



WATER DAMAGE RESTORATION | MOLD REMEDIATION | FULL SERVICE RECONSTRUCTION | CERTIFIED TECHNICIANS INSURANCE CLAIMS ASSISTANCE | 24-HOUR EMERGENCY RESPONSE | UNMATCHED CUSTOMER SERVICE



See What Sets Us Apart!
Scan to see our 5-star
Google Reviews!



### **FREE Estimates & Inspections**

Locally Owned and Operated

Serving Albuquerque, Rio Rancho, East Mountain, and Surrounding Areas

WaterExtractionExperts.com 505.250.6500

# HomeTrust Mortgage Rate Lock Protection

Lock in your interest rate up front with the peace of mind knowing we will float your rate down if rates improve before closing.

Available on standard conventional, FHA and VA loans.



Joshua and Chris Hood.

### Chris Hood Sales Manager

505-212-8000 Office 505-453-5506 Mobile NMLS #234059

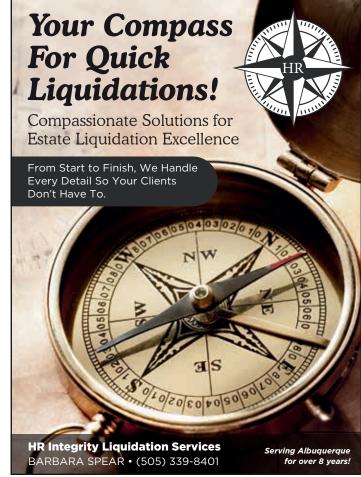
# Joshua Hood Junior Loan Officer

505-212-8003 Office 505-359-8233 Mobile NMLS #2000145











# WE SHOP 220+ DIFFERENT LENDERS TO FIND

FASTER, EASIER, AND CHEAPER MORTGAGE FOR CONSUMER'S HOME PURCHASE OR REFINANCE

### NEXA

- JUMBO
- HIGH BALANCE
- CONFORMING
- VA CONF/JUMBO
- USDA
- FHA
- FHA 203K
- MANUFACTUED
- BRIDGE LOANS
  Up to 12 mos
- INVESTOR
- DSCR
- ASSET DEPLETION
- FIX N FLIP

- SPEC LOAN
- DOCTOR
- HELOAN (2ND)
- INVESTMENT
- NON-WARRANTAB LE
- CONDO
- COMMERCIAL
- HELOC & 5 DAY HELOC
- FOREIGN NATIONAL
- VINEYARD
- REVERSE

- MORTGAGE (Purchase Refi/Jumbo)
- ITIN & DACA
- LAND/DOT LOAN
- 1-TIME CLOSE CONSTRUCTION
- FARM/RANCH
- ALL IN ONE
- RENOVATION
- CROSS
- COLLATERAL
- BANK STATEMENT
- HARD MONEY
- PROFIT & LOSS



NATALIE FALLBACH NMLS# 1452954

(505) 506-7232 www.nataliefallbach.com

Empowered by

NEXA Mortgage Brokers

Team@fallbachmtq.com

©2023 NEXA Mortgage LIC. AZMB 0944059 NMLS# 1660690 3100 W Ray Road #201 Office #209 Chandler, AZ 85226



4 • January 2025 ABQ Real Producers • 5

# **Contents**

**PROFILES** 







22 Chris & Melanie Eylicio

### IN THIS ISSUE

- 8 Preferred Partners
- 10 Meet The Team
- 12 Publishers Note
- Partner Spotlight: Yvette Klinkmann with Bell Bank Mortgage
- **22 Power Team:** Chris and Melanie Eylicio
- 28 Overcomer: Joan DiGiovanna
- 32 Cover Story: Adam Trujillo



28 Joan DiGiovanna

If you are interested in contributing or nominating Realtors for certain stories, please email us at ml.rauch@realproducersmag.com, or call ML at (505) 250-0092.

# Do your clients want a clean home when they move in?

Four Seasons Cleaning can do a deep clean before they move!

Clean Outs | Deep Cleaning for Photo and Listings Carpet Cleaning | Tile and Grout Cleaning

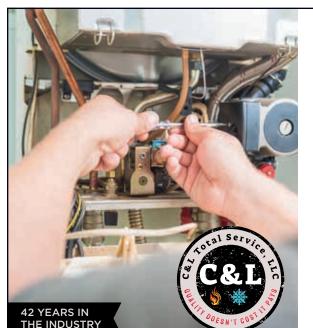
### FOUR SEASONS CLEANING

Family Owned and Operated!

505-254-2180 | fourseasonscleaning.com







# Quality Doesn't Cost...It Pays

### Get Your Listings Ready with a Furnace Tune-Up!

- Plumbing
- Heating & Air Conditioning
- Furnaces
- Boilers

- Water Heaters
- Tankless Water Heaters
- & Much More

### C & L TOTAL SERVICE LLC

Bonded and Licensed | NM MM98 License # 389788

CandLTotalServiceLLC.com 505.294.3777 100% Satisfaction Guaranteed

EXPERT ELECTRICAL SERVICES for Illuminate your Listings

BENCO Electric outstanding customer support + service electrical service upgrades

\*\*REMODELS\*\*

\*\*NSPECTION REPORT REPAIRS\*\*

\*\*RESIDENTIAL & COMMERCIAL Benco ElectricLLC.com

\*\*BONDED & INSURED LIC. #389951



## **Preferred Partners**

This section has been created to give you easier access when searching for a trusted real estate affiliate. Take a minute to familiarize yourself with the businesses sponsoring your magazine. These local businesses are proud to partner with you and make this magazine possible. Please support these businesses and thank them for supporting the REALTOR® community!

#### **CLEANING SERVICE**

Four Seasons Cleaning Michael Galaviz (505) 489-0755 www.fourseasonscleaning.com

### **DUCT RESTORATION**

Duct Worx Scott Herrmann (505) 600-9374 www.ductworxnm.com

### **ELECTRICIAN**

Benco Electric, LLC Ben Schroeder (505) 934-1221

www.bencoelectricllc.net

ESCROW Sunwest Escrow Terry White

(505) 237-2225 www.sunwestescrow.com

### **ESTATE LIQUIDATION**

HR Integrity Liquidation Services Barbara Spear (505) 339-8401

### **ESTATE SALES**

My Auction Addiction Lloyd Swartz (505) 252-0915

www.AlbuquerqueAuction Addiction.com

### HOME INSPECTION

Beyond Inspections Service Michelle Castaneda (505) 780-8132

www.beyondinspect.com

Duke City Inspections Matt Williams (505) 587-3535

www.dukecityinspections.com

Erhart Home Inspections Rick Erhart (505) 861-9040

Fireman Home Inspections LLC Lee Carns

(505) 353-2979 www.firemanhome inspections.com

### Pillar To Post Home Inspectors Eric Robinson (505) 247-2298

www.pillartopost.com/cgteam

### HOME STAGING All About Staging

**Trish Tilley** (505) 228-2895 www.allaboutstaging.info

### HVAC/PLUMBING

C & L Total Service LLC Chad Padilla (505) 294-3777

www.CandLTotalServiceLLC.com

Services, LLC Mikaela Medina (505) 366-1785

Marathon Mechanical

www.marathonmechanicalnm.net

### **INSURANCE**

Allstate Insurance Larisa Pearcy (505) 337-0900

Farm Bureau Financial Services Mark Krueger

(505) 998-7250

www.agentmarkkrueger.com

Strategic Insurance Group Benito Ortiz

(505) 585-0227 www.thesigco.com

### **INVESTMENTS**

Juan Buys Houses Juan Duran (505) 907-6294

www.abqcashbuyers.com

### IV THERAPY/

WELLNESS STUDIO Prime IV: IV Therapy & IV Drip Infusions (505) 587-5789

### JUNK REMOVAL & HAULING

Daniel's Dumping & Hauling, LLC Daniel Vega (505) 610-1103 www.danielsdumping.com

#### LANDSCAPING

La Barge Landscape, Inc. Ashley Lantry (505) 345-3000 www.labargelandscape.net

### MORTGAGE

Guild Mortgage Robert Sanchez (505) 573-9777 www.branches.guild mortgage.com/

Neighborhood Loans Ross Murray

(505) 257-1933 www.closewithross.com

Waterstone Mortgage Zora LaClair (505) 389-1900

www.waterstonemortgage.com

MORTGAGE ADVISOR Bell Bank Mortgage Yvette Klinkmann

(505) 366-9090 www.mortgagesbyyvette.com

### MORTGAGE BANKER

Bank of Albuquerque Chris Maxwell

(505)-804-3191 www.chrismaxwellmortgage.com

### **MORTGAGE BROKER**

Fallbach Mortgage Brokers Natalie Fallbach (505) 506-7232

www.nataliefallbach-home loans.com

### **MORTGAGE LOAN OFFICER**

Hometrust Mortgage Chris Hood (505) 453-5506 NMLS-234059

**Faith Moving Company** 

www.myabqmover.com

### **MOVING COMPANY**

(505) 888-1007

Nick Fehrenbach (505) 249-0632 www.faithmovingcompany.com ProRelo Bekins Brad Killman

### PHOTOGRAPHY-FAMILY/ REAL ESTATE/EVENTS

Liz Lopez Photography Liz Lopez (505) 401-9843 www.lizlopezphotography.com

Ponic Photography
Jason & Elizabeth Ponic
(505) 595-5388
www.ponicphotography.com

### PRIVATE CHEF SERVICES, EVENTS & CATERING

Noah's Table, LLC Noah Scanland (505) 803-8827

#### PROPERTY MANAGEMENT

Couture Brokerage Toni-Lei Ponic (505) 321-3259 www.couturebrokerage.com

Nizhoni Property Management Karla Rickert (505) 644-1111

### ROOFING SERVICES

Alanis Roofing, LLC Mark Alanis (505) 710-5507 www.alanisroofingnm.com

Hawk Roofing Justin Hawkins (505) 450-1479 www.hawkroofing505.com

### STUCCO-INSTALL/

MAINTAIN/REPAIR Stucco Now Gary Hernandez (505) 881-4568

### TITLE COMPANY

First American Title Teresa Manzanares (505) 888-8231 www.nm.firstam.com

### WATER/MOLD RESTORATION

Water Extraction Experts
Matt Adlesperger
(505) 250-6500
www.waterextractionexperts.com



# Good ideas start with great coffee.

### LET'S GRAB A CUP TOGETHER





### **Chris Maxwell**

Vice President, Mortgage Banker, NMLS ID # 1703127 cmaxwell@bankofalbuquerque.com 505-804-3191

Bank of Albuquerque® is a trademark of BOKF, NA. Member FDIC. Equal Housing Lender. © 2024 BOKF, NA





Serving Albuquerque, Rio Rancho, Tijeras and surrounding Areas

8 - January 2025 ABQ Real Producers • 9

### Meet The **Team**



M.L. Rauch



**Madison Coble** Content Coordinator



Jordan Wilson Advertising Strategist





Have an Idea?

Want to pitch,



**Maddie Podish** Social Media Coordinator



Tara Terhune Client Concierge Manager





Elizabeth & Jason Ponic Photographer Ponic Photography



Elizabeth McCabe Writer



Dan Clark Writer



DISCLAIMER: Any articles included in this publication and/or opinions expressed therein do not necessarily reflect the views of The N2 Company d/b/a Real Producers but remain solely those of the author(s). The paid advertisements contained within the Real Producers magazine are not endorsed or recommended by The N2 Company or the publisher. Therefore, neither The N2 Company nor the publisher may be held liable or responsible for business practices of these companies.

# THE ULTIMATE HOME INSPECTI

### **FEATURING**

- PTP360 Interactive 360° Visual Inspection Summary
- PTPEstimates Powered by Punchlist Cost estimate for Inspection Summary Items
- PTPFloorPlan An accurate floor plan of the entire home
- PTPHomeManual Powered by Centriq The digital owner's manual for the home

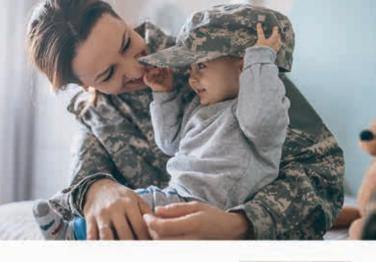


**Eric Robinson** (Senior Home Inspector)



The CG Team 505-247-2298 cgteam@pillartopost.com www.pillartopost.com/cgteam Life insurance is cheaper than you think.

WHY WAIT?



For less than \$1 a day,1 you can make sure your family will have money to pay for things like a mortgage, tuition and everyday expenses.

Don't wait until it's too late. Call me today.



It's your future. Let's protect it."

Mark Krueger 4343 Pan American Frwy. NE, Ste 221 Albuquerque, NM 505.998.7250 agentmarkkrueger.com



'Individual eligibility for all product promotions is subject to underwriting review and approval. Estimated premium payment is for 20-year Income Guard Term Life Plan, Standard, 30-year-old male or female; non-smoker. Amount is for demonstrative purposes only. Contact your Farm Bureau agent for a quote an your actual monthly premium payment. Farm Bureau Property it Casualty Insur: ompany, \* Western Agricultural Insurance Company, \* Farm Bureau Life Insurance Company \* West Des Moines, IA. \* Company providers of Farm Bureau Financial Services. PR-U-F (8-22)



ABQ Real Producers • 11 10 · January 2025



As we step into 2025, it's time to celebrate the possibilities that a new year brings. For real estate professionals, this is another opportunity to innovate, grow, and strengthen the communities we serve. Whether you're navigating complex transactions, building meaningful client relationships, or shaping the future of our industry, your dedication inspires us every day.

In the spirit of growth and renewal, we're thrilled to introduce a refreshed look in a few sections of *ABQ Real Producers*. After nearly a decade of building the national *Real Producers* brand, this redesign reflects our commitment to staying at the forefront while staying true to our mission: celebrating and connecting the top professionals in real estate.

The upgraded design isn't just about aesthetics—it's about elevating your experience with a modern, sophisticated feel that matches the excellence of the individuals and stories we showcase. This reimagined format represents our dedication to providing content that resonates with you and highlights the very best of our vibrant real estate community.

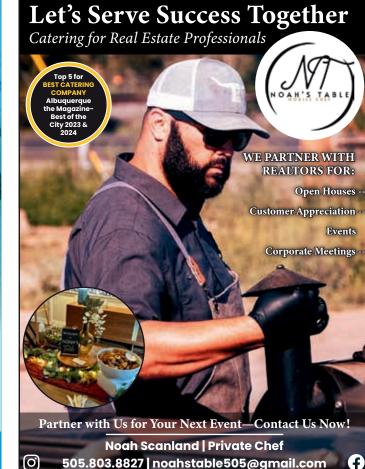
As we embark on another exciting year together, we remain honored to share your achievements, amplify your voices, and strengthen the connections that make our industry thrive.

Here's to leveling up in 2025!

ML Rauch







12 · January 2025 ABQ Real Producers • 13





# Your Clients, Our Coverage

PARTNER WITH ALLSTATE FOR A WINNING TEAM

Let's Talk Homeowner Insurance!

### **Larisa Pearcy**

Local Allstate Agent 505.337.0900

larisapearcy@allstate.com





When trading up in property, your investors can save on capital gains taxes by rolling the gains into a new property!



Use a QI (Qualified Intermediary) to facilitate the transaction!

Learn more at sunwest1031.com



505-237-2225 • Sunwestescrow.com 10600 Menaul Blvd NE Albuquerque, NM 87112

\*Notify your escrow agent that you want the contract ordered from Sunwest Escrow and Steider & Associates.



# Mortgage Home YVETTE Loan Expert YKMANN

### WITH BELL BANK MORTGAGE

BY BETH MCCABE PHOTOS BY LIZ LOPEZ When navigating the complexities of financing, Yvette Klinkmann with Bell Bank Mortgage is the person you want in your corner. With over three decades of experience in the mortgage industry, Yvette combines a love for problem-solving with a passion for helping people achieve their dreams of homeownership. She has helped countless real estate professionals and their clients over the years.

Yvette, who serves as
Producing Area Manager
and Senior Mortgage Loan
Officer at Bell Bank Mortgage,
describes herself as an introvert
who thrives on puzzles and
meaningful connections. "I don't
view it as sales," she shares. "I see
it as helping people and figuring
out solutions to their unique
financial puzzle." She excels
with her natural ability to solve
problems and move deals to the
closing table.

### A Native New Mexican

Growing up in Albuquerque, New Mexico, Yvette is proud to be a native with roots in the area.

After her parents divorced when she was seven, her

mother took the reins, creating a nurturing environment for Yvette and her two older sisters. Summers spent in La Jolla, California with her grandparents and winters in New Mexico nurtured her love for the outdoors.

"My mom was a superwoman," Yvette recalls. "She would fearlessly load us up in the Blazer and drive us to California which was pretty unusual for a single mom back in those days." Yvette has fond childhood memories of these adventures. Little did she know that she would be a trailblazer herself in the mortgage industry.

"IF I HAD A
STRONG MENTOR
IN MY 20S,
I WOULD'VE
BEEN SO
MUCH HAPPIER
SOONER. I WANT
TO PASS THAT
OPPORTUNITY
ON TO OTHERS."

### **Blazing Her Trail**

After graduating from college in 1992, Yvette's career path took an unexpected turn when her mom's boyfriend suggested she work as a receptionist at his mortgage company. What began as a temporary gig blossomed into a lifelong career. Yvette quickly moved from loan processor to loan originator, gaining hands-on experience in the days when APRs were manually calculated.

"It wasn't planned, but it was perfect," Yvette reflects. "This career allowed me to combine my love for helping people with my talent for solving puzzles."

Today, Yvette is thriving at Bell Bank Mortgage, a company whose culture she praises as unparalleled. "I wish I had found Bell twenty-five years ago," she says. "The culture at Bell is so extraordinary that I wouldn't work anywhere else."

Best of all, Bell is where she can make a difference for others, helping guide the way to homeownership. "It's never been about volume or money," Yvette candidly comments. "It's about how I feel at the end of the day and if I made a difference."



She asks herself, "Did I make a difference in a family's life?" That's what it's all about to this mortgage matchmaker, who wants to spread joy wherever she goes.

### **Spreading Joy**

Inspired by Brother David Steindl-Rast's words, "Joy is the happiness that does not depend on what happens," Yvette lives each day with intention and gratitude. Her ultimate goal is to spread that joy—whether it's through her work, her family, or her community.

Bell Bank's Pay It Forward program, which empowers employees to make meaningful contributions to their communities, aligns perfectly with Yvette's values. "Every year, employees are given money to give back—whether it's buying dog food for homeless people's pets or helping a next-door neighbor." Over the last 16 years, the program has provided over \$30 million in grassroots giving.

### Family and Joy

Yvette's personal life is as fulfilling as her professional one. As a stepmother to two adult children, ages 31 and 26, and a mother to her 16-year-old daughter, Yvette cherishes the lessons her blended family has taught her.

"They've shown me patience, understanding, and the importance of listening," she shares. "My daughter is a mini version of me—strong-willed and incredibly bright. It's a joy to see her grow up."

To relax, Yvette enjoys traveling, trail running, skiing and reading to unwind. "We try to take two big trips a year," she comments. Making memories with her family similar to what her mom gave her when she was a child is what it's all about.

### Leaving A Legacy

Looking ahead, Yvette is passionate about mentoring the next generation of lenders and

"IT WASN'T
PLANNED, BUT
IT WAS PERFECT.
THIS CAREER
ALLOWED ME
TO COMBINE
MY LOVE FOR
HELPING PEOPLE
WITH MY TALENT
FOR SOLVING
PUZZLES."

ensuring the mortgage industry remains vibrant and innovative. "If I had a strong mentor in my 20s, I would've been so much happier sooner. I want to pass that opportunity on to others."

With Bell Bank Mortgage by her side, she is leaving a legacy by spreading joy into the world and making a difference for countless clients. It's the perfect job for this mortgage matchmaker.

### CONTACT US!

For more information, contact Yvette at 505-280-0508, email yklinkmann@bell. bank, or check out her website, www. mortgagesbyyvette.com.

### Thank You for a Great 2024!

I want to thank Real Producers for spotlighting me in the first issue of 2025! It's been an honor to share this publication with other local industry professionals for nearly 5 years and support the top 300 realtors in our market.

I say it a lot, but I'm truly proud to collaborate with you to serve our clients and community.

Cheers to working together in 2025!



Contact me today!

Yvette Klinkmann
Area Manager | NMLS #471722
505.280.0508
yklinkmann@bell.bank
mortgagesbyyvette.com



2440 Louisiana Blvd. NE | Suite 110 | Albuquerque, NM 87110

ABQ Real Producers • 19









NMALB-3203-120924

# CHRIS& AELANIE BY BETH MCCABE PHOTOS BY LIZ LOPEZ

### Eylicio Real Estate Team with Simply Real Estate

hen it comes to real estate, two are better than one. Enter Chris and Melanie Eylicio of the Eylicio Real Estate Team with Simply Real Estate.

"We are the two for one special," says Chris. They are an asset to clients with their unique skill sets. Melanie shares, "I do a lot of the marketing, and Chris is more of the negotiator. Together, we show houses to our clients." Best of all, they are readily available to their clients. "If you can't get a hold of Chris, you can reach me," says Melanie, "and vice versa."

This dynamic duo creates a seamless experience for their clients while keeping family at the heart of everything they do.

### **Early Life**

Melanie grew up in Albuquerque before her family relocated to Rio Rancho during her middle school years. The excitement of purchasing their first family home left an impression on her. "It was a big deal for us," Melanie recalls. This milestone sparked her interest in the importance of homeownership.

As for Chris, he spent his early years in Los Lunas before moving in with his grandparents in Belen. His grandparents, who retired young as homebuilders, left a lasting influence. "They built homes, lived in them, and sold them to pay off their debts.

Watching them do that was intriguing to me."

Chris discovered his passion for real estate after trying out numerous careers. "When I was sixteen, I wanted to be an electrician. Then I found out I was colorblind." He earned a degree in Business before pursuing a career in law enforcement, working as a transport and probation officer for over 11 years.

Despite his dedication, he often found himself unfulfilled. "I was doing more strip searches and UAs than the actual caseload," he admits. However, he did have meaningful conversations with suspects. "Your upbringing doesn't have to be an excuse to be a felon," says Chris, whose mother was a drug addict, and his father died from alcoholism. Chris did impact people's lives, encouraging people to reform their ways, but it came at a cost. "I've been bitten, attacked, and spit on."

A cousin's success in real estate inspired Chris to shift gears, and in 2018, he earned his real estate license. Melanie joined him two years later,





bringing her background in education, human resources, and marketing to the team. "I'm a routine person and I like stability," she comments. Although the unpredictability of real estate was intimidating at first, helping Chris with marketing opened her eyes to the possibilities. She then got her license, and they blended their strengths to provide comprehensive service to clients.

### **Navigating Challenges**

Real estate has its ups and downs, but the Eylicios approach every challenge as a team. Market shifts require constant adaptation, and they rely on open communication with industry partners to stay ahead of trends.

Another common misconception is the perceived glamour of real estate. "It's

not like what you see on TV," Melanie laughs. "You're married to your phone. We work early mornings, late nights, weekends, and even holidays."

Chris emphasizes the emotional aspect of the job. "There are a lot of emotions involved. People get upset, and you have to stay calm and learn to read people," he explains.

### **Family First**

Family is the driving force behind everything the Eylicios do. Their three children, Nico (14), Mila (10), and Krew (7), are deeply involved in their lives and even get a glimpse of the real estate world. "They love opening lockboxes and putting up signs," Melanie shares.

Nico, a nationally ranked wrestler, has been coached by Chris since he was five. Mila is a competitive cheerleader, and Krew juggles wrestling and football. "We've never missed a sporting event or milestone," Chris proudly states.

### **Looking Ahead**

The couple has big plans for their future. They hope to expand their team to include a few like-minded agents and build a real estate portfolio for retirement. Beyond that, they aim to mentor others entering the business.

"Real estate is not just closing deals, but building trust with buyers and the community," says Melanie.

Chris and Melanie exemplify the power of teamwork in both their professional and personal lives. With unwavering dedication, they are a true "two-for-one special" in real estate.



### Picture Perfect Homes, Captured to Sell!





Mark V. Alanis • Sales/Project Manager 505.710.5507 • malanisnca@yahoo.com







# The year your clients become homeowners

As we welcome the New Year, let's work together to make homeownership dreams come true for families.



## Over 60 years of lending experience

A Guild Mortgage client's offer comes with the expertise of a national lender. We've been closing homes since 1960.



# Local service feel with a large company portfolio

We offer the personal service of a local lender combined with the flexibility, loan options and control of a leading national mortgage company.



## We're highly recommended

Guild has a 97% customer satisfaction rating according to the 2023 MortgageCX survey, a leading borrower satisfaction survey.

### Let's help clients achieve their 2025 homebuying goals



### **Tommy Martinez**

Loan Officer | NMLS #192577

M: 505.379.6952 2155 Louisiana Blvd NE, Suite 4000 Albuquerque, NM 87110



### Anthony Martinez

Loan Officer | NMLS #471723

M: 505.379.0248 6725 Academy Rd NE, Suite A Albuquerque, NM 87109



### Tracy Fawver

Senior Loan Officer | NMLS #1050107

M: 505.238.3345

6725 Academy Rd NE, Suite A Albuquerque, NM 87109



A partner you can count on.

Reach out today





Guild Mortgage Company; Equal Housing Opportunity; Company NMLS ID 3274, www.nmlsconsumeraccess.org. Tommy, Anthony, and Tracy are authorized to do business in the state of New Mexico. For more licensing information, please visit www.guildmortgage.com/licensing. All information, loan programs & interest rates are subject to change without notice. All loans subject to underwriter approval. Terms and conditions apply. Always consult an accountant or tax advisor for full eligibility requirements on tax deduction. Guild Mortgage is not affiliated with Real Producers Magazine. For use by Real Estate Professionals only.



# Encore Real Estate Advisors at Keller Williams

BY DAN CLARK · PHOTOS BY PONIC PHOTOGRAPHY



Joan DiGiovanna, a top-producing REALTOR® with Encore Real Estate Advisors at Keller Williams, is more than just a luxury broker. With a career built on compassion and a genuine desire to connect with people, Joan's story is an inspiring testament to the power of hard work, determination and a heart of gold.

Joan's path to real estate was paved with challenges. A single mother raising three children, she juggled owning and operating a successful Italian restaurant and catering business with the demands of family life. Despite being encouraged to pursue real estate for years, she waited until her children were older and she had the financial stability to dedicate herself fully to the career.

However, life had other plans. Facing a brain tumor diagnosis and mounting debt, Joan found herself at a crossroads. Encouraged by a dear friend who recognized her potential and even offered to pay for her real estate education, Joan took a leap of faith. She embarked on her real estate journey while working 80 hours a week and attending classes at night, determined to create a better future for herself and her family. "It was a hard time for me," Joan recalls, "but I was so determined and focused."

That determination paid off. In just eight years, Joan has not only overcome financial hardship but has also built an impressive real estate portfolio and established herself as a leading agent in Santa Fe and Albuquerque. Her reach also extends internationally, with recent transactions in Italy and France, and upcoming ventures in Germany and Rome.

66

Sometimes that's what we've been given the gift for—not to make money with it, but to help someone."

66

### I love finding the answers for my clients. I love making the process as easy as I can for them."

Joan's passion lies in connecting with her clients on a personal level and guiding them through the complexities of real estate transactions with ease. "I love finding the answers for my clients," she explains. "I love making the process as easy as I can for them." She prides herself on being a problem-solver and a trusted advisor, going above and beyond to ensure her clients feel supported and informed every step of the way.

Her compassionate approach is evident in her dedication to helping others, both professionally and personally. She recounts a touching story about a client whose son unexpectedly passed away. Joan, drawing on her catering background, organized and catered a reception for the family and friends, refusing payment and offering support during their time of grief.

"Sometimes that's what we've got the gift for," Joan reflects, "not to make money with it, but to help somebody." Her willingness to share her heart and contribute to her community is something she wants to be remembered for.

Joan's creativity shines through in her unique marketing strategies and client gifts. She hosts elaborate events, like a recent wine tasting and house blessing featuring Japanese drummers and an art exhibition, creating memorable experiences that foster connections and generate buzz. Her personalized gifts – including custom cutting boards, champagne bottles painted with the client's new home, and bandanas for dog-loving clients with the pup's name on it – further demonstrate her thoughtfulness and commitment to building lasting relationships.

As we all know, a real estate transaction can be a highly stressful situation for everyone involved.



Joan likes to create a little levity to alleviate some of the tension. She's even been known to hand out oxygen cans and "dang it dolls" to really lighten the moment.

Beyond her professional life, Joan enjoys hiking with her dog Brava, who has worked as a K9 REALTOR® since the tender age of 8 weeks. From riding shotgun on buyer tours to calming nerves at the closing table, Brava is the star at Encore. In addition, Joan enjoys exploring the local culinary scene and spending time with her children and seven grandchildren. She also travels extensively, attending luxury real

estate conferences and expanding her international network.

Joan's story is an inspiration to anyone facing adversity. Her resilience, compassion, and dedication to her clients have not only propelled her to success in the competitive world of luxury real estate but also made her a beloved figure in her community. Her legacy, built on a foundation of genuine care and a willingness to share her heart, will undoubtedly continue to inspire others for years to come. Most of all, Joan enjoys being a part of her clients' real estate success stories...

This is her ENCORE.

# BEAUTIFUL PROPERTIES | BEAUTIFUL PROFITS EXPERIENCE THE BEAUTY OF EFFORTLESS MANAGEMENT. \*\*RESPONSIBLE CONTROLL OF THE BEAUTY OF THE BEAUTY



30 · January 2025 ABQ Real Producers • 31

**COVER STORY** Adam Truillo AT Home Realty Group

Wencoming the

John Marches TOO OFTEN, PEOPLE STICK TO PATHS LAID OUT BY OTHERS. BUT WE ONLY HAVE ONE LIFE. WE NEED TO MAKE **SURE THAT WE ARE DOING SOMETHING WE LOVE."** 

BY BETH MCCABE PHOTOS BY PONIC PHOTOGRAPHY

"When we go through adversity, we only have two options. Either we let it destroy us and fall, or we rise and use it to push us to be better," says Adam Trujillo. Adam chose the latter, becoming an optimist when adversity strikes without notice.

"My sister, who is five years younger than me, was tragically murdered in a murder-suicide in 2022," he explains. His sister, her high school homecoming queen, left a mark on this earth. Popular, loving, and a free spirit, she was a kind-hearted individual who was a bright light in the world.

"She left behind three kids. I felt the need to take care of them and be a better example so they can live the life they designed," says Adam.

Adam used his pain to become his purpose, rising in real estate. "I doubled my production and focused on what I was doing in my career," he says. "That's how I got through it." Adam aimed to be the protector and caretaker for everyone – with his team and his family. The secret to his success is putting others first instead of wallowing in self-pity or becoming stuck in trauma.

An upbeat person, Adam can see the light in every situation and keeps an outward focus. "My family is the biggest driver for everything I do," shares Adam. He wants to show his niece, nephews, and daughter that they can overcome and thrive no matter the obstacles.

### From Tragedy to Triumph

Born and raised in New Mexico, Adam's upbringing instilled in him the value of hard work. His father, a commercial construction superintendent, and his mother, a devoted stay-at-home mom, modeled dedication and love.

"I've been working with my dad since I was nine," smiles Adam. When his dad was working on a remodel at the airport, Adam was hammering the floors with a jackhammer. He's been working hard ever since.



Adam modeled the importance of hard work to his own daughter. "I had a child very young when I was a senior in high school," he says. Having a child at the age of eighteen helped to motivate him even further. "It set me straight and set my life as far as what I wanted and needed to do," he candidly comments.

Following graduation, Adam attended the University of New Mexico, earning his Bachelors in Entrepreneurship. "I created my own job and it all worked out," says Adam, who admits he has never been a "nine to five type person." From booking concerts to hosting Karaoke nights, he explored various ventures before finding his true calling in real estate. In 2020, Adam decided to pivot during the pandemic's uncertainty. With guidance from his aunt Jean, a broker with over 30 years of experience, he obtained his license. "The market was crazy," he laughs. His first deals were with family members before doing seventeen transactions the following year.

"Every year in the business gets better than last," he says. Today, Adam leads The AT Home Realty Group, a team of two, including his high school best friend, David Fabozzi. Together, they have soared like never before, becoming a game changer in Albuquerque real estate.

### A Purpose-Driven Career

Adam's approach to real estate is deeply personal. His success stems from his unwavering commitment to providing exceptional service. "We want our clients to have a memorable experience," he says. Whether hosting client events or staying in touch long after the deal is done, it's all about building relationships.

For Adam, success isn't just about closing deals. It's about showing others that they can follow their passions. "Too often, people stick to paths laid out by others," he says. "But we only have one life. We need to make sure that we are doing something we love."

Adam lives every day with purpose.



"What I do truly comes from a place of love for all my friends, clients, and family. I'm so very grateful to them for the opportunity that they gave me. They are the true reason for my success and I couldn't be more grateful or happier," he says.

To relax and recharge from real estate, Adam loves music. A guitarist, he enjoys attending musical festivals across the country, off-roading in his truck, and supporting his nephew's baseball games.

### A Legacy of Love

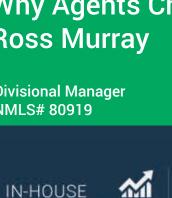
As Adam reflects on his life, he is grateful for those who have supported him along the way. From pain to purpose, Adam continually works to overcome life's greatest challenge and inspires everyone around him.



# **EIGHT REASONS**

**Why Agents Choose Ross Murray** 

**Divisional Manager** NMLS# 80919











MARKETING

DEPARTMENT











Your Neighborhood Lender

**Ross Murray Divisional Manager** 480.205.1341

rmurray@neighborhoodloans.com CloseWithRoss.com NMLS# 80919



Connect With Us Today!

Neighborhood Loans, 1333 Butterfield Rd. Suite 600 Downers Grove, IL 60515. 1.800.207.8595. Neighborhood Loans is an Illinois, Wisconsin, and California Residential Mortgage Licensee. Neighborhood Loans is an approved FHA Lender. Not an agency of the federal government. All Loans are subject to credit approval. Programs, rates, terms, and conditions are subject to change without notice. Other restrictions may apply. Licensed by the California Department of Financial Protection and Innovation under the California Residential Mortgage Lending Act. License #41DBO-118971

### Elevate your work in 2025 with FirstAm IgniteRE™

- Communicate in a secure environment.
- Simplified property research.
- Farm in high prospect areas.
- Customizable marketing materials.
- Relevant industry-related courses.
- Pre-built, easy-to-follow calculations.

We're dedicated to ensuring that you have the right resources at the right time, no matter where you are.

Contact us to get started today.





Briana Franchini Marketing Executive CELL 505-206-2476 DIRECT 505.888.8246 bfranchini@firstam.com



Kylie Coffman Business Development DIRECT 505-967-7892 kycoffman@firstam.com



Teresa Manzanares VP Business Development DIRECT 505-252-1578 tmanzanares@firstam.com

### Hobbs

1819 North Turner, Ste B Hobbs, NM 88240 PHONE 575-3930-7706

### Montgomery

7517 Montgomery NE, Ste B Albuquerque, NM 87109 PHONE 505-881-8985

Dona Ana Title - Roadrunner 141 Roadrunner Prkwy, Ste 139

Las Cruces, NM 88011 PHONE 575-532-2390

### Holly

9400 Holly Ave NE, Bldg 1 Albuquerque, NM 87122 PHONE 505-881-3300

### Riverside

6300 Riverside Plz Ln NW, Ste 230 Albuquerque, NM 87120 PHONE 505-313-8858

### Dona Ana Title - Telshor

425 South Telshor, Ste B Las Cruces, NM 88011 PHONE 575-521-5800

### Lovington

115 E Washington Lovington, NM 88260 PHONE 575-396-5846

### Santa Fe

215 Lincoln St, Ste 100 Santa Fe, NM 87501 PHONE 505-983-7384

### Dona Ana Title - Santa Teresa

1245 County Club Road Santa Teresa, NM 88008 PHONE 575-589-2411



First American Title Insurance Company, and the operating divisions thereof, make no express or implied warranty respecting the information presented and assume no responsibility for errors or omissions. First American, the eagle logo, First American Title, and firstam.com are registered trademarks or trademarks of First American Financial Corporation and/or its affiliates.







