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Summer Starts Here

May gets busy. Fast.

Before the calendar completely takes over, here's your reminder: this season matters. The last games, the finals, the small in-between moments... they go fast.

Mother's Day always brings a different perspective for me. The older I get, the more I see how much of what I do is shaped by my mom. She's someone I've always looked up to, and the more I do this, the more I realize how aligned we are.

She's a big part of what I do with Real Producers. She helps behind the scenes, shows up to events, and a lot of you have probably met her along the way. She's a big reason everything actually comes together the way it does.

This issue reflects that.

Lisa Aguilera's story is rooted in service and giving back, tying into both Mother's Day and Memorial Day and the deeper meaning behind the lives we get to live every day.

We actually shot her feature down in Oceanside. I was in San Diego, she was down there too, and we made it happen. Getting to capture her and her family at the beach felt especially fitting for this issue, and San Diego never disappoints.

Oxana Smith brings a level of creativity and connection that makes people feel seen and taken care of, which is what this business is really about.



And as we step into summer, we're featuring Martin with Happy Pools, a reminder that this is the season where homes become gathering places.

That's really the theme of May, celebrating the moms who hold everything together, showing up for the moments your kids will remember, and taking a second on Memorial Day to reflect on what truly matters.

May will move fast. It always does.

Don't let it pass you by.

— Isabel Sweet
Publisher, 209 Real Producers

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HAPPY POOLS

BUILT FOR **THE WAY YOU LIVE** OUTSIDE



For Martin Manjarrez, a pool is never just a pool. It is a transformation.

As the owner of Happy Pools, Martin has spent the last three years building a business centered around quality, design, and execution. His background in construction started early, working alongside his dad and developing a work ethic that still defines how he operates today. That foundation shows in every phase of his work.

Happy Pools specializes in repairs, custom builds, and full scale transformations, with an increasing focus on high end, design driven outdoor spaces. Whether it is restoring an existing pool or creating something entirely new, each project begins with a clear vision and is executed with intention.

“Service is like therapy for me,” Martin shared.

That mindset is evident not just in the final result, but in the process. Spending time on site, it is clear that there is a standard behind everything they do.



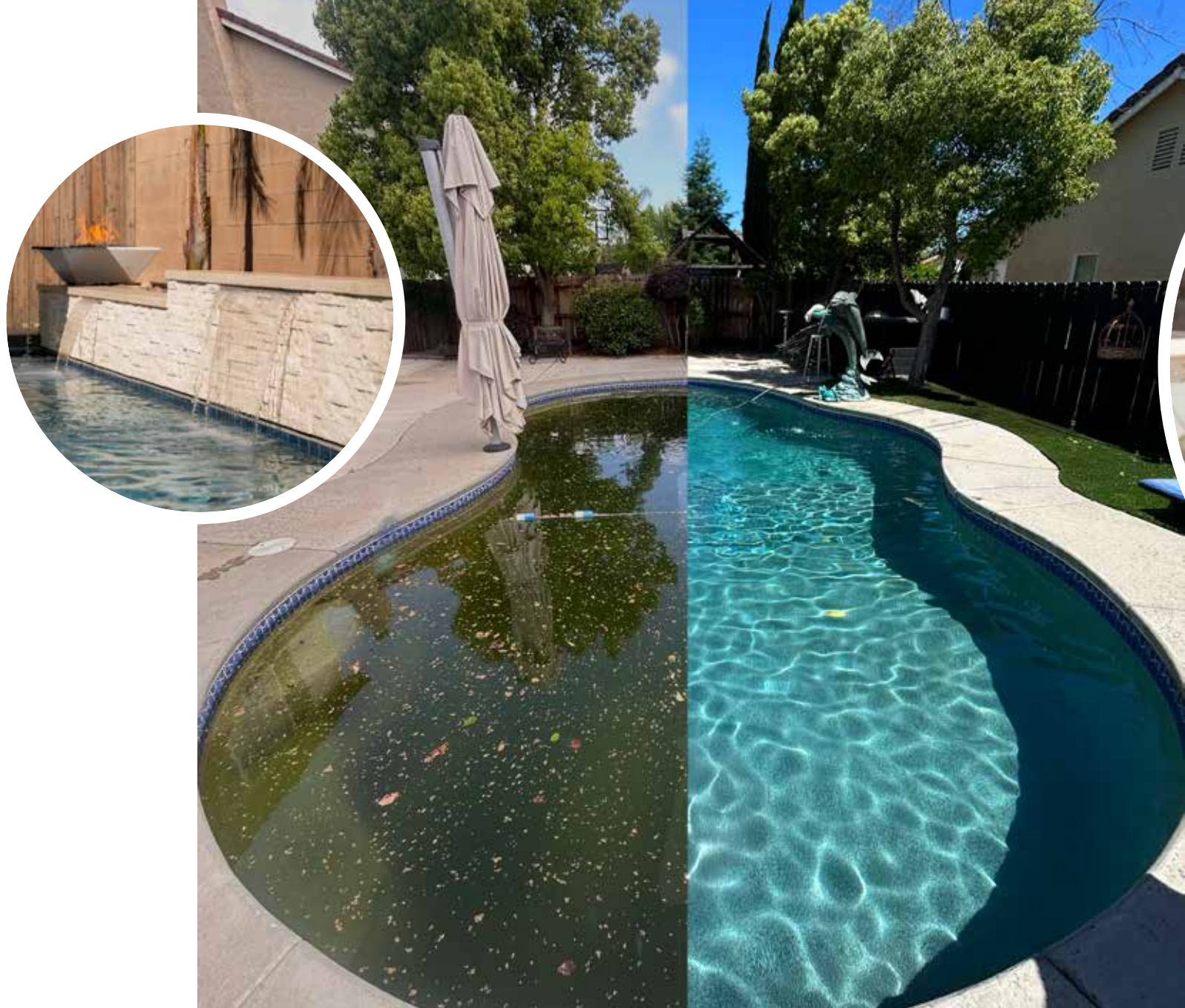
The job sites are clean, the workflow is efficient, and every detail is handled with care. Projects move quickly, but never at the expense of quality.

It is a level of consistency that agents trust, especially as the warmer months approach and outdoor spaces become a central part of the home.

Local top agent Tim Spencer experienced that firsthand when Martin and his team designed and built his backyard pool from start to finish in just about three months.

“Start to finish, they did it in record time,” Tim shared. “The heated pool is one of my favorite features because I like to keep it warm, and the cover makes it easy to maintain. The fire pits, the waterfalls, the shallow lounging area with the chairs... honestly, everything. It exceeded every expectation.”

The result was more than a pool. It was a fully designed outdoor environment, built for both function and experience, just in time to be enjoyed.



That ability to take a space from where it is to what it could be is where Martin stands out most. From older pools in need of repair to completely reimagined backyard layouts, his work reflects both technical skill and a strong design perspective.

His time living in the Bay Area has also influenced that approach. With continued ties and experience working on projects there, Martin brings a level of creativity and refinement that elevates what is possible in the Central Valley market.

At its core, Happy Pools is built on doing things the right way. Thoughtful design. Clean execution. Consistent results.

As summer approaches, those details matter more than ever. ◀

“
SERVICE IS LIKE
THERAPY FOR ME.
”



OXANA SMITH



YOU'RE NEVER READY. YOU JUST DECIDE.

There is something powerful about someone who chooses to start over.

Not because they have to, but because life takes them somewhere unexpected and they decide to rise anyway. For Oxana Smith, that decision meant leaving behind a stable life in Russia and stepping into the unknown in California, where everything from her career to her identity would be rebuilt from the ground up.

"I wasn't coming from nothing," she says. "I had a normal life, a home, stability. But when I moved here, I had to start from scratch."

Originally born and raised in Russia, Oxana moved to the United States in her twenties after meeting her husband. What followed was not easy, but it was defining.

Without a car, she rode her bike to work. Without familiarity, she leaned into learning. Without certainty, she created her own direction. "I remember thinking, one day I'm going to figure this out," she says. And she did.

She immersed herself in school, earned multiple degrees, and found her path in real estate. What drew her in was not just the business, but the people. "I loved the idea of meeting people and being part of their story," she says.

“SELF GROWTH IS EVERYTHING.

IF YOU DON'T WORK ON YOURSELF, NOTHING CHANGES.”

She began her career at PMZ and later joined a highly structured team, where she spent seven years building discipline and confidence. During that time, she was also navigating early motherhood.

“When my baby was two months old, I joined the team full time,” she says. “I learned everything there.” Eventually, she made the decision to step out on her own. “You’re never really ready, you just have to decide.”

Today, Oxana has built a business that reflects who she is, personal, creative, and deeply people focused. That shows up in the way she works with her clients. She does not just communicate through emails or transactions. She sends videos. She checks in. She makes people feel seen and understood throughout the process.

Her clients trust her, not just because of what she does, but because of how she makes them feel throughout the process. Outside of real estate, that same creativity carries into her personal life.

Oxana has played piano since childhood, training for eight years while attending school in Russia. It is something that has stayed with her, not just as a skill, but as a form of expression.



At home, she is a mother of two, with a 17 year old and a 9 year old, and a proud stepmother. She remains deeply connected to her roots, speaking Russian with her kids and making sure they understand where they come from.

“Self growth is everything,” she says. “If you don’t work on yourself, nothing changes.”

Ask her what sets her apart, and her answer is simple. “Everything. And I love that.”

From starting over in a new country to building a life and business that is entirely her own, Oxana’s story is not about waiting for the right moment. It is about deciding. And becoming exactly who you said you would be. ▀

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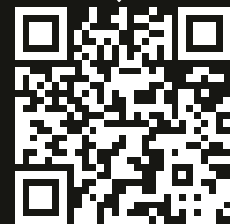
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Serve With a Mother's
Heart Behind It All

LISA Aguilera

There is something powerful about a mother watching her children step into lives of service.

Along the coastline of Oceanside, just minutes from Camp Pendleton, that meaning feels especially real for Lisa Aguilera. It is where her personal life and professional purpose naturally intersect. It is where service is not just something she talks about. It is something she lives.

As a mother, Lisa has built her life around showing up for others, a value that has shaped both her family and her career. Today, with more than 700 successful transactions and recognition among the top 1% of agents since 2009, she is known not just for results, but for the way she serves the people behind them. Although proud of the number of people served, she is most proud of receiving the Keller Williams Central Valley Culture Award for her work serving others both professionally and personally.

Her path into real estate began in 2006, originally as a way to support real estate investments while working a full-time job. But in 2009, life took an unexpected turn when her mother was diagnosed with pancreatic cancer.

Lisa found herself commuting back and forth, balancing her career with being present for her mom. Eventually, she was given a choice. Return fully to work or step away.

She chose family.



“That real estate thing... I’m going to figure it out,” she recalls.

What started as a leap of faith quickly became something much deeper. Real estate became a way to serve people during pivotal moments in their lives.

“I love learning what people’s goals are,” Lisa shares. “Those are their dreams. Even if helping them means I don’t make a sale today because staying where they are makes more sense, that’s still a win.”

That mindset has built her business on trust, relationships, and long-term impact.

Today, as a Broker Associate with Keller Williams and leader of The Aguilera Real Estate Team, Lisa has built

a business rooted in trust, consistency, and showing up for people in a way that goes far beyond the transaction.

Drawn to the culture and community, Lisa built much of her career with Keller Williams. From 2015 to 2020, she stepped out on her own to open Aspire Hometown Realty.

At that point in time, it made sense to try something of her own and be hyper-local focused. After five years, she realized she missed the opportunities and camaraderie that Keller Williams had to offer and made the decision to return. The timing, just before the pandemic, only reinforced her belief in trusting that decision.

But beyond business, it is Lisa’s commitment to her

community that truly sets her apart.

Raised by parents who were deeply involved in service, she grew up attending fundraisers and community events, never realizing that level of involvement was optional. “I just thought that’s what people did.”

Today, she continues that legacy. Lisa has served on the Tracy Chamber of Commerce Board, contributed years to the Downtown Tracy City Center Association, and remains actively involved with the Boys and Girls Club, an organization especially close to her heart.

“Kids need a place that is safe and are inspired to reach their full potential as productive, responsible, caring citizens.”

Lisa’s connection to service is not just professional, it is deeply personal. Her son,

Tommy, a Marine based out of Camp Pendleton, is currently deployed and married to his wife, Grace, whose strength and support reflect the resilience of military families, while her daughter, Autumn, is passionately building a career in Crisis Management, driven by a deep commitment to helping others in times of need.

As a mother, she has experienced firsthand what it means to support, guide, and let go, while trusting that the values you’ve poured into your children will carry them forward. That perspective shapes everything she does.

It is reflected in her work with the Boys and Girls Club, where she continues to invest in the next generation, creating spaces where kids feel supported, seen, and set up for something greater.

It is reflected in her advocacy for military families, veterans, and first responders, a cause that hits close to home as she watches her own son serve.

What began as personal connection has grown into a mission. As the Broker for Honor the Brave, a nationwide give-back program supporting military members, veterans, and first responders, Lisa helps provide financial support and guidance to those who serve, while also advocating for better education around VA

financing within the real estate industry.

She has also led local initiatives honoring Gold Star families and helped raise more than \$20,000 for military-focused nonprofits, including organizations like Wreaths Across America and Homes for Our Troops.

“It’s about giving back to the people who give everything.” Fittingly, we captured Lisa’s cover shoot in Oceanside near Camp Pendleton, a place that holds deep meaning for her family and

reflects the heart behind the work she continues to do.

Her dedication has not gone unnoticed. With over 180 combined five-star reviews across platforms and recognition such as Professional of the Year and Best of Tracy, Lisa’s reputation is built on consistency, care, and results.

Looking ahead, she is intentional about where she invests her time and energy.

“I want to focus on the things that truly light me up.”

For her, that means faith, family, and continuing to serve in ways that create lasting impact.

When asked what advice she would give to someone just starting in real estate, her answer is:

“Focus on building your business around something you are passionate about and the business will naturally come. For me, it has always been about serving the local community, military and first responders, and that has turned into a business built on referrals.”

Because for Lisa Aguilera, success has never been about transactions alone.

It is about people, purpose, and showing up with heart every single time. ❧

“
Immerse yourself.
Stay a *student*.
You never stop learning.”
”





You Think You're Helping Your Client, But...

Most agents don't set out to do the wrong thing. In fact, the biggest compliance issues seldom come from bad intentions; they come from agents who are genuinely trying to be helpful.

But good intentions do not equal good representation. Sometimes what feels like helping is actually creating risk for your client and for you.

Softening the Situation Instead of Explaining It

It often starts with how we communicate. In an effort to keep things calm or positive, agents will say things like, "This should be fine," or "It's pretty standard" or "The inspections look normal to me." While that may feel reassuring in the moment, it can also minimize real risks.

Our job is not to make situations sound comfortable, it's to make sure our clients understand what they're agreeing to so they can make informed

decisions. Tell them the truth, they can handle it!

Stepping Outside Your Lane

Another common issue is stepping outside our lane. Wanting to be valuable, agents sometimes offer opinions on repairs, legal terms, or even tax implications. Sometimes agents help by painting the house, fixing a fence or doing an estate sale. That's where liability begins.

Helping doesn't mean having all the answers! It means guiding your client to the right professionals who do. And trust me, they will be appreciative that you set them up with reputable professionals.

Negotiating Like a Bully Doesn't Help Your Client

There are few things I like less than a bully. There's a difference between being a strong negotiator and being a difficult one. Pushing aggressively might feel like you're advocating for your

client but it can actually work against them.

Effective negotiation isn't about pressure, it's about strategy. It's knowing when to push, when to explain, and when to work toward a solution that actually gets your client to the finish line.

Your job isn't to "win" the negotiation. Your job is to protect your client's position while keeping the transaction moving forward.

When It's Not Written, It's a Problem

Then there's documentation. So many issues arise from things that were "discussed" but never clearly written. When agents rely on conversations or assume it will sort itself out, they leave too much room for interpretation.

If it's not clearly documented in the contract, it doesn't exist in a way that protects your client. Yes, that includes personal items included or excluded.



BY ALVENA MARYAM SAFAR, DRE
01509140, BROKER/OWNER OF
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Remembering Your Role

At the end of the day, it comes down to understanding your role. You are not just a facilitator or a salesperson. You are a fiduciary. That means providing full disclosure, offering honest guidance, and always protecting your client's interests.

Final Thought

Most mistakes in this business come from moving too quickly, making assumptions, or trying to make things easier instead of clearer.

Clarity is what protects everyone involved. If we have learned anything over the past few years, it is that clarity and transparency always are best practices.

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