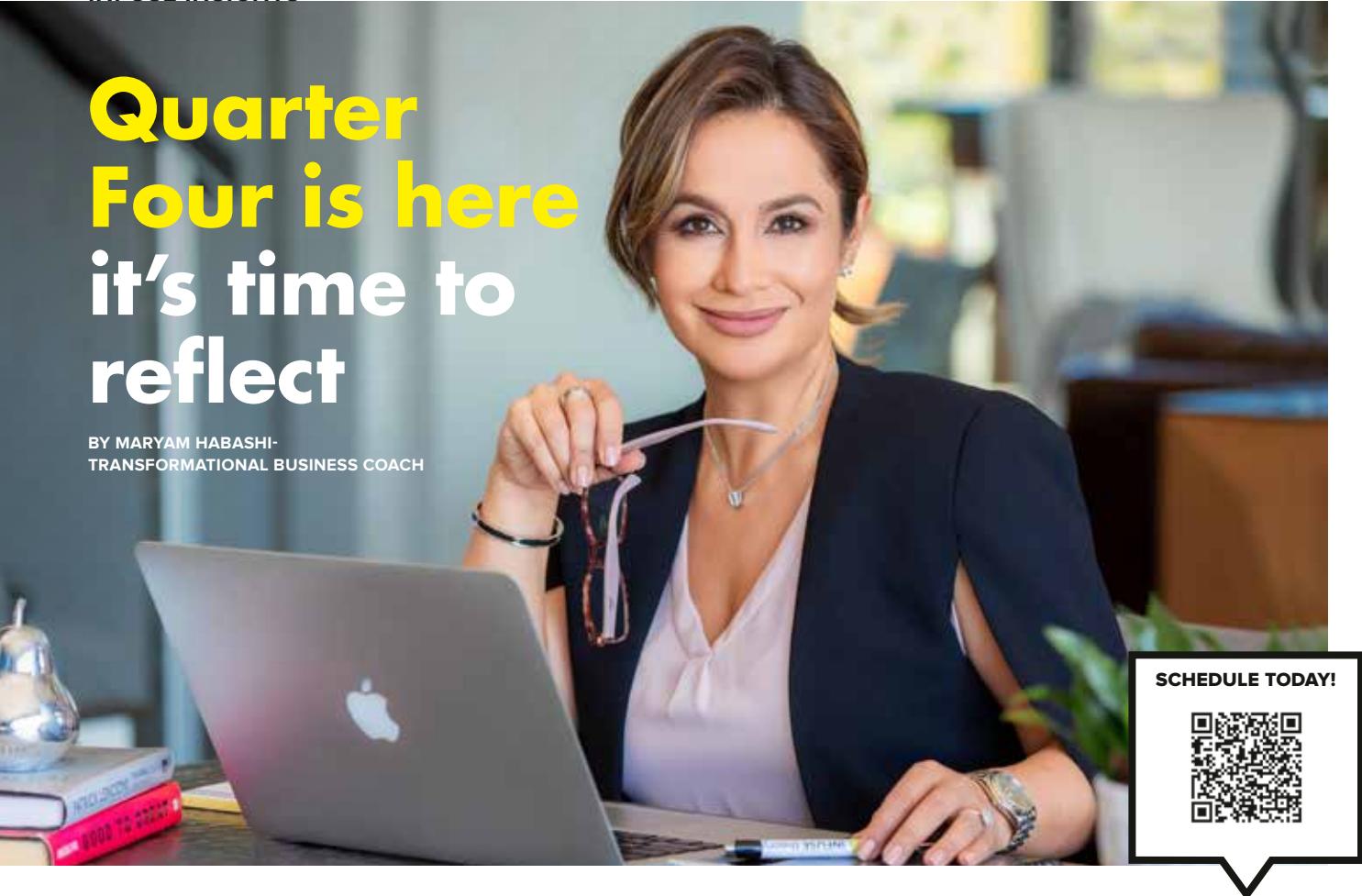


**LINKED**  
**PREVIEW**

VETERAN OWNED BUSINESS

# Quarter Four is here it's time to reflect

BY MARYAM HABASHI-  
TRANSFORMATIONAL BUSINESS COACH



Quarter Four is here — it's time to reflect.

Are you where you want to be?  
Did you grow your business and your mindset this year?  
Did you consistently generate qualified leads and turn them into loyal clients?

Did you build leaders, not just followers, within your team?

Did you improve communication and accountability across your organization?  
Did your income and impact grow month after month?

Did you invest in your own development as much as you did in your business?

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# Jenny Adib

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PHOTOS BY LAUREN FINCH

***What did you do before you became a realtor?***

I served in the United States Navy for 8 ½ years! I was a Logistic Specialist. In other terms Supply Chain Management, I managed the ships financial budget, hazardous materials, inventory, and tracking and ordering specials parts to make the ship operate safely across the ocean. Basically, shop for a living!

***What are you passionate about right now in your business?***

Veterans!! I love working with people like me and helping people use their amazing benefit, the VA Loan! There are so many loopholes with the VA Loan that can help a veteran out financially with 0% downpayment. I have saved my clients tons of money and improving credit scores!

***What has been the most rewarding part of your business?***

The most rewarding part is when clients never thought homeownership would be for them or that you needed to have a lot of money saved. I can see my client's happiness and gratitude at making dreams come true. I also work with Spanish speaking clients and what warms my heart is when I help another Latino Family out. Most come to this country with a dream and when I make the dream come true, it truly fills me up. Because the family that made me is like the families that I can now help!

***What was your biggest challenge as a realtor?***

Work life balance. I have come to terms that in order for you to get what you want out of life there will be sacrifices.

Before deciding whether to continue my career in the military or get out and be a civilian, I had to choose my hard. It was going to be hard staying in the military leaving my daughter behind or to start over with a new career while being a mom and wife. I am learning that it may not be a balance, but I can now afford to hire help and continue to grow and scale my business!

***What's your favorite part of being a realtor?***

Other than making dreams come true for other fellow veterans or my Latino community, Networking. Meeting many people in real estate that have different backgrounds or in different careers all come together for one goal. Building Wealth. I come from humble beginnings and being in this environment lets me know that anything is possible. If you would have told me that I would double my income in the first year of being a civilian again, I wouldn't have believed you. It's not just about how much money I can make, but how the work you put in is going to reflect in your income.

***Define Success***

Happiness and being the best role model to my daughter! Take away the money, cars, homes all of that. If you are not happy in your own life outside of work or love what you do, your unhappiness will pour into other areas of your life. Life can throw its challenges and it's not going to always be rainbows and sunshine. However, remain positive, keep your faith and be proactive. Success to me is truly loving what you do, loving on your people and having peace. This is what I want my daughter to see. You can have

anything in this life, you just have to believe it, achieve it and love what you do! I want to be the woman my daughter looks up to that helps motivate her to do anything she wants in this life because her mama did it!

***What are your hobbies and interests outside of Real Estate?***

Outside of business you can catch me having a good beach day with my rom com novels or going on walk, getting fresh air and having mind clarity.

Outside of business I like to be at the beach, let my brain shut off and not think about work and just enjoy nature.

***Tell us about your family***

I come from a Guatemalan family who came to America with a dream. They instilled hard work and passion! They showed me that anything was possible, coming to a country really young and not knowing any English but still making it happen. It rubbed off on me and now I have my own family, my husband, my daughter and our fur baby! My husband has been my support system since getting out of the military and being in real estate. When I first started, it was working 7 days a week, it wasn't something we were used to, but he created space for me to focus on business. My daughter is going to be 5 in November; she keeps us busy. So, when I'm not selling homes, I'm with my family enjoying Sunny San Diego.

***Are there any charities or organizations that you support?***

I support the Humane Society and Foundation for Women Warriors. Dogs in shelters or being abused just breaks my heart. Dogs don't have options to pick their human and for their human to mistreat them is just unfortunate. My dog is the most loving loyal companion anyone can have. I couldn't imagine just giving him away. I am a Woman and a Veteran, adjusting to the civilian life can be hard. This foundation helps women with careers, childcare and shelter, it's a community to uplift my sisters in arms!

***Given your status and expertise, what is some advice you would give an up-and-coming agent?***



Get a good mentor. Find a mentor that needs help, pay them with your time and they will pour into you and your business. Also be very disciplined with your time, money and who you surround yourself with. Also don't indulge into eating bad eating habits!

***In closing, is there anything else you would like to include in the article?***

I want to thank God for every blessing he has provided me. I have strong faith in myself but stronger faith in God, without him none of this would be possible. Every person that made an impact in my life whether it was military or business I would like to thank. A Huge Shout Out to: Rena Wright, Chad Santos, Kevan Hunter, Jehdiah Hightower, Marshall Ford, Alexis Gonzales Bitting, Lisa Santos, Adrian Quijano, Brenda Herrera, the Grijalva Family (my parents and siblings) and of course my husband and my beautiful daughter Naliyah. These people have either truly supported me or have shaped me into what I am today. I can't ever repay you enough!

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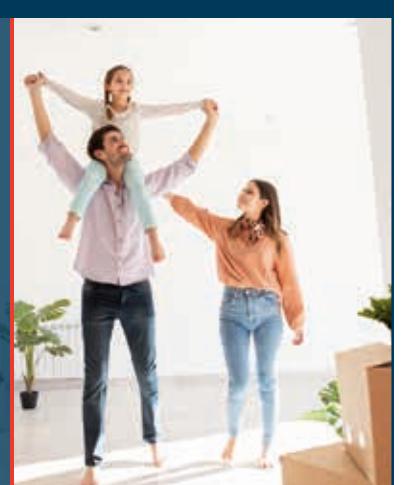
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# From Chair to Canvas

How a career behind the salon chair inspired **Sonny Zizzo's new calling in design**

PHOTOS BY LAUREN FINCH  
BY JOSEPH COTTE



**S**onny Zizzo has never been afraid to start over. He's opened four successful salons, a barber shop, and then pivoted into an overnight real estate success (this isn't his first feature in Real Producers). Now he's the owner of COLOR Home Staging, a new career that is more of a calling, a calling that found him as opposed to the other way around.

"I was a hairdresser for 25 years," Sonny says. "Every time I would open a new salon, each one was very different, and I'd think, 'Man, I would love to do this as a job—just design great spaces.'" After the loss of his brother, Sonny felt it was time to move in a new direction. He earned his real estate license and joined a large team. A year later, a listing that wouldn't sell gave him his next nudge.

"The house had been on the market for six weeks, empty," he remembers. "I thought, 'I'm gonna use my own money to stage this house.' I spent \$3,300, did it myself, and at my next open house, 18 people came through, and we had six offers. That's when I knew there was a business here."

He laughs when he recalls how people once talked him out of the idea. "When people tell me no, I'm more like, yes. Tell me I can't do it—that just motivates me."

Within months, Sonny's fellow agents began hiring him. "I was on a team of about 80 agents, and people just started using me," he says. "After 25 years of using my hands and creating, I realized how much I missed that part of myself."

And so, a one-off, self-funded experiment became COLOR Home Staging—a boutique, one-man operation built on passion and vision. "I don't want this to be a huge business," he says. "I'd rather it stays small and unique, where people come to me and my wife (his only partner in the new venture) because they want their house to stand out. I want to be part of their team."

That team-oriented spirit comes naturally. Years of standing behind the chair taught him how to listen, connect, and translate a client's vision into something beautiful. "After 25 years behind the chair, you do become a master at talking to people," he says. "All I have to do is be myself and be authentic."

Staging, for Sonny, is just another form of that same artistry. "I love walking into an empty space and seeing the end result," he says. "That's why it's called COLOR—because you walk into an empty page, and you get to color it, to bring it alive."



**“**  
Use me once, and  
you'll never use  
another stager.”



Now, with 11 houses staged and a 1,000-square-foot warehouse full of carefully chosen pieces, he's altering logistics as he goes. "I've never done this before," he admits. "I'm just making it up as I go. But I'm determined, and I'm not afraid of hard work." What sets his work apart is intention. "When I go into a house, I want it to look lived in, not staged," he says. "I design each space based on the property—mid-century, Spanish, whatever it is. I don't just throw any furniture in. I have to walk the space, feel it. When buyers walk in, I want them to connect emotionally, to feel like, 'This could be home.'"

That empathy—understanding how people experience a space—comes from both sides of his résumé. "Because I've been a realtor, I get it," he says. "I know what agents are dealing with. And I don't see this as just a job; I'm part of helping someone buy their dream home."

Sonny says he isn't chasing scale so much as satisfaction. "I've had a great career that I loved," he says. "Now I want something that feels personal."

Part of that personal vision includes his wife, Nicholle. "We did hair together forever,"

he says. "When she helps me on jobs, that's when it feels like COLOR is complete. We just work really well together."

Outside work, their life is simple and centered. They share a two-year-old son and a fifteen-year-old daughter, love camping and bike rides, and recently instituted an every-other-Tuesday date night. "It might just be dinner, Target, and Costco," Sonny laughs, "but it's our time. We're not chasing the baby everywhere."

He's proud of how far he's come—and how much there's still to learn. "To start a new business and just go for it—yeah, it's scary," he says. "But I believe in my ability to make it happen. Use me once, and you'll never use another stager."

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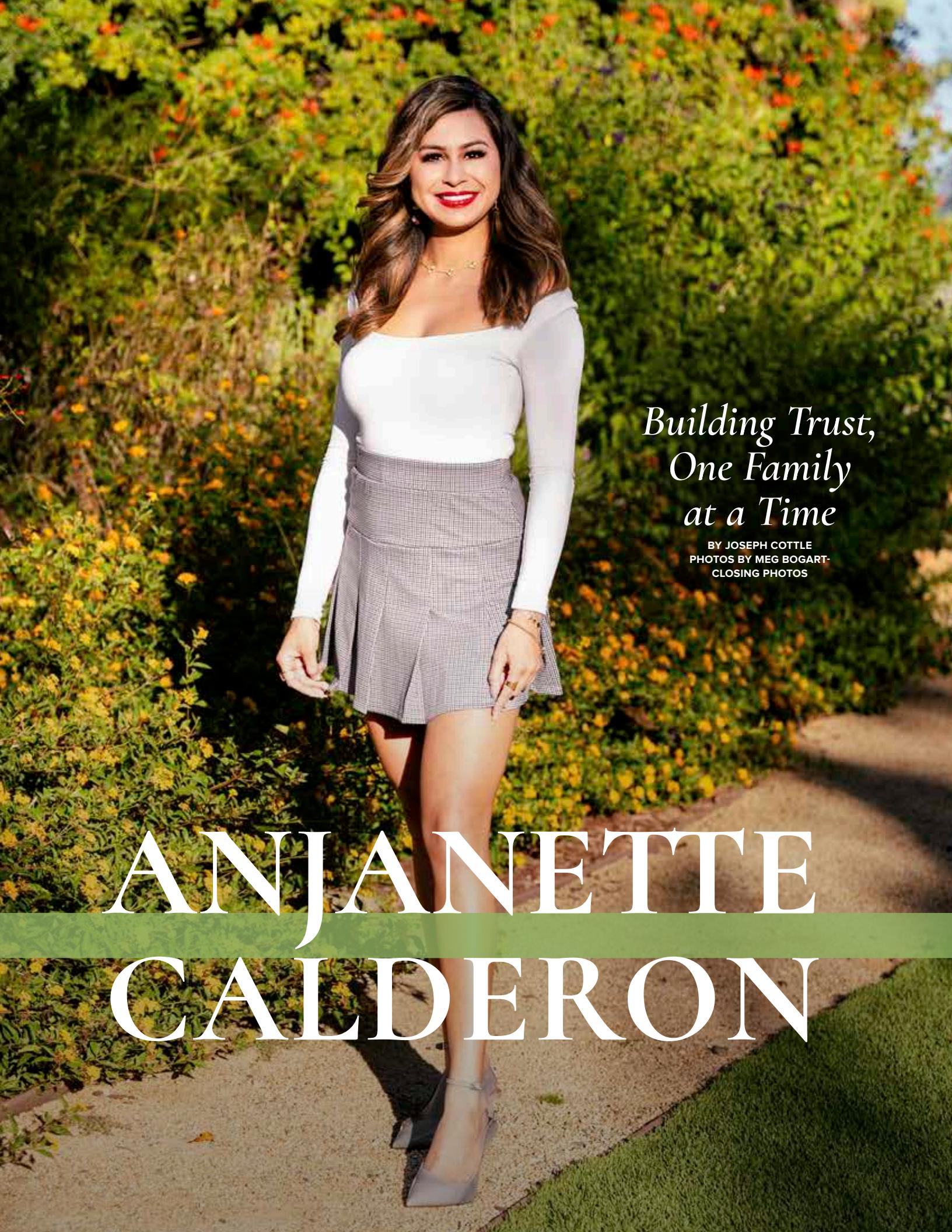
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# ANJANETTE CALDERON

*Building Trust,  
One Family  
at a Time*

BY JOSEPH COTTLE  
PHOTOS BY MEG BOGART-  
CLOSING PHOTOS

**M**ost people in South Bay, San Diego, know her simply as *Ms. South Bay*. That's how Anjanette Calderon introduces herself online, and that's how most of her clients find her. "People don't even know my real name," Anjanette laughs. The nickname has become more than a social-media handle—it's a personal brand that perfectly captures who she is: rooted, recognizable, and relentlessly local.

Born and raised in South Bay, Anjanette grew up surrounded by the same neighborhoods, schools, and families that she now serves as an agent. That familiarity became the foundation of her business. "A lot of my clients are families who have worked with me in the past," she says. "They're people I went to school with, or their parents, or their kids. I've been able to really build a name in my local community, and a lot of my clients come from that trust."

It wasn't an easy path to get there. In fact, real estate wasn't even the plan. After being denied three times when trying to transfer to San Diego State University, Anjanette decided to pivot. "I turned my rejection into redirection," she says. She found a job as an assistant for a real estate broker and attorney, eventually becoming a transaction coordinator. "I would see the type of checks he was writing," she admits with a laugh, "and I realized real estate could be a good career."



But the motivation ran deeper than money. When the housing market crashed, Anjanette's parents sold their home and had a painful experience with their agent. "They were left high and dry," she remembers. "Seeing my parents stressed out and frustrated made me want to be the kind of agent who puts in the work for families. I wanted to be that good agent—the one who cares."

That conviction shaped how she built her career from day one. After saving enough to cover six months of expenses, she quit her

full-time job and went all in. "I was working every day—trainings, role-plays, open houses every weekend for eight months straight," she says. "No days off. No paid leads. You just have to go get it."

Eight years later, that grind paid off. Her business is now mostly listings, and her clients come almost entirely from referrals. "I love my buyers, but I work more with sellers now," she says. "It's been a full circle moment, seeing those families come back to me for their second or third home."

Along the way, she built a distinctive online presence that set her apart long before social media was standard practice in real estate. "When I started going online in 2017, no one else was really doing it," she says. "Now I tell new agents all the time—if you're not online, your business doesn't exist. People are checking reviews and credibility before they ever call you. Your profile is your resume."

Her newest passion project brings all of that together: a YouTube series where she interviews San Diego



entrepreneurs about their journeys. "We talk about how they made it, how they left their nine-to-five, and what lessons they learned along the way," Anjanette explains. "It's great exposure and a way to network with other business owners in my community."

Outside of work, Anjanette stays grounded through fitness and simple joys. "I lift weights five or six times a week," she says. "I love roller skating along Mission Beach or Coronado—it's freeing and helps me stay present. It's how I clear my head." When she's not in motion, she's likely at home with her cat, Shadow. "He's literally my everything," she says, laughing.

**“I WANTED TO BE THAT GOOD AGENT—THE ONE WHO CARES.”**

Anjanette's story is one of discipline, heart, and hometown pride. She built her business the hard way—door by door, open house by open house—and earned the trust of the people who watched her grow up. "I've always been passionate about helping people," she says. "For me, real estate isn't about a quick paycheck. It's about doing right by the families who put their trust in me."

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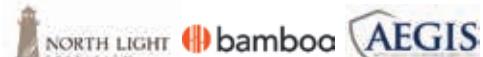
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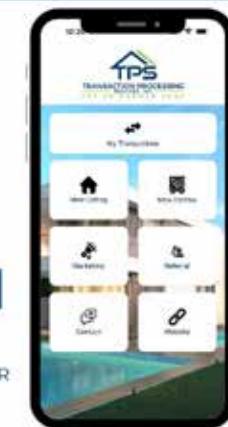


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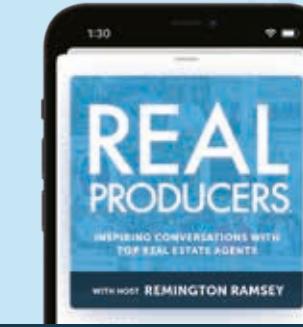
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