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54 Yassi Jazayeri
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PUBLISHER'S NOTE

Welcome to the February issue of *Seattle Real Producers*! We are excited to bring you another amazing issue and shed light on the best and brightest in real estate. Honestly it feels surreal to say that we're already in the second month of a new year. 2024 was by no means an easy year. While it might not have yielded the results that many of those in real estate had hoped for, our group of Real Producers managed to find incredible success. The top 500 agents in King and Snohomish county produced over 21 Billion in volume and over 15,000 transactions. Those are staggering numbers considering the market conditions. Which leads us to ask the big question, what qualifies as success? How

does each individual broker look back on 2024 and evaluate their year? We ask brokers that on a weekly basis and there is no right answer, but what is important to the individual or the team. In 2025 we will continue to highlight those who have earned it through hard work, nomination and those who positively impact those around them. Here at Seattle RP there is a criteria for becoming a "Real Producer", but when it comes to who is featured and when, that part comes from nomination from fellow brokers and real estate professionals. If there is a broker that you respect, gives back to the community, leads by example or has an incredible story, let us know! The more people who have their story shared, the more inspiration we can

share and the stronger community we can build together. This month is no different as we take a look at some amazing people who are paving the way in real estate. Keep an eye out for some impactful events coming in 2025 as we'll continue to bring our community together for collaboration and value. Lastly, make sure to check out our *Preferred Partners* page. Our hard working group of partners are the reason we are able to print this magazine every month and put on top tier events. Keep an eye out for the next event invite and we'll see you there!

Warm Regards,
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Building Trust Through COMMUNITY

Lynn Crane's Unique Story of Neighborhood Success

When it comes to real estate, few agents can say they've managed three simultaneous listings on the same street—let alone in their own neighborhood. For Lynn Crane, a seasoned real estate professional and long-time resident of the Issaquah Highlands, this summer brought an extraordinary opportunity. With three luxury listings on Harrison Street, she not only

showcased her market expertise but also strengthened her deep community connections.


Timing and Opportunity

"It was very unique timing to have three luxury listings all on the same street at the same time," says Lynn. "Certainly



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convenient for me, as I also live on the same street.” For Lynn, the timing wasn’t entirely coincidental. These families—neighbors she’d been in touch with for years—decided summer 2024 was their time to sell. With her intimate understanding of the market and personal ties to the community, Lynn turned this serendipitous moment into a strategic opportunity.

By marketing all three homes together, she was able to emphasize their unique qualities while ensuring they didn’t compete directly. “Each home was going to appeal to different

buyers,” Lynn explains. “It was a great opportunity to showcase them collectively while tailoring my approach to highlight their individual strengths.”

Building a Local Presence

Lynn’s success isn’t just about timing—it’s about years of dedication to her community. Having lived in the Harrison community for seven years and in the Issaquah Highlands for over 20, she’s deeply rooted in the area. “Most of my real

estate transactions happen within this neighborhood,” she shares. “I pride myself on being the Highlands expert and have grown my business very organically by building my referral network right here.”

Her strategy combines organic relationships with targeted farming. From attending community events to staying active on social media, Lynn ensures she’s always visible and available as a resource. “I want the entire community to know that I am their go-to resource for real estate questions along with anything home-related,” she says.

Creative Marketing for Distinctive Homes

Representing three homes on the same street posed a unique challenge: How do you ensure each listing stands out? For Lynn, the solution lay in creative marketing and memorable events.

“One home was very modern with a pool, another was a beautifully-designed Stuart Silk Craftsman, and the third was a custom home on a greenbelt,” Lynn describes. She hosted street parties with taco trucks and coordinated multi-home open houses, allowing potential buyers to tour all three properties in one visit. “I partnered with agents in my office to ensure each





listing received full attention, and I could personally connect with buyers at all three locations,” she adds.

These events not only showcased the homes but also attracted neighbors and future sellers. “Every open house is an opportunity to invite neighbors,” Lynn notes. “It’s also a chance to inspire future sellers by letting them visualize their own home being listed.”

Navigating Challenges

Managing multiple listings in one area could seem daunting, but Lynn saw it as an advantage. “The benefits outweighed any challenges,” she says. “Multiple homes on a street can actually aid in the selling process by giving buyers options and helping them see value.” She highlights the Harrison community’s diverse architectural styles and stunning views as key selling points that appealed to buyers.

Advice for Agents

For agents looking to replicate her success, Lynn offers this advice: “Get involved! Be present and active in the neighborhoods you wish to farm. Stay top of mind and be a resource for everything home-related.” By building relationships and maintaining visibility, agents can position themselves as trusted experts in their communities.

A Joyful Opportunity

For Lynn, hosting these listings wasn’t just work—it was a joy. “I absolutely love hosting parties,” she says. “It gives me a chance to showcase my beautiful listings and connect with neighbors. Every listing is an opportunity to get hired by your next seller.”



Lynn’s story exemplifies how dedication to community, strategic marketing, and a personal touch can turn a unique scenario into a career highlight. Her approach is a testament to the power of local expertise and building genuine relationships in real estate.



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BEGINNING AGAIN

with HUMBLE DESIGN

SUBMITTED BY SEATTLE CHAIR OF HUMBLE DESIGN, LADEANA HUYLER

Imagine being working parents and due to an illness, job loss, or injury, losing hours at work and not being able to make rent. Not only do you lose your home, you lose all your belongings, without the funds to put items into storage. It happens daily in the Seattle area and these homeless families are invisible to many of us. Homelessness continues to grow in Seattle due to rising housing costs, and the pandemic exacerbated already overloaded social services and limited affordable housing.

After living in shelters and working with a social worker, families work hard to secure housing and move into a space with no beds to sleep on, no table to sit at, and no cookware with which to prepare meals. With little extra money and maybe only a bus pass for transportation, moving donated furniture is difficult or impossible. In 2009, Treger Strasberg recognized this service gap and founded Humble Design, a nonprofit that is now in five cities, including Seattle.

From Empty Houses to Welcoming Homes

Humble Design serves individuals and families emerging from homelessness – including many single moms and



veterans – by transforming empty houses into welcoming homes using donated furniture and recycled household goods. Since 2009 we've created more than 3,000 humble homes for more than 8,000 individuals from 9

million pounds of donated and recycled furnishings. We take recycling and financial responsibility seriously. In 2022, of every dollar donated, .86 cents went to our program and we have a 4-star rating on Charity Navigator.



Putting Together Humble Homes and a Day of Joy

Humble Design partners with local social services and domestic abuse organizations to identify families who can best benefit from our services. Families we serve have recently moved into a home they have worked hard to secure. Once our social services partner makes a referral, our team meets with the family to assess their needs and preferences and measure the rooms.

Next, our staff and volunteers source items from our warehouse of donated and recycled furnishings – selecting furniture, kitchenware, toys, bedding, and décor. Everything is packed into a truck by staff and volunteers. Next, we host a Day of Joy to move furnishings in and put together a humble home in a single day!

A Day of Joy is hosted by a team of 5 to 10 volunteers sponsored by a generous donor and is the ultimate teambuilding, heartwarming experience for you and your colleagues, family, and friends. It is how I became involved in





Humble Design as a volunteer and later as Chair for Seattle's Board.

When we welcome the family back into their humble home, lives are changed – children will sleep peacefully in their beds and families can cook and gather around a table. Joy is experienced by all involved.

Creating Hope

Humble Design does more than provide beds and home furnishings – we set families on a course toward a hopeful future. When a family has a good night's sleep, they feel restored and rested for work and school, and they have a sense of dignity and pride. They share with us that this helps them strive to improve their lives and keep their new homes.

Nationwide HUD statistics show up to 50% of those who get housed each year return to homelessness within the year. Our follow-up data shows more than 96% of those who receive our services are still housed one year later. What we do is unique and stops the revolving door of homelessness.



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- Wayfair
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- Zulily

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To learn more, go to www.humbledesign.org/seattle.
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 To view the Seattle impact report, go to www.humbledesign.org/seattle-2022-impact-report.
 To learn more about the Day of Joy, go to www.humbledesign.org/seattle-sponsored-day-of-joy.

Donate and Reserve a 2025 Day of Joy

We hope you are inspired and will consider a donation. Humble Design Seattle needs financial support to sustain our services in Seattle – funds are required for staffing, transportation, and warehouse costs. Your generosity will allow us to keep individuals, families, and

veterans in King County in their homes and on a path toward long-term stability.

Please consider sponsoring a 2025 Day of Joy or a series, or donating at the level that is meaningful for you. If your organization provides grants, we'd be honored to be considered. I hope we get to meet at a Day of Joy soon!



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Caring Transitions

OF MILL CREEK, EVERETT, AND SNOHOMISH

Personal Service to Ease Life's Transitions

WRITTEN BY DAVE DANIELSON

In life's most challenging moments, having someone to lean on makes all the difference. For families navigating the complexities of estate sales, downsizing, or relocation, Caring Transitions of Mill Creek, Everett, and Snohomish is that supportive hand. At the heart of this business is Christine Visser, President and Owner, who has made it her mission to provide a white-glove service during some of life's most stressful situations.

Christine has owned and operated the Caring Transitions franchise serving Mill Creek, Everett, and Snohomish counties for nearly four years. The nationwide franchise, established in 2006, offers an all-inclusive service to assist individuals and families in transitioning to a new home, handling estate liquidations, and managing the process from start to finish. Christine's personal connection to this work and her rich professional background make her a perfect fit for this line of business. "I was drawn to Caring Transitions because of my own experience," Christine explains. "When I was 19, I lost my dad, and I was his executor. My father was a hoarder, and it took me six months to liquidate his home completely. That experience opened my eyes to the emotional and logistical challenges of handling someone's estate, especially when emotions are high, and memories are deeply embedded in every item."

Christine's background in merchandising and procurement—working with major retailers like



Costco—gave her the sharp eye needed to assess the value of items within a home. She's able to balance the emotional weight of possessions with their practical, monetary value, making her a trusted advisor in what can often

be an overwhelming situation. "I can go into a home and quickly assess where the real value is. Whether we're working on liquidating items or preparing the home for sale, we offer an individualized, caring approach," she says.



White-Glove Service with a Personal Touch

Caring Transitions is known for its comprehensive approach. “We’re a one-stop shop,” Christine says proudly. “We handle everything—packing, relocation, estate liquidation, and even cleaning. We take the home from cluttered to ready-for-sale.” This seamless service includes coordinating donations, managing online auctions, and even rehoming beloved pets. Their attention to detail allows families to focus on what matters most during these challenging times—healing and moving forward. “We help clients pack up their belongings, move them to their new homes, and settle them in,” she explains. “We even hang up their old pictures in the same places, making the new space feel like home right away. Then, we go back to the old property and take care of everything there—liquidating, cleaning, and making it ready for listing.”

This full-service model removes the burden from clients, many of whom are dealing with emotional stress, health issues, or the grief of losing a loved one. But what sets Christine’s team apart isn’t just their efficiency—it’s their compassion. “I like to tell my clients that we’re like daughters for hire. We treat them with the same care and attention we would give our own families,” she says. “We’re often helping people at some of the lowest points in their lives, and we really make it personal. The gratitude they express—that relief on their faces when they realize they don’t have to carry this burden alone—is what fills my cup.”

The Team Behind the Magic

Christine’s business is growing, and with that growth comes a larger team of dedicated employees. “I’m ramping up,” she says. “I currently have 13 employees, but we’re moving toward 20 soon. We have multiple teams that can run jobs simultaneously, primarily throughout Snohomish County.” A Director of Operations helps keep things running smoothly, but Christine’s hands-on approach ensures every client feels cared for and supported.

As members of the National Association of Senior & Specialty



Move Managers (NASMM) and certified relocation transition specialists, Christine and her team are specially trained to handle the unique needs of seniors and families in transition. From managing downsizing moves to preparing estates for sale, they are equipped to handle it all, and they do so with a level of integrity and professionalism that has become their hallmark.

Family and Community at the Core

Christine’s dedication to her business comes from a deeply personal place. “What we do is so personal,” she shares. “We’re helping people through some of the toughest moments in their lives. To be there for them during that time is a privilege, and I think that’s something that my team and I never take for granted.”

Her business is also a family affair. Christine’s husband, Dirk, is her go-to

handyman, and her children, Nico and Riley, often accompany her on jobs. “We’re a small family business,” she explains. “My kids are learning so much about compassion and hard work by being involved.”

When they’re not working, the Visser family enjoys hiking and traveling, particularly exploring the U.S. National Parks. “We love being outdoors,” Christine says. “Nature is our escape, and we’re working our way through as many parks as we can.”

A Business Built on Compassion

For Christine, the most rewarding part of Caring Transitions is the chance to make a difference in people’s lives. “I love seeing the look on my clients’ faces when we take that stress off their plate,” she says. “When you help someone transition from chaos to calm, it’s incredibly fulfilling. That’s what drives me every day.”



Christine Visser, President and Owner.

CONTACT US!

Contact Caring Transitions of Mill Creek, Everett, and Snohomish today by calling 206-739-7510.

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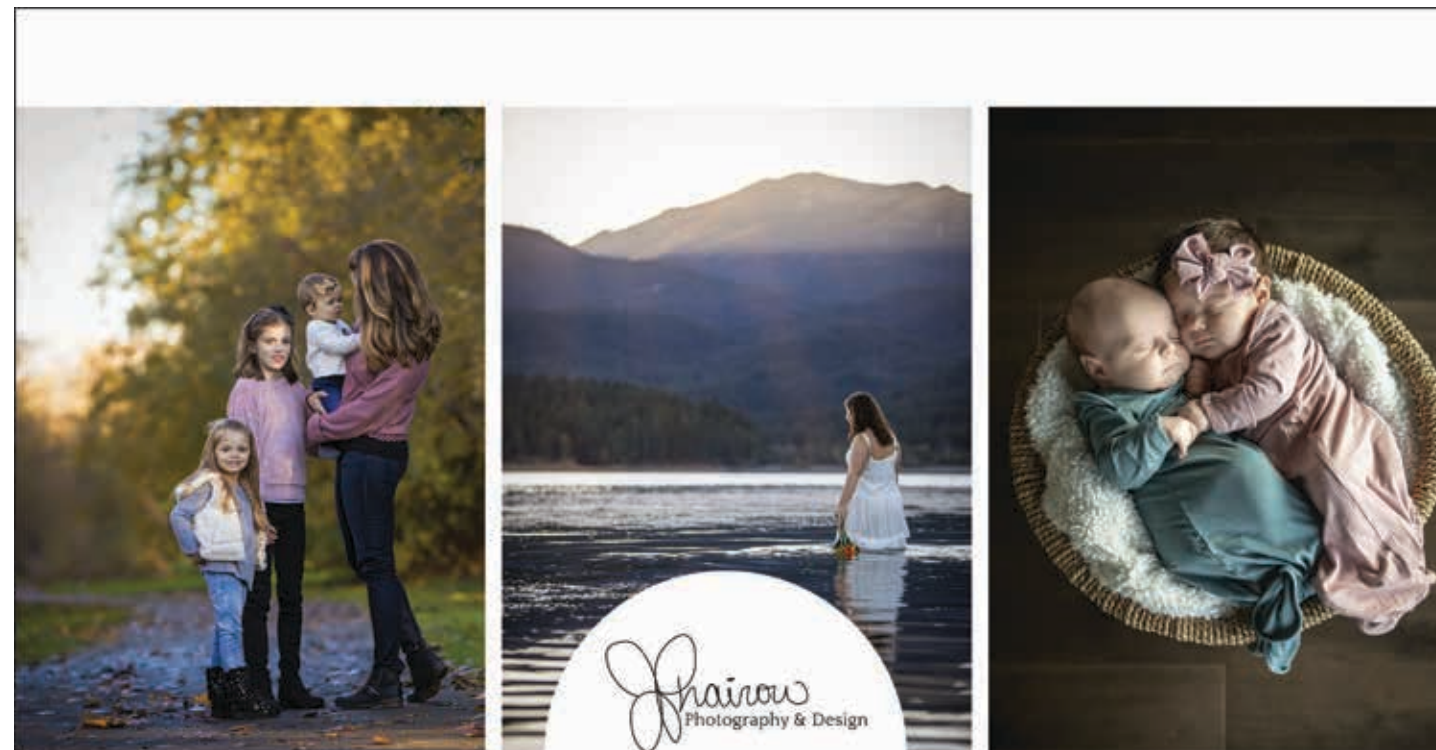
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This was a night to remember! On December 12th, a huge group of amazing agents and our *Real Producers* partners gathered in the ballroom at the W for a night of entertainment and collaboration. Our Title Sponsor, Jordan River Moving and Storage, wanted to show their appreciation for the agent community and put on an unforgettable evening and they succeeded with flying colors! This night would not have been possible without Jordan River as well as all of our other event sponsors:

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This night was a success because our team at *Seattle Real Producers* is surrounded by truly amazing individuals. SpeedPro Platinum in Kirkland printed the signage. Adam Tiegs with Adam's DJ Service provided the screens and digital content. Danny Goldfarb from waSound was our awesome DJ and brought the energy. We had help with stuffing bags, arranging signage, checking people in, and everything else needed to put on an amazing event. The value of *Seattle Real Producers* starts with the pages we print and ends with the relationships we cultivate.

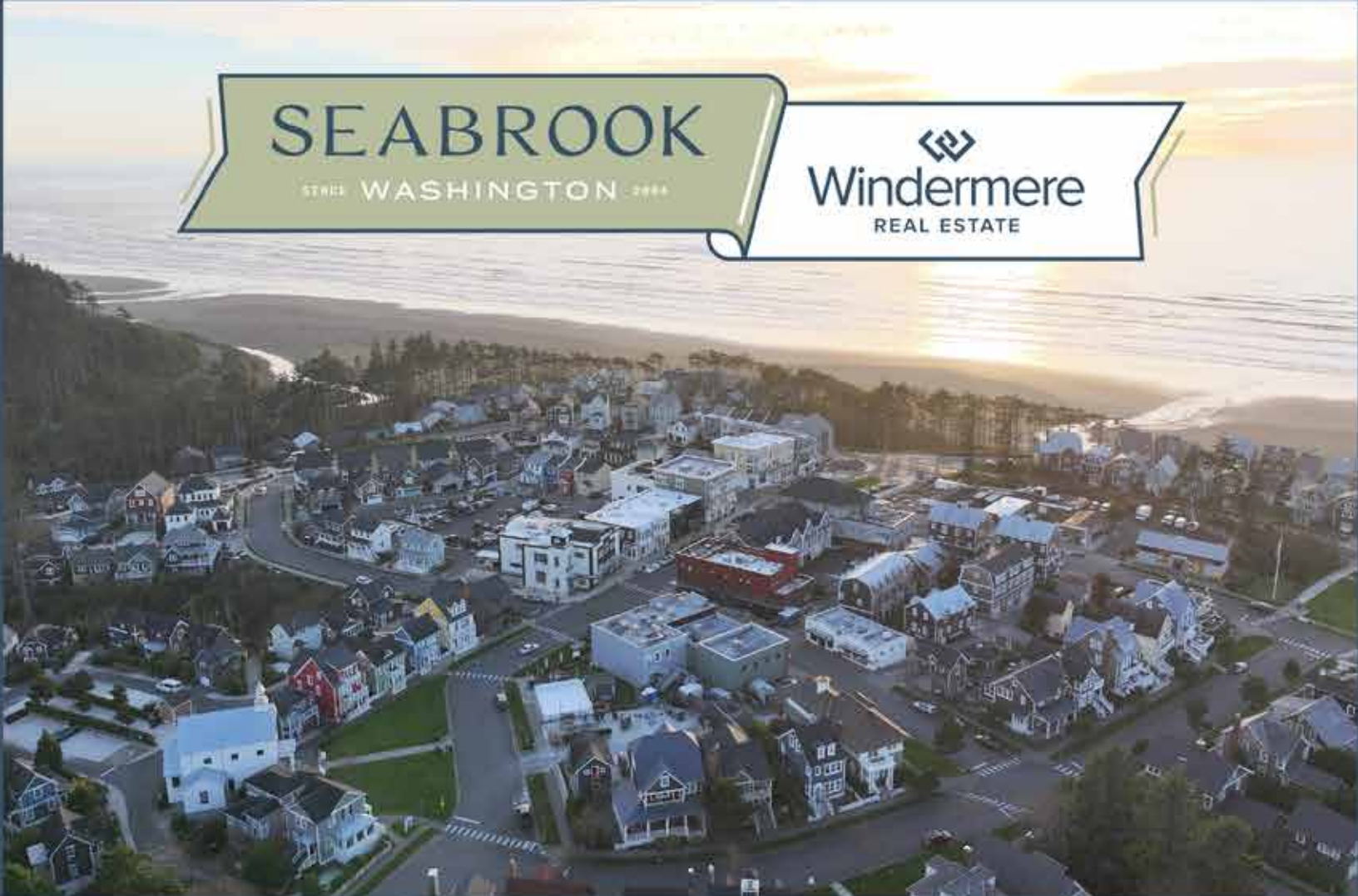
Never before have we had an event that is meant to entertain, but entertain we did! Comedian/Magician/Motivational Speaker Mark Robinson came all the way from Atlanta, Georgia and gave us something many of us had never seen--an entertaining act that provided tips on day-to-day motivation and business acumen as well as fun magic and juggling followed by laughter and surprises.

We all know that each December we get invited to various events, appreciation parties, and everything in between. On this night, we collaborated and celebrated an amazing year in real estate! Can't wait to see what's on tap for more amazing events in 2025!

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Kevin Lam

Building with His Best

WRITTEN BY DAVE DANIELSON
PHOTOS BY FOCUSED MEDIA COLLECTIVE

When you talk with Kevin Lam, it's easy to see his vision and the way he dedicates himself to helping those around him each day. Kevin is the founder of The Mezon Group, a newly established real estate team within Compass that takes its name from the French word, "Maison," which means "home." But his journey to becoming a top-producing real estate professional, completing nearly \$100 million in sales in just four years, has been shaped by resilience, adaptability, and an unwavering commitment to his clients.

A Pandemic Pivot: From Corporate to Real Estate

Real estate wasn't always part of Kevin's career trajectory. Raised with the mindset of climbing the corporate ladder, he never envisioned himself in the housing market. A graduate of Yale University with a degree in Economics, Kevin went on to work in finance and investment banking, followed by business school at the University of Pennsylvania. His career continued to evolve with stints in management consulting and tech before making a bold pivot to real estate.

"The pandemic was a turning point," Kevin explains. "Like many people, I began rethinking my goals and what I wanted from life. During the lockdown,



I found myself studying for my real estate license.” What began as a personal goal—acquiring knowledge to help with his own real estate transactions—soon evolved into a full-fledged career change.

At first, Kevin admits, it was daunting. “The thought of leaving a stable income for something as uncertain as real estate was scary. But once I took the leap, I never looked back. The opportunities in real estate to build wealth and make a tangible impact on people’s lives were too compelling to ignore.”

Facing the Transition Head-On

Transitioning to a new industry at the age of 40 came with its fair share of challenges. Kevin’s extensive corporate background did little to prepare him for the unpredictability of real estate. “The biggest challenge in the beginning was the uncertainty. When I had downtime, I’d reflect on my past career and wonder if I was making the right decision,” he admits. But what he lacked in real estate experience, he made up for with determination.

“I was used to high-pressure environments. In finance, consulting, and tech, there was always pressure to perform,” he says. “In real estate, that pressure is still there but in a different

form. I had no room to fail, and that drove me. I worked harder than I ever had before. Building trust with my network was my focus.”

For Kevin, success in real estate is about relationships. “I made it my mission to build trust with my sphere of influence. In real estate, you can’t just focus on the sale—you have to focus on building relationships and delivering value. It’s a long-term game,” Kevin shares. His strategy paid off, and he quickly gained a reputation for being hardworking, reliable, and deeply invested in his clients’ success.

The Excitement of Real Estate

What excites Kevin most about his career is the opportunity to have a meaningful impact on his clients. “Every day is different, and each client I work with matters to me. In the corporate world, I was often just another cog in the machine. But in real estate, I’m helping people start a new chapter in their lives. That’s what keeps me motivated,” he says with passion.

The emotional reward of helping clients through significant milestones, such as buying or selling a home, is central to Kevin’s philosophy. “It’s not just about closing deals; it’s about creating a huge impact on someone’s

life. There’s nothing more fulfilling than seeing a family find their dream home or helping a client sell a property for more than they ever expected,” he says.

With his background in economics and finance, Kevin brings a unique analytical approach to his work. As he explains, “I use my financial background to evaluate properties from an investment standpoint. I can help clients assess potential returns, which is valuable whether they are buying or selling.”

Building a Legacy: Mezon Group

As Kevin continues to grow his business, he has set his sights on expanding beyond individual transactions. He’s in the process of forming a team within Compass called the Mezon Group. “Starting my own team is the next step for me,” Kevin reveals. “I’ve learned so much in my first four years, and now I want to build a group of like-minded professionals who share my values and my approach to real estate.”

The name “Mezon” holds personal significance for Kevin. It symbolizes his commitment to creating a space where clients and agents alike can thrive. “The name represents the idea of home, community, and growth—values that are at the core of what I want to build,” Kevin explains.

Balancing Career and Family

Despite his relentless work ethic, Kevin emphasizes the importance of balance, especially when it comes to his personal life. “Real estate is a 24/7 job, and it’s been challenging for my wife, Kiki, as well. She’s incredibly supportive, but it required some adjustment,” he admits. Kiki, who transitioned from being an accountant to studying design at Parsons School of Design in New York City, is also navigating a career change, which Kevin says has brought them closer together as they both focus on pursuing their passions.

When he’s not working, Kevin enjoys spending time with his family, particularly their Golden Doodle puppy. “He’s a big part of our lives. When we visit new homes, he loves exploring every room, and it’s always a fun experience to see him get so excited,” Kevin says.

A Global Perspective

Born in Toronto and raised in Hong Kong, Kevin’s international upbringing has contributed to his adaptability in the fast-paced world of real estate. “Growing up in different cities helped me become comfortable with change and transition, which is a huge asset in real estate. Whether it’s a new neighborhood or a completely different type of property, I’ve learned to adapt quickly,” he points out.



Kevin’s experiences living in the U.S. and Japan also offer him a unique perspective when working with clients from diverse backgrounds. “Being able to connect with people from all walks of life has been an advantage in my career,” he says.

Advice for Aspiring Real Estate Professionals

For those looking to enter the real estate field, Kevin offers a valuable piece of advice: “There are so many different paths in real estate. Whether you’re interested in development, resale, or land acquisition, take the time to learn from others who are already in the industry. Build a network, ask questions, and take what works for you. That’s what I did in my first few years, and it helped me build a strong foundation.”



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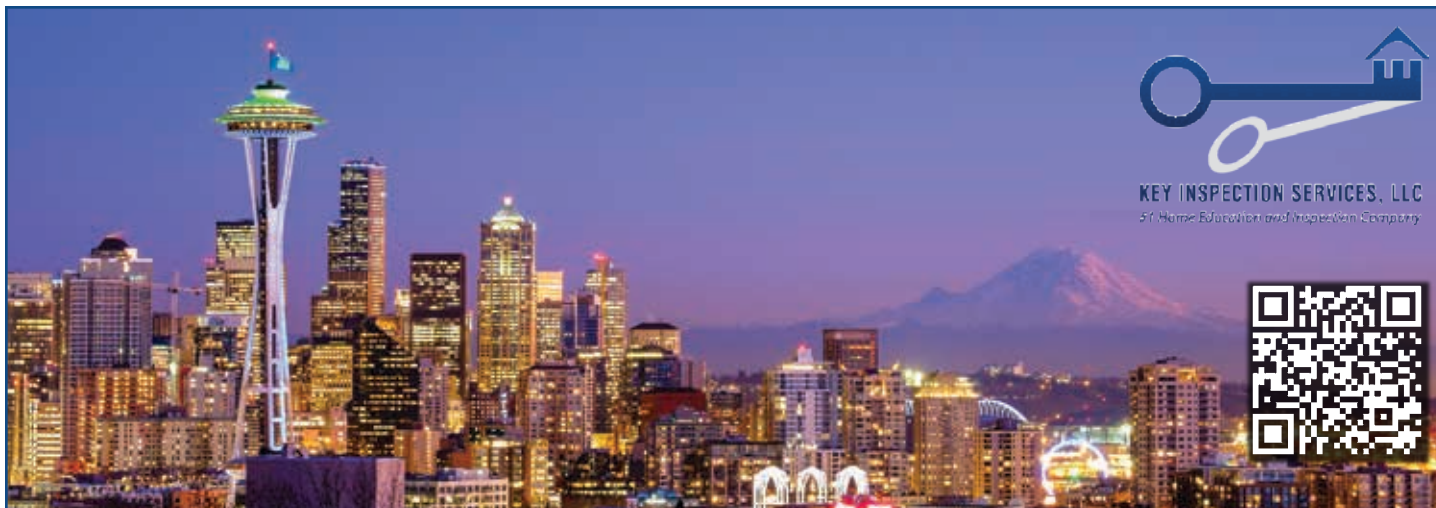
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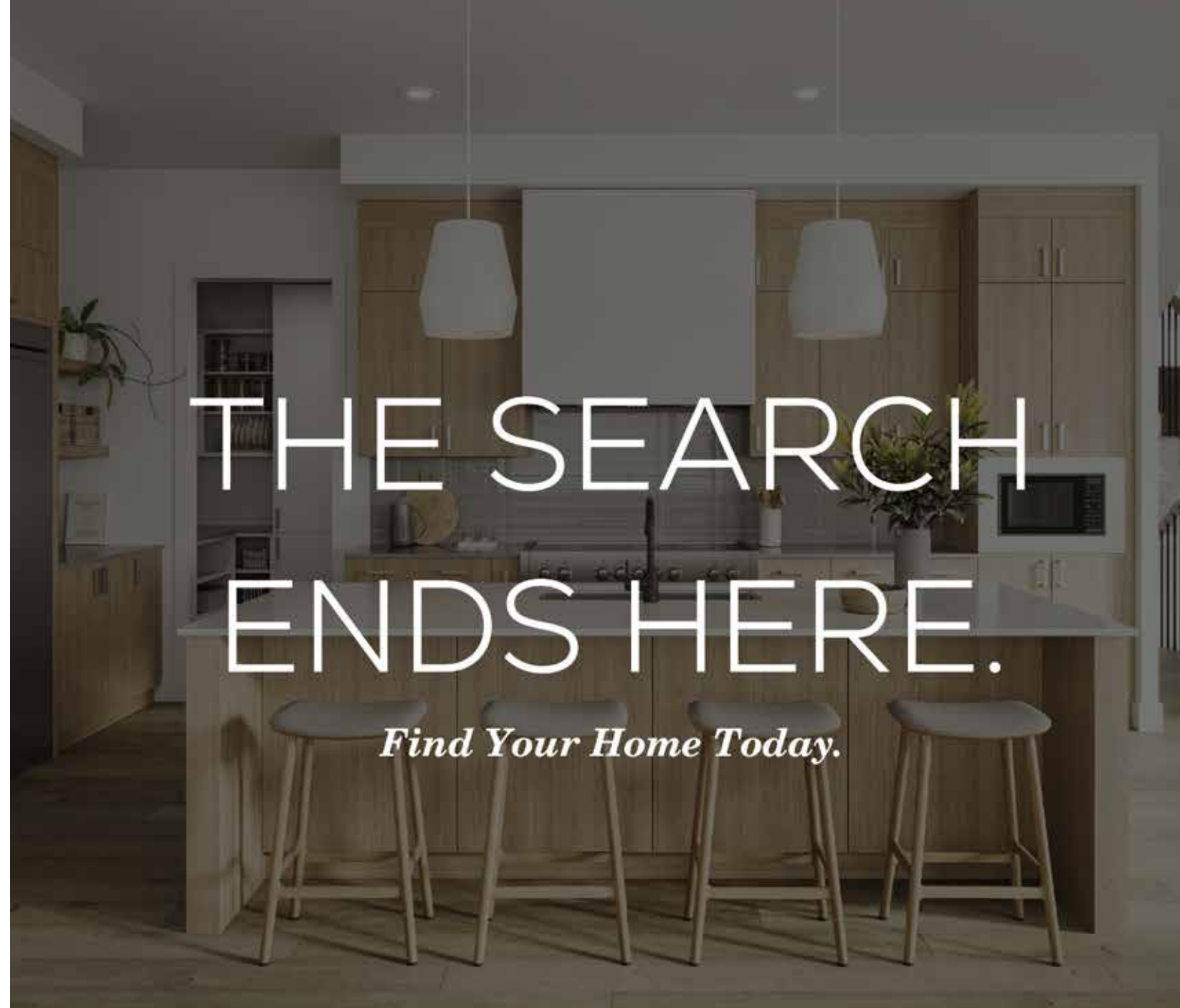
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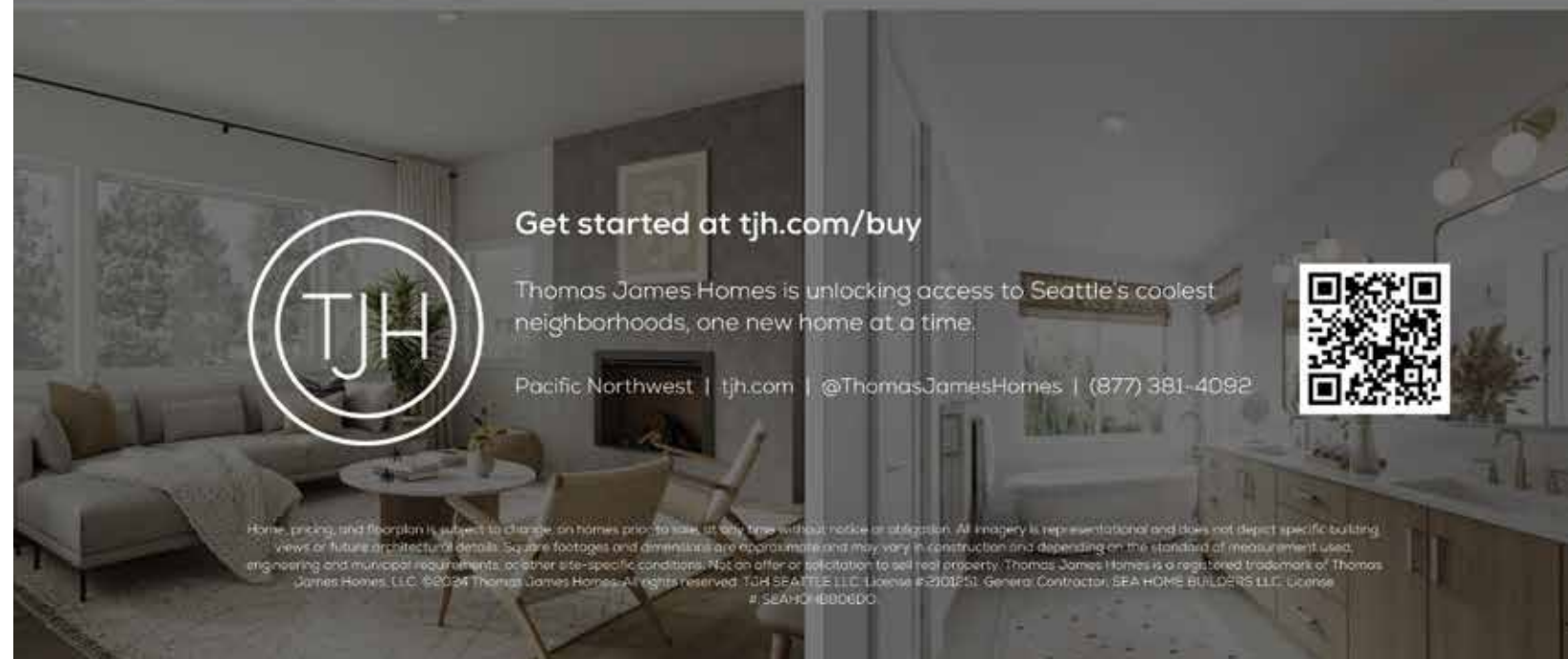
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WRITTEN BY DAVE DANIELSON

Yassi JAZAYERI

Giving Back While Moving Forward

Yassi Jazayeri's remarkable journey from Iran to a trailblazing real estate career in the United States has been one of perseverance, reinvention, and an unwavering commitment to helping others. Today, as the controlling owner of Keller Williams Realty Bellevue, a role she assumed in April 2024, Yassi is not just leading a thriving business; she is also making a lasting impact on her community and beyond.

Her success story is about far more than professional achievements—it's about how her experiences have fueled her drive to uplift others, empower her team, and contribute to a greater purpose.

From Adversity to Opportunity

Born and raised in Iran, Yassi was no stranger to the challenges that shaped her character. The youngest in her family, she was accustomed to a comfortable life, yet the political climate of her home country made it clear that she could not remain passive in the face of injustice. Her activism for women's rights caught the attention of the Iranian government, leading to her expulsion from university and a lifetime ban on attending any educational institution in Iran.

With her family facing increasingly difficult circumstances, including the bankruptcy of her father's business, Yassi's future

in Iran seemed uncertain. But fate intervened in the form of the U.S. Green Card Lottery, which granted her the opportunity to leave Iran and start anew in the United States. At just 19 years old, Yassi packed up her life and moved to the U.S., driven by the need for freedom and a new beginning.

Arriving in the U.S. was a daunting experience—Yassi spoke little English and had no clear plan for her future. But the journey soon brought her to Seattle, where she fell in love with the city's natural beauty and laid-back vibe, and found the resilience to forge a new life. She enrolled at Bellevue College, taking on challenges in language, education, and culture, and steadily built a foundation for the success that was to come.

A Path to Real Estate Success

After exploring several career paths, including a stint as an investment banker, Yassi found her true calling in real estate. In 2013, she made her first investment in real estate by purchasing a home with a minimal down payment. Her success with that home—renovating it and increasing its value significantly—sparked her passion for real estate. This experience became the catalyst for a new career trajectory.

In 2015, Yassi obtained her real estate license, starting her career with no clients and limited resources.



However, she quickly built a reputation for her genuine care for clients and a commitment to educating them. Yassi approached real estate not as a salesperson but as a consultant, focusing on trust and long-term relationships rather than quick transactions. This philosophy set her apart in the competitive Seattle market, where she became known for her deep knowledge of the industry and her unwavering commitment to helping clients achieve their goals.

As Yassi's business flourished, she embraced leadership roles, including mentoring other real estate agents. She believes in sharing her knowledge and expertise to help others grow, offering guidance on how to build strong relationships and succeed in a field where trust is paramount.

Becoming the Controlling Owner of Keller Williams Realty Bellevue

In April 2024, Yassi reached a pivotal moment in her career: she became the controlling owner of Keller Williams Realty Bellevue. This new role has allowed her to make an even greater impact, not just in her business, but in the broader real estate community.

As the owner of a leading real estate firm, Yassi now has the opportunity to mentor a wider group of agents, fostering an environment of collaboration, growth, and success. She is focused on creating a culture where agents feel empowered to succeed and clients receive the highest level of service and care. Yassi's vision for Keller Williams Realty Bellevue extends



beyond traditional business goals—she wants to create an organization that prioritizes education, integrity, and community impact.

Her role as an owner also aligns with her core belief that success should be shared. Through her leadership, she's guiding her team to build a sustainable business while making meaningful contributions to the local community. Her commitment to community service has been a constant throughout her career, and she continues to support various philanthropic causes, including sponsoring 19 students in Iran, providing them with the financial means to pursue their education despite economic and political hardships.

Empowering Others and Creating a Legacy

At the heart of Yassi's career is her passion for giving back. She views her success as an opportunity to help others—whether it's providing financial support to students or mentoring new agents in the industry. "I owe it to the country that took me in," she says. "I owe it to my community. I'm here for a reason, and that reason is to help others."

Her philanthropic efforts extend beyond her personal ties to Iran. Yassi has built a reputation for creating opportunities for others, both in her professional life and through community outreach. She emphasizes the importance of trust, education, and relationship-building, whether working with clients, mentoring agents, or supporting charitable causes. "Anyone who has been successful owes it to others to lift them up," she explains.

Now that she's at the helm of Keller Williams Realty Bellevue, Yassi's impact reaches even further. She is not just running a real estate business—she is shaping the future of real estate by fostering a culture of integrity and empowerment. Her role as an owner



allows her to create opportunities for agents and clients alike, offering them the tools, support, and guidance they need to succeed.

Looking to the Future

As Yassi continues to lead Keller Williams Realty Bellevue, her vision remains focused on growth, education, and giving back. She plans to expand her reach in the industry, ensuring that her team has access to cutting-edge resources and training to stay ahead in a competitive market. Her goal is not only to grow the business but to create a legacy that will have a lasting impact on future generations.

For Yassi, the journey is never about personal success alone. It's about lifting others as she climbs, providing

mentorship, and creating a community where everyone has the opportunity to succeed. With a clear focus on her values and a passion for helping others, Yassi Jazayeri is proving that success is not just about what you achieve—it's about how you use your success to make a difference.

Today, as the owner of Keller Williams Realty Bellevue, Yassi is more committed than ever to making a high-level impact in the world of real estate. Her journey from a young activist in Iran to a prominent business leader is a testament to the power of resilience, hard work, and a deep-rooted sense of responsibility to others. As she looks to the future, Yassi is not just shaping her own legacy—she's helping others create their own.



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