

SOUTH ORANGE COUNTY

JANUARY 2025

# REAL PRODUCERS

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Tan

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# Renewed Vision, New Horizons

“Commit to the Lord whatever you do, and he will establish your plans.”

— Proverbs 16:3 (NIV)



**HAPPY NEW YEAR!**

As we welcome 2025, we reflect on a remarkable 2024, in which we celebrated the incredible achievements of our real estate community at our first-ever awards gala in October. Each REALTOR® in the *Real Producers* network is a top 500 agent in South Orange County — a testament to their skill, dedication, and passion — and is at the top of their game. Yet, even for those at the top, there’s always room for growth and new opportunities.

The new year offers a chance to reset goals, renew visions, and embrace fresh aspirations. It’s a hopeful time for what’s on the horizon, a time to plan boldly, approach challenges with positivity, and move forward with encouragement and determination. For us at *Real Producers*, it’s an especially exciting time as we will soon welcome new agents who’ve made it into our 2025 top 500 group based on their outstanding performance in 2024. Each year, these rising stars bring fresh energy and inspiration to our community. Look for them at our upcoming events!

In 2025, we remain committed to sharing the inspiring personal stories of the exceptional individuals in our *Real*

*Producers* family. It’s our pleasure to showcase their talents and highlight the challenges they’ve faced and overcome in their personal lives and careers. These tales of triumph, perseverance, and innovation serve as powerful reminders of what’s possible in both life and business. Each story offers unique insights and lessons to help us all grow.

We’re also honored to feature our trusted preferred partners — the valued industry affiliates referred to us by you, the top agents in South OC — who believe in the *Real Producers* mission to connect, elevate and inspire our real estate community. We are forever grateful for their support in making our monthly magazine and quarterly networking events possible. These partners are truly the best in the market, and we encourage you to turn to them first for your business needs. If you’d like a personal introduction, please feel free to reach out to me and I’ll be happy to connect you.

Here’s to another year of success, growth, and community. I look forward to seeing you at our 2025 kickoff event, coming up soon!

Warm regards,  
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# Ryan Immel

## Enjoying the Journey

BY DAVE DANIELSON  
PHOTOS BY JENNY MCMASTERS



One of the most rewarding aspects of the path to success is the process of getting there, knowing that you're making a truly tangible difference for those you serve along the way.

That's the same role that Ryan Immel is proud to fulfill each day — carrying on the powerful example that his father, Phil Immel, has set through time. That tradition continues today with Phil, Ryan, and other family members at the prestigious Immel Team at Pacific Sotheby's International Realty.

Over the years, Ryan has carved out his own identity in the industry, leveraging the knowledge, experience, and passion he's gained from working alongside his family. And as he moves forward, he continues to build on this strong foundation with an eye toward the future.

### Getting an Early Start

Growing up, Ryan was always immersed in real estate. "I've been with my dad on appointments, and it's been inspiring to see his work firsthand," says Ryan. "I thought it was something I wanted to do, as well, so I got my license and started working over the summers." His dedication to learning about the industry began early. In 2015, he earned his real estate license and continued his education while attending college. But it wasn't until 2018 that he made the full-time commitment to the business, diving headfirst into his career with the Immel Team.

Phil, Ryan's father and mentor, recalls how proud he is to watch his son thrive in the business. "When Ryan was young, we featured him in some marketing where we said, 'My daddy sells real estate.' It's great to see him

working with his brother and sister on the team," Phil says. "As a dad, you're apprehensive. We were careful and practical about it, but we have been unbelievably successful together. I told all three of my kids not to do it. But they have, and it has been wonderful. It feels good to have them in position to take over a very successful operation."

### Family Excellence

For Ryan, working alongside his father, brother Blake, and sister Torie is something special. "I have the best mentor possible," he says. "To be able to learn from the guru is priceless. I'm very lucky to be in this position, and it's working very well for us. We are all on the same page and want to grow this together."

The Immel Team operates in the luxury real estate market, specializing

"WE PROVIDE WHITE-GLOVE SERVICE AND TAKE CARE OF OUR CLIENTS EVERY STEP OF THE WAY."







Ryan Immel was honored as a 40 Under 40 agent by *Real Producers* magazine in 2024.



**“A MENTOR IS KEY —  
SOMEONE WHO CAN  
DEDICATE TIME TO  
HELPING YOU GROW.”**

in multimillion-dollar properties while also handling a variety of price points. On an average year, the team brings in \$40 million to \$120 million in sales volume, with an emphasis on personalized service and a high level of professionalism. Ryan’s career trajectory includes a standout moment when he worked alongside his father on a record-breaking sale: a \$32 million property in Dana Point, the largest recorded residential transaction in the area. “I was my dad’s assistant for that deal,” Ryan recalls. “It was an incredible experience and one that helped me grow

professionally. It’s moments like those that make real estate so rewarding.”

**Making the Difference**  
For Ryan, the most gratifying aspect of his work is the opportunity to help people turn the page to a new chapter in their lives by finding their dream homes. “It’s something special to be part of helping someone move into their dream home,” he says. “That’s the most rewarding part of the job. It means a lot to be part of that process, helping families make such an important decision. We provide white-glove service and take care of our clients every step of the way.”

Ryan’s drive and commitment to his clients are apparent in his approach to real estate. “I just want to be good at what I do and provide top-notch service,” he explains. “We want to be a team that stands out and does things the right way. I find it invigorating to learn more every day and grow into an even better resource for my clients.”

**Proud Impact**  
Phil is quick to echo his son’s dedication: “The clients adore working with Ryan. It’s fantastic having this multigenerational success. Watching him succeed has been incredibly rewarding for me as a father.”

Ryan Immel (right) with his father, Phil Immel (left)







**"I FIND IT INVIGORATING TO LEARN MORE EVERY DAY AND GROW INTO AN EVEN BETTER RESOURCE FOR MY CLIENTS."**

Family is central to Ryan's life, both personally and professionally. In addition to his parents, Ryan works closely with his siblings — sister Torie and brother Blake — who are integral members of the Immel Team. Their close-knit dynamic allows them to provide a level of service that reflects their collective commitment to excellence. "We all share the same values and work ethic, which makes everything click," says Ryan.

In his free time, Ryan enjoys spending time with family and friends, diving into his creative hobbies such as graphic design, video editing, and drone photography. He's also a big music fan and enjoys attending concerts. "I used to play a lot of volleyball," he adds, "and I'm really into body surfing and spending time at the beach." His well-rounded interests outside of work help him stay energized and focused on his goals.

#### **Lifting Others**

For those considering a career in real estate, Ryan's advice is simple yet

profound: "Find a mentor and join a team so you can quickly learn the ins and outs of this business. A mentor is key — someone who can dedicate time to helping you grow. And never stop learning every day."

Ryan's connection to his community in Southern California is deep. "I've grown up here, live here, and work here," he says. "Because of this, I know the nuances of each neighborhood and city. I've seen this community evolve and grow over the years, and it's been an incredible experience to be part of that transformation. We are well-connected, and that allows us to offer valuable insights to our clients."

As a real estate advisor with the Immel Team, Ryan exemplifies the values of professionalism, care, and dedication. "To me, being professional means being first-class, caring, and truly invested in my clients' well-being," he says. "I want my clients to know that I've got their back, and I'll always be here to guide them through their journey."

Ryan Immel joined the Immel Team at Pacific Sotheby's International Realty in 2018.



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# CHRISTOPHER SMITH

PHOTOS  
BY JENNY  
MCMASTERS

## TheSmithGroup at MortgageOne, Inc.

### Solutions for a Bottom-Line Difference

One of the most rewarding aspects of any profession is knowing that the success you create requires the best you have to offer, testing your experience and expertise. Similarly, it's reassuring to know that you have a partner who approaches business with the same dedication and mindset. That's what you get when you work with Branch Manager Christopher Smith and TheSmithGroup at MortgageOne, Inc.

As the branch manager of TheSmithGroup at MortgageOne, Chris has built a reputation not just as a mortgage provider, but as a trusted partner who goes above and beyond to ensure his clients and REALTOR® partners are taken care of every step of the way.

### Getting His Start

Chris Smith's journey into the mortgage industry wasn't one he had planned from the start. In 2011, a good friend knocked on his door with an intriguing proposition: work with him on generating leads for the mortgage business. At the time, Chris knew little about the industry, but he was willing to give it a shot. "My friend had figured out a way to generate leads, particularly for refinances, and wanted me to help him," Chris recalls. "I didn't know anything about mortgages, but I figured it was worth a try."

The two moved to Idaho, where Chris spent the next two years getting a crash course in the industry, which included







Chris Smith and his girlfriend, Ashley Taylor, share a blended family of five children.

a lot of door-knocking and building relationships. While it was a tough way to start, the experience gave Chris valuable insight into the importance of lead generation and relationship building. However, it wasn't until five years ago when Chris was introduced to *The Core Training* — a program focused on organic lead generation and business building — that things truly began to take off for him.

“That’s when I learned how to build a real business, how to generate leads organically, and how to serve my Realtor partners and past clients better,” Chris says. “Since then, I’ve focused on growing my referral-based business, and that’s what’s really allowed me to thrive in this industry.”

**The Growth of TheSmithGroup**

Today, Chris leads TheSmithGroup at MortgageOne, a highly successful mortgage team known for providing tailored solutions to clients with unique needs. While many mortgage lenders focus on volume, Chris and his team pride themselves on offering personalized service and solving complex problems that



others might shy away from. “We’ve built our business by becoming known for solving problems,” Chris says. “A lot of the clients we work with are self-employed business owners, and they often face challenges when trying to secure a mortgage. But we’re experts in finding solutions for these



Chris Smith is branch manager of TheSmithGroup at MortgageOne, Inc.

types of clients. We make it easier for them to get into a home, even when the process seems complicated.”

Another challenge Chris and his team frequently address is the array of Homeowners Association (HOA) issues that can arise in Southern California, where HOA regulations often complicate the buying process. TheSmithGroup is well-versed in navigating these obstacles, ensuring that clients don't face unexpected hurdles when buying their dream home. “I really enjoy working on these challenges,” Chris says. “It’s a puzzle, and I love finding ways to make it work.”

**A Team Focused on Service**

At the heart of TheSmithGroup’s success is its team. Chris works closely with two Loan Partner I’s and one Loan Partner II, each of whom plays a vital role in delivering the high level of service that the company is known for. Whether it’s communicating with clients or problem solving on complex loans, Chris is proud of the way his team collaborates to keep things running smoothly.

“We’ve built a culture where everyone is focused on providing excellent service,” Chris explains. “I make sure that when we’re working with Realtor partners, they know that their clients are going to be taken care of. We’ll keep them in the loop and handle any bumps that come up along the way. My motto is, ‘No loan left behind.’ We’re going to keep everyone on the same page and keep moving forward.”

This dedication to communication and service has earned TheSmithGroup a loyal client base and a strong reputation in the industry. Realtors know that when they refer clients to Chris, they’re going to receive the best possible care throughout the process.

**A Family-Oriented Leader**

While Chris may be a problem-solver in the office, outside of work, he’s a family man at heart. He enjoys time with his girlfriend, Ashley Taylor, and her three children — Everly, Braden, and Autumn. Chris also has two children of his own, 13-year-old Lily Rae Smith and 10-year-old Beckham Jackson Smith. Lily plays club volleyball, and Beckham is an avid football player. “I’m very family-oriented,” Chris says. “My kids are my world, and spending time with them is one of the most important things to me. It keeps me grounded and focused.”

Whether it’s attending Lily’s volleyball games or watching Beckham play football, Chris is a constant supporter of his children’s activities.

**Staying Active and Enjoying Life**

When he’s not working or spending time with his family, Chris stays active by training and working out. He’s dedicated to maintaining a healthy lifestyle, working out four to five days a week to stay in shape. “I love working out and staying fit,” Chris says. “It helps me stay energized and focused, which is important in both my personal and professional life.”

**A Legacy of Trust**

For Chris, trust is the foundation of his business. Whether it’s his clients, Realtor partners, or team members, he wants everyone to know that they can rely on him. “When people work with me, I want them to know that they can trust me,” Chris says. “When I say I’m going to do something, I do it. I’m loyal, and I’m always there for my clients and partners.”

That commitment to trust and service is what has made TheSmithGroup at MortgageOne one of the top mortgage teams in the area. As Chris looks to the future, he remains focused on continuing to provide exceptional service, solving unique problems, and building lasting relationships with those he serves.

For more information, call TheSmithGroup at MortgageOne, Inc., at 949-535-1821, email [TheSmithGroup@GoMortgageOne.com](mailto:TheSmithGroup@GoMortgageOne.com), or visit [MortgageOneHomeLoans.com](http://MortgageOneHomeLoans.com).



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# Tina Tan

CATALYST FOR

*Change*

At just two years into her career, Tina Tan has already become a force to be reckoned with in the competitive world of real estate. With over \$60 million in career sales volume and a passion for both people and properties, Tina is steadily making her mark at Christie's International Real Estate in Newport Beach, California. But her journey to success wasn't a conventional one — nor did it start in the way most might expect.

#### Getting Her Start

In 2021, Tina and her boyfriend took a pivotal step in their lives — one that would set her on the path to becoming a REALTOR®. After visiting their CPA to discuss financial planning, they were encouraged to invest in a home. It was the nudge they needed. Within a month, they were house hunting in Irvine, a city they envisioned for their future family.

Tina and her boyfriend found their dream home. On closing day, however, their Realtor was nowhere to be found. “We picked up the keys from the sales representative ourselves, and our agent wasn't there,” she says. “It was just not a great experience.”

That moment of dissatisfaction sparked a transformation. It was during that time, when Tina had already begun searching for solutions, that she decided to become a licensed Realtor herself. “I wanted to help others have a better experience than I did,” Tina explains. “I wanted to solve the problems I encountered and make the home-buying process more transparent and educational.”

#### A Passion for People and Homes

For Tina, real estate was more than just a business — it was a passion. She's always had an interest in homes and interior design, and her ability to connect with people made her a natural fit for the industry. “Interacting with people is just part of who I am,” she says. “I love helping people, and I've always loved looking at homes. I get to see luxury listings, which is exciting, but the real joy comes from helping others find their dream homes.”

Her approach to real estate is rooted in a genuine desire to create lasting relationships with her clients. Tina sees herself not just as a salesperson, but as a partner who walks her clients



“

I want my clients to feel supported throughout the entire process, and I want them to know I'll do whatever it takes to get them the best deal possible.”





through one of the most important decisions of their lives. Her commitment to education — something she felt was lacking in her own experience — sets her apart from other agents.

#### **A Family-Driven Approach**

Much of Tina's drive comes from her upbringing. Raised by her mother, Tina learned early on the importance of hard work and dedication. "My mom raised me by herself, and everything I do, I give it my best," she says. "I want to give back to her for all the sacrifices she made and also provide a better life for my future family."

This sense of responsibility fuels Tina's commitment to excellence. Every transaction is an opportunity to be the best version of herself — not only as a Realtor, but as a person who strives to exceed expectations in every aspect of her life.

Her life partner, Rambo, plays an integral role in her success. Rambo is not only her boyfriend, but also her business and life coach. "Rambo has been with me every step of the way. He helps me with my open houses and supports me in becoming the best version of myself," Tina shares. She finds his guidance invaluable, along with the coaching she receives from industry leaders like Tom Ferry. The combination of Rambo's mentorship and external coaching has helped Tina refine her strategies and stay at the top of her game.

#### **The Secret to Success**

When asked about her secret to success, Tina is quick to point to her ability to make decisions and stick to them. "I'm very decisive," she says. "If I say I'm going to do something, I do it. I create timelines and hold myself accountable. That helps me stay on track, and I think my clients can feel that commitment."

It's clear that Tina's success isn't just about numbers — though the \$60 million in career sales volume is impressive. It's about her mindset, her commitment to personal growth, and her dedication to her clients. "I'm always looking for ways to improve," she says. "I'm constantly learning — whether it's from mentors, books, or other successful people in the industry."

Tina Tan is a Realtor with Christie's International Real Estate.



Just two years into her real estate career, top producer Tina Tan has amassed over \$60 million in sales volume.



**The Importance of Mentorship**

Tina credits much of her growth to mentorship and the valuable lessons she's learned from others along the way. However, she offers advice to new agents looking for guidance. "If you want to learn from someone, approach them with a problem-solving mindset," Tina advises. "Find ways to make their life easier. If a new agent came to me saying they wanted to help me and my business in any way, I'd bring them on without hesitation."

However, she cautions that most new agents approach potential mentors simply to "learn their secrets" or to be rescued. "Why would I want to teach someone my formula for success if they don't have anything to offer in return?" Tina asks. "The best way to receive is to first give."

This philosophy of reciprocity is central to her approach to business and life. Tina believes that true success comes when we help others, and she strives to go above and beyond for every client. "I want my clients to feel supported throughout the entire process, and I want them to know I'll do whatever it takes to get them the best deal possible," she says.

**Balancing Work and Life**

Outside of real estate, Tina and Rambo lead an active lifestyle. Health and fitness are a major focus, and they love to travel and experience fine dining. "We look at how luxury resorts and fine dining establishments operate, and we try to implement some of their strategies into our business," she says.

Her passion for self-improvement extends beyond real estate and into all aspects of her life. Whether she's at the gym, traveling the world, or learning from mentors, Tina's goal is to always be growing and evolving — both professionally and personally.



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