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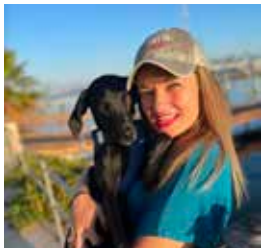
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**Ashley Kivisto**  
Writer



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## MIND, BODY, AND SPIRIT WITH COACH HOLLEY

Coach Holley is a 29-year-old Visalia native, nationally recognized Life Coach and Fitness Trainer with a strong background in professional and collegiate athletics. He teaches the importance behind resiliency and building a strong social and emotional climate. Coach Holley and his team reshape people's thoughts and feelings about themselves and their daily lives.

Absolute Body Armor is a division of Amplify that hosts a diverse range of amenities, such as modern training facilities, instructor-led Classes, personal trainers, nutritionists, and monthly memberships.

While Coach Holley would like to train everyone in-person at the ABA facility, some may not have availability for in-person sessions or live in other places throughout the world. To address this, he developed a virtual training solution through a personally designed app, allowing everyone

to pursue their fitness goals online. With the Coach Holley Fit app, users gain access to tailored workouts, the ability to track nutrition and health information, and direct communication with Coach Holley, his team, and the Coach Holley Fit app community.

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# Turbocharge Your Real Estate Game

BY SHAWN CARDOZA, REAL ESTATE INVESTOR & COACH

In the bustling world of real estate, finding and connecting with your ideal clients is the secret sauce to success. Imagine turning your 5-day work week into a dynamic lead-generating adventure! Transforming your weekly routine into a powerhouse of opportunities, all centered around the magic of an open house.

To start out each week, think about your Idea Client. For an open house usually agents just do the 3 P's, "Put a sign out, post it online and pray it sells". As a real estate professional, this is a failure. Who are you marketing to? Are you really hoping a random buyer will show up? Going back in the history of real estate sales, open houses were always required to have a door

knocking session either Friday night before the Saturday open house or Saturday morning. But the door knock was always where the action happened. Over the last ten years I hate to say it, agents have gotten lazy! So in this article I'm going to help show you how to have a crazy successful workweek with just using the open house as the daily excuse!

Before you dive into the week, take a moment to envision your ideal client. Are you on the hunt for eager buyers, motivated sellers, or savvy investors? Hopefully you are answering this question by saying SELLERS!

**Day 1 Monday: Circle Prospecting Adventure**  
Start your week with a splash by diving into circle prospecting. The extended neighborhood beyond the first few streets of the subject open house listing. Save those streets for another day. Picture this: a charming neighborhood, a property ready to shine, and you, the friendly real estate guide, inviting everyone to the upcoming open house. Forget about boring flyers; instead, engage in genuine conversations with neighbors. Your mission? To invite at least 20 people to the event. This isn't just about promoting the open house—it's about building connections and uncovering potential buyers and sellers. YOU

**MUST ASK IF THEY WILL COME.** Give an actual invite and say, "We are doing a SPECIAL open house a few blocks over and wanted to give you a personal invite to see what your neighbors home is and what it's selling for. We have found that usually a neighbor knows someone wanting to move into the neighborhood. So I promised the seller I would ask

**Day 2: Neighborhood Treasure Hunt**  
Tuesday is all about exploring the streets surrounding your open house. Think of it as a treasure hunt, where the prize is finding neighbors who might know someone eager to move into the area. Armed with a simple script, invite them to the open house, highlighting the chance to discover the neighborhood's hidden gems. Don't forget to exchange contact info—it's your secret weapon for follow-up reminders!

**Day 3: FSBO and Expired Listings**  
Wednesday is your day for a real estate safari, targeting For Sale By Owner (FSBO) properties and expired listings within a mile of your open house. Approach these homeowners with a fresh script, inviting them to see what the neighborhood is buzzing about. This isn't just about market insights; it's your chance to shine as a real estate guru. By offering to share potential buyers, you're creating a win-win relationship. You can even ask the FSBO's if they would like to hold an open house at the same time and you'll send buyers their way if they will send buyers your way!

**Day 4: Sphere of Influence**  
Thursday is all about throwing a party with your sphere of influence! Reach out to friends, family, and past clients, inviting them to the open house extravaganza. Ask if they know anyone looking to buy or sell—your personal touch could lead to golden referrals. And don't forget to mingle on social media, connecting with five new contacts to expand your reach.

**Day 5: Vendor Collaboration**  
Wrap up the week with a vendor collaboration! Call up your network of lenders, escrow officers, attorneys, Handymen and contractors, inviting them to the open house. This isn't just about strengthening relationships; it's about opening doors for cross-referrals. Chat about mutual recommendations, boosting your credibility and expanding your client base.

By dedicating each day of the week to a specific lead generation strategy, centered around an open house, you're not just building your business—you're creating a vibrant community of connections. This fun and engaging 5-day plan will elevate your real estate career, making you the go-to expert in your area. So, gear up for this exciting journey and watch your real estate dreams come to life!

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# PROFESSIONAL STANDARDS & ETHICS:

## PROTECTING YOUR REPUTATION AND BUILDING TRUST IN REAL ESTATE

In a time when public trust is more valuable—and more fragile—than ever, your reputation as a Real Estate professional is everything. It's your brand, your promise, and the currency that fuels referrals and repeat business. That's where your local, state, and national REALTOR® associations step in—not just as advocates or resources, but as protectors of your professional integrity. At the heart of that protection lies the REALTOR® Code of Ethics.

Unlike non-member licensees, REALTORS® commit to a higher standard of professionalism, accountability, and ethical behavior. The Code of Ethics isn't just a list of dos and don'ts—it's a living document that outlines how we conduct business, treat clients, interact with one another, and uphold the integrity of the industry. It's updated annually to reflect the evolving needs and values of the public and the profession.

### Why It Matters

Being a REALTOR® means more than having a license. It means you're committed to the gold standard of service and trust. The Code sets you apart in a crowded market by offering a clear framework for ethical decision-making. Whether it's Article 1's commitment to your client's best interest or Article 12's responsibility to present a true picture in advertising, the Code outlines how to navigate situations with professionalism and respect.

For consumers, this isn't just a technicality—it's a promise. A recent NAR survey found that over 80% of consumers are more likely to trust and work with agents who are held to a higher ethical standard. They want someone who will tell the truth, advocate for them fiercely, and handle their transaction with care. When clients know you're bound by a code that puts them first, they can move forward with confidence.

SUBMITTED BY TULARE COUNTY ASSOCIATIONS OF REALTORS MEDIA AND PR COMMITTEE



### Homeownership Month: A Time to Reflect and Reaffirm

June is National Homeownership Month—a time to celebrate the power, pride, and stability that come with owning a home. It's also a moment to reflect on the professionals who make that dream a reality. REALTORS® don't just help people buy and sell homes; they serve as trusted guides, fierce advocates, and ethical stewards of the American Dream. By holding themselves to a higher standard, REALTORS® bring credibility and care to the process of homeownership, ensuring that clients feel protected, heard, and supported every step of the way.

### Protecting Your Reputation

Let's face it—Real Estate is personal. One deal gone sideways can ripple through your local reputation. That's where the Professional Standards process matters most. Your association offers a structured, peer-reviewed system to handle disputes between REALTORS® and between REALTORS® and clients. Whether it's arbitration or ethics hearings, this system ensures a fair,

confidential, and enforceable path to resolve issues without landing in court—or the court of public opinion.


Having this process protects not only the public but you. It reinforces professionalism, offers accountability, and upholds the credibility of the REALTOR® brand. It's not just about disciplining the few who violate the Code—it's about elevating all of us who work every day to build trust and do the right thing.

### What You Can Do

Revisit the Code regularly. Treat it as more than a requirement—it's your compass. Attend local ethics training, stay engaged in your association, and take pride in the fact that you're held to a higher bar. Use it as a differentiator in your marketing, too: "I'm a REALTOR®, which means I'm committed to a strict Code of Ethics—something not all agents can say."


At the end of the day, ethics isn't just good business. It's who we are—and during National Homeownership Month, it's what sets us apart as trusted professionals in a life-changing journey.

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# COACH LEVELING UP

## THE TRANSFORMATIVE JOURNEY OF COACH RONNIE HOLLEY

WRITTEN BY ASHLEY KIVISTO • PHOTOGRAPHY BY AMANDA BRAZZELL WITH REAL AUTHENTIC HUMAN MEDIA

From overcoming personal challenges to becoming a mentor and entrepreneur, Coach Ronnie Holley’s story is one of resilience, self-improvement, and giving back. Through mentorship, dedication, and a commitment to helping others reach their full potential,

Coach Holley inspires everyone he meets to level up. Whether coaching kids in football, training athletes, or giving motivational speeches to professionals, Coach Holley leaves people feeling recharged and motivated. But this wasn’t always his persona. Growing up, Coach Holley struggled with anger management and emotional control. Without a father figure, he had to figure out for himself how to become the man he wanted to be. His mother, noticing his struggles in school, worked hard to get him the help he needed. Coach Holley was diagnosed with autism and ADHD, which led to an Individualized Education Plan (IEP), providing him the tools to learn his way and attend therapy and anger management classes. Coach Holley worked hard in high school and achieved his goal of “leveling up” when he successfully exited the IEP program. Despite this achievement, he found himself hanging out with the wrong crowd, and eventually, a bad decision landed him in boot camp for a year. “I had nothing but time to think,” Coach Holley recalls.

Coach Holley grew up with little financial support as the second youngest of 11 children. His father was imprisoned when Coach Holley was just a year old and wasn’t released until Coach Holley was 17. Living in a tough neighborhood, Coach Holley fought the







temptation to follow his peers down a dangerous path. During his time in boot camp, he learned a life-changing motto that still hangs in his office today:

“If you can control your thoughts, you can control your emotions. If you can control your emotions, you can control your words. If you can control your words, you can control your impulses to react.”

After completing his year at boot camp, Coach Holley knew he had work to

do in order to secure a better future for himself. “2012 was the year that I decided to level up and change my life,” he explains. It took some time to rid himself of the desire to make bad choices, and it was an uphill battle. During these years Coach Holley spent time playing football and running track. He had run track in school since the third grade, and played football in high school at the encouragement of his friend Darius. Darius also served as a motivator and role model for Coach Holley, alongside other friends, showing

him how to balance school and sports, and how to stay out of trouble. With this positive support, Coach Holley graduated from Mt. Whitney High School in 2013.

In 2013, Coach Holley “stepped into his purpose” when he was accepted to Modesto Junior College. As the first in his family to graduate high school without a GED, he set his sights on a bigger goal—becoming the first to earn a college degree. College was challenging, but it taught Coach Holley

valuable lessons about independence, focus, and balance. He learned how to manage social life, work responsibilities, and hold himself accountable. After two years at Modesto, Coach Holley transferred to Adams State University in 2016, then to Azusa Pacific University from 2017 to 2018. Throughout his five years in college, he played both college-level football and ran track. He earned his degree in Mass Communications, minoring in Kinesiology.

In 2018, Coach Holley’s professional football career began with a short but impactful three-year stint. He had the opportunity to play for the CFL’s BC Lions and the NFL’s Indianapolis Colts, but an injury cut his career short in 2020.

During his football journey, Coach Holley was influenced by several key coaches, including Coach Marty Martin at Mt. Whitney High School. Coach Martin once invited Coach Holley into his office and told him he saw great potential, but he needed to focus. “I need you to believe in yourself more than I believe in you,” Coach Martin advised. This advice had a lasting impact on Coach Holley, and he now shares it with the kids he works with. Coach Holley keeps in touch with Coach Martin and his track coach, Kim Moshier, visiting the Mt. Whitney campus to stay connected and inspire the next generation.

After his football career ended, Coach Holley felt a pull to return to Visalia. He earned his ISS training certification and launched Absolute Body Armor, a gym focused on helping athletes and families “level up” through customized training. While working with clients, Coach Holley quickly realized their struggles went beyond the physical. “When I started training, I realized that people were struggling more mentally than they were physically,” he reflects. Inspired by his own journey, Coach Holley wanted to support his community not just physically, but



**I REALIZED THAT PEOPLE WERE STRUGGLING MORE MENTALLY THAN THEY WERE PHYSICALLY.”**







**“I’M ALL ABOUT BUILDING THE FUTURE, LEADING WITH PURPOSE AND GRATITUDE.”**

mentally and spiritually as well. This led to the creation of AAMP, a mentoring program aimed at developing student leaders in a safe and supportive space. Coach Holley saw a need in his community and eagerly set out to fill it with passion and purpose.

Coach Holley also owns Amplify, Amplify, a collaborative resource company that utilizes programs, services, and social media as leverage. Amplify has built a strong track record of helping clients grow their businesses. With over 115,000 followers worldwide, Coach Holley’s businesses continue to thrive and expand.

Today, Coach Holley is involved in a variety of ventures and has his sights set on even bigger goals. His passion

for motivating others and helping them reach their full potential has led him to speaking engagements that inspire audiences of all backgrounds. Having Coach Holley in a room is a valuable experience for everyone involved. As he puts it, “I’m worried about impact, change, and inspiring others.”

Professionally, Coach Holley identifies as a coach, trainer, mentor, and speaker. At home, he’s a father and a husband. He has two children and he and his wife are expecting their first baby together later this year. Looking ahead, Coach Holley’s dreams are big. Among other goals, he hopes to open training facilities for families across the country. “I’m all about building the future, leading with purpose and gratitude,” he says.

Coach Ronnie Holley’s journey is a powerful reminder that no matter the obstacles, with the right mindset and support, anyone can level up. By embracing change, believing in himself, and helping others do the same, Coach Holley is not just building his own future, but shaping a brighter one for those around him.

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Follow Coach Holley and all the exciting things he is doing on Instagram @coachholleyofficial.

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How a tragic loss led Mike R. Allen to build the largest Century 21 franchise in the San Joaquin Valley.

WRITTEN BY ASHLEY KIVISTO  
PHOTOGRAPHY BY CHRISTIAN WITH  
HOUSEHUB MEDIA

# *From Corporate Ladder to Real Estate Leader*

## Mike R. Allen's Journey to Success

**Mike R. Allen is a third-generation real estate broker—but that wasn't always the plan. His parents married and divorced young, separating when Mike was just a year old. He went to live with his mother and moved frequently, sometimes attending two different schools in a single year. His mother, a hardworking blue-collar employee, lived modestly and did her best for her children. "I grew up very humbly," Mike recalls. His father eventually found success in real estate as both an agent and broker, following in the footsteps of Mike's grandfather. Both parents played important roles in shaping his values, work ethic, and sense of perseverance.**

During his senior year of high school, Mike discovered a natural talent and growing interest in economics. He dreamed of joining corporate America, climbing the ladder, and forging his own path—one that didn't follow in his parents' footsteps. Determined to succeed, he put himself through college at Fresno State, where he earned a degree in Business. After graduation, Mike landed a corporate role with a major lighting manufacturer and quickly thrived, managing the company's Eastern United States accounts. When that company was sold, he pivoted and moved to Greenville, South Carolina, taking on the role of Director of National Accounts at Hubbell Lighting Inc. There, he led a team of 30 and oversaw \$70 million in business, handling major accounts with



companies like Walmart, Lowe's, and Blockbuster. Mike believed he was living the dream—but life had other plans.

At the time, Mike was visiting his family in California a couple of times a year. During one of those trips, his father unexpectedly and tragically passed away from a heart attack at just 53 years old. He had been running a small brokerage with seven agents and had a new office building under construction, only 50% completed. Without him, the business was at risk. "I had a decision to make," Mike recalls. After taking some time to consider his options, Mike ultimately chose to move back to California and take over his father's real estate brokerage—something he had never envisioned for himself. Feeling a strong pull to return, he gave his company 60





days' notice and earned his broker's license in just three months. With no prior experience in the industry, not every move was a win. "Every failure is a lesson," Mike says of his early days at the helm. Still, he successfully convinced the bank that was financing the new office building to stay with the company in his father's absence and quickly grew the brokerage from seven to 30 agents.

Mike wasn't entirely new to real estate—he began investing in properties in his mid-twenties with guidance from his father. While his dad offered advice, Mike never inherited any property; he acquired all of his investments on his own. The relationships he built during those early years of buying and flipping properties gave him a valuable head start when he took over his father's brokerage. "Those early relationships laid the foundation for growth," Mike explains. These days, he prefers to buy and hold properties rather than flip them. "There's no better way to invest your money," he expands.

When Mike took over the business, he felt he had reached self-actualization and wanted to help others do the same. After growing the team to 30 agents, he franchised the brokerage with Century 21 in 2008, doubling business in his first year. Today, Mike is the President/Broker for the largest Century 21 franchise in the San Joaquin Valley and a top 25 franchise in the U.S., overseeing six offices and 350 agents. His accolades include Realtor of the Year (2011), RISMedia 2025 Influencer, Top Listing and Selling Producer in Century 21 (multiple times), and Top 100 Century 21 Agent in California. As acting President since 2017, Mike remains committed to agent development, offering training, coaching, and mentorship. "I never would have fathomed we'd be at this level," he reflects on his start at a small, seven-agent brokerage.

Much of Mike's success can be attributed to his recruitment strategies. He and his team recruit based on core values: doing business the right way, being relentless, providing clients with extraordinary experiences, and "giving where they



live." "We're very much about giving back to the community that we're blessed to work in and make a living in," Mike says. He proudly shares that his agents gain both ROI and ROL—return on investment and return on life. They not only find financial success, but also enjoy a positive experience, strong support, professional growth, and a better work-life balance.

Mike is an avid reader, consuming around 30 books a year. Here are a few of his recommendations:

- Good to Great by Jim Collins
- Iacocca: An Autobiography by Lee Iacocca
- The Art of the Deal by Donald Trump
- Rich Dad Poor Dad by Robert Kiyosaki
- The Millionaire Next Door by Thomas J. Stanley and William D. Danko
- The Compound Effect by Darren Hardy

Also published author, Mike shares his wisdom through his own book: The Quantum Real Estate Agent: The Blueprint for Developing Your Competitive Edge. The book outlines

ten quantum abilities that can serve as a blueprint for any real estate agent's success, from thinking beyond limits to leading others with integrity.

Mike R. Allen's story is a testament to the power of resilience, adaptability,

and continuous growth. From his humble beginnings to his leadership in the real estate industry, Mike's path shows that success isn't just about financial gains—it's about the experiences, the lessons learned, and the impact you have on others.







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# Maggie Sanchez

## From Espresso to Escrow

PHOTOGRAPHED BY AMANDA BRAZZELL  
WRITTEN BY DEBORAH BENTO

Born in Hollister, Ca raised in Modesto, California, Maggie Sanchez grew up in a traditional Hispanic household where family was the heartbeat of everything. Close-knit and deeply rooted, she met her husband—in her high school years—when she was a just teenagers. Now, with over 25 years of marriage and three children—Celeste, Isabella, and Jordan—plus a fur baby named Cocomo, family continues to be the foundation of Maggie's life and success.

As a young woman, Maggie dreamed of becoming a California Highway Patrol officer. But after starting a family early and with encouragement from her husband, she chose a safer and more stable path—working in the medical field. For years, she poured her heart into healthcare, working long shifts while raising her children, yet family kept calling. When her parents relocated from Modesto to Exeter, Maggie found herself constantly traveling between the two cities to spend quality time with them. Eventually, love for her family led her to pack up her life and move to Exeter.

Once in Exeter, Maggie wasn't able to find a job in the medical field she shifted to finances, but life had more in store. Her love for coffee (and perhaps a touch of sleep deprivation from parenting







and working long hours!) inspired her and her sister to open Java Island, a cozy coffee shop in town. Maggie, who joked about not being a morning person, learned that 5:30 AM came earlier than she liked—but she showed up, every day, with the same hustle she brought to everything in her life.

Even as she balanced motherhood and running Java Island, Maggie found herself increasingly drawn to real estate. In the early 2000's, she spent hours scrolling through homes on PMZ, Century 21, and Coldwell Banker websites while working at the hospital. Her curiosity sparked into action when she did her first flip with a friend back in 2013. Though that experience ended with her partners keeping the house and Maggie receiving only a nominal fee, it ignited something in her.

She had once studied real estate at Modesto College during her early pregnancy but never finished. In 2014, she and her sister made a playful bet to finally get licensed. Maggie was still juggling Java Island and motherhood but jumped in headfirst. She called around to get mentorship from other agents—and unknowingly walked into what turned out to be a panel interview. Preston, the broker in the room, immediately saw her potential and offered her a spot on his team, even before she was licensed.

With his mentorship, Maggie got trained, got licensed, and began closing deals. In December 2014, she made the difficult decision to close Java Island and go all-in on real estate. By January 2015, she found herself driving past her old coffee shop with a heavy heart, battling doubt and depression. But she looked at herself in the mirror and said, “I have to make it work.” She didn’t have a sphere of influence in Tulare County since most of her friends and family were in Modesto, didn’t even know the surrounding cities—but she was all in.

She hustled. She handed out flyers in parking lots, farmersmarket, marketed outside H&R Block, and showed up every single day at the office just to





soak in the language of real estate. She help out Melissa Sanchez & her Broker Preston doing Broker Price Opinions (BPOs), learning the nuts and bolts of the business. Her cousin and cousin uncle, both flippers, began using her as their agent. Soon, Maggie’s husband joined the flips, and Maggie started finding the trades and scouting opportunities. It wasn’t long before she said to him, “I want to flip! I want to flip!”

That passion only grew. In 2021, she met real estate investor Jason Pritchard during the pandemic. He challenged her to expand her portfolio and up her original goal to own 20 doors by the time she turned 50. The next time they met, Maggie proudly told him she had 17—and today, she owns 23 doors and counting.

Now, with over a decade in the business, Maggie Sanchez is not only a top-producing realtor but the current President of the Tulare County Realtor Association. When first approached about the position, she doubted whether she had the value to bring to the role—but others saw leadership in her. Maggie has made it her mission to inspire others, uplift new agents, and advocate for the industry on a local and state level. She moderates on state level for the Latino Professional Network and is preparing to expand her influence to the national stage in the coming years.

In 2024, Maggie took another bold step—she opened her own real estate office and is building a team grounded in collaboration, not competition. Her agenda as association president is simple but powerful: “Refresh and Reset.” She is constantly asking for new ideas and fresh perspectives. Her mantras—“My network is my net worth” and “Committees are for collaboration, not competition”—are words she lives by.

With dreams of reaching 100 doors in the next eight years and plans to travel to Greece and Portugal with her family, Maggie Sanchez shows no signs of slowing down. As she puts it, “There is no time to rest right now. I feel a fire and pressure to meet my goals.”



From coffee cups to closing costs, Maggie’s story is one of grit, growth, and a relentless commitment to family, community, and legacy.

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[www.wini.com/maderamerced](http://www.wini.com/maderamerced)  
559-674-5332

