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COVER FEATURE

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Sun



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Sponsor Spotlight
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WFG Title

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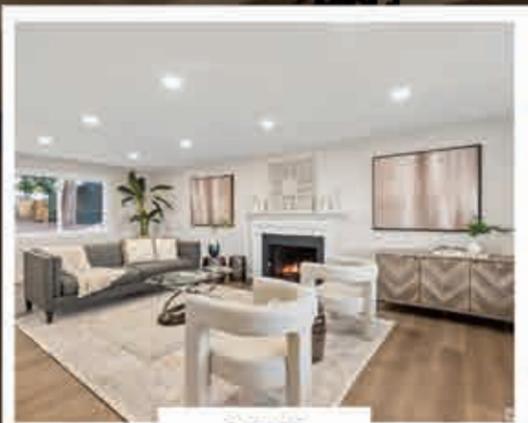


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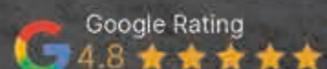
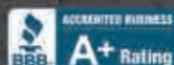
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Contents



Maggie Sun **50** COVER STORY

PROFILES



20 Sponsor Spotlight: Amanda Peterson



40 Rising Star: John Labrador



46

AREAA



IN THIS ISSUE

- 12 Preferred Partners**
- 14 Meet The Team**
- 16 Follow Us On Social Media!**
- 18 Publisher's Note**
- 20 Sponsor Spotlight:** Amanda Peterson
- 26 Notable Home:** A Grand Vision Perfected
- 30 Event Invite:** Seattle-Metro Women's Council Of Realtors® Event
- 34 Event Recap:** Thornton Creek Collaboration and VIP Media Session
- 38 Out In The Field**
- 46 Non-Profit:** AREAA
- 50 Cover Story:** Maggie Sun



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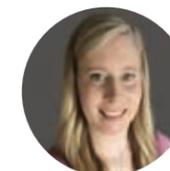
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PUBLISHER'S NOTE

Welcome to the May publication of *Seattle Real Producers*! We are proud to bring you another fantastic edition highlighting some amazing stories about amazing real estate professionals in our market. We constantly want to drive the point home that the agents who receive the publication and are featured in the magazine have earned it. They were not required to pay for the feature or any type of placement in the magazine. We are able to do everything for agents for free due to the support of our Preferred Partners. These are businesses who have not only been recommended by top producing agents, they have invested in relationships. They do not view real estate as a transactional process, but as an industry built on relationships.

While the official first day of Spring was March 20th, the real estate market decided to kick into gear shortly before that. The market in King and Snohomish counties is showing renewed vitality as inventory levels rise and buyers re-engage despite the lingering impact of mortgage rates. For top-producing agents like you, this is the season where preparation and strategy truly pay off. As the market heats up, remember that knowledge and adaptability are your greatest assets. We hope this issue provides you with the insights and inspiration to make this spring your most successful yet. Here's to a thriving season ahead!



While you read through this month's issue, you can learn about the unique ways our agent features have grown their businesses. Additionally, we have our sponsor spotlight that highlights one of our amazing sponsors, with a great team to serve your needs. And make sure to check out our gorgeous Notable home feature and the great nonprofit we are highlighting.

We hope everyone continues to thrive and we'll see you at our Real Impact event very soon!

Warm Regards,

Shea Robinson



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Amanda Peterson

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When it comes to the fast-paced world of title and escrow, building strong relationships and maintaining proactive communication can make all the difference. Amanda Peterson, Business Development Manager at WFG National Title, has mastered this art over the course of her diverse career. With a deep passion for helping brokers succeed and a genuine commitment to providing top-notch service, she has become a trusted partner for real estate professionals across the Pacific Northwest.

A Journey Across Industries

Amanda's career path has been anything but typical, yet each step has led her to a fulfilling role in which she thrives. After graduating from University of Washington in 2001, she entered the workforce with a job at a real estate appraisal company. Her task was to forge connections with lenders and encourage them to utilize the company's appraisal services. Though she was just starting out, this position provided Amanda with valuable insight into the real estate industry and set the stage for what was to come.

After a few years, Amanda transitioned to an independent escrow company, which was eventually acquired by the Talon Group, a title company. At this point, Amanda was getting deeper into the title industry, yet her curiosity and desire for new challenges led her to a brief detour: she returned to school to pursue a degree in interior design. But just as she was preparing to enter the design field, the market crashed, leaving the real estate world in turmoil.

It was a pivotal moment for Amanda, and as much as she loved interior design, on a whim she accepted a sales position for a small startup in Bellevue that specialized in selling security software. The role provided her with essential sales experience and took her on the road for travel 60% of the time, which became tiresome. Eventually she reconnected with people she'd previously worked with in title and escrow. In 2013, she made her move to WFG National Title, where she's remained ever since.





A Love for the Role

Amanda's current role at WFG National Title involves a blend of relationship-building, problem-solving, and business development. As a Business Development Manager, she works closely with real estate brokers to educate them on the services that WFG offers and how they can use those resources to enhance their business operations. For Amanda, this is the most rewarding part of her job. "The best part for me is making that connection with a broker and helping them understand how we can support their business," she explains. "If I can help them improve their processes or find solutions to their challenges, it builds a strong foundation for a lasting relationship."

What sets Amanda apart is her ability to deliver personalized service. She doesn't just offer generic solutions; she tailors her approach to each individual broker, ensuring that their unique needs are met. This level of care is something Amanda prides herself on, and it's part of what makes her an invaluable resource to those she works with.

Innovation and Support

The company's founder has long fostered a culture of creativity and innovation at WFG National Title, and Amanda is proud to be part of this forward-thinking team. "Our company is always striving to be ahead of the curve," she says. "We're not just providing title services; we're offering a resource for real estate agents to help them succeed. Our company was built on the premise of being in favor of all parties involved when buying, selling, and borrowing, and by way of offering a great

experience that continues to evolve, we obsess about making the process easy," Amanda adds. "WFG continues to take an innovative approach in how we guide brokers and consumers through the process with the highest level of care and service."

Amanda's commitment to staying on top of the latest trends and tools in the industry ensures her clients are always working with the best resources available. Whether it's a new technology or an improved process, Amanda is always ready to share the latest developments with her brokers, making sure they're equipped to thrive in a competitive market.

A Growing Team

One of the most important aspects of Amanda's role is her ability to build and support a strong team. Recently, Sue Roland joined Amanda's team to ensure that WFG's brokers are fully exposed to the range of services the company offers. Together, Amanda and Sue work closely with escrow and title professionals across the region from Olympia to Everett, to ensure brokers receive personalized service and support every step of the way.

"I love being able to match the right escrow closer with the right broker," Amanda explains. "It's all about finding the perfect fit and making sure our brokers have the tools they need to succeed. We want to be an extension of their team, and that's something we take pride in." For Amanda, fostering these connections is all about creating a positive experience for brokers. She believes when brokers have the support they need, they can focus on what they do best: helping clients navigate the real estate process.

Balancing Work and Family

When she's not at work, Amanda enjoys spending time with her husband, Matt, and their 10-year-old son, Dane. The family enjoys escaping to their cabin in Ronald, a small town outside of Cle Elum in Central Washington, whenever they can. There, they embrace the outdoors, whether it's snowmobiling in the winter or relaxing by the lake in the summer. "It's our favorite place to unwind and reconnect," Amanda says. "It's a nice break from the hustle and bustle of everyday life."

A Reputation for Consistency

One of the defining qualities Amanda is known for is her consistency. She's built a reputation for being proactive and reliable, always staying ahead of the curve to offer the most current solutions to brokers. She's not just a vendor; she's a partner, always available to offer support and guidance when needed. "I think most people would say we're consistent, proactive in our approach, and we always make sure to have a good time," she says. "We genuinely enjoy what we do, and that makes all the difference in the relationships we build."

With her dedication to service and passion for the real estate industry, Amanda Peterson continues to be a standout in the title world making connections, driving innovation, and building lasting partnerships that benefit brokers, agents, and clients alike.



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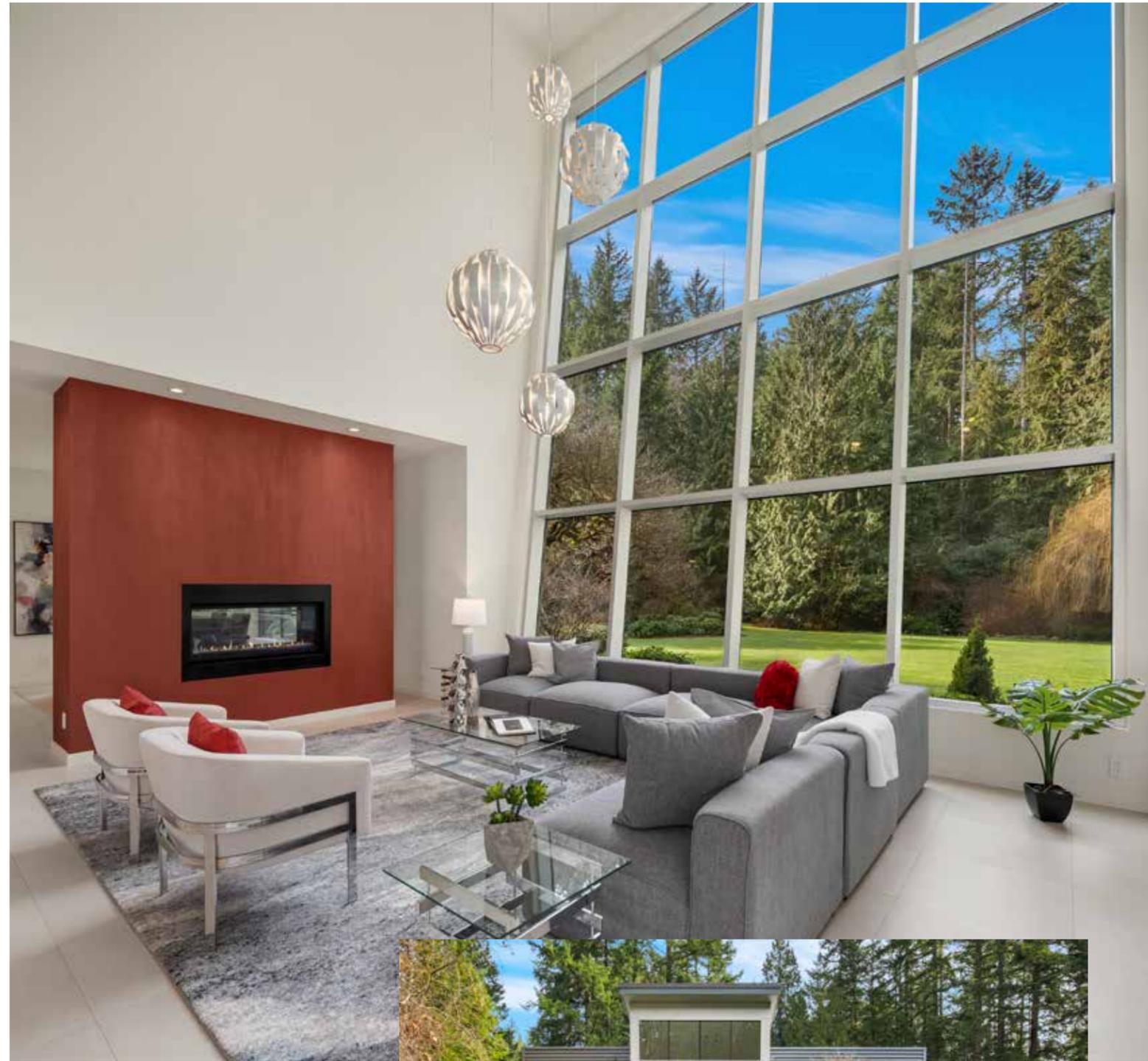
PRESENTED BY BETH BILLINGTON WITH COLDWELL BANKER BAIN
PHOTOS BY ANDREW WEBB OF CLARITY NW

A rare blend of modern elegance and natural beauty, this architectural masterpiece offers the ultimate private retreat just minutes from urban amenities. The great room boasts a two-way fireplace shared with the dining room and a dramatic two-story window wall that floods the space with natural light and reveals its gorgeous setting. The spacious and easy flowing kitchen features a large island breakfast bar and a double slider to the entertainment patio.

Escape to the main floor media room with projector and viewing wall with specialized screen paint. The luxurious primary suite offers a romantic escape with a generous bedroom and a five-piece bathroom complete with two vanities, walk-in closet, soaking tub, and a walk-in shower. Two additional bedroom

suites are located just down the hall from the primary and include walk-in closets, full bathrooms, and access to the deck. The versatile floor plan also includes a bonus room with built-ins, loft, main floor den/fourth bedroom with ¾ bath nearby, an office/playroom, and an exercise room off the garage. Thoughtfully designed and professionally landscaped grounds surrounded by soaring evergreens provide a serene, park-like setting. More than a home, it's a sanctuary.

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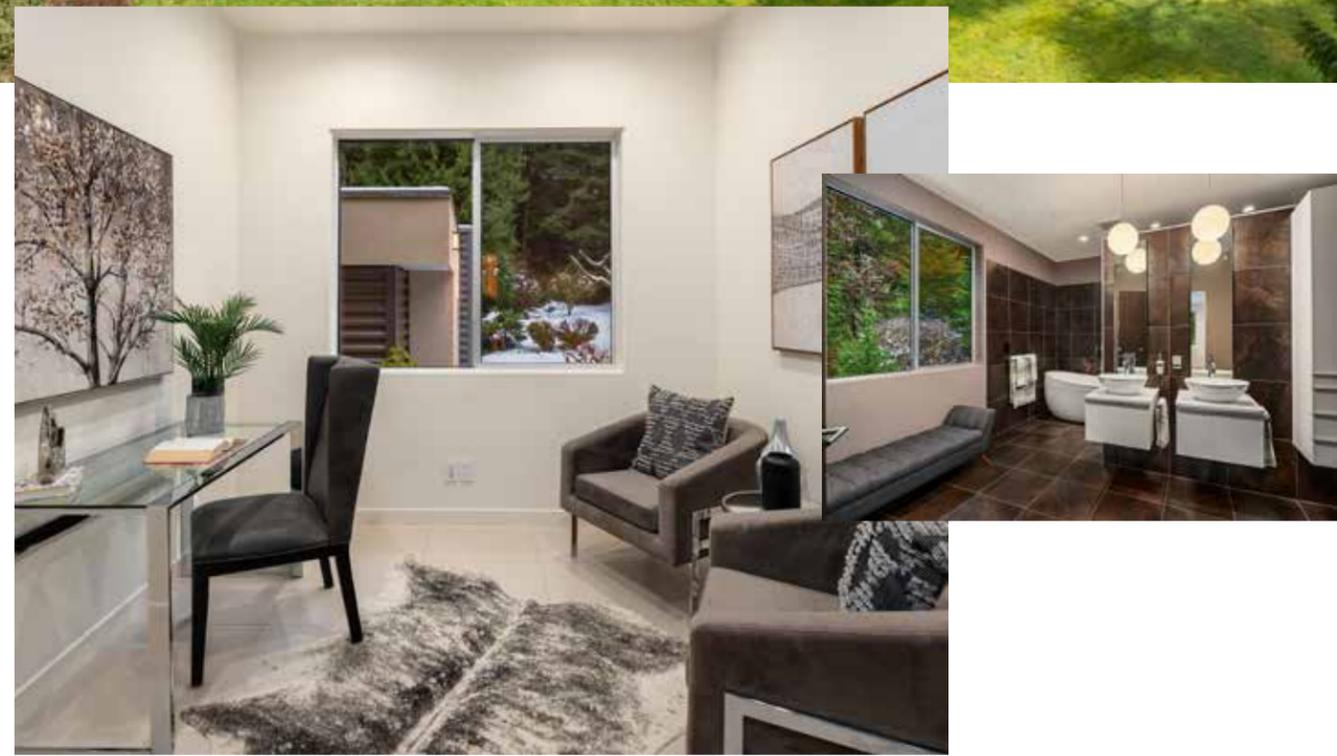


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SUBMITTED BY MOLLY MASONER



Join us for an exclusive gathering of industry influencers. Seattle's real estate community is stronger than ever, and on Thursday, May 15th, 2025, the Women's Council of REALTORS® (WCR) Seattle Metro will host an event designed to celebrate, inspire, and connect top industry professionals. Held at the stunning Newcastle Golf and Country Club, this annual event has become a premier networking opportunity for real estate leaders across the region. With over 100 of the area's most influential Realtors and industry partners expected to attend, this event will be a powerful opportunity to gain insights, make lasting connections, and showcase your brand.

Why This Event Matters

- More than just a gathering, this event serves as a catalyst for collaboration and growth within the real estate industry. Attendees will experience:
- **An Inspirational Keynote:** Featuring Jessica Butts, renowned author and motivational speaker, sharing strategies to elevate both business and personal success.
- **Top Influencer Marketing Panel:** A dynamic panel discussion featuring Seattle's top real estate and marketing influencers offering



insider strategies on personal branding, lead generation, and digital dominance in today's competitive market.

- **Exclusive Networking:** Connect with top producers, brokers, lenders, and real estate service providers in an environment designed to foster relationships and business growth.
- **Sponsorship & Brand Visibility:** Industry leaders have the chance to increase their reach by sponsoring this high-impact event. From main event sponsorships to silent auction contributions, businesses can gain premium exposure.
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THORNTON CREEK COLLABORATION & VIP Media Session

In late March we gathered at the incredible Thornton Creek Commons development. Built by Linda Pruitt and The Cottage Company, this gated gem in North Seattle is a property you need to set foot in to truly appreciate what it could be for the right home owner. The Cottage Company prides itself on not putting up homes, but building communities. We got together with a group of agents and partners and learned about the story behind Thornton Creek—decommissioning a church, repurposing 90% of wood to use on the homes, truly incredible.

VIP Media Session provided by FOCUSED Media Collective

Additionally, Rachael Adkins with FOCUSED Media Collective ran a VIP media session with 5 separate agents. Rachael gave a sneak peak into her new offering for listings. This offering contains:

- 3 talking head videos—Position yourself as the expert on-site
- 1 Creative reel—Eye catching content to stop the scroll
- Shot at your listing—Quick, easy, and hassle free

This was an amazing experience, with agents Sean McConnell, Maggie Sun, Cori Whitaker, Danny Adamson, and John Labrador all taking part in this. We can't wait to see the finished product!

A final shoutout to Graze Craze for providing some delicious charcuterie! They can be a go-to for open houses, closing gifts, and weekend gatherings.



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Out In The Field

COLLABORATING WITH THE BEST





John Labrador

A Passion for People

WRITTEN BY DAVE DANIELSON
PHOTOS BY FREESTYLE PRODUCTION

John Labrador is making waves as a dedicated broker with The Collective Group at Compass. In turn, it's easy to see the passion he has for people.

Before stepping into the world of property sales, John worked in nursing. His journey from caring for patients to guiding clients through one of life's biggest financial decisions has been a natural and rewarding one.

From Healthcare to Housing: A Career Shift Born from Passion

John's professional life began on the East Coast in New Jersey, where he trained and worked as a nurse. The career, while fulfilling, took a toll—especially when the COVID-19 pandemic hit. "I got burned out," he admits. "I loved taking care of people, but the emotional and physical demands became overwhelming."

It was during this period of reflection that a close friend at Compass suggested he consider real estate. "They told me that a lot of the skills I had as a nurse—compassion, problem-solving, working under pressure—would translate well into the industry," he recalls. Intrigued but cautious, John decided to test the waters by working in real estate part-time while still nursing. It wasn't long before he realized that real estate offered the same level of human connection that he loved about nursing—without the exhaustion that came with long hospital shifts.

Once he committed to real estate full-time, his business took off. "That's when things really started," he says. "I could give it my full attention, and I saw immediate results."





“This industry isn’t just about selling houses—it’s about building trust. The more you genuinely care about your clients and their goals, the more successful you’ll be.”

The Mindset of Success

Transitioning into a new career wasn’t without its challenges, but John found that his background in nursing gave him an edge. “Nursing put me in a different mindset,” he explains. “In that profession, you learn to be adaptable, resilient, and solution-focused. That mentality has helped me in real estate, especially when dealing with high-stakes situations for my clients.”

John credits much of his growth to the mentorship he received—both in nursing and in real estate. “I learned early on that having the right people around you makes all the difference,” he says. “That’s why I always tell new agents to seek out mentors and a strong support system. Your mindset will take you far.”

A Passion for People and Problem-Solving

When asked what he loves most about his job, John’s answer is immediate: “The people.” He thrives on meeting clients where they are—whether they’re first-time homebuyers, investors, or families navigating a transition. “I like to keep things light, even though real estate is a serious topic. It can be stressful, but my job is to make it as smooth as possible.”

Problem-solving is another aspect of the job that excites him. “Every transaction is different, and that’s what keeps it interesting,” he says. “Finding creative solutions and guiding my clients through obstacles is incredibly rewarding.”

A Millennial REALTOR® with a Mission

John proudly markets himself as a Millennial REALTOR®, a title that speaks to his passion for helping his generation achieve homeownership. “There’s a lot of talk about millennials and homebuying, but I see so many people my age taking that step,” he says. “It’s inspiring. I love guiding them through the process and showing them that homeownership is possible.”

His dedication is reflected in his numbers—in 2024 alone, John has closed over \$30 million in sales volume across 34 transactions.

Honoring His Mother’s Legacy

While John’s professional drive is evident, his personal motivation is deeply rooted in family—particularly his late mother, Jo-Ann. “She passed away last year, and she’s been a huge driving factor in my life,” he shares. “Everything I do, I do with her in mind.” Her influence serves as a constant reminder for John to approach his work with kindness, patience, and an unwavering commitment to helping others.

Beyond Real Estate: Music, Travel, and Giving Back

When John isn’t negotiating deals or showing properties, you can often find him behind a DJ booth. A passionate lover of electronic music, he’s been DJing for a couple of years and even opens for major DJs when they come to Seattle. “Music has always been a huge part of my life,” he says. “It’s an outlet for creativity and a way to connect with people in a completely different way.”

Traveling for music festivals and events is another passion, and he loves spending time with friends in different cities. “It’s important to have balance,” he says. “Real estate can be intense, so I make sure to enjoy life outside of work.”

John also remains deeply connected to his nursing roots, advocating for the profession and its importance in society. As a former member of the Washington State Nurses Association, he continues to speak out about the need for better support and recognition for healthcare professionals. “Nurses are still undervalued and underrepresented,” he says. “I may not be in the field anymore, but I’ll always be passionate about that community.”

Words of Wisdom

For those considering a career in real estate, John’s advice is clear: “Find a mentor, build a support system, and focus on your mindset. Real estate is a tough business, but if you approach it with the right attitude, you’ll go far.”

He also emphasizes the power of relationships. “This industry isn’t just about selling houses—it’s about building trust. The more you genuinely care about your clients and their goals, the more successful you’ll be.”

A Lasting Impact

As John continues to grow his business, his ultimate goal remains the same: to serve others with integrity and heart. “I have a lot of love for people,” he says. “At the end of the day, I want my clients to feel that—whether they’re buying their first home, selling a property, or just looking for guidance.”

Congratulations to John Labrador for dedicating himself to making dreams come true for those around him ... with his passion for people.



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Building Bridges, Changing Lives

THE POWER OF THE ASIAN REAL ESTATE ASSOCIATION OF AMERICA

SUBMITTED BY PETER RYU



In a world where real estate can feel exclusive, the Asian Real Estate Association of America (AREAA) is making waves. With over 19,000 members and 45 chapters nationwide, AREAA is more than just a network of professionals—it's a movement dedicated to creating sustainable homeownership opportunities for Asian American communities. We caught up with Peter Ryu, President of AREAA Seattle, to learn more about the organization's mission and his personal journey.

A Powerful Start

The AREAA was founded to address a pressing issue—discrimination against Asian American, Native Hawaiian, and Pacific Islander (AANHPI) communities in the housing market.

As Peter explains, racial prejudice still persists, making it harder for families to build generational wealth.

“When I got involved, I realized AREAA was about more than networking—it was about helping families like mine overcome these struggles,” Peter shared. Raised in a blue-collar immigrant family, Peter's parents worked tirelessly to provide opportunities despite facing discrimination. It's this selflessness that drew him to AREAA's cause.

A Community of Support

Peter has been with AREAA for nearly a decade, serving as chapter president and leading the sponsorship committee. “What I love most is being surrounded by people who are just as passionate and driven. Our members are dedicated



“Being part of AREAA has been life-changing for me. It's about making a real difference and ensuring future generations have the opportunities they deserve.”

to making a difference,” he said. The AREAA focuses on both business development and community. Peter points to the dedication of his board members, who are tireless in their efforts to advance the organization's mission.

“We're not just helping the Asian American community thrive in real estate; we're giving back to our local communities,” he explained.

Overcoming Challenges

Peter's personal story is a reflection of AREAA's mission. Growing up with the challenges of being an immigrant, he faced prejudice and the pressures of being labeled the “Model Minority.” But through AREAA, he found a voice. “For me, this isn't just about real estate,” he said. “It's about providing resources and empowering families who may not have the opportunities others take for granted.” Peter emphasized that there are still homeownership hurdles for the AANHPI community. The AREAA is committed to amplifying their voices and advocating for change, ensuring everyone has access to homeownership opportunities.

Fun Facts and Upcoming Events

The AREAA Seattle is focused on education and giving back to the community. In 2025, they are hosting their first ever Pickleball Tournament to raise money for down payment assistance. Proceeds will go toward local families in need. “Our board members are hardworking but we also love to have fun,” Peter assures.

The AREAA hosts impactful events to support its cause. Among their most notable are:

1. **Homebuyer Expo:** Educates the public about loan programs and grants.
2. **Pickleball Tournament:** A fun event aiming to raise \$20,000 to help two families purchase a home and achieve the American Dream.

3. Installation Gala: A black-tie event celebrating achievements.

These events not only raise awareness but also provide critical resources to help families achieve homeownership.

Getting Involved

The AREAA is always looking for new members and supporters who are passionate about making a difference. Whether you're a real estate professional or someone interested in supporting the cause, AREAA welcomes everyone. For more information, or to get involved, Peter can be reached at 206-330-9898.

Looking to the Future

As Peter continues his work with AREAA, he's eager to highlight a six-month mentorship program led by top real estate agents like David Huynh, Stephanie Stetler, Grace Yu, Thai Nguyen, Izzy Chavez, Kevin Zellmer, and Colin Nguyen—all of whom are not only top producers but also dedicated to giving back to their communities. “Real estate disruptors are changing the landscape, so we need to add value to our members,” Peter said. “Mentorship is key to helping our members grow.”

In conclusion, Peter shared, “Being part of AREAA has been life-changing for me. It's about making a real difference and ensuring future generations have the opportunities they deserve.”



AREAA's work continues to empower Asian American communities by providing the resources and education they need to succeed in real estate. With their ongoing commitment to advocacy and growth, AREAA is changing lives—one home at a time.

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Maggie Sun

THRIVING THROUGH TIME

WRITTEN BY DAVE DANIELSON
PHOTOS BY FOCUSED MEDIA COLLECTIVE

When Maggie Sun moved to the United States from Shanghai in 2012, she never imagined she would become one of the most successful real estate agents in the Seattle area. With a background in human resources and no prior experience in real estate, Maggie's journey was filled with uncertainty, trial and error, and ultimately, immense success. Through strategic investments, a willingness to learn, and a passion for helping others, she transformed herself from a newcomer to an industry leader.

Getting Her Start

Maggie's story began when she and her husband, a software engineer at Microsoft, purchased their first home in Bothell, Washington, for \$300,000. With the real estate market booming, she quickly saw an opportunity. "At the time, I was

working in HR, but I knew I didn't love it enough to continue doing it in the U.S.," she recalls. As she considered her next steps, Maggie turned her attention to real estate investments. She purchased two foreclosure properties—one in Kent for just \$75,000 and another small house in Maple Valley. Though she learned valuable lessons from these early purchases (including a vow never to buy a condo again), the experience ignited a passion for real estate that would soon become her career.

Unlike many who enter the industry driven by financial incentives, Maggie was motivated by curiosity and the desire to challenge herself. "It was never about money," she explains. "It was about doing something I love and seeing what I could achieve." Her first few years as a real estate agent were far from easy. Building a client base, understanding



“AT THE END OF THE DAY, WE’RE NOT JUST SELLING HOMES—WE’RE SELLING OUR SKILLS AND THE QUALITY OF OUR SERVICE.”



the complexities of the market, and establishing a reputation required persistence. But her dedication paid off. Within her second year, she had closed over 20 transactions, and by the time she reached 45 deals annually, she knew she had found her path.

Creating Success Step by Step

Maggie’s next step was creating a team. “The first two or three agents were the hardest to recruit and manage,” she admits. “I had never led a business before, so I made mistakes, but I was lucky to find the right people.” Her first big success came when one of her team members earned over \$500,000 in gross commission income (GCI) in their first year—an achievement that underscored the effectiveness of her mentorship and leadership. Over time, she refined her approach focusing on integrity, compassion, and excellence as the core values of her business.

Moving Message

One of the most transformative moments in Maggie’s career came when she embraced video marketing. Initially she struggled with creating English-language content that gained traction. Frustrated by the lack of engagement, she nearly gave up. But a conversation with her husband changed everything. “I told him, ‘I don’t think people like me,’” she recalls. “And he said, ‘No, people do like you. That’s why you were successful in Shanghai.’” Encouraged by his words, she decided to pivot to creating content in Chinese, targeting an underserved audience of Mandarin-speaking homebuyers and investors.

With the help of a consultant, she learned to analyze successful content, identify what people wanted to watch, and produce videos that resonated. She spent hours perfecting her delivery, memorizing scripts, and honing her on-camera presence. “At first, I hated watching my own videos,” she says. “But over time, I learned how to be natural, how to control my expressions, and how to connect with my audience.” The results were astounding. Her viewership skyrocketed, and the leads



started pouring in. Unlike cold calling, which she never enjoyed, video marketing attracted clients who already liked and trusted her. “It was a game-changer,” she says. “Instead of chasing clients, they came to me.”

Choosing the Right Brokerage

Maggie’s success led her to transition between brokerages over the years, each move carefully calculated to align with her growing business. Initially with Century 21, she later moved to RE/MAX at the recommendation of a trusted friend. “I liked the culture, the leadership, and the people,” she says. However, a turning point came when she was involved in an accident. “It made me reevaluate everything,” she explains. She eventually made the switch to Keller Williams (KW), drawn by the company’s values and opportunities for expansion.

Trust and Integrity

Today, Maggie leads a thriving real estate team and continues to grow her brand through video marketing. She credits much of her success to her core values. “Integrity is the most important thing,” she emphasizes. “Doing the right thing always matters more than making money today.”

She also prioritizes compassion, ensuring her team regularly collects client feedback to improve their services. “At the end of the day, we’re not just selling homes—we’re selling our skills and the quality of our service,” she says.



Maggie's journey from an HR manager in Shanghai to a top real estate agent in the U.S. is a testament to resilience, adaptability, and the power of self-belief. By leveraging her strengths, embracing new strategies, and staying true to her values, she has built a career that is not only financially successful but also deeply fulfilling. Her advice to aspiring entrepreneurs?

"FIND WHAT YOU LOVE, BE WILLING TO LEARN, AND DON'T BE AFRAID TO TAKE RISKS. SUCCESS COMES WHEN YOU PUSH THROUGH THE DOUBTS AND KEEP GOING."

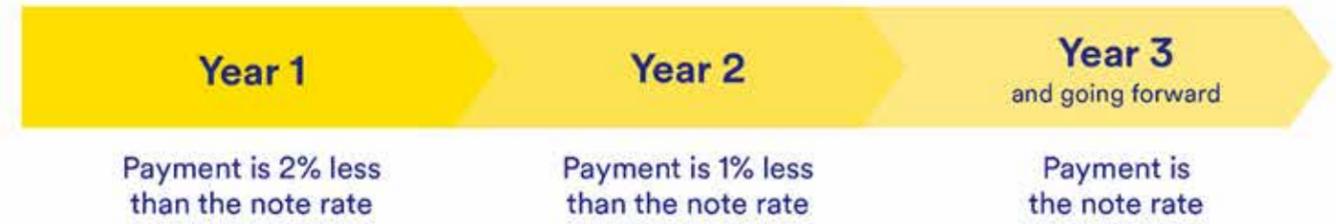


How does a temporary buydown work?

A temporary 2 year buydown reduces the interest rate on a home loan for the first two years in exchange for a cash deposit, paid by the seller, buyer or lender.

Temporary buydowns can be added to many standard loan programs such as Conventional, FHA, USDA and VA loans.

Here's an example of how a 2-1 buydown works:



Buydown program illustration is for educational purposes only. Please contact a Guild Loan Officer with any program questions.

Let's talk details!



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