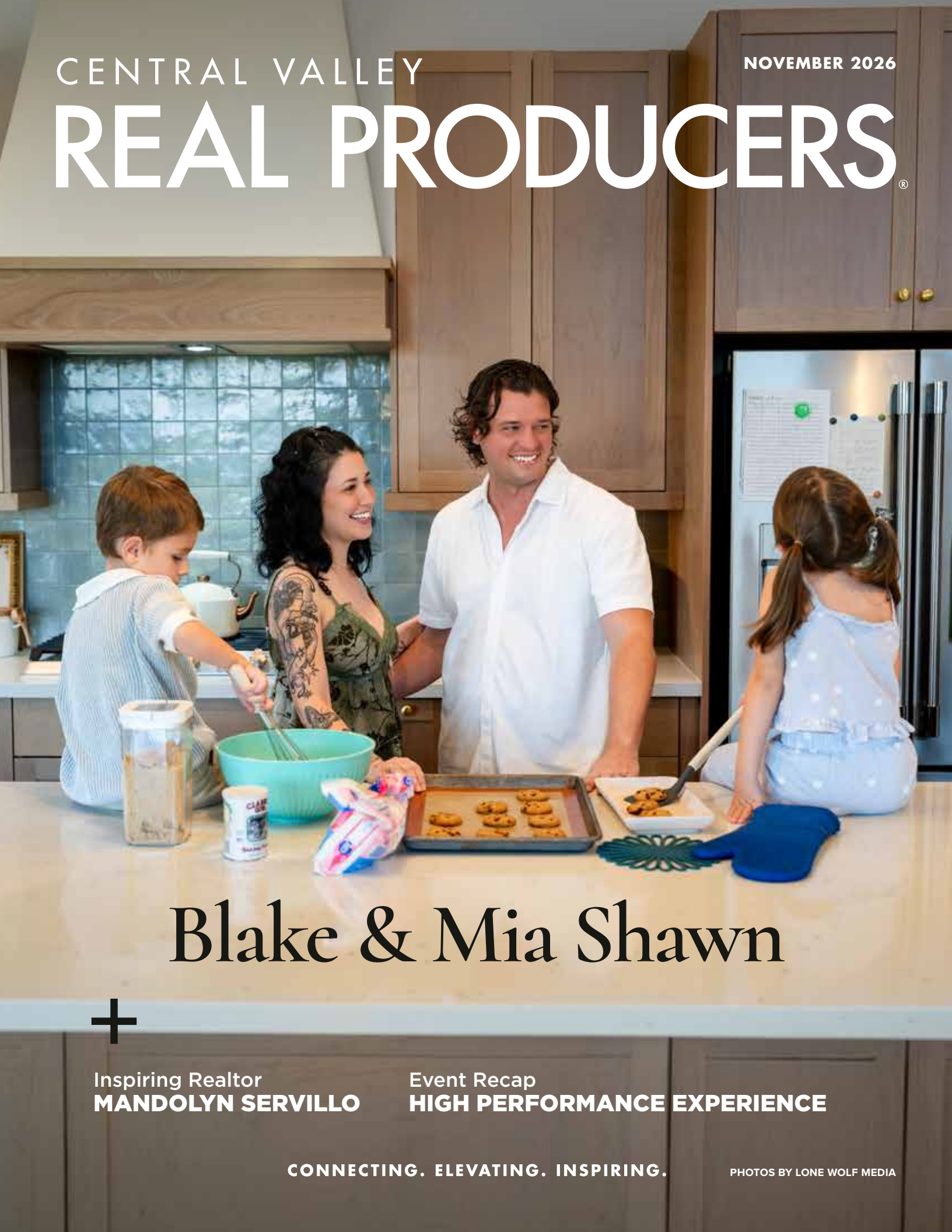


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PUBLISHER'S NOTE

As we turn the corner toward the end of another year, I've found myself thinking a lot about what 2026 has meant for *Central Valley Real Producers*—and, more importantly, the people who have made it what it is.

Before anything else, I want to say thank you.

To every Realtor who picks up this publication, attends an event, shares a story, makes an introduction, or simply takes the time to be part of this community: thank you. And to our Preferred Partners, whose continued support makes this publication and everything surrounding it possible, thank you. There is no *Central Valley Real Producers* without you. Your support is not something we take lightly, and it will always be our number one priority to make sure the relationships built here have real value.

This year has given us a lot to celebrate.

We've watched Realtors within our Top 500 community reach new milestones in their businesses, step into leadership roles, grow their teams, serve their communities, and continue navigating an industry that asks a lot of the people in it. Through every feature, one thing continues to stand out: behind the production are real people, real families, and stories that deserve to be told.

We've also watched our events continue to grow into something I'm incredibly proud of. They aren't simply another date on the calendar. They've become rooms where people who may know each other by reputation finally sit down together, where Realtors discover trusted resources, where Preferred Partners build relationships instead of

collecting business cards, and where collaboration feels natural.

Some of my favorite moments from 2026 weren't necessarily the biggest ones. They were the conversations after an event. The introduction that turned into a relationship. Seeing someone featured in the magazine surrounded by people genuinely excited to celebrate them. Watching members of this community show up for one another.

Those moments are what tell me we are building something worthwhile.

As we move into this season of gratitude, I also want to challenge each of us to be intentional about telling people what they mean to us. If there is a Realtor, Preferred Partner, colleague, mentor, client, or friend who has supported you this year, reach out. Send the text. Make the call. Write the note. Thank them for the referral, the introduction, the encouragement, or simply for being someone you can count on.

We spend so much of the year moving toward the next closing, the next opportunity, and the next goal that it can be easy to overlook the people who helped us get there. Taking a moment to acknowledge them matters.

And as the holidays approach, I hope we give that same intention to the people waiting for us at home.

Our businesses matter. Our goals matter. But these next couple of months also give us an opportunity to slow down enough to enjoy the dinners, traditions, conversations, and ordinary moments with the people we love. Those are the things that rarely make a production report, but they are often the things we remember most.

As we begin looking toward 2027, I would genuinely love to hear from you. What would you like to see more of? What stories should we be telling? What could make our events more valuable? How can this publication better serve the Top 500 Realtors and Preferred Partners who make up this community?

Your feedback matters because this was never intended to be a publication that simply talks at the real estate community. It should reflect the people within it.

There is still plenty of 2026 left to enjoy, celebrate, and build on, but as Thanksgiving approaches, gratitude feels like the right place to start.

Thank you for reading. Thank you for showing up. Thank you for trusting us with your stories, your relationships, and your continued support.

Take care of your people. Tell them you appreciate them. And when you have the opportunity over these next couple of months, be fully present with the people who matter most.

I'm incredibly grateful for what we've built together—and excited about where we take it in 2027.



Brittney Shull
Publisher

Central Valley Real Producers



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WHEN THE
MARKET GETS LOUD,
THE **BEST**
AGENTS GET QUIET



BY SHAWN CARDOZA

Rates are stuck, inventory is piling up, gas is expensive, and half the world feels like it's on fire. Here's what separates the agents who are quietly having their best year from everyone else who's just waiting for things to go back to normal.

Let's start with the version of November nobody wants printed on a postcard. Mortgage rates are camped out and showing no interest in leaving. Inventory has been climbing for months, which sounds like good news until you realize it means more competition for every listing you take. The pool of genuinely qualified buyers has shrunk, because higher rates and higher everything-else have priced a chunk of them out of the conversation entirely. Oil is expensive, gas is expensive, and there's enough geopolitical tension in the headlines that even people who can afford to move are wondering if this is really the month to do it. If you're an agent right now, you already know all of this. You're living it every time a lead goes cold or a seller says "let's just wait."

Here's the part that doesn't make it into the doom-scroll: this exact environment is where real agents separate themselves from the crowd. Not the agents with the biggest ad budget. Not the ones who got lucky riding a hot market for three years. The ones who actually know how to sit across from a scared, confused human being and hand them clarity. That skill was optional in 2021, when houses sold themselves in a weekend. It is the entire job now.

The Numbers, Without the Panic
Economists are more or less agreed on the shape of things: rates hovering in the 6's through the rest of the year, with only marginal relief likely into 2027. Nobody credible is forecasting a return to 3% money. Price growth has cooled to a crawl in most markets, some are even seeing modest declines. While the number of homes for sale keeps rising faster than the number of people ready to buy them. Translation: for the first time in years, buyers have real negotiating room, and sellers who don't adjust their expectations are the ones getting stuck.

That's not a crisis. That's a rebalancing. Markets that swing wildly toward sellers eventually swing back toward the middle, and the middle is actually a healthier place for everyone to do business — buyers just don't feel that yet, and most sellers haven't accepted it. Which is exactly where you come in.

Stop Selling the Rate. Start Selling the Payment.
Every buyer who walks into your pipeline this month is going to say some version of "we're just going to wait for rates to come down." Don't argue with that sentence — it's not really about rates. It's about fear of doing the math wrong. Your job is to actually do the math with them: what does the real monthly payment look like, what does a seller concession or a temporary buydown do to that number, and does the decision make sense once it's a dollar figure instead of a headline. One well-known industry line has been making the rounds this year, and it's worth stealing: don't marry the rate — just date it. Buyers can refinance later. They can't go back in time and buy at today's price before it appreciates.

The agents thriving right now aren't the ones who sound the most confident about where rates are headed next. Nobody actually knows that, and clients can smell false certainty. The agents winning are the ones asking a better question: if the payment worked, would this move make sense for your life right now? That question does more for your business than any market prediction ever will.

Your Sellers Aren't Stubborn. They're Scared.
A seller who bought or refinanced at 3% is not being irrational when they hesitate to list. They're staring down a genuinely worse monthly payment on their next place, and no amount of "the market's great, trust me" is going to move them. What moves them is honesty about pricing, paired with real options: rate buydowns they can offer a buyer, closing cost concessions, or simply the truth about what happens to a home that sits overpriced for ninety days versus one

priced right from day one. This is also the season of the expired listing and the quiet FSBO who's realized selling alone in a slower market is a lot harder than it looked in the group chat. Those sellers aren't looking for hype. They're looking for the agent who shows up with a plan instead of a pep talk.

By the Numbers — November 2026

- Average 30-year mortgage rate fluctuating from 6.5% to 7.2%
- Inventory continuing to outpace buyer demand
- National price growth flat, cooling fast
- Negotiating leverage shifting toward buyers

Your Buyers Aren't Gone. They're Waiting for Permission.
The buyers still in your pipeline right now aren't casual, they're the ones who actually have to move, whether that's a job, a growing family, or a lease running out. What they're missing isn't motivation. It's permission to stop waiting for a perfect moment that isn't coming. Give them real numbers instead of vibes: a side-by-side of buying now with a concession versus waiting a year for a maybe-lower rate on a maybe-higher price. Show them that a buyer's market with less competition and more negotiating room might be the most underrated opportunity they'll see for

years. You're not talking anyone into anything. You're just finally giving them the full picture.

Be the Calm Nobody Else Is Offering
Every client you talk to this month has already doom-scrolled the headlines: rates, wars, gas prices, "market crash" clickbait. They don't need you to repeat any of it. They need one person in their life who can sit with all of that noise and say, calmly, here's what it actually means for you, specifically, this month. That's not a marketing tactic. It's the entire value of hiring a professional instead of clicking around alone at midnight. Agents who master that calm — who become the translator between headlines and real decisions — don't just survive a market like this one. They become the person everyone refers their friends to, long after the headlines change.

Five Lines to Use This Week

1. **On rate hesitation:** "Let's not marry the rate, unless you are planning to sell next year. You buy for the long term investment. Enjoy the home and refinance when it does make sense later. See if today's payment works for today's life."
2. **On seller pricing pushback:** "I'm not here to tell you what your house is worth to you. I'm

here to tell you what it's worth to the market this month."

3. **On a nervous first-time buyer:** "You're not trying to time the market. You're trying to time your life."
4. **On an expired listing:** "What changed since your home came off the market, the house, or the strategy?"
5. **On 'we'll just wait':** What would need to happen, or what would need to change in order for it to make sense for you to make the move?

The market didn't get worse this November. It just stopped rewarding people for showing up late to a hot streak. It started rewarding the agents who can read a room, run real numbers, and tell the truth kindly. That's a much smaller club than it used to be which means there's more room in it for you than there's been in years!

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PROFESSIONAL STANDARDS AND THE CODE OF ETHICS: THE STRENGTH BEHIND THE REALTOR® NAME

THE REALTOR® DIFFERENCE IS NOT ONLY MARKET KNOWLEDGE.
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In any market, professionalism matters. In a competitive market, it matters even more. One of the clearest distinctions between a real estate licensee and a REALTOR® is the commitment to a higher standard of conduct. That commitment is rooted in professional standards and the Code of Ethics.

The Tulare County Association of REALTORS® recognizes that the strength of the REALTOR® brand depends on more than production. It depends on trust. Consumers want to

work with professionals who are knowledgeable, accountable, and committed to doing business the right way. The Code of Ethics helps protect that trust by setting expectations for how

REALTORS® serve clients, cooperate with one another, and uphold the integrity of the profession.

This is more than a required standard. It is a powerful business advantage. In a world where reputation travels quickly, ethical leadership sets professionals apart. It tells clients and colleagues that you are serious about your responsibilities and committed to serving with honesty, fairness, and professionalism.

Professional standards also strengthen the industry from within. They create consistency. They provide accountability. They offer a framework for resolving disputes and maintaining confidence in the marketplace. That matters not just for individual members, but for the reputation of the profession as a whole.

The Tulare County Association of REALTORS® plays an important role in supporting those standards through education, resources, and guidance for members. This work helps reinforce what it means to carry the REALTOR® name

and why that distinction continues to matter. For top producing agents and newer professionals alike, the Code of Ethics is not just something to review for compliance. It is something to lead from. It shapes how business is done, how relationships are built, and how trust is earned over time.

In many ways, the strongest careers are built on more than market knowledge. They are built on character. Consumers may remember the deal, but they also remember how they were treated. Colleagues remember how professionals show up, communicate, and cooperate. Ethics influences all of it.

The REALTOR® difference is not only what we know. It is how we serve. The Tulare County Association of REALTORS® is proud to support a culture of professionalism that protects members, strengthens consumer trust, and keeps the industry moving forward with integrity.

That standard is worth protecting, and it is one of the greatest values membership provides.



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Mandolyn SERVILLO

IF YOU SEE A NEED, TAKE THE LEAD

For Mandolyn Servillo, Real Estate has never been only about property. It has always been about people, belonging, and the quiet responsibility of stepping forward when someone needs help.

“I consider myself a matchmaker,” Mandolyn says. “I find a person’s needs and I match that with the home that makes the most sense for their family dynamic.”

That word, matchmaker, says a lot about the way Mandolyn approaches her work. She is not just looking for the right floor plan, the right price point, or the right neighborhood. She is listening for the feeling. The moment when a client stops trying to force themselves into a house and starts to recognize themselves in it. The energy shifts. The conversation changes. The home begins to make sense.

“That is when I know the match has been made,” she says.

Long before Mandolyn became known in Kingsburg’s new construction space through her work with Kings Estates and West Star Construction, the seed of Real Estate had already been planted. Her mother was a Realtor for a short season when Mandolyn was young, and she remembers going along to open houses and offices, watching from the background and believing her mom had one of the most exciting jobs in the world.

But her path into the industry was not instant or easy. Before Mandolyn went all in on Real Estate, she worked in an

after school program at an elementary school in Orange Cove, serving low income and underprivileged children and families. The work mattered deeply to her because it was personal. She understood many of those families because she had come from a similar background herself.

Service was not something she learned later in business. It was woven into her early life.

“My parents have always been in service industries,” she says. “I have always been taught to serve.”



Still, she eventually realized that her heart for helping people needed more room. She loved the children she worked with, but she often felt limited by what she could provide. She wanted to do more than care. She wanted to create change.

Real Estate became the vehicle that allowed her to serve in a different way.

When COVID disrupted her after school program work, Mandolyn found herself standing at a crossroads. She had already been licensed, but she had not fully stepped into the profession. The shutdown forced the question.

Was she going to keep circling the dream, or finally take herself seriously?

She chose the leap.

Since then, she has not looked back.

The early years, however, were not polished. Mandolyn entered the industry



at 23 with very little life experience, very few connections, and a lot of self doubt. At first, she tried to shape herself into what she thought a “good Realtor” was supposed to look like. That version never quite fit.

“My biggest challenge was learning to show up as myself,” she says.

For a while, she felt out of place. She struggled to connect. She questioned whether she belonged in rooms filled with people who seemed more experienced, more confident, and more established. But over time, Mandolyn began to understand that her power was not in becoming someone else. It was in becoming more fully herself.

“

IF YOU SEE A NEED,
take the lead.”



PHOTOS BY LONE WOLF MEDIA
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“
**I consider myself
a matchmaker.**

I FIND A PERSON’S NEEDS AND I
MATCH THAT WITH THE HOME THAT
MAKES THE MOST SENSE FOR
THEIR FAMILY DYNAMIC.”



Once she stopped performing and started showing up authentically, her business changed. Her relationships changed. The people she was meant to serve began to find her.

One of the moments that confirmed she was in the right place came through one of her first meaningful clients, a woman from Germany who had lived in Mandolyn’s hometown of Reedley for 20 years. Mandolyn helped her sell her home and relocate back to Germany. Afterward, the client wrote her a letter.

“She wrote that I was the first person in America to make her feel like she belonged here,” Mandolyn remembers.

The words stayed with her. They also broke her heart a little. How could someone live somewhere for two decades and still feel unseen?

That moment clarified something for Mandolyn. Real Estate could be more than a transaction. It could be a final act of care. It could be dignity. It could be welcome. It could

be someone saying, even if only for a moment, you belong here.

That same heart shows up outside of business, too.

Recently, Mandolyn helped relocate an older family member who had been living alone on a four and a half acre property hundreds of miles away. After her aunt passed away, he had been struggling, and the family worried about his safety. Mandolyn saw the need and began pushing for a plan. Within about 10 days, she and her family made it happen. They cleaned, packed, preserved what mattered, and brought him back to Reedley where he could be close to family.

“That was probably my biggest win in a long time,” she says. “I have peace of mind knowing that someone I love is safe.”

It is the kind of story that reveals Mandolyn’s core principle better than any resume could.

“If you see a need, take the lead.”

For Mandolyn, that is not a slogan. It is a way of life. If someone needs help moving, she shows up. If something needs to be cleaned, handled, organized, or carried, she is usually one of the first calls. If she has the capacity, she believes she has a responsibility.

That sense of responsibility is deeply connected to the mindset work she has



had to do along the way. Coming from a low income family, Mandolyn has had to unlearn scarcity. She has had to challenge the belief that opportunity is reserved for other people. She has had to give herself permission to build a life that looks different from where she started.

“There is more than enough,” she says. “And I am allowed to have it, too.”

That belief has become part of the legacy she wants to leave. Mandolyn wants people to understand that opportunity does not have to begin with you in order to come through you. You do not have to be born into abundance to create it. You do not have to come from ownership to help others find home.

Mandolyn knows that truth personally. Her parents have rented their entire lives, and she understands what it feels like as a child not to have the security of knowing, this is ours. Today, helping families buy homes means something deeper to her. She knows that when she hands over keys, she is often giving children something she once longed for herself.

Outside of Real Estate, Mandolyn is grounded by her big Italian family, her fiancé, her parents, her siblings, and

her nieces and nephews. Her family is her reset. She loves riding bikes through her hometown, cooking, hosting family gatherings, and being surrounded by the people who remind her why she works so hard. She is especially grateful to still have her parents and to be in a position to help care for them.

Professionally, Mandolyn is still hungry for growth. She is excited by the potential in Real Estate, from flips and rentals to investments and multi units. Her next dream is to step further into ownership and investing, trusting God to guide the right opportunity.

But even as her goals expand, her message remains simple.

“You can do it, too,” she says. “You can do anything you put your mind and heart and soul into.”

For the newer agent, the first time buyer, the person trying to break generational patterns, or the dreamer wondering if they are allowed to want more, Mandolyn’s story offers a clear answer.

Yes, you are allowed.

And when you see the need, take the lead. ▀

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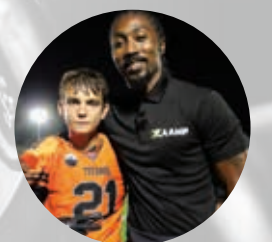
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BLAKE & MIA SHAWN

SEEK WHOLENESS ABOVE SUCCESS

There was a time when he might have measured success the way many in Real Estate are taught to measure it. More recognition. More growth. More proof that the dream was working. But today, Blake sees success through a much different lens.

“Seek wholeness above success.”

That simple sentence has become more than a piece of advice. It is the thread that runs through his story. It is the result of hard fought lessons, deep personal work, surrendered faith, and a life that has taught him the difference between performing well and living aligned.

For Blake, Real Estate is not just about property. It is about people moving from one chapter into the next. It is about solving problems, creating safety, and walking with clients through moments that are often emotional, uncertain, and deeply personal.

“I solve problems and help people move from one chapter into their next,” he says.

That perspective did not come from a polished path. It came from living real life.

Before Real Estate, Blake worked in property management and, before that, as a ditch tender. He studied kinesiology at Cal Poly with thoughts of pursuing physical therapy. He loved sports, especially baseball, and assumed that passion might shape his future. But over time, he began to recognize something else in himself. He had a natural ability to connect with people, to sell, to navigate complex situations, and to thrive in environments that were never exactly the same twice.

Real Estate gave him that.



PHOTOS BY LONE WOLF MEDIA • WRITTEN BY CENTRAL VALLEY REAL PRODUCERS

Blake Shawn has never been interested in building a career that only looks good from the outside.





No two transactions felt identical. No two clients had the same story. Every situation came with its own fingerprint. For someone who never felt built for monotony, the industry offered both challenge and purpose.

But Blake's entry into Real Estate also came during a hard and trying season of life. He was rebuilding. He was getting back on his feet. He knew he had a heart for serving people and an entrepreneurial drive, and Real Estate felt like a place where those two pieces could meet.

He went all in.

Since then, his career has included growth, failure, reinvention, heartbreak, leadership, and healing. Some of the failures were public. Some were private. All of them shaped him.

He has walked through the loss of loved ones, dissolved partnerships, the strain of entrepreneurship, the pressure of

“
I SOLVE PROBLEMS
& help people move
from one chapter into
their next.”

leadership, the reality of building while also trying to be present at home, and the quiet internal work of becoming whole.

For a season, Blake chased what many ambitious leaders chase. He wanted to build something big. He wanted to recreate what he had seen others build. He wanted to make an undeniable mark in the marketplace.

And in many ways, he did.

He helped create something visible and ambitious in Tulare. He pursued

downtown revitalization. He bought and restored buildings with a former partner. He helped create a coworking space and Real Estate office concept before many people fully understood what that could be.

On the outside, it looked like momentum.

On the inside, Blake now recognizes that not everything was aligned.

“I had a closet full of masks,” he says. “I knew which one to pull out depending on the room I was walking into.”

That realization became a turning point. Blake was successful by outside standards, but he was exhausted internally. He was showing up in rooms, at events, in business, and even at home, but he could feel the difference between being physically present and being fully present.

Eventually, he reached a place where his prayer changed.

“
SUCCESS ON THE
OUTSIDE MEANS
NOTHING IF
YOU ARE NOT
ALIGNED ON
THE INSIDE.”

He was no longer asking for more. He was asking for alignment.

He wanted to be the same person everywhere. In business. At home. With his team. With his clients. With God. With himself.

That prayer did not immediately make life easier. In fact, from the outside, things began to fall apart. Partnerships dissolved. Buildings were sold. Dreams had to be surrendered. The brokerage he once thought he was meant to build changed direction. The pressure became intense enough that Blake questioned whether he was even supposed to continue in Real Estate.

But as painful as that season was, Blake now sees it as part of the refining.

Success had to be redefined.

For him, the answer was not to quit. It was to rebuild differently.

The Shawn Team ultimately aligned with Real, a move Blake is grateful for

today. But the larger shift was not about brokerage. It was about posture. It was about letting go of ego, releasing the need to force outcomes, and trusting that what was meant for him could not be stolen, replicated, or diminished by someone else's actions or opinions.

He began choosing wholeness over image.

That choice changed how he leads.

Blake is known for creating something unique and authentic in the marketplace. He describes his role as being a safe place for clients and agents to grow. His leadership is not built on perfection. It is built on honesty.

There was a moment during one of his hardest seasons when he sent a message to the agents who remained with him. He told them he loved them. He thanked them for staying. He admitted that he did not know exactly what he could give them in that moment, but he was willing to keep going if they were.

The response was healing.

People told him they saw his heart. They told him that if it was just him, they would still be there.

For a leader who had once believed his value was tied to what he could provide, that moment mattered.

It gave him permission to be human.

Today, Blake's team culture reflects that same honesty. He jokes that some trainings feel more like therapy sessions, but behind that is a sincere belief that agents need more than scripts, systems, and market talk. They need places where they can be real. They need examples of leadership that do not pretend to have everything figured out.

Blake is willing to be that kind of leader.

His view of legacy is simple and deeply personal. He wants to love people well. He wants people to feel seen and safe in every stage of their walk.





That applies to clients. It applies to agents. It applies to the people he meets in coffee shops, where he often chooses to work because he values organic conversations over office small talk. It applies to the community he serves. And it applies at home, where his most important titles are husband and dad.

Blake has been married to his wife, Mia, for eight years. Together, they have two children, Mykah Joy and Asher James, and they honor the memory of their first baby, Elias, whom they never got to meet in this life.

Becoming a husband and father reshaped Blake more than any business milestone ever could.

He wants to be present before work, after work, on weekends, and at every event. He wants his family to receive

the same version of him that the rest of the world sees. He has learned that alignment starts at home.

When things were hardest, Mia gave him the kind of love that did not depend

“
SEEK
WHOLENESS
ABOVE SUCCESS.”

on performance. She reminded him that even if everything material changed, they would still have what mattered most if they were together.

That kind of love helped silence the ego.

It also helped Blake understand success in a new way.

One of his earliest mentors, Kevin Blain, helped Blake see what was possible from a smaller Central Valley community. Blake is grateful for the front row seat Kevin gave him to vision, ambition, and possibility. Blake also carries a tender awareness of the weight success can place on a person's soul. He speaks of Kevin with respect, gratitude, and care, recognizing both the impact he made and the deeper reminder that outward achievement can never replace inner peace.

That lesson lives at the heart of Blake's story.

Seek wholeness above success.

For Blake, faith is central to that pursuit. His journey has included sobriety,

healing, counseling, surrender, and the ongoing process of understanding what it means to be fully loved by God without needing to perform for it.

He is still becoming, and he is not afraid to say so.

That may be one of the most powerful parts of his leadership. He is not offering a finished product. He is offering a real one.

He is intentional, resilient, and servant hearted. He is competitive enough to warn people that they will have a hard time beating him in ping pong. He loves spending time with his family, watching baseball, playing sports, and hopes to get back into fishing. He is naturally optimistic, even in a challenging market, because he believes the best is still ahead.

Real Estate, to Blake, remains a business where one phone call can change the day. That uncertainty would drain some people. For Blake, it keeps him engaged. It reminds him to keep showing up.

But he shows up differently now.

Not to prove.

Not to perform.

Not to chase a version of success that costs him his soul.

He shows up aligned.

He shows up as a husband, father, leader, Realtor, and man of faith who is learning to value peace more than applause. He shows up as someone who has been through the wrestle and is willing to talk honestly about it. He

shows up as someone who believes that loving people well is not a soft goal. It is the goal.

For newer agents, his advice is not about chasing a number or building a business that looks impressive from the outside. It is about falling in love with the process of becoming.

Love the journey. Love the growth. Love the work that happens inside you while you are building what is in front of you.

Because in Blake Shawn's story, success is not the absence of hardship. It is not the size of the platform. It is not the approval of the industry.

Success is alignment.

And wholeness is worth more than anything success can offer. ▼



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We are especially grateful to our keynote speakers **Ricky Mendez, Angelica Ventrice, and Jenna Ellis** for sharing their time, expertise, energy, and insights with our community. From mindset and business growth to wellness, resilience, breathwork, and creating sustainable success, each brought something truly valuable to the experience.

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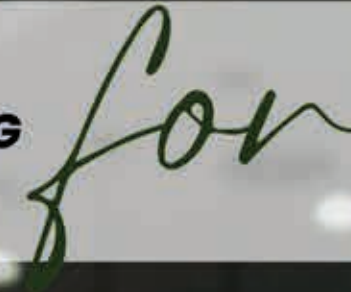
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