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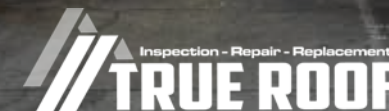
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Contents

PROFILES



12 Russ Milam
Choice Home Warranty

IN THIS ISSUE

- 4** Preferred Partners
- 8** Meet The Team
- 10** Publisher's Note
- 12** Partner Spotlight: Russ Milam
- 18** Cover Story: Eric Rodriguez
- 24** Event Recap: Where Cooking Meets Connection



18 Eric
COVER STORY Rodriguez

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June REFLECTIONS

June always feels like a shift... but for me it's also my birthday month, so it naturally makes me pause for a second and reflect a little.

We're halfway through the year, things are busy, listings are moving, schedules are full. But when I really think about it, what stands out isn't the big moments. It's the consistency. The follow ups, the conversations, the relationships that keep building over time.

That's honestly what Real Producers is about.

Last month I had the chance to go to the Kentucky Derby, and I included a photo in this issue. It was such a fun experience, but more than anything, it was a reminder of how much I value being able to step away for a second, enjoy moments like that, and then come back grounded and focused. I think that balance matters more than we give it credit for.

This month we featured Eric Rodriguez for the cover story, and I think you'll feel it right away. There's a lot of intention behind what he's built and how he shows up, not just in business but with his people.

For our partner spotlight, we highlighted Russ Milam. He's someone who really values relationships, and you can tell in the way he talks about the friendships he's made through this industry. It's real.

We also included a recap from our recent event hosted by The Dinner Party Experience. It was



a smaller group of Real Producers partners and agents, and it was such a good way to slow things down and have real conversations. If you want to be part of things like that or learn more about upcoming events, feel free to reach out to me.

That's kind of the common thread with this issue. Just good people, doing good work, and staying consistent.

I'm really grateful for everyone who's a part of this. The agents who support each other, the partners who show up and invest in the relationships, all of it.



Excited for what's ahead going into the second half of the year.

— Isabel

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RUSS MILAM

CHOICE

HOME WARRANTY

Russ Milam did not build his business behind a desk. He built it through conversations.

At 15, he was already working. Grocery store shifts, construction jobs, managing a video store. Whatever it took. That work ethic never really left. It just evolved. Years later, it led him into real estate through an unexpected door. Notary work.

Sitting at kitchen tables during loan signings, Russ was not just stamping documents. He was paying attention. To people. To how deals actually came together. Before long, title companies and agents started requesting him directly. What began as a side lane turned into a career, with years spent in the title world and decades of experience working alongside agents.

And somewhere in the middle of it all, he walked into a signing that would change his life in a completely different way.

He met his now wife at that appointment, married her two weeks later in Tahoe, and nearly 21 years later, they are still going strong. Russ has always trusted his instincts.

More Than a Product

Today, Russ Milam is just about two years into his role with Choice Home Warranty, but you would not know it by the way he has built his presence in the industry.

If you ask the agents he works with, they will not start by talking about the product. They will talk about him.

“At the end of the day, people just want someone to pick up the phone,” Russ says. “They

Just Call Russ
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want someone to hear them out and walk them through what is actually going on.” That is where he has built his reputation.

Not just selling a warranty, but being the person agents and homeowners call when something goes wrong. Around here, it is simple. Just call Russ.

What Most Agents Get Wrong

Russ is quick to call out one of the biggest misconceptions he sees in the field.

“Agents will tell buyers, do not worry, the home warranty will take care of it after closing. That is not how it works.”

If something shows up on a home inspection, there is a strong chance it will not be covered. When expectations are not set properly, that is where problems start. When used the right way, a home warranty becomes a powerful tool.

Think about the older home with a 20 year old HVAC system. The buyer is already doing the math and preparing for a major expense. That is where Russ steps in. Not with a promise of perfection, but with peace of mind. Sometimes that is all it takes to keep a deal moving forward.

Where It Matters Most

Russ has seen firsthand how quickly things can shift after closing. In one situation, a veteran client moved into their home and within days, the water heater failed. It could have turned into frustration. Instead, it became a moment that built trust.

The issue was handled within three days. “That is when people really understand the value,” he says. That one experience did not just solve a problem.

It built a relationship that has continued ever since.

Built on Relationships

Ask Russ what he values most and it is not numbers. It is people. “I have made relationships in this industry that I will carry with me for the rest of my life.”

“I told my wife the other day, how does someone at this stage in life get to meet this many good people and feel so connected to them? I feel so blessed by the relationships I’ve built.”

That perspective shows up in how he works. No pressure. No favoritism. Just consistency, availability, and doing right by the people who trust him.

That is why agents keep coming back. That is why they refer him. That is why his name carries weight. In Russ we trust.

Outside the Office

When he is not working, Russ is with his family or heading to the coast. Camping, Pismo, unplugging for the weekend. Nothing overcomplicated.

His biggest motivation is his family, especially his 18 year old son Nick. Whether it is providing for them or simply being present, that is what continues to drive him every day.

For Russ, success is not just about business. It is about showing up in the moments that actually matter.

The Takeaway

A home warranty is not a fix all. But in the right hands, it is a tool that can protect your clients, support your deals, and give people confidence when they need it most. For Russ, it all comes down to being someone people can count on when it matters most. 🏠

“ I HAVE MADE RELATIONSHIPS IN THIS INDUSTRY THAT I WILL CARRY WITH ME FOR THE REST OF MY LIFE.”

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At only 23 years old, Eric Rodriguez made the decision to build something of his own. Not just a brokerage, but a brand — Lifestyle Realty. Not because he had everything figured out, but because he trusted that he would.

From the beginning, his focus has been clear. Build something intentional. Build something that reflects how he works, how he leads, and how he wants people to feel.

Eric was raised in Newman, a small town where most paths followed a similar direction. His did not.

At fifteen, he began working in sales, where he quickly learned that results were earned, not guaranteed. That early exposure shaped his mindset long before he ever entered real estate.

By eighteen, he made the decision to pursue the industry. There was no blueprint to follow. No family background in real estate. Just a clear understanding that the career offered both impact and opportunity.

Starting young meant being underestimated.

At twenty, Eric was already involved in large scale projects, including a seventy four home development. He was often the youngest person in the room, but instead of relying on perception, he relied on consistency. He showed up prepared and treated every opportunity with the same level of seriousness.

“I treated it like a career from the beginning,” he says. “Not a side job.”

That mindset still defines how he operates today.

Early in his career, Eric was selected to represent his brokerage in a national campaign that aired on ESPN, an experience that expanded his perspective and reinforced how much was possible.

Shortly after, he began thinking differently about what he wanted to build.

In 2019, he launched Lifestyle Realty, opening his first office in Turlock with a clear intention. He was not looking to replicate what already existed. He wanted to create something that felt aligned with his own standards and vision.

“He is very intentional about who he brings in. It’s not just about production, it’s about people who fit the vision of what he’s building,” says Nanci Wyatt, a Realtor at Lifestyle Realty who has been with the company since the beginning.

That intention has shaped the environment inside the company.

“I’ve been with him since the beginning, and watching his growth has been incredible. No matter how much he’s taken on, he’s always available. You always feel supported,” says Gina Montgomery, also



a Realtor at Lifestyle Realty since the beginning.

Together, those perspectives reflect a consistent theme. The business has grown, but the accessibility and support have remained.

“No matter how busy he is, he always makes time for you. He makes everyone feel important,” Nanci adds.

This culture is not accidental. It is something Eric has built deliberately, protecting it as the company continues to grow.

Today, Lifestyle Realty has expanded beyond Turlock into a larger presence, including a second location in Modesto, with growth that has remained steady and intentional.

“This industry can be tough, but he doesn’t lead that way. It’s always support. Whatever you need, he’s there,” Gina says.

Eric is also quick to acknowledge that his journey has never been done alone. His team, his clients, and his family have all played a role in what Lifestyle has become.

Raised by hardworking parents who emphasized accountability and consistency, he learned early that success is built over time.

Outside of real estate, his priorities are simple. Time with family. Travel. Being present.

“I care more about quality of life than anything else.”

And for those who have worked alongside him, that impact is clear.

“One thing Eric said to me once was, ‘You’re not alone, if I’m up then we’re both up. I got you always.’ It’s one of my favorites,” says Alfredo Ochoa, a former Realtor at Lifestyle Realty.

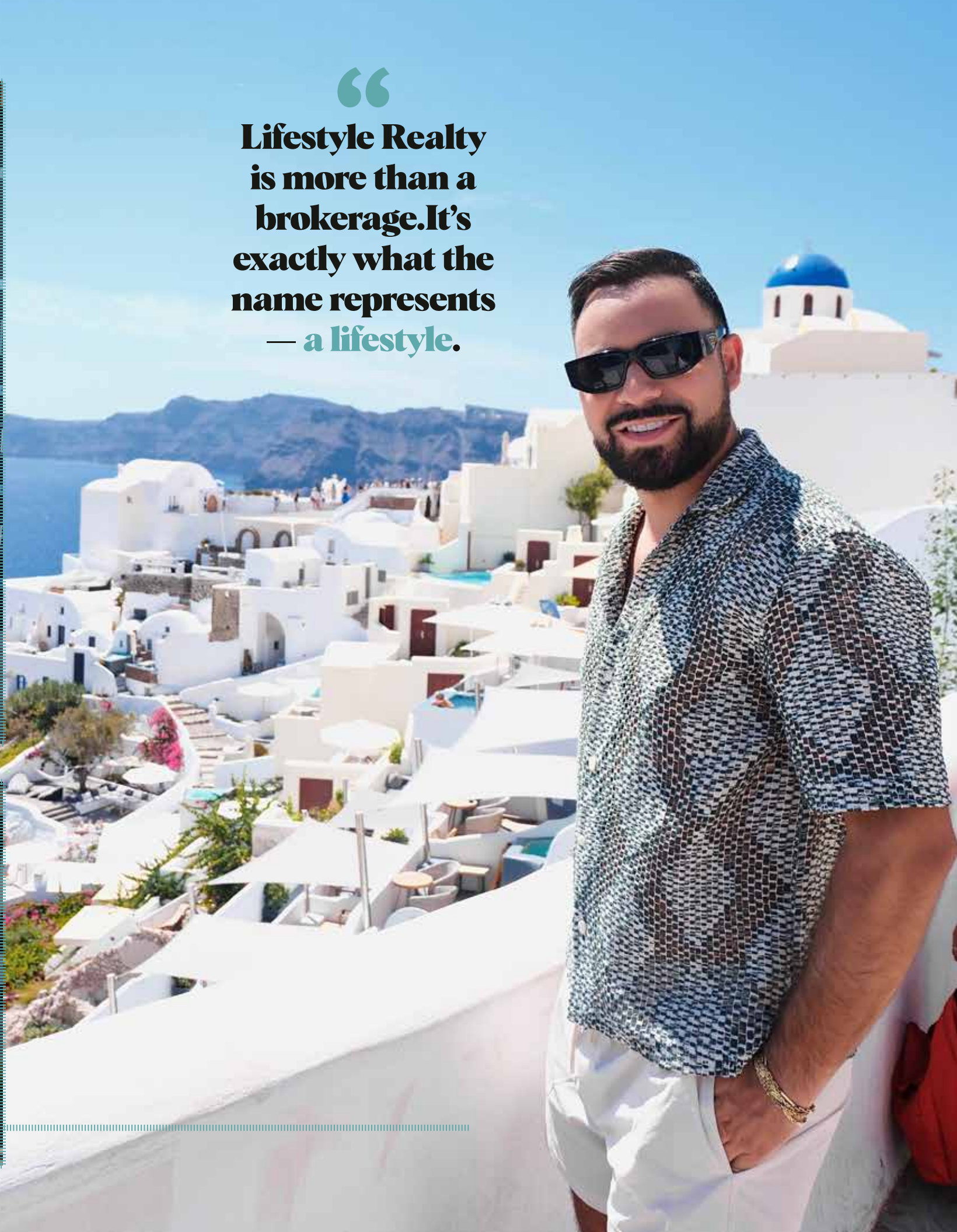
It is a simple statement, but one that reflects the way Eric leads.

Looking ahead, his focus remains the same. Continue building with intention. Protect the culture. And create space for life outside of business.

Because in the end, Lifestyle Realty is not just a brokerage. It is exactly what the name represents — a lifestyle.



“**Lifestyle Realty is more than a brokerage. It’s exactly what the name represents — a lifestyle.**”



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BY MICKY.FILMS & GARRETT STRUWE

IN April, we hosted a lunch at Dutchman Vineyards, and it ended up being one of those days that just felt really easy.

It was a smaller group of partners and agents, all coming together for a hands on lunch experience led by The Dinner Party Experience. Everyone spent the afternoon cooking side by side using ingredients sourced from local markets, which made it feel even more connected to our community.

There was no rush to it. Just good conversation, people getting to know each other in a different setting, and a chance to slow things down for a few hours.

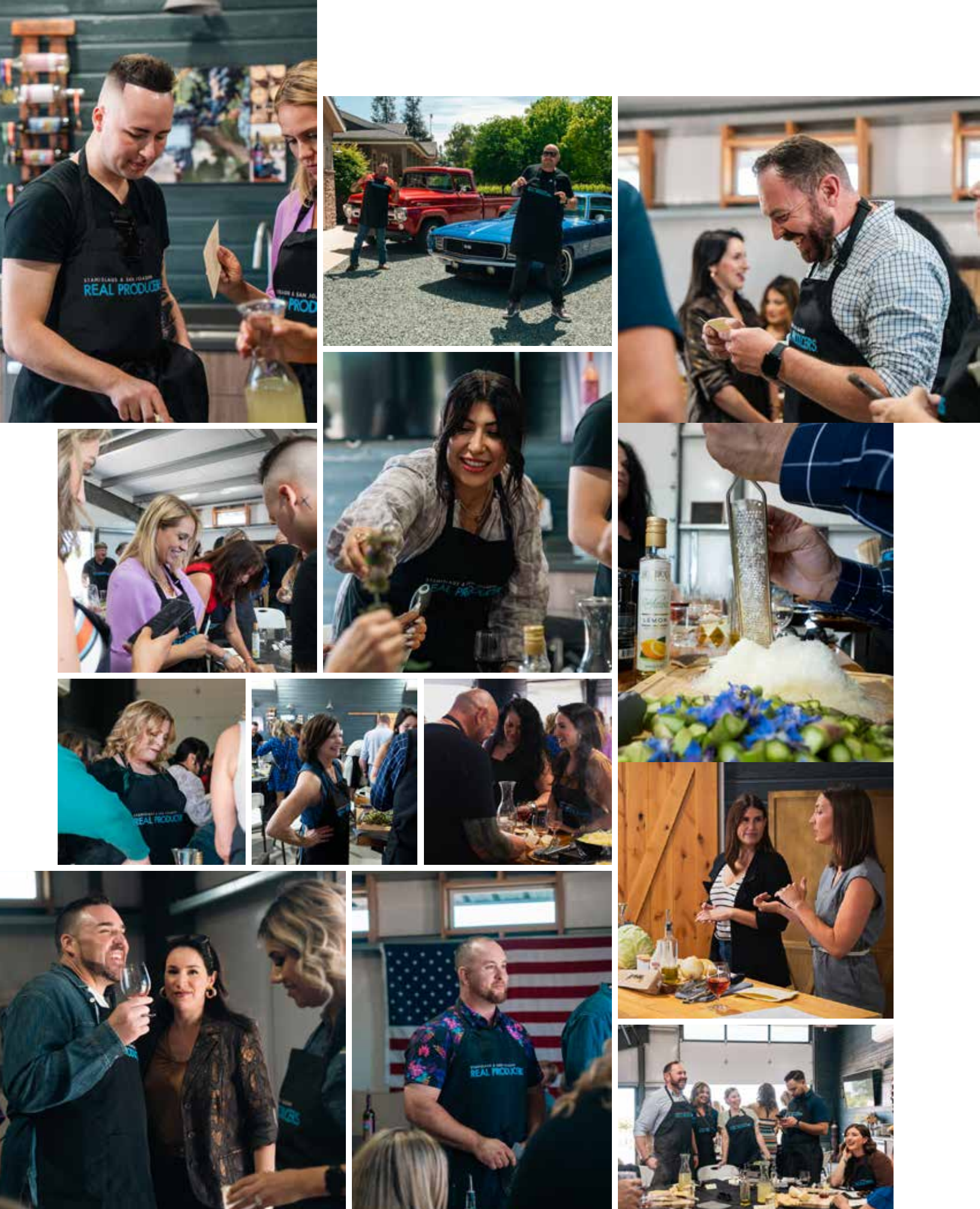
After cooking, everyone sat down to enjoy the meal together. It was simple, relaxed, and one of my favorite types of events we've done.

Not because it was big, but because it felt real.

These are the kinds of moments I want to keep creating alongside the larger events. There is something about a setting like this that brings out more genuine connection, and that is really what Real Producers is all about.

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