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Hello Spring!



Greetings!

Spring has sprung! You can feel it in the air and see it around our communities- beautiful flowers and trees in full bloom! The real estate market has been blooming as well! This month, our cover agent is the lovely Hazel Rosete of Coldwell Banker West. Hazel was recently recognized as a top 1% agent at the PSAR REAL awards, Congratulations Hazel! Not only is she a dynamic agent, but she is also a fitness and nutrition guru! Our agent

to watch is Sylvia Vasquez of the REAL brokerage. Silvia is a tenured agent, who knows the secret to long term success- client care! She also has an amazing micro farm with baby goats! I'm not kidding! LOL! Our partner spotlight this month is on one of our fantastic photographers, Brandon Pease of Linkd Preview. What started as something he just enjoyed for fun has become a full-fledged business, and we are so thankful to him for his contributions not only to our real estate community, but his

stellar work for Metro South Real Producers! Check out our feature on Women's Council, who had their Heart-to-Heart networking event at The Grand Ole BBQ Y asada in Northpark, and our feature on PSAR's REAL Awards, an amazing night celebrating the best in the industry.

Cheers!

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INFUSE INSIGHTS: PART 3

Why Doing Everything Yourself is the Fastest Way to Stall Your Growth

BY MARYAM HABASHI-
TRANSFORMATIONAL BUSINESS COACH

Burnout rarely comes from working too hard. It comes from working on the wrong things — for too long.

Many high performers pride themselves on being capable, reliable, and hands-on. But as businesses grow, that strength quietly turns into a liability. Leaders exhaust themselves doing work that no longer belongs to them — not because they have to, but because they don't know what to let go of.

Here's the truth: burnout is often a signal that you're operating outside your natural strengths.

Not all work carries equal weight. And not all work should be done by you.

In my coaching work across the U.S., I consistently see leaders stuck in roles



Maryam Habashi, M.Ed.
Certified Behavior Profiling Coach

they've outgrown. They're buried in tasks that drain energy instead of generating revenue, vision, or leverage. This is where behavioral profiling, including DISC, creates immediate clarity. When leaders understand how they're wired, they can clearly identify what only they should be doing — and what must be delegated.

Delegation is not abdication. It's strategic leverage. When done properly, it increases revenue and energy at the same time. Systems ensure that delegation creates freedom

instead of chaos — removing fear, micromanagement, and rework.

I'm Maryam Habashi, founder of INFUSE System, voted San Diego's top transformational business coach. I've helped thousands of leader's step back into their strengths, reclaim time, and scale without exhaustion — with guaranteed results.

If you're carrying too much, this is your signal. I offer a complimentary connection call to identify where you're overextended and how to restructure for sustainable growth.

Next month's article: Time management isn't about doing more — it's about protecting the right hours.

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Silvia

VASQUEZ

Building a Legacy in Real Estate and Life

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Silvia Vasquez is a woman of many talents! An accomplished agent since 2000, she recently became the Vice President for the Women's Council of Realtors San Diego. She is a force within that organization, as well in our real estate community.

What did you do before you became a realtor?

Before officially becoming licensed, I was already deeply immersed in real estate through my family. From a very young age, I helped my grandmother manage rental properties, repairs, and tenant relationships, which gave me hands-on exposure to ownership, responsibility, and long-term wealth building.

At 18 years old, after returning from Rio Lindo Adventist Academy, a private boarding school, I decided to formally pursue real estate. The discipline, structure, and values instilled in me during that time helped shape my work ethic and prepared me to step into the industry with maturity beyond my years.

Who inspired your Real Estate career?

My real estate career has been profoundly inspired by my grandmother, Alicia Vasquez. She immigrated from Mexico in the early 1940s in pursuit of the American dream. One of her mentors advised her to buy real estate every two years and hold it — advice she followed faithfully.

Through discipline, patience, and faith, she built long-term wealth and stability. She is the owner of the longest-standing asphalt and construction company in the South Bay of San Diego, established in 1942 — an extraordinary accomplishment as a minority woman business owner. She overcame economic hardship, social barriers, and generational obstacles with grace and strength.

More importantly, she believed in investing, holding, and giving renters the opportunity to become homeowners. She is not only my greatest inspiration, but a true real estate leader whose legacy of ownership, service, and empowerment continues to guide my work today.

What are you passionate about right now in your business?

I am deeply passionate about helping individuals who feel overlooked, underestimated, or unsure of their ability to become homeowners. I believe access to homeownership begins with education, confidence, and the right guidance. My mission is to give clients the tools, knowledge, and support they need to begin building their real estate portfolio — starting with their primary residence — and to change the trajectory of their family's future.



What has been the most rewarding part of your business?

The most rewarding part of my business is knowing that I am a contributing factor to generational wealth. Helping families create stability, equity, and opportunity — not just for today, but for generations to come — is the greatest fulfillment of my career.

What was your biggest challenge as a realtor?

My biggest challenge came early in my career when I lost my own properties and filed a bankruptcy exceeding \$1 million in my mid-20s during the market crash. Although devastating at the time, that experience gave me empathy, resilience, and firsthand understanding of what clients face during short sales, foreclosures, divorce, and financial hardship. Experiencing both success and loss has made me a more strategic, grounded, and compassionate advisor. I don't just guide clients through difficult seasons — I understand them because I have lived them.



The sacrifices are worth it, and learning from the right mentor can change the entire trajectory of your career.”

Define success

Success, to me, means financial freedom and legacy — especially for my daughter. Success is creating a life where she can flourish, dream boldly, and become anything she wants without finances being a limitation.

How Does Real Estate fit into your dreams and goals?

Real estate fits perfectly into my dreams and goals because I genuinely love what I do. I often say I have never worked a day in my life, because serving others through real estate brings me purpose, joy, and fulfillment.

What are your hobbies and interests outside of Real Estate?

Maintaining a healthy lifestyle has been a lifelong journey for me. My daughter and I run one 5K every month, a tradition we started when I was pregnant. We now have a collection of medals in our garage, and it's something we truly cherish doing together.

We also have a small farm and homestead in Bonita, with plans to host community events in the future. I've always loved painting and have recently taken on hat burning, which my daughter sells at her farm stand.

Tell us about your family

My mother had me at a very young age, and my grandparents welcomed both of us into their home and raised us together. I consider my grandfather my father and my grandmother my mother, while my mom feels more like a sister. Because of this upbringing, I carry old-school values, strong morals, and an old soul, which guide both my personal life and my business.

Any favorite books?

My favorite book is the Bible. Time and time again, God has never failed me, and my faith continues to guide my life, decisions, and leadership.

Given your status and expertise, what is some advice you would give an up-and-coming agent?

Find someone who is truly selfless — an agent whose clients and peers speak highly of them. Join a team or shadow a top-producing agent. The sacrifices are worth it, and learning from the right mentor can change the entire trajectory of your career.

In closing, is there anything else you would like to include in the article?

Real estate, to me, is about service, education, resilience, and legacy — and using my platform to uplift others, especially women and families who are building something greater than themselves.

From Listing Agent to General Contractor:

A RISKY RENOVATION TREND

HOW FULL SERVICE CAN BECOME FULL LIABILITY

BY ERIC R. GINDER, ESQ.

Greetings again, Real Producers! I've been rather quiet on the writing front lately; lots of stuff going on. I recently had the pleasure of spending a month in Northern California trying a case to a jury, which, on the one hand, leaves precious little time for writing articles. On the other hand, the experience provided me with quite a bit of food for thought now that the opportunity to sit down and write presents itself.

Sitting beside me, every single day for a month at trial, was a real estate agent and his broker. Imagine that; a full month with yours truly; and a jury... and judge...and two separate opposing counsel doing their level-best to make us look as bad as possible. To make things even better, it was a "damages" case; in other words, weren't arguing if my clients were liable; they were. We were just arguing over how much money everyone was going to get. So, what led us to this unenviable scenario? In short, a trend that I've been seeing on the rise for the past several years.

When I first began defending real estate agents back in the 1990's, the vast majority of cases followed the same script, almost like a romance novel or action flick. Buyer purchases the house, experiences some sort of issue and then makes a case that the seller knew about the issue and hid and that agents either aided in the subterfuge or were simply negligent in not discovering the defect, problem, etc.; more often than not, the issue was pretty well hidden, at least from a visual inspection. The trend I'm seeing, though, is more and more agent/broker involvement in the actual work that leads to unpermitted work, performed by unlicensed contractors.

Gone (or at least waning) it seems are the days when a seller simply listed their house for sale. With prices increasing, inventory still relatively low and demand still relatively high, agents are getting more and more involved in renovating older houses to attract buyers looking for a modern, turn-key luxury experience. I blame HGTV.

Several of the cases that I'm currently defending involve instances in which the agent didn't simply list the property for sale or suggest that the seller freshen up the place with new flooring and paint; may a few new appliances. No, these cases involve agents actively involved in the process. Interviewing and signing contracts with contractors, paying for materials, supervising and approving work. All this, it seems, is an effort to create a seamless experience in which the seller lists their house for sale, the house is transformed into something Joanna Gaines would be proud of and fetches top dollar, all with minimal bother to the seller. Sounds great in theory. Hard to make happen in practice.

I know attorneys in the criminal justice world that complain of the "CSI" effect; jurors wonder why criminal cases don't look like they do on TV. If Mark Harmon (yes, I know it's a different show) can find evidence, get a confession, etc., why don't we see that in real life? Popular renovation shows do the same

thing by making it look like a major remodel (and the big problem that always arises in the second act) can all be wrapped up in an hour. The reality is far different. Most remodels (i.e., not paint and carpet) require permits. Removing that wall between the kitchen and the living to create an open floor plan requires drawings, calculations, applications for permits, inspections and finalizations. It requires work done by licensed tradesmen. All of this requires time, money and personal involvement; three things unfriendly to a listing in which a seller wants both a fast sale and top dollar. But, hey, it's no problem if you "know a guy" who can do all the work, make it look great, and most importantly, do it fast and cheap. All of this sounds great, until you're sitting next to me, eating your fifteenth lunch at the at the same restaurant across from the courthouse.

You see, the problem is that the more involved an agent becomes in work performed at the property, the more responsible he or she becomes to either 1) ensure it was all done properly or 2) disclose that it was not done properly. Unless you have a general contractor's license in addition your real estate license, you really shouldn't do the former. Your real estate license doesn't allow you to hire and pay tradesmen, supervise and approve work etc., on

a seller's behalf. If you think this is a technicality, your E&O provider won't feel the same way.

If you opt for the latter (disclosure), make sure your seller knows all of the pitfalls of having unlicensed workers perform work without permits at their property. A nosy neighbor might call code-compliance, resulting in a stop-work notice and red-tagging of the property (this can also occur after close of escrow, by the way); the work might not be performed to code and/or industry standards, resulting in even more costs and hassle to remove and re-do defective construction. If the property doesn't sell quickly, the seller is left marketing a property with the blight of significant unpermitted, possibly defective work to potential buyers who might tailor their offers to account for the costs of bringing the property up to code and permit compliance. And we haven't even gotten to the buyer disclosures yet.

If the agent was the primary "point person" for the remodel, the agent now becomes the primary source for disclosure, which is not normally the case. Remember, the law gives us a shield by limiting agents' investigation and disclosure duties to what we can visually see and what we actually know. When agents wrap themselves up in remodels, construction, etc., we

throw down that shield as our "actual knowledge" increases, exceeding the seller's knowledge regarding the remodel work done at the property. A seller may check boxes on the TDS and SPQ indicating that they are not aware of unpermitted and non-code compliant work because, frankly, they were not involved in the process. In this case, again, the agent stands in the unenviable position of being the source of all of this information. Threading this needle is difficult under any circumstance. If you are reading this article and the situation sounds a bit too familiar, call someone like me before going too much further down the trail.

I get it; we're a service industry. I even mentioned in a previous article the importance of providing personal service in an industry that seems ever more dependent on automating many of its processes. It's tempting to tell prospective sellers "Leave it all to me" at listing appointments. But tread cautiously when it comes to remodels and construction. It's one thing to suggest new paint, new carpet; maybe even some nicer faucet handles and cabinet pulls. But when we get into actual construction, we're entering a whole new world... one that could end up with you getting to know your attorney much more than you ever wanted.

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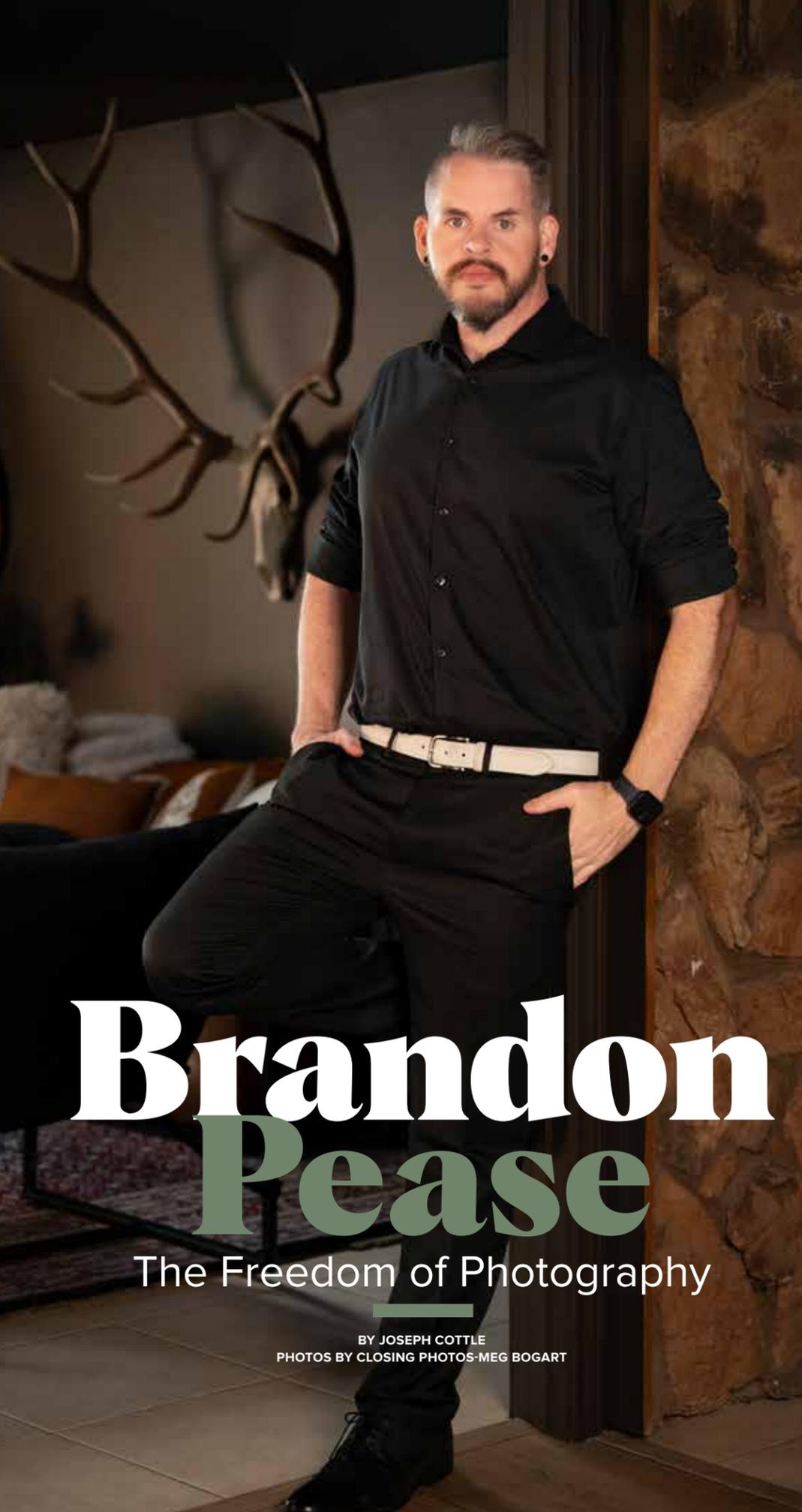


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Brandon Pease

The Freedom of Photography

BY JOSEPH COTTLE
PHOTOS BY CLOSING PHOTOS-MEG BOGART

Brandon Pease

didn't set out with some grand entrepreneurial blueprint. In fact, Linked Preview started the way a lot of good things do—with a simple opportunity and a willingness to say yes.

Brandon grew up in Safford, Arizona, a small town in Southern Arizona where the entire county has around 30,000 people. As a kid, he remembers his dad's old Nikon film camera from the late '70s or early '80s. "I was fascinated by it," he says. In high school, he and his friends would film little projects just for fun. "Nothing serious at all. Nothing good by any means, but we just had a lot of fun with it."

That early spark never really left. "Life goes on and you try and figure out what you want to do, and it always came back to some kind of camera in my hands."

He briefly pursued video production in college but decided not to finish. "Rather than pay another \$30,000 in debt, I realized it was something I could learn on my own," he explains. He still had to pay the bills, though, so he soon found himself working in sales and support for GoDaddy. "I absolutely hated it," he says. Not the company, but the job itself. He needed something different.

Then he saw a Craigslist ad in Phoenix for real estate photography.

"I didn't even know it was a job," Brandon says. He took it, helped expand the company into San Diego, and after a few years the business

was sold. The new owner didn't want to operate in California, leaving Brandon at a crossroads. Move back to Phoenix, find another job, or build something of his own.

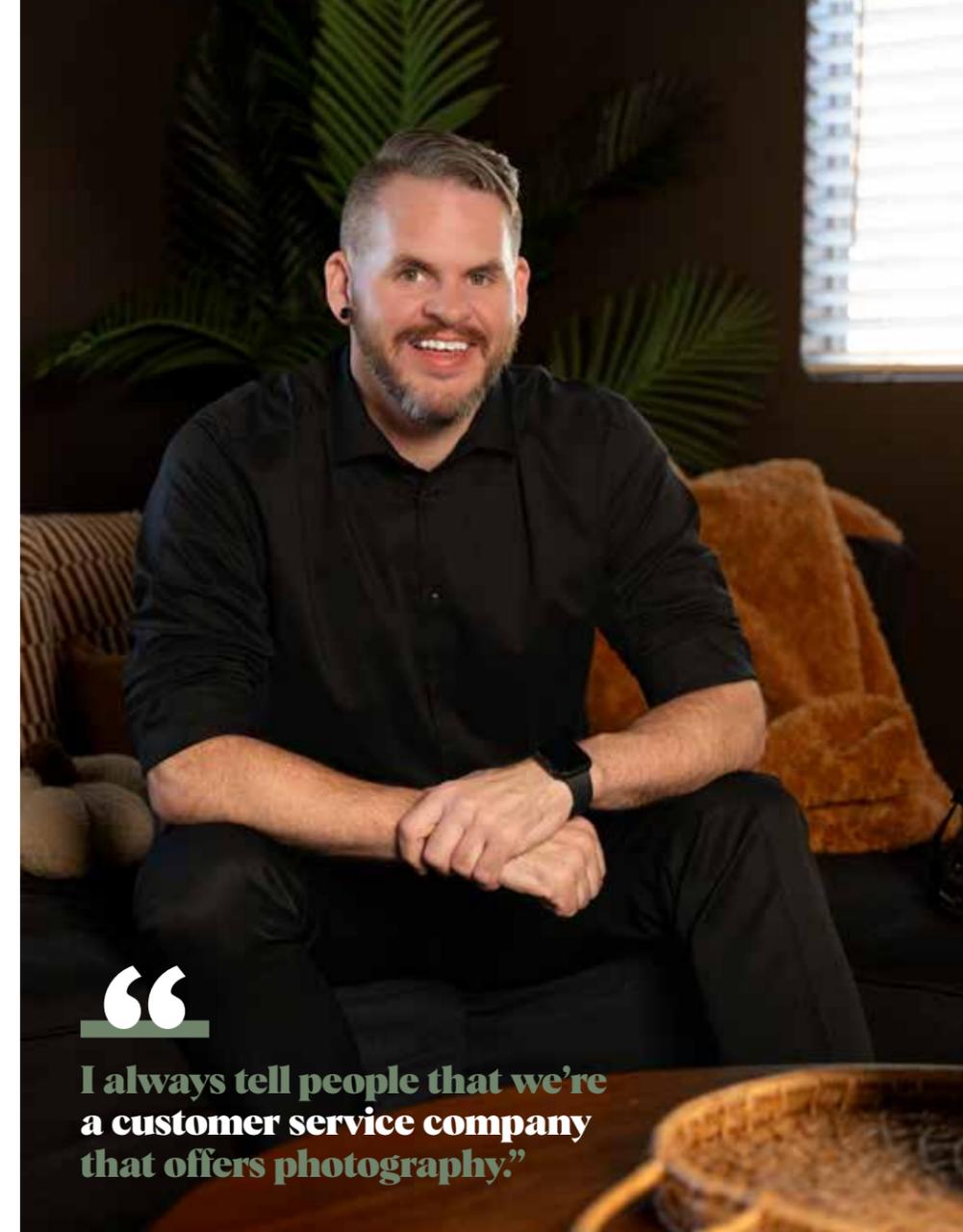
"With the help of a client and friend who later turned into a business partner, I decided to stay here," he says. Linked Preview has been operating in San Diego since 2018, and he's been fully on his own since 2021. "We're still rocking."

What keeps him rocking is freedom. "The freedom of my job. I really value that," he says. "I'm not stuck behind a desk in an office every day." Each property brings a new challenge. "The job stays the same, but there's always something weird to work with in every single case. Whether it's a manufactured home or a five-million-dollar home, it's always unique and challenging in its own way.

"We offer basically every service that someone would need to list their home for sale or for rent," Brandon explains. "3D tours, photography, licensed aerial photography, video work, Zillow Showcase, virtual staging, twilight."

It's a comprehensive list, but Brandon is quick to reframe what he actually does. "I always tell people that we're a customer service company that offers photography." That distinction matters to him. At the core, it's not about cameras or drones or editing software. "I want people to see hard work, dedication and loyalty," he says.

But most of all for Brandon, it's about the people. "I really



“

I always tell people that we're a customer service company that offers photography.”

enjoy all of my clients, but I also enjoy *their* clients," Brandon says. "It's a really cool opportunity to meet people from every culture, background, religion, gender, race, everything. The worst day in my job is better than a lot of people's best day sitting at a desk."

These days, he lives near San Diego and services the entire region. He jokes about the cost of living, but he knows exactly why he stayed instead of going back to Phoenix. "It's the weather.

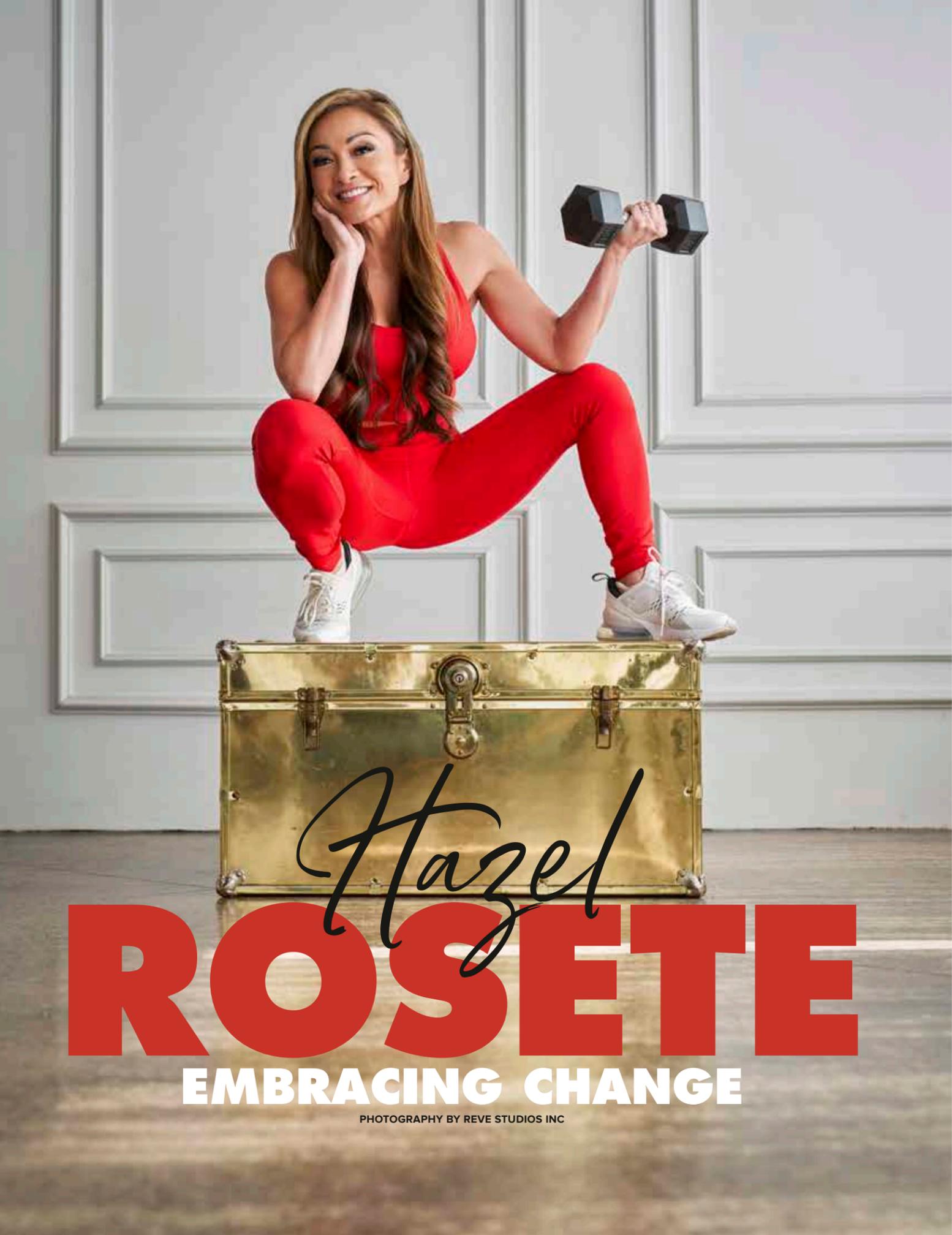
We pay a weather tax here, and it's worth it."

When he's not shooting homes, you might find him in a vintage or antique shop. He's recently started rehabbing small pieces of furniture, picking up inexpensive nightstands or dressers and giving them new life. It's another creative outlet, another chance to work with his hands and eye for detail.

Ultimately, Brandon wants to build lasting relationships

with the realtors he serves, especially the top producers who value consistency and trust. At the end of the day, Linked Preview isn't just about clean lines and perfect lighting. It's about showing up, working hard and being loyal to the people who trust him with their listings.

For Brandon, it all comes back to that simple truth: a customer service company that happens to offer photography, powered by a guy who still feels at home with a camera in his hands.



Hazel
ROSETE
EMBRACING CHANGE

PHOTOGRAPHY BY REVE STUDIOS INC

HAZEL ROSETE HAS NEVER BEEN AFRAID OF CHANGE.

As the daughter of a Navy serviceman, she grew up moving from place to place. When she moved around as a military daughter, she really enjoyed it, however at the same time, there was not a lot of stability when it came to meeting new friends. Each new duty station meant new schools, new neighborhoods, and eventually, new goodbyes.

That upbringing shaped her in ways she didn't fully understand until much later. Growing up in a military family, she moved from city to city

without realizing how much it was building her. Today, as a veteran real estate agent in San Diego, she sees it clearly: meeting so many different people and personalities taught her how to connect across cultures, background, adapt, and communicate with anyone confidently and effortlessly; that is one of her greatest strengths.

Before eventually settling in California, Hazel spent formative years in Nebraska. She loved the culture there. She remembers how everyone was

so down to earth. Her memory of Nebraska was about loving the Cornhuskers, the corn fields, the basements, and even recalling experiencing her first tornado.

Fast forward to San Diego, being a native now since 1985, Hazel is grateful that her dad was stationed here forever and of course the weather helps. One of the major things that Hazel loves about living in San Diego is the people. The saying 'there's no place like home' really resonates with her.





**I LOVE
WHAT I DO
BECAUSE IT'S
CHALLENGING.
REAL ESTATE
IS NOT EASY."**



Family is everything to Hazel. After a childhood marked by constant movement, she was determined to give her children stability. She and her husband Arnell (married for 33 years) raised their kids here in San Diego and were determined to give them the stability that she was missing as a child. She is grateful they were able to grow up in the Eastlake community and were able to build lifelong friendships.

She's beyond proud of her two kids, AJ and Alyssa. Her son just got married and not too long ago, he and his wife Brittney just bought their very first home and her heart is so full. Being able to pass down that legacy of homeownership to her son and daughter-in-law is everything. Now she's just over here, patiently (and excitedly) waiting for that future grandbaby.

Hazel has been in real estate since 2006 when she took a leap of faith and left her Software Career of 10 years. She went full-time in 2009, navigating one of the toughest markets in modern history. Nearly two decades later, she still lights up when talking about her work. "I love what I do because it's challenging. Real estate is not easy," she says. The unpredictability energizes her.



organization raises money and gives grants to homeowners, and it has become a meaningful part of her professional life. She grew as a leader when serving her presidency in 2019 and have been able to grow many friendships as well from that organization.

Outside of real estate, Hazel's discipline shows up in another arena: Fitness and Bodybuilding.

Her mornings begin with prayer, meditation, and a structured nutrition plan, followed by focused, pinpoint workouts at the gym. Recently earning her IFBB PRO card, she's training to compete again, and, on the side, she helps individuals with personal training and nutritional coaching. Long term, she hopes to stay connected to the fitness world even in retirement. "I want to help people keep their health in place. I love to coach," she says.

Whether she's guiding a client through escrows or coaching someone on macros, Hazel's ideals are the same: connection, consistency, and care. After a lifetime of adapting, she has built something steady in San Diego; a business rooted in heritage, community, and the belief that homeownership changes lives.

What truly fuels her, though, is the people. She loves meeting someone new, hearing their story, and being part of the journey that brought them to this moment whether they're stepping into homeownership for the first time or ready to sell and level up into their next chapter. Helping families and individuals build generational wealth and empowering them with education to keep it growing is one of her biggest driving forces.

Her passion for homeownership extends beyond transactions. In 2012, she joined the Asian Real Estate Association of America (AREAA), which helps the community sustain homeownership. The

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