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APRIL 2026

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Brown



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SETH AMPARAN
with Amparan Design

Beyond The Broker
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Amparan Design offers a thoughtfully curated collection of high-end furniture and décor, featuring designer brands not found anywhere else locally. The showroom invites visitors to experience the craftsmanship, texture, and beauty of each piece firsthand — all while receiving personalized design guidance from Seth and his team.

What sets Amparan Design apart is its deeply personal approach to design. Seth believes a home should be a reflection of the people who live in it. Whether the aesthetic leans modern, traditional, or a curated blend of styles, his designs are rooted in individuality and intention. Each project balances elegance and comfort, blending form and function to create spaces that feel effortlessly beautiful and uniquely lived-in.

Beyond interiors, Amparan Design has become a local design destination — a place where inspiration, creativity, and community meet. With an eye for detail and a passion for meaningful design, Seth continues to elevate how the Central Valley experiences home — one space, and one story, at a time.

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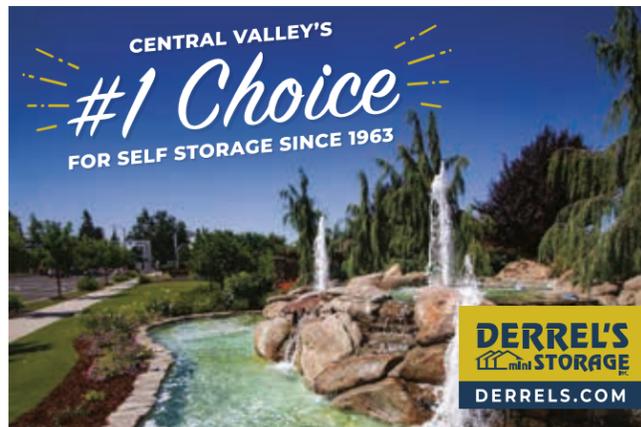


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WHY DO TOP AGENTS LOVE THEM?

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- Attract top talent (brokers love this!)
- Farm your favorite neighborhoods

RP If you've been featured in Real Producers and want to make the most of your story, reach out to the publisher of this magazine for a Promo.



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BUILD *the* TEAM YOU WISH YOU HAD



From the Law of Buy-In to Designed Alliance conversations, here's how to create a culture that attracts **high performers** and **elevates your entire office**.

BY SHAWN CARDOZA, REAL ESTATE COACH

April is blooming and so is the market. April is officially here, and while the spring market is blooming, your team's potential might still be stuck in the winter. For high-producers, the temptation is always to just do more yourself, but true growth comes from lifting the lid on the agents around you. As John Maxwell famously notes in his laws of leadership, your leadership ability is the ceiling on your effectiveness. If you are a level eight leader, your team will never produce at a level nine. To scale your business in 2026, you must stop being the hero and start being the architect of a culture that people actually want to follow.

Do they believe what you are selling? Creating a following starts with the Law of Buy-In. People do not buy into your grand vision for market share first; they buy into you as a human being. This is where the Co-Active Coaching model becomes your secret weapon. Instead of barking orders at lower-producing agents, you should focus on the concept of the Designed Alliance. This means sitting down and co-creating exactly how you will work together. You are not their boss in the traditional, dusty sense of the word. You are a partner in their success, and that shift in dynamic changes the entire energy of the office from a place of obligation to a place of shared purpose.

Level up with ears to listen To move the needle for an agent who is struggling, you have to master the art of listening. Most leaders stay at Level 1 listening, where they are just waiting for their turn to speak or thinking about how the agent's low numbers affect their own bottom line. To lead effectively, you must move to Level 2 and Level 3 listening. This involves focusing entirely on the agent's words and picking up on the energy in the room. When you hear the hesitation in their voice about making cold calls, do not just tell them to grind harder. Ask a curious, powerful question that gets to the root of the fear. This is how you deepen the learning and forward the action.

The Magnetic force Magnetism is real in real estate. The Law of Magnetism suggests that you attract who you are, not just who you want. If you want a team of hungry, high-achieving professionals, you must model that behavior through genuine connection. Maxwell teaches us that leaders touch a heart

before they ask for a hand. If your lower producers feel like they are just numbers on a spreadsheet, they will never give you their best work. When you treat the coaching relationship as a space for curiosity rather than judgment, you create an environment where agents feel seen and supported. That is how you build a culture that acts as a talent magnet.

Be a true influencer to your people As we move through this busy month, remember that your influence is the only true measure of your leadership. You can have the best tech stack and the fanciest office in town, but without buy-in and connection, you are just a high-producer with a high overhead. Shift your focus from managing tasks to coaching people. Use your intuition to guide your conversations and watch how quickly your lower producers start hitting higher numbers. Leadership is



not about what you get out of people, it is about what you pour into them.

Instead of asking how you can get more deals out of your team, perhaps you should ask: How can I redesign my leadership alliance to ensure my agents feel more invested in our collective culture than their individual commission checks?

Based on the agents currently in your world, which specific individual would benefit most from a Designed Alliance session this week?



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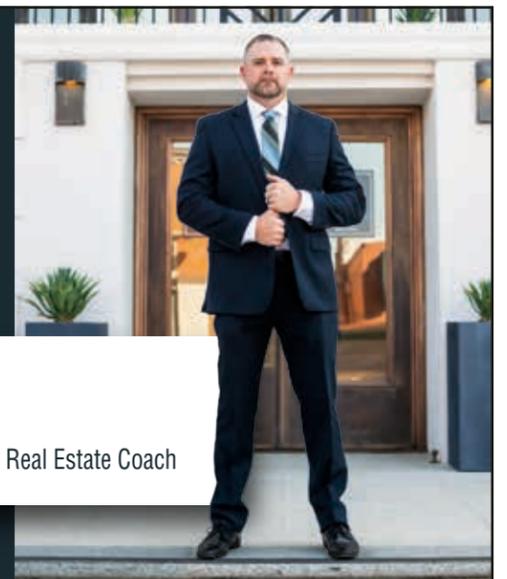
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FAIR HOUSING IS LEADERSHIP

Why It Still Matters in 2026

Submitted by Tulare County of Realtors Media and PR Committee

Fair Housing Month is more than a calendar moment. It is a reminder that Real Estate is not just a market. It is access.

Every April, our industry recognizes Fair Housing Month to commemorate the Fair Housing Act of 1968 and its core promise: no one should be denied housing because of who they are. For top producing REALTORS®, this is not a history lesson. It is a daily responsibility.

First, fair housing is the law. The Fair Housing Act prohibits discrimination in the sale, rental, and financing of housing and protects multiple classes. Compliance is not optional. It is foundational.

Second, fair housing is the blueprint for trust. Clients are watching how you describe neighborhoods, how you structure showing criteria, how you advise on offers, and how you respond when something feels questionable. Professional leadership shows up in those moments.

In practice, fair housing lives in the details. You market properties based on features, not demographics.

You avoid steering, even unintentionally. You apply criteria consistently and document your process. You understand the difference between a client preference and an illegal limitation. You also recognize that bias can be subtle, especially when decisions are made quickly in competitive situations.

NAR supports this responsibility with clear standards and practical tools. Beginning January 1, 2026, REALTORS® are required to complete Fair Housing and anti bias training within each cycle. Members can meet the requirement through NAR or approved state and local options. Programs such as Fairhaven provide interactive simulations that help agents recognize and respond to real world discrimination scenarios. NAR also offers Fair Housing Month toolkits and consumer resources that can be shared locally.

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From the moment you arrive, the refreshed exterior sets the tone. Fresh interior and exterior paint, newly stained cabinetry, a refinished entry door, and a modern wood look garage door create a clean, cohesive aesthetic that feels both current and timeless. Inside, the floor plan has been thoughtfully opened by extending the dining to kitchen opening, enhancing

flow and creating a more seamless entertaining experience.

The main living space centers around a beautifully remodeled fireplace with new masonry, adding warmth and architectural character. Entertaining is further elevated with glass front bar cabinetry and a dedicated wine cellar, offering the kind of features that resonate with buyers seeking both sophistication and functionality.

The kitchen and bathrooms have been fully refreshed with new quartz and porcelain countertops, new plumbing fixtures and rough in valves, updated hardware, new toilets, and brand new appliances and disposal. Every detail has been addressed. The primary suite offers a spa inspired retreat with a renovated shower featuring new tile

and a serviced jetted tub with a replaced motor for a true at home escape.

Additional improvements include new carpet throughout, updated electrical fixtures, serviced HVAC paired with Nest thermostats, and a PebbleTec finish for the pool and spa. Solar enhances energy efficiency while protecting long term operating costs, a feature increasingly valued in today's market.

Outdoors, the private backyard showcases a sparkling pool and spa framed by refreshed landscaping with

added bark and decomposed granite for clean, low maintenance curb appeal. The setting feels secluded, yet remains conveniently located near **Table Mountain Casino Resort** and the recreation of **Millerton Lake**.

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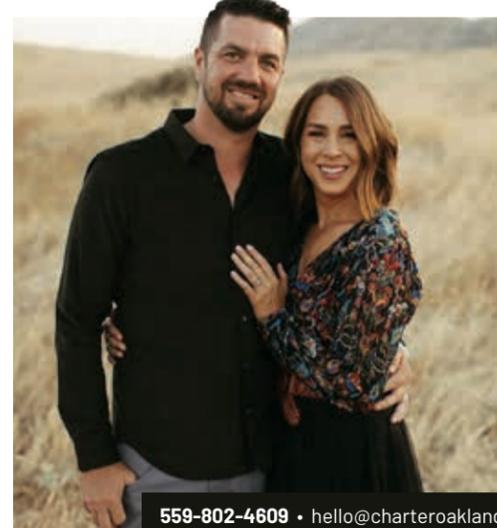


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Led by husband and wife team **Joel and Devon Brown**



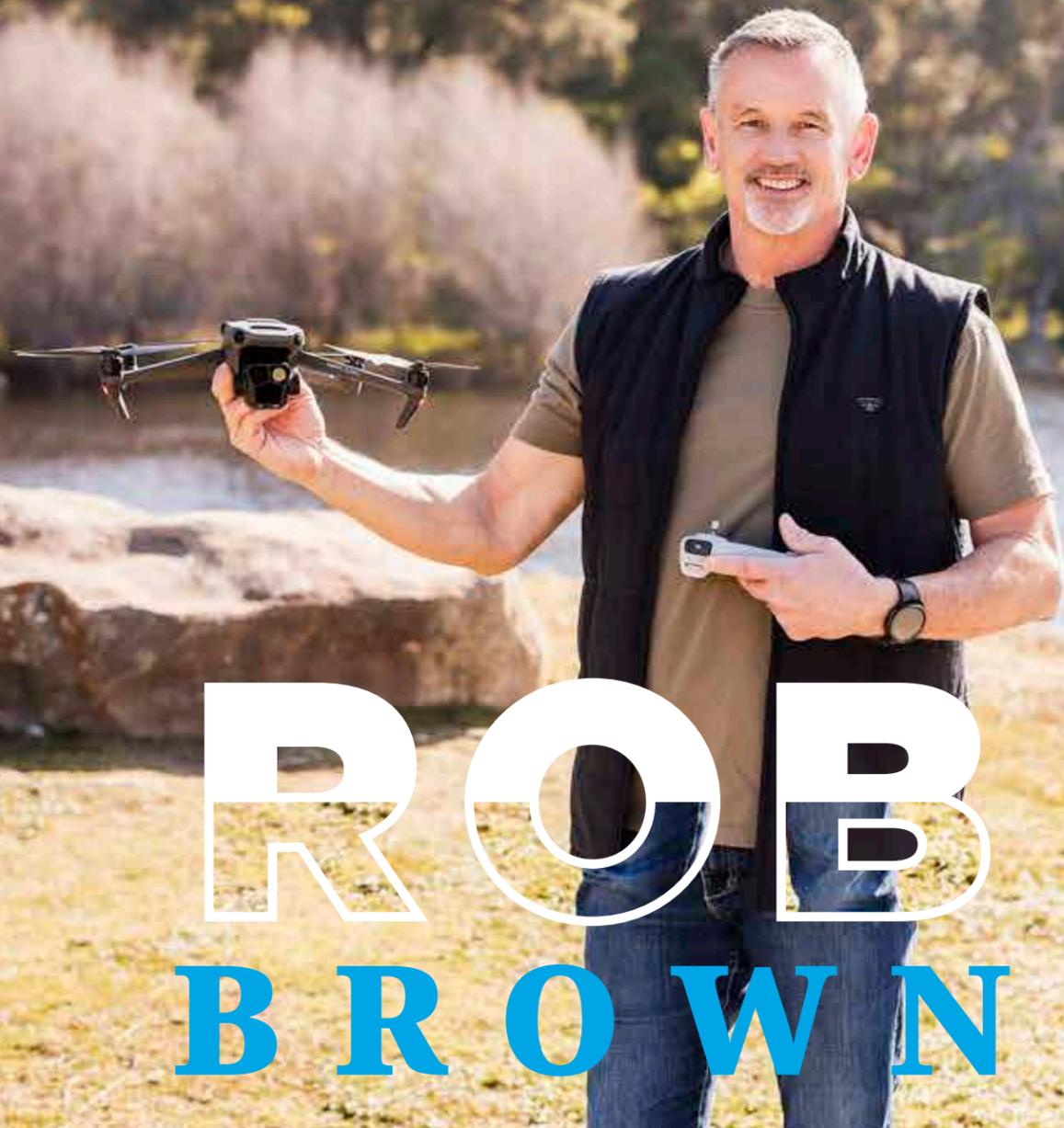
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ROB BROWN

THE MESSAGE THAT BUILDS TRUST
“CONSISTENT COMMUNICATION CHANGES
THE ENTIRE CLIENT EXPERIENCE”.

PHOTOGRAPHED BY TONYA RIGGS • WRITTEN BY CENTRAL VALLEY REAL PRODUCER



Rob Brown believes most Real Estate stress starts with uncertainty. When clients do not know what is happening, they feel out of control, and the mind fills the gap with worst case scenarios. His solution is simple and consistent: communicate fast, set expectations, and keep people grounded. Based in Coarsegold, Brown has built his business by being the agent people can count on when the stakes feel high and the emotions get real.



Before he ever held a license, Brown was already deep in property. He owned rentals, completed flips, and worked with agents as an investor. That experience shaped his standards. Great agents, in his view, are not defined by polish. They are defined by urgency and intent, especially when it comes to responsiveness. If the process is one of the most stressful financial events in a person's life, then the agent's job is to reduce pressure, not add to it.

He is blunt about how little it takes to protect trust. If he is in a meeting, he sends a quick text with a timeline. Clients may not get the full answer immediately, but they stop wondering if they have been forgotten. That small move can change the tone of a deal because now the client has a plan and a next step.

He shares an analogy that makes the point instantly. Pull up to a high end

restaurant late for your reservation. If the valet team is standing around chatting, you feel dismissed. If they are hustling, running back and forth, clearly working, you have patience because you can see urgency. Brown believes Real Estate is the same. Busy is normal. Silence is a choice, and it creates anxiety.

Discipline helps him stay consistent. Brown is up early for a workout because physical health is mental health. He considers steadiness part of his service. Clients have told him his even temperament calms them down during tense moments, and he takes that responsibility seriously. When emotions rise, he keeps the process grounded. When uncertainty shows up, he replaces it with a clear step and a clear timeline.

That steadiness is rooted in perspective. Brown is a retired detective and former K 9 officer. He has lived through situations where split second decisions mattered, and he does not forget how fortunate it is to now help families navigate a high stakes life event in a safer environment. He shows up calm so clients can feel confident, especially when the deal gets loud.

Early in his Real Estate career, he leaned into honesty instead of pretending to be seasoned. Just days after getting licensed, he secured his first listing by telling the seller he was new, then clearly explaining what he did bring: real world experience from

investing, strong people skills from past careers, and a strong commitment to communication. He brought his mentor, Leanne Shaw, to support the appointment, and that mentorship helped him grow quickly in contracts and risk management. He believes confidence is not pretending you know everything. It is being clear, being prepared, and being willing to ask the right questions.

As his business grew, recognition followed. Along the way, he has earned awards and performance recognition for production and service. Those acknowledgements are not the goal, he says, but they confirm the standard he is chasing: consistent service and a client experience that creates referrals. The wins that matter most to him are the ones you cannot measure. The thank you call after a hard inspection. The message from a family that felt protected. The referral that starts with, “You have to call Rob.”

Now, Brown is stepping into a new season professionally. He is moving to Realty Concepts, a decision he made intentionally and with the same clarity he brings to his clients. For him, this change is about alignment. He is passionate about being local and staying deeply connected to the community he serves. He believes this move supports that mission, creating an even stronger foundation for the kind of business he wants to build long term.





That perspective comes from experience. Brown has built his reputation by showing up the same way every time. The clients who work with him are not staying because of a sign. They are staying because of him. He is quick to point out something many agents know deep down but do not say out loud enough: clients do not do business with a building. They do business with a person. They do business with the one who answers the phone, tells the truth, solves problems, and stays calm when things get messy.

Mindset has shaped his trajectory just as much as strategy. Brown references Earl Nightingale and *The Strangest Secret* as a foundational lesson on gratitude and attitude. Start the day on purpose and do not let other people steer your mood. For Brown, gratitude is practical. It helps him stay resilient on hard days and fully present for clients when they need calm leadership. He also believes your frame of mind shows up in your business whether you want it to or not. If you carry panic, your clients feel it. If you carry clarity, your clients borrow it.

That service mindset shows up in how he markets, too. Brown built a YouTube channel under the name YLP Realtor and treats it like an extension of client care. He answers questions

clearly, stays consistent across platforms, and invites people into a relationship before they ever meet him. He is not trying to sound perfect. He is trying to be useful. In one pivotal moment, a viewer watched a video about responsiveness and called to test whether he would answer. He did, and that connection turned into a listing win against top competitors.

For Brown, YouTube works because it builds trust before the first conversation. People watch his videos and feel like they already know him, then they show up ready to move forward with clarity. The content filters out the wrong fit and pulls in the right fit. If a person values honesty, speed, and a calm guide, they will see it in his work long before they sign anything.

Brown carries that relationship mindset past the closing table. He hosts an annual community appreciation event that has grown year over year, complete with live music, sponsors, raffles, and a focus on giving back. He also supports local charities including Manna House and Poverello House. He prefers closing gifts that feel personal and useful, something that reflects the client, not the agent. His brand is not built on flash. It is built on thoughtfulness and follow through.

His service shows up in the moments clients never forget. One story involves a couple buying their forever home. During the final walk through, they found spackle along the top of the wall where collector plates had been removed, with no paint to finish the job. The buyer was crushed. Brown returned that night with a ladder and paint and repainted the great room and kitchen himself so the excitement could come back the next day. It was not about paint. It was about protecting the feeling of home.

Another day, he visited a seller in his early nineties and caught him setting a board across a banister to reach pictures on the far wall. Brown stopped him, grabbed the proper ladder, and handled it himself. He

STATE OF THE MARKET

**IS JUST YOUR FRAME
OF MIND MANIFEST
YOUR DIRECTION.”**

joked about not being able to afford an injury on his watch, but the standard is real. Taking care of people includes watching for safety, not just contracts. He does not want clients to feel like they have to risk their health to get a home ready for market.

Brown is also the kind of person who has lived several lives. Beyond law enforcement, he danced professionally, became a U.S. Open Swing Dance Champion in the Masters Division, and earned a private pilot's license with an instrument rating. He is also a commercial drone pilot. Those chapters explain how he thinks: practice the fundamentals, stay coachable, and keep improving until the hard stuff feels normal. Whether it is dance, flight, or Real Estate, he believes repetition builds confidence and confidence builds calm.

He is honest about what he has had to learn the hard way, too. In a leadership program, he received feedback that he can get too comfortable too quickly because he is naturally personable. He took it seriously, adjusted, and stayed coachable. Real Estate puts you in rooms with people from every background, and part of serving well is reading the room and adapting. Professionalism is not being stiff. It is being intentional.

Now he is navigating the next level challenge most high producers face:



delegation. Brown knows his standards are high, and he also knows growth requires support. He has proven he can run hard and deliver an excellent experience.

The next season is about building a structure that protects that experience as volume increases, without losing the personal touch clients love most. For him, this is exactly why alignment matters. The right environment does not create your value, but it can support your growth.

When asked what he wants fellow top producers to take from his story, Brown does not pitch a new trick. He offers a reminder. Stay focused on service. Stay grateful for the trust people place in you. Communicate like it matters. And if you are considering a change, do not make it from fear. Make it from alignment. In a market full of noise, Rob Brown has built a business on signal: clear communication, consistent effort, and a client experience that people remember.

**DO NOT LOSE
SIGHT OF WHAT
OUR REAL JOB IS,**

**AND THAT IS TO
BE OF SERVICE
TO PEOPLE.”**

He is also open about why he is sharing it. Real Estate has a funny way of making agents feel like they are stuck, especially when they are growing fast, outgrowing old systems, or questioning whether their current environment is still the right fit. Brown wants other Realtors to hear this clearly: it is okay to make a change when your business is evolving. It does not have to be dramatic. It can simply be honest. If your goals shift, your support structure may need to shift too.

And in the middle of making that shift, Brown had a realization that he believes every agent needs to hear at



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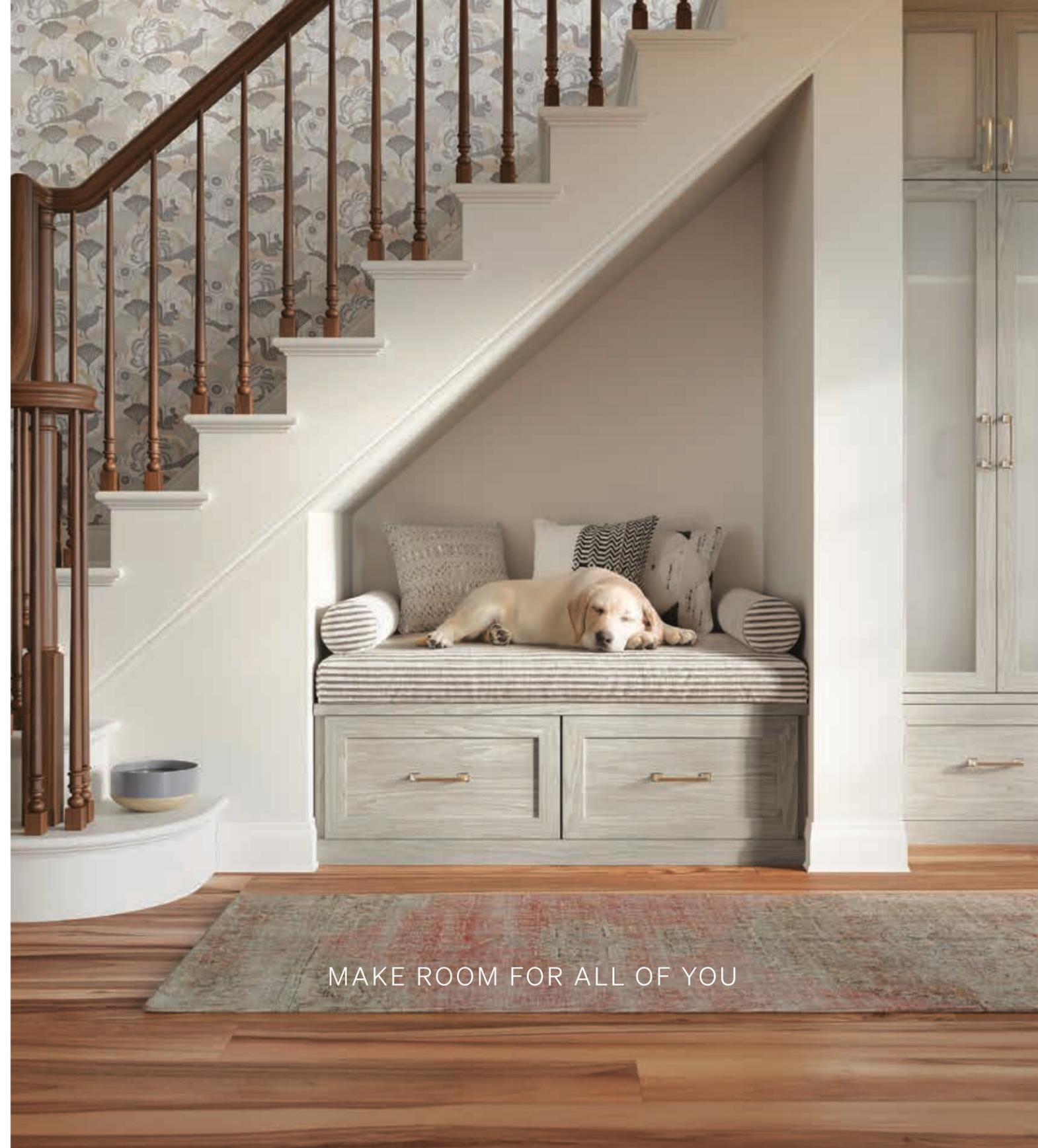
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WRITTEN BY CENTRAL VALLEY REAL PRODUCERS
PHOTOGRAPHED BY KEN ALLISON WITH LONE WOLF MEDIA

SETH AMPARAN



DESIGNED WITH EMOTION, NOT TRENDS

As a designer, Seth says you're responsible for more than just picking out materials and finishes. If only it were that simple. Large scale remodels and new builds are no small tasks. To complete projects successfully, you must understand everything about your client. Do they have kids, pets, allergies, or certain habits? What is their personality type and family needs? How can you build trust with them?

The job of a designer is not just picking out materials and furniture. It's listening, understanding, and nurturing clients throughout the process. He creates homes based on how their families live and what they love, then backs it up with product procurement, logistics management, and a showroom experience that makes the process feel personal instead of overwhelming.

From a young age, Seth remembers always having a creative mind. He loved playing with Legos, whether that was building complex models or making his own creations. As he got older, he began drawing elevations of homes because he enjoyed the crossover between both art and architecture. It wasn't until high school that Seth started to teach himself different 3D modeling

software, simply because he enjoyed it. Unknowingly, what started off as childhood hobbies slowly began to shape his future.

In college, Seth studied engineering but quickly realized he needed to switch direction. His creative side wasn't getting the satisfaction it needed, so he switched majors. Surprisingly, it wasn't interior design. It was marketing, since he had planned to work alongside his father, running their family construction company, Amparan Flooring Inc.

Honestly, he admits he never planned to own an interior design business, let alone a furniture store. Seth met the right people at the right time, and the stars aligned. So he ran with it.

He met a local draftsman, Damon Nilsson, while his parents were getting blueprints drawn for their own custom home. What was meant to be a meeting about their family home turned into a job opportunity. Damon saw the potential in Seth, as he came in prepared with floor plans, 3D renderings, and a list of materials they planned to use.

While Seth's first design job wasn't on the glamorous side, it taught him many useful skills and opened opportunities that lay ahead. That foundation later became a superpower when he transitioned into 3D renderings for local home builders, architects, and interior designers. The work was steady, and the opportunities

grew beyond the Central Valley. Still, something felt missing. Renderings were transactional. A job came in, a deliverable went out, and the relationship ended. Seth wanted to be more involved and more connected to the process. So he began to pursue the field of interior design, slowly building a list of clientele.

After working on many projects, his work led him to a second venture that has since redefined Amparan Design: designer furniture. Seth saw that there was a demand in the Central Valley for higher end furnishings. People wanted unique, high quality products you'd see in magazines like Architectural Digest, but there were only a handful of places to shop. Everywhere you went, they



sold the same boring things and were limited to only a few brands. Nothing felt exclusive, because it wasn't. He wanted to create a place where the options were endless. Seth has created an experience where customer

FROM DESIGNING LUXURY HOMES TO OPERATING HIS FURNITURE

SHOWROOM, SETH AMPARAN HELPS CLIENTS CREATE SPACES THAT FEEL

PERSONAL, INTENTIONAL, AND NEVER COPY AND PASTE.

service, knowledge, and convenience coincide.

Amparan Design has been in business for six years, continuing to expand and grow year after year. Seth's business is intentionally multi layered. He serves his interior design clients, supports walk in customers, and acts as a trade resource for local designers who need high end furnishings for a variety of projects. Diversity is key to a business's survival and long term health. While technology continues to evolve, human interaction is continually being removed on a day to day basis. Seth believes personal interactions are the key to long term success.

The throughline is flexibility. Seth does not want to be known for one aesthetic. He does not chase a signature look. In fact, he is drawn to clients who challenge design and bring wild ideas to the table. He says that while many homes are beautiful, they often lack personality. His goal is the opposite. He

designs homes that feel like the people who live in them.

That means the work can get personal. Seth asks what clients love, what they hate, and what they want to feel when they walk through the door. He designs with emotion in mind.

Seth is honest when it comes to the reality of being a designer. Some days are highs and others are lows. And sometimes, you're more of a therapist than a designer. Clients need reassurance in making decisions or a shoulder to cry on when everyday life gets hard. We become part of their family.

Integrity is non negotiable. Seth learned that by watching his parents operate their business throughout the years. He believes that above all, honesty matters most. A recent example of this was a high end project where there was a miscalculation for wallpaper, creating a costly overage that could not be returned.

Seth brought it to the client's attention immediately and made it right by crediting them and covering the installation. For him, it was about doing the right thing, even when it cost him in the moment.

Outside of work, Seth stays grounded through nature. He recently bought a home near the foothills, surrounded by natural wetlands and wildlife, where encountering beavers, hawks, and deer are a normal occurrence. Most days, he is outside doing yard work and tending to the land. It is his reset button and his way to disconnect from the day to day.

Success, to Seth, is having the time to spend with family, maintain his health, and to do what makes him happy, like hiking and traveling. He is grateful for the morals and standards he was taught, and he is intentional about surrounding himself with people who support him.

For 2026, Seth looks forward to finishing several portfolio projects and strengthening business relationships within the local community, including Real Estate agents and local designers. He is candid that only about 5 percent of his business currently comes from Real Estate referrals, but he knows the opportunity is greater than he could ever



imagine. He firmly believes that marketing to the Real Estate industry will pay off in the long run. So don't be surprised if you see him showing up to offices or attending open houses.

For Realtors, the choice is simple. Amparan Design has an answer for all of your clients' needs. A locally trusted resource for high end furniture, remodel services, and new construction services. His full service approach makes the process smooth, personal, and exclusive.

If you ask Seth to describe himself in three words, he does not hesitate. Imaginative, blunt, and perfectionist. That combination is clear in his work. He has high standards, direct opinions, and a creative eye that refuses to settle for nothing less than his vision. If there is a theme to his story, it is that he followed curiosity, said yes to opportunity, and built a business rooted in relationships and doing right by people.

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Scott **HANDLEY**

Authentic leadership in Real Estate is not about being the loudest. **IT IS ABOUT SERVING PEOPLE** with discipline, accountability, and genuine care, long after the deal is done.

WRITTEN BY CENTRAL VALLEY REAL PRODUCERS • PHOTOGRAPHED BY JOSE LOPEZ

Scott Handley does not describe himself as a Realtor or a lender, even though he leads both worlds every day. He describes himself as a CEO and broker owner, a non producing leader who exists to support loan officers and agents, grow their businesses, and protect a brand name that means something to him personally.

That is the heart of Scott. The job title matters less than the responsibility. The responsibility is people.

And the theme that keeps showing up in his story is simple: real leadership is service, and real service is built on authenticity.

Scott is the broker owner of Western Pioneer Financial and Properties, a dual model company with both a Real Estate brokerage and a mortgage brokerage. He is intentional about not competing with his team. He believes his best value is on the sidelines and in the trenches, coaching, providing structure, and building a culture that outlives any single transaction.

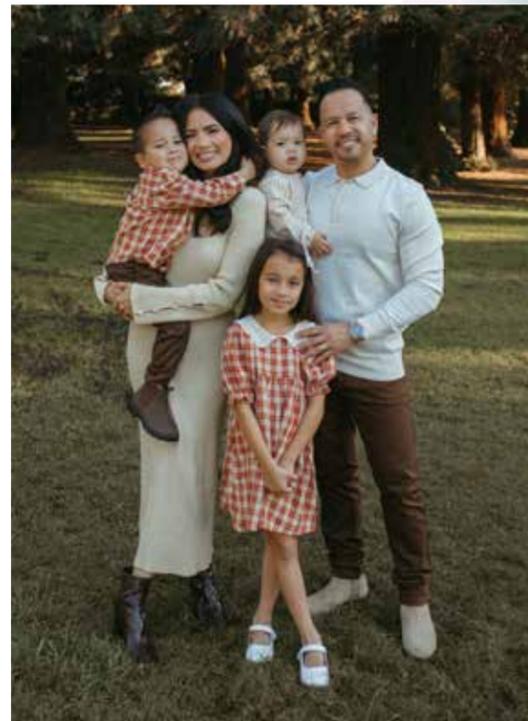
His leadership style is rooted in how he was raised. He calls himself a son of educators, with a father who taught and a mother

who counseled. He learned early that knowledge without empathy is incomplete, and empathy without structure is not enough to carry people through high stakes moments. That combination shows up in how he talks about business: disciplined, practical, and human.

In Real Estate, emotions are always present. Money, family, timing, dreams, fear, and stress all collide in a short window of time. Scott believes the professional's job is to stay neutral and strategic, not because clients do not deserve emotion, but because they deserve leadership. He has watched deals get derailed by small details, and he has learned that perspective is a skill that must be practiced.

The authenticity piece is what makes his perspective land. Scott does not sell perfection. He sells process. He will talk about losses, turnover, and the hard truth that you cannot want someone's success more than they do. He admits the early days were tough, and he came into the industry during a period when many companies collapsed. He learned to stay lean, grow intentionally, and keep showing up when the market did not feel friendly.

Long before Western Pioneer, Scott was already building. At a young



age he started an entrepreneurial business delivering pet food, years before it became normal for consumers to expect convenience at their doorstep. He sold that business, bought his first home young, and got a front row seat to what ownership and investing could do over time. His path into Real Estate was not accidental. It was built through curiosity, risk, and a long view of wealth.

But the deeper origin story of Western Pioneer is not business at all. It is legacy.



“
IT MAY NOT BE MY **FAULT**, BUT IT IS MY **PROBLEM**.
”

“
NEVER LET
PERFECTION
GET IN THE
WAY OF GOOD
ENOUGH.

Scott named his company after his grandfather's insurance business, Western Pioneer Insurance, created to serve Japanese Americans who were facing discrimination and barriers after World War II. Scott speaks about this chapter with reverence and clarity. He does not treat the company name like branding. He treats it like a promise. If the name carries family history, it also carries responsibility to do things the right way.

That legacy gives Scott perspective on hard days. He does not romanticize struggle, but he refuses to be owned by small problems. When he feels the pressure of business, he remembers what his grandparents endured, and he reframes his stress as privilege. That gratitude is not a tagline for him. It is fuel.

Scott's focus on relationships shows up in the systems he builds. He believes relationships either get nurtured on purpose or they slowly become transactional. He has built a post close follow up structure designed to keep people connected after the keys are handed over, with reminders that push agents to call, not just send an email. He is old school about handwritten notes and birthdays, and he is modern about using technology to make sure consistency actually happens.

He also thinks bigger than a single closing. He wants agents to create long term stability. He talks about ownership, long term strategy, and the reality that most agents do not have pensions. If they want a real retirement, they must treat Real Estate like a business and build a plan on purpose.

At the core of Scott's leadership is accountability. He has a phrase he lives by, and it is not trendy. It is confrontational in the best way. Be a thumb pointer, not a finger pointer. In his view, you can blame the appraiser, the inspector, the market, the client, or the competition, but blame never solves the problem. Ownership does.

That mindset is also how he approaches motivation. He does not rely on hype. He relies on discipline. He talks about routines, sleep, morning structure, and treating your calendar like it matters. He breaks the day into income producing activities and income servicing activities, and he believes too many professionals get trapped doing the second one because it feels productive.

And while Scott is serious about work, he is serious about life too. He is a family man who protects time with his wife and kids. His weekends are not for hustle anymore unless the moment truly needs him. He wants to be present. He wants his children to see what values look like in real time, not just hear about them.

He also believes leadership requires availability. If people cannot reach you, they cannot grow under you. He has implemented boundaries in his schedule that allow him to be on the floor with his team, walking around, answering questions, and



being accessible. That is servant leadership in practice, not theory.

Scott's story is Beyond the Broker because the real product is not mortgages or listings. The real product is confidence. It is a culture that trains professionals to stay calm, stay strategic, and stay human. It is a standard that says relationships over transactions, every time, even when it would be easier to detach.

In a market that has tested a lot of people, Scott's authenticity is the anchor. He is not trying to look like he has it all figured out. He is trying to build something that is worthy of the name on the door.

Theme statement

Authentic leadership in Real Estate is not about being the loudest. It is about serving people with discipline, accountability, and genuine care, long after the deal is done.

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