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MAY 2026

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Gillespie Petty

+

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Contents



Sarah Gillespie Petty **32** COVER STORY

PROFILES



18 Build with Ryan



38 Toast To The Top, Event Recap



24

Kimberly L. Hogue



IN THIS ISSUE

- 6 Preferred Partners**
- 8 Meet The Team**
- 10 Coaching Corner:** Shawn Cardoza, Real Estate Coach
- 14 The Download**
- 18 Partner Spotlights:** Build with Ryan
- 24 Women To Watch:** Kimberly L. Hogue
- 32 Cover Story:** Sarah Gillespie Petty
- 38 Event Recap:** Toast To The Top

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Marketing/Operations



Crystal Del Rio
Content Coordinator



Christian & Kay Urena
Photographer/Videographer



Tonya Riggs
Photographer



Jose Lopez
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Ken and Alisha Allison
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STOP MAINTAINING & START SCALING:

The \$100M Lead Capture Strategy

BY SHAWN CARDOZA, REAL ESTATE COACH

Most real estate brokers are trapped in the “Maintenance Myth.” They believe that if they grow at the market rate of 9 or 10 percent, they are succeeding. In reality, that is just economic maintenance. If you are not outpacing the industry, you are standing still. To break this cycle, team leaders must master the art of lead capture as defined by the Alex Hormozi \$100M Leads framework.

Redefining the Lead

The first step in training your agents is simplifying the definition of a lead. A lead is not a complex digital profile: it is simply someone you can contact. This includes every name in an agent’s phone, the person at the gym, and the neighbor walking their dog. However, a list of contacts is not a business. The goal is to transform “leads” into

“engaged leads” (people who show actual interest in what you sell).

The Hook-Retain-Reward System

In the real estate context, lead capture happens through the Hook-Retain-Reward system.

- **The Hook:** You must grab attention with a specific problem your audience faces.
- **Retain:** You provide immediate value that keeps them interested.
- **Reward:** You give them a reason to take the next step with you.

For a broker, this means teaching agents to stop posting generic “just listed” photos and start posting hooks that solve problems. For example: “Three things every first-time buyer in Boise must know before the 2026 spring market hits.”

The Three Power Lead Magnets

Hormozi identifies three ways to capture leads through value. Here is how your team can deploy them:

- **Reveal a Problem:** Offer a free pre-listing inspection. This uncovers issues the seller didn’t know they had, positioning the agent as the only person qualified to solve them.
- **Samples and Trials:** Use a “24-Hour Pre-Marketing Trial.” Allow a seller to see the interest your brokerage can generate before they sign a long-term listing agreement. It is an offer so good they would feel stupid saying no.
- **One-Step of a Multi-Step Process:** Give away the first step of the home-buying journey for free. This could be a recorded webinar titled “Is Idaho the Right State for You?” or a digital “Annual Property Analysis” delivered via mail or email.

Moving from Price to Value

Brokers often see agents cut commissions to win deals. This is a failure of lead capture and value proposition. As Hormozi points out, people want the “Elevator Mirror.” They do not necessarily need the elevator to be faster (or the commission lower); they need the experience to be better.

By providing systems (software access to the MLS, physical neighborhood reports,

or educational courses), your agents provide a “price to value discrepancy.” When the value is high enough, the price becomes an afterthought.

Implementation for Team Leaders

Your job as a leader is to provide the “Agency Agreement” framework. Teach your team the 6-part ad framework and the one question that turns any stranger into a hot lead: “How can I help you achieve your 12-month real estate goal today?”

If you want to move from a “wantrapreneur” to a true entrepreneur, you must stop guessing and start using the math of growth. Commit to a 25 percent growth target and build your lead capture magnets to support it.

What is the single most valuable “free step” your team could offer a seller this week to prove their value before the listing appointment.

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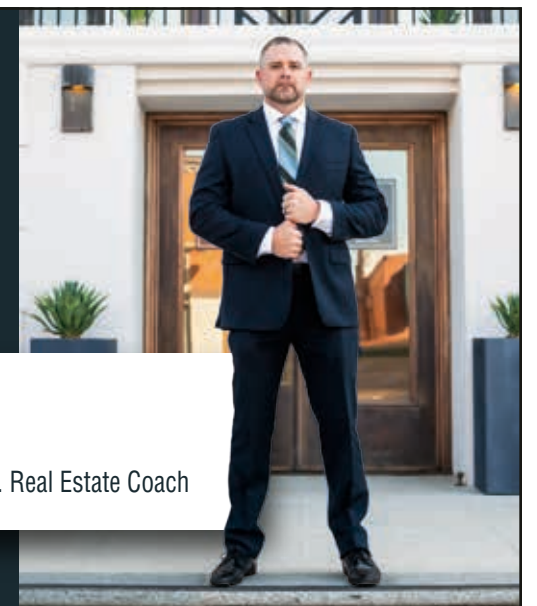
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Every year, REALTORS® from across California step beyond transactions and into something even more impactful, advocacy. Legislative Day in Sacramento is where that impact comes to life.

Members of the Tulare County Association of REALTORS® recently joined hundreds of industry professionals at the State Capitol, representing not only their businesses, but the clients and communities they serve every day. This is not just a day of meetings, it is a direct line to the decision makers shaping housing policy, property rights, and the future of Real Estate in our region.

Top producing REALTORS® understand that success is not only measured by volume, but by influence. Legislative Day is where that influence is put to work. From conversations around housing supply and affordability to protecting private property rights and supporting homeownership opportunities, these discussions directly impact the landscape we operate in.

What sets this experience apart is the credibility REALTORS® bring to the table. You are in the field daily. You see firsthand how legislation affects buyers, sellers, investors, and families trying to build generational wealth. Lawmakers rely on that real world perspective. When you speak, it carries weight.

Advocacy is not reserved for a select few, it is a responsibility that comes with being a professional in this industry. And in Tulare County, that responsibility is being met with action. Our members are showing up, engaging in meaningful dialogue, and ensuring that the voice of our local market is heard at the highest level.

The power of advocacy lies in its ripple effect. One conversation can influence a policy. One policy can shape a market. And one engaged REALTOR® can make a lasting difference for an entire community.

As top producers, you already lead in production. Legislative Day is your opportunity to lead in impact. If you are ready to get involved, connect with your local association to learn how you can participate and make your voice count.

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Ryan K. Leffingwell does not just build. He removes the obstacles that keep people from building.

PHOTOS BY JOSE LOPEZ
WRITTEN BY CENTRAL VALLEY
REAL PRODUCERS

“
I help people accomplish their goals.”



“
This will be done, period, & I get it done.”

As the owner of RKBuilders, known by many as Build with Ryan, Ryan has spent the last nine years turning stuck projects into finished ones. The kind with contractors pointing fingers, building departments quoting policy, timelines sliding, budgets creeping, and homeowners wondering if they should just quit. Ryan steps into that mess with a simple posture: progress is the job.

“I help people accomplish their goals.”

Ryan is also quick to credit the support behind the scenes. Ryan is grateful to have the support of his talented and beautiful wife, one of London Properties top producers, with a degree in economics, Laura provides valuable insight that helps inform some of Ryan’s most critical decisions. In a world where every choice impacts the client

experience, that perspective matters. It sharpens the way he evaluates risk, communicates timelines, and makes the hard calls that protect both the project and the relationships tied to it.

“This will be done, period, and I get it done.”

Gets it done, without the excuses

Ryan’s edge is not a gimmick. It is the combination of brains, experience, and backbone that shows up when a project needs someone willing to think creatively and push through the bottlenecks. Lenders, inspectors, engineers, departments, subcontractors, and stressed clients can all pull a project in different directions. Ryan pulls it back toward the finish line, not by pretending problems do not exist, but by refusing to let them become the final answer.

Before construction became his lane, Ryan spent about a decade as a top producing Realtor, which means he understands the Real Estate relationship from the inside out. He knows what is at stake when timelines slip, communication breaks down, or a client loses trust. He knows how one weak vendor can damage months or years of relationship building. That is why his business is built around protecting the client experience, not just completing the work.

Then he did something most people talk about but never do. He sold what he owned, moved into a tiny room, and went back to school full time. Ten years of academics followed, including studies in psychology and philosophy, a master’s in analytical philosophy with a minor in theology, and PhD level research work. He even taught at Fresno City

College, asking students the question he still lives by: What do I know and how do I know it?

Eventually, he walked away from academia and dove head first into building. Not because he stopped caring about ideas, but because he wanted a life where ideas turn into outcomes. That mix makes him rare. Ryan can discuss big concepts, but he is equally comfortable in the gritty details of a jobsite. He can empathize with the client experience, but he is also firm enough to make decisions and keep momentum. And he has learned the hard lesson that a business has to be run like a business.

“
Communication, 100 percent.”



“
Do it your way.”

A homeowner in Oakhurst had a tree split her 1950s home in half during a major storm event. The normal path would have forced her into costly modern code compliance, including setbacks, septic relocation, and a cascade of requirements that could have added well over six figures and potentially made rebuilding impossible on the same site. Ryan challenged the logic head on, took it to the county, and helped get approval to rebuild in the same location with the same septic placement because it happened during a natural disaster emergency. The result was not only a project saved, but a homeowner protected from a process that felt punitive.

“I get to be around motivated, high performing professionals interested in getting things done and making money and building business.”

But the bigger point is what he brings them. Ryan is not trying to be another vendor on a list. He is trying to expand what is possible in a Realtor’s relationships. He wants agents to feel confident referring a builder without fear of being cut out. He wants them to be able to support clients who are considering land, ADUs, additions, or custom builds. He wants Realtors to become more valuable, more protected, and more profitable by having a builder who will communicate, solve problems, and keep the client experience intact.

He understands what Realtors are really selling. Trust. Clarity. Confidence. When a Realtor refers Ryan, they are not just handing off a job. They are extending their name into the next chapter of that client’s story. Ryan takes that seriously. He sees every build as a reflection of the relationships that brought him in, and he treats it that way.

And if one idea sums up Ryan’s approach, it is this: “Do it your way.”

Because for the right Realtor, the right builder is not just a referral. He is a reputation protector. A relationship extender. A reason a client says, I trusted you, and you delivered. ▀

He did not stop there. Ryan became chair of the Eastern Madera County Contractors Association to help create ongoing, real time communication with the county building department so contractors can raise issues and influence policy before situations like that happen again.

That is the throughline. Ryan pays attention, then he acts.

“Pay attention.”

So what does Ryan get out of connecting with top Realtors? He is direct. He likes being around high performers, people who move, decide, and build.

Two principles guide how he works: communication and quality.

“Communication, 100 percent.”

Not communication as a buzzword. Communication as expectation setting. Communication as transparency. Communication as the antidote to chaos. Paired with quality, it becomes the difference between a client feeling like they are surviving a remodel and feeling like they are being led through it.

One of Ryan’s most meaningful wins was not just a good build. It was a fight.

“
You are paying for what I am bringing to the table, and this is what I charge.”

“You are paying for what I am bringing to the table, and this is what I charge.” That mindset is not about being expensive. It is about being accountable. When someone hires Ryan, they are hiring the clarity, planning, and leadership that prevents a project from becoming an emotional and financial black hole.

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!

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Kimberly L. HOGUE



A STRAIGHT SHOOTER WHO TURNS CHAOS INTO CLARITY

PHOTOS BY TONYA RIGGS
WRITTEN BY CENTRAL VALLEY REAL PRODUCERS

I got fired from a church when I was 55, and I was just like, I want to work for myself. I want to be in business.”

KIMBERLY L. HOGUE is the kind of Realtor who makes people exhale.

Not because the process is easy. Real Estate rarely is. But because she brings something clients crave: clarity. She is direct, contract driven, and steady in the moments that usually rattle people. No performance. No fluff. Just truth, strategy, and follow through.

Kimberly did not step into Real Estate at twenty two with a five year plan. She entered at fifty five, after a career that already taught her how to serve and how to lead. She had been a Chamber of Commerce CEO, managed a fitness center, served in the Army, and spent seasons devoted to family. Then she was fired from a church role she had held for years. That moment became a pivot.

“I got fired from a church when I was 55,” she says. “And I was just like, I want to work for myself. I want to be in business.”

She considered other options, then did what she always does: she ran the numbers and looked at reality. Around that time, friends who were a husband and wife Real Estate team told her she would be good at it. She looked into it, got licensed, and found the fit.

What separates Kimberly early is how she entered. She did not treat Real Estate like a trial run.

“I didn’t get my real estate license wondering,” she says. “I was like, I’m going into this, this is what I’m going to do and it is going to work no matter what it takes.”

That decision shows up in how she practices. Kimberly wants the public to understand that Realtors are not just door openers, but she also understands why the stereotype exists. In her view, every agent represents more than their own brand.

“We’re not just the face of our own business,” she says. “We’re the face of our industry.”

So she aims to operate at a high professional level, and she is unapologetic about the foundation of that professionalism.

She loves the contract.

Kimberly is very particular about it, because she sees the contract as the map that protects everyone involved. It clarifies what is promised, what is protected, and what happens next. When people ignore the language or do not understand it, she believes stress is guaranteed.

That approach is why some agents describe her as hard. Kimberly hears it, laughs, and clarifies.

“It’s not that I’m hard,” she says. “But I am very contractual. I am about the contract.”

She is not interested in emotional sparring. She is interested in clean agreements. She sees negotiation as conflict

mitigation, not a personal battle. The goal is mutual agreement and forward motion.

“We’re not opposing parties,” she says. “We’re representing a person who wants to sell and a person who wants to buy. How do we get them across the finish line.”

Her contract first calm becomes most obvious when the deal gets messy. The story that still captures her style happened on her very first listing.

Kimberly landed a for sale by owner who did not want to pay an agent. She earned the appointment, earned the trust, and got the listing. Two weeks before closing, the deal nearly died. A buyer’s loan program required a survey, and the survey revealed a nightmare: part of the home and half of the pool were in the neighbor’s yard.

Everyone around her told her it was over.

“Everybody in my office was telling me, that deal’s dead,” she remembers. “And I was like, no.”

In a two week sprint, she pushed through a lot line adjustment, got the neighbor and lenders on board, and brought documents to the county to record. She was told it would take months. She needed it done that day. So she asked for the paperwork back, walked into a County Board of Supervisors meeting next door, stepped up to public comment, and told the client story.

Before the meeting ended, someone tapped her shoulder. She walked out with recorded documents in hand.

That is not luck. That is a professional who refuses to accept a dead end when the stakes are a family and a timeline. Kimberly does not move mountains for attention. She does it because she understands what is on the other side of the paperwork.

Her focus on client experience is just as intentional. Long before Real Estate, she studied customer experience and first impressions. She still measures her work by how clients feel during the process, and she expects the same level of care from partners. Technology helps, she says, but it can fool professionals into thinking communication happened just because a link was sent. Kimberly prefers a human bridge.

“How about a call,” she says, “I’m getting ready to send you a link and this is what’s there.”

I didn’t get my real estate license wondering.”

When asked what guides her decisions, her answers are simple and strong: honesty, integrity, and a commitment to keep learning.

“I never stop learning,” she says. “If you’re not always learning then you’re not growing.”

That growth mindset also shaped how she defines success. Kimberly tried the build a team path because the industry sells it as the default. She learned it was not her lane. She loves coaching and teaching, but she does not love pushing people who do not want to push themselves. Over time, her message to newer agents who ask if they can succeed has sharpened.

“The better question is, will you,” she says.

Will you show up on hard days. Will you keep learning. Will you encourage yourself when no one else is. Kimberly will believe in you early, but she will not carry your commitment for you.

That perspective has become a quiet permission slip for other high performers. Kimberly is proof you can be excellent without building a big team. She loves being a solo agent. She loves having her own office. She loves being intentional about her environment. And she wants other agents to know they are allowed to choose alignment over expansion.

We’re not just the face of our own business. We’re the face of our industry.”





“It’s not that I’m hard, but I am very contractual. I am about the contract.”

The better question is, will you.”

“You could totally be happy just being a solo agent too,” she says. “That’s not the only path to success.”

Outside of work, her life is rooted. She and her husband, Brett, have been married for decades. They have a son and grandchildren they adore. They love the outdoors, mountains, and fishing. She loves cooking and bringing people together around a table. She protects her work life balance with intention, and she keeps a daily gratitude practice that grounds her before the day gets loud.

Her relationships with clients continue naturally. In a vacation resort community, clients return and stop by. They run into her around town. She creates seasonal community moments, and people show up because they actually want to see her. Connection is not a campaign for Kimberly. It is the byproduct of being present and being real. If there is one theme that follows her through every chapter, it is this: professionalism does not require pretense. It requires integrity, competence, and the willingness to do the hard part when it matters.

Kimberly is kind, but not vague. She is warm, but not soft. She honors the contract. She protects the experience. And when a deal needs someone to step up, she is not afraid to walk into the room and get it done. ▣



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RE/MAX SUCCESS
CELEBRATES 30 YEARS

BY BUILDING A HOME—AND HOPE—FOR A LOCAL FAMILY

PHOTOS BY
 JOSE LOPEZ

VISALIA, CA — In celebration of 30 years of serving Tulare County, RE/MAX Success has partnered with Habitat for Humanity to give back to the community in a meaningful and lasting way—the construction of a new home for a deserving local family.

The home, located at 105 Pearl Street in Visalia, represents more than just a structure; it stands as a symbol of gratitude, collaboration, and a shared commitment to addressing the growing need for affordable housing in the region.

As part of the initiative, RE/MAX Success donated the lot, contributed significant

funding toward construction, and brought together a network of local contractors who generously donated both time and materials to bring the project to life.

Broker/Owner Ed Evans reflected on the milestone: “Over the last 30 years, our office has made a good living in this community. This is our way of saying thank you. We recognize the need for affordable housing is great, and this is one way we can help be part of the solution.”

The success of the project was made possible through strong leadership and collaboration between RE/MAX Success

and Habitat for Humanity. Susan Cardenas, a top-producing Broker Associate with RE/MAX Success and Board Chair for Habitat for Humanity, played a pivotal role in bridging the two organizations.

“This was one of the most meaningful experiences in my career. I grew up as the daughter of migrant parents, moving season to season without the stability of a permanent home until high school. I understand how life-changing homeownership can be for a family.”
 - Robert Lee, CFO and Broker/Manager for RE/MAX Success, chaired the selection committee responsible for identifying the partner family.



“
 THIS WAS ONE
 OF THE MOST
 MEANINGFUL
 EXPERIENCES IN
 MY CAREER.”

“Selecting the family was both a responsibility and a privilege. We were looking for more than just need—we were looking for commitment, perseverance, and a vision for a better future. The family we selected embodies all of those qualities.”
 - Mel Casey of Casey Brothers Construction led the project and coordinated volunteers throughout the build.

“There’s a different level of pride when you know a home is being built to change someone’s life. Everyone involved understood that—and it showed in the work.”
 - Wendy Reeder of CORE Home Loans, an in-house lender with RE/MAX for over 20 years, guided the financing process.





“Financing is often the final step, but in this case it was part of something much bigger. This project shows what can happen when compassion, collaboration, and commitment come together.”

Jacob Taylor, Managing Broker at RE/MAX Success, helped lead internal communication and fundraising efforts, including organizing a housewarming gift for the family.

“We wanted this family to feel celebrated from day one. The home is the foundation, but it’s the little things—like gathering around a meal—that truly make it a home.”

Jennifer and her children were overwhelmed by the compassion and support shown at the dedication ceremony, where the RE/MAX Success team, Habitat for Humanity board and staff, and community members gathered with gifts, food, and encouragement.

Ed Jakubowski, Executive Director of Habitat for Humanity, presented the

keys and a special Bible for the home. Ed Evans shared a message and prayer of dedication as the group surrounded the family in a powerful moment of unity and support.

Visalia Mayor and Executive Director of the Tulare County Association of REALTORS®, Brett Taylor, also spoke at the event, thanking both organizations for their meaningful contribution to the community and to affordable housing.

This project stands as a testament to what can be accomplished when businesses, nonprofits, and community members unite around a shared purpose. It reflects RE/MAX Success’s enduring commitment not only to real estate, but to building stronger communities.

As RE/MAX Success looks ahead to the next 30 years, the company remains dedicated to creating opportunities, fostering relationships, and making a lasting difference in the lives of the people they serve.

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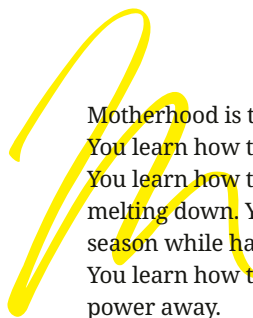


“THE MOMENT THAT YOU ARE READY TO GO, WE ARE MARRIED.”

Sarah Gillespie Petty

HOME IS A LOVE LANGUAGE

PHOTOS BY HOUSEHUB MEDIA
WRITTEN BY CENTRAL VALLEY
REAL PRODUCERS



Motherhood is the original Real Estate education. You learn how to read a room before anyone speaks. You learn how to stay calm when someone else is melting down. You learn how to plan for the next season while handling what is happening right now. You learn how to protect people without taking their power away.

That is Sarah Gillespie Petty in a nutshell.

Sarah will tell you she slangs houses, and she means it with a grin. Humor is part of her superpower. It lowers the temperature, helps people breathe, and makes a stressful process feel human again. But behind the laugh is a Realtor who shows up with the kind of steady you usually only find in a mom. The kind who holds the timeline, the details, the emotions, and the solutions all at once.

Her clients feel it right away. She is direct, fast, and fully invested. She calls the working relationship what it is, a commitment. “The moment that you are ready to go, we are married,” Sarah says. “You tell me before we spend money. You ask my opinion before you swipe your card.”

That tone is not about control. It is about care. A good mom is not afraid to be honest if it keeps you safe. Sarah is the same way. She sets expectations early because she wants people protected, informed, and confident. She does not want a buyer making an emotional decision that costs them later. She does

not want a seller surprised by costs they could have planned for. She wants clarity, and she wants calm.

In her world, Real Estate is not just contracts and keys. It is people moving through major life moments. Some are celebrating, some are grieving, some are exhausted, and some are doing all of the above in the same week. Sarah has built a business around guiding people through that reality with the same consistent energy: steady voice, sharp strategy, zero judgment.

That steadiness has a deeper source.

Two weeks after Sarah turned eighteen, her mom was killed by a drunk driver. In an instant, that day drew a hard line between what life was and what it would be, and everything ahead felt unfamiliar. No roadmap, no time to ease into adulthood, no soft landing. Her dad gave her two weeks to be sad, then told her it was time to work or go to school. It was blunt, but it was also survival.

Then something happened that still feels like a mother’s hand reaching forward.

A temp agency called about a Realtor who needed an assistant. Sarah had not applied. She was confused until she learned the reason. On the morning her mom died, she made Sarah a resume and uploaded it online. “My mom, in the morning before she died, made me a resume and uploaded it,” Sarah says. “A Realtor had received it.”



“MY MOM, IN THE MORNING BEFORE SHE DIED, MADE ME A RESUME AND UPLOADED IT.”



“SOLVE PROBLEMS, COORDINATE CHAOS.”

Sarah interviewed the same day. She was honest about having no real experience and asked for training. She got hired. She got pushed toward licensing. And she found her lane inside an industry she never planned to enter.

Nearly twenty years later, Sarah can hold two truths at once. Losing her mom was the worst thing that ever happened to her. It also shaped the most capable version of her. She did not get the option to drift. She learned to work, to push, and to build a life that could not be taken away by one unexpected phone call.

Real Estate became structure. It became stability. It became the place where she learned to build a life that could hold weight.

Sarah still carries that origin story with reverence. Not as a marketing line. As proof that love shows up in preparation. Her mom could not protect her from tragedy, but she tried to protect her future. Sarah honors that by being the kind of person who prepares, thinks ahead, and refuses to leave people guessing.

That is the mothering thread in everything she does. Sarah has a simple way of describing her job. “Solve problems, coordinate chaos,” she says. It is funny because it is true. It is also the same job description most moms would recognize.

Clients come in with a dream and a deadline. They also come in with fear, fatigue, opinions from friends, and a dozen unanswered questions. Sarah does not judge any of it. She just starts organizing. She turns chaos into a plan, then turns the plan into action. She stays in solution mode, even when the situation is messy.

When inspections get complicated, she does not panic. When negotiations get tense, she does not posture. She gets specific, makes it simple, and keeps moving. She knows that confidence is contagious, and so is calm. If she is steady, her clients get steadier.

That calm is paired with a fierce sense of fairness.

Sarah believes that the way you treat people matters, and the way you treat people when there is nothing in it for you matters even more. She is not impressed by ego. She is impressed by character. If you ask her what she values, she does not give a polished answer. She tells the truth. “Be a good human. Do not be a jerk,” she says.

That standard shows up in how she handles clients across every price point. She has no patience for treating people differently based on what they can afford. She wants every client to feel respected, fully supported, and cared for without exception. Her philosophy is clear: “Help with a \$200,000 home and a \$1,000,000 home, and treat them the exact same,” she says.

That is motherhood again. Love is not reserved for the biggest moments or the fanciest outcomes. Love is consistency. Love is showing up the same way, every time.

Sarah’s favorite wins are often the quiet ones. The buyer who never thought homeownership was possible. The family who



“BE A GOOD HUMAN. DO NOT BE A JERK.”

needed a fresh start but did not know where to begin. The client who was overwhelmed until someone finally made it make sense. She loves watching confidence grow when a plan becomes real.

“A transaction is not just a transaction,” Sarah says. “I treat it like it is my own.”

That line matters because it explains what clients feel when they work with her. They feel covered. They feel looked after. They feel like someone is thinking three steps ahead so they can breathe.

Sarah’s mothering energy also extends beyond her clients. It shows up in her sphere, her community, and the way she thinks about giving back. She is not interested in small gestures that feel forgettable. She wants to give people experiences that actually restore them.

She is buying a property in Bass Lake with multiple homes, and her plan is to give away stays. First to her clients, then to her online community. Not as a gimmick. As a real gift. A real pause. A real chance for a family to get away. “I owe it to them to give them more than a candle in a cup at closing,” she says.

It is a bold idea, and it is also a very mom idea. The kind that says you have carried a lot. Let me give you a place to rest.

She is also working toward an office in Old Town Clovis, a space that feels like her. A place where she can host people, build community, and create room to grow. She wants a home base, not just for business, but for connection. Monthly gatherings. Real relationships. A business built around people, not just production.

Behind the scenes, Sarah has learned how to carry pressure without letting it spill. She does not try to solve the entire transaction at once. She focuses on the next move. “That is tomorrow’s problem,” she says. “What do I need to do today to move to the next step?” That is a mother’s mindset too. You do what you can with what you have, today, and you keep going.

Outside of Real Estate, her grounding force is people. She loves a full house and a loud table. Years ago, she opened her home to friends and family who were rebuilding their lives, and she has never forgotten how much it matters to have somewhere to land. It is also why she

talks openly about wanting rental properties, including Section 8 rentals. She grew up poor, and she remembers how fragile housing can be. For her, stability is not abstract. It is personal.

For newer agents who look at top producer lists and feel like the gap is too big, Sarah is blunt in the best way. You do not have to pay for leads to build a real business. You have to work. You have to show up in your community. You have to be consistent when nobody is clapping. You have to treat people well, then do it again, and again, and again. The business grows when trust grows.



“HELP WITH A \$200,000 HOME AND A \$1,000,000 HOME, AND TREAT THEM THE EXACT SAME.”

If you ask Sarah what she wants readers to remember, her answer is not complicated. Chase your dreams and love your humans. She did not set out to be a Realtor. Real Estate found her, and she fell in love with it because it lets her build a life for her family and show up for other people when it matters.

And that is why her story fits this season so well. Sarah’s motherhood is not limited to the title. It is a posture. It is how she leads. It is how she communicates. It is how she protects. It is how she serves.

She is a mom to her kids, of course. She is also a mom energy presence to her clients, her sphere, and her community, the kind who makes people feel safe enough to make big decisions. Not by babying them, but by guiding them with clarity and heart. Real Estate does not need more noise. It needs more steady. More character. More people who treat trust like a responsibility.

Sarah Gillespie Petty is exactly that. ▾



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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.

Toast to the Top

An afternoon of recognition, connection, and community in the Central Valley.

PHOTOS BY HOUSEHUB
WRITTEN BY CENTRAL VALLEY REAL PRODUCERS

Some events celebrate success. Others define a community.

Toast to the Top did both.

On March 26, *Central Valley Real Producers* gathered hundreds of top producing Real Estate professionals at the residence of Jeff Olson in Kingsburg for an afternoon that felt elevated, intentional, and full of momentum. From the all white attire to the energy in the room, the event was a reflection of what this community has become in just two short years: a place where excellence is honored and relationships matter.



Nearly 400 top producing Real Estate professionals in one space made Toast to the Top more than an event. It became a statement about the power of community.



In her remarks, Brittney Shull challenged the room to pause and take in the power of what stood before them. Nearly 400 top producing agents gathered in one place is not normal. It is powerful. She reminded guests that this event was about more than production. It was about collaboration, community, and the kind of impact that happens when the right people come together. She also emphasized the deeper meaning behind the awards, which were peer nominated. Numbers matter, but respect from peers speaks to something even greater: legacy. Steven Peoples continued that message by thanking the preferred partners and encouraging intentional connection throughout the afternoon. His remarks centered on the value of relationships and the way strong partnerships elevate service, strengthen businesses, and create better outcomes for clients and for the industry as a whole.



Development for award announcing, Christian Ureña of HouseHub Media for media support, Samantha Adney of Evoke Events for event planning, Lucy Siong of Siong Marketing for content marketing support, and Karen Clemans of Accruit as supporting sponsor.

Toast to the Top was more than a beautiful event. It was a reminder that when excellence, leadership, and community come together in one room, something bigger is created. That is what made the afternoon unforgettable. That is what made it matter. 🏆



The awards portion of the afternoon celebrated professionals whose peers recognized them for leadership, consistency, service, and influence. This year's winners were Aurora Hernandez, Samantha Lemus, Erika Robles, Beau Miracle, Parminder Singh, Jason Pritchard, Gustavo Rodriguez, Erin and Cleadus Shelton, Michael Butler, Oscar Mata, Luis Moran, Lucy Salazar, Iggy Villanueva, Caprice Parry, Maggie Sanchez, and Brandon Gonzalez of Iron Key. Each recognition reflected not only achievement, but the character and impact that continue to shape the Central Valley Real Estate community.

Events like this do not happen without incredible support. Special thanks go to Jeff Olson of Remax Cornerstone for serving as location sponsor and opening his home, Susan Britter of First American Home Warranty as MC, Seth Amparan of Amparan Design and Mike Young of Edward Jones for food support, Becky Falcone and Luca Falcone of Falcone's Soda Sporca for the beverage cart, Ryan Dias of Gold Standard Mortgage for drinks, Mari Nino of Smee Homes, Luke Fisher of Fresno Mold Busters, Lisa Swenning and Heather Ruggles of SnapNHD, Kristin Aguilar of American Home Shield, and Senita Hignojoz of Charter Oak Landscape



When the right people get in the right room, collaboration happens. And when collaboration happens, we all win.





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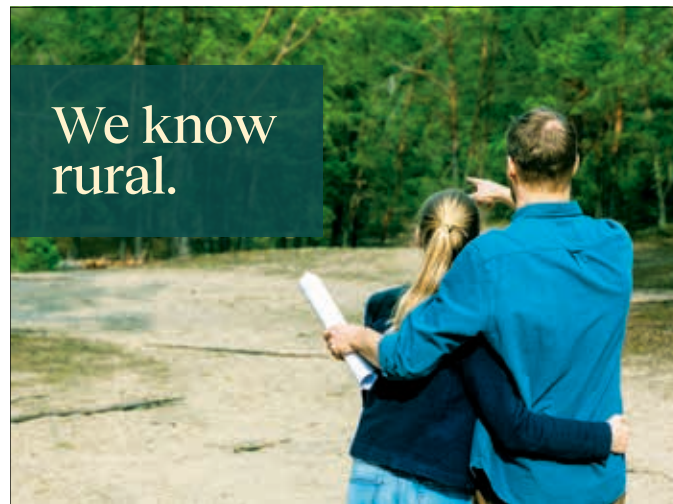


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