

CENTRAL VALLEY

MARCH 2026

REAL PRODUCERS[®]



Luis
Moran
Meza



Partner Spotlight
MARI NINO
WITH SMEE HOMES

Wanderlust Special Edition

CONNECTING. ELEVATING. INSPIRING.

A NEIGHBORHOOD FOR EVERY LIFESTYLE



AMPARAN DESIGN

(559) 207-3077

Interior Design
Custom Homes · Remodels
Furniture Store
Living · Dining · Bedroom

In the heart of Kingsburg, Amparan Design brings a fresh, approachable take on what it means to live beautifully. Founded by Seth Amparan, the interior design studio and furniture showroom has quickly become one of the Central Valley's most sought-after destinations for those looking to create spaces that feel as timeless as they are livable.

Amparan Design offers a thoughtfully curated collection of high-end furniture and décor, featuring designer brands not found anywhere else locally. The showroom invites visitors to experience the craftsmanship, texture, and beauty of each piece firsthand — all while receiving personalized design guidance from Seth and his team.

What sets Amparan Design apart is its deeply personal approach to design. Seth believes a home should be a reflection of the people who live in it. Whether the aesthetic leans modern, traditional, or a curated blend of styles, his designs are rooted in individuality and intention. Each project balances elegance and comfort, blending form and function to create spaces that feel effortlessly beautiful and uniquely lived-in.

Beyond interiors, Amparan Design has become a local design destination — a place where inspiration, creativity, and community meet. With an eye for detail and a passion for meaningful design, Seth continues to elevate how the Central Valley experiences home — one space, and one story, at a time.

Carleton Acres

RESIDENTIAL COMMUNITY

- Located in North West Visalia at Shirk & Riggan
 - A Master-Planned, Mixed-Use Community designed for modern living
 - Thoughtfully crafted neighborhoods for every lifestyle
 - Close proximity to shopping, schools, and parks
 - Integrated bike paths and walking trails
 - Now accepting reservations
 - Included Features – Gas Cooktop, Large Kitchen Islands, Choice of Elevation – Spanish, Ranch, or Farmhouse
- carletonacreshomes.com | 559.909.2492



"We Build Better"



Brought to you by

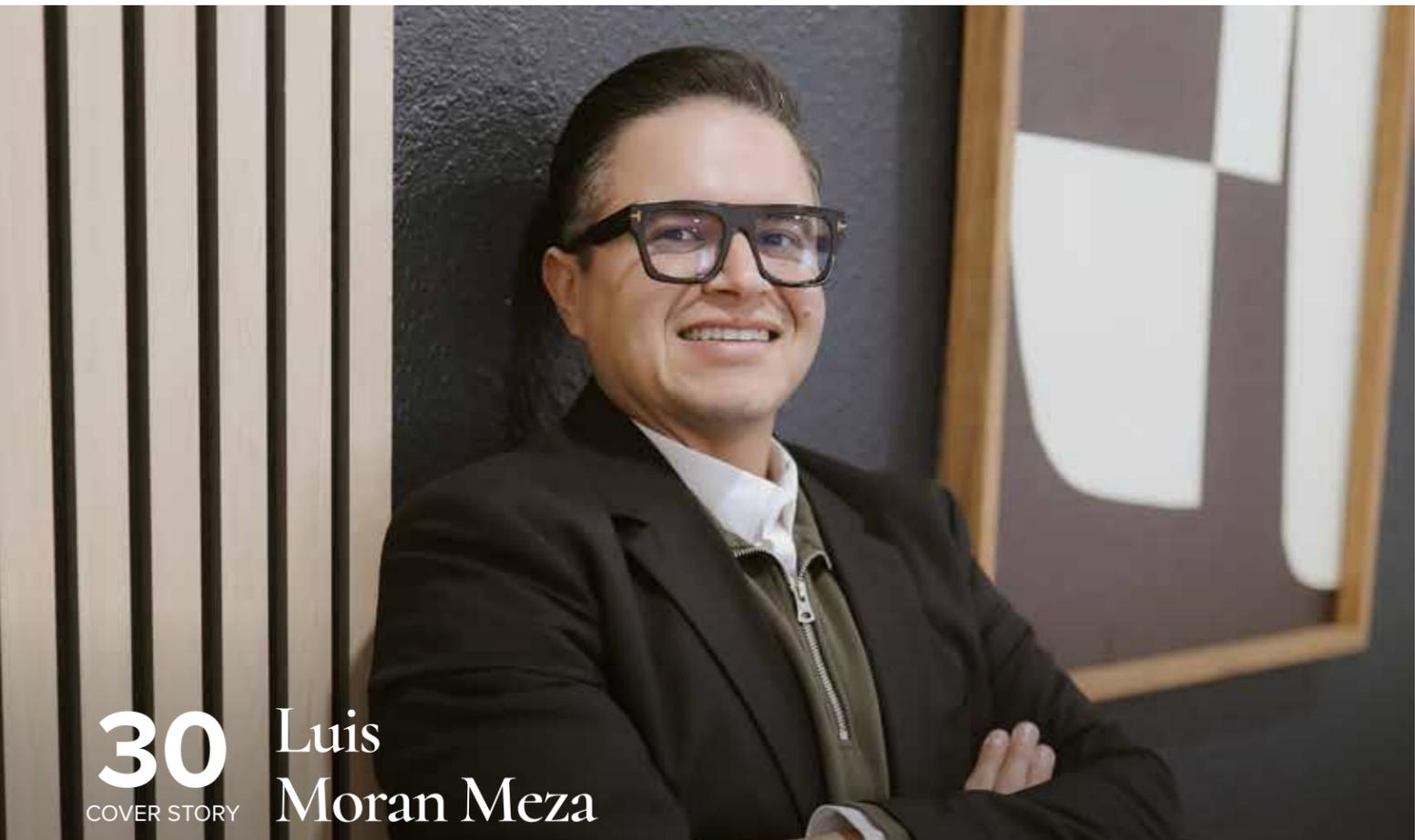
2004 W. Bratton Avenue, Kingsburg CA 93631
559-897-0349 | weststarconstruction.com



Phase 5 of
Kings Estates is
now open



Contents



30 Luis Moran Meza
COVER STORY

PROFILES



24 Mari Nino

IN THIS ISSUE

- 6 Preferred Partners**
- 8 Meet The Team**
- 10 Trusted Trades**
- 12 Wanderlust Special Edition**
- 20 Event Recap:** Influencer to Income
- 24 Partner Spotlights:** Mari Nino with Smee Homes
- 30 Cover Story:** Luis Moran Meza
- 34 Ask The Expert:**
Heather Ruggles and Lisa Swenning of SnapNHD
- 36 The Download**
- 40 Coaching Corner:** Shawn Cardoza, Real Estate Coach

If you are interested in contributing or nominating REALTORS for specific stories, please email us at Brittney.shull@realproducersmag.com.

Morgan Stanley

Taxes can have a significant impact on your future wealth.

Paying less through proactive tax management strengthens your ability to prepare for retirement.

A Morgan Stanley Financial Advisor will work with you to create a personalized tax-advantaged investment strategy to help you reach your retirement goals.

Contact me to learn more.



Eric Todd
Financial Advisor
Senior Vice President
520 W Main St
Visalia, CA 93291
+1 559 636-5644
Eric.Todd@morganstanley.com
<https://advisor.morganstanley.com/the-todd-group>
CA Insurance Lic. #0K61624
NMLS #1700901

Morgan Stanley Smith Barney LLC ("Morgan Stanley") and its Financial Advisors and Private Wealth Advisors do not provide any tax/legal advice. Consult your own tax/legal advisor before making any tax or legal-related investment decisions.
© 2025 Morgan Stanley Smith Barney LLC. Member SIPC. CRC4986338 11/25 556766_2996998 01/23

Trustworthy & Reassuring

- Protection you can count on.
- Peace of mind you deserve.
- Your home's best backup plan.
- We've got your home covered – so you can breathe easy.

Service-Focused

- When things break, we make it better.
- Fast fixes. No surprises.
- Repairs made simple. Service made personal.

Modern & Clever

- Because stuff breaks. We don't.
- Smart coverage for life's "uh-oh" moments.
- Your home's fixer-before-it's-a-fiasco.

Susan Britter

559-269-9191 | sbritter@firstam.com

Strategic
Media
for Top-Producing
Agents

Photo, Video, and Social Content
Built to elevate listings and personal brands in a competitive Market

Work With a Media Partner Built for Growth

(760) 258-6123 ▲ joselopez@summitvisuals.co

SUMMIT VISUALS
SUMMITVISUALS.CO

OPTIMAL COVERAGE

SECURE YOUR FINANCIAL FREEDOM

A Plan That Protects Your Family's Future.

Host of **Damon John Talks Podcast**

Contact

Damon Jimenez
(559) 230-7747
damon.jimenez@gmail.com

Preferred Partners

This section has been created to give you easier access when searching for a trusted real estate affiliate. Take a minute to familiarize yourself with the businesses sponsoring your magazine. These local businesses are proud to partner with you and make this magazine possible. Please support these businesses and thank them for supporting the REALTOR® community! Please try and place the Preferred Partners toward the beginning of the magazine and if possible include Chicago Title Ad on the page.

1031 EXCHANGE SOLUTIONS

Accruit
Karen Clemens
(661) 319-1378
www.accruit.com

BRANDING PHOTOGRAPHY

Branding By Tonya
(831) 251-8832
branding.designsbytonya.com

CONCIERGE MEDICINE

The Ark Direct Primary Care
Noah Sarr
(559) 530-8151
thearkdpc.com

CUSTOM CLOSETS, OFFICES & GARAGES

California Closets
californiaclosets.com

CUSTOM DESIGN & BUILD/REMODEL

Build with Ryan
Ryan Leffingwell
(559) 392-3307
buildwithryannow.com

EVENT PLANNER

Events by Samantha
Samantha Adney
(559) 471-5708

FINANCIAL ADVISOR

Edward Jones
Megan Hill
(559) 732-2836
edwardjones.com/mike-young

Morgan Stanley

(559) 679-6553
advisor.morganstanley.com/the-todd-group

FITNESS / WELLNESS

Quadrant Fitness
Brian Duboski
(559) 610-4607
quadrantfitness.net

HOME INSPECTION

WIN Home Inspection
Nathan Houck
(559) 697-1833
www.visalia.wini.com

WIN Home Inspection

Rob Blackstone
(559) 697-1833
www.visalia.wini.com

HOME STAGING

Upstaged
Traci Gardner
(559) 731-6831
www.facebook.com/upstagedstyling

HOME WARRANTY

American Home Shield
Kristin Aguilar
(559) 309-7657
www.ahs.com

Fidelity National Home Warranty

Michaela Paz
(209) 639-2344

First American Home Warranty

Susan Britter
(559) 269-9191

HWA Home Warranty of America

Franceen Holden
(559) 554-6445

HVAC/PLUMBING

Super Air Repair
Anthony Estrada
(559) 394-4878
superairrepair.com/

INSPECTIONS

ABA Property Solutions, LLC
(559) 315-3713
www.abahomeinspections.com

INSURANCE

28 Insurance
Chase Dias
(559) 680-2334

Farmers insurance

Kelly Brooks
(559) 358-5203

INTERIOR DESIGN STUDIO

Amparan Design
(559) 304-5258
www.amparandesign.com

LANDSCAPE & DESIGN

Charter Oak Landscape Development
Devon Brown
(559) 802-4609
charteroaklandscape.com

LIFE COACH/MOTIVATIONAL SPEAKER

Amplify
Coach Ronnie Holley
(559) 786-9990
amplifylevelup.com

MARKETING AGENCY

Sions Marketing
Lucy Siong
(559) 575-1618

MOBILE DETAILING

Mobile Shine Club
Nick Smith
(559) 736-5855
www.themobileshineclub.com

MOLD TESTING/REMOVAL

Fresno Mold Busters
Luke Fisher
(559) 999-4852
www.fresnopuremaintenance.com

MORTGAGE LENDERS

American Pacific Mortgage
Paul Salazar
(559) 360-2763

Core Home Loans

Nancy Mota
(559) 740-8522
coreloans.com

Gold Standard Mortgage

Ryan Dias
(559) 318-6058
goldstandardmortgage.com/

Guild Mortgage

Patty Grissom
(559) 490-6972
branches.guildmortgage.com/ca/fresno/
patty-grissom-532-ckpg.html

Mid Valley Financial

Elizabeth James
(559) 256-3620
7644 N Palm Ave
Fresno, CA 93619
www.mvloans.com

Nancy Mota Castillo Home Loans

Nancy Mota Castillo
(559) 909-6116
www.nancyhomeloans.com

Western Pioneer Financial and Properties

(559) 840-3333
wpfloans.com/

MORTGAGE PROTECTION/LIFE INSURANCE

Optimal Coverage
Damon Jimenez
(559) 230-7747
optimal-coverage.com

NATURAL HAZARD DISCLOSURE REPORTS

SnapNHD
Lisa Swenning
(559) 696-0357
snapnhd.com

NEW HOME BUILDERS

Smee Homes Inc
Mari Nino
(559) 300-2626
smeehomes.com

West Star Construction

Dave Crinklaw
(559) 897-0349
weststarconstruction.com

PEST & TERMITE CONTROL

Hexapod Pest Control
Hector Davila
(559) 469-4400
hexapodpc.com

Mister Sprayman Pest Control

Bob Webster
(559) 338-5557
1450 Tollhouse Rd #107
Clovis, CA 93611
mistersprayman.net

PHOTOGRAPHY/VIDEO PRODUCTION

HouseHub Media
(559) 212-4067
www.househub.media/

Lone Wolf Media

Ken Allison
(559) 509-1314
https://www.lonewolfmedia.org/

Summit Visuals, LLC

Jose Lopez
(760) 258-6123
www.summitvisuals.com

REAL ESTATE COACHING

RealCop Real Estate Coaching
Shawn Cardoza
(559) 318-6727

REAL ESTATE INVESTMENTS

Marie Meza Real Estate Investments
Marie Meza
(559) 246-4905
www.mariemeza.com/

SOCIAL MEDIA MARKETING/ MANAGEMENT

WIN Marketing Agency
Lily Winslow
(559) 381-5248
www.winmarketing.agency

STORAGE

Derrel's Mini Storage, Inc.
Ashley Ferguson
(559) 218-5829
www.derrels.com

Storland

Josh Miller
(559) 529-9448
www.storlandstorage.com/

TITLE & ESCROW

First American Title
Karen Hunton
(916) 798-4115
www.firstam.com/ownership

Old Republic Title

Sarah Plowman
(559) 720-0657

TITLE COMPANY

Chicago Title
Mark Barsotti
(559) 451-3700

TRANSACTION MANAGEMENT

Confident Closings TC
Cristie Clements
(559) 333-8482

TRANSPORTATION/LIMOS/PARTY BUS

Absolute Comfort Limousine
Paul Mendes
(559) 804-1712
absolutecomfortlimousine.com/

WEALTH MANAGEMENT

Pacific Point Wealth Management
(858) 776-6682
pacificpointwealthmanagement.com/

Meet The Team



Brittney Shull
Owner/Publisher



Steven Peeples
Owner/Publisher



Evona Niewiadomska
Marketing/Operations



Crystal Del Rio
Content Coordinator



Christian Urena
Photographer/Videographer



Tonya Riggs
Photographer



Jose Lopez
Photographer



Ken and Alisha Allison
Photographer



DISCLAIMER: Any articles included in this publication and/or opinions expressed therein do not necessarily reflect the views of The N2 Company d/b/a Real Producers but remain solely those of the author(s). The paid advertisements contained within the Real Producers magazine are not endorsed or recommended by The N2 Company or the publisher. Therefore, neither The N2 Company nor the publisher may be held liable or responsible for business practices of these companies.

Working with investors?

Assist buyers to secure financing using the subject property's cash flow.

Real estate investors can benefit from a Debt Service Coverage Ratio (DSCR) mortgage, which is a type of non-income loan. To qualify, investors simply divide the property's annual gross rental income by its annual mortgage debt to calculate the DSCR.

Guild mortgage Let's help your clients expand their real estate portfolio.

Program highlights:

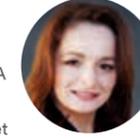
- No employment verification or tax returns
- LTVs up to 80%
- Loan amounts to \$2.5M
- Credit scores as low as 660

$$\text{DSCR} = \frac{\text{Gross property income}}{\text{Rent, investment gains, etc. PITIA}}$$

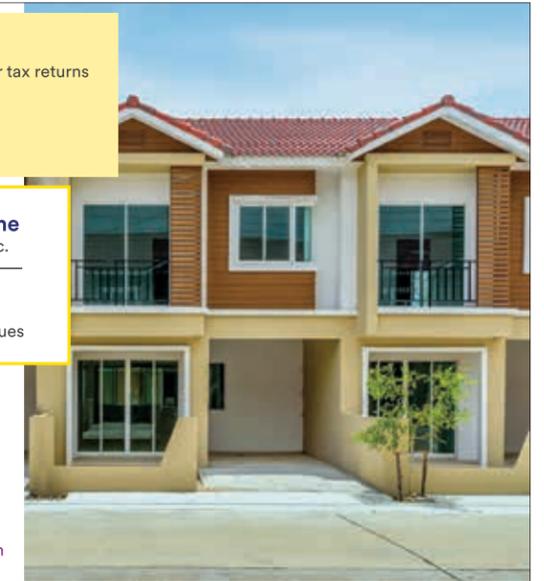
Principal, interest, taxes, insurance and association dues



Patty Grissom
Branch Manager NMLS ID# 350159 7485 North Palm Avenue Suite 103 Fresno, CA 93711 O: 559.490.6972 | M: 559.307.7611 pgrissom@guildmortgage.net
Apply Online
www.homeloansbypatty.com



Alicia Morfin
Senior Loan Officer NMLS ID# 293114 2318 W. Sunnyside Ave. Suite 5 Visalia, CA 93277 O: 559.627.1823 amorfin@guildmortgage.net
Apply Online
guildmortgage.com/aliciamorfin



10 Locations In The Central Valley:

Fresno
Clovis
Kingsburg
Reedley
Madera
Oakhurst

CHICAGOTITLEFRESNO.COM



CHICAGO TITLE
The Choice of the Valley



DEEP ROOTS FOR A STRONG FUTURE

177 YEARS & GROWING

Visalia
Tulare
Porterville
Hanford

CHICAGOTITLEVISALIA.COM



Edward Jones

> edwardjones.com | Member SIPC

When life happens, will you be prepared with a personalized financial strategy?

Investing isn't one-size-fits-all. We focus on delivering customized financial strategies to fit your unique needs.

Plan for your future.



Mike Young
Financial Advisor
527 S Pinkham Street
Suite B
Visalia, CA 93292
559-732-2836



EFA-20867-A-E-DA AECSPAD

QUADRANT FITNESS

STRENGTH TRAINING-PILATES-NUTRITION-PRIVATE TRAINING



YOUR FIRST CLASS IS FREE!
USE PROMO CODE "FREE"

SIGN UP ON THE QUADRANT FITNESS APP

915 E MAIN ST
VISALIA, CA 93292
(559) 610-4607
CALL OR TEXT US

VISIT ONE OF OUR STUDIO LOCATIONS TODAY!

1155 N FOWLER AVE.
CLOVIS, CA 93611
(559) 610-4606
CALL OR TEXT US



Trusted Trades

Trusted Trades are valuable vendors who know how to serve the needs of Licensed Agents. You may not require their services for every transaction, but when the need arises, you're grateful for them. This group of vendors is critical to your business. Most importantly, these Trusted Trades will get the job done and make you look awesome to your clients!

CENTRAL VALLEY'S
#1 Choice
FOR SELF STORAGE SINCE 1963

DERREL'S STORAGE
DERRELS.COM

AFFORDABLE & SECURE
SELF STORAGE

STORLAND
SELF STORAGE

559.529.9448 | STORLANDSTORAGE.COM

Helping people on their fitness journeys since 2015

strength and conditioning coach

Matt Garcia
Matthewg8956@gmail.com
559.827.7384

LIFT YOUR SPIRIT
ONLINE FITNESS TRAINING

The #1 Choice in Cleanup and Restoration

SERVPRO
SERVPRO of Fresno Northwest

Misty Mastro
(559) 261-9765
misty@servprofnw.com

Proudly serving our Real Estate Community

SNAPNHD
THE INDUSTRY LEADER FOR
NATURAL HAZARD DISCLOSURE REPORTING

HEATHER RUGGLES **LISA SWENNING**
559.696.0357 559.213.7404
HEATHER@SNAPNHD.COM LISA@SNAPNHD.COM

YOUR LOCAL ATHLETE MOVERS HAVE BEEN RAISING THE BAR SINCE 1997!

MEATHEAD MOVERS

Contact Tiago Paim for a FREE QUOTE | (559) 753-9945

THEMOBILESHINECLUB.COM | @MOBILESHINECLUB

PROFESSIONAL.
RELIABLE.
CAR DETAILING.

MOBILE SHINE CLUB

CONTACT US
559.258.2158

DETAILING AT YOUR DOORSTEP!



CALL, VISIT A SHOWROOM, OR FIND US ONLINE TO SCHEDULE YOUR COMPLIMENTARY DESIGN CONSULTATION

Roseville 1017 Galleria Blvd, Ste 150 800.274.6754



CALFORNIACLOSETS.COM

CALIFORNIA CLOSETS®

CHELSEA SOARES

► BORA BORA

Bora Bora was Chelsea's dream destination, but what made it truly unforgettable was sharing it with her whole family. Bringing her daughters and watching them experience it while they were still young turned the trip into something bigger than a vacation. It became a core memory, a story they will keep telling, and a reminder that the best travel is not just where you go, it is who you get to bring with you.

Chelsea's most unique moment happened in the water. Swimming with sharks and stingrays is the kind of experience that instantly resets your perspective. It is equal parts adrenaline and awe, and it makes you feel fully present in a way that is hard to describe until you do it.



Her advice is clear for anyone planning a trip there. Do not stay on the main island. Travel to Bora Bora and book the over water bungalow. If you are going to make the trip, make it the full experience.

CRYSTAL DIAZ

► ROME, ITALY

Cystal's trip to Rome was not just memorable. It was transformative. Her Jubilee Year pilgrimage to Assisi, Turin, and Rome became the moment her faith, healing, and purpose aligned. She walked

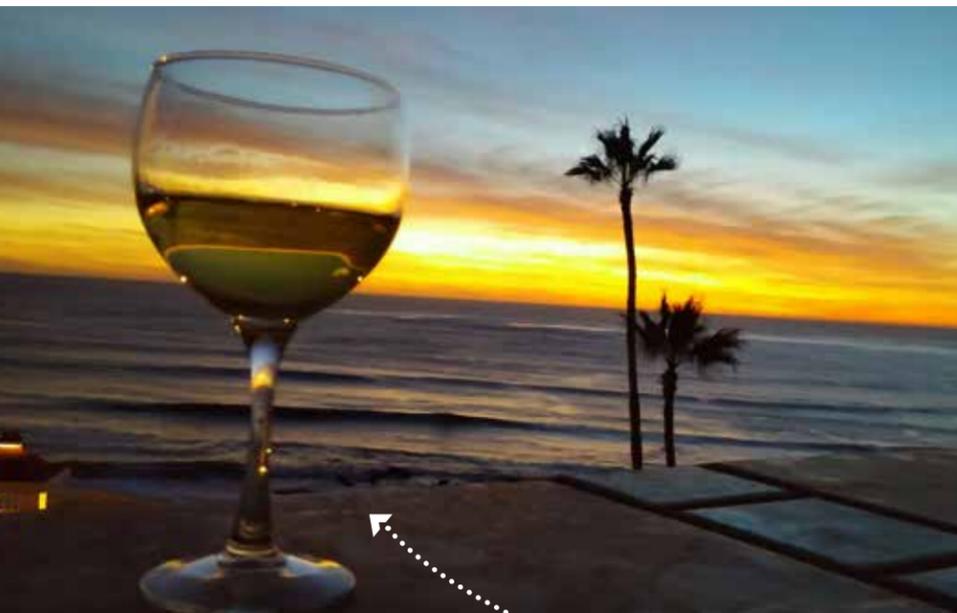
in the footsteps of saints she had admired for years, learned the history that shaped her Catholic identity, and celebrated Mass in places she once only dreamed of seeing.

What made it especially meaningful was the way she carried the prayers of her family and friends with her. Bringing those intentions into holy

spaces and placing them before God created a deep sense of grace. Crystal describes it as a spiritual turning point, a reminder that God's love is constant, personal, and real. She returned home with renewed peace, hope, and direction that she plans to carry forward.

Her recommendation for anyone visiting Rome is powerful. Visit the Sistine Chapel and simply stand in awe.

From a Catholic and Christian perspective, she also encourages climbing the Scala Santa on your knees, an experience that is physically humbling and spiritually unforgettable.



WILLIE A GALLEGOS ► MEXICO

Willie's Mexico trip was unforgettable because it had the full experience. Culture, sightseeing, food, and memories layered together into something that felt vibrant and personal. It was not just about where he went. It was about how it felt to be there, and how much he brought home in stories and moments.

His most unique highlight was Valle de Guadalupe in Baja Mexico, a wine region that stands out because it blends landscape, flavor, and atmosphere in one place. It is the kind of destination where you can slow down, taste something new, and feel like you are experiencing a side of Mexico that many people miss.

Willie's must do recommendation is to explore the Valle in a way that makes the whole day an experience. Wine trips. Food tasting and pairing. Horseback riding. It is not a quick stop. It is an itinerary that turns into a memory, and that is exactly the point of travel.

LEO LISITSYN ► BALI, ALASKA, & CYPRUS

Leo's travel highlights span three very different places, but the feeling is consistent. What made these trips unforgettable was everything. It is the kind of answer that usually means the destination delivered on multiple levels, from the culture to the scenery to the moments that cannot be planned.

His most unique experiences are centered on what travel does best. It expands your world. Culture that feels different the second you arrive. Scenery that reminds you nature has its own

scale. Sea caves that make you feel like you are discovering something hidden.

Leo's recommendations are tailored to each destination and they are practical in the best way. In Bali, chase waterfalls and visit temples, because the beauty is both natural and spiritual. In Alaska, cruise and spa, the perfect mix of adventure and recovery. In Cyprus, get on a boat and explore the caves, because some of the best views are only found from the water. His approach is simple. Do what only that place can offer.





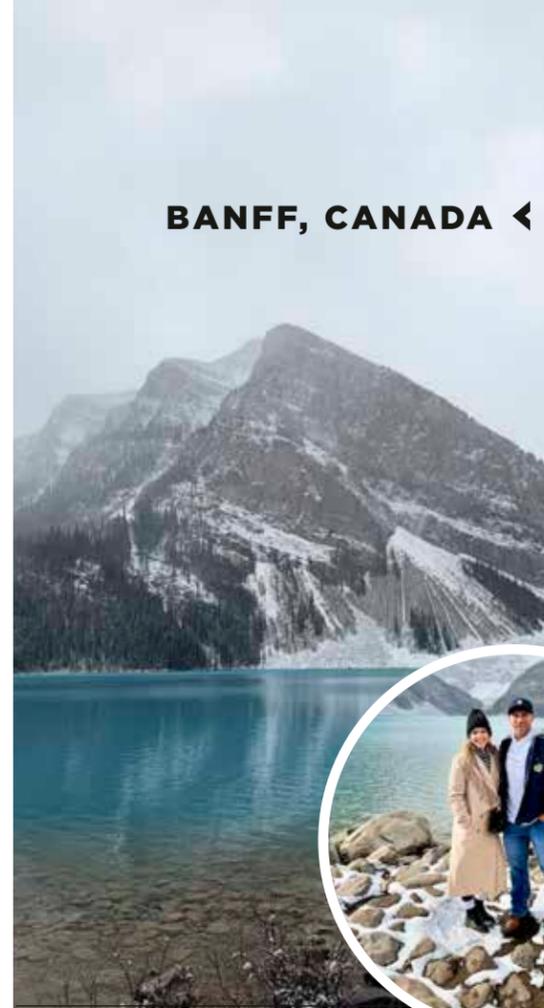
JORDAN MULROONEY

HOUSTON, TX

Houston delivered exactly what Jordan wanted most: a trip that felt easy, fun, and full of connection. The city is big, busy, and packed with options, but the best part was the people he was with. Good company turned an ordinary weekend into an unforgettable one, the kind where you laugh more, eat better, and leave feeling recharged.

Jordan's favorite memories came from being open to randomness. Instead of sticking to a strict plan, they chased down unexpected places to eat and ended up finding some of the best food along the way. Those spontaneous stops are what made the trip feel personal and real, not just like a destination checked off a list.

His recommendation is a little different and honestly underrated. Stay somewhere nice, slow down, rest, and let yourself be taken care of. Travel is not always about doing more. Sometimes the best trip is the one that gives you room to breathe.



BANFF, CANADA



ELIZABETH JAMES

Elizabeth's Banff trip was unforgettable for one reason that says it all: the views. The scenery in Banff has a way of making you pause and just take it in. It is breathtaking, the kind of landscape that resets your nervous system and makes you feel small in the best way.

Her most unique experience is a travel lesson wrapped in a real moment. Plan ahead for customs, because sprinting through the airport at the end of a trip can turn calm travel into a high intensity finale. It is funny in hindsight, but it is also a good reminder that a little planning saves a lot of stress.



Her must do recommendation is simple and iconic. Visit Lake Louise. It is one of those places that feels like it was designed to be remembered. Whether you are there for a quiet moment, a photo, or a long walk with the view beside you, it is a spot that delivers every single time.

CARA PERACCHI DOUGLAS



Cara's trip through Italy and France was unforgettable because it was packed with the best kind of variety. Iconic sites, real adventure, and the joy of traveling with family and friends. Every day carried a new highlight, and the entire experience felt like a celebration of life, food, and connection.

Her most unique moments read like a travel dream list. A nighttime tour of Paris in an old Citroen. Florence sandwiches that live up to the hype. Wine windows in Florence. Carrières des Lumières in Les Baux, where art feels like it comes to life around you. Climbing the towers of Notre Dame after the restoration. Touring underground caves at Veuve Clicquot. Then topping it

off with an unforgettable cooking school experience in Chianti.

Cara's recommendation is to lean into what makes these places special. Book the experiences that immerse you. Eat and drink like you mean it. Make reservations when needed, especially for Notre Dame, and give yourself time to soak it all in. This is the kind of trip that reminds you why travel matters.



MORGAN JOHNSON

CABO

Morgan's Cabo story starts with the best kind of surprise. Her husband planned an anniversary trip without her knowing, and that alone made it unforgettable. The excitement of being surprised, followed by landing somewhere sunny and beautiful, set the tone for a trip that felt romantic, fun, and easy from the start.

For Morgan, the standout memory was the food. Cabo is the kind

of place where meals are not just something you grab between activities. They become part of the experience. The flavors, the freshness, and the authenticity made the trip feel richer, and it is the kind of detail that stays with you long after you get home.

Her recommendation is clear. Go all in on authentic Mexican food. Skip the safe choices and eat what locals eat. Try new dishes, follow the smells, and let the meals be part of the story you bring back.



ITALY & FRANCE

WANDERLUST FEATURE

ASHLI L RUSSELL

► IRELAND



For Ashli, Ireland was not just a trip, it was a way to turn family history into something her children could actually touch and experience. Traveling with her family gave them a chance to connect to their heritage and see where their Nana was born. The towns, traditions, and everyday details brought stories to life, and it created a deeper appreciation for their roots that will stay with them.

Ireland also delivered the kind of beauty that makes you stop mid sentence. The Cliffs of Moher gave them an unforgettable view and what Ashli calls the ultimate selfie moment, the kind of photo that does not just capture scenery, it captures a feeling.

One of her most unique experiences was visiting Beyond the Trees in Avondale,



a destination filled with trees from around the world and an atmosphere that feels both peaceful and playful. Her must do is bold and simple. Ride the slide at Beyond the Trees. It is the kind of moment that makes the trip feel fun and unforgettable.

LINDA PARKS

► PHUKET, THAILAND & ALASKA

Linda has two trips that stand out for completely different reasons, and that contrast is exactly what makes them memorable. Phuket was pure wow, with beaches that feel unreal and days

that make time slow down. Alaska was meaningful in a different way, tied to a special trip with her niece to celebrate her graduation from nursing school. One destination was about scenery and



adventure. The other was about love, pride, and shared time.

Her most unique experiences span the full range of travel. In Thailand, she explored the Phi Phi Islands, rode elephants, and saw tigers, the kind of bucket list moments that feel like a movie. In Alaska, she had the kind of moment you do not forget, getting too close to a moose and realizing quickly that backing away was the only smart move.

If you go, Linda's recommendations are simple. In Alaska, stay at Alyeska Ski Resort, ride the tram, and hike the mountain. In Phuket, go see everything, and never skip the beaches.



SUPER AIR, AIR CONDITIONING REPAIR AND INSTALLATION.
Air Conditioning and Heating - Commercial Services
HVAC Inspections

(559) 394-4878
help@superairrepair.com
License #1021965

We Take Listings From Listed to *Loved.*

UPSTAGED

Check Us Out On Facebook!

Traci Gardner
(559) 731-6831
upstagedtraci@gmail.com

FOCUS ON CLIENTS, WHILE WE HANDLE THE DETAILS.

Confident Closings

- CERTIFIED TRANSACTION COORDINATOR
- CERTIFIED ZIPFORMS TRAINER
- INDEPENDENT

CRISTIE CLEMENTS

(559) 333-8482 • confidentclosingstc@gmail.com

FIDELITY NATIONAL HOME WARRANTY

Michaela Paz

BUILT FOR AGENTS, Trusted by Homeowners

SEE HOW I CAN HELP COVER YOUR CLIENTS!

209.639.2344
Michaela.paz@fnf.com

**YOUR
MARKETING
PARTNER**

For

**MARKETING STRATEGY
SOCIAL MEDIA MANAGEMENT
EMAIL CAMPAIGNS
CONTENT CREATION
VIDEO MARKETING
BRANDING CONSULTATION
PRINT ADVERTISING
EVENT MARKETING
& MORE!**

Siong
MARKETING
DRIVE GROWTH WITH INNOVATIVE MARKETING SOLUTIONS



LUCY SIONG
LUCY@SIONGSMARKETING.COM
559.575.1618



Build With Ryan
Residential Construction



TOP CHOICE FOR RELIABLE GENERAL CONTRACTORS
IN FRESNO, CALIFORNIA

CUSTOM HOMES, ADUS, STEEL BUILDINGS,
KITCHEN AND BATHS, AND MORE!



**RYAN K
LEFFINGWELL**

(559) 392-3307
rkbuildersus@gmail.com
Buildwithryannow.com

Client: Western Pioneer
Financial and Properties
Size: 1/4
Location: Standard

www.ABAHomeInspections.com



 **559-315-3713**

**Residential & Commercial
Property Inspections**

EVENT RECAP



INFLUENCER to INCOME

Photography by Jose Lopez with Summit Visuals

What a day! Influencer to Income was a full on success and we are beyond grateful for the people who made it happen.

To every Realtor who showed up ready to learn, connect, and level up your marketing, thank you for bringing the energy and the intention. Events like this work because you showed up and leaned in.

A huge shout out to our sponsors and partners who backed this vision and helped us deliver real value to our Real Estate community. Your support is what turns an

idea into an experience, and we do not take that lightly.

Special thank you to Legacy Ranch for being an incredible venue and host. The hospitality, the setup, and the overall experience were top tier and made our guests feel welcomed from the moment they walked in.

To everyone behind the scenes who helped plan, coordinate, and keep the day moving, thank you. This was a team win, and we are proud of what we created together.

We are already excited for what is next!



Thank You!



Thank you to our venue sponsor Legacy Ranch



USE CODE REAL100 TO GET 25% OFF YOUR FIRST BOOKING



REAL ESTATE MEDIA
EVERY HOME HAS A STORY,
WE HELP YOU TELL IT

WWW.HOUSEHUB.MEDIA



- LISTING PHOTOS
- CINEMATIC VIDEOS
- DRONE
- CONTENT CREATION
- 3D MATTERPORT
- HEADSHOTS

SUPPORT@HOUSEHUB.MEDIA | (559) 212-4067 | @HOUSEHUB.MEDIA

MIND, BODY, AND SPIRIT WITH COACH HOLLEY

Coach Holley is a 29-year-old Visalia native, nationally recognized Life Coach and Fitness Trainer with a strong background in professional and collegiate athletics. He teaches the importance behind resiliency and building a strong social and emotional climate. Coach Holley and his team reshape people's thoughts and feelings about themselves and their daily lives.

Absolute Body Armor is a division of Amplify that hosts a diverse range of amenities, such as modern training facilities, instructor-led Classes, personal trainers, nutritionists, and monthly memberships.

While Coach Holley would like to train everyone in-person at the ABA facility, some may not have availability for in-person sessions or live in other places throughout the world. To address this, he developed a virtual training solution through a personally designed app, allowing everyone

to pursue their fitness goals online. With the Coach Holley Fit app, users gain access to tailored workouts, the ability to track nutrition and health information, and direct communication with Coach Holley, his team, and the Coach Holley Fit app community.

Our mission is to provide an outlet for families in our community to express themselves and to receive physical, mental, spiritual and emotional support. We help them find who they really are, what they aspire to be, and support them on that journey. Along with our amazing training programs we also offer evidence-based programs for students and families through our AAMP and PAM courses. With Amplify you can work on both your mind and body. Visit us in person or give us a call!

Call or text Elena at 559-339-9281
pamluna@absolutebodyarmor.com
@CoachHolleyOfficial



PROTECTING WHAT YOU'VE BUILT. GROWING WHAT YOU'RE STARTING.



- 1031 Exchanges
- Private REIT (Real Estate Investment Trust) investments
 - Multi-family
 - Self-storage
 - Industrial
 - Oil/Gas
 - Energy/infrastructure
 - Private credit lending
- Retirement Planning and Financial Planning
 - Custom Financial Plans IRA/Roth IRA's
 - 401k
 - 529 plans/college savings accounts
 - Trust and estate planning and investments



pacificpointwealthmanagement.com
ben@pacificpointwealthmanagement.com
@pacificpointwmgmt
CA #4305158
858-776-6682

Pacific Point Wealth Management LLC. Investing involves risk, including possible loss of principal. Past performance does not guarantee future results.

INVISIBLE INTRUDERS

ARE LURKING IN YOUR HOME

Call Today 559-999-4852
Mold Inspections • Air Testing • Remediation
Luke@fresnomoldbusters.com
FresnoMoldBusters.com

Mari Niño & the Smee Homes team

BUILDING TRUST, NOT JUST HOMES

WRITTEN BY CENTRAL VALLEY
REAL PRODUCERS
PHOTOGRAPHED BY KEN
ALLISON WITH LONE WOLF MEDIA

A people first leader and a locally rooted builder share one mission: create a clean, confident experience for Realtors and buyers while helping the Central Valley grow the right way.

Mari Niño talks about housing like it is personal, because for her it is. She stepped into Real Estate after buying her first home and realizing how much peace a great guide can bring to a high stakes decision. That same belief drives her today as Chief Commercial Officer at Smee Homes.

If you interview Mari, you are also interviewing the Smee Homes team. She answers for both, with the same steady thread: do the right thing, communicate clearly, and protect the experience for the buyer and the Realtor.

Mari: Why I lead the way I do
Mari's path started in employment training with the Tulare County Office of Education. Helping people find stability and direction was the work long before Real Estate was. Then she bought her first home and watched two agents make the process feel possible, safe, and human. Within months, she got licensed.

That origin story matters because it still shows up in how she leads. She does not separate business performance from how people are treated. Her leadership is grounded in faith, consistency, and service. She believes trust is sacred, and that the way you show up when things get hard is what people remember.



Smee Homes team: Who we are in this market

Smee Homes is not new to the Central Valley. They have been building locally for decades and are approaching the 50 year mark. The business began with founder Gary Smee and transitioned in 2017 when he sold the company to his son in law, Jason Moyes.

What stands out is that Smee has grown without losing its local identity. The Smee Homes team is rooted here, invested here, and still close to the day to day realities of building. That closeness shapes decisions. They are not trying to be the loudest. They are trying to be the most dependable.

Mari: What my role was built to solve

Mari's position was created during a season of restructuring and growth. She brings experience from larger national builders, which helps Smee tighten systems, sharpen communication, and scale with more predictability. But she is clear that systems are not the point. The point is the buyer experience.

She leads by asking questions until the real issue is found. She calls it going three whys deep. That approach reduces drama and increases clarity, which is exactly what a Realtor and buyer need when timelines, loan approvals,

inspections, and build schedules are all moving at once.

Smee Homes team: How we protect the buyer experience

The Smee Homes team views customer service as part of the product. It is not a department that catches problems after closing. It is a mindset from the first showing through the final walk through and beyond.

The expectation is ownership. If something is not right, the goal is to own it, communicate it, and fix it without passing the buyer from person to person. The company wants buyers to feel cared for, not managed.

Mari: The Realtor relationship is not optional

Mari is candid about one thing many Realtors worry about with new construction. Will the builder respect the agent relationship, or try to replace it?

Her answer is simple. "We believe Realtors are a key piece of our success."

She wants agents to know the Smee Homes team values the work Realtors do to educate and prepare buyers. If a buyer walks into a model home without their agent, Mari still expects her team to handle it with integrity and to bring the Realtor into the process.



“Hope is being able to see that there is light despite all of the darkness.”

In her world, the Realtor earned that relationship, and the Smee Homes team should honor it.

Smee Homes team: What Realtors can expect when they bring a buyer

The Smee Homes team wants the partnership to feel smooth, not uncertain. Their commitment to the Realtor community can be summarized in three expectations.

Respect the relationship

Your buyer is your buyer. The company wants agents to feel protected, not cut out.

Clear communication

Questions should be answered quickly and clearly. The goal is fewer surprises and more confidence.

Solutions over excuses

If a buyer needs a creative path or is working through a challenge, Smee prefers a conversation over an



assumption. Ask. Bring it up. Let the team help solve the problem.

Mari: Affordable housing is not a trend, it is the work

Mari’s passion for housing goes beyond a single subdivision. She is focused on affordability and practical ways to put quality homes within reach for more families. She speaks about product design, price point strategy, and the need to match real payments to real incomes.

She is also straightforward about how complicated government programs can be. Smee has experience with USDA Direct, and Mari describes it as incredible when it works well and exhausting when it does not. That reality has pushed the team to look for ways to support buyers with fewer delays and less uncertainty.

Mari: Changing maps means thinking bigger than one neighborhood

Mari does not see homebuilding as just filling lots. She sees it as shaping what a community becomes next.

That includes exploring different pathways to housing beyond traditional subdivisions. Individual lots. Partnerships. Community conversations. Creative funding opportunities. The point is not to build more. The point is to build better, with a long view.

When Mari says, “We are literally changing maps,” she is describing

the foundation that changes lives. A statement that is echoed by the Smee Homes team as well. One home changes one family. Enough families change a city.

Mari: What I want people to feel after working with us

Mari wants buyers to feel confident, even if they came in overwhelmed. She wants Realtors to feel supported, even when the deal gets complex. She wants her internal team to feel proud, because the work matters.



She also believes culture is built in the unglamorous moments. Paying people on time. Protecting the trades. Treating staff with dignity. Staying transparent. Doing what you say you will do. That consistency is how trust is built in a market where trust can be fragile.

Smee Homes team: The legacy we are building

The Smee Homes team is building more than houses. They are building a reputation that has to last another 50 years. That requires quality, yes, but also humility, responsiveness, and a commitment to the people who live in their homes and the Realtors who bring those buyers.

In a world that moves fast, Smee’s edge is simple. They want to be the builder you can count on.

CONTACT US!

Mari Niño, Chief Commercial Officer, Smee Homes, Inc.
 Email: mari@smeehomes.com
 Phone: (559) 300 2626



LOAN PROGRAMS AVAILABLE:

- CONVENTIONAL
- FHA/ USDA/ VA
- DOWN PAYMENT ASSISTANCE
- ITIN LOANS
- HARD MONEY
- COMMERCIAL FINANCING

REACH OUT TO LEARN MORE OR EXPLORE ADDITIONAL PROGRAMS AVAILABLE!

(559) 808-2673
 INFO@CORELOANS.COM

© 2024 CORE HOME LOANS. A DIVISION OF ALAMEDA MORTGAGE CORPORATION, NMLS #271903, LICENSED BY THE DEPARTMENT OF FINANCIAL PROTECTION AND INNOVATION UNDER THE CALIFORNIA RESIDENTIAL MORTGAGE LENDING ACT

VISIT US AT:
 CORELOANS.COM
 OR SCAN BELOW:



LOCATIONS
 FRESNO VISALIA PISMO
 REEDLEY SELMA PORTERVILLE

28 INSURANCE

Our core philosophy
 is to challenge the status quo of how the insurance industry operates. Create complete transparency in a muddled system from the consultant to the insurance carrier side, analyze forward thinking strategies and help guide employers to new opportunities in the insurance process.

Chase Dias

(559) 381-2437 | cdias@28ins.com | 28ins.com

The Ark Direct Primary Care is a **membership-based medical practice** serving families in Exeter and the surrounding Central Valley. We provide direct, personalized primary care without the long wait times, hidden fees, or insurance hassles.

Patients enjoy unlimited visits, same-day or next-day appointments, extended time with their provider, and the peace of mind that comes from having their healthcare team just a text or call away.

What services are included in the membership?

- Comprehensive primary care visits.
- Chronic disease management (e.g., diabetes, hypertension).
- Preventive care and annual physicals.
- Acute visits (sick visits).
- Basic in-office procedures*
- Direct access to your provider via phone, text, or video.
- Coordination of care with specialists and labs.

contact@thearkdpc.com
 511 W Visalia Rd | Exeter, CA 93221
 559-530-8151
www.thearkdpc.com



SOCIAL MEDIA MANAGEMENT, CONTENT SHOOTS,
BRAND AWARENESS & MORE

WIN

MARKETING AGENCY

Your next *win* is one call away.
(559)381-5248 | @win.marketingagency



INSURING TODAY FOR A BRIGHTER TOMORROW



*"Fast and easy help!
Very affordable...! Kelly and
her team are determined to
make it happen in a very
timely manner. Best insurance
experience I've ever had.
5 stars all day and tomorrow."*



**Kelly Brooks Insurance &
Financial Services**

Kelly Brooks
559.358.0917

kbrooksagency@gmail.com

Nationally recognized Farmers prime agent

**If you can
DREAM it,
WE CAN
FINANCE it.**

**GSM GOLD STANDARD
MORTGAGE**

RYAN DIAS • 559-318-6058

Revolutionizing 1031 exchanges through world-class service & innovative technologies

1031 EXCHANGE SOLUTIONS

25yrs

25 years of innovative
1031 exchange solutions
and services

\$65B

Inspira Financial has
over \$65 billion assets
under custody

\$6.9B

Facilitated over \$6.9
billion in real estate
transactions as the QI

\$33B

Supported over \$33 billion in
real estate transactions
through our suite of solutions



Karen Clemans

Certified Exchange Specialist®

karenc@accruit.com

Cell: 661-319-1378 | Office: 661-310-1541

www.accruit.com



Accruit is redefining the standards in the 1031 industry by offering a robust suite of 1031 exchange solutions, each designed to exceed client expectations and provide a scalable framework that adapts to clients' needs and business goals.

LUIS MORAN MEZA

Love God · Love People · Build Dreams

PHOTOGRAPHED BY YULI FIGUEROA WITH FIGGS PHOTOGRAPHY
WRITTEN BY CENTRAL VALLEY REAL PRODUCERS



Luis Moran Meza does not describe himself as a salesperson. He calls himself a counselor and a guide, the person who helps clients take the puzzle pieces they already have and put them together into a clear plan. In a business that moves fast, Luis slows down long enough to read the room, hear what is not being said, and keep people steady through the process.

That mindset is personal. Luis was born in Mexico and moved to the United States as a child. He did not learn English until he was around twelve, and he grew up watching his parents work as migrant workers before his dad found steady work at a dairy. Luis learned early that life does not hand you anything. You earn it with consistency, humility, and grit.

Before Real Estate, he built his foundation in jobs that taught him people skills and pressure management. He delivered newspapers for the Hanford Sentinel, rolling papers until his hands were stained black with ink, then threw them from a bike route before school. Later he begged for a job at Jack in the Box and worked his way up over seven years, eventually managing a store. He credits that season for teaching him payroll, QuickBooks, HR, and the kind of interpersonal leadership you cannot fake when a team needs you to lead with calm.

Opportunity kept finding him through ordinary moments. A Starbucks district manager

“I don’t see myself as a salesperson. I see myself more like a counselor.”

recruited him through a drive through. Later an AT and T manager recruited him through the Starbucks drive through. None of it was planned, but the pattern is clear. Luis showed up, worked hard, and people noticed.

Real Estate was never the original plan either. It started as a curiosity for homes and design. He would tour new construction model homes with friends and pretend he was their agent, walking them through layouts, architecture, and the little details that make a space feel right. He has always been creative, drawn to floor plans and the way a home can change the way a family lives.

The turning point came when he was shadowing a friend who had gone full time in Real Estate. They delivered keys to a single mom with two kids. She cried, thanked them for believing in her, and asked for prayer over her new



“They bring the puzzle, and we just help them put the puzzles together.”

That philosophy shows up in how he stays connected after closing. He uses a CRM, but he leans heavily on relationships. Staying friends on social media. Celebrating a new baby, a new puppy, a promotion, a hard season, a healing season. Reaching out when rates shift and it might be time to review options. In his words, take off the Real Estate hat sometimes and just show up as a human.

Luis is also honest about growth that did not happen on a stage or in a sales meeting. Two years ago he went through a gastric sleeve procedure after struggling with weight and confidence for most of his life. He went from 355 pounds to about 190. For him, the win is not a number. It is health, freedom, and the ability to step into life with more energy and self respect.

Right now, his personal life is moving into a new chapter too. He and his wife Peyton are expecting their first child, something they were not planning for after being told it might not be possible. Luis calls it a miracle, and you can hear how deeply he holds that word.

When Luis talks about what shapes his decision making, he comes back to faith and people. Love God, love people, build dreams. He starts his day with gratitude, then checks in with the people who have been praying for him and believing in him, especially his mom. He is intentional about protecting his inner circle, because he believes

beginning. Luis remembers that moment as the confirmation. He was not watching a transaction. He was watching someone’s life shift. He knew he wanted to be the person who believes in someone, because he remembers wishing he had that kind of belief around him growing up.

Luis became fully licensed in 2020, right as the world shut down. It was a brutal time to make a leap, and it forced him to build a career on discipline instead of momentum. Today he is with Bloom Group, Inc and leads The Ark Real Estate Group. His team includes six agents, built around what he calls organic growth, not recruitment for the sake of numbers.

His results are strong, but he is not shy about what matters more. He closed 39 escrows in his first year, earned recognition as a top Kings County Realtor through the Hanford Centennial, and was named a Rising Star with his original brokerage. Last year his total production was 30. He will tell you the same thing he tells newer agents. Do not look at people as a dollar sign. If you do, it will only get you so far.





for the team around him today, including the agents who believe in him and his Transaction Coordinator, Vanessa Grijalva, who supports the work behind the scenes.

Outside of Real Estate, Luis is equal parts community minded and creative. He loves design, shopping, dinner with friends and family, and traveling as much as possible. He supports charities like Compassion International, Young Lives, and Salt and Light. He is also a proud dog dad, with three rescue poodles and doodles named Kingsley,

Hermione, and Chloe. Every one of them was unwanted at some point, then welcomed into a home that does not give up on them.

Ask Luis what he wants people to remember from his story and he keeps it simple. Love on people. Stay grounded in your why. And do not forget to take care of yourself, because the people counting on you need you healthy, whole, and present. That is the lane Luis Moran Meza is building in, a Real Estate career rooted in service, faith, and the quiet power of making people feel seen.



“If you are doing it for yourself, you’re dreaming too small.”

the people closest to you will shape what you reflect.

He is quick to honor the people who poured into him along the way. He mentions Danny Blaine as a key early influence, someone who reached out in a season when he needed help and refused to let him quit. He also speaks with real appreciation

YOUR HOME WARRANTY PARTNER!



We founded the home warranty industry in 1971 and for more than 50 years, we've covered what others don't, backed by our Shield Assurances. *We have you covered!*



SUMMER OFFER: \$100 OFF
Real Estate Plans August ONLY!

Kristin Aguilar
kristin.aguilar@ahs.com



Video Chat is here! Free on selected plans, AHS members can video chat in minutes with live repair Experts on our AHS app, who can help assess or fix breakdowns in real time.



Take the Worry Out of Home Ownership With a Home Warranty

Our plans protect you against the high cost of unexpected repair bills. With a home warranty plan from HWA, you don't have to face household breakdowns alone.



Francaen Holden
(559) 554-6445
francaen.holden@hwahomewarranty.com

For memories that last
a lifetime

events by
SAMANTHA

Day-of Coordination & Event Planner
Samantha Adney
(559) 471-5708
connectatsamanthasevents@gmail.com
@events.by.samantha

OLD REPUBLIC TITLE

STRENGTH AND STABILITY
YOU CAN TRUST

Since 1992, Old Republic Title has had the highest overall financial strength ratings of any title insurance underwriter. Our knowledgeable, experienced team handles a variety of escrows, including:

MOBILE HOMES - AGRICULTURAL
COMMERCIAL - RESIDENTIAL

CONTACT US TODAY TO EXPERIENCE THE ORT DIFFERENCE!
FRESNO OFFICE: 7451 N. Remington Ave. Fresno, CA 93711 | 559.440.9249
KINGSBURG OFFICE: 1470 Draper St. Kingsburg, CA 93631 | 559.538.1036

oldrepublictitle.com

© 2025 Old Republic Title
OLD REPUBLIC INSURANCE GROUP

Natural Hazard Disclosures

WRITTEN BY HEATHER RUGGLES AND LISA SWENNING OF SNAPNHD



In every California real estate transaction, knowledge is leverage. One of the most critical (but often misunderstood) pieces of that knowledge is the Natural Hazard Disclosure (NHD) report. To shed light on why this report matters and how timing can make or break a smooth transaction, we asked the experts at SnapNHD to weigh in.



What is a Natural Hazard Disclosure, and why does it matter?

An NHD report identifies whether a property falls within local, state or federally-mapped hazard zones, such as earthquake fault zones, flood zones, fire hazard severity zones, seismic hazard zones, or areas subject to inundation. These hazards aren't opinions. They're based on official government maps and regulations. California law requires sellers to disclose this information, making the NHD report a foundational document for transparency and compliance.

Why ordering at the time of listing is a best practice
One of the biggest mistakes agents see is waiting too long to order the NHD. When the report is ordered at the time of listing, it allows potential issues, such as flood insurance requirements or fire zone consideration, to be addressed early. This prevents last-minute negotiations, delayed closings, or buyer anxiety after escrow is opened.

Early disclosure also strengthens the seller's position. When buyers receive complete and accurate hazard information upfront, it reduces the chance of renegotiation and increases confidence in the transaction. In short: fewer surprises, fewer delays, and a smoother path to closing.

Empowering clients with instant insight

Education is where great agents truly add value. SnapNHD makes this easier by offering a FREE, INSTANT, Hazard Preview directly on their website. By simply entering a property address, agents, buyers, and sellers can get an immediate snapshot of potential hazard zones, before a full report is even ordered.

This tool is especially powerful during listing appointments and buyer consultations. It helps set expectations, sparks informed conversations, and positions the agent as a proactive advisor rather than a reactive messenger.

The takeaway for buyers and sellers

Natural Hazard Disclosures aren't just a box to check. This report is a vital part of informed decision-making. Ordering early, understanding the results, and using tools like instant hazard previews can dramatically improve the transaction experience for everyone involved.

When agents treat NHDs as an educational opportunity instead of an afterthought, they don't just comply with the law, they elevate their service, build trust, and protect their clients every step of the way.

*To the Realtors we work with:
We love being on your team.*

Count on us for fast communication, smooth closings, and lending solutions that make you look good. Your clients deserve the best — and so do you.

PARTNER WITH US TODAY!

Competitive Rates • Customized Solutions
RESIDENTIAL, COMMERCIAL & AG REAL ESTATE

MVF | MID VALLEY FINANCIAL

mvloans.com • 559-206-0400 • 7644 North Palm Avenue, Fresno

core HOME LOANS | **NMC NANCY MOTA CASTILLO HOME LOANS**

EXPERIENCE MATTERS

With nearly 30 YEARS in the lending industry, you can trust me to provide the best options for your clients and assist you in closing MORE DEALS in 2026!

SCAN TO LEARN MORE

NANCY MOTA CASTILLO
SR LOAN OFFICER
NMLS #284902
NANCY@CORELOANS.COM
559.909.6116
Hablo Español

NANCYHOMELANS.COM

2024 CORE HOME LOANS. A DIVISION OF ALMEDA MORTGAGE CORPORATION, NMLS #271603, LICENSED BY THE DEPARTMENT OF FINANCIAL PROTECTION AND INNOVATION UNDER THE CALIFORNIA RESIDENTIAL MORTGAGE LENDING ACT

smeehomes
coming home to new

NEW HOMES

GOSHEN & EXETER

smeehomes.com

LIC #1026972

DID YOU KNOW YOUR
MLS TOOLS
ARE QUIETLY MAKING OR BREAKING
YOUR **CLIENT**
EXPERIENCE?



Cut the phone tag and protect your time
ShowingTime and BrokerBay let cooperating agents schedule showings online with a simple button or link next to your listing. They can request, confirm or adjust appointments any time of day without calling you or your office, and you receive instant notifications through the mobile app. That means fewer interruptions during listing appointments and negotiations while your calendar stays accurate and up to date.

For buyer days, features like tour carts and multi stop scheduling let you build an organized route, add driving directions and see everything on a single screen. You get more homes shown in less time and spend less energy juggling texts and confirmations.

Deliver a smoother experience for sellers
Both platforms give your sellers their own portal or app view where they can see upcoming showings, confirm or decline times, and review feedback. Instead of calling you for every small update, they can watch activity in real time and feel more in control of the process.

When you walk into a listing consultation and say: "I will plug your home into our showing system so every appointment is approved, tracked and followed up with feedback" you instantly position yourself as a systems driven professional rather than someone who is winging it with a calendar and a text thread.

Use data to coach instead of a guess
ShowingTime and BrokerBay both offer reporting on showings, activity on your listings, and broader market trends. You can pull up:

- How many showings you have had

- How that compares to similar listings
- Common feedback themes from buyers

Now price reductions, condition conversations and strategy shifts are grounded in numbers instead of feelings. That builds trust with both buyers and sellers and often shortens the time on market.

Scale like a team even if you are solo
BrokerBay is built to streamline work across brokerages, teams and complex office structures from one central hub. ShowingTime slots into your existing MLS and transaction systems to manage showings, feedback and even offer communication.

When your systems are doing the heavy lifting behind the scenes, you can:

- Hand tasks to an assistant without losing control
- Stay responsive even when you are in back to back appointments
- Keep every listing and buyer tour consistent with your brand standard

Bottom line
You already pay for these tools through your membership. If you fully adopt them, they become more than just software. They become part of your value proposition.

Set aside an hour, go into your MLS portal, and deep dive your ShowingTime or BrokerBay settings. Turn on the notifications you actually want, set clear rules for showings, and start using the reports in every client conversation.

That one hour of intentional setup can save you dozens of hours this year and help you show up as the organized, high level Real Estate professional your clients expect.

SUBMITTED BY
TULARE COUNTY
OF REALTORS
MEDIA AND PR
COMMITTEE

Most associations already provide showing platforms like ShowingTime and BrokerBay as a member benefit. When you really lean into them, they stop feeling like "extra tech" and start operating like a silent assistant that makes you look organized, responsive and in control.

Here is how to turn those tools into a true business advantage.

Your clients deserve
Luxury
ABSOLUTE COMFORT
LIMOUSINE
"ANYTHING ELSE IS JUST A RIDE"
EST. 2009

Paul Mendes • 559.334.3234 • absolutecomfortlimousine.com

YOUR FINANCIAL SUCCESS IS MY GOAL

As an American Pacific Mortgage I am dedicated to helping you obtain the loan that is tailored to your unique financial needs. Whether you are purchasing your dream home, refinancing, consolidating debt, or accessing the equity in your home, I can help you find the right loan program.

Paul Salazar, Loan Officer
NMLS# 349562 / DRE#01314440
559-360-2763
paul.salazar@apmortgage.com
Fresno #1678
1080 W. Shaw #105 Fresno, CA 93711

For licensing information, go to: www.nmlsconsumeraccess.org. This is not a commitment to lend. Licensed by The Department of Financial Protection and Innovation under the California Residential Mortgage Lending Act #417-0015.

WE ARE THE EXPERTS IN PEST CONTROL SERVICE

Your Experienced Local Ally For Pest-Free Listings

Mister SPRAYMAN PEST CONTROL

Commercial and Residential Pest
Termite and Rodent Control
Termite & Fungus Damage Repairs
No Contract Options

Get Your Free Estimate Today!
559.322.5252 | MisterSprayman.net



REAL ESTATE
INSPECTION
AND TERMITE
CONTROL

BIRD AND
RODENT
EXCLUSION

GENERAL
PEST
CONTROL



Hexapod Pest Control

CALL: (559) 670-0565 / carellano@hexapodpc.com
10th Ave, Kingsburg, CA 93631
Office hours: M-F 8am to 5pm
I speak Spanish / Yo hablo Español

UNDERSTANDING the REALTOR HOURLY VALUE

BY SHAWN CARDOZA, REAL ESTATE COACH



Most agents don't fail because they're not likable, not talented, or not "good with people." They fail because they don't run their business like a business. They don't know the true cost of their time, they don't measure return on activities, and they don't build systems that produce predictable results. So they grind, get frustrated, jump from lead source to lead source, and wonder why they're always starting over.

If you want to be a professional, not just a participant, you've got to know your numbers down to the hourly wage. Not your "commission checks", but the real productivity behind them. What you earned per hour, per appointment, per contact, and per lead source. When you start thinking like that, your business gets cleaner fast. And that's where

confidence comes from, not motivation, not hype, clarity.

Your Hourly Wage: The Fastest Truth Serum in Real Estate

Let's talk about the simplest way to see your value: hourly wage. The moment you attach time to outcomes, you stop lying to yourself about what's working.

Here's a clean example using open houses: You run 10 open houses. Total time invested is 30 hours—and that includes set-up, hosting, conversations, lead capture, and follow-up. From that work, you generate 1 closed sale with an average commission of \$10,000.

That means your math is: \$10,000 ÷ 30 hours = \$333/hour.

That number instantly changes how you carry yourself. It changes how you

protect your calendar. It changes how you look at distractions. And it changes how you tolerate activities that don't produce. Because once you know what a "productive hour" is worth, you stop donating your time to low-value tasks.

GCI Isn't Your Paycheck—But It's the Starting Point

A lot of agents get emotionally weird about commissions because the public sees a commission number and assumes that's the paycheck. But in real business terms, that's gross—not net. It's a revenue number before splits, expenses, taxes, marketing, mileage, and the time cost of acquiring that client. That's why serious agents track GCI and then track what it costs to generate it.

If you don't know your numbers, you might be "busy" and still broke. But

if you know your numbers, you can predict your income and scale it. That's the shift: guessing versus forecasting.

SOI Math: 200 People, 7:1 Conversion, 29 Closings

Now let's fix the database paragraph the right way—and this is where systems become everything.

Let's say you have a 200-person database. Not random leads. Real people: past clients, friends, warm relationships, and contacts you can build trust with. If your annual conversion ratio is 7:1 (meaning for every 7 people in your database, you can expect 1 closing per year when your system is strong), your closings math is simple:
 $200 \div 7 = 28.57$ closings/year (Rounded to 29 closings)

Now pair that with your activity standard: 1,000 touches per person per year. That sounds huge until you remember that touches aren't all personal calls, some are automated CRM touches, some are newsletters, some are texts, some are social touches, some are event invites, some are market updates. The point isn't that you personally call 200 people a thousand times, nobody does that. The point is you build a system where your database is consistently and

professionally nurtured with a mix of automation and personal contact.

Lead Buckets: The System That Prevents Panic

At RealCop (www.theunshakableagent.com), I teach agents to simplify lead generation into buckets so you don't live emotionally. When agents don't have buckets, they wake up in panic and start chasing whatever sounds good that week.

Three core buckets that work extremely well:

1. Open Houses
 2. FSBO/Expired/Canceled
 3. SOI
- And you can absolutely add a fourth powerhouse bucket:
- 4) Farming

The key is mastering each Bucket. Most agents quit too early. They do something for two weeks, don't get a closing, and decide it "doesn't work." That's like going to the gym three times and concluding exercise is a scam.

Why Most Agents Don't Win: They Quit Right Before the magic happens

Here's what I've learned from coaching: people don't quit because it doesn't work. They quit because it doesn't work fast enough to feed their emotions.

- Open Houses: No one showed up
- Expireds: "People are rude."



- SOI: "I don't want to bother people."
- Farming: "I'm not seeing traction." Agents who win aren't the ones who found the perfect lead source. They're the ones who stayed long enough to master their trade.

Tracking Lead measures matters. Closings are lag measures. If you only track closings, you'll always feel behind. The pros track the controllables: contacts made, conversations, appointments set, appointments held, contracts written. Those numbers are your steering wheel.

The Real Goal: Predictability

At the end of the day, the prize in real estate isn't just income, its relationships. When you know your numbers down to the hour, you know exactly which activities create revenue. And once you stop starting over, you start stacking wins.



Scan here for a free coaching assessment!

REALCOP REAL ESTATE COACHING

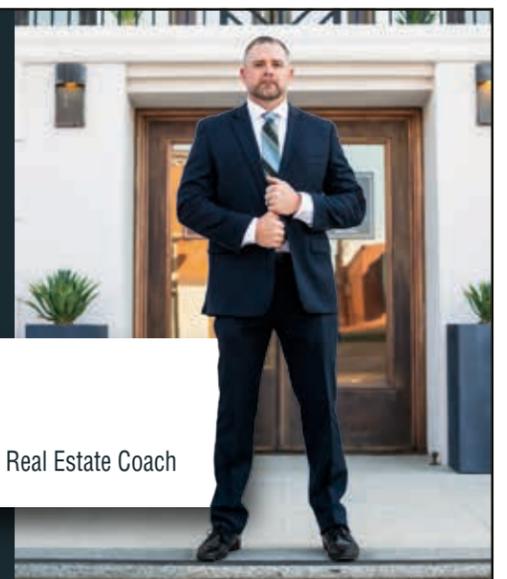
is dedicated to empowering real estate professionals with the tools and strategies they need to succeed. From mastering sales techniques to developing effective marketing strategies, RealCop Real Estate Coaching offers comprehensive support to elevate your real estate career.



REALCOP
—CONSULTING—

—SHAWN CARDOZA—
 Founder of RealCop Real Estate Coaching, a division of Legacy Real Estate Inc. Real Estate Coach

559.318.6727 / shawn@cardozaregroup.com





Share the love.
Serve with understanding.



Scan for more info

First American Title's multilingual real estate resources, available in up to 24 languages, help you deliver confidence, clarity, and care from the very first conversation.

Because supporting every client with care isn't just good service, it's how we put love into action.



First American Title - Tulare: 1915 Hillman Street, Tulare, CA 93274



Courtney Rosenberger
Sales Representative
559-359-5621
crosenberger@firstam.com



Tammy Fuller
Sales Representative
559-993-8618
tfuller@firstam.com



Teresa Alves
Sr. Escrow Officer
559-358-3981
talves@firstam.com



Christi Harvey
Escrow Officer
559-358-3982
charvey@firstam.com



Cesar Hernandez
Asst. Escrow Officer
559-358-3979
cehernandez@firstam.com



Steve Pitts
Area Branch Manager
559-730-1444
spitts@firstam.com

©2026 First American Financial Corporation and/or its affiliates. All rights reserved. | NYSE: FAF



Led by husband and wife team **Joel and Devon Brown**



CHARTER OAK
LANDSCAPE DEVELOPMENT



We design and build *unique* outdoor spaces!



559-802-4609 • hello@charteroaklandscape.com



113 North Church Street
Suite 502 | Visalia, CA 93291



WE'LL GIVE YOU A CASH OFFER BEFORE IT EVEN HITS THE MARKET OR IF YOU HAVE A STALE HARD TO SELL LISTING.

Need a fast solution for a hard-to-sell home?

Perfect for sellers who don't want to list due to repairs, need to close fast, or have properties that just aren't moving. We make fair cash offers and handle the details so your clients can move forward with confidence.

**CASH PURCHASES | QUICK CLOSINGS | NO REPAIRS OR SHOWINGS
NO LISTING HEADACHES | WE PAY YOUR COMMISSION
IF THE HOME IS RESOLD YOU CAN BE THE LISTING AGENT**



WHEN TRADITIONAL LISTINGS HAVE OBSTACLES, WE'RE YOUR SIMPLE SOLUTION.


SIMPLE SOLUTIONS
CASH HOME SALES
MADE EASY

MARIE MEZA | Real Broker
marie@mariemeza.com | 559-246-4905

Marie DRE#01772801 Real Broker DRE #02022092

California Association of REALTORS® Certified

WIN[®]

HOME INSPECTION

**SERVING THE ENTIRE
CENTRAL VALLEY**

Certified. Insured. Trusted.

WE SEE MORE. CLEARLY.®



Nathan Houck - Owner/Inspector

WIN Home Inspection Visalia
www.wini.com/visalia
559-303-5100

WIN Home Inspection Hanford
www.wini.com/hanford
559-415-3500

WIN Home Inspection Porterville
www.wini.com/porterville
559-615-5505



SERVICES INCLUDE:

- Home inspection
- Sewer Scope
- Pre-list inspection
- Mold Test
- Pool & Spa
- & More!

Rob Blackstone - Owner/Inspector
WIN Home Inspection Madera-Merced
www.wini.com/maderamerced
559-674-5332

