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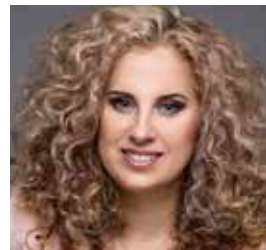
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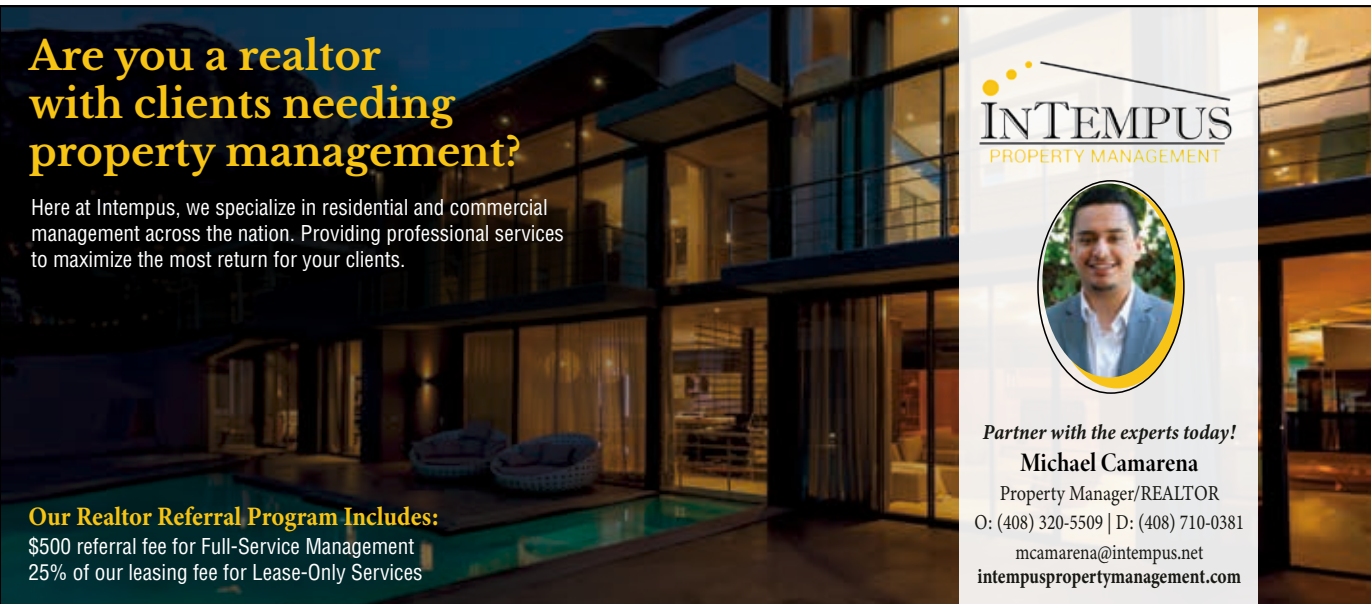
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Showing Up with Purpose: The Power of Community & Conversation

As we look ahead to our upcoming *Silicon Valley Real Producers* events, one thing remains at the heart of everything we do—community. These gatherings are more than just dates on a calendar; they are opportunities to connect, grow, and be part of something bigger than ourselves.

In an industry that moves quickly, it's easy to get caught up in the day-to-day. But there is real value in stepping away from the routine and intentionally showing up. When you walk into a room filled with like-minded professionals, you're not just attending an event—you're investing in relationships that can shape your business and your perspective.

Showing up matters. It creates visibility, builds trust, and opens doors that wouldn't exist otherwise. Some of the most meaningful opportunities don't come from a scheduled meeting—they come from a conversation, a shared experience, or a simple introduction. The more consistently you show up, the more you position yourself as someone who is engaged, reliable, and part of the fabric of this community.

Equally important is *how* we show up.

The tone we bring into a room has a ripple effect. Leading with positivity, encouragement, and genuine interest in others can completely change the dynamic of a conversation. People remember how they felt after interacting with you. When you choose to focus on solutions, growth, and shared success, you not only elevate your own presence—you contribute to a stronger, more supportive community overall.

This doesn't mean every conversation has to be perfect or polished. It simply means being intentional. Listening more than speaking. Celebrating others' wins. Offering value where you can. And approaching each interaction with the mindset that there is something to learn from everyone in the room.

Our upcoming events are designed to create space for exactly that—authentic connection, meaningful conversations, and opportunities to build relationships that go beyond business.

So as you prepare to attend, I encourage you to come with intention. Show up ready to engage, to connect, and to contribute. You never know which conversation could spark your next opportunity, partnership, or friendship.

We're looking forward to seeing you there—and continuing to build a community that thrives not just because of who is in the room, but because of how we show up for one another.

With gratitude,

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Welcome Jeff Teresi with Your Grateful Gift Guide! Known by many as "The Thankful Guy," Jeff specializes in helping businesses strengthen relationships through meaningful, high-quality gifting experiences. As a Cutco gifting expert, he works closely with professionals to create personalized closing gifts and strategic gifting systems that leave a lasting impression long after the transaction is complete. Jeff's passion for gratitude, connection, and intentional relationship-building makes him a perfect addition to the Real Producers community, and we're excited to have him as part of our preferred partner family.

To connect with Jeff:

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We are also excited about our new partnership with WCR! Each month, we'll be bringing you exclusive insights, photo recaps from their events, and information on all upcoming events. We're looking forward to showcasing the connections, leadership, and impact WCR continues to make within our real estate community. Be sure to check out their feature under our Community Partner Page to stay connected and up to date on everything happening with WCR!

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Fueled by Adventure: Olha Melokhina's Passion for Travel and Creativity

For Olha Melokhina, travel is more than a getaway. It is a source of inspiration, creativity, and connection. Whether she's exploring the streets of Europe, discovering hidden gems across the United States, or documenting quiet moments in nature, every destination adds a new layer to her artistic vision. Through her travels, Olha finds beauty in culture, architecture, fashion, and everyday human connection, all elements that continue to influence her photography and creative work.

Her Instagram reflects a life fueled by curiosity and adventure, showcasing everything from elegant cityscapes and luxury experiences to behind-the-scenes moments from destination shoots and creative projects. Travel has become an extension of her storytelling, allowing her to bring fresh perspective and emotion into every image she captures.

Originally from Ukraine and now based in California, Olha has built a career around capturing meaningful moments while embracing the world around her. She believes some of life's greatest inspiration comes from stepping outside your comfort zone, experiencing new places, and seeing the world through a different lens.

For Olha, every journey becomes part of the story, and every story deserves to be beautifully captured.



CONTACT US!

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REAL RETIREMENT STRATEGIES

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TOMAS TRAN

BY CHRIS MENEZES
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SMALL SPACES, BIG OPPORTUNITY

For AlphaX RE Capital and AL Homes, real estate is not just about buying land, developing properties or creating investment opportunities. It is about solving one of the Bay Area's most pressing challenges: how to create more housing in a region where ownership can feel increasingly out of reach.

“Our goal is to build housing for everyone, from the lowest price point to luxury,” says Tomas Tran, general partner at AlphaX RE Capital and AL Homes.

Tomas helps lead that work alongside founder and CEO Stephanie Yi; co-founder and COO Lisa Gao; co-founder and chief officer of design and construction De Nguyen; and general partners Angelo Farooq and Kevin Weiss.

By utilizing recently passed California legislation around homebuilding, AlphaX has become one of the most active builders in Silicon Valley, with more than 200 units currently under production. Through AL Homes, the company's homebuilding brand, the team is developing everything from ADUs and starter-home concepts to townhomes, single-family homes and luxury estates.

One recent example is the company's Campbell project. Described as the first development in California approved under SB 684, the six-townhouse development reflects the purpose of the law, which was created to streamline approvals for small-scale infill subdivisions and help expand “missing middle” housing. For AlphaX, the project is a model for how thoughtful development can unlock new housing opportunities—a solution that can literally open doors for many buyers who feel priced out of the market today.

For Tomas, this issue is not abstract. He understands what it looks like when too many people are living under one roof, when affordability shapes daily life and when ownership represents more than a transaction.



His family came to America from Vietnam when he was 2 years old. With eight children in the house, plus others his mother babysat for income, life was full, crowded and shaped by resourcefulness. His parents had been doctors and nurses in Vietnam, delivering hundreds of babies before the war brought them to America, where they started over with whatever work they could find.

“They went from delivering babies to babysitting—their degrees were just pieces of paper here,” Tomas says. “But in Vietnam, the government owns all the land. That was a big reason they came here, the opportunity and the fact that you can own something.”

That belief in ownership as possibility has stayed with Tomas throughout his

career. He earned his real estate license in 2009 at 22 years old, right after the market crash, entering the industry during a different kind of housing crisis. While many people saw fear and uncertainty, Tomas saw opportunity and a way forward.

That early experience shaped how he sees the market today. In the years that followed, Tomas worked through REO properties, investor transactions, fix-and-flips, additions, new construction and larger community development projects. His experience helps guide the team at AlphaX RE Capital and AL Homes as they work to create new housing opportunities for every price point in the market.

Today, Tomas and AlphaX are watching the continued evolution of California

housing legislation, including SB 1123, as another pathway for starter-home development and small-lot housing opportunities. For Tomas, these laws are not just policy updates. They are tools REALTORS®, property owners, investors and builders should understand.

“A lot of people say, ‘I missed the boat’ about the housing market,” Tomas says. “We want to educate people on the opportunities in investing through all the new laws.”

That includes ADUs, SB 9 lot splits, SB 684 projects and other infill development strategies.

Tomas says AlphaX has already completed 50 SB 9 projects and is building more than 100 ADUs. He also

points to what he describes as the first ADU condo approved under AB 1033 in San Jose, creating a path for an ADU to be sold as its own home. AlphaX recently sold the project for \$550,000, making it a real-world example of how new housing laws can help make homeownership more accessible.

“The mortgage payment will be the same as rent,” he says of the ADU condo project. “That is our goal.”

At the same time, AlphaX is proving its ability to deliver at the luxury level. A newly built Menlo Park estate from the company’s luxury line recently went pending at \$8.8 million after just one week on the market.

For REALTORS®, Tomas believes the lesson is clear. The future of real estate will not only be shaped by traditional listings and buyer representation. It will also be shaped by those who understand development, investment, housing policy and creative land use.

For Tomas, the work still reaches back to the same idea his family carried with them when they came to America: ownership meant possibility. Today, through AlphaX and AL Homes, that possibility is being translated into policy, projects and new doors for buyers across Silicon Valley.

The mission is not just to build more homes. It is to build more ways forward. Learn more at www.alphax-capital.com.

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John Tran

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“Consistency and persistence are the foundation of my business,” John Tran shares. “A lot of people stop too early. I learned early on that if you keep showing up long enough, eventually the results come.” For John, those aren’t motivational words - they are hard-earned truth. He didn’t learn them in a classroom or a seminar. He learned them sleeping in his car with negative \$183 in his bank account, having faith in God when no one else was watching, and choosing to keep going when everything around him said stop. What makes his story especially compelling is not just the success he is creating. It’s the person he had to become to build it.

Inspired By Sacrifice

John’s drive didn’t begin with a desire for success. It began with watching his mother. Growing up, he watched his mother work tirelessly to provide for their family while continuing to give back to others despite having very little herself. Raised in poverty, she instilled values that would ultimately become the foundation of John’s approach to both life and business: integrity, hard work, and service.

That perspective transformed his real estate mission into something bigger than sales. At its core, it is about helping people, creating hope, and proving that where you come from does not determine where you are going.

Starting From Scratch

John entered real estate at just 19 years old with no network, no established connections, and no safety net. While many people his age were still in college

figuring out their direction, he was sleeping in his car, showering at Planet Fitness, and cold-calling strangers for 10 hours a day just trying to survive.

There were nights he had to talk himself back up from the edge of quitting. He held onto three things: his faith that God had a purpose for his life, the memory of his mother’s sacrifice, and a quiet voice inside that kept saying: Rise Again. So he did. Every single day.

One experience from that season still stands out vividly. In November 2019, John was out door-knocking when heavy rain began pouring down. Exhausted and ready to head home, he realized he still had a handful of flyers left in his car. Instead of quitting for the night, he grabbed the remaining flyers, held an umbrella in one hand and a box in the other, and knocked on the final few doors.

At one of those homes, a woman answered and mentioned that her family would soon be relocating to Austin, Texas. John followed up consistently, stayed connected, and eventually earned the opportunity to list her home. “That became my first real estate transaction,” he recalls. For John, the moment reinforced something important: opportunities often come right after difficulties.

Learning Through Discipline

Before real estate, John worked at a library, where he spent countless hours reading and studying books focused on business, entrepreneurship, leadership, and sales. That habit of continuous learning became a major advantage as he developed his career.

At the same time, his faith has remained central to how he approaches both setbacks and success. When challenges



arise, John returns to his “why,” reminding himself of the people he hopes to inspire through his story. “We all encounter setbacks,” he shares. “But every setback is just a setup for something greater.”

Looking Ahead

John Tran is not slowing down. If anything, he is just getting started. Beyond the sales, beyond the rankings, beyond the growth of Tran Real Estate Group - his greatest goal is to reach the person who feels like their story is already over. The one who is sleeping in their car tonight wondering if any of it will ever work out. The one who has nothing left but faith and a reason to keep going.

“A lot of people stop too early. I learned early on that if you keep showing up long enough, eventually the results come.”

“I’ve been at rock bottom a couple of times,” he shares. “And I want everyone sitting there right now to know — that is not where your story ends. That is where it begins.” No matter how hard it gets - keep getting up. Never stop. Rise again.

John Tran is proof that where you start does not determine where you finish. He is building far more than a business. He is building a life rooted in purpose, a legacy rooted in service, and a message rooted in truth — that God’s purpose for your life is greater than any obstacle standing in your way.

You can connect with John Tran on Instagram @for.truong 📍



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A FRESH, CREATIVE EYE

BY JESSICA WELLAR • PHOTOGRAPHY BY OLHA MELOKHINA PHOTOGRAPHY



JOEL STIEBER

“Real estate is very much a performance-driven career,” Joel Stieber begins. “You’re only as good as the last home you sold, so consistency is everything. That mindset pushed me to stay persistent, professional, and focused every single day—until the results eventually spoke for themselves.”

That mentality has become the keystone of Joel’s thriving business. A top-producing Realtor with Keller Williams Bay Area Estates in Los Gatos, he has steadily built one of the most design-driven practices in Silicon Valley over the past decade. Joel’s approach is deliberate, disciplined and rooted in a creative background that gives him a distinct edge in how he evaluates, positions, and ultimately elevates the homes he represents.

Architecture Meets Opportunity

Born and raised in Silicon Valley, Joel currently resides in the Cambrian area of San Jose. After graduating from ArtCenter College of Design in Pasadena, he spent five years working with an architecture firm in Laguna Beach, collaborating with developers, planners, and architects on high-end projects across global markets.

“I was essentially on the aesthetic and conceptual side of real estate for years, shaping how properties and spaces would look and feel long before they were ever built,” he recalls.

That experience gave Joel more than just technical knowledge though, it trained

his eye to understand not only how a space looks, but how it functions, how it feels, and how it can be improved.

“Transitioning into real estate sales felt natural because I had already been deeply immersed in architecture, design, and how people interact with spaces,” he explains.

Encouraged in part by a family connection to the industry while working in the O.C., and drawn to the performance-driven nature of sales, Joel made the bold decision to go all in “on a completely new career path” in 2016 and never second-guessed his decision.

Proving Himself Through Consistency

Like many agents early in their careers, Joel’s biggest challenge wasn’t gaining knowledge, it was gaining trust. While people in his sphere believed in him personally, earning the confidence to guide one of the largest financial decisions in someone’s life required time and results.

“Most of my sphere wanted to ‘see the ball go through the net’ a few times before they felt comfortable handing me that responsibility,” he admits.

There were missed opportunities and moments of frustration, but those experiences became part of the process that shaped his approach early on.

“You learn very quickly that you can’t get too attached to any one deal, you move forward, keep showing up, and keep outworking the hesitation around you,” Joel offers.

Rather than relying on a single mentor, Joel leaned into the environment around him, learning from experienced agents and leaders within Keller Williams who were willing to share both their successes and their failures. That willingness to observe, listen, and apply became a defining factor in his fledgling career.

Joel’s persistence began to pay off quickly, with recognition as Rookie of the Year for the entire Northern California and Hawaii region of Keller Williams. Momentum began to build year after year, reinforcing that he was on the right track. More proof? Joel has averaged \$40 million in annual sales volume over the past five years.

A Design-Driven Approach

What sets Joel apart is not just his background, but how he applies that knowledge. His business is rooted in a design-forward, renovation-focused approach that goes beyond simply listing a home. He works closely with clients to evaluate a property’s potential, often guiding improvements,



coordinating contractors and staging, managing timelines, and shaping the overall presentation to maximize value.

That process is driven by a clear philosophy, one that prioritizes long-term results over short-term convenience.

“If I’m going to advise clients to invest a dollar, I want them to get three dollars back,” Joel points out. “The timeline can stretch over weeks or even months, but my fiduciary responsibility is to the homeowner, not to take the quickest path to a sale.”

His approach is grounded in preparation and creative problem solving, with an emphasis on slowing down

when necessary to make the right call. For Joel, success isn’t about rushing to the finish line; it’s about elevating the entire process and delivering outcomes that truly move the needle for his clients.

“I’m here to elevate the standard — not race to the bottom,” he emphasizes. “I respect the craft of what we do and I’m committed to doing it at the highest level every single time.”

On The Homefront

Beyond the work day, Joel and his wife Trisha, married for 11 years, are raising their eight-year-old son Sterling, with much of Joel’s time spent coaching his baseball teams and staying actively involved in school activities and community

events. He also has a 25-year-old daughter who works as a nurse in Texas.

As a main sponsor at Oster Elementary, the Stiebers actively supports school programs and extracurricular activities, believing strongly in investing in the community his family is a part of.

At the same time, his creative roots remain an important part of his identity. Joel continues to pursue graphic design and digital concept work, with some of his artwork displayed locally at Water Tower Kitchen in Campbell.

“Art is still a big part of who I am ... it keeps that part of my brain active

and inspired,” he shares. “I take on occasional creative projects, not necessarily for monetary reasons, but for personal fulfillment.”

Eyeing his future, Joel’s gaze is centered on impact and longevity. He aims to continue building a business rooted in thoughtful guidance, expanding his own real estate portfolio “to practice what he preaches,” and serving as a trusted long-term advisor to his clients for years to come.

“My goal is to be someone my clients call for direction, not just deals,” he concludes. “If I continue to serve people with clarity, honesty, and a thoughtful approach, the business will take care of itself.”



“
I’M HERE TO **ELEVATE**
THE STANDARD —
NOT RACE TO THE
BOTTOM.”



Inside the People, Personalities, & Controlled Chaos of Silicon Valley Real Producers



Every issue of *Silicon Valley Real Producers* arrives polished, intentional, and carefully curated. The pages are filled with stories of top-producing agents, trusted partners, industry leaders, and the relationships that help shape the real estate community across Silicon Valley.

But behind every deadline, every feature, every event, and every social post is a small team juggling calendars, coordinating schedules, answering last-minute emails, fixing tiny details no one else notices, and somehow making it all come together. And while the magazine itself is professional, the process behind it is often equal parts strategy,

collaboration, caffeine, and organized chaos.

At the center of it all is Publisher and Owner Sandra Magana, whose vision for *Silicon Valley Real Producers* has always been rooted in community first. Beyond producing a magazine, Sandra has focused on building something that feels personal. A space where agents and partners are not just recognized for production numbers, but for character, consistency, leadership, and the impact they have on the people around them. That mindset has shaped the culture of SVRP from the very beginning.

“People remember how you make them feel,” Sandra says. “The relationships are what matter most. The magazine is the vehicle, but the community is the heart of it.” That philosophy shows up everywhere. It’s in the way stories are approached, the way events are hosted, and the way the team works to make sure every feature reflects the people behind the business.

Of course, what readers don’t always see is everything happening in the background. There are photo shoots being rescheduled because of weather, last-minute edits arriving hours before deadlines, text threads trying to track down missing headshots, events being rescheduled, locations being moved or guest lists being adjusted in real time, and occasional moments where someone realizes a page footer somehow has the wrong month on it. Again.

The team laughs about it now, but those details matter. For Editor Jenae, much of the role revolves around balancing creativity with logistics. One moment might involve coordinating a feature article or planning social media content, while the next involves reviewing proofs line by line looking for spelling errors, incorrect page numbers, or missing photo credits.

“There are so many moving pieces people never realize are happening,” Jenae says. “But at the end of the day, we genuinely want people to feel proud when they see themselves featured in the magazine.” That attention to detail carries into every aspect of the brand. From social media strategy and event planning to editorial coordination and relationship

building, the SVRP team wears a lot of hats. Sometimes all in the same hour.

One day might involve helping prepare an upcoming cover story while simultaneously finalizing event sponsors, coordinating with photographers, answering partner questions, managing magazine revisions, and trying to choose between three slightly different headline options that somehow all sound right. And despite the fast pace, there is still plenty of personality woven into the process.

Outside of the office, you can likely find these editing teammates at Disneyland, debating the best snacks in the park, planning the next trip before the current one ends, and somehow still talking about magazine deadlines while waiting in line for a ride.

The office soundtrack can range from focused silence to spontaneous laughter depending on the deadline pressure. Group chats fill with everything from event ideas and content brainstorming to memes, pet photos, and occasional “Does this sound weird?” proofreading emergencies. There is also an unspoken understanding that no issue ever comes together perfectly on the first try. That is simply part of publishing.

Still, the team takes pride in creating something meaningful each month. What most people do not realize is that while one issue is arriving in mailboxes, the team is often already deep into planning, producing, and curating issues months ahead of print. Future cover stories are being coordinated, features are being written, events are being planned, and production calendars are already moving toward the next deadline long before readers ever see the finished product.

In a world that can often feel transactional, *Silicon Valley Real Producers* has intentionally tried to build something more relationship-driven. The stories featured throughout the magazine are meant to remind people that success in this industry is rarely built alone. Behind every top producer is usually a network of support, mentorship, sacrifice, resilience, and community. That belief is what keeps the team motivated through long production nights and tight turnarounds.

Because for everyone involved, the goal has never been just filling pages. It is creating something that reflects the people who make this industry what it is.

And while readers may only see the finished product each month, the team behind *Silicon Valley Real Producers* knows every issue represents countless conversations, collaborations, revisions, and moments of effort that happened long before it ever went to print.

Even if a few of those moments involved scrambling five minutes before a deadline. That part just stays between the team.

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Silicon Valley Real Producers is proud to partner with Women's Council / Silicon Valley, an organization focused on creating a welcoming and supportive space where real estate professionals can connect, grow, and succeed together. Rooted in collaboration over competition, WCR continues to foster meaningful relationships, professional development, and community within the industry.

Their recent Beachside Bliss Wellness Retreat was the perfect kickoff to the season, featuring Pilates on the beach, sunset views, s'mores, and meaningful connection among members. The event highlighted the positive energy, wellness, and camaraderie that make the WCR community so special.

WCR Silicon Valley is looking for leaders ready to grow, connect, and make an impact in our community. Leadership isn't just a title — it's relationships, visibility, growth, and getting in rooms that can change your business. Applications close: July 27 Election Night + complimentary member dinner: August 27 Interested in applying? wcrsiliconvalleynetwork@gmail.com



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