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**KOLLAB  
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AGENTS**

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Alfredo Melendez,  
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Emmanuel Cepe

Partner  
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**GABRIELA  
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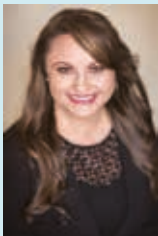


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# Celebrating My First Year and Welcoming a New Chapter

As we welcome a new year, I find myself reflecting on the incredible journey of the past twelve months. This was my first full year as Publisher of *Silicon Valley Real Producers*, and I am deeply grateful for the support, collaboration, and trust that each of you has shown. Our community is built on relationships, and every conversation, event, and partnership has shaped this publication into something truly special.

The strength of SVRP has always been the people behind it. Our top agents, rising talent, preferred partners, and industry leaders continue to set the bar higher with every story shared and every milestone reached. Walking alongside you this past year has been both humbling and inspiring. Thank you for welcoming me, for showing up, and for helping us create a platform that reflects the best of Silicon Valley real estate.

As we step into 2026, there is so much to look forward to. We are expanding opportunities for connection, elevating our events, and shining an even brighter spotlight on the professionals who keep this market dynamic and resilient. Our

commitment to storytelling remains strong. That means more features that highlight the people and journeys that make this industry exceptional and more collaborative moments that bring our network closer together.

Thank you for being an essential part of this community. I cannot wait to see what we build together in the year ahead. Here is to growth, vision, and another year of raising the standard in Silicon Valley.

Warmly,



**Sandra Magana**  
Publisher  
*Silicon Valley Real Producers*

To learn more about the *Silicon Valley Real Producers* community or book an appointment, please contact Sandra.Magana@n2co.com

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# Gabriela Alvarez

with Nu Level Equity

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Gabriela Alvarez combines deep industry knowledge, strategic problem-solving, and a passion for helping others achieve homeownership through personalized, transparent lending experiences.

As a dedicated Loan Officer and Processing Department Lead at Nu Level Equity, Gabriela brings over five years of hands-on lending experience. Having personally processed loans earlier in her career, she understands the lending process from start to finish, knowledge that now allows her to guide clients and her team with precision and empathy. As a first-generation college graduate, she majored in Human Resources and completed coursework in accounting, an ideal combination that reflects her love for both working with people and crunching numbers. Reflecting on her career path, Gabriela shares, “My schooling allowed me to build the skills that are necessary for this job.” Fluent in English and Spanish, Gabriela serves a diverse range of clients with clarity, empathy, and professionalism.

Born and raised in Sunnyvale, California, Gabriela is the proud daughter of Mexican immigrants who instilled in her a strong work ethic and deep respect for perseverance. As an only child, Gabriela looked up to her parents and admired their strong work ethic and dedication to their careers. Today, her parents own two homes, and with her father nearing retirement, Gabriela hopes to begin investing in properties alongside him, continuing the family’s passion for real estate with a new chapter of shared goals and experience.

Gabriela’s career began in the corporate world, where she managed an office of 90 engineers at a leading gaming application, an experience that taught her how to connect with many different types of people. “There’s always something that we can relate to and bond over,” she explains. Driven by an entrepreneurial mindset and a desire for independence, she later transitioned into property management, overseeing a portfolio of more than 300 residential doors. That experience sharpened her adaptability, multitasking, and attention to detail, all skills that have become invaluable in her mortgage career.

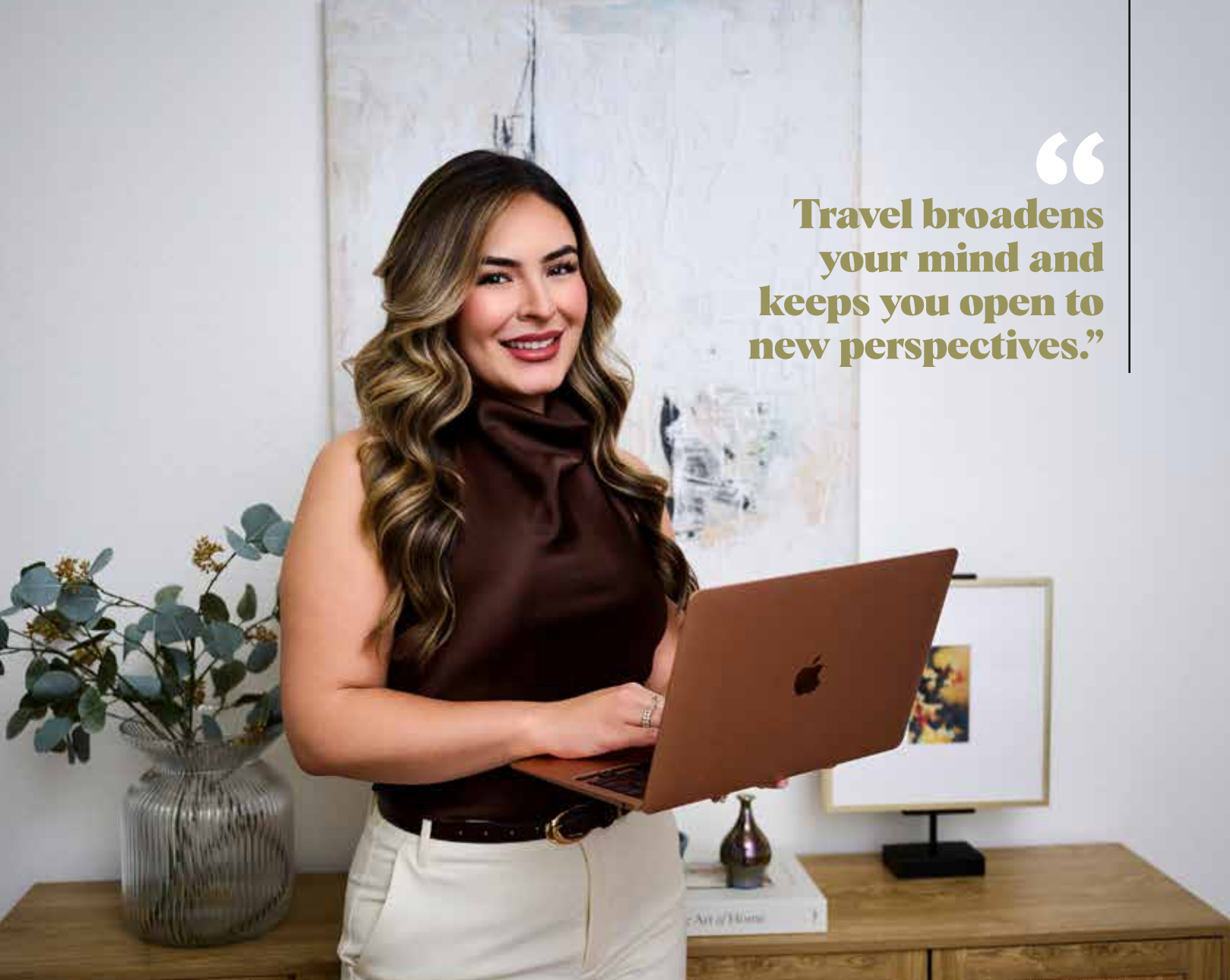
Ultimately, Gabriela found her true calling in mortgage lending. “The mortgage business challenges me in ways that HR probably couldn’t,” she asserts. In her career, Gabriela prides herself on making things happen for her clients, getting



the job done quickly and efficiently, being honest, trustworthy, and upfront. A true mortgage expert, Gabriela particularly enjoys creative loan structuring, specializing in non-QM loans such as DSCR, bank statement, and P&L programs, and helping clients with unique financial profiles secure the right loan solutions for their goals. This independence also extends to her marketing and operations, giving her the freedom to build her brand authentically, connect with clients on a personal level, and continually refine her craft.

A lifelong learner and natural innovator, Gabriela continuously looks for ways to improve, keeping her a step ahead of the competition. She is also an active member of the National Hispanic Organization of Real Estate Associates (NHORA), where she continues





“  
Travel broadens  
your mind and  
keeps you open to  
new perspectives.”

to grow her network and contribute to advancing sustainable homeownership within her community.

In her free time, Gabriela enjoys staying active through gym workouts, hiking, and Pilates at CorePower. Travel is another major passion and an important part of her life. Gabriela was blessed with seven female cousins who have always felt like sisters. She and her cousins travel the world together and have already been to Greece, Italy, France, Spain, and Puerto Rico to name a few destinations. The women try to plan a trip together at least once a year. “Travel broadens your mind and keeps you open to new perspectives,” she says. Gabriela also values her time in Jalisco, Mexico, reconnecting with her roots and family. Alongside her mother, a hairstylist, she volunteers at the Ronald McDonald House, offering free haircuts and manicures to families as a way to give back and uplift her community.

Looking ahead, Gabriela is eager to continue growing her business and thriving at Nu Level Equity. In 2024, her hard work and dedication earned her two honors from Rocket Pro: Top Purchase Mortgage Broker and Fastest Closing Loan Officer. Now, she’s focused on expanding her reach through her website and social media platforms, allowing her to connect with and assist even more clients. Passionate about making a difference, Gabriela remains committed to helping people achieve their dreams of homeownership. As she puts it, “Financing isn’t just about loans or numbers—it’s about possibilities. It’s about turning dreams into keys and houses into homes.”



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# MITCH & AJ DEL ROSARIO:

## Cut from the Same Cloth

PHOTOGRAPHY BY OLHA MELOKHINA PHOTOGRAPHY



Mitch Del Rosario didn't set out to become a top-producing real estate agent. Neither did his cousin AJ. But when the two finally joined forces — building a business that blends family, grit, and purpose — it became clear: Kollab Real Estate wasn't

just a brokerage. It was a movement in the making.

What started as a shared belief in possibility is now a thriving real estate firm in Silicon Valley, with 26 agents and nearly \$112 million closed in 2024. Yet what truly

sets Kollab apart isn't the numbers. It's the heartbeat behind them.

This is a story about ambition — but also about roots. About legacy. And about the kind of success that lifts everyone it touches.

**Two Paths, One Vision**  
Mitch's journey didn't follow the traditional blueprint. He studied business at the University of San Francisco, earned a master's in music design at the Academy of Art, and spent years as both a tennis pro and a film

**“YOU GROW FASTER WHEN YOU’RE SURROUNDED BY PEOPLE WHO SHARE THE SAME VISION.”**

— Mitch Del Rosario

**“People don’t just want an agent — they want someone who hears them, who understands the weight of these decisions.”**

— AJ Del Rosario





music producer. It wasn't a straight path, but it was a transformative one. "Tennis taught me how to prepare, how to show up alone, and how to stay mentally sharp under pressure," Mitch says. "And music taught me creativity, relationship-building, and how to feel something before you can even name it. All of that translates into how I serve people today."

Real estate found him in 2016. The process awakened something in him — a passion for service, and for guiding people through pivotal life changes. He earned Rookie of the Year at his first brokerage that same year.

At his second brokerage, he began mentoring and managing new agents. It was there he realized: his real gift wasn't just selling homes — it was building people. That insight would later become the foundation of Kollab.

AJ took a different route — one paved with long hours, late nights, and quiet determination.

While earning his degree in operations management from Cal State East Bay, he worked full-time in logistics and manufacturing, logging 16-hour days, five days a week. It was a grind. But it was also a test — and he passed it with unshakable resolve.

"I always knew I wanted more," AJ says. "But I also knew I'd have to earn every inch of it."

When he transitioned to real estate in 2021, he brought that same hunger. The results

came quickly: \$30 million+ in sales his first year and another Rookie of the Year title to match his cousin's.

The two had arrived — separately. But their real power lay in what they would build together.

**Family First, Always**  
Kollab was born not just from shared DNA, but from shared values. The name — short for collaboration — is more than branding. It's a blueprint.

"We're cousins, but more than that, we've always had each other's backs," Mitch says. "We've never seen success as a solo sport."

Their dynamic is seamless: Mitch, the creative strategist and connector; AJ, the systems thinker and operational driver. One sees the vision. The other maps the route.

"Mitch showed me what it looks like to be fulfilled in your work," AJ says. "That's rare. I wanted that. And when I jumped in, he never let me fail."

Mitch nods. "AJ is the engine. He's precise, intentional, steady. You can feel it in how he works, and our agents feel it too."

Inside Kollab, competition is reframed as accountability. No egos. Just growth.

"We don't tolerate mediocrity, but we don't shame failure either," AJ says. "Our people know that if they show up willing to learn and put in the work, we'll never let them fall behind."

“

**I WANT TO CREATE  
MULTIGENERATIONAL  
WEALTH FOR MY FAMILY  
— AND FOR EVERY  
FAMILY WE SERVE**







### More Than a Transaction

Mitch and AJ agree on one thing: clients aren't just buyers or sellers. They're future neighbors. Friends. Family.

"Closing isn't the finish line for us," Mitch says. "We become their trusted resource — for anything they need. A plumber, a painter, the best taco spot in town. We're not just their agent. We're their connection to everything."

For AJ, it's about active listening. "People don't just want an agent — they want someone who hears them, who understands the weight of these decisions."

That human-first approach is why clients often stay long after the paperwork is signed. It's also why Kollab Day, their annual community event, drew 250+ attendees last year — a full-circle celebration of gratitude and connection.

And in December? They transform their office into a Christmas wonderland.

"We partnered with Joey's Toy Drive and made our space a drop-off hub," Mitch shares. "Santa came, families brought toys, people took photos. It was joy — pure and simple."

### Winning the Long Game

Success, for these two, is about what you do consistently — not occasionally.

AJ's day starts at 5 a.m., always. It's his sacred space for planning, reflecting, and centering before the world wakes up. "That time is like compound interest," he says. "It doesn't pay off immediately, but over time, it's unstoppable."

Mitch leads with wellness and intention. "Everything flows from how I start my day. When I prioritize my mental and physical health, I lead better. I serve better. My mornings are sacred — that's when I build the energy I bring to everything else."

Clients notice the energy. The calm. The presence. They don't just feel served — they feel seen.

### Legacy in Motion

Mitch and AJ grew up a few miles apart — Mitch in Fremont, AJ in Newark—and now, years later, life is mirroring itself.

AJ, married to Lisa, is father to London (2.5), with another baby arriving any day now. Mitch, married to Katya, is dad to Amara (1) — also soon to be a big sister.

"It's surreal," Mitch reflects. "Our kids will grow up the way we did — as cousins, close as siblings. But they'll also grow up watching their dads build something together. That's a legacy."

That's the why behind it all. Real estate is just the vehicle. The mission is deeper.

"I want to create multigenerational wealth for my family — and for every family we serve," AJ says. "That's what makes the work meaningful."

Mitch adds, "This isn't just about us anymore. It's about creating something our kids can be proud of — and something that changes lives for the families we serve. That's what makes it all worth it."

### Just Getting Started

Kollab's momentum is undeniable: six agents in the SCCAR top 10%, including AJ, while Mitch ranks in the top 1%. But the numbers don't tell the whole story. They're not chasing awards — they're building something that outlasts them.

"I felt proud the first time I coached another agent into hitting their goals," AJ says. "That's when I realized — we're not just building a team. We're building people."

So what's next?

"We want to keep doing this with full hearts," AJ says. "Our loved ones, our agents, our clients — making sure everyone feels supported. That's what drives us."



Mitch adds, "The business is growing, and we're grateful for that. We'd love to add three more agents who share this vision — people who want to build something meaningful together."

They exchange a look — the kind only cousins who've built something from scratch can share.

"We're just getting started," Mitch says. "But we're

taking it one intentional step at a time."

He pauses, then smiles. "Because you grow faster when you're surrounded by people who share the same vision."

And for Mitch and AJ, that vision was never just about the numbers. It was always about who you build with — and what you leave behind.



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# Kollab

## Real Estate Agents

BY ASHLEY KIVISTO  
PHOTOGRAPHY BY OLHA  
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### ► Michael Sinclair

Michael Sinclair entered into his career in real estate with others on his mind and in his heart. Praying extensively for guidance on his professional life, Michael was led to find a profession that would help serve others and aid them in achieving their own dreams, something he finds very fulfilling about his position with Kollab Real Estate today. He carries a deep gratitude for his clients trusting him to be a part of their journey, and has created and nurtured many friendships through his business relationships. Always striving to improve, Michael sees his growth and success as a tool to build up those around him and help people and families achieve the goal of home ownership and beyond.

Recently awarded into the top 5% of agents, Michael is always striving to be his best, while maintaining his faith, even through impossibly difficult situations. Michael's early years were marked by hardship and loss, yet those experiences have helped shape who he is today. Through it all Michael has remained steadfast in his faith. "My spiritual journey and walk with Christ has had a major impact in shaping who I am," Michael explains.

Today, he relies on his faith in God, his family and friends, and his mini bernedoodle Mr. Furley to uplift him and keep him focused. Michael often returns to a favorite quote that reflects his journey: "Don't resent your rain. Receive it. It's not breaking you, it's blessing you. The rain makes the roots run deeper."

You can connect with Michael on Instagram  
[@micsinclair\\_realestate](#)



### ► Tony Vo

Arriving in the United States in 1991 with seven of his family members from South Vietnam, Tony Vo and his family started out with only \$500 between them. Overcoming the challenges of starting a completely new life in a new country and culture gave Tony a deep appreciation for resilience, hard work, and the opportunities this country provides. Using his experiences as a tool, Tony has set out to help other families find the joy of home ownership, and create legacies. Tony expands, "Real estate isn't just about buying and selling. It's about building stability, wealth, and opportunity for the next generation."

Tony has been happily married to his wife for 25 years and the pair share two young adult children. Family is a top priority for Tony, and he spends as much time as he can with them. He and his wife enjoy exploring the beautiful hiking trails around the Bay Area, and traveling to new destinations together.

Tony has always valued collaboration which is a paramount reason he wanted to be a part of the creation of the Kollab team. Since its inception in 2022, this group of six agents has served 260 families in just over three years. For Tony, the most rewarding part about his career is witnessing the life changing moments of his clients, whether they are purchasing their first home, growing their families and finding a larger space, downsizing after retirement, or investing in properties to build their wealth, Tony revels in their achievements. He explains, "For me, real estate isn't just about homes, it's about people, dreams, and creating opportunities for the next chapter of their lives."

You can connect with  
Tony Vo on Instagram [@tonyvo.re](#)





## ► Alfredo Melendez

Entering the real estate world only five years ago, Alfredo Melendez has already made it to the top 3% of Realtors in Santa Clara County in 2024 and is on track to be in the Top 1% this year. Alongside his incredible wife Brisieda, Alfredo boasts two young children, Amiyah, a creative and curious seven year old daughter, and Adriel, an energetic three year old son. His family is Alfredo's greatest inspiration and joy.

Growing up among a family of contractors, engineers, and other blue collar professionals, Alfredo learned how to persevere through challenges and stay disciplined in his craft. This knowledge has come in handy not only in his professional life, but also at home. Born with severe hip and knee issues, doctors thought he may never walk, a prognosis he proved wrong. "Living with that disability has been a lifelong challenge, but it shaped me into the person I am today, a devoted husband, a proud father, and a relentless professional," Alfredo explains.

Alfredo takes pride in the growth he has achieved in his career at Kollab Real Estate, but finds the greatest fulfillment in being part of his clients' journey to becoming homeowners and seeing their dreams come true. "Being able to play a small part in helping people reach that dream is what keeps me motivated every single day," Alfredo says.

You can connect with Alfredo on Instagram @kollabwithalfredo



## ► Emmanuel Cepe

Born in New York to parents who immigrated from the Philippines, Emmanuel Cepe has always had strong family ties. He and his siblings spent much of their childhood living in a multigenerational home, something that shaped him into the man he is today. His parents moved their family from New York to the Bay Area when Emmanuel was 4, and started medical practices in their new home, alongside other family members. Not having an interest in the medical field, Emmanuel greatly admired his parents for their business acumen. "I was interested in how their business was operated and how the offices generated revenue," Emmanuel explains. Wanting to try out another path, he started working different jobs in hospitality and fitness while trying to find his entry point into the world of business.

Encouraged by a friend, Emmanuel decided to give real estate a try, taking an administrative position at a real estate services company, intrigued by how the agents ran their business, the services they offered, and how they gained and kept clients. At only 19 years old, Emmanuel was up for the challenge and has stuck with real estate ever since. His hard work and dedication to his craft has paid off. In 2024, Emmanuel was named among the Top 5% of Realtors by the SCCOAR. Helping his clients achieve their homeownership goals at KOLLAB Real Estate is Emmanuel's greatest joy in his business. "I strongly believe I am representing all of the hard work, tribulations, and successes my clients have gone through to reach this chapter in life, which to most people is not only a goal but a DREAM," he says.

You can connect with Emmanuel Cepe on Instagram @soldbycepe







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# Your Brand, In Focus

BY OLHA MELOKHINA



### How to Bring Your Personal Brand to Life in Photos

In a digital-first world, your photos often speak before you do. Whether someone finds you through a website, social media, or a referral, your images immediately communicate who you are, how you work, and what it feels like to do business with you. Strong personal branding photography is not about being trendy or overly styled. It is about

alignment. When your photos reflect your values, personality, and profession, they build trust before the first conversation ever happens. Here is how to intentionally reflect your personal brand through color, wardrobe, props, and location.

### Color Choices That Support Your Message

Color is one of the fastest ways to influence perception. It creates emotion, sets tone, and reinforces credibility. Blues are often associated with trust, calm, and professionalism, which is why they work well for real estate professionals and advisors. Earth tones like taupe, olive, and warm browns can suggest stability and reliability, making them a strong choice for builders, lenders, or long-term planners. Lighter neutrals feel clean and approachable, while deeper tones can project confidence and authority.

Your brand colors matter here. If your logo or website uses a consistent palette, wearing complementary shades helps create visual cohesion across platforms. It also helps clients recognize you more easily over time.

Skin tone should not be overlooked. Warm undertones tend to shine in earthy or golden hues, while cooler undertones often look best in blues, soft grays, and jewel tones. The goal is not to follow rules blindly but to choose colors that feel natural on you and reinforce the message you want your brand to send.

### Wardrobe That Feels Like You

What you wear in your photos should reflect both your role and your personality. A polished realtor may lean toward tailored pieces that communicate confidence and attention to detail. A builder or contractor may feel more authentic in elevated casual attire that reflects hands-on expertise.

Fit matters more than fashion. Well-fitted clothing photographs better and helps you appear comfortable and self-assured. If you are constantly adjusting your outfit or feeling restricted, it will show.

Simple silhouettes and solid colors tend to keep the focus on your face and expression. Subtle textures or minimal patterns can add interest without distraction. Accessories should enhance, not compete. A watch, necklace, or pair of glasses can add personality as long as they feel intentional and consistent with your brand.

Most importantly, choose clothing that feels like an extension of who you are on your best workday. If it does not feel like you, it will not read as authentic.

### Using Props With Purpose

Props can add context and depth when used thoughtfully. They should support your story, not overwhelm it.

For real estate professionals, this might look like a phone, clipboard, or a set of keys. Builders may incorporate plans, tools, or materials that subtly reference their craft. Mortgage or financial professionals may include a laptop or documents that suggest strategy and expertise. The key is restraint. One or two meaningful props are far more effective than a busy setup. Props should feel natural in your hands and relevant to your day-to-day work. If they feel staged, they will distract from your presence rather than enhance it.

### Locations That Reinforce Your Brand

Location plays a powerful role in how your brand is perceived. The setting should support your message and complement your wardrobe and overall tone.

Realtors often benefit from being photographed in homes, neighborhoods, or city settings that reflect the market they serve. Builders may choose active job sites or completed projects to visually reinforce their work. Office environments can convey professionalism, while home-like spaces can communicate warmth and approachability.

Lighting is just as important as location. Natural light tends to be the most flattering and helps images feel inviting and timeless. Avoid overly dark or harsh environments that compete with you as the focal point. The right location should feel like a place where your clients would expect to find you doing your best work.

### Bringing It All Together

Personal branding photography is not about perfection. It is about clarity and consistency. When your colors, wardrobe, props, and locations all align with who you are and how you serve your clients, your photos tell a clear and compelling story.

With thoughtful preparation and a strong sense of purpose, your images can do more than look good. They can build trust, communicate value, and invite the right people to connect with you.

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