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14 Tom Bashe
COVER STORY

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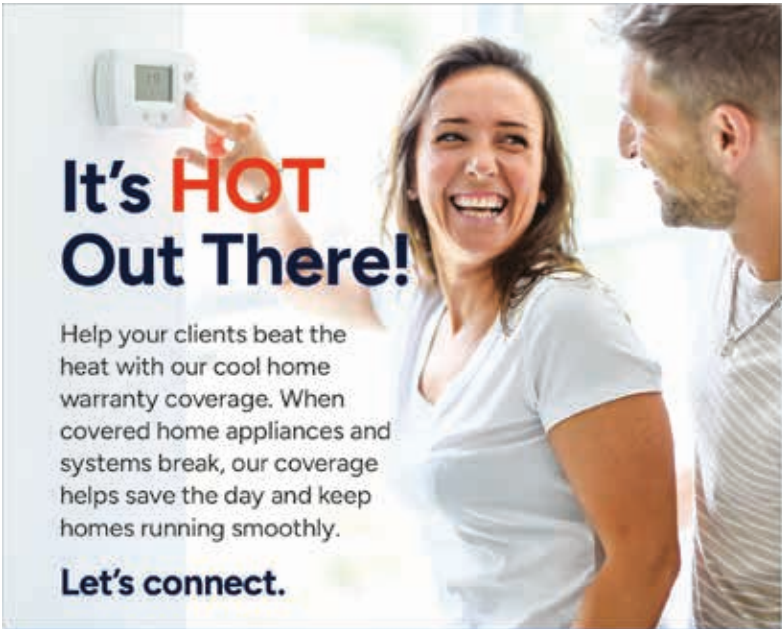


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TOM BASHE



For more than two decades, Tom Bashe has built a career around something that goes far beyond real estate transactions. While homes may have first sparked his interest, it was the people behind those front doors who ultimately shaped his passion.

As the owner of Localist Realty, Tom has spent the last 20-plus years helping families throughout Southern California navigate some of life's most significant decisions. Whether guiding first-time buyers, seasoned investors, growing families, or homeowners facing major life transitions, he approaches every client relationship with the same philosophy: be an advisor first and a salesperson never.

"I don't view myself as a salesperson," Tom explains. "I view myself as an advisor. My role is to understand my clients' goals, look at their complete financial picture, and help guide them toward the best decision for their desired outcome."

That mindset has become the foundation of a career that began long before most people are even considering their future professions.

Tom entered the real estate industry in 2003, fresh out of high school. In fact, he passed the California real estate exam before he received his high school diploma.

"I was fascinated by homes and the families who live in them," he says. "Every home tells a story and offers a glimpse into different lifestyles, perspectives, and life experiences."

That fascination quickly evolved into a deeper understanding of what real estate truly represents. Homes are often tied to milestones, dreams, challenges, and fresh starts. Helping people navigate those moments became far more meaningful than simply facilitating a sale.

Today, Tom's clients benefit from more than just experience. **Having called**

Temecula home since 1997, Tom has witnessed the region's growth firsthand and enjoys helping clients discover not only the right home, but the right community.

"I focus on giving straightforward advice, even when it's not necessarily what someone wants to hear," Tom says. "My responsibility is helping clients make the best decision for their situation, not simply completing a transaction."

That commitment to honesty has helped him earn something every real estate professional strives for: trust.

Over the years, there wasn't a single defining transaction that confirmed he had found the right career path. Instead, it has been the long-term relationships that have reinforced his purpose.

When clients return years later to buy or sell another home, refer family members and friends, or seek guidance during major life events, Tom sees those moments as confirmation that his work truly matters.

"Those relationships and the trust people place in me have confirmed that this is exactly where I'm supposed to be," he says.

That trust has also become the driving force behind Localist Realty's growth. Appropriately named, the brokerage's brand centers on local expertise, personalized service, and genuine care for clients.

Their motto, "Locals Who Care, Experts That Deliver," reflects the company's commitment to combining market knowledge with a client-first approach.

Not surprisingly, the majority of Tom's business today comes from referrals and repeat clients.

"It's one of the greatest compliments a professional can receive," he says. "It means people trust me enough to recommend me to their friends, family, and colleagues."

While referrals remain the cornerstone of his business, Tom has also embraced modern marketing strategies to better serve clients and maximize exposure for listings. Professional photography, video, digital advertising, social media campaigns, email marketing, and targeted online strategies all play a role in his approach.

Still, he believes there is no one-size-fits-all formula.

"Every client deserves a customized plan designed to help them achieve the best possible outcome," he says.

As successful as his professional life has become, Tom is quick to point out what matters most.

His wife, Jazzmin, and their three daughters—Kennedy, London, and Parker—are the center of his world.

The family stays busy supporting the girls' competitive dance schedules, a commitment Tom jokingly describes as practically a full-time job of its own. Yet it's those moments spent watching his daughters grow, pursue their passions, and develop into their own unique individuals that bring him the greatest fulfillment.

Outside of work and family, Tom enjoys fitness, travel, outdoor activities, home improvement projects, and continuous learning. Curiosity, he says, has always been one of his greatest strengths.

Whether exploring a new topic, developing a skill, or deepening his understanding of something familiar, personal growth remains a constant priority.

That same commitment extends to the community he has called home for nearly three decades.

Tom actively supports local schools, youth programs, community events, and organizations throughout the Temecula Valley. His connection to the area runs deep, and he remains passionate about contributing to the place that has given so much to his family and business.

Looking ahead, Tom's vision includes continued growth for both Localist Realty and his property management company, My Property Management. He's focused on expanding opportunities for agents, enhancing the client experience through innovation and technology, and building businesses that create lasting impact.

At the same time, he remains intentional about preserving what matters most.

"Success isn't just measured by business growth and sales volume," Tom says.

"It's about creating a life that allows me to be present for the people who matter most while continuing to make an impact on my clients and community."

For those entering the industry, his advice is refreshingly simple.

Talk to people. Build relationships. Stay consistent.

"Success in real estate doesn't happen overnight," he says. "The people who succeed are the ones who show up every

day, continue learning, and genuinely care about serving others."

After more than twenty years in the business, Tom Bashe continues to prove that the most successful real estate careers aren't built on transactions alone. They're built on trust, relationships, and a genuine desire to help people move confidently into their next chapter.

And for Tom, that's a story worth telling every day. 🌱

“
My role is to **UNDERSTAND MY CLIENTS’ GOALS, LOOK AT THEIR COMPLETE FINANCIAL PICTURE, AND HELP GUIDE THEM TOWARD THE BEST DECISION** for their desired outcome.”





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Natalie & Steve WEMMER

WRITTEN BY TERRINA RUSSELL • PHOTOGRAPHY BY MARISSA MCCUTCHAN

Some people hire a Realtor because they need someone to open doors. Others hire a Realtor because they need someone to help them through one of the most emotional chapters of their lives. Natalie Wemmer understands the difference.

Over the years, she has learned that real estate is rarely just about the house. Behind every transaction is a story. Sometimes it is a growing family looking for more space. Sometimes it is a couple navigating a divorce. Other times it is an adult child helping parents transition into assisted living after decades in the family home.

The paperwork may look similar from transaction to transaction, but the people never do.

“People don’t always need someone to push them forward,” Natalie says. “They often need someone to walk beside them.”

That philosophy has become the foundation of her business and one of the reasons clients connect with her so quickly. Long before she entered real estate, Natalie was drawn to helping others. She attended nursing school and worked in customer-focused environments where she developed skills that would later become invaluable in her career: empathy, communication, patience, and the ability to truly listen.

Looking back, she realizes those experiences prepared her for real estate in ways she never expected. Every transaction comes with hopes, fears, uncertainty, excitement, and countless emotions. Natalie discovered that her ability to understand people

often mattered just as much as understanding contracts.

“I think my compassion and ability to understand people sets me apart,” she says.

She has built a reputation for recognizing what clients need, sometimes before they recognize it themselves. Many of the people she serves are navigating major life transitions. Emotions run high. Decisions feel overwhelming. Questions come faster than answers.

Natalie has learned that those moments are rarely solved by pressure. Instead, they are solved by presence. “I know when to step in, offer reassurance, and help hold people up before they feel their knees buckle,” she says.

That approach has confirmed she found exactly the right career.

There was never one specific transaction that changed everything. Instead, it was the realization that helping clients through major life decisions felt natural. As she helped families buy homes, sell homes, and navigate life’s challenges, she realized she was doing much more than facilitating transactions. She was helping people move forward.

“Home is where the heart is,” Natalie says.

When clients invite her into the process, they are often sharing far more than financial information. They are sharing dreams, memories, fears, and plans for the future. She never takes that responsibility lightly.

What makes her especially grateful is that she doesn’t walk the journey alone. Family is at the center of everything she does. One of the greatest blessings of her career has been building the business alongside her husband, Steve.

Ask Natalie about Steve and she immediately starts smiling. She describes him as her best friend, business partner, and one of the most naturally gifted people she has ever met when it comes to connecting with others. “I always joke that Steve could sell ice to an Eskimo,” she says.

Wherever they go, conversations happen naturally. A quick stop at a gas station can turn into a twenty-minute conversation with a complete stranger. More often than not, Natalie returns to hear someone telling her how much they like her husband.

For the Wemmers, those connections are not a business strategy. They are simply who they are. Their children have become part of the journey as well, attending open houses, brainstorming marketing ideas, and cheering on the family business from the sidelines.

Outside of work, some of their favorite moments happen during spontaneous trips to Big Bear. Natalie laughs when she describes the familiar routine. Steve announces he has booked a cabin, the family starts counting down the days, and excitement immediately fills the house.

Those weekends provide something increasingly rare in today’s fast-paced world: time. Time to reconnect. Time to slow down. Time to remember what matters most. That same sense of connection extends into the community they proudly call home.



Whether supporting local events, building relationships with neighbors, or simply maintaining a dog-walking station near their home stocked with fresh water and waste bags, the Wemmers believe community involvement starts with small acts of kindness.

“We don’t just work here,” Natalie says. “We live here, raise our family here, and build relationships here.”

Natie’s advice to new agents is to be hungry and keep learning. “Make a decision and commit to it. Show up

on the days you don’t want to. Learn everything you can. Stay humble and stay coachable. Take classes. Find a mentor. Ask questions. Learn from people who have already achieved what you’re working toward,” said Natalie. “Look at the agents who have what you want and study them. Don’t copy them, but identify what makes them successful and apply those lessons to your own business while remaining authentic to who you are and always be a student.”

As their business continues to grow, Natalie remains focused on the

values that got her here in the first place. Understanding, authenticity, compassion, and a commitment to meeting people exactly where they are. Her goal has never been to become the loudest voice in the room or the most aggressive salesperson in the market.

Instead, she wants clients to know they have someone they can trust walking beside them through every step of the journey. Because in Natalie’s world, real estate has never been about houses. It’s about people. And helping them find their way home. 🏡



People don’t always need someone to push them forward.

They often need someone to walk beside them.”





TAREK ABDULHALIM

WRITTEN BY TERRINA RUSSELL • PHOTOGRAPHY BY MARISSA MCCUTCHAN

WHEN TAREK ABDULHALIM
SOLD HIS FIRST HOME IN
CAIRO, EGYPT, HE DISCOVERED
SOMETHING THAT WOULD SHAPE
THE REST OF HIS LIFE.

Fresh out of Cairo University with a degree in accounting, Tarek thought his future would be spent balancing spreadsheets and building a traditional business career. Instead, a friend whose father was a local builder introduced him to real estate, and everything changed.

After helping sell a few homes, he quickly realized he had found his calling.

“I was trying to be an accountant,” Tarek says with a laugh. “Then I sold a couple of homes and right away I loved the job.”

What began as an unexpected opportunity soon became a profession. Tarek built his career with internationally recognized brands including Century 21 and Coldwell Banker in Cairo, developing the skills and confidence that would

later serve him well on an even bigger stage.

In 2016, Tarek married his wife, Salma. Three years later, the couple made a life-changing decision. Along with their young family, they relocated to the United States in pursuit of new opportunities and a new chapter.

For many professionals, moving to a new country means starting over. For Tarek, it meant proving once again that hard work, consistency, and genuine care for people transcend borders.

He entered the Southern California real estate market in 2019 and immediately got back to doing what he loves most: helping families navigate one of the biggest decisions of their lives. Today, he serves

clients with Provident Real Estate and continues to build his business through online leads, referrals, and the relationships he has cultivated with past clients.

At the heart of Tarek’s success is a simple philosophy: treat people the way you would want your own family treated.

“Be yourself and be honest with the clients you meet,” he says. “They are families just like ours. We really need to take care of them.”

That mindset has helped him earn trust in an industry where relationships matter. Clients quickly discover that Tarek is straightforward, honest, and focused on solutions. Whether working with first-time buyers or clients purchasing luxury properties, he approaches every transaction with the same level of professionalism and care.

“Higher-priced homes don’t scare me,” he says. “Clients don’t scare me. Other agents don’t scare me either.”

His confidence comes not from arrogance, but from experience and preparation. Having worked with people from different

backgrounds and walks of life throughout his career, Tarek understands that respect is something earned through actions.

“I can handle anyone I meet because I know respect is earned, not given.”

Perhaps what makes Tarek especially effective is the fact that he genuinely enjoys the work. While many professionals spend years searching for a career they are passionate about, he found his early.

“I never felt like I’m working when I’m selling homes,” he says. “I’m just helping someone who really needs my help.”

That perspective continues to fuel his motivation even after more than a decade in the business. Looking ahead, Tarek has no plans to step away from real estate. In fact, he hopes to expand his involvement in the industry by investing more heavily in his own properties and pursuing opportunities to buy and sell homes himself.

His long-term vision reflects the same entrepreneurial spirit that led him into the business years ago.

“

BE YOURSELF AND BE HONEST WITH THE CLIENTS YOU MEET. THEY ARE FAMILIES JUST LIKE OURS. WE REALLY NEED TO TAKE CARE OF THEM.”



Success, according to Tarek, is built on two qualities that anyone can develop: consistency and belief.

“The key is consistency and never stopping believing in yourself no matter how hard it gets,” he says. “I know what I can do, and I’ll always keep pushing forward.”

Outside of real estate, Tarek’s world revolves around two passions: his family and soccer.

He and Salma are the proud parents of Nora, 9, and Kareem, 8, who remain at

the center of everything he does. Whether he’s working with clients or planning for the future, his family serves as his greatest source of motivation.

Soccer, meanwhile, has been part of his life since he was four years old. A lifelong player and devoted fan, he still follows the sport closely and dreams of combining his two greatest loves in one unforgettable experience.

“My best trip would be taking my small family to watch a soccer game live in

a stadium somewhere we’ve never been before,” he says.

Of course, he admits that some beach time would be a close second.

As colleagues, clients, friends, and family members describe Tarek, one phrase consistently rises to the surface: go-getter.

It’s a label he embraces.

“I don’t think much,” he says. “I just get things done.”

That simple approach has carried him from Cairo to California, through changing markets, international moves, and countless successful transactions. Through it all, Tarek Abdulhalim has remained committed to the values that first drew him to the business: honesty, consistency, and a genuine desire to help people.

For him, real estate has never been just about selling homes. It’s about taking care of families and building a life he can be proud of, one relationship at a time. ▀



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Mary Dimmler-Long

WRITTEN BY TERRINA RUSSELL • PHOTOGRAPHY BY MARISSA MCCUTCHAN

Mary Dimmler-Long has spent 35 years helping people buy and sell homes, but if you ask her what she values most, it is not the transactions, the awards, or even the impressive milestones she has achieved along the way. It is the relationships.

That focus on people has been the foundation of a career that has spanned decades, multiple market cycles, and generations of families who continue to trust her with some of life's biggest decisions.

Long's path into real estate began long before she sold her first home. While living in Orange County, she worked as a Business Development Representative for Terra Escrow, calling on real estate agents and apartment brokers from Laguna Niguel to Huntington Beach. The position gave her a front-row seat to the real estate industry and introduced her to many of the professionals she still considers friends and colleagues today.

"I saw all of the agents doing so well, and I realized I needed to be the one selling homes," she recalls.

Armed with industry knowledge, a growing network, and plenty of ambition, she made the leap into real estate after relocating to the Inland Empire. The timing was far from ideal. The market between 1990 and 1992 was

challenging, and success required persistence, creativity, and a willingness to do the work many people try to avoid.

"I had to work hard, do tons of open houses, make cold calls, and focus on the basics to meet people," she says. "I find that in any market, the basics work."

That work ethic was shaped long before she entered the industry. Growing up in Nebraska instilled values that continue to guide her business today.

"My roots in the Midwest gave me a strong work ethic," she says. "I have a lot of respect for people who work hard and put in the time."

Over the years, Long has watched the industry evolve dramatically. Technology, social media, and artificial intelligence have transformed the way agents market properties and connect with clients. While she embraces those tools, she believes they work best when combined with something much more traditional.

People skills.

Even after decades in the business, Long makes it a goal to meet at least ten new people every week.

"Sometimes they're buyers or sellers," she says. "Sometimes they're not. Sometimes you need to make money, and sometimes you've got to do Jesus work and help from the heart."

That philosophy has helped her build a business fueled primarily by referrals. Today, approximately 80 percent of her business comes from past clients and personal recommendations.

The trust she has earned has also led to one of the most rewarding aspects of her career: serving multiple generations of the same families.

"After three decades in the business, my greatest reward continues to be serving generations of families and friends," she says.

Her career has included many memorable moments, including becoming the first agent to sell and close a home for more than \$1 million in Canyon Lake in 1999. It was a milestone

that reflected not only her success but also the growth and evolution of the community she has proudly served for decades.

Despite the changing market, Long remains convinced that relationships are the key to long-term success.

"I would say one of the keys to success is creating a database that keeps you surrounded by clients, friends, and family so it doesn't feel like work," she says.

She is also quick to acknowledge the team of professionals who help her deliver exceptional service. From Fidelity Title and LaRue Escrow to transaction coordinators Nora and Michelle, along with trusted partners such as Fidelity Home Warranty's Kathy Lansford, Long believes strong partnerships are essential to helping clients navigate complex transactions.

"It's great to pick up the phone and get answers and results quickly," she says.

While real estate has been a lifelong passion, family remains at the center of her world.

She and her husband, Brad, have shared nearly 30 years of marriage. During the summer months, Brad often spends time at the couple's mountain retreat in Duck Creek Village near Brian Head Ski Resort in Utah, escaping the Southern California heat. Back home, Long treasures

every opportunity she gets to spend time with her family, especially her grandsons, Jaxon and Colt, and granddaughter Kelsey, who recently became a mother herself.

Whether she is helping a first-time homebuyer purchase their dream home, celebrating a successful closing with longtime clients, or watching her grandsons create memories by the pool with Stevie, the family's

energetic black Labrador who has never quite figured out she is supposed to stay out of the water, Long approaches life with the same enthusiasm and gratitude that have defined her career.

For those entering the industry today, her advice is simple.

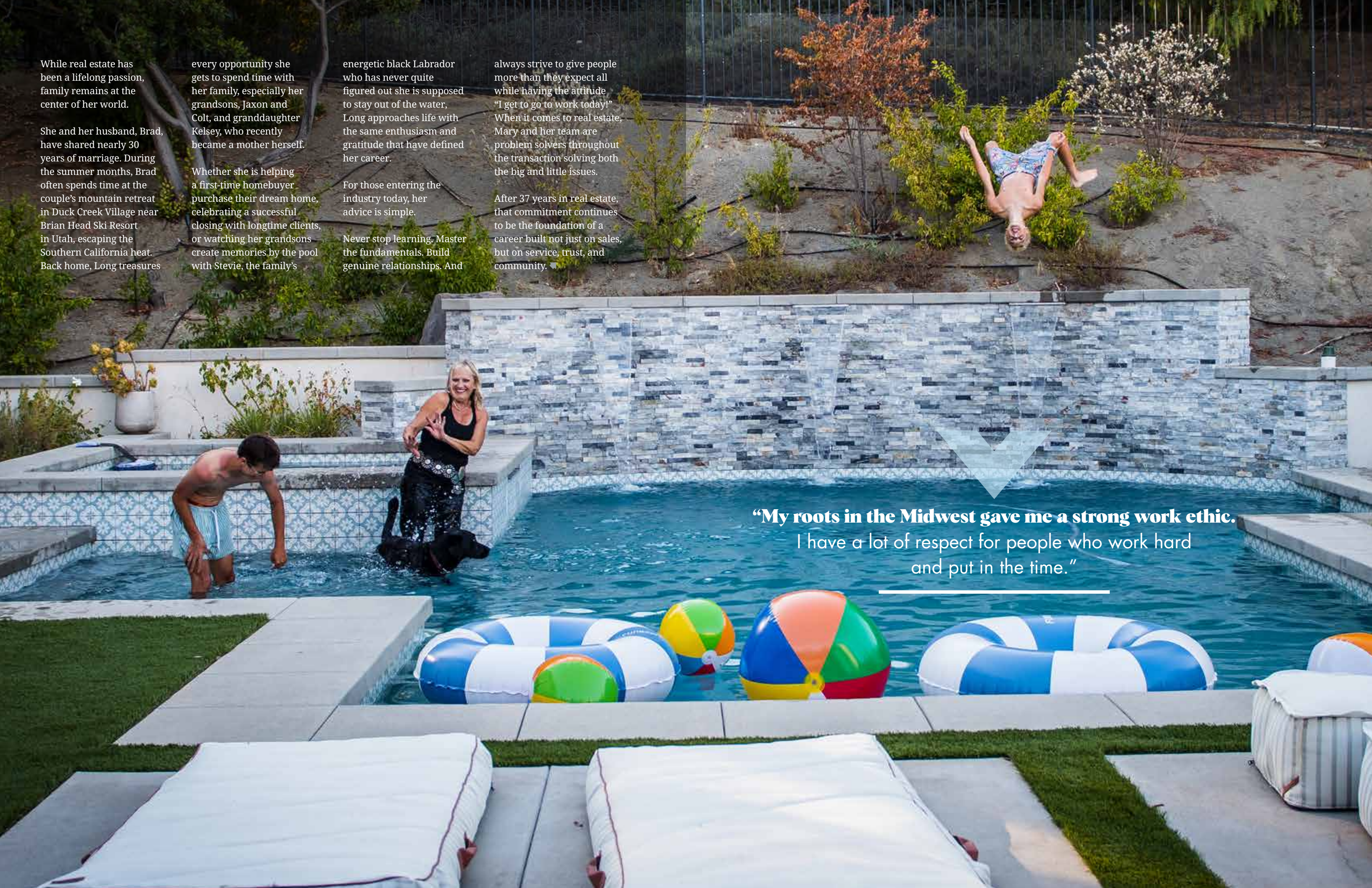
Never stop learning. Master the fundamentals. Build genuine relationships. And

always strive to give people more than they expect all while having the attitude "I get to go to work today!" When it comes to real estate, Mary and her team are problem solvers throughout the transaction solving both the big and little issues.

After 37 years in real estate, that commitment continues to be the foundation of a career built not just on sales, but on service, trust, and community. 🏡



“My roots in the Midwest gave me a strong work ethic.
I have a lot of respect for people who work hard
and put in the time.”



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