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Featured Agent

Sandra  
Rangel

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# If It's Not a Hell Yes; IT'S A HELL NO



In the fast-paced and often overwhelming world we live in, making decisions can be a daunting task. The principle of “If it's not a hell yes, it's a hell no” offers a straightforward and powerful approach to decision-making. This concept encourages individuals to commit only to those opportunities, relationships, and tasks that genuinely excite and motivate them, thereby avoiding the pitfalls of overcommitment and dissatisfaction.

At its core, the “hell yes” principle is about enthusiastic commitment. When faced with a decision, ask yourself if the opportunity fills you with excitement and a strong sense of positive anticipation. If it does, it's a “hell yes.” This level of enthusiasm ensures that you are genuinely motivated and likely to invest the necessary time, energy, and resources to succeed. Conversely, anything that doesn't elicit this strong affirmative response should be a “hell no,” freeing you from obligations that do not serve your best interests.

One of the primary benefits of adopting this principle is the avoidance of overcommitment. In both personal and professional contexts, people often feel pressured to say yes to requests, even when they are not particularly interested or available. This can lead to burnout, stress, and a decline in overall productivity and well-being. By adhering to the “hell yes” standard, you ensure that your commitments align with your priorities and capacity, allowing you to focus on what truly matters.

The “hell yes” principle also brings clarity and focus to your life. It forces you to evaluate opportunities critically and understand what you genuinely want and need. This self-awareness is invaluable in making decisions that are aligned with your goals and values. When you consistently choose “hell yes” opportunities, you streamline your life, making it easier

to achieve your long-term objectives and maintain a sense of purpose and direction.

Saying no to anything less than a “hell yes” enhances your quality of life. It allows you to invest your time and energy into activities and relationships that bring you joy and fulfillment. This selective approach helps in building a life that is rich with positive experiences and meaningful engagements. The result is a more balanced and satisfying existence, where you feel in control of your choices and their outcomes.

Applying the “hell yes” principle requires practice and courage. It may initially feel uncomfortable to turn down opportunities, especially if you fear missing out or disappointing others. However, with time, you will likely find that this approach leads to more authentic and rewarding experiences. Start by setting clear boundaries and communicating your priorities effectively. Learn to trust your instincts and respect your own needs. Over time, you will develop the confidence to make decisions that are truly in your best interest.

In conclusion, the “If it's not a hell yes, it's a hell no” principle is a transformative approach to decision-making. It empowers individuals to commit only to what genuinely excites and motivates them, thereby avoiding overcommitment and enhancing overall quality of life. By bringing clarity and focus to your choices, this principle helps you build a life that is aligned with your goals and values. Though it may require practice and courage, the rewards of living by this standard are profound, leading to greater fulfillment, productivity, and well-being.



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# Sandra RANGEL

Serving Comes First: Why patience, service, and a people-first mindset keep Sandra Rangel thriving in any market.

Some people turn to real estate because it looks fun or flexible, and the pay is good. Sandra Rangel found people who needed help; the rest of it doesn't matter that much.

"My focus has always been customer service—always having the client in mind," Sandra says. "If you get into real estate, do it because you have the passion to serve and to help people. They will lean on you, and you need the patience for that."

For nearly two decades, Sandra worked in the corporate world—banking, finance, and finally at

Toyota's San Antonio plant as a buyer for indirect parts. She was good at it, but not fulfilled. "I just wasn't happy anymore where I was."

Jumping into real estate wasn't a leap taken lightly. Her father worked in construction, doing finish-outs, and she'd always admired that craft, but she didn't imagine herself on the other side of the transaction. "It's not that I saw somebody and thought, 'Oh, I can do their job,'" she says. Sandra started out slowly—holding down her corporate position by day while showing houses on nights and weekends, all

while finishing her college degree. Her husband, who works in law enforcement, was on night shifts, so the timing worked.

Then came 2007. For countless agents, 2007 was a year of reckoning and ultimately leaving the real estate industry; Sandra decided to go full-time.

"I came into real estate during the crash, not realizing what was happening," she says with a laugh. "I don't like watching the news—it's too negative. I just focus on what I need to do." When Toyota offered six-





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People say, ‘Oh...  
It’s going to be a  
down market,’ and  
I think, okay, what  
am I going to do?  
If that’s coming, I’ll  
prepare now.”



month severance packages as the company tightened its belt, she saw opportunity where others saw fear. “That was the best thing that happened,” Sandra says. “I took it and ran with it.”

She became, as she jokes, probably “the only Realtor who started with a steady paycheck.” But that cushion didn’t last forever—her work ethic had to carry her. “I’m a workaholic,” she admits. “Even in corporate, I treated the company like it was mine. So I knew real estate would come down to my work ethic and how much I poured into it.”

The first year she went full-time, she closed eleven transactions—strong numbers for a new agent—and kept meticulous records. “I still have the same Excel file from 2007 to now, with a tab for each year.”

Those habits—and her refusal to be distracted by headlines—helped her weather every kind of market since: the crash, the

recovery, and the frenzy of 2020–2022.

“People say, ‘Oh...It’s going to be a down market,’ and I think, okay, what am I going to do?” Sandra explains about the recently cooling San Antonio market. “If that’s coming, I’ll prepare now.”

She doubled down on marketing, hosted quarterly

micro-events for clients, and forced herself into social media—even hiring video help to make it happen. “For nine months we posted every day,” she says. “Now people say, ‘Every time I open social media, I see you.’ “

What gets her up in the morning, though, isn’t the metrics. It’s the people. “Seeing the joy when



“  
I grew up on the lower-income side of town, so owning a home felt like a dream. Helping other people realize they can do it too—that’s huge.”

someone buys a home—that’s what does it,” she says. “I grew up on the lower-income side of town, so owning a home felt like a dream. Helping other people realize they can do it too—that’s huge.”

Away from work, Sandra enjoys family, church, and fitness. “I used to personal train,” she says. “I’m trying to get back into it—because we’re not getting any younger.” She and her husband have a twelve-year-old son, Cody, who keeps them busy with school and karate. “He’s a black belt now,” she says proudly.

After nearly twenty years in the industry, Sandra has earned her success, but she hasn’t lost the open-door spirit that brought her here. “Sometimes newer agents think people like me aren’t approachable,” she says. “But my door is always open. If someone’s in a slump or needs guidance, I’m here. Collaboration keeps our industry strong.”

featuring our AI Eddie

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<b>TUESDAY</b>	Mastery - How to Make the Money
<b>WEDNESDAY</b>	Mastery - Mastery How to Keep Your Money
<b>THURSDAY</b>	Mastery - How to Build Wealth
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**ED GUERRERO**



# Burdick

## Custom Homes

THE ART OF HARMONY:  
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**At** Burdick Custom Homes, the process of designing and constructing a luxury residence is far more than just bricks and mortar—it's a symphony of collaboration, timing, and expertise.

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Every great symphony begins with a vision, and every custom home starts with a dream. With over 35 years of experience and a deep understanding of every facet of homebuilding, Alexia leads a finely tuned team of specialists to craft homes that are not only structurally exceptional but also emotionally resonant. She ensures that each phase of the project aligns with the client's vision and the company's high standards. Like a maestro, she reads the tempo of the build, cues the next movement, and unites the various players into a cohesive, fluid production.

Her leadership sets the tone for the entire company—balancing precision with creativity and structure with spontaneity. Whether in a design meeting or on

a jobsite walkthrough, Alexia's clarity and confidence orchestrate the level of excellence that defines a Burdick home.

### The Woodwinds and Strings: Design and Architecture

The first notes in our symphony are penned by the creative minds of our architectural and interior design team. Barbara Burger, Design Concierge—interprets a client's taste and lifestyle into textures, palettes, and spaces that sing with individuality. Her attention to detail and flair for cohesion ensure every finish and furnishing complements the home's architectural rhythm from the initial design concept through move-in.

The architectural team crafts the score: lines, light, scale, and structure. These elements form the blueprint of the home's identity—its melody. This initial groundwork sets the tone for everything that follows, from framing to final finishes, even furnishings and draperies, if desired.





**The Brass and Percussion: Construction and Project Management**

As the tempo rises and the build begins, the percussion section comes alive. Here, our skilled project managers—Dave Herber and Rick DeLeon—bring energy, structure, and strength. Like the steady heartbeat of a drum, they keep the jobsite on schedule, orchestrating inspections, deliveries, and crews with tactical precision.

Each trade partner becomes part of the ensemble: framers, electricians, plumbers, masons—each playing their part in harmony under the careful watch of the Burdick team. We don't just supervise; we collaborate. The rhythm of construction must remain in sync with quality standards, safety protocols, and client expectations.

Like a composer arranging the score, Estimator Jordan Herber supports the rhythm behind the scenes by analyzing every detail—from materials to labor—to ensure each element is financially sound and precisely calculated.

**The Soloists: Sales, Client Relations, and Service**

No orchestra would be complete without its standout performers. In our symphony, the sales and client experience team step into this spotlight. From the first introduction with Tracy Harris, Director of Client Relations to the final walkthrough with Michelle Kossel, Quality Control Manager, we ensure every client feels heard, understood, and celebrated.

Our team serves as liaisons, translators, and guides—helping clients navigate the custom homebuilding journey with insight and care. They're the violin solos amid the swell of the orchestra, offering personalized service that creates emotional connection and trust.

Among these key contributors are Tanya Kirkpatrick and Maria Trevino. Their meticulous attention to contracts, documentation, and administrative processes keeps the rhythm that every moving part stays in sync.

Our warranty and quality team, the encore performers, ensure that the music continues long after

A symphony is not merely a collection of instruments—it is a meticulously choreographed performance that delivers an emotional experience. The same holds true for our homes.

**At Burdick Custom Homes, we believe every residence should feel like a masterpiece.**

move-in. Their attention to detail and commitment to follow-through reinforce what Burdick Custom Homes stands for—precision with passion.

**Creating Harmony in Every Home**

A symphony is not merely a collection of instruments—it is a meticulously choreographed performance that delivers an emotional experience. The same holds true for our homes. At Burdick Custom Homes, we believe every residence should feel like a masterpiece.

We transform visions into structures that live and breathe beauty, comfort, and soul. We aren't just building homes. We're composing legacies—one note, one nail, one perfectly timed cue at a time.

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# What is San Antonio Real Producers All About?

Welcome to the brand new *San Antonio Real Producers* magazine! We are excited to launch this platform here in San Antonio as the premier publication of the real estate community. So... If you're picking this up for the first time, you may be asking, "What is this thing??" I'm glad you asked.

**Q: WHO RECEIVES REAL PRODUCERS MAGAZINES?**

**A:** The top 500+ real estate agents in the greater San Antonio area.

**Q: WHAT IS THE GOAL OF THIS MAGAZINE?**

**A:** We believe that we are better together. When we surround ourselves with other successful, like-minded people, we grow to new heights. Real Producers is a platform that brings together the most elite individuals in the real estate industry.

We take the top 500 real estate agents and RP-vetted businesses in every market, and we build an exclusive community around that group. We share their stories, successes, market trends, and upcoming events — really, anything that will connect, inform and inspire, we put in our monthly publication.

**Q: DOES REAL PRODUCERS HAVE EVENTS?**

**A:** Yes! We will have specific networking events throughout the year.

**Q: WHAT IS THE PROCESS FOR BEING FEATURED IN THIS MAGAZINE?**

**A:** It's really simple. You have to be on the top 500 list, and we take nominations seriously. You can nominate other real estate agents, businesses, brokers, owners or even yourself!

Office leaders can also nominate real estate agents. We will consider anyone brought to our attention who is in the top 500 because we don't know everyone's story, so we need your help to learn about them. We cannot guarantee a feature, but we encourage you to meet with one of our team members, support Real Producers and attend our private events to increase your chances.

**Q: WHAT DOES IT COST A REAL ESTATE AGENT/TEAM TO BE FEATURED?**

**A:** Absolutely nothing, my friends, so nominate away! Everything we do for real estate agents is 100% free. We are not a pay-to-play model. We share **real** stories of Real Producers.

**Q: WHO ARE THE RP-VETTED BUSINESSES?**

**A:** They are the best businesses in their category, and you can find them listed in our index! We don't just find these businesses off the street, nor do we work with all businesses that approach us. Many of the top agents have recommended every single business you see in this publication. We won't even meet with a business that has not been vetted by one of you and "stamped for approval," in a sense. Our team will further vet every business to make sure they are a good fit and bring value to our community. Our goal is to create a powerhouse network, not only for the best real estate agents in the area but the best businesses so we can grow stronger together.

**Q: HOW CAN I RECOMMEND A BUSINESS?**

**A:** If you want to recommend a business that works with top real estate agents, please email or message us!  
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- **SAMANTHA LUCCIARINI,**  
WICHITA REAL PRODUCERS PUBLISHER

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