

SACRAMENTO

# REAL PRODUCERS®

NOVEMBER 2026

## Ahrash Zamanian

Star on the Rise
**MONIQUE CHRISTIAN**

Partner Spotlight
**REVIVE STAGING**

Agent Profile
**MELISSA ALLMAN**

Industry Expert
**RACHEL ADAMS LEE**

COVER PHOTO BY OLHA MELOKHINA

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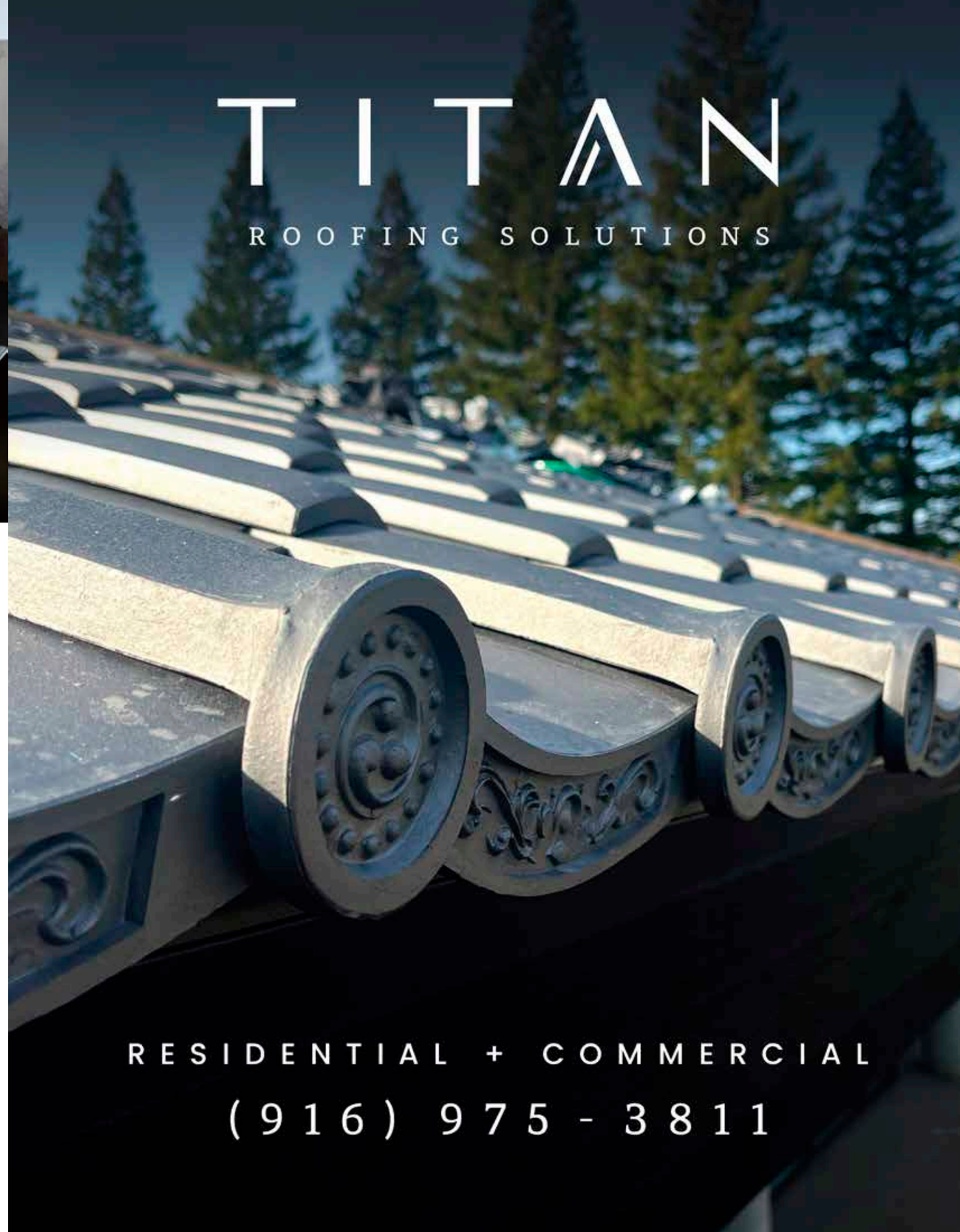
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If you are interested in nominating people for certain stories, please email us at: katie.macdiarmid@realproducersmag.com







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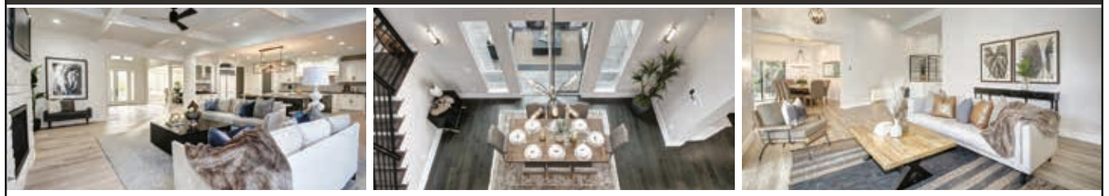


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*Photographer*

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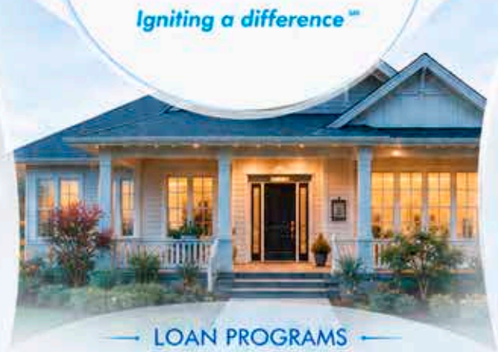


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MEET OUR CADILLAC TEAM



## Hiedi DeFazio | Branch Manager & Escrow Officer

Hiedi DeFazio is known for her calm, steady presence and exceptional knowledge throughout every real estate transaction. Clients and colleagues alike appreciate her customer-first approach, sweet personality, and ability to make even the most challenging situations feel seamless and stress-free. With a genuine passion for providing outstanding service, Hiedi builds lasting relationships through trust, communication, and unwavering dedication. Outside of the office, she cherishes spending time with her sisters and her many nieces and nephews, who are the center of her world. While her calm demeanor may surprise you, Hiedi has one exciting secret passion—she absolutely loves fast cars, proving there's a little adrenaline enthusiasm behind her composed exterior.



## Margaret Harris | Escrow Officer

Margaret Harris has been a dedicated Escrow Officer since 2004, beginning her career as a receptionist before quickly advancing to escrow assistant and ultimately escrow officer. With a passion for organization and client care, she has developed streamlined systems that keep agents and clients informed throughout the transaction, often answering questions before they even need to be asked. Her fun and joyful personality, combined with her exceptional attention to detail, creates a closing experience that is both enjoyable and stress-free. Margaret is known for delivering outstanding communication, building strong relationships, and giving every agent she works with a competitive edge. When she's not helping clients achieve successful closings, she enjoys caring for her growing collection of plants and spending quiet time near a pool or beachside.



## Karly Jenkins | Escrow Officer

Karly Jenkins brings a unique blend of relationship-building, organization, and problem-solving to her role as an Escrow Officer and partner to Hiedi DeFazio. She entered the title and escrow industry in 2019 as an escrow assistant after a successful career as a technical recruiter, where she specialized in connecting talented professionals with opportunities, managing client relationships, and navigating fast-paced, detail-driven environments. These skills translate seamlessly into escrow, where clear communication, responsiveness, and attention to detail are essential. Karly enjoys applying her background in client relations to create a smooth and positive experience for agents, clients, and lenders throughout the transaction process. She thrives in the fast-paced world of real estate and loves that every day brings new challenges and opportunities to learn.



## Natalie Dudding | Sales Executive

Natalie Dudding is a Sales Executive with Chicago Title Company who brings extensive title and escrow experience to the real estate community. She began her career with Alliance Title as a receptionist before advancing into residential and commercial escrow operations, where she developed a deep understanding of the transaction process. In 2016, she transitioned into sales and has since become a trusted resource for real estate professionals throughout the Sacramento region. Natalie is passionate about helping agents grow their business through education, marketing support, industry insights, and relationship-building. Her hands-on escrow background allows her to provide practical solutions and valuable guidance to her clients. Outside of work, she is a proud mom of two boys and is dedicated to serving her community with the same energy and commitment she brings to her business relationships.

# MONIQUE CHRISTIAN



## *FEARLESS* FROM THE *START*

PHOTOS BY JEFF LANDI

Monique Christian Is Building a Real Estate Career on Relationships, Faith and a Willingness to Dive In.

We sat down with Monique Christian of House Real Estate to learn more about her journey into real estate, the lessons she has learned in her first two years in the industry, and what has helped her build momentum so quickly. From the importance of faith and relationships to learning how to embrace the unexpected, Monique shares what drives her, what she values most about the business, and where she hopes to take her career next.



**How many years have you been a real estate agent? How did you enter the field?**
2

**What did you do before you became a REALTOR®?**
Personal Trainer/Strength Coach

**What is your career volume as a REALTOR®?**
$16,444,550

**What was your total volume last year?**
$6,080,000

**What awards have you achieved as a REALTOR®?**
This is the first!! I'm so honored to be recognized!

**What are you most passionate about right now in your business?**
Right now, I am determined to build my reputation and grow my business through exceptional service. I want my business to grow through referrals and relationships, rather than transactions. If I can give someone my best, I think that's satisfying to me.

**What has been the most rewarding aspect of your business?**
The trust that I receive from my clients is something I value more than anything. Nothing gives me more pleasure than helping someone make a huge change in their life without feeling alone or vulnerable. The relationships with the Realtors in my office are also a huge perk. I thrive in a team environment. I believe in power in numbers.

**What has been your biggest challenge as a REALTOR®? In entering the industry?**
The newness of not knowing where things are going at any given moment was so hard for me to embrace. I am a planner, and I don't like surprises. I had to get out of my own way and give up a lot of control of outcomes. It's much like a competition that you've never done. You train for your event, but when it's time to go, you have to be able to pivot well without losing focus. I learned to enter the competition and just do my best.

**How does real estate fit into your dreams and goals?**
I'm selfish! I want it all. The freedom of knowing I can design my life into

> “THE *TRUST THAT I RECEIVE FROM MY CLIENTS* IS SOMETHING I VALUE MORE THAN ANYTHING. ”



anything that I want it to be helps me dream big. It’s wild to know that there truly is no lid on what you want to do.

**What is your favorite part of being a REALTOR®?**
The people I meet every day make me smile big. I love people. Helping others achieve their dreams has always made me happiest.

**How do you define success?**
Success is a feeling that I want to always feel no matter what I am going through. Being grateful for what I have RIGHT NOW is how I feel that way.

**Did you see yourself becoming this successful when you first began your career?**
I never make expectations of outcomes. My husband told me that he heard that it takes 5 years for most Realtors to get their business started, but I am an impatient woman. I told him, “Then I have 1 year to do what most Realtors do in 5.” It was good for me to be resolved about the work ahead of me, but I didn’t have any idea what the outcome would be.

**To what would you attribute your rapid success in the industry?**
#1 I am in an environment of highly skilled people in the industry, so I have to give that credit. I listen to and watch everything the key players do.

#2 Faith. This was one thing my mom taught me that is most important to me. I ask questions, and then I just do the steps, trust the process, and have faith that things will come. That way I always have inner peace.

**What sets you apart?**
I have been told that I am fearless, even though I would admit that I am not always proud of that. It can come in handy when I have to do things that make me feel uncomfortable. If it’s scary, I do it first to get it behind me.

**What are your future goals and your plan for obtaining them?**
My next project is to help people who are transplanting from other areas. I have moved in and out of California multiple times and know how hard that is, both financially and emotionally. I will start with learning from others who are currently doing that and tailor what they do to fit me.

**What advice or recommendations would you give to agents just starting out?**
When you are new to real estate, it’s easy to get hung up on the fact that you don’t have the experience. This is a learn-as-you-go business. It helped me to be in an office that had so many people who would generously answer any question at any time with such wisdom. My success stands on the shoulders of all of the people who gave me feedback and help every step of the way. This gave me the confidence I needed to know that I was giving my clients the best guidance.

**Tell us about your family.**
I have a husband who is ultimately supportive and two clever daughters who are curious and creative and inspire me to grow. We like to encourage our kids to think and have ideas, and we value experiences over things. We laugh a lot and have great conversations, and personal growth is a huge value.

**Are there any charities or organizations you support?**
I have always supported the local YMCA because they provide healthy, positive support to youth and older adults. I began my career as a trainer at the YMCA and saw the impact they had on the youth to get them off the streets and into the gym. I also support the Carson Campbell Foundation because he was an amazing teen and a remarkable friend to so many, and I was lucky to call him “my favorite client.” I organize fitness events for his organization and will continue to help it thrive.

**What are your hobbies and interests outside of the business?**
I train CrossFit athletes and write fitness programs for people who want to be stronger. I love the smell of the mountains, the taste of the ocean, the feel of sand under my feet, the light of the sunrise, and the sound of waves crashing.

**In closing, is there anything else you would like to share?**
I love what a great career real estate is for women. I am inspired by the women who dominate this business in their 70s and the ones who do it gracefully with young kids at home. I am most impressed by the ones who lift other women up because being a woman isn’t easy and we need each other! Not to leave out the men in the industry, however. We need those strong men also to lead the way and maintain balance. At House Real Estate, Tim is a great captain of a tight ship!

**Anything else you wish to say or highlight?**
I love my TC!!! If we are going through a zombie apocalypse, he will be the first one I save.



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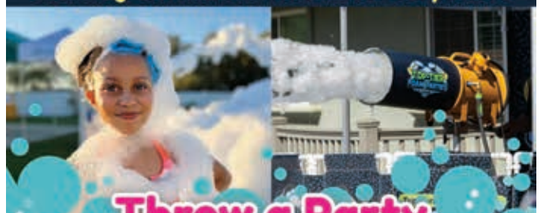
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# BRINGING Homes to Life

## HOW LAUREN WILLIAMS BUILT REVIVE DESIGN CO. THROUGH CREATIVITY, GRIT, AND HEART

BY CHRISTINA KITCHEN • PHOTOS BY ASHLEY MAXWELL PHOTOGRAPHY

For Lauren Williams, every staging day still feels a little like Christmas morning.

That excitement has never faded, even after years of transforming homes across the Sacramento area through her company, Revive Design Co. Whether it's a mid-century modern with quirky architecture or a home filled with custom built-ins and character, Lauren and her team approach every project with the same energy and intention: helping buyers instantly feel at home.

"We create a vibe that makes potential buyers want to move in immediately," Lauren says. "We want people to walk into a space and emotionally connect with it."

That ability to create connection through design did not happen overnight. It came from years of hard work, creativity, and learning to trust herself.



Lauren grew up in Fort Collins, Colorado, with her twin sister and younger brother before her family moved to Folsom when she was ten years old. Creativity was always part of her world. Her mom worked for an interior designer, and Lauren spent much of her childhood rearranging rooms, experimenting with décor, and finding ways to make spaces feel warm and inviting.

"I always had some kind of project going," she says. "Even in college, I was making elaborate Halloween costumes and creating inexpensive wall art."

After high school, Lauren attended California Polytechnic State University, where she studied Communication while competing on the university's cross country and track teams on scholarship. Running became a huge part of her life and still is today.

"Being a student-athlete taught me discipline, time management, and how to push through challenges," she says.





Her specialty was the 1500-meter and mile races, and even now, staying active remains one of the things that keeps her balanced. Whether she is running trails, working out, or spending time outdoors with her family, movement is still a major part of her life.

Before launching her business, Lauren spent ten years working in wine and spirits sales with Southern Glazer's Wine & Spirits, managing her own territory and building strong relationships throughout the industry. Even then, design always found a way into her work.

"I loved building large holiday displays in grocery stores," she says. "I've always been drawn to creating spaces that make people feel something."

Then came the moment that changed everything.

In 2016, Lauren's husband, Nic, left engineering to become a Realtor. Watching him make such a bold career change inspired Lauren to take a leap of her own. The following year, she launched Revive Design Co.

For a while, she balanced both jobs while trying to grow the business from scratch.

"I worked both jobs for a couple of years until staging became my full-time career," she says.

Slowly, the business grew into one of Sacramento's premier staging companies, known for elevated design, efficiency, and a strong team culture.

Lauren is quick to give credit to the people around her.

"The Revive team is elite," she says. "Everything we do is built around teamwork and efficiency."

She works alongside Emily, Katie, Mariano, and Marc, each bringing a different strength to the company. Over time, they have created a process that allows staging days to run smoothly from start to finish.

Their attention to detail is what separates them.

The team prepares inventory ahead of time, starts early on staging days, and aims to have homes photo-ready by early afternoon. Lauren is also intentional about scale, using substantial furniture and statement pieces that properly fill a room instead of making it feel sparse or unfinished.

She has spent years building one of the area's largest staging inventories, complete with oversized artwork, custom pillows, layered textures, wood accents, and vintage finds.

"I'm always looking for ways to evolve our work," she says.

For Lauren, one of the best parts of the job is seeing the transformation happen in real time.

"My team and I get to completely transform homes," she says. "Not only does it help sellers maximize value, but it helps buyers see how they can comfortably live in the space without immediately feeling like they need to renovate everything."



That perspective became even more meaningful after a difficult season in her personal life.

In the summer of 2024, Nic underwent open-heart surgery because of a genetic condition. Around the same time, the family had the opportunity to move into a dream home they had admired for years, a mid-century modern property directly across the street from where they had been living.

Years earlier, Lauren had jokingly told the homeowner's daughter that if the house ever became available, they wanted it.

"Everything somehow worked out exactly as it was meant to," she says.

The experience shifted her perspective on life.

"I feel like a completely different person," Lauren says. "I've stacked good habits on top of each other, and it's created a healthier and more peaceful life."

> "SUCCESS is having something in your life that BRINGS YOU PEACE when you need it most."

Today, Lauren and Nic are raising their two sons, Graham and Cole, while balancing busy careers and family life. Together, they enjoy baseball, basketball, rock climbing, swimming, traveling, and board games.

Through it all, Lauren stays grounded in gratitude.

"I don't take any opportunity for granted," she says.

When asked what success means to her, her answer is simple.

"Success is having something in your life that brings you peace when you need it most."

That mindset influences everything she does, both personally and professionally.

Lauren describes herself as "all in," and it is easy to see why. Her passion shows up in every home her team touches. But beyond the beautiful staging and polished spaces, what really stands out is the heart behind the work.

She is not just designing rooms.

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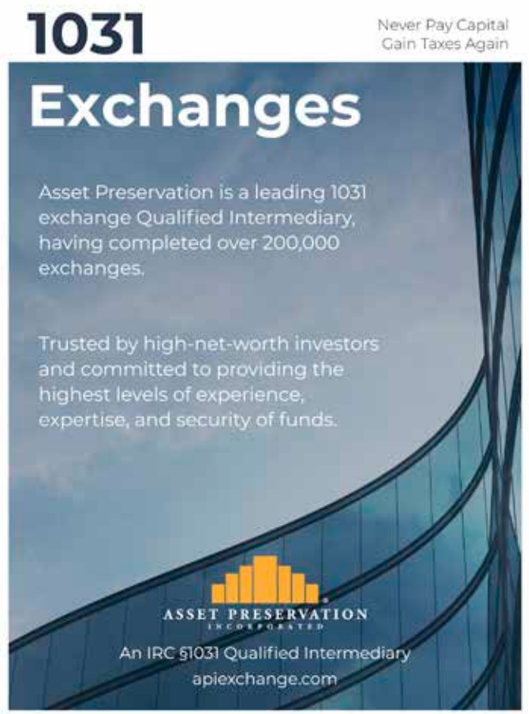
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# MELISSA ALLMAN

## BUILT FOR THE NEXT CHAPTER

BY CHRISTINA KITCHEN • PHOTOS BY SARAH NELSON PHOTOGRAPHY

For Melissa Allman, real estate has never been only about the house.

It is about what comes next.

A new beginning. A difficult goodbye. A leap into the unknown. The moment someone receives the keys and realizes the future they had been imagining is finally real.

Melissa understands those moments because she has experienced plenty of transitions herself, and through each one, she has learned to keep moving forward with optimism.

Born and raised in Sacramento, Melissa grew up moving between different neighborhoods after her parents separated when she was seven. She attended three elementary schools and three high schools, learning early how to adapt, connect with people and make a new place feel like home. Those years also introduced her to the craftsmanship and character of Sacramento's older neighborhoods, sparking an appreciation that would eventually become part of her professional story.

Before building her career in real estate, Melissa worked as a bookkeeper, executive assistant, property manager, and real estate appraiser. But the role she treasures most was raising her two sons, Jonah and Joseph, as a stay-at-home mom for 15 years.

Real estate initially gave the young mother the flexibility she needed. Years later, it would become the vehicle through which she created an entirely new chapter.

When her sons were grown and Melissa found herself navigating a major life transition, she began teaching corporate yoga and wellness. The work fed her soul, but eventually she knew it was time to dive fully back into real estate.

Then came a decision that required an enormous amount of trust.

Melissa listed the family home where she had raised her children without knowing exactly where she would land. She eventually found a home near the neighborhood where she had grown up. Despite competing against four other offers, it became hers just before Thanksgiving in 2017.

That experience reinforced something Melissa still tells her clients today: **"The house that is meant to be will be."**

From there, she went all in, working seven days a week, strengthening her negotiating skills and pursuing designation after designation. MegaBliss Real Estate, now powered by Guide Real Estate, was born from that season.

The name reflects exactly what Melissa wanted to provide: Mega real estate service with a Blissful experience. But the meaning behind the business goes much deeper.

"I genuinely have my clients' back when they are buying and selling, and truly even beyond real estate," Melissa says. "I am not here for a season."

She wants to be the guide and friend she once wished she had while navigating her own next chapter. Transitions can be difficult, and Melissa





understands the value of having someone firmly in your corner.

She has even been described as a "heart on legs."

"It is my strength and my weakness," she says.

For Melissa, caring deeply isn't a marketing strategy. It is simply how she approaches people.

"I truly feel I am here to be of service," she says. "Real estate just happens to be my vehicle to do so."

That philosophy has translated into a successful business. In 2025, Melissa closed 19 transactions totaling more than $12.47 million in volume. Yet numbers alone aren't how she measures her impact.

What matters most is knowing her clients **feel supported.**

"I do not take the trust others put in me lightly," Melissa says. She considers herself a fierce negotiator while also



helping clients manage the emotion and logic involved in one of life's biggest financial decisions.

Her desire to serve also extends beyond buying and selling. As a Certified Probate and Trust Specialist, Melissa has firsthand experience with what can happen when a loved one passes away without their affairs in order. She considers it part of her responsibility to encourage clients to protect their assets and make an already difficult transition easier for the family members left behind.

Then there are the houses themselves, particularly the old ones.

Melissa's own home was built in 1926, and historic properties have become one of her greatest passions. In 2026, she sold a Sacramento home built in 1890, as well as the first home ever built in Boulevard Park, a neighborhood established in 1905. The two properties have distinct histories, but both speak to what fascinates Melissa: craftsmanship, character, and the stories held within homes that have stood for generations. Historic properties are becoming an increasingly important part of her real estate specialty.

Away from work, Melissa prioritizes the people and routines that keep her grounded. Jonah and Joseph, now 28 and 24, remain the light of her life. She treasures her close relationship with her parents. She also cherishes the deep, meaningful relationships that fill



> "I HAVE A **me vs. me mindset**, NOT IN COMPETITION WITH ANYONE ELSE."

her life with love and support. There's also Tango, her Doberman, who helps bring out the playful, nurturing side that can sometimes get lost during a busy workday.

Melissa starts most mornings with Pure Barre and loves hiking, paddleboarding, yoga, live music, and time outdoors. Making that space for herself is intentional.

At 47, she isn't interested in competing with anyone else's journey.

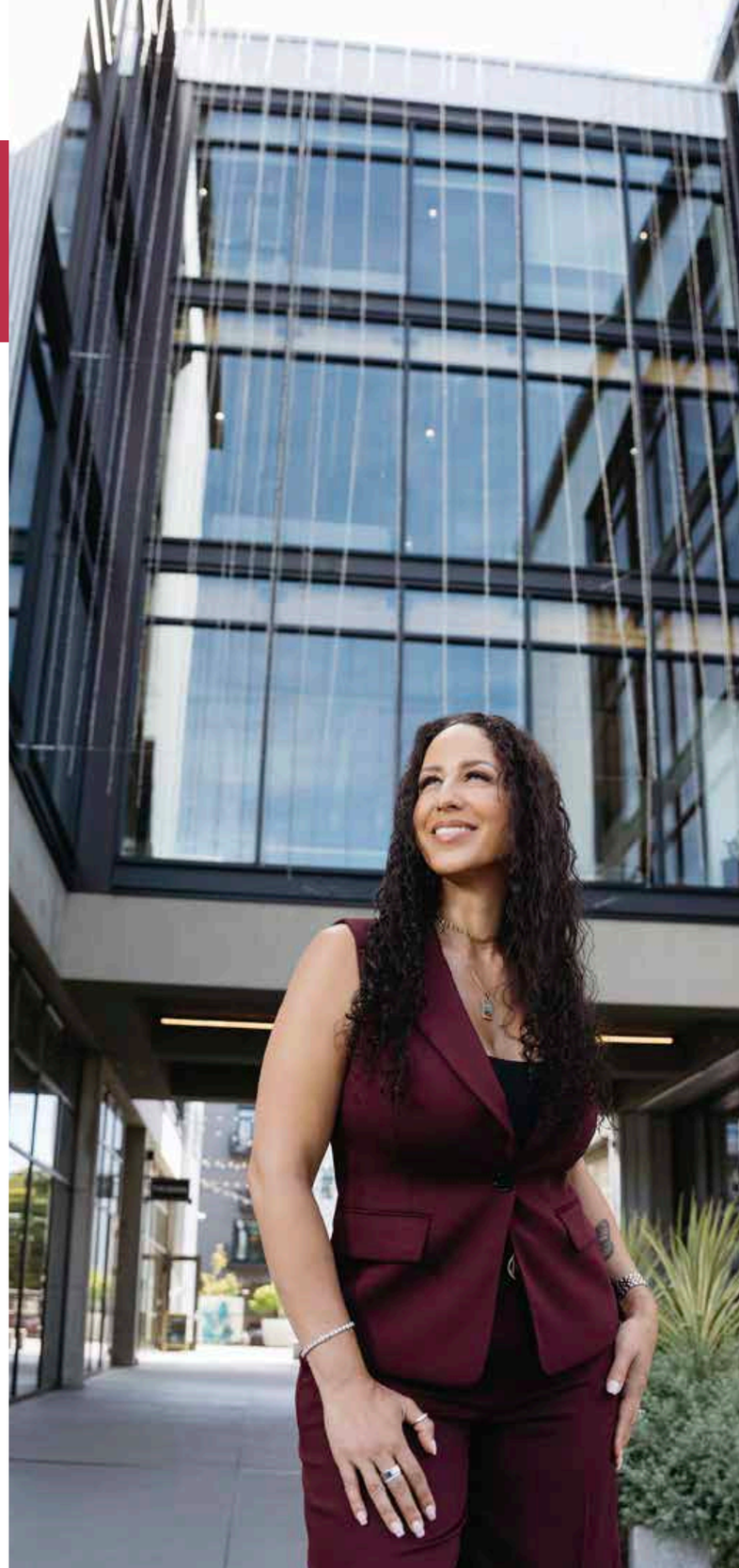
"I have a me vs. me mindset, not in competition with anyone else," she says.

The goal is to become better than the person she was yesterday, both personally and professionally. Melissa considers herself a work in progress, continually putting herself in uncomfortable rooms, learning new things, and setting new heights for herself.

Professionally, another chapter is already unfolding. Melissa recently aligned with a new brokerage, is only a few classes away from earning her broker's license, and looks forward to growing her team and continuing to serve the Sacramento community. Personally, she wants more family trips, deeper friendships, time in nature, and more opportunities for reflection, mindfulness, and gratitude.

Through every chapter, however, the impact Melissa hopes to leave behind remains remarkably simple.

**"I want to be remembered for how I make people feel," she says. "The hope is that one thing I shared landed, at the moment they needed to hear it, and it made an impact."**



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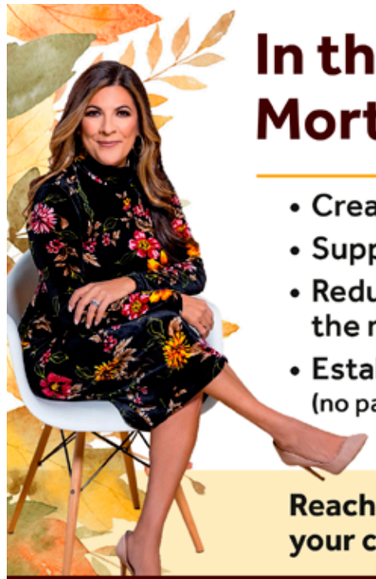
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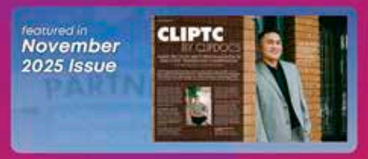
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BY RACHEL ADAMS LEE, THE RACHEL ADAMS LEE GROUP

Your Social Media Mama bestie & top 1000 Realtor breaks it down!

**Ok so here's how I got into real estate.**

Door-knocking. 200 doors a week. Three open houses a week. And I didn't sell a single house for four months.

I cried a lot. I drank a lot of wine. I questioned every choice I'd ever made.

But my why was bigger than my excuses. So I kept going. 39 homes that first year. Rookie of the Year. By year three, I hit the Wall Street Journal's Top 1,000 agents in the country.



Fast forward. 900+ homes sold. Mama of 4 boys. Two seven-figure businesses. And over 130 referrals every single year, all from social media.

This is NOT luck. It's a system. My nine-step social media model is how I have built this whole thing & I am breaking it down for YOU:

1. **Pick your five pillars.** 5 things you can talk about without needing ChatGPT! Mine are real estate, mom/wife life, fitness, personal growth, and multiple income streams.
2. **Post first thing in the morning.** You want the most hours possible for people to actually respond.
3. **Run the 80/20.** 80% personal, 20% business. People buy from people they like, and they can't like you if don't know who what makes you tick!
4. **Post 3-5 times a week.** Minimum. Less quantity, way more quality.
5. **Wake up the algorithm.** Post, then come back an hour later and like, comment, & engage. Come back again before the day ends & do it again. Three touches a day.
6. **Lead generate through your likes.** Not just your comments. Those likes are people quietly raising their hand. Get to know them. I have a killer DM script to help you convert a follower to your next client!
7. **Pull your top 25.** Every month, 25 people who already know, like, and trust you but aren't seeing your content anymore & engage with them via DM.
8. **Hit your 555.** Five minutes before you post, comment on five people's posts, five words or more. Wake the algorithm up before you even hit publish.
9. **Create sharable content.** Best brunch spots, top date nights, hidden gems in your city. Become the local expert and the house sales follow.

Want the full breakdown? Comment "Model" on any of my posts on IG, and I'll send my full video your way.

Now let's talk about how I can actually build this biz AND have fun with Social again!

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You don't need to reinvent the wheel. You just need the model. I am here to help!

Xoxo,

Your Real Estate Social Coach & hype girl,

**Rachel**



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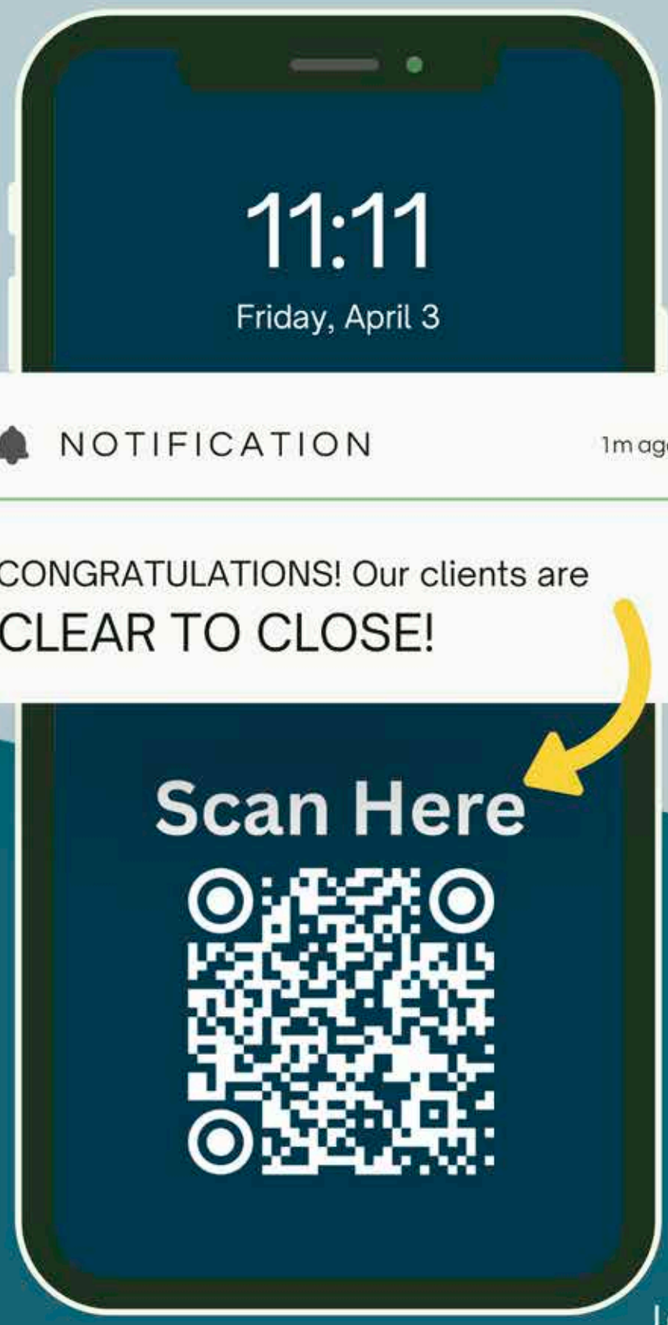

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Leo's decades-long career in the mortgage industry has been inspired by his commitment to people. As a mortgage advisor, Leo's goal has always centered around "forging meaningful relationships with his clients, becoming a trusted mortgage advisor and even their friend." Since 1993, he's done just that, guiding aspiring homeowners as they navigate the ever-changing landscape of the housing market and the various economic seasons at play.

He has spent nearly 20 years in wholesale, supporting hundreds of mortgage brokers, and managing large teams of Account Executives throughout Northern California. At this time, his wholesale personal production has exceeded more than $4 billion. This experience has helped him transition back to being a loan originator.

A pillar in the lending community and stalwart in Sactown's business scene, Leo has been a longtime member of the California Association of Mortgage Professionals (CAMP) since 2005. His energy and love of the industry soon caught the attention of his peers, who voted him a board member for the Greater Sacramento Chapter in 2007. Leo then went on to become the president of that Sacramento chapter and served four terms as president. In 2017, he was named vice president of the California Association of Mortgage Professionals at the state level, a distinct honor and achievement.

Early 2019, Leo stepped into the next phase of his career as a founding partner of Empire Home Loans alongside Anthony Lombardo and Julie Yarborough. Combined, the trio has an impressive 75 years of industry experience and is taking the independent lender channel by storm. As Vice President of the rapidly growing brokerage, Leo is motivated by the return to his roots as a mortgage broker. "I've spent the last 20 years educating and supporting others, so I felt it was time for me to jump back into originating so that I can give my clients more personal attention." Teaming up with Julie Yarborough and Anthony Lombardo to build Empire Home Loans has made the decision to return to loan origination an easy one for Leo. What started as a crazy idea among three friends in Sacramento is now an award-winning independent mortgage brokerage with offices from sea to shining sea.

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# BEYOND THE KING

## AHRASH ZAMANIAN BUILT HIS CAREER BY BETTING ON HIMSELF. NOW HE'S REDEFINING WHAT IT MEANS TO WIN.

BY CHRISTINA KITCHEN
PHOTOS BY OLHA MELOKHINA PHOTOGRAPHY

*For years, Ahrash Zamanian knew exactly how to respond when life got difficult.*

Work harder.

Someone doubts you? Work harder. Something fails? Work harder. Exhausted? Keep going.

That mentality helped transform a civil engineer with no real estate blueprint into one of Folsom Ranch's most prolific Realtors, with more than 160 homes sold in the community alone.

Competition has always been part of Ahrash's wiring. He wants to win. He wants to improve. And tell him something can't be done, and chances are he will work even harder to prove that it can.

But after nearly a decade in real estate, Ahrash is discovering that growth doesn't require extinguishing that fire. It means becoming more intentional about where he directs it.

"I'm still competitive. I'm still obsessive. I still want to win," he says. "What's changing is what I'm trying to prove and who I'm trying to prove it to."

**Uncomfortable With Comfortable**

The son of Iranian immigrants, Ahrash grew up in Sacramento navigating two cultures and often wondering where he fit. His parents' sacrifices instilled a deep appreciation for education and stability, so he followed the responsible path: Sacramento State, a degree in civil engineering, and a stable career as an engineer.

On paper, everything made sense.

Yet during lunch breaks near the Capitol, Ahrash would look around and imagine himself following the same routine for another 20 or 30 years.

That possibility frightened him more than taking a risk.





> FOR YEARS, I WAS LEARNING HOW TO BECOME THE KING. NOW I'M LEARNING HOW TO *BE AHRASH AGAIN."*

"I didn't want to spend my life waiting for weekends, vacations, promotions and eventually retirement," he recalls. "I wanted to feel challenged. I wanted uncertainty."

Real estate provided exactly that.

He earned his license in 2017 but did not leave engineering behind. Instead, he built his real estate career alongside it, essentially working two careers at once. Within two months, he landed his first listing.

Something clicked.

He loved the conversations, negotiation, marketing—and especially the competition. After spending much of his life wondering what he was truly great at, Ahrash had found something that felt natural.

"That's probably where the obsession started," he says.

**Becoming Part of the Community**

That obsession eventually extended far beyond selling houses.

Ahrash made a conscious decision that he did not want to simply market to Folsom Ranch. He wanted to become part of it.

Despite not having children of his own, he attended PTA meetings because he wanted to understand and support the community he served. He regularly visited builder sales offices to learn what was selling, what inventory remained, and what was coming next. He even called the City of Folsom simply because he wanted to know when a road would be paved.

Then came community groups and events intentionally designed not as real estate lead generators, but as opportunities to bring people together.

And when Ahrash saw another opportunity to strengthen those connections, he created one himself.

He founded Folsom Ranch Living, a community magazine designed to inform residents, tell their stories, highlight local businesses, and give neighbors something they genuinely looked forward to receiving.

"Most Realtors try to market themselves into a community," Ahrash says. "I tried to become part of one."

Somewhere along the way, something unexpected happened.

The kid who had once struggled to figure out where he belonged had created a place where other people could belong.



“Maybe I’ve been building for other people what I needed when I was younger,” he reflects. ahrash

**The King and Ahrash**
As his business grew, so did the expectations.

During one particularly difficult period marked by personal challenges, burnout, changing relationships, and increased criticism, Ahrash leaned into a persona that had developed around him: the “King of Folsom Ranch.”

> “SUCCESS MEANS MORE. IT’S BUILDING SOMETHING THAT MATTERS, HAVING THE FREEDOM TO *ENJOY THE LIFE YOU’VE CREATED.*”

The King was confident, competitive, and relentless.

“Ahrash could deal with whatever was happening personally,” he explains. “But when it was time to work, the King didn’t care about the noise. He just performed.”

That mindset helped fuel some of the biggest accomplishments of his career. But there was a cost to always looking toward the next win.

One moment made that especially clear: Ahrash forgot his mom’s birthday.

For someone whose family and close relationships mean everything to him, it was a painful realization of just how consumed he had become by work, competition, and whatever accomplishment came next. Winning had helped him build an extraordinary



career, but he began questioning what winning actually meant if he was too busy chasing the next goal to be present for the people he loved.

It reinforced something he was already beginning to understand.

“You can’t live your entire life in that mode,” he says. “For years, I was learning how to become the King. Now I’m learning how to be Ahrash again.”

**A Different Kind of Competition**

Learning to be Ahrash again does not mean becoming less ambitious.

Quite the opposite.

He still wants to compete, build and push the limits of what he can accomplish. But increasingly, that drive extends beyond his own success. Ahrash wants the people around him—his team, friends and those watching what he has built—to recognize what they are capable of, too.

His own definition of success has changed accordingly.

For years, success meant more sales, bigger numbers, awards and being number one. Those things still matter to him. He readily admits he loves winning.

> “MAYBE I’VE BEEN *BUILDING* FOR OTHER PEOPLE *WHAT I NEEDED* WHEN I WAS YOUNGER.

“But today, success means more,” he says. “It’s building something that matters, having the freedom to enjoy the life you’ve created, and inspiring other people to believe they’re capable of more.”

That includes making room for life outside of work—boating, surfing, basketball, golf, traveling, family barbecues and time with the people closest to him.

Professionally, Ahrash wants to continue building while also beginning to teach others what years of trial, failure and experimentation taught him.

He isn’t slowing down.

“I’m just becoming more intentional about what I’m running toward,” he says.

The competitive fire that helped create the “King of Folsom Ranch” is still very much there.

Ahrash is simply redefining the win.



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