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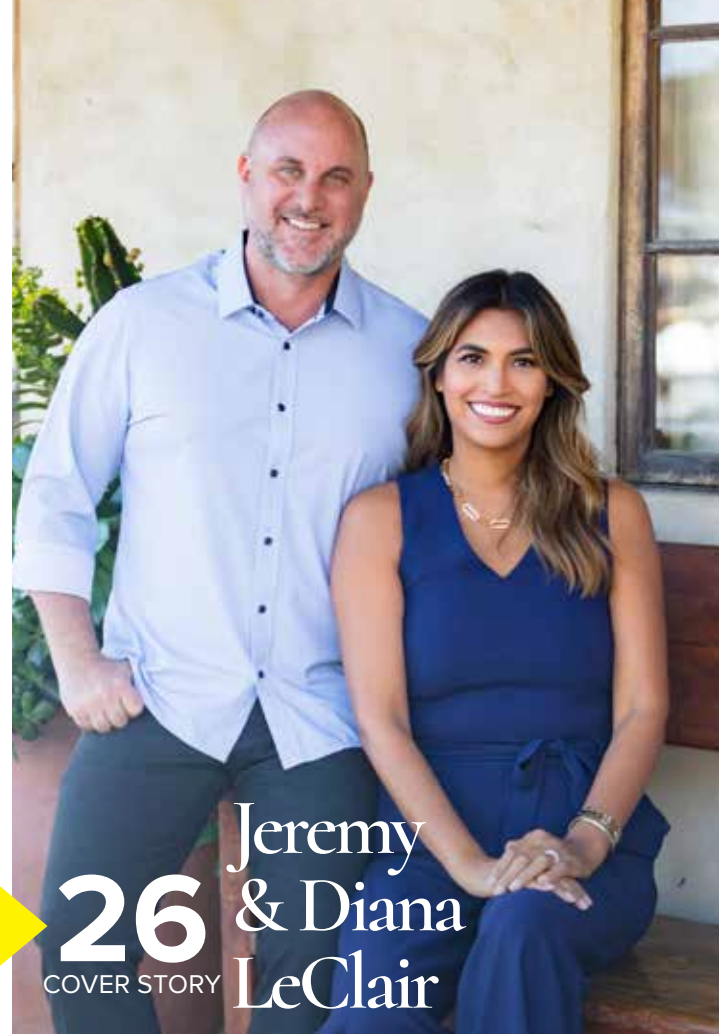
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Operations Officer
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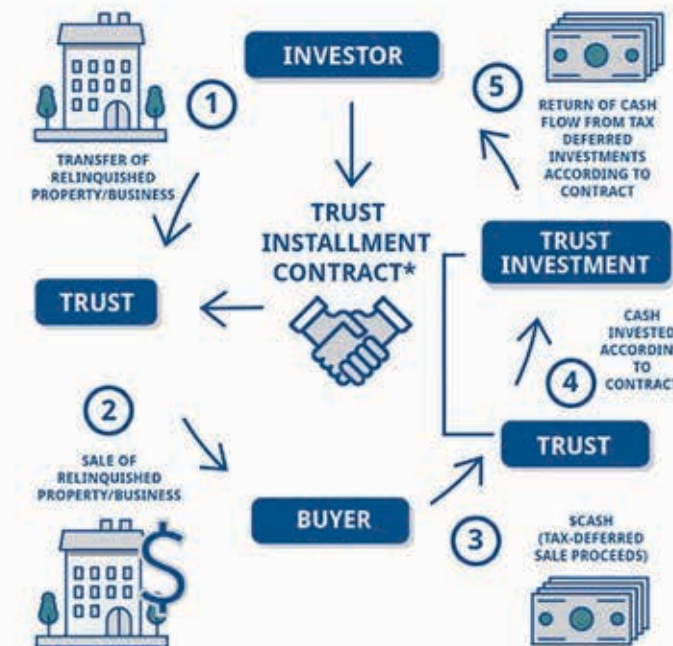
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Michele Kader
Owner/Publisher
949-280-3245
michele.kader@n2co.com



Danika Pictor
Director of Operations & Marketing



Ellen Buchanan
Editor



Jena Cool
Ad Strategist



Dave Danielson
Writer



Jenny McMasters
Photographer



Yaneck Wasiek
Photographer



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RELATIONSHIPS

The Heart of Life



“A friend loves at all times, and a brother is born for a time of adversity.”

— Proverbs 17:17 (NIV)

Dear Real Producers of South Orange County,

In real estate, we often emphasize the importance of relationships and how they drive success in our industry. But today, I want to reflect on the value of relationships beyond business — the ones that shape our lives and define who we are.

Our connections with family, friends, spouses, significant others, neighbors, and the community, including charitable organizations we support, are the true fabric of our lives. Especially in challenging times — and we’ve certainly faced many recently — the strength and quality of our relationships become even more evident.

As 2025 gets into full swing, I encourage you to take stock of your relationships. Just as we nurture connections in real estate, let’s ensure we’re fully investing in the people who matter most. Recognize, support, and give to those who enrich your life. After all, we don’t live to work;

we work to live — and meaningful relationships make life worthwhile.

Over the years, our magazine has had the privilege of featuring many inspiring real estate relationships. From couples who work together to multigenerational REALTORS® passing down a love for the industry, these professionals show us how to weave personal bonds into thriving, relationship-driven businesses. We’ll continue to celebrate their stories and the powerful connections that fuel their success.

Wishing you a wonderful February filled with moments to cherish and time to celebrate the special people in your life!

Warm regards,



Michele Kader
Owner/Publisher
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DAVID

— LEADING THE WAY —

BY DAVE DANIELSON · PHOTOS BY JENNY MCMASTERS

David Koffs provides one of the most valuable assets that anyone can receive. He creates results for those around him by sharing his time and talents — gifts that have come about through sheer commitment, hard work, expertise, and experience.

As a REALTOR® Associate at Luxre Realty, David leverages his extensive background — including over 25 years as a licensed Realtor and many years of additional experience in property flipping — to serve his clients with expertise and dedication. As a result, he has built a strong and ever-growing reputation for delivering results, earning numerous accolades and awards along the way.

Getting His Start

David's journey into real estate began unexpectedly. After graduating from San Diego State University, he found himself working in the aerospace industry in Los Angeles. At the time, rent prices in the area were skyrocketing, which led David to a conversation with a close friend who noticed his handy skills. The friend suggested that David buy a house that needed work, fix it up, and sell it for a profit. It was 1983, and that advice would prove to be the turning point in David's career.

"I bought an old house behind Long Beach State that needed massive TLC," David recalls. "I spent a year replumbing, rewiring, painting, and landscaping it. About a year later, I sold



“MY GOAL HAS ALWAYS BEEN TO DO MORE THAN EXPECTED. I WANTED TO CREATE A SERVICE WHERE PEOPLE COULD RELY ON ME FOR EVERYTHING RELATED TO THEIR MOVE, FROM FIXING UP THEIR NEW HOME TO HELPING THEM SETTLE IN.”

it and made a few bucks. That was when I got hooked. I was a flipper before there were flippers.”

David’s ability to see the potential in homes and transform them led to a series of successful projects in the Long Beach area, all while working in military aerospace. Over time, he refined the process, building his skills and reputation. Eventually, David decided to put his abilities to work for others, obtaining his real estate license in 2000. He returned to South Orange County, to his hometown of Laguna Beach, where he was born and raised, and set out to build his real estate business.

Business with Heart

From the very beginning, David approached real estate as a business. But more than that, he made it his mission to go above and beyond for his clients. He created a network of trusted tradespeople and would provide this list to clients — at no markup — ensuring they received the best service possible. David took it a step further, offering to front money for repairs and getting reimbursed from escrow once the transaction closed. His philosophy was simple: be a one-stop resource for clients, providing not only a house but a seamless experience.

“My goal has always been to do more than expected,” David says. “I wanted to create a service where people could rely on me for everything related to their move, from fixing up their new home to helping them settle in.”

It’s this level of care and attention to detail that has earned David a loyal following. He works across generations, assisting clients and their children, and even their grandchildren, in securing homes. David’s ability to maintain these long-term relationships has been a significant part of his success.

Giving Back to the Community

For David, real estate is not just about closing deals; it’s about making a positive impact on the community. He has deep ties to the military community, with three generations of Marines in his family. David is passionate about helping young Marines families find homes, often going the extra mile by providing appliances like washers, dryers, or refrigerators as part of the deal.

Beyond his real estate work, David is involved in several community organizations, including the local Rotary Club in San Juan Capistrano and the Boys & Girls Club. He is particularly passionate about supporting children’s charities and causes. “Giving back to those in need makes me happy,” he shares. “It’s an important part of what I do, both professionally and personally.”

David also volunteers his time to train new agents, sharing his wealth of knowledge and experience with the next generation of real estate professionals. He understands the importance of mentorship and enjoys seeing others succeed in the business.



David Koffs is a REALTOR® with Luxre Realty.

As David’s business grew, he realized the importance of expanding his team. Seven years ago, he brought on Brooke Wainwright, who has since become an important part of his operation.

Life Outside of Real Estate

While real estate is a major part of David’s life, he also makes time for personal pursuits. He enjoys time with friends and family, along with stand-up paddling, often covering two and a half to three miles on the water, and playing golf. David is a firm believer in maintaining a healthy work–life balance and understands that personal well-being is key to professional success.

His commitment to kindness extends beyond the office. “Always be kind to a fault,” he advises. “I’ve developed great friendships over the years, and I think that’s something you can carry with you, both in business and in life.”

Words of Wisdom

David has learned a lot over his time in the business, and he's always eager to share his advice with new agents. When asked about his key advice, David emphasizes the importance of knowledge and discipline.

"I always ask new agents why they want to be a Realtor," he says. "You have to be an asset to your clients — understand the market, interest rates, and what's moving. Knowledge is power, and discipline is essential."

For David, the journey has been about much more than just selling homes. It's been about creating a legacy of service, building lasting relationships, and helping others along the way. As he looks back on his career, David is grateful for the roads he's traveled and the people he's met. "I always try to open doors for other people," he says with a smile.

David's real estate journey is a testament to what can happen when you combine passion, hard work, and a genuine desire to help others. It's a career that has allowed him to impact the lives of many while giving back to the community he loves. And, as always, it's about more than just the deal — it's about making a difference.



David Koffs with his rescue golden retriever, Poppy



"I ALWAYS ASK NEW AGENTS WHY THEY WANT TO BE A REALTOR. YOU HAVE TO BE AN ASSET TO YOUR CLIENTS — UNDERSTAND THE MARKET, INTEREST RATES, AND WHAT'S MOVING. KNOWLEDGE IS POWER, AND DISCIPLINE IS ESSENTIAL."

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JERRY STONGER

PREFERRED INSPECTION SERVICES

INFORMING THE DECISION WITH INTEGRITY



BY DAVE DANIELSON • PHOTOS BY JENNY MCMASTERS

When Jerry Stonger first stepped into the world of home inspections, he was simply continuing a lifelong passion. Little did he know that passion would evolve into a thriving business that helps homebuyers make some of the biggest financial decisions of their lives.

As the president and CEO of Preferred Inspection Services, Jerry's deep-rooted experience in the construction industry and his commitment to helping people navigate complex decisions has positioned him as a trusted figure in the home inspection world.

From Construction to Home Inspections

Jerry's journey into the home inspection business is built on a foundation of hands-on experience in construction. "I've been in construction my whole life and a licensed contractor since 1998," he shares.

Throughout those years, Jerry found himself often helping friends and family

interpret complex inspection reports. It was during these moments that he realized how much value there was in breaking down the technical jargon of inspections for those without a construction background. "There's a lot of technical information sometimes, and I wanted to help make sense of it for my clients," Jerry explains.

This desire to help others led Jerry to pivot his career. After years of working in construction, he saw an opportunity to enter the home inspection business. It didn't take long for his new venture to take off. "I decided to make a change and saw an opportunity to go into home inspections. And it really took off," Jerry recalls.

Comprehensive Inspection Services

Preferred Inspection Services, the company Jerry founded, provides a range of services to both residential and commercial clients. The core offering is the general residential home inspection,

which is complemented by several specialized services. These include pool inspections, sewer line evaluations, roof assessments, and mold inspections.

One of the key aspects that sets Preferred Inspection Services apart is its commitment to thorough, state-of-the-art inspections. "We include a thermal imaging inspection as part of what we do," Jerry explains. Thermal imaging allows inspectors to detect potential issues that aren't visible to the naked eye, such as hidden leaks or electrical problems. This technology further enhances the value the company provides to its clients by ensuring they have a complete picture of the property's condition before making their final decision.

A Focus on Client Success

For Jerry, the most rewarding part of running a home inspection business is knowing that his team is helping clients make informed decisions about



From left to right: Inspectors Matt Garcia, Jerry Stonger, and Ricky Fodor



their homes. “For the longest time, the best feeling for me is knowing that our clients and buyers are making the biggest financial decision of their lives,” he says. “We’re giving them all the information we possibly can to support that decision.”

This sense of responsibility is deeply embedded in the company’s culture. Jerry takes immense pride in ensuring that clients are well-equipped to make the best decisions for themselves. When issues are found during an inspection, the team at Preferred Inspection Services goes the extra mile to make sure clients understand their options. “If we can save them money through credits from the seller or repairs made, that makes it even sweeter,” Jerry adds.

In an industry where technical knowledge is essential but customer care is paramount, Jerry’s emphasis on clear communication and service is a cornerstone of his business. The team works tirelessly to ensure clients are not only informed but empowered to act confidently.

Building a Strong Team

Success, of course, is never achieved alone. Jerry’s team is a crucial part of what makes Preferred Inspection Services so effective. “We have multiple inspectors. We have two others besides myself,” Jerry shares. “We also have a marketing and business development person.” This small but dedicated team works in close collaboration, ensuring



Danika Pictor (left) is Preferred Inspection Services’ director of business development and marketing.

that each inspection is thorough, timely, and of the highest quality.

What truly sets the team apart, however, is their shared commitment to providing exceptional customer service. “Our service starts before the inspection and it keeps going afterward,” Jerry notes. From answering questions before the inspection to offering continued support after the job is done, Preferred Inspection Services is known for being a reliable resource every step of the way.

“We are service-oriented and help our REALTOR® partners and clients in guiding them to reputable trade contractors with repairs that may come up,” Jerry continues. “We never abandon them. We are there for the long haul.”

Living Life to the Fullest

Despite the demanding nature of running a successful business, Jerry finds time to enjoy life outside of work. He’s a firm believer in maintaining a healthy work-life balance. “I try to stay active. I love being outdoors with camping and hiking, as well as skiing,” Jerry shares. “I like to spend time in the gym and spending time with my family making memories with them.”

Looking Ahead

Looking to the future, Jerry is optimistic about both the real estate market and the continued growth of Preferred Inspection Services. “We know that the real estate market is constantly evolving

and we will grow with it,” he says. “We want to be here for our clients at a moment’s notice. We will be growing with the market.”

This forward-thinking approach ensures that the company will continue to meet the changing needs of its clients, always staying ahead of industry trends and providing timely, relevant services.

A Reputation Built on Trust

One of the most rewarding aspects of Jerry’s work is the feedback he receives from his clients. “The best feedback we get is how well we go over our findings with the buyers,” he says. “We’re known for having a good manner. We aren’t here to scare away buyers; we are here to make our Realtor partners’ job easier. We are there to be a team member.”

This reputation for being approachable, knowledgeable, and committed to client success has helped Preferred Inspection Services become a trusted name in the industry. Whether it’s guiding a first-time homebuyer through their first inspection or helping an experienced investor make a sound decision, Jerry and his team are always ready to help clients make informed choices.

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BY DAVE DANIELSON · PHOTOS BY JENNY MCMASTERS

True leaders in life and business provide excellence and care to others around them. It's the fuel that drives their continued success.

Jeremy and Diana LeClair, team leaders of the Finer Living Team with Anvil Real Estate, exemplify this principle. As a dynamic team, they consistently invest in their client's lives with unwavering positivity and relentless action.

"Our experiences translate into what our sellers and buyers need,"

Jeremy emphasizes. "Whether it's our home remodeling or design expertise, to building and managing short-term rentals (Airbnb) for our investor clients — each one of our past experiences helps our sellers or buyers navigate this real estate market in a more confident manner."

Jeremy and Diana have a specific and successful approach to their listings, coined internally as their "Strategic Emotional Strategy." They know and understand selling or buying a home

is an emotional journey and requires a strategic approach.

As of late 2024, the average days on market for above-average listings in Orange County was 46 days. Yet, the last four listings for Jeremy and Diana averaged only seven days on market and each one closed over the asking price. One of their listings closed at \$95K over the asking price during a time when the majority of listing agents are dropping prices to attract attention.

The Extreme Value of Experience

Jeremy and Diana's strategic approach to listing homes is rooted in a combination of experience, compassion, and expertise.

Jeremy's background includes leading a luxury auction sales team, where he gained invaluable insight into a distinct and elevated approach to real estate. His extensive experience traveling and marketing ultra-luxury homes around the world now informs a unique and unparalleled strategy tailored to the Orange County real estate market.

The LeClairs' "Strategic Emotional Strategy" is obviously a proven solution

for their listings, and they are keeping their secret sauce under lock and key.

Passion for People and Property

In terms of helping buyers find the perfect home, Jeremy and Diana are emotionally invested in securing the ideal property for their clients.

“We’ve invested in technology, special lender tools, and industry relationships to help our buyers win in this competitive market,” Jeremy says. “A good portion of our winning offers are not the highest offer, yet our offers are so clean and strong — and our relationships with the other agents brings confidence in closing the transaction.”

What sets the LeClairs apart in the world of real estate is not just their knowledge of the industry but their passion for helping clients achieve their goals. For them, real estate goes beyond transactions.

It’s about making a difference in people’s lives.

“It’s not just buying and selling properties,” Diana explains. We’ve gotten into helping our investor clients buy properties that work for them. We help them find the best Airbnbs and then manage those properties. It’s a hands-on approach, and we really enjoy that.”

But beyond the business side of things, the LeClairs take great pride in the satisfaction of their clients. “The most fulfilling part of the job is seeing the joy and confidence on a client’s face when they make a purchase,” Jeremy says. “It’s a rewarding experience.”

Building a Strong Team and Luxury Brand

A year ago, the LeClairs moved to a new brokerage — Anvil Real Estate — which was just voted number one in all of Orange County by consumers. Anvil’s leadership, internal culture, and market



“

We treat each client like family.”

-Diana

share has helped them grow their business and expand into new markets.

Diana and Jeremy work closely with their clients to build lasting relationships. “We have grown so much by doing this together,” Diana says. “We’ve gotten to know each other’s strengths and where we require the other’s assistance to build a stronger business and customer satisfaction.”

A Family-Focused Business

Jeremy and Diana don’t just bring their passion for real estate to their work — they also bring their love for family. They have one daughter, Baya, who has just started playing soccer. “It’s fun to support her and watch her grow and excel,” Diana says. “We love spending time with her and being involved in her activities.” The family also has a standard poodle named Biscuit, and they enjoy spending time outdoors with her on trails or paddle boarding. “We love to get outside, whether it’s going to the marina at Dana Point or enjoying local parks and festivities,” says Jeremy. “We really enjoy being part of the community and meeting new people and families.”

Outside of their family time, the LeClairs are very active in the community, often attending events with their team at Anvil Real Estate. “Anvil has an amazing culture, and it’s been great to work with such a supportive group of people,” says Jeremy. “It allows us to blend community enjoyment with the love of real estate, family, and friends.”

Tips for New Agents

The LeClairs know the challenges that come with the real estate industry, especially for newcomers. Diana offers a bit of advice to those just starting out: “When I was getting started, I joined a team, and that really helped me. I had great mentoring and coaching, which gave me the clarity I needed. So I always recommend that new agents join a team.”

Jeremy echoes her advice, adding, “Consistency is key. A lot of agents

Jeremy and Diana LeClair lead the Finer Living Team with Anvil Real Estate.



don't give it enough time. If you stay consistent and put in the work every day, it will pay off in the long run. Having a plan each day to execute is critical to your success."

Genuine Care for Clients

At the heart of the LeClairs' business is their genuine care for their clients. "We treat each client like family," Diana says. "We understand how important their transaction is, and we take care

of them throughout the entire process. It means a lot to know that our clients trust us to guide them through such an important decision."

Jeremy adds, "We are not salesy or pushy. We are genuine in our approach, and our clients appreciate that. We want to provide the best service possible and make sure they are completely satisfied with the outcome."

Jeremy and Diana have built their business not just on their knowledge and expertise but on their commitment to integrity and customer care. "We really do care for our clients and want to help them succeed," Jeremy says. "It's not about just making a sale — it's about making sure we're doing right by them every step of the way."

Boasting 5-star reviews across the board, the LeClairs are a real estate family operating as a team, active in their community and dedicated to their clientele. The real estate journey is truly exceptional with the Finer Living Team.



“We really enjoy being part of the community and meeting new people and families.”

– Jeremy LeClair



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