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JUNE 2026

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# Meet The Team



**Cathy Ginder**  
Publisher/Owner



**Joseph Cottle**  
Writer



**Eric Ginder, Esq.**  
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**Amanda Renzi**  
Social Media Manager



**Maryam Habashi**  
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# The Start of Summer

June marks the midpoint of the year—a natural time to reflect, refocus, and reenergize. For real estate professionals, it's also one of the most dynamic seasons, where momentum builds and opportunities multiply.

In this issue, we explore strategies to help you stay competitive in a shifting market, from strengthening client relationships to leveraging emerging tools that streamline your workflow. As inventory, interest rates, and buyer expectations continue to evolve, adaptability remains your greatest asset.

Take advantage of the longer days and heightened activity this month to reconnect with your goals and refine your approach. Whether you're closing deals, cultivating leads, or planning your next move, remember that consistency and insight are what set top agents apart.

Here's to a productive and prosperous June.

Cheers!  
**Cathy Ginder-Publisher**  
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# INFUSE INSIGHTS: PART 5

## How to Scale Your Business Without Burnout

Why tracking, reflection, and redirection separate sustainable leaders from exhausted ones

BY MARYAM HABASHI- TRANSFORMATIONAL BUSINESS COACH

Some leaders work incredibly hard — yet stay stuck. Not because they lack discipline, but because they lack feedback loops.

Here's what most high performers overlook: what isn't tracked can't be scaled.

Effort without measurement leads to repetition. Progress without reflection leads to burnout.

Scaling requires tracking what's working, what's draining, and what no longer aligns. Follow-up closes loops and builds momentum. Reflection reveals blind spots. Redirection prevents leaders from staying loyal to outdated strategies that once worked — but no longer serve the business.



Maryam Habashi, M.Ed. Certified Behavior Profiling Coach

This is where systems transform effort into results. They remove guesswork. They replace emotion with data. They allow leaders to adjust early — instead of fixing problems when it's too late.

In my work mentoring and coaching thousands across the U.S., this is the turning point. Leaders who track, reflect, and redirect consistently don't just scale faster — they scale smarter, calmer, and with far less burnout.

I'm Maryam Habashi, founder of INFUSE System, voted San Diego's top

transformational business coach. Results are guaranteed because systems don't rely on willpower — they rely on design.

If you're working hard but not seeing the return you expect, I invite you to a complimentary connection call. Together, we'll identify what to refine, what to release, and how to move forward with clarity and control.

Scaling without burnout isn't about doing more — it's about doing the right things consistently with the right systems in place.

**Maryam Habashi,** M.Ed. Founder- INFUSE system Transformational Business development coach Infusesystem.com 30 years field experience | Top-Rated Coaching Platform for Measurable Results

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# Know *the* Why

BY JEFF CAMPBELL, CALIFORNIA BROKER



## The Agent Why

New Agents often come into the industry “Dream-Driven.” It is possible that they had a real estate agent who made the process look easy. Perhaps they knew someone successful and wanted the same for themselves. Maybe they just love staging, architecture and viewing houses.

When I ask a new person “Why did you get into real estate,” my favorite response is, “Because I love people.”

I ask if they love animals too and when they respond yes, I suggest a job at The Zoo where they can work with people and animals.

When you know your “Why,” you can apply exceptional service knowing that the reward will follow.

Exceptional service is key. Have you ever heard that “There is enough for everyone?” I can’t stand this phrase. There isn’t enough to go around for the mediocre. There is enough to go around for the exceptional!

## The Broker Why

There are only two types of brokers. Profitable Brokers and All-other Brokers. If you are not your own brokerage, then which type of broker do you want to work for?

An agents greatest hope for the brokerage is that the broker helps the agent sell more. Profitable brokers want that exact same thing. Profitable brokers are more likely to invest in more

opportunities for agents to do more. The best brokers promise less and provide more.

Incredible brokers allow culture to develop from the ground-up rather than pressing it from the top-down. These owners do not guarantee leads and clients but create actual opportunities that if useful and unique to their brokerage, attract talent and blossom the team.

Each agent should know why their broker has the passion for what they do and the evolving vision for each tomorrow.

## The Client Why

There is always at least one reason the client wants to buy or sell. When asked, sometimes the client may respond with, “Just Because.” It is up to the agent to bring to the surface the real reason why the client is moving. It is up to the agent to keep the reason, or the “Why” at the surface.

If the reason for moving is to live in a particular school district, you might conclude each explained benefit or objection with the “Why.”

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# OLIVIA PRITIKIN

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## SHE'S IN THE GAME

### ***What did you do before you became a realtor?***

Like many of us realtors out here, before I started, I was working in the service industry, specifically Waterbar in Pacific Beach. I also graduated from UCSD in June 2024, so I was primarily a student, working in the service industry part time with a few other side jobs mostly in business/social media as that's what I got my degree in. Once I graduated, I decided to take a few months just to do the bar job, make some money before I really dove into a full-time career. A clear direction was never something I had in college, and I needed the time to interview in different career types/positions before deciding I didn't want to do that at all.

### ***When Did You Start Your Real Estate Career?***

I started my career in real estate in November of 2024. I got my license in April 2024 because I thought I would have it to help out my mom who is a realtor in LA but didn't think I would end up going into it myself.

### ***What are you passionate about right now in your business?***

I am passionate about positioning! I see real estate as a tool, use it to your advantage. There's lots of different ways to go about this and every person will benefit from it differently. With the correct strategy you can maximize your profit, and comfort. In no way do I think that real estate is all about financial gain because it isn't, but I do think that every homeowner is an investor in a way. If you can get in the game, you should, but it's all about the position you put yourself in to maximize the market within your own feasibility.



### ***What has been the most rewarding part of your business?***

Generic answer but the people of course! I have always been social, and I love making new connections, so to have a job that is shaped by that makes me happy. It doesn't even have to be about real estate, I feel like if I can go anywhere and make a new friend or support someone else's goals than I did good. I truly believe that things come back around, reciprocity of action, so

the more people I do good for the better of a realtor I am and will be. This is what is truly fulfilling about my job, not just helping people buy or sell homes but simply the involvement in other people's lives and connection. Realtors are so much more than realtors and that is so special.

### ***What was your biggest challenge as a realtor?***

The dips omg, I am fortunate to have had my first year with no



real lulls without transactions, but my Q1 of this year was rough and I did not expect that. Fortunately, I wasn't working for nothing and have had a pretty great start to Q2, but to hit that time when you're working so hard but not seeing the results, and to really just have to hold it together with the faith that it will come through soon is harder than I thought. We all go through this, and that's why it's important to have a community of other agents who can tell you that.

**Define success**

Freedom! I cannot be tied down, maybe I'll grow out of this one day but for right now I am successful if I can choose what I do every single day. Success is the ability to change and grow at your own will, to see an opportunity and be in a position where nothing can stop you from seizing it to give yourself something new, different and possibly better.

**How Does Real Estate fit into your dreams and goals?**

If we are looking at the big picture, I would love to have a real estate portfolio large enough to allow financial freedom for myself and my family. I am not the kind of person that wouldn't work because I think I would go crazy, and I think it's good for the soul to put your energy into something that's not yourself. But if I could get to the point where the work I do is solely for others based on the financial position I am already in then that's the dream. What that looks like exactly I am not sure yet, but I am certain that if I position myself correctly, I can use real estate as both an investor and an agent to get there.

**What are your hobbies and interests outside of Real Estate?**

Survivor baby! I'm kind of deep into the San Diego community of survivor lovers (the CBS show Survivor). I run a mini-game



“  
**Every client matters**

and you never know which one will catapult your career so see the potential in everything and go get that win!”

version of it here in San Diego with my friend Kristin Deaver. We love to bring people together and give them as close of an experience to the real thing as possible. Between the strategy, challenges, and social bonds that this game requires, this has been an outlet for me to have some of the craziest and most rewarding experiences in life, and it has introduced me to some of my closest friends. Go look up @adriftsandiego on Instagram to see and sign up for our game!

**Tell us about your family**

I feel lucky to have been raised by such successful and independent women, who really instilled the

thought in my head that why would literally anything stop me from achieving my dreams! Between the entrepreneurs, lawyers and other realtors, watching their own work ethics, collaboration and care for others have paved the way for me to follow suit. With many career avenues for all of them, I understand that opportunity is not to be taken for granted, never settle and always take the risk. Also shout out to my dad for always supporting my wildest adventures! I am a classic middle child at heart, independent, rebellious and strong minded, but if I didn't know my family would be there for me in the chance of failure, I am not sure I would

have jumped so far. At the end of the day, my family wants me to be happy, and I could have never gotten here without them.

**Given your status and expertise, what is some advice you would give an up-and-coming agent?**

Pick up your phone!!! If an opportunity comes to you, you take it! Every client matters and you never know which one will catapult your career so see the potential in everything and go get that win! There's also no need to do it alone, find your real estate community who you can vent to when it's hard and celebrate with when it's working. Don't be afraid to ask for help! ▀





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# ERIC Barbarita

## WEALTH BUILDING WITH DST'S

The landlord is 80 years old, worth a million or so on paper, and the property manager just called about the roof. Again. The kids are grown. The whole plan was always to leave the buildings to them someday—let them inherit it, let the taxes disappear, let someone else figure it out. In the meantime: tenants, maintenance, phone calls.

BY JOSEPH COTTLE  
PHOTOS BY BRANDON PEASE-  
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Eric Barbarita's job is to tell that person there's another option.

The tool is the 1031 exchange, which most people in real estate have heard of and most people assume means buying another property. Eric's version is different. He routes the money into a Delaware Statutory Trust—a DST—a fund structure that holds a piece of commercial real estate. The landlord transfers their equity in, stops dealing with tenants, and starts receiving monthly income instead. The investment lives on paper. The headaches don't.

There are only a few hundred people in the country who do this work. Most of them came from commercial real estate. Eric came from wealth planning.

That distinction matters more than it sounds. A real estate background means you're looking for the transaction. Eric is looking at the full picture first—tax implications, lifestyle, what the client actually needs—before any recommendation gets made.

Sometimes that means suggesting a client move into their rental property rather than sell it, even if it takes him out of the deal entirely. Sometimes it means managing a stock portfolio with the proceeds of a primary residence sale. He doesn't position himself as a financial advisor when talking to realtors because the instinct on the other end of that call is to hang



up. But that's what he is, applied to a corner of the market where financial advisors almost never operate.

"There's no one that's really an advisor for real estate investors," he says.

That gap is the opportunity he keeps pointing realtors toward. Plenty of top agents have elderly clients sitting on rental properties they haven't listed because they think there's no good exit. Selling means a massive tax bill, and buying another property doesn't solve the problem. What they don't know—and what their agents often don't know either—is that the 1031 into a DST exists. That the relief is real. That one conversation can unlock a listing and genuinely change someone's retirement.

Eric is 40, originally from Baltimore, but grew up in Pittsburgh. He ended up in San Diego by way of a college friend's text, and Eric immediately fell in love with the city. The two talked about aging baby boomers and real estate wealth—a macroeconomic trend that Eric saw clearly, so he decided to jump back into finance to chase it. Four years in, the work is what he thought it would be: mostly education, mostly explaining that this option exists, mostly watching people realize they don't have to keep taking calls about the roof.

He was at Camden Yards the night Cal Ripken tied Lou Gehrig's consecutive games

record. He was there at Petco Park, second row with his father in front of third base, the night a Padres relief pitcher hit a grand slam off Max Scherzer. He loves baseball, off-roading, international travel, and getting back to Pittsburgh to spend more time with his family.

Most of all, he's not hard to reach—but he can't help unless you talk to him and find out how he can help, because that's what matters most to Eric.

"Always do what's best for the client," he says. ▾



“ALWAYS DO WHAT'S BEST FOR THE CLIENT.”

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# Anthony Manzoni



BY JOSEPH COTTLE  
PHOTOS BY CESARE & NAYAD ANDRE, REVE STUDIOS INC.

*Anthony Manzon has never had a “real” job. Not before selling real estate. He was a break dancer “aka Bboy” for 10 years—competed, traveled, built a life around it—and then he wasn’t, and then he was broke, engaged, and running out of runway.*

**H**e was 24. He and his fiancée at the time, Regina, now married, were both UC Santa Barbara grads with degrees, debt, and no real income. They looked at everything—from computer programming to even teaching English in Korea from a Groupon certification. These are jobs that he would hate, but they made money. It did not matter; they were desperate. He was willing to be miserable for the rest of his life as long as he was able to make money to provide for his family.

What changed everything was a real estate agent who walked into the bank where his fiancé Regina worked one day and deposited a \$10,000 check, just another routine deposit. Regina asked what she did for a living, and she replied, “I am a realtor.” Later that day, Regina met with the

office recruiter, Ashley Lunn, and had a new job as an assistant to a top-producing realtor.

A few days later, Anthony met with Ashley, and that meeting changed his life forever when Ashley told him that last year’s rookie of the year made \$120,000 in their first year.

At that moment, in the meeting, he decided, “I’m going to be a realtor.”

That meeting was in June 2013. His wedding was scheduled for April 2014, and the invitations had already been sent out to 150 people. With extreme focus and determination, he was able to get his real estate license by September 2013 so he had 8 months to succeed in real estate or there would be no wedding. They spent their last \$3,000 on a



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*For this to be my first job—  
I want other people to know  
you don't have to come from a  
background of 'success'  
to be successful.”*

real estate license and business cards. At that time, he didn't own a suit, so Regina edited his head onto someone else's body for the business card photo.

For the first three months of getting his license, he had no sales. He tried to emulate what he thought a realtor was supposed to sound like. That was not him. He's Filipino, he's younger, a self-described B-boy, so he tried

to squash all that down and fit the mold of what he thought a realtor should be.. Nobody bought it. What changed everything was when he called another agent, and it went to voicemail. The agent didn't even pick up the call. The voicemail was energetic, professional, and completely, unmistakably that person. Anthony heard it and understood immediately: that's who I have to be—myself.

The business took off after he stopped trying to be someone else and started being himself.

Three weeks before the wedding, he closed enough deals to pay off their wedding in cash. They went on two honeymoons. He made \$124,000 that first year and was named Rookie of the Year—first in his office, then for all of Southern California. A couple of years later, he landed on the National Association of Realtors' 30 Under 30 list.

“I've never had a real job,” he says. “For this to be my first job—I want other people to know you don't have to come from a background of 'success' to be successful.”

He's 37 now, and he and his wife Regina have three kids—Cejay (nine), Maya (seven), and Kaleiya (three). The photo shoot for this issue represents his many “personas,” but he always he stays true to himself: one static background, six outfits. The realtor version of him at center. His party side on the left. His Bboy side at the bottom. Jiu-jitsu side in the back. His love for Spider-Man cosplaying somewhere in the mix. All of it compiled into one shot.

Today, Jiu-jitsu is the family sport where he's been training for two years, along with Cejay and Maya.





In his first year, he competed in nine tournaments—eight gold medals, one silver (at an international event in Las Vegas). He goes to a 5:30 am class because that's the only class that doesn't eat into the business or his family time. He's done working when his kids get home from school. He doesn't work weekends.

"I chase the feeling of being present," he says. "When you're living with voices in your head saying, 'I have to make this call, or I have to do this'—it strips the fun out of everything."

The formula for success is the same whether the arena is real estate, jiu-jitsu, or breaking: get obsessed, be coachable, and put in the work. He's been running it since 2013. He's not planning to change it. ▾

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*I chase the feeling of being present.”*



# Women's Council of Realtors San Diego

It's still Cinco de Mayo, let's tacobout business!!!

PHOTOS BY DON ANDERSON INSIGHT PHOTOGRAPHY

Thanks To Kayla Salvas and the team at La Dona for a great It's still Cinco De Mayo networking event! Our First Vice President, Silvia Vasquez made some amazing hats for our drawing, and new member Jude Fox signed a new client who saw our signs while passing by! You never know what is going to happen!



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