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JANUARY 2026

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REAL ESTATE TEAM

Doug Goss  
& Terese  
Ferrera



Partner Spotlight  
**GENE GOLD AND  
ARA BEZDJIAN**  
BMS Wellness CA

Partner Spotlight  
**MARILYN CHAPMAN**  
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Profile  
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# Doug Goss *and* Terese Ferrara

GOSS | FERRARA REAL ESTATE TEAM

BY CHRIS MENEZES

## Balance, Leadership, and Heart

When Doug Goss and Terese Ferrara decided to team up, it wasn't a business calculation—it was the natural evolution of friendship, trust, and shared values. What began as two families connected through their daughters' elementary school has grown into one of the most respected partnerships in Silicon Valley real estate.

"I was substitute teaching at my kids' school when I met Doug's wife, Sara," Terese recalls. "Our girls were friends, and that's how Doug and I got to know each other. Years later, when my daughter was getting ready for college, I wanted to contribute more, build generational wealth for my family, and set an example for my daughters," she says. "Doug encouraged me to get my license and became my mentor."

That mentorship sparked the beginning of a professional relationship that just made sense. Doug, who began his career in software integration at IBM before transitioning into real estate in 1994, brought decades of experience, discipline, and a data-driven approach to the business. Terese, who had worked in high-tech sales and later spent nine years as a substitute



“I love this business,  
I love serving, and I’m  
not ready to slow down.” - Terese



teacher while raising her daughters, brought empathy, communication, and a deep understanding of people.

Together, they found the perfect balance. “Terese is the people person—the high ‘I,’” Doug says with a grin. “She’s warm, outgoing, and social. I’m more analytical and reserved. She’s the first out the door for birthday parties while I’d rather be working behind the scenes. But that’s what makes it work. We complement each other perfectly.”

After several years of collaboration, they officially partnered in 2020 to form the Goss | Ferrara Real Estate Team under Keller Williams Bay Area Estates—a brokerage Doug helped found in 2013. Over the span of their careers, they’ve sold over 1,200 homes across the Bay Area, building a reputation rooted in trust, integrity, and exceptional service.

Their success, however, isn’t defined by numbers alone. Both Doug and Terese are deeply committed to leadership and advocacy within the real estate community. Doug currently serves as President of the Santa Clara County Association of REALTORS® (SCCAOR)—his second term after first holding the position in 2021—while Terese serves as Vice President and will become President in 2027. Both also sit on the California Association of REALTORS® (C.A.R.) Board of Directors.

That same passion for leadership shows up in how they mentor others. “Doug and I both serve as mentors in our office,” Terese says. “We help new agents through their first few transactions—teaching contracts, guiding them through challenges, and helping them gain confidence. It’s incredibly rewarding to watch them grow.”

For both, mentorship is more than a professional duty—it’s a cornerstone of their business. “Helping our clients build wealth through real estate and helping agents build successful



careers—that’s what it’s all about,” Doug says. “To me, success is seeing the people we’ve mentored go on to thrive.”

Beyond the business, both are committed to giving back and serving their community. They support organizations such as Make-A-Wish, Unravel Pediatric Cancer, KW Cares, St. Jude Children’s Research Hospital, Sacred Heart, and the Santa Clara County REALTOR® Foundation. They also host community events like Dumpster Day and Shred Day—simple ideas that bring neighbors together while giving back.

Outside of real estate, Doug and Terese both value time with their families and friends. Doug and his wife, Sara, have two grown children, Jessica and Tommy, while Terese and her husband, Dennis, have two daughters, Kaela and Lauren. Both families enjoy traveling, spending time outdoors, and staying active. Doug loves golf and relaxing by the ocean, while Terese enjoys







hiking, working out, wine tasting, and exploring new restaurants.

When it comes to advice for other REALTORS®, they both point to the same principles that have guided their careers. “Find a great mentor and surround yourself with people who lift you up and keep showing up, even when it’s hard,” Doug says. “And give back to the industry that supports your success.” Terese adds.

As they look ahead, their goals remain rooted in service. Doug, after more than three decades in real estate, is beginning to shift more of his focus toward mentoring and advocacy.

“I’ve been doing this for over 30 years,” he says. “Terese continues to bring incredible energy and drive to the business, and I couldn’t be prouder of where she’s headed.”

Terese smiles. “The roles have definitely shifted,” she says. “I still have so much I want to do. I love this business, I love serving, and I’m not ready to slow down.”

In everything they do—whether guiding clients, mentoring agents, or leading their peers—Doug and Terese stay grounded in the same principles that brought them together from the start: balance, leadership, and heart.

“Find a great mentor and surround yourself with people who lift you up and keep showing up, even when it’s hard.” - Doug

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- Nightly 10: start dishwasher, clear sink, quick floor sweep, reset the launchpad.
- Sunday Restock: refill bathroom bins, snacks, and lunch supplies.
- 1-In/1-Out: when something new arrives, something old leaves.

These simple touches turn busy days into smoother ones—because a place for everything means a little more peace for everyone.

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# Gene Gold & Ara Bezdjian

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## From Invisible To Invincible

BY JESSICA WELLAR  
PHOTOGRAPHY BY EVOKE MEDIA

**“Our ‘secret sauce’ is in how we personalize everything—we listen deeply, educate with integrity, and guide people like family.” - Gene Gold**

Very few wellness centers are built by a former Olympic bobsledder and an Ironman triathlete — but then again, very few facilities are anything like BMS Wellness.

Opened in the summer of 2025, BMS (Body Mind Spirit) Wellness is the shared vision of partners Gene Gold and Ara Bezdjian, who understand peak performance both on and off the field. Their Santa Clara space blends elite biohacking technology with a friendly, hospitable touch to redefine what true well-being feels like.

### Strong Body, Strong Mind

Gene grew up between San Diego and Mexico, drawing plenty of resilience and identity from her multicultural roots and her background in endurance sports.

“For me, crossing the Ironman finish line after hours of physical and mental challenge was a reminder that limits are an illusion,” Gene shares, her three Ironman races serving as early proof that the impossible is always within reach.

Ara’s path was equally shaped by discipline, as well as speed. Raised in Northern California, he developed the competitive drive that eventually led him to represent his country at the 2002 Winter Olympics as a bobsledder.

“Walking into the Olympic arena in Salt Lake City taught me that dreams forged with discipline do come true,” Ara reflects.

The couple met years later in Mexico, where Gene was selling luxury branded residences and Ara was investing in property. What began as a real estate transaction became a lifelong partnership rooted in health, curiosity, and shared purpose.

“We were both learning about peptides together,” Gene recalls with a chuckle. “That’s where our journey began and we thought, ‘Why not come back and start something like that ourselves?’”

Ara continues to run his own commercial real estate brokerage, a successful career he built as a seasoned



commercial developer, while Gene manages their wellness center full-time. But as Gene points out, “BMS is very much a shared passion project.”

### The Science Behind It

At its core, BMS Wellness is a biohacking and longevity hub, a place where advanced therapies meet down-to-earth human connection. Clients begin with free in-home consultations complete with education, personalized assessments, and tailored protocols.

But long before clients ever step into an infrared sauna or metabolic optimization session, Gene and Ara want them to understand something:

“Wellness isn’t fluff or vanity — it’s biology,” Gene emphasizes. “Everything from cold plunges to red light





therapy to metabolic testing has hard science behind it.”

Their wellness center reflects that belief. From partnerships with Prenuvo MRI scans and Function Health biomarker testing to certified peptide guidance, oxygen therapy, and metabolic solutions, each offering is rooted in research and designed for real-world results.



“  
That ripple  
effect  
is the  
ultimate  
measure  
of impact.”

And what would shock clients the most when they walk through BMS Wellness’ doors?

“They’d probably be surprised by how hands-on we are,” Gene offers. “From consulting with clients to adjusting oxygen flow in a therapy room, we’re always in the details.”

The BMS experience goes far beyond technology, too. Gene notes it’s an emotional transformation as much as a physical one.

“When a client told us recently, ‘I came in feeling invisible and left feeling invincible,’ that moment captured everything we hoped to create,” she shares with a smile.

#### Built on Relationships

Gene and Ara prefer to measure success in trust built, not measurements on a chart or scale.

“When clients bring in their spouse, their coworkers, or their children — that ripple effect is the ultimate measure of impact,”Gene affirms.

And while BMS Wellness offers the polished feel of a boutique, it operates with the warmth of a family business and plenty of encouragement.

“You didn’t come this far to only come this far,” Ara often reminds the clients he coaches. It’s a mantra that carried him through Olympic training and now carries BMS Wellness into its next evolution.

Family influences stay at the center of the couples’ work as well. “My parents taught resilience and service,” Gene reflects. “Ara’s parents instilled work ethic and vision. And we influence each other, too; we challenge and uplift one another every day.”

Together, Gene and Ara share a blended family of five adult children and two cherished grandchildren. Weekend walks with their dogs, no phones allowed, have become a sacred ritual — one they uphold whether at home or traveling.

Beyond the wellness center, Gene finds balance in movement, with outdoor runs, bike rides, and walks with their rescue pups, Sam and Dovi, while Ara recharges through strength training, meditation, and his beloved morning hot tub ritual.

They’re also dedicated to giving back. “One of our long-term goals is to create a dog shelter where we can give animals the best life possible,” Gene offers.

#### On The Horizon

Looking ahead, the pair are incredibly energized by what’s possible as they enter their second year in business.

“This wellness wave is going to be huge and it’s just starting!” Gene asserts. “Post-COVID, people are wanting to take more control of their own health and sadly our health system just isn’t cutting it anymore.”

Their vision? Expand BMS into multiple locations across the Bay Area, and eventually into a national brand offering the latest in science-backed wellness and human optimization.

But even with growth on the horizon, the couple’s mission remains deeply personal.

“We believe that health is the foundation for everything — your relationships, your creativity, and your legacy,” Gene concludes. “If you’re waiting for the ‘right time’ to feel better... It’s now. You’re not too late, and you’re not too far gone.”

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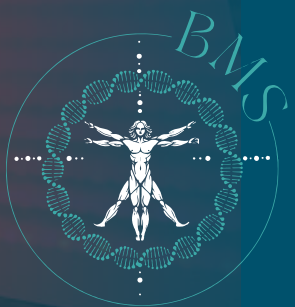




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# Lindsay Lopez

LETTING GO  
OF FEAR

BY REBECCA WILSON  
PHOTOGRAPHY BY OLHA  
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**Built from Boldness**  
Lindsay Lopez has been building boldness her whole life—first through concrete and asphalt, and now through connection and trust. Even in childhood, she was laying the foundation for the fearless work ethic that would later define her career.

“Before I was a top agent, I was a kid with hustle,” said Lindsay. “I always had little businesses—like selling pies and gift wrapping during the holidays.”

Though Lindsay’s family didn’t want her working as a teenager, she found the urge impossible to fight—later working at a shoe store in her local mall. “At the time, I was one of the few women hired,” she explained.

“We’d have weekend competitions. I remember the thrill of outselling the top guys in our store multiple times,” Lindsay recalled. “It showed me early on that with drive, confidence, and the right approach, I could hold my own anywhere.”

That confidence carried her into another male-dominated field—the construction industry—where she thrived for more than a decade.

“By my late twenties, I was running a paving company—managing employees, making key decisions, solving problems under pressure, and keeping things moving in a fast-paced environment,” she shared.

While many people see construction and real estate as completely different worlds, Lindsay sees a clear connection. “They’re both about building—whether it’s roads and traffic signals or trust and relationships,” she said, noting how that same entrepreneurial spirit and leadership helped shape the agent she is today.

**Stepping Into Strength**  
“The spark for my real estate career came from my cousin,” Lindsay shared. “He knew my work ethic, drive, and pride in whatever I do.”

While real estate wasn’t initially on Lindsay’s radar, things changed as that

suggestion turned into swift action. “I dove right in, signed up for classes, studied often, and passed the real estate exam on the first try,” she said.

“That moment was the turning point. What started with my cousin believing in me became the beginning of a career I’m deeply passionate about.”

Starting her real estate career in 2022, the post-COVID era, brought many challenges like market shifts and interest rate spikes. “It certainly wasn’t the easiest time to break in. Results didn’t come overnight, and there were moments I questioned if I was cut out for this business,” Lindsay admitted.

Her most challenging season came in 2023, having only closed one deal all year. “I wasn’t sure if I’d make it through. I even cried a few times,” Lindsay recalled.

But she stayed consistent—refusing to quit, even on days that felt stagnant. “After selling one unit in 2023, I closed 10 in 2024—and have already exceeded that total in 2025.”

“When I first started, I didn’t realize how tough it’d be,” she shared. “Unless you get lucky, you don’t usually see results right away. It takes grit, determination, and a willingness to show up every single day.”







“UNLESS YOU GET LUCKY, YOU DON’T USUALLY SEE RESULTS RIGHT AWAY. IT TAKES GRIT, DETERMINATION, AND A WILLINGNESS TO SHOW UP EVERY SINGLE DAY.”

“I’m a firm believer that every day is a new day. If something doesn’t go my way, I don’t dwell on it. I keep moving forward,” shared Lindsay. “In such a competitive space, you can’t afford to let setbacks slow you down.”

Along with that philosophy, Lindsay understands the importance of balancing her health with her career. “I make time for hot yoga, hot cycling, the gym, and evening walks. Those moments help me come back to my clients with fresh energy.” She also stays on top of industry changes, market shifts, and new strategies to help give her clients an edge.

“Serving my clients goes far beyond putting a sign in the yard or handing over keys,” she said. “It’s about strong communication, meticulous planning, and putting myself in their shoes. I treat them like I’d treat my friends or family.”

While people often say that business shouldn’t be personal, Lindsay knows real estate is different. “Buying or selling a home is deeply personal. I’ve been there for clients during some of life’s most challenging moments—like divorces and family losses—making a stressful process feel exciting, empowering, and memorable. My empathy allows me to be not just their agent, but a steady and understanding presence during such transitions.”

“That’s what serving really looks like to me—showing up fully, professionally, and compassionately, regardless of the circumstances. At the end of the day, my why is simple. It’s about helping people create a home and a life they’re proud of.”

Whether it be for her family, friends, clients, or community, Lindsay Lopez always gives 100 percent of herself—through her drive, empathy, and fearless pursuit of fulfilling her purpose.

You can connect with Lindsay on Instagram @lindsaylopez\_realty

Though Lindsay’s results didn’t come easily, she remains grateful—it’s taught her this business is built on consistent effort, rather than instant wins. “I now have a deeper appreciation for every milestone I reach, as well as for every client who trusts and believes in me,” said Lindsay.

“One of my proudest moments happened just days after I left my day job in construction this past April,” said Lindsay. “My former boss kept telling me to go door-knocking in his neighborhood of Willow Glen.”

Having always been intimidated by the prestigious market in that area, Lindsay was hesitant. “I decided it was time to let go of fear and just go for it,” she added.

“I grabbed my flyers, hit the streets, and started knocking on doors. After

only an hour, I’d secured a listing on one of the best streets in all of Willow Glen,” Lindsay said proudly. “That moment was more than just a win; it was a milestone—reminding me that stepping out of your comfort zone is where the magic happens.”

From there, Lindsay was confident she could compete anywhere—claiming 2025 as her “Letting Go of Fear Year.” Every challenge has become proof of what’s possible when you choose courage over comfort—creating confidence, one strong step at a time.

**Grounded in Grace**

For Lindsay, grace looks like letting go of fear and anything keeping her from fulfilling her purpose. She’s learned to block out the negative thoughts that once bound her, and look to the future instead.

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# Marilyn Chapman

with Choice Home Warranty Pro

TURNING ADVERSITY INTO PURPOSE

BY ASHLEY KIVISTO

Marilyn Chapman’s journey through life-threatening illness has only strengthened her commitment to her clients and Choice Home Warranty, showing

that true strength is measured by the lives you impact.

Buying a home is often one of the biggest purchases a person will make in their life, and

Marilyn Chapman is dedicated to protecting that investment, and everything inside it. Home warranties through Choice Home Warranty are not only comprehensive, convenient, and affordable, but they also provide peace of mind during what can be a stressful time. Choosing a home warranty can feel overwhelming, but Marilyn is ready to support clients and stand behind Choice Home Warranty every step of the way.

Marilyn was born in Los Angeles and proudly calls herself a Valley Girl. She loved the quick access to the beach, a place that has brought her comfort throughout her life. “I love the beach,” she emphasizes. Today, she lives on the Central Coast in San Luis Obispo County, having moved to be closer to her parents.

In 2008, Marilyn and her family were shocked to learn that, at just 39 years old, she had been diagnosed with breast cancer. After discovering the lump herself, just months after a standard checkup had missed it, Marilyn underwent a single mastectomy for her triple-positive breast cancer, followed by chemotherapy, successfully eradicating the disease. Seven years later, the cancer had metastasized to her bones. After another round of chemotherapy, systemic therapy, and daily chemo pills, Marilyn continued to embrace life to the fullest.

Then, three years ago, she received a diagnosis of a brain tumor. Seeking multiple opinions, she ultimately turned to Stanford University, where she underwent CyberKnife radiation treatment, a non-surgical approach that eliminated the tumor in just two treatments.

Today, Marilyn continues taking daily chemo pills, and doctors have advised that she will be living with cancer in some form for the rest of her life. She has faced this reality with remarkable grace, choosing positivity over pessimism. “I’m still here. I can’t complain. I’m so blessed and I’m living my best life,” Marilyn says.

Throughout these challenging times, Marilyn has drawn strength from her career and her clients. “My job has always been my strength because my job is working with people and I love people. I like being needed and I love helping,” she explains.

For Marilyn, representing a company she genuinely believes in has been a cornerstone of both her healing and her journey toward fulfillment. She especially enjoys working with real estate agents and becoming a trusted member of their team. “We’re truly blessed when an agent selects us to be part of their team. My goal is to make sure that our real estate agents understand the value of Choice Home Warranty and the value of me and my reps,” she says.

That value is evident in Choice Home Warranty’s commitment to evolving and better serving both their clients and the agents who recommend them. Their dispatch system, for example, is cutting-edge, connecting homeowners with qualified, highly rated contractors quickly. Inspired by Uber’s dispatch and rating system, Choice Home Warranty ensures that when a home appliance needs repair, a verified and background-checked contractor can accept the job promptly. And if no one is available right away, a manual backup system is in place to get help as quickly as possible.

“

WE’RE TRULY BLESSED WHEN AN AGENT SELECTS US TO BE PART OF THEIR TEAM. MY GOAL IS TO MAKE SURE THAT OUR REAL ESTATE AGENTS UNDERSTAND THE VALUE OF CHOICE HOME WARRANTY AND THE VALUE OF ME AND MY REPS.”

Choice Home Warranty also provides services that many others don’t, such as ReKey, which changes all the locks on a new home immediately after moving in. They offer flexible monthly payment plans for those who can’t pay for a full year upfront, without any administrative fees. With over 2.5 million homes covered, their extensive vendor network is carefully vetted and approved internally, ensuring that anyone entering a home is trusted and qualified.

After each claim, homeowners have the opportunity to rate their experience, helping maintain the highest standards of service. Choice Home Warranty is privately owned rather than a corporation, which allows them to keep prices low. “We can afford

to keep our prices low because we’re financially strong,” Marilyn explains. They also provide discounts for military members and first responders, as well as multi-year plan discounts. Having handled over 8 million service requests, Choice Home Warranty is available 24/7 and continues to evolve alongside the changing real estate industry.

Marilyn has faced many challenges in her life, yet she has always had unwavering faith in her business and is eager to share the word about a company that has consistently supported her. She looks forward to expanding her network of agents. “I like getting to talk to the agents and building relationships,” she says, and she intends to continue her work for many years to come.



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# Ned Laugharn

**NO PLACE LIKE HOME**

BY CHRIS  
MENEZES

**F**or Ned Laugharn, home has always been more than a place—it's the anchor of his life, his relationships, and eventually, his career. He grew up in San Jose, moved just a few streets over as an adult, and has lived within the same five-mile radius since he was eight years old—aside from a brief stint in Texas for work, which only confirmed one thing for him: there is no place like home.

Even the first house he purchased was just around the corner from his childhood home and had the same floor plan. The experience put real estate in the back of his mind. "Something about the process stuck with me," he says. "It wasn't like I caught a bug, but it really interested me—especially after our following moves."

Still, Ned built a long career in IT for large law firms, managing teams across multiple offices. He was successful, he was trusted—and after a while, he was burnt out. "I was working nearly nonstop. My health was suffering. I wasn't sleeping. People noticed," he says. His wife Jen finally said what he already knew: the life he was living wasn't sustainable.

She also reminded him of something else—he'd always loved real estate. Ned didn't hesitate for long. "I said, 'That's crazy... okay, I'll do it,'" he recalls. He left tech in 2014, got his license in early 2015, and jumped in with both feet. He'd heard the statistic that only 13% of REALTORS® make it five years. "I decided that wasn't going to be me," he says.

He went all in—studying, attending trainings, refining



systems, and treating real estate like a profession rather than a hobby. Coming from tech, he understood processes and efficiency, and he used that discipline to build a foundation that would last.

He also had a natural advantage: a lifetime spent in one community. Ned has kept an organized database of contacts since long before social media existed, and that network grew into the backbone of his business. "I've sold homes to people I hadn't talked to since

high school," he says. "Helping families from my childhood has been incredibly gratifying."

But the best part was that real estate didn't just change his work, it changed his presence at home. He went from long commutes and weekend hours to coaching his sons' teams, driving them to school, and being part of their daily lives.

After working at 2 other brokerages in his first few years in real estate, he joined eXp during the pandemic, drawn to





**Connection may be his cornerstone, but he knows long-term success also depends on strong systems.**

a model that aligned with both his tech background and the flexibility he valued. Today, he leads a seven-person team and continues to refine the systems that support them.

But what truly defines his brand is how he shows up for his clients, friends, and referral partners. Early on, Ned began putting together small pop-by gifts—cookies, popcorn kits, chips and salsa for things like National Cookie Day and Cinco de Mayo—with his wife helping assemble them. Those simple drop-offs grew into a rhythm of appreciation that now reaches more than 200 people multiple times a year.

And it's grown. Ned rents out movie theaters for private client screenings, throws an annual pie party around Thanksgiving complete with tents, heaters, a catered dinner, and more than 100 guests. "Some people cold call," he says. "We do this. It's our passion."

Connection may be his cornerstone, but he knows long-term success also depends on strong systems. Lately, he has focused on tightening his growing team's tech stack, streamlining processes, and integrating tools—including AI—that help his agents work smarter and serve clients at a

higher level. "Agents want solid systems and great technology," he says. "My goal is to make our platform so strong that someone would gladly leave their current brokerage to join our team."

Looking ahead, he envisions a team of fifteen to twenty agents, supported by efficient operations and a culture built on service, consistency, and care.

Outside of the business, Ned keeps life just as full. He hosts a real estate and lifestyle segment on American Dream TV, highlighting local stories and the communities he's spent his entire life in. At home, he and Jen stay busy with their two sons—Mitch, an SJSU Aviation graduate and pilot, and Nick, a senior at Arizona State majoring in Sports Business, and they rarely miss an opportunity to spend time with friends and family. Their Super Bowl party has become a 25-year tradition, growing from a handful of friends. an event that feels more like an annual reunion.

After a lifetime in San Jose, Ned's work is still driven by the same truth that brought him back years ago: this is home. It's where his relationships live, where his business thrives, and where he plans to keep building for years to come. For him, there's simply no place like it.

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# Olha Melokhina Photography

BY OLHA MELOKHINA

### How to Reflect Your Personal Brand in Photos

In a fast-paced world where impressions are often formed in seconds, personal branding has become more essential than ever. Your photos are often the first chapter of your story. They communicate who you are, what you value, and how potential clients should feel about working with you. Being intentional with color, clothing, props, and settings helps you shape that story with clarity and purpose.



### Frame Your Identity: The Art of Personal Branding Through Photography

### Choosing the Right Colors

Color influences emotion instantly. It carries subtle messages that can shape how someone perceives you before you say a word. Blue is a powerhouse shade in real estate. It conveys trust, dependability, and calm. Those qualities matter deeply to someone making huge financial decisions. Earthy tones communicate stability and warmth, which makes them excellent choices for builders and mortgage professionals who want to project grounded confidence.

It's also smart to match your personal brand to your business brand. If your logo includes navy, teal, or gold, incorporating those colors into your wardrobe creates a cohesive identity. It helps people visually connect you with your brand without you having to say a thing. Skin tone matters as well. Warm undertones glow in earthy shades, while cool undertones thrive in jewel tones and blues. The goal is simple: pick colors that make you feel like your most authentic and confident self.

### Selecting Your Outfit

Your outfit speaks before you do. It's a visual handshake that communicates your role and your professionalism. Realtors may choose a polished suit or tailored dress that expresses authority. Builders or designers might wear smart-casual clothing that blends approachability with expertise.

Comfort is your secret ally. No matter how beautiful a garment is, if you feel stiff or self-conscious in it, the camera will catch it. Choose pieces that move with you and flatter your shape. Solid colors tend to photograph best since busy patterns can distract from your expression. Accessories are the final layer. A meaningful watch, a classic necklace, or a clean belt can add personality without stealing the spotlight. Think of accessories as punctuation marks: subtle but impactful.

### Incorporating Props

Props can elevate your photos when used intentionally. They add context to your brand and make your images feel dynamic. Realtors might hold a "sold" sign, stand with a clipboard, or pose near a front door. Builders may use tools or blueprints. Mortgage specialists might include a laptop or paperwork.

The key is simplicity. Props should support your message, not clutter the frame. Choose one or two items that help tell your story clearly and authentically.

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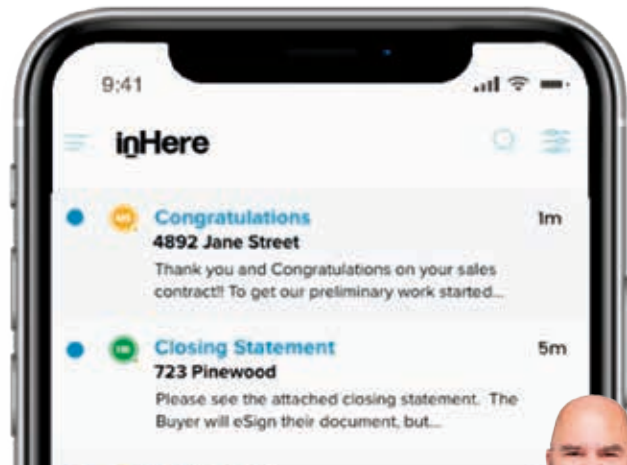


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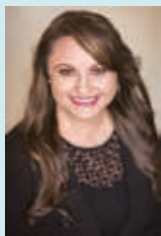
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