

INLAND EMPIRE

NOVEMBER 2025

REAL PRODUCERS[®]

Julia
Calderon



STACIE CRUMBAKER

Unmatched Commitment



One of the things I value most in this business is working with people whose passion truly shines through, and that's exactly what you see in Stacie Crumbaker. Real estate isn't just a job for her, it's in her roots. Growing up surrounded by strong women in real estate, and later working alongside her mom, Char Costantino, she's carried on that legacy with a drive and heart that makes her stand out.

Stacie's clients love her because she treats every transaction with the same energy and commitment she'd bring to her own family. She doesn't stop until the deal is done, and it's not just about getting to the finish line, it's about making sure her clients feel cared for every step of the way. When you work with Stacie, you're not just getting an agent, you're joining a family that is as invested in your success as you are. Outside of real estate, I love how grounded Stacie is in her own family life. Whether it's renovating her new home or making memories with her two kiddos, she brings that same sense of joy, determination, and balance into her work. It's easy to see why people trust her! She's relatable, genuine, and truly understands how important "home" really is.

That's why I'm proud to partner with Stacie. She brings the perfect combination of professionalism, passion, and heart. In a business where relationships matter most, Stacie reminds us that being a great agent isn't just about selling homes. It's about helping people create the lives they've been dreaming of.

L&J'S HANGRY KITCHEN

Balancing Business, Family, and a Little Fun in the Kitchen



Cooking slows us down, reminds us to savor the moment, and keeps us grounded in the relationships that matter.

This Week's Menu

Breakfasts - Bagels, Breakfast shake - Kefir, frozen berries, spinach, protein

Lunches - Chicken Salad Bento Box w/flat pretzels, a fruit, cubed cheddar, and French Onion Soup

Sunday - Turkey Meatloaf, Baked Potato, Sautéed Mushrooms, Roasted Asparagus

Monday - Meatloaf Sandwiches with Homemade Bread, Green Beans, and Trader Joe's Salad

Tuesday - Rock Fish Tacos and Chili Roasted Squash

Wednesday - Brisket Hash

Thursday - Leftover Night

Friday - PIZZA!

For me, cooking has always been more than just getting dinner on the table. It's a pause button in the middle of a busy life, a chance to step away from the phone calls, emails, and constant to-do lists. There's something grounding about chopping vegetables, stirring a pot, or pulling a meal out of the oven that brings me back to the present.

But the real magic happens when we sit down and share that meal. Whether it's with family or friends, those moments around the table create space for laughter, storytelling, and connection. In business, just like in the kitchen, we can get caught up in the hustle. Taking time to slow down reminds us that relationships are what make all the hard work worth it. Cooking and sharing food is my way of keeping that perspective. A little reminder that success feels best when you have people to share it with.

Lara A. Locke



Senior Loan Officer - Branch Manager

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If you are interested in nominating people for certain stories, please email us at: marissa@n2co.com



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SALES
VOLUME
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\$15.45 Million
AVERAGE SALES VOLUME
PER AGENT

10 • November 2025

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Julia CALDERON

Julia Calderon never set out to build a career in real estate, at least not in the traditional sense. Fifteen years ago, she and her husband Hector were simply frustrated by realtors who wouldn't call them back. What began as a practical solution to acquire rental properties without relying on subpar agents became a calling, one that has since transformed into a thriving business with Keller Williams Corona. Today, as Lead Realtor of The Calderon Group, Julia has become known for her unique approach, one that blends professionalism with something rarer in the business: genuine, lasting human connection.

Her path to real estate is woven with experiences that might not look obvious on a résumé but come together seamlessly in practice. Early in life, Julia thrived in the dental industry, where she learned how to communicate with people, coordinate treatments, and manage with empathy. Later, as a stay-at-home mom for over a decade, she mastered multitasking, organization, and the art of juggling chaos with grace. Those skills now show up daily as she guides clients through the high-stakes world of buying and selling homes.

But what truly sets Julia apart is the way she's turned real estate into a family business and lifestyle. Julia and Hector, high school sweethearts together for 35 years, bought their first home when they were just 17 and 18. They've been landlords ever since, building a portfolio of rental properties and teaching their children the ins and outs of the business along the way. Today, all three of their adult children are involved: Jacob (26) and Jonathan (25) both hold their real estate licenses, while Isabella (21), a notary, manages Julia's backend operations and is working toward her own license. "She's my secret weapon," Julia laughs. "She keeps me polished so I can focus on loving on the people."

Hector, meanwhile, is the steady force at her side, attending appointments, installing signs, keeping her safe, and lending his renovation skills to make clients' homes shine. Together they run Residential Rescuers, a renovation business exclusively for Julia's clients. "It's not open to the public, it's just for our people," Julia says. "That's what sets us apart. When I say we'll get a home ready, I have a whole team that can step in and transform it." Between their renovation network and an

army of trusted service providers, The Calderon Group ensures every home they list tells the best possible story.

This "all-in" family dynamic is at the core of Julia's brand. Real estate in the Calderon household isn't a job; it's a way of life. "We eat, sleep, and breathe it," Julia says, and it shows. Their clients don't just hire one realtor, they get a whole family of professionals invested in their success.

The connection doesn't stop at closing. Julia is known for her unforgettable client appreciation events, pumpkin patch outings, floral workshops, movie nights, and even gatherings inside her own home. "Not many agents invite clients into their personal space, but I do," Julia says. "Because by the time we've walked through this journey together, they're not just clients anymore. They're friends." Those events, lovingly hosted, have become part of her clients' traditions. They keep people connected, year after year, creating a loyalty that can't be bought.

For Julia, fulfillment doesn't come from production boards or accolades, though she has earned her place among top-producing agents at Keller Williams Corona. It comes from seeing first-time buyers' joy, watching families settle into their dream homes, and knowing her clients feel cared for in every step of the process. She has built a reputation for balancing polish and professionalism with warmth and authenticity. "Human connection is my business," she says, and her clients would agree.

Looking ahead, Julia dreams of traveling with Hector, maybe spoiling a grandchild or two, and eventually passing the business on to Jacob, Jonathan, or Isabella. Until then, she's building not just a career but a legacy. She wants to coach new realtors, teaching them that success isn't just about hustle, it's about heart.

Julia Calderon's story is proof that in a business often marked by transactions, the real differentiator is relationships. By intertwining her family, her clients, and her community, she's created something rare: a business that feels less like real estate and more like home.



“ Not many agents invite clients into their personal space, but I do. Because by the time we’ve walked through this journey together, they’re not just clients anymore.

They’re friends.”





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DANNY CORONADO

True Lending Team with RWM

WRITTEN BY TERRINA RUSSELL • PHOTOGRAPHY BY MARISSA MCCUTCHAN

It started with one phone call. A loan officer had dialed Danny Coronado's mother, but within minutes the conversation shifted toward him. What began as routine solicitation turned into a life-changing opportunity. Curious and open to the unknown, Danny agreed to learn more about mortgages. That single moment set him on a path in 2005 that would evolve into a career defined by persistence, integrity, and an unshakable commitment to helping others.

His path wasn't entirely linear. Before mortgages, Danny dabbled in car sales, spent two years as a realtor, juggled a handful of other jobs, and even enrolled in school for a while. Each step reinforced what he already knew about himself: he thrives on meeting new people, tackling challenges, and pushing himself into situations that require resilience. The mortgage business he soon discovered, was where all of these traits could flourish at once.

What makes him stand out in a field crowded with professionals is his refusal to sugarcoat reality. Honesty and integrity are his trademarks. He believes too many people in the business try to appease clients by avoiding difficult conversations, but Danny takes the opposite approach. He lays out the truth, even when it is uncomfortable, because he knows that addressing problems head-on is the only way to get clients to the finish line. It's this approach that has earned him the respect of his peers and the gratitude of families who have achieved homeownership with his guidance.

Every day in this business carries its share of hurdles, but Danny thrives

on them. He never dreads the tough moments, because he sees them as part of the larger reward: helping people realize the American dream. That sense of purpose has carried him through good days and bad, fueling his persistence. It's not luck, he insists, but a mindset. Show up, stay disciplined, keep your energy positive, and keep moving forward. Those are the real keys to success.

His commitment is also evident in his availability. Clients and referral partners know they can reach him any time, and while his wife Priscilla jokes about never truly being "off," it's clear that his accessibility is part of what keeps his business thriving. Over the years, Danny has built a reputation for being someone who is always there when needed. For many, that reliability is the difference between confusion and clarity, or stress and relief.

Family is what grounds him. His wife, Priscilla, and their children, Ginovanni, Nathan, and Cierra, along with his daughter-in-law, Gabby, are at the center of his world. Outside of work, they can be found outdoors, off-roading in the

desert, gathering around a fire in the winter, or cooling off at the pool, beach, or river in the summer. Those moments restore him, and they also remind him of why he does the work he does. Helping other families find homes isn't just a job; it's an extension of his own love for family and the spaces that bring them together.

Looking ahead, Danny envisions building a larger team and eventually creating a business that his children could choose to carry forward. He doesn't see himself stepping away anytime soon, but the idea of passing on not just a business, but a legacy of persistence and integrity, is a powerful motivator. His advice to newcomers in the field echoes this philosophy: commit fully, skip the shortcuts, accept accountability, and never stop pushing forward.

His brand speaks for itself: do what's right from the beginning. In an industry where deals can be complicated and emotions can run high, that kind of steady compass is invaluable. For those who need a loan done right, the phrase rings clear: call DC, and consider it done.

Helping other families find homes isn't just a job;
*it's an extension of his own love for family and
the spaces that bring them together.*



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Sandy Upchurch

WRITTEN BY TERRINA RUSSELL
PHOTOGRAPHY BY MARISSA MCCUTCHAN

For more than a decade, Sandy Upchurch has built a thriving career at Century 21 Masters, where she is known for guiding clients through some of life's biggest milestones with professionalism, care, and empathy. What began as a decision to create a long-term career that would support her family has grown into a journey defined by strong relationships, consistent effort, and a genuine commitment to people.

Her path into real estate wasn't a traditional one. After spending ten years working in the fitness industry, Sandy gained skills she credits with shaping her career today. "It absolutely helped me," she explains. "I learned communication, sales, customer service, and most importantly, empathy." Those lessons continue to influence the way she works with buyers and sellers.

A unique part of her story is how she first got started. "When I first got my license over ten years ago, my husband pulled from his 401k to help me get up and going. So many people told me not to get into this saturated business, but his unwavering support gave me the confidence to dive in. I'd say it paid off for him," she laughs.

Asked what sets her apart, Sandy points to her ability to connect. "I can read emotions well and adjust quickly to ease sellers and buyers," she says. That connection has carried her through countless transactions, including working with three generations of the same family. "Helping grandma, mom, and kids, it's such an honor to be part of those family legacies. It really shows the trust families put in me when I'm able to work with multiple generations."

Her passion for creative approaches shows in her work as well. Last year, she sold her first home with a vineyard, and at her neighbor's open house she organized a wine tasting directly from the vineyard being toured. "The neighbors absolutely loved it. We ended up selling in record time with multiple offers!" Those kinds of unique experiences keep her work exciting and remind her that no two transactions are ever the same.

For Sandy, the greatest sense of accomplishment comes at the closing table. "I realize I'm in the right field every time I get my clients to the finish line. They're so happy and thankful, it fills my cup."

Beyond real estate, Sandy makes time for her community. She has hosted canned food drives and supports the Rose Again Foundation, an organization dedicated to helping foster children. "It's an absolutely amazing cause, and I was lucky enough to attend their gala last year. It was emotional and so eye-opening to see what this foundation does for our youth." She believes that giving back is an extension of the same values that guide her work, building relationships, investing in people, and creating stability.

Family life also brings her balance and joy. Camping trips to the desert in winter and the beach in summer are regular traditions, as is an annual anniversary trip to Cabo with her husband. "It's our reset button," Sandy says. "We work hard, but making time to celebrate together keeps us grounded." Her love for travel also fuels her perspective on real estate: every home, whether it's a vacation getaway or a first family house, represents a new chapter in someone's life.

Looking to the future, Sandy has no plans to slow down. "In five years I will still be doing the same thing but on a much larger scale! Stay tuned!" she says with enthusiasm. For her, the path forward isn't about changing direction, it's about growing deeper into the work and relationships she already loves.

Her advice to those entering the business is simple but powerful: "Treat this career like a business from day one. Be consistent with prospecting, follow-up, and personal growth. Your effort compounds over time." Then, with a smile, she adds, "Man, I should take my own advice!"

“Treat this career like a business from day one.

**Be consistent with prospecting,
follow-up, and personal growth.**

Your effort compounds over time.

**Man, I should
take my
own advice!”**



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