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Contents

PROFILES



16 Lodi Association of REALTORS®



24 Central Valley Association of REALTORS®

IN THIS ISSUE

- 4 Preferred Partners
- 6 Meet The Team
- 10 Publisher's Note
- 12 Compliance Corner
- 16 Lodi Association of REALTORS® Installation Dinner
- 20 Cover Story: Brandon Joaquin
- 24 Central Valley Association of REALTORS® 2026 Installation Dinner



20 Brandon Joaquin
COVER STORY

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

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This Is Where the Year Gets Good



March feels like the month where the year truly gets moving. The excitement of January has settled and now we see leadership, momentum, and consistency showing up across our real estate community.

Our cover story features **Brandon Joaquin**, whose career is a reminder that long term success in this industry comes from preparation, heart, and showing up year after year for clients and colleagues.

This month we also had the privilege of attending the installation events for both the **Central Valley Association of REALTORS® (CVAR)** and the **Lodi Association of REALTORS® (LAR)**. These evenings highlight the volunteers and leaders who dedicate their time to strengthening the profession for all of us.

Last month's Real Producers event was another reminder that this platform is more than a magazine. It is a community. Seeing agents and partners connecting in the same room is exactly why 209 Real Producers exists.

Thank you for being part of it.

With appreciation,

Isabel Sweet
 Publisher,
 209 Real Producers

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BRADY ANDERSON

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BY ALVENA MARYAM SAFAR, DRE 01509140, BROKER/OWNER OF CALPRIME REALTY & VICE CHAIR OF THE C.A.R. STANDARD FORMS ADVISORY COMMITTEE



Go read the forms. It's right there in multiple spots, signed by everyone. Confidentiality is not automatic. If a buyer wants it, there must be a separate confidentiality agreement.

So the real question isn't *can* you share information, it's *should* you.

And that depends on two things: your seller's authorization and whether sharing helps your seller.

If you're getting strong, above-list offers, letting buyers know competition is high may push the price even higher. That's not being unfair — that's doing your job.

If offers are weak? Sharing that probably doesn't help your seller at all. Strategy matters.

What you can't do is pick favorites. If you share information with one buyer, you need to be consistent with all.

And let me say this clearly: especially if you are writing an offer for your own buyer: you don't get to quietly tip off your client while keeping everyone else in the dark. That's not strategy, that is how complaints get filed!

Fair Housing Laws Matter!

Buyer "love letters" can feel sweet... until they aren't. They often reveal protected class information and can create the appearance of discrimination even when the seller had zero bad intent. Offers should be evaluated based on objective criteria such as price, terms, contingencies, and timelines. C.A.R. Listing Agreements have built in language stating Listing Agent will not supply these letters to seller. Feel free to tell a buyer 'No thank you!'

A Note for Buyer's Agents

Communicate with the listing agent! Ask about other offers. Find out what matters to the seller so your client can give a strong offer. But please don't let your buyer waive everything just because "it's competitive." Panic is not a strategy. Your job is to advise, not to push.

Final Thought

Multiple offers don't have to be messy or dramatic. When we lead with consistency and professionalism, everyone wins.

Buyers get a fair shot.

Sellers get the strongest offer.

And we all stay out of court.

See? Compliance can be fun!

See you next month in Compliance Corner!



Every time the market heats up and we get multiple offers, I start hearing the same questions:

"Are offers confidential?"

"Can I just share this with one buyer?"

"What if one of the buyers is mine?"

If you have found yourself asking these questions, read on!

Your Role as the Listing Agent

In a multiple-offer situation, your duty is simple: act in the best interest of your client.

As an agent, you owe a fiduciary duty to your seller but it does **not** mean ignoring fairness, transparency, or the law. We're still bound by California real estate law and the REALTOR® Code of Ethics.

Before the first offer hits your inbox, set expectations. Talk strategy. Get your seller's consent on how you'll handle offers.

Can Listing Agents Share Information on Offers Received?

If you know me, you already know what I'm about to say... Offers are not confidential!

I feel like I say this every month and yet the myth refuses to die.

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Lodi Association of REALTORS® Installation Dinner

PHOTOS BY: SWEET MEDIA

The Lodi Association of REALTORS® (LAR) hosted its Installation Dinner at the Wine & Roses Hotel Restaurant Spa, where REALTORS®, industry partners, and guests gathered to recognize the transition of leadership for the year ahead and to honor members whose service has made a lasting impact on the association and the profession.

The evening centered on the formal installation of the incoming President and Board of Directors, followed by the presentation of annual awards recognizing achievement, leadership,

and volunteerism within the Lodi REALTOR® community. The event provided members with an opportunity to come together in a formal setting to acknowledge the individuals who dedicate their time, experience, and effort to supporting the association and its members throughout the year.

Installation of the 2026 Leadership Team

The oath of office was administered by Courtney Heisler, who formally swore in the incoming leadership team for 2026. The following members were installed to serve in leadership roles for the upcoming year:

- Kristina Heisler — President
- Sally Motta — President Elect
- Olivia Arambula — Vice President
- Eileen Schamber — Secretary/Treasurer
- Taide Zamora — Immediate Past President
- Ryan Vandenburg — Director
- Tyler Bragg — Director
- Doug Higginbotham — Director
- Kerry Sues — CAR Director
- Dave Tanner — CAR Director
- Sheri Aguilar — CAR Director
- Ed Ugarte — NAR Director
- Kandi Thompson — Director

Together, this group represents a cross-section of experienced leadership committed to guiding the association's initiatives, advocacy efforts, and member engagement in the year ahead.

The evening was also attended by notable guests and representatives from across the real estate and civic community, including MetroList representatives Dave Howe and John Hughes, Kiri Keefer with CREB, Steve Ding from the San Joaquin County Board of Supervisors, Michael Blower of the Stockton City Council, and Ramon Yopez, Mayor of Lodi. Additional representatives were present from Yolo, Placer, Sacramento, and Central Valley Associations of REALTORS®, highlighting the collaborative spirit shared across neighboring markets.

Awards Presented

In addition to the installation, LAR recognized members whose contributions have stood out over

time through service, leadership, and involvement within the association.

- Hall of Fame — Larry Killian
- REALTOR® of the Year — Doug Higginbotham
- REALTOR® of the Year — Sherry Dickhoff
- Volunteer of the Year — Sonya Morgan
- Volunteer of the Year — Karrie Goold

LAR's Volunteer of the Year recognition is unique in that both affiliates and REALTORS® are eligible, reflecting the association's appreciation for the many individuals who contribute behind the scenes to support its programs, committees, and events.

A particularly meaningful moment of the evening was the Hall of Fame recognition of Larry Killian, honoring his remarkable 47 years of service and dedication to the real estate industry.

The Installation Dinner served as a formal acknowledgment of those efforts while marking the beginning of a new leadership term. It was an opportunity for members to celebrate accomplishments, recognize peers, and look ahead to another year of service within the Lodi Association of REALTORS®.





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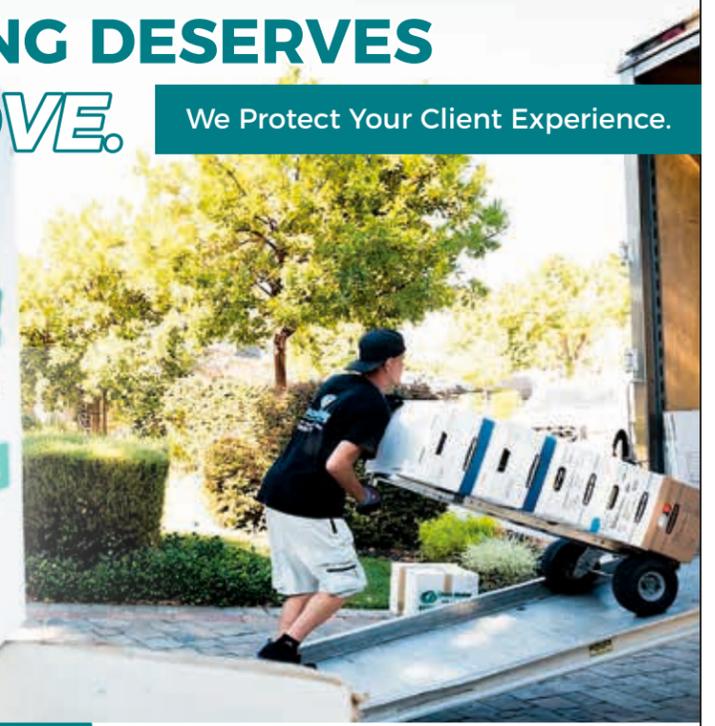
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BRANDON JOAQUIN

TWO DECADES IN: LEADERSHIP BUILT IN THE 209

Dedicated. Authentic. Influential.

These qualities have shaped Brandon Joaquin of RE/MAX Executive throughout a real estate career spanning nearly two decades. His path into the industry began earlier than most, rooted in intention and a genuine interest in helping others navigate one of life's most significant decisions.

That clarity emerged while he was still in high school. When it came time to select a senior project, Joaquin chose homeownership, a topic few had explored before.

"My teachers were shocked; no one had ever chosen real estate before, let alone the home buying process, as a senior project," Joaquin recalls. "I dove all in. I attended marketing meetings, met with loan officers, and learned everything I could about what it truly takes to be in this business."

The experience confirmed what he already sensed. "I'm a people person. I love helping others. Real estate is where those strengths naturally come to life," he says.

He graduated high school in May of 2005. By April of 2006, just one month before his

nineteenth birthday, Joaquin was a licensed REALTOR®. Real estate became the first and only career he has known as an adult.

That decision was tested almost immediately.

In 2007, Joaquin began full time real estate sales as a buyers agent on Cindy Foster's team, just as the housing market began to unravel. Mortgage companies shut down, title companies closed, and families lost their homes. At nineteen, still living at home, he was urged to pursue a more stable path. Many believed real estate would not survive the downturn.

He stayed.

His first transaction was a short sale for a homeowner facing foreclosure. With research, persistence, and guidance from his team leader, Joaquin navigated a complex process that took more than five months to close. The escrow officer handling the transaction told him that if he could manage a short sale on his first deal, he would make it in the business. The comment stayed with him.

Short sales and REO properties soon became the foundation of his work. He earned his way into the Wells Fargo REO division by taking on properties other agents declined to handle. One of his earliest REO closings was a more than one hundred year old home near downtown Stockton listed for thirty thousand dollars. Representing both sides of the transaction, he earned three thousand dollars and, more importantly, lasting trust. Those buyers returned again and again. Over the years, he has helped them purchase more than seven homes.

Within his Manteca office, Joaquin became known for handling the most challenging short sale files. The first five years of his career were defined by long hours, persistence, and attention to detail. At nineteen, many questioned his experience. Through consistency and preparation, he earned credibility.

Those early years shaped his understanding of market cycles and uncertainty, lessons that continue to inform his work.

Leadership followed naturally.

For Joaquin, leadership was never about titles. It was about protecting the profession, strengthening representation, and ensuring REALTORS® had a voice when it mattered most.

Guided by mentors who emphasized service to the profession, Joaquin became involved at the local association level, encouraged in part by Cheryl McFall. Over time, it became clear his role extended beyond transactions.

In 2011, he was named REALTOR® of the Year by the Central Valley Association of REALTORS®. He was a founding member and first co-chair of the CVAR Young Professionals Network and later became one of the youngest presidents in the association's history, serving as its 2016 President. During his presidency, the association reached two thousand primary members, securing representation on the National Association of REALTORS® board of directors. He also helped restore CVAR's partnership and service center status with MetroList.

At the state level, Joaquin has served as a California Association of REALTORS® Director since 2015, representing his region through multiple market cycles and policy shifts. His leadership



roles have included Region 7 Chairperson and committee positions focused on taxation, government finance, property rights, and regulatory issues. In late 2024, he was selected as one of twenty five members of the inaugural C.A.R. Leadership Academy. He now serves on Team 2026 as part of the C.A.R. Executive Committee.

What distinguishes Joaquin is execution. He is known for organization, accuracy, and thorough representation. He guides clients carefully through each stage of the process and remains accessible long after escrow closes.

Today, Joaquin is known as a steady and trusted presence in the Central Valley real estate market. Clients turn to him not just for transactions, but for guidance through complex decisions. His reputation is built on preparation, accessibility, and long term relationships rather than volume alone.

Advocacy and ethics remain central to his work. For nearly a decade, he has served as a C.A.R. State Political Coordinator for California Assemblyman Heath Flora, acting as a liaison between organized real estate and the legislative process.

Outside of real estate, Joaquin is intentional about creating balance. Time with family keeps him grounded, and his role as an uncle has given him a deeper sense of perspective and presence. Travel offers space to reset, while weekends in Napa or along the coast provide moments of reflection away from the pace of daily work.

A longtime red wine enthusiast and collector, Joaquin has been a wine club member at Nickel and Nickel and Far Niente for



“I’m a people person. I love helping others. Real estate is where those strengths naturally come to life.”

more than a decade. What he values most is not the label, but the experience. “It’s the time and conversation that matter,” he says. “That’s where you reset.”

The unexpected loss of his father in 2023 brought clarity and reinforced the importance of relationships and leading with intention, both personally and professionally. It became a quiet reminder to be present, to lead with care, and to value the people behind the work.

Nearly two decades into his career, Joaquin remains guided by the same principles that shaped him early on. Consistency. Humility. Service.

In a career shaped by cycles, uncertainty, and change, Joaquin’s approach remains simple. Show up. Stay grounded. Do the work.





Central Valley Association of REALTORS® 2026 Installation Dinner

PHOTOGRAPHY: JM, JOSEPH MUSTIN

The Central Valley Association of REALTORS® (CVAR) hosted its 2026 Installation Dinner at the DoubleTree by Hilton Hotel Modesto, bringing together REALTORS®, affiliates, community leaders, and guests from across Stanislaus and San Joaquin Counties. The evening focused on the formal installation of the 2026 Board of Directors and recognition of members and affiliates for their service and contributions over the past year.

The installation ceremony was conducted by Otto Catrina, who administered the oath of office to the incoming board.

2026 CVAR Board of Directors

- Natalia Diryawush, REALTOR®/Broker and co-owner of J. Peter REALTORS®, President
- Sworn in by her husband, Pete Diryawush, REALTOR®/Broker and co-owner of J. Peter REALTORS®
- Nelia Tarango, REALTOR® with HomeSmart PV & Associates, President Elect
- Patty Knapp, REALTOR® with California Advantage R.E., Past President
- Stephanie Owens, REALTOR® with Grand Properties, Secretary
- Inmar Barrera, REALTOR® with RE/MAX Executive, Director

- Lacey Fisher, REALTOR® with RE/MAX Executive, Director
- Miguel Lara, REALTOR® with Keller Williams Central Valley, Director
- Christine Lynch, REALTOR® with Legacy Real Estate & Associates, Director
- Mona Piro, REALTOR® with Valley Heritage Realty, Director
- Nicole Surber, REALTOR® with Century 21 Select Real Estate, Director

In attendance were Natalia and Pete Diryawush's children: Joseph Diryawush, Senior Loan Officer with Park Ridge Financial; Jacob Diryawush, REALTOR® with J. Peter REALTORS®; and Sarah Diryawush, REALTOR® with J. Peter REALTORS®.

REALTORS®, who also served as the event's Emcee.

- Award Winners
- CVAR presented annual awards to members and affiliates in both counties.

Stanislaus County

- Shelly Al-Hashash with SnapNHD, Affiliate of the Year
- Andrew Moran, REALTOR® with J. Peter REALTORS® and Chair of CVAR YPN, REALTOR® of the Year

San Joaquin County

- Robert Altamirano with Old Republic Home Protection, Affiliate of the Year
- Erica Hall, REALTOR® with Klemm Real Estate, Inc., REALTOR® of the Year

President's Awards

- Betsy Moreno, REALTOR® with California Advantage R.E.
- Margeley Bernal, REALTOR® with J. Peter REALTORS®
- Carlie Eger, daughter of Jamie Eger with First American Home Warranty

Notable Guests

- California State Assemblymember Juan Alanis and staff member Justin Farkas
- Stanislaus County Supervisor Chance Condit
- Modesto City Council Member David Wright and his wife Debra
- Stockton City Council Member Michael Blower, REALTOR® with Grupe Real Estate
- Jason Laughlin representing California State Assemblymember Heath Flora
- Dave Howe, President/CEO of MetroList
- John Hughes, Vice President of Industry Relations with MetroList and REALTOR®, and his wife Donna
- Kiri Keefer, Director of Broker Engagement, C.R.E.B. and REALTOR® with RE/MAX Gold

Entertainment and Emcees

Entertainment was provided by Southern California comedian and musician Eric Schwartz, who served as Co-Emcee alongside Sarah Diryawush.

The 2026 CVAR Installation Dinner formally recognized new leadership, honored award recipients, and brought together members of the REALTOR® community to mark the start of the year ahead.





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