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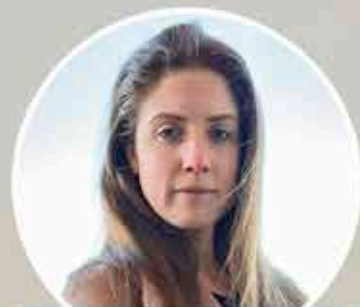
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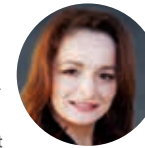


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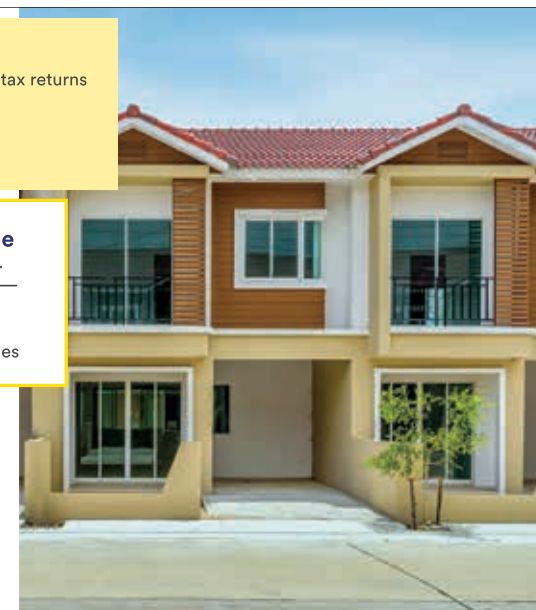
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EMOTIONAL GOALS:

The Fuel Behind the Activities You Keep Avoiding

BY SHAWN CARDOZA

Let’s be honest for a second.

Most real estate agents do not wake up excited to door knock.

Very few agents roll out of bed, stretch, sip their coffee, and say, “You know what sounds amazing today? Calling 47 people in my database and asking them if they know anyone thinking about buying or selling.”

And I have yet to meet the agent who says, “My favorite part of real estate is getting rejected by strangers at an open house while standing next to a bowl of stale mints.”

But here is the truth: the activities we avoid are often the same activities that create the future business we say we want.

The problem usually is not that agents do not know what to do. Most agents know the basics. Host open houses. Call your past clients. Check in with your sphere of influence. Door knock around listings. Follow up with leads. Offer annual property analysis appointments. Build relationships. Have conversations. Serve people.

The issue is not knowledge.

The issue is emotion.

When the goal is just a number, it is easy to quit. When the goal is emotional, it becomes much harder to walk away.

There is a big difference between saying, “I want to sell 10 more homes this year,” and saying, “I want to sell 10 more homes this year so I can help my parents pay off debt, buy a safer car for my family, take my kids on a trip they will never forget, give more to my church, help a family

in need, or finally build financial breathing room.”

One goal is math.

The other goal has a heartbeat.

And when your goal has a heartbeat, your daily activities start to matter more.

The 12 Week Year Mindset

In the book The 12 Week Year, the authors challenge the idea that we should treat the year like one long 12-month runway. Instead, they teach that execution improves when we shrink the timeline and operate in 12-week cycles.

That matters right now because we are in August, sitting right in the middle of the third quarter.

This is the time of year when many agents start drifting.

January had energy. Spring had momentum. Summer got busy with vacations, kids, baseball, barbecues, and maybe a few too many “I’ll get back on track Monday” moments.

Now August shows up and says, “Hey friend, how are those goals looking?”

And some agents start doing real estate math in their head.

“Well, I wanted to sell 24 homes this year. I have sold 7. So if I sell 17 homes in the next 4 months, I am still on track.”

Technically possible? Sure.

Likely without a serious shift in activity? Probably not.

That is why the 12-week mindset is so powerful. It forces you to stop living in someday and start operating in this week.

Not next quarter.

Not after Labor Day.

Not when the kids are back in school.

Not when interest rates magically become your best friend.

This week.

The question becomes simple: what are the lead measures I must complete this week that give me the best chance of creating future business?

Emotional Goals Create Discipline

A lead measure is an activity that helps create a future result. In real estate, lead measures are things like:

Hosting weekly open houses. Door knocking around listings, pendings, and solds. Calling past clients and checking in on them. Reconnecting with your sphere of influence. Following up with old leads. Calling homeowners and offering an annual property analysis. Meeting with homeowners to show them how much equity they have built.

Calling people you know who own real estate and asking, “Would it be helpful if I put together an updated value and equity review for you?”

These activities are not always glamorous. They do not always give you an instant reward. Sometimes you call 20 people and 14 do not answer, 3 forgot who you were, 2 say they already have an agent, and 1 talks to you for 25 minutes about their dog’s hip surgery.

Welcome to real estate.

But when your goal is emotional, those activities take on a different meaning.

You are no longer just making calls.

You are making calls because you want to buy your mom a house.

You are no longer just hosting an open house.

You are hosting an open house because your family needs a better car.

You are no longer just door knocking.

You are door knocking because you want to give more, serve more, build wealth, breathe easier, and become the kind of professional your future self is proud of.

That changes things.

Emotion gives your discipline a reason.

Numbers Alone Are Not Enough

I love goals. I love business planning. I love tracking numbers. I love scoreboards.

But numbers by themselves can feel cold.

“Make 50 contacts this week” is clear, but it may not move your heart.

“Make 50 contacts this week because one of those conversations could help you earn the income needed to take your family on that trip, pay off that debt, or serve that person you care about” feels different.

Same activity. Different emotional attachment. This is why some agents can stay consistent while others constantly restart. The consistent agents

are not always more talented. They are not always more charismatic. They are not always better looking, although some of them definitely think they are.

The difference is that they have connected their activity to something deeper. They know why the work matters. And when the why is strong enough, the work becomes easier to repeat.

Your August Reset

Since we are in August, this is a great time to reset your third-quarter focus.

Do not overcomplicate it. You do not need a 47-page business plan, 12 new apps, a new CRM, a color-coded spreadsheet, and a motivational quote taped to your bathroom mirror.

You need a clear emotional goal and a simple weekly execution plan.

Start by asking yourself:

What do I emotionally want to accomplish before the end of this 12-week cycle?

Who benefits if I stay consistent?

What becomes possible for my family, my finances, my faith, my future, or my community if I actually do the work?

What pain continues if I keep avoiding the work?

That last question is important.

Sometimes motivation comes from the dream. Sometimes it comes from being honest about what happens if nothing changes.

If you do not make the calls, nothing changes.

If you do not follow up, nothing changes.

If you do not invite people to meet with you, nothing changes.

If you do not create conversations, your pipeline stays empty.

And an empty pipeline has a way of creating stress, panic, and the kind of Zillow browsing where you start wondering if there are any part-time jobs available that do not require pants with buttons.

Nobody wants that.

Turn the Emotional Goal Into Weekly Lead Measures

Once you have the emotional goal, you need to connect it to weekly activity.

CONTINUED ►

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Here is an example.

Emotional Goal:
“I want to earn an extra \$30,000 before the end of this 12-week cycle so I can pay off debt, create savings, and take pressure off my family.”

Now connect that to lead measures:

I will host 1 open house every week.

I will call 25 people from my SOI every week.

I will offer 10 annual property analysis appointments every week.

I will door knock 50 homes every week around active, pending, or sold listings.

I will send 5 personal video messages every week to past clients or people I know.

I will follow up with every open house visitor, lead, and warm conversation within 24 hours.

Now the goal has structure. The emotional goal gives you the reason. The lead measures give you the road map. The weekly scorecard gives you accountability. That is where the magic happens!

The Annual Property Analysis Opportunity

One of the easiest and most valuable conversations agents can have right now is the annual property analysis conversation.

Many homeowners have no idea how much equity they have built. They bought a home, made payments, watched the market move, and kept living life. They may not know if they have made \$50,000, \$100,000, \$200,000, or more in equity.

That is where you come in. You are not calling to “sell them something.” You are calling to serve them.

You can say:
“Hey, I am putting together annual

property analysis updates for homeowners I know. It is basically a simple review showing what your home may be worth today, how much equity you may have built, and what options that creates for you. Would that be helpful?”

That is not pushy. That is valuable.

And it creates real estate conversations without sounding like a desperate salesperson who just watched three motivational reels and decided to attack their contact list.

When done right, this becomes a relationship tool. It helps homeowners understand their wealth. It positions you as a professional. It creates future listing opportunities. It gives people a reason to meet with you.

The Goal Has to Be Bigger Than Your Mood

Here is the uncomfortable truth: your mood is a terrible business partner.

Your mood will tell you not to make calls today.

Your mood will say, “You deserve a break.”

Your mood will say, “Maybe just organize the CRM for three hours instead.”

Your mood will convince you that designing a new Canva flyer is basically lead generation.

It is not.

Your emotional goal has to be bigger than your mood.

That is why you need to write it down. Keep it visible. Put it somewhere you can see it before you start your workday. Not just “sell 8 homes.”

Write the real reason.

“Sell 8 homes so I can create financial peace for my family.”

“Sell 8 homes so I can help my parents.”

“Sell 8 homes so I can give more generously.”

“Sell 8 homes so I can stop living in stress and start building wealth.”

“Sell 8 homes so I can become the leader I keep saying I want to be.”

That is different. That is personal. That is emotional. That is fuel.

The Challenge

Here is my challenge to every agent reading this.

Before this week is over, write down one emotional goal for the rest of this 12-week cycle. Not a fluffy goal. Not a vague goal. Not “I want to be successful,” because that can mean anything from building wealth to finally remembering your MLS password on the first try. Write down something real. Something that matters. Something that would make you proud. Then write down the weekly lead measures that support it.

-How many open houses?

-How many SOI calls?

-How many annual property analysis offers?

-How many door knocks?

-How many follow-ups?

-How many real conversations?

Then track it every week. Do not wait until December to find out if you were serious in August. The agents who win the year are usually the ones who win the week. And the agents who win the week are the ones who know why the work matters.

So make the goal emotional. Make the activities clear. Make the scorecard visible. And then go do the work.

Because the dream you keep talking about is probably sitting on the other side of the activities you keep avoiding.

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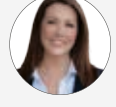
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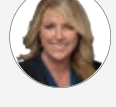
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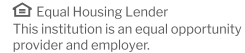
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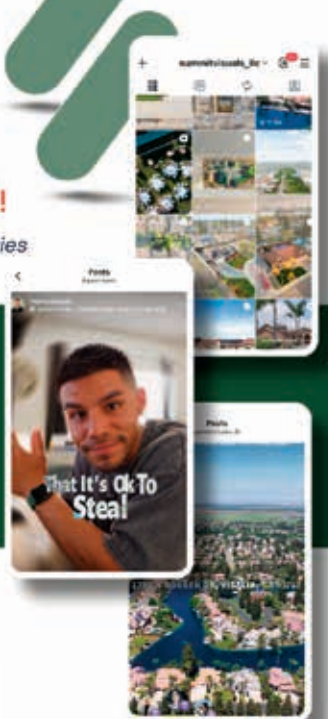
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**REALTORS®
GIVING BACK:
SERVING THE COMMUNITY
BEYOND REAL ESTATE**

SUBMITTED BY TULARE COUNTY OF REALTORS MEDIA AND PR COMMITTEE

From shoe drives to backpack drives, Tulare County REALTORS® continue to show what local leadership looks like in action.

The work of a REALTOR® often begins with housing, but it does not end there. Across Tulare County, REALTORS® continue to show that their role in the community goes far beyond helping people buy and sell homes. They are volunteers, supporters, leaders, and neighbors who understand that strong communities are built through service.

The Tulare County Association of REALTORS® is proud to highlight the many ways members give back throughout the year. Whether it is supporting local families through a shoe drive, helping students start the school year strong through a backpack drive, or partnering with local organizations to meet practical needs in the community, these efforts reflect the heart of the profession.

The Tulare County Association of REALTORS® helps create that connection point. It gives members a place to engage not only professionally, but also personally, through causes that matter to the communities they serve. These projects are a reminder that association membership creates value far beyond education and advocacy. It creates opportunities to serve together.

Giving back is not separate from Real Estate. In many ways, it is at the center of it. REALTORS® work closely with families during important life moments and often have a firsthand view of the needs within their communities. That perspective creates opportunity for action. It reminds us that being a local expert also means being locally engaged.

What makes these efforts especially meaningful is how accessible they are. Community involvement does not have to be complicated to make an impact. Donating supplies, volunteering time, helping spread awareness, or simply showing up to support a local cause can create a ripple effect. And when REALTORS® come together through the association, that impact becomes even stronger.

For those looking to get involved, this is the perfect time to connect. Ask how you can participate in upcoming drives, volunteer opportunities, or community support efforts through the association. There is always room for one more person to help make a difference.

The best REALTORS® understand that leadership is not only about production. It is also about presence, generosity, and impact. In Tulare County, our members continue to live that out in meaningful ways. They are not just working in the community. They are showing up for it.

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David Schlick

PHOTOS BY LONE WOLF MEDIA
WRITTEN BY CENTRAL VALLEY REAL PRODUCERS



Changing the **World**, **Two Homes** at a **Time**

Some people
build a career.

David Schlick
built a calling.

For more than three decades, David poured into students as a business teacher at Tulare Union High School. He taught principles, leadership, and life. He coached young people toward their future. He showed up year after year with consistency, conviction, and care. That alone would have been a meaningful legacy.

But David was never wired to keep his life in separate boxes.

For him, faith was never supposed to stay at church. Service was never meant to be occasional. Work was never just about earning a living. Even before he entered Real Estate, he had already spent years leading mission teams into Baja California, building homes for families living in extreme poverty. He had seen what a roof could mean. What a locked door could mean. What dignity could look like in the form of walls, windows, and a bed of your own.

So when the world shut down in 2020 and teachers were



sent home, David stepped into something that had been stirring in him for years. He got his real estate license.

What happened next was not a reinvention. It was a convergence.

Real Estate gave him a way to pull together the parts of his life that mattered most. Teaching. Finance. Construction. Faith. Leadership. Generosity. Instead of living as separate callings, they became one.

And from that came a mission that is impossible to forget.

David does not simply help clients buy and sell homes. He invites them into something bigger. Through his work, all of his real estate commission is donated to Village of Hope International, a nonprofit he helped found. That means every transaction becomes an opportunity to fund homes and hope for hardworking families in Baja. His clients do not just close on their dream home. They help provide one for someone else.

That is why his motto lands with so much weight.

Changing the world, two homes at a time.

In David's world, that is not just a clever motto. It is his calling. His passion.

He talks about his clients becoming the hero of the story. He talks about training teams, leading them to Mexico, guiding them on the three day build, and letting his real estate clients actually hand the keys to families who used to have a sheet for a door. He talks about the kind of transformation that happens when people realize their

transaction made a direct impact on someone else's life.

And for David, those moments are everything.

One story still rises above the rest.

He remembers helping provide a home for a woman named Gloria, a grandmother in her late seventies raising her autistic grandson. As part of the home build, a bed had been placed inside for her. When she saw it, she sat down and shared that she had never slept in a bed before.

That kind of moment changes the air in a room. It also changes a person forever.

It reminds you what really matters.

That perspective is written all over the way David serves his clients in the Central Valley. He brings a rare blend of practical skill and genuine care. He understands finance. He has invested in real estate himself. He knows

construction inside and out, shaped in part by growing up as the son of a respected architect. He notices details. He solves problems. He sees the potential in a property and the pitfalls too.

And he works hard. Really hard.

David is the kind of agent who will help prepare a home for market with his own hands. He has rebuilt damaged areas, painted, repaired, and stepped in wherever needed to help clients get top dollar. He does not do it for attention. He does it because he believes service means showing up all the way.

That same standard also shapes the way he guides buyers.

He is refreshingly honest. If a home is wrong for his client, he says so. If there is a red flag, he points it out. If walking away is the better move, he will help them walk away. Because he is not chasing a deal. He is protecting people.



His clients can feel that, and it changes everything.

Trust becomes easier when pressure is absent.

What makes David especially compelling is that he has built his business around freedom. He is not operating from panic. He is not trying to force outcomes. He is not interested in pushing someone into the wrong house just to get to the closing table. He is grounded enough to put people first, even when it costs him.

That kind of integrity is rare. It is also earned.

Like every meaningful journey, his has included hard lessons and moments that refined him. But the pattern of his life has been steady. Keep serving. Keep learning. Keep trusting God. Keep using every skill, every season, and every opportunity to bless others.

That posture has shaped more than his work. It has shaped the way he thinks about legacy.

David's story is not about visibility. It is about impact.



That is one reason this season feels especially significant. After 36 years in education, he retired from teaching in June. For many people, retirement marks a slowdown. For David, it sounds more like an opening. More time to serve clients. More time to build homes. More time to walk fully into the mission that has been growing stronger with each passing year.

And even in that transition, his priorities remain clear.



Faith. Family. Purpose. Service.

Those are not things he says because they sound good. They are things he has organized his life around.

In an industry where image can sometimes overshadow substance, David Schlick is a reminder that the strongest stories are still built on character. He is proof that success does not have to end with the transaction. It can travel farther. It can leave more people. It can leave something behind.

He spent decades helping students prepare for life.

Now he is helping clients find home, while every commission he earns helps families across the border receive one for the first time.

That is bigger than business.

That is legacy.

And maybe that is what makes David's story so inspiring. He has found a way to connect profession with purpose in a way that feels both practical and deeply personal. He is not asking people to admire the mission from a distance. He is inviting them into it. He is showing clients, friends,

“

“I'M NOT DOING IT FOR THE MONEY. I'M DOING IT FOR A MISSION.”



fellow agents, churches, and professionals that business can still be built around service, generosity, and real transformation.

That kind of vision does more than inspire. It multiplies.

Because every time another family gets keys in the Central Valley, another family can receive keys in Baja. Every time someone chooses to work with David, they become part of a story much bigger than themselves. That is not marketing. That is movement. 🏡

CONTACT US!

If you would like to join a home build trip or have David design a Home of Hope trip for your team or church, email him at SchlickRealtor@gmail.com.





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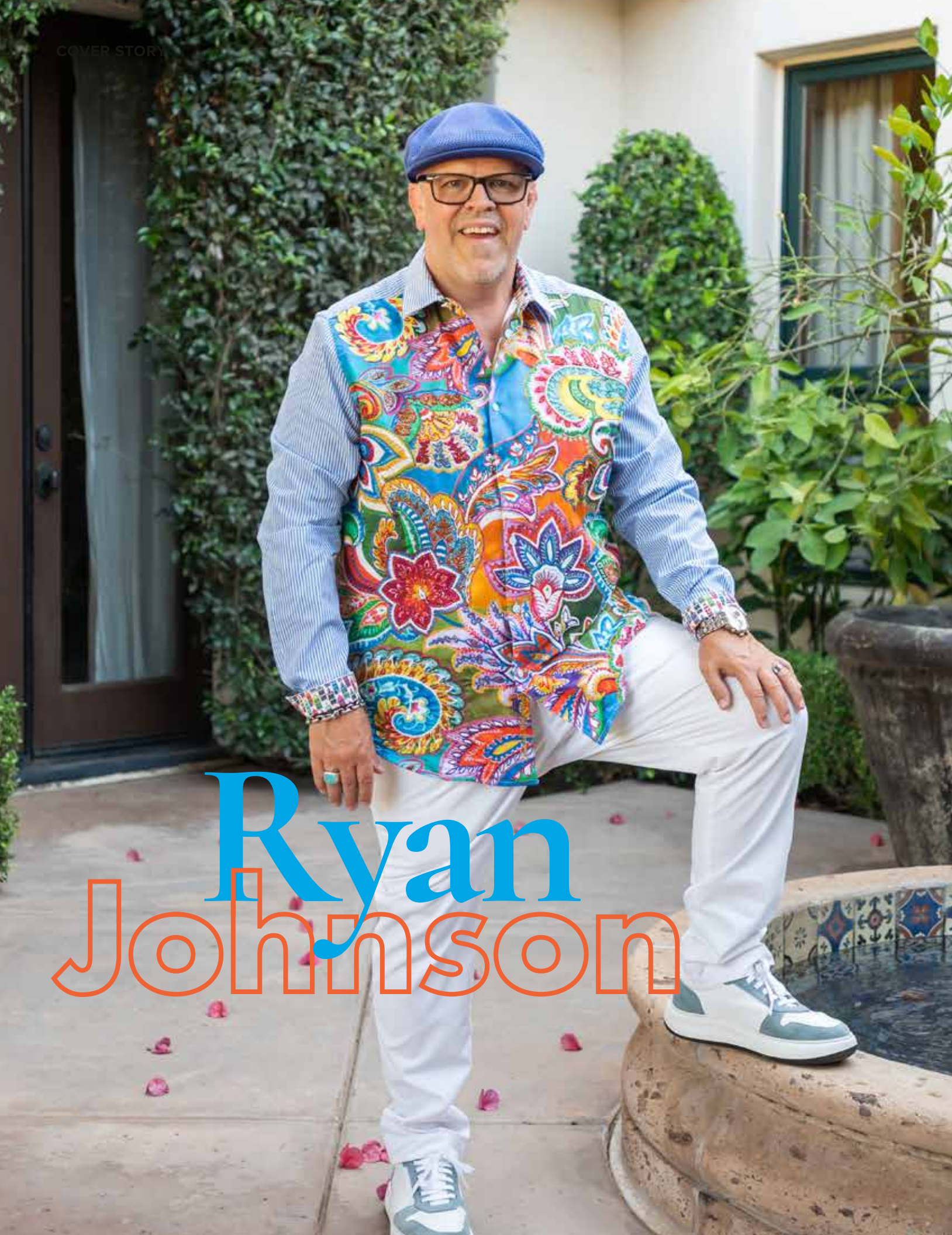
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Ryan Johnson is the kind of Realtor who tells it straight.

Ask him what he does, and he will not hand you a polished line about lifestyle curation or wealth strategy or personal branding. He will tell you the truth.

He helps people buy and sell Real Estate.

That answer says a lot about him.

In an industry that can sometimes get lost in image, Ryan stays rooted in function, responsibility, and results. He believes people hire him for a reason. They have a house to sell, a move to make, a problem to solve, a next chapter to step into. Friendship may come later. Trust can deepen over time. But first, there is a job to do, and he takes that seriously.

That mindset was shaped early.

Before Real Estate, Ryan was on a completely different path. He graduated from Fresno State in 1999 and originally thought he would become a school teacher and coach wrestling. Instead, what started as a part time bartending job at a local restaurant turned into a ten year run in the restaurant business. It was good work with good people, and it taught him lessons he still

carries today. It taught him how to read people, how to work hard, how to move quickly, and how to show up under pressure.

It also put him in the middle of relationship building long before he ever had a real estate license.

A lot of Realtors, brokers, and business owners came through that restaurant. Ryan got to know them, watch them, and understand how they moved through the world. So when his wife, a real estate attorney, told him she thought he would be good in Real Estate, the idea did not feel random. It felt strategic. It felt like a lane that made sense. He stepped into the business full time in 2009, in one of the hardest markets the country had seen in years.

That timing mattered.

Ryan did not come into Real Estate during an easy season. He learned in a market that demanded toughness, discipline, and patience. He had to develop grit before he ever got the luxury of comfort. And maybe that is one of the reasons he still approaches the business the way he does now, with a little edge, a lot of honesty, and zero appetite for excuses.

He talks about Real Estate almost like a sport. Full contact. Competitive. Mentally demanding. Physically demanding. A puzzle that is always changing. He likes that part of it. He likes that no two days are the same. He likes the challenge of being





“
Good things happen to
GOOD PEOPLE
who work hard.”

on call for opportunities that do not care what time it is or what else you had planned.

That does not mean he is careless with what matters most.

Ryan is deeply committed to his family. He will show up for business at odd hours, take the late call, build the presentation after a long day, and meet a client on a Saturday morning if that is what the moment requires. But he is also clear about the line he will not cross. He does not miss family functions. He does not miss his daughter Piper's games. He does not trade the people who matter most for the appearance of hustle. That balance is not accidental. It is built from experience and perspective.

And that perspective was hard won.

For all the success Ryan has had, one of the most defining parts of his story is not a production number or an award. It is the decision he made in 2019 to get sober.

He is open about it because it matters. Not in a performative way. Not for sympathy. Just because it is true.

For years, he was doing well in the business, navigating hard markets and building momentum, but something was off. He knew it. The people closest to him probably knew it too. Eventually, someone he respected said the quiet part out loud and told him what was holding him back. Deep down, Ryan already knew. Alcohol had become the thing standing between the life he had and the life he was fully capable of living.

So he made a change.

February 5, 2019 was his last drink.

Since then, he has built not just a stronger business, but a stronger life. He talks about sobriety with clarity and gratitude because he has seen what changed when he removed the fog. He became more present. More dependable. Sharper. Healthier. Better at home. Better in business. Better in the moments that actually matter.

That kind of honesty is not common, and it says everything about the kind of man Ryan is.

He does not pretend to be perfect. He is not trying to market a cleaned up version of himself. What he offers is something much more powerful. Self awareness. Humility. Ownership. The willingness to look at his own life and tell the truth about what needed to change.

That same honesty shows up in the way he serves clients.

Ryan does not believe in bluffing his way through a question. If he does not know something, he will say so. Then he will go find the right answer. In his mind, credibility is not built by pretending to know everything. It is built by being honest enough to admit when you need to make a call, do the research, and come back with the truth. That kind of professionalism builds trust fast, because people can feel the difference between confidence and ego.

He also believes service compounds.

Some of the biggest wins in his business have come from years of quiet consistency. A returned phone call. A holiday pie. A text. An honest answer. A referral made with no expectation of anything in return. Ryan understands that the relationship business is not about forcing immediate outcomes. It is about watering seeds long enough for something real to grow.

That is why people keep calling him.

“
Real Estate is a
FULL CONTACT SPORT.”

Not because he is the loudest person in the room. Not because he chases attention. But because over time, he has shown people who he is. He shows up. He works. He tells the truth. He handles the job. He treats people like they matter.

There is something refreshing about that kind of steadiness.

Ryan's story is not one of overnight success. It is a story of endurance. Of learning through hard markets. Of being shaped by wrestling, discipline, fatherhood, marriage, and recovery. Of discovering that talent means very little if you are not clear enough to use it. Of realizing that the best version of your business often begins with becoming a better version of yourself.

In a profession full of noise, Ryan Johnson brings something quieter and stronger to the table.

Substance.

He is competitive, yes. Driven, absolutely. But underneath all of it is a man who understands that this work is not about impressing people. It is about serving them well. And the reason that lands so deeply is because he has lived enough life to know that you do not get to fake what is real.

Ryan Johnson helps people buy and sell Real Estate.

Simple words.

But in his hands, they carry the weight of grit, clarity, and a life rebuilt with purpose.

“I help people buy and sell Real Estate. It's very simple, very black and white, and then we can be friends after.” 🍷





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JOSE

HELPING BUILD
YOUR DREAM

Lopez

SUMMIT VISUALS

WRITTEN BY CENTRAL VALLEY REAL PRODUCERS • PHOTOS BY SUMMIT VISUALS

For Jose Lopez, Summit Visuals was never meant to be just a video company.

It was built from a deeper place. A creative instinct. A desire for freedom. A belief that businesses in the Central Valley deserve to be seen with quality, intention, and visual power.

“I want to help you build,” Jose says. “I want to help you grow, because helping build your dream is helping me build mine.”

That line says a lot about who he is and why Summit Visuals exists.

Jose has always been creative. Long before cameras became part of his profession, creativity showed up through dance, cheer, drawing, and photography. He was drawn to movement, music, visuals, and perspective. But like many entrepreneurs, the path to the work he was meant to do was not a straight one.

He spent six years as a refrigeration technician, doing hands on, technical work that provided stability but did not fully match the ambition he felt inside. Later, he stepped into mortgage lending, drawn to the idea of flexibility, business, and unlimited

opportunity. What he found instead was a crash course in sales, marketing, consistency, and the reality that success does not simply happen because someone opens an office door.

That season humbled him, but it also revealed something important.

While he was supposed to be focusing on mortgage leads and loan files, Jose found himself studying cameras, editing software, content strategy, and social media marketing. He noticed how many businesses, especially local businesses, had strong services but no real visual presence. They were good at what they did, but online, they were almost invisible.

That gap became the opportunity.

“I started noticing how many businesses had no real video presence,” Jose shares. “Not because they did not want one, but because they did not know where to start or who to trust with it.”

Summit Visuals was born from that observation. Today, Jose

helps businesses build stronger social media brands through video, photography, content strategy, and visual storytelling that feels professional, consistent, and intentional.

For Real Estate agents, that work matters more than ever.

Buyers and sellers are no longer only asking who has experience. They are also watching who shows up online. They want to know if an agent is visible, consistent, polished, and connected. They want to see whether that agent understands modern marketing. They want proof before the first conversation ever happens.

Jose understands that.

He knows that for top producing Realtors, content is not about looking busy. It is about building trust before the appointment, creating authority before the listing presentation, and giving clients confidence that their agent knows how to market at a high level.

“A lot of clients are not just looking for a camera guy,” Jose says. “They are looking for someone who understands their business and



knows how to translate that into content that converts.”

That is where Summit Visuals brings real value.

Jose does not see his work as simply showing up, shooting a video, handing over a file, and moving on. He wants to be part of the bigger picture. He wants to understand the business, the audience, the goals, and the story behind the brand. His work is designed to give agents more than content. It gives them leverage.

Top producing Realtors are already managing clients, negotiations, listings, showings, follow up, team responsibilities, and constant market shifts. They do not always have time to become video experts, content strategists, editors, and brand directors on top of everything else.

Jose has already done that work.





"I can come in and give you my systems," he says. "You get to leverage my time."

That is the heart of the value he provides. Realtors get to stay focused on the work only they can do, while Summit Visuals helps them show up online with consistency, quality, and creativity. It allows agents to build a brand presence without

trying to figure everything out from scratch.

For Jose, working with top producing Realtors also sharpens him. He values being in rooms with people who have built proof behind their confidence. He listens to their stories, observes how they think, and finds inspiration in the way they carry themselves.

"It opens up my perspective," he says. "You get around people who are actually about it, and you realize success is more attainable than you think."

That mindset keeps him growing. Jose is clear that Summit Visuals is still being built brick by brick, but he is not chasing quick wins. He is building something with staying power. Something rooted in creativity, strategy, and service.

He also carries the influence of his family into his work. His parents, both immigrants, showed him what it meant to create opportunity rather than wait for it. His father was an entrepreneur. His mother showed him sacrifice and work ethic. His wife has stood beside him through the uncertainty of leaving secure work and betting on something bigger.

Those lessons shaped the man behind the camera.

Jose knows what it feels like to question the path, to carry pressure, to lose clients, to learn hard lessons, and to keep going anyway. He also knows that persistence is where credibility is built.

"Credibility is not handed to you," he says. "You build it slowly, one client, one project, one result at a time."

That same belief shows up in the way he works with agents and business owners. He is not there to create content for content's sake. He is there to help them become more visible, more trusted, and more memorable.

In a market where attention is crowded and reputation matters,



HELPING BUILD
YOUR DREAM
IS HELPING ME
build
mine.

Summit Visuals helps businesses present themselves at the level they want to be known for.

Jose wants to raise the standard for how Central Valley businesses show up, compete, and tell their stories online. He wants local brands to stop playing small. He wants Realtors, entrepreneurs, and business owners to understand that their story has value, and when told well, that story can move people.

"I want Summit Visuals to stand for proof that world class work can come out of the Central Valley," he says.

For top producing Realtors, that proof matters. The right visuals can elevate a listing. The right video can strengthen a personal brand. The right content strategy can help an agent stay top of mind long before a client is ready to make a move.

And for Jose, that is the work worth doing.

Not just filming the moment.

Helping build the dream behind it. ▀



Financial Playbook

BY SUMMIT VISUALS
WRITTEN BY CENTRAL VALLEY REAL PRODUCERS

Strategies Top Producers Use to Close More Deals brought together top Realtors, preferred partners, and industry experts at Crow & Wolf Brewing Co. in Clovis for a powerful afternoon of learning, connection, and strategy.

This event was created for agents who want to stay sharp in a changing market. Financing plays a major role in today's Real Estate conversations, from buyer affordability and seller expectations to offer strategy, investment opportunities, and long term financial planning. The Realtors who attended made the choice to keep learning, keep growing, and keep elevating the way they serve their clients.

That commitment is worth celebrating.

One of the things we are always surprised and touched by is the amount of support and attendance these events receive. Every

time this community shows up, it is a reminder that the best Realtors are not just focused on production. They are focused on growth, relationships, leadership, and getting better for the people they serve.

Throughout the event, attendees heard valuable insight from our guest speakers: James Curran with 1031 Alternative Investments, Elizabeth James with Mid Valley Financial, Ryan Dias with Gold Standard Mortgage, and Erik Todd with Morgan Stanley. Each speaker brought a unique perspective to the panel, helping connect the dots between financing, lending strategy, investment planning, and the larger financial picture that often impacts Real Estate decisions.

Together, they reinforced an important reminder for top producers: agents who understand financing at a deeper level can have better conversations, create stronger strategies, and guide their clients with more confidence.

We are incredibly grateful to all of our *Central Valley Real Producers* preferred partners. Their support makes it possible to create events like this, but even more than that, their presence strengthens the community. They show up, build relationships, share knowledge, and help create spaces where Realtors can connect with trusted professionals who care about the industry.

A special thank you to the preferred partners who went above and beyond to support this specific event: Kristin Aguilar with American Home Shield, Susan Britter with First American Home Warranty, Lisa Swenning with SnapNHD, Liliana Winslow with WIN Marketing Agency, and Chase Dias with 28 Insurance.

Kristin Aguilar with American Home Shield helps protect homeowners from unexpected repair costs on major home systems and appliances. Susan Britter with First

American Home Warranty provides home warranty coverage for systems and appliances. Lisa Swenning with SnapNHD provides fast and reliable natural hazard disclosure reports. Liliana Winslow with WIN Marketing Agency supports businesses with branding, marketing, visibility, and growth. Chase Dias with 28 Insurance helps clients with personalized insurance coverage for home, auto, life, and business needs.

Most importantly, thank you to every Realtor and attendee who chose to be in the room. You showed up to learn, grow, ask better questions, and connect with other professionals who are committed to raising the standard in Real Estate.

For Realtors who have not yet attended a *Central Valley Real Producers* event, we would love to see you in the room. Register, get involved, build relationships, and be part of the conversations that continue moving this community forward.





MIND, BODY, AND SPIRIT WITH COACH HOLLEY

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

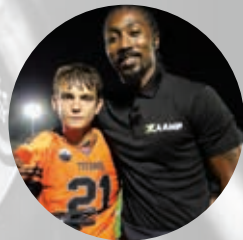
Absolute Body Armor is a division of Amplify that hosts a diverse range of amenities, such as modern training facilities, instructor-led Classes, personal trainers, nutritionists, and monthly memberships.

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

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

Our mission is to provide an outlet for families in our community to express themselves and to receive physical, mental, spiritual and emotional support. We help them find who they really are, what they aspire to be, and support them on that journey. Along with our amazing training programs we also offer evidence-based programs for students and families through our AAMP and PAM courses. With Amplify you can work on both your mind and body. Visit us in person or give us a call!

Call or text Elena at 559-339-9281
pamluna@absolutebodyarmor.com
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