SILICON VALLEY
REAL PRODUCERS®
NOVEMBER 2026



Jennifer Long

+

Profile
PHOENIX CHIANG

Rising Star
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Partner Spotlight
SILK & SPRITZ

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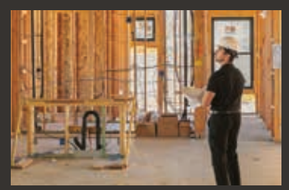
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PUBLISHER NOTE

As we move into November, I've been thinking about how much of what we do at *Silicon Valley Real Producers* comes back to connection.

Every month, we have the opportunity to share stories from people throughout our real estate community. Some have spent decades building their careers, while others are just beginning to make their mark. We meet business owners who support this industry behind the scenes, leaders who are helping shape its future, and professionals who continue to find new ways to grow in an ever-changing market.

What I love is seeing those worlds come together.

SVRP was created to be more than a publication. The magazine gives us a place to tell the stories, but the relationships built around those stories are what make this community special. At our events, through introductions, and even in conversations sparked by something someone read in an issue, we continue to see new connections form.

As we approach the final stretch of 2026, there is still plenty happening within our community. We're continuing to grow, welcome new faces, celebrate familiar ones, and find more opportunities to bring the top professionals in Silicon Valley real estate together.

I hope you'll continue to be part of it.

Take a few minutes with this month's issue. Get to know someone you haven't met yet. Reach out to someone whose story resonates with you. Introduce yourself at our next event.

Sometimes one conversation is all it takes to create a connection that leads somewhere unexpected.

See you in the community,

Sandra Magana
Publisher
Silicon Valley Real Producers

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Our Preferred Partners are an important part of the SVRP community, bringing trusted resources, expertise, and connections to the top-producing agents we serve. We're so glad to have them with us. Welcome to SVRP!

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Our mission is simple: Help real estate agents get financially organized, feel confident about their numbers, and build a stronger foundation for their business.

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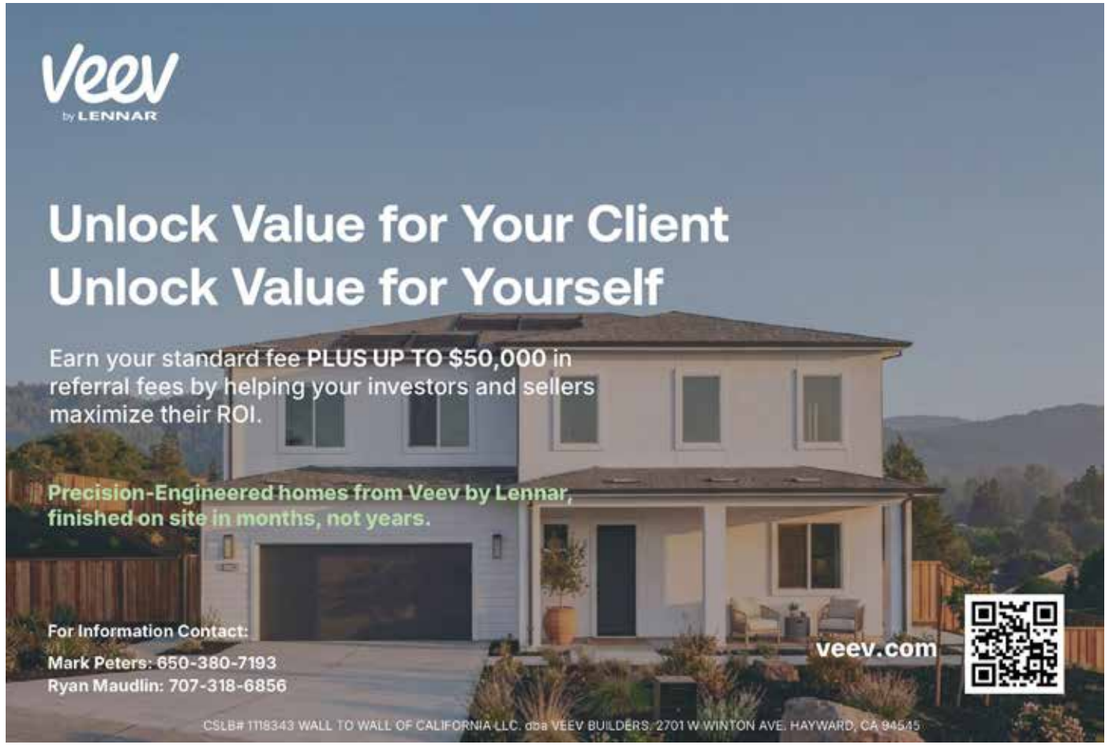
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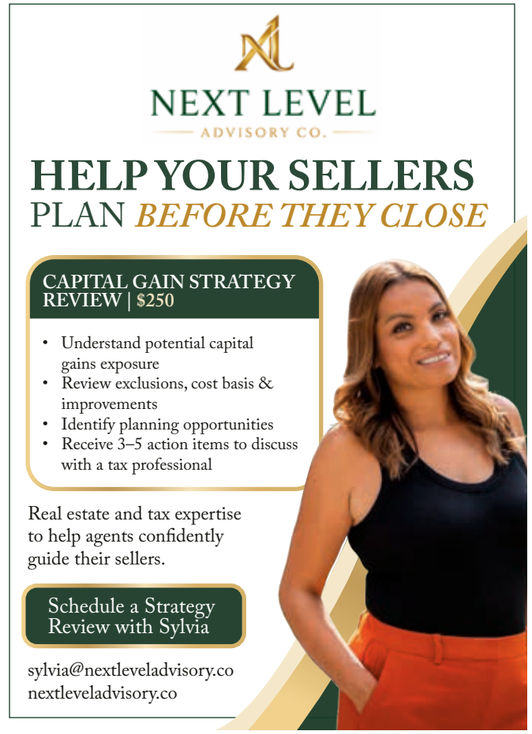
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OLHA MELOKHINA
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From Behind the Scenes to Center Stage

Christine Flores

Years before Christine Flores ever imagined seeing her own name in Real Producers, she was already part of the stories appearing on its pages.

As a freelance makeup artist, Christine often found herself preparing real estate agents for their Real Producers photoshoots. From her makeup chair, she listened as agents talked about building businesses, navigating challenges and finding success in an industry she was beginning to find intriguing. She was behind the scenes then, never realizing those conversations were quietly opening the door to a completely different career.

One of those agents was Christina Dahro. What began with a makeup appointment eventually grew into a friendship and mentorship. Christina encouraged Christine to consider real estate, seeing potential in her before Christine fully saw it herself. Years later, their story has come full circle: Christine is now part of Christina's team at Red Carpet Realty.

Before real estate, Christine spent 19 years as a stay-at-home mom while also working weekends as a makeup artist and managing properties. Those roles may have seemed unrelated at the time, but each developed skills that would later become central to her business. Motherhood strengthened her patience, organization and adaptability. Makeup artistry taught her to listen, connect with different personalities and quickly build trust. Property management gave her firsthand experience with homes, maintenance and the responsibilities surrounding property ownership.

Once Christine earned her license, however, having transferable skills did not mean building a business came easily. She continued working as a makeup artist while raising her children and trying to create momentum as a new agent. Her days included appointments, prospecting calls, open houses, networking, showings and constant follow-up. Building that momentum also meant getting comfortable with the uncomfortable: introducing herself as an agent, asking for business and following up even when the results weren't immediate..

During those early days, another important mentor entered the picture. Lacey Deverick, owner of the first brokerage Christine joined, helped guide her through her first transactions. Christine remembers how much there was to learn once the license was in hand and credits Lacey's patience and willingness to answer questions with helping her navigate those early deals. That support gave Christine a place to learn while gaining the experience necessary to begin trusting herself.

Her first major confidence boost came within just a few months of becoming licensed, when she closed two transactions at the same time, representing a seller in one and a buyer in the other. Experiencing both sides so early exposed her to different responsibilities and gave her an accelerated education in the transaction process. More importantly, seeing both clients reach the closing table confirmed that she could successfully guide people through significant decisions.

The wins did not eliminate the uncertainty. Christine quickly learned how much patience real estate requires. Weeks or months of showings, follow-up and offers do not always lead to a closing, and early disappointments sometimes left her wondering whether the effort had been wasted. Over time, her perspective changed. A conversation that did not produce immediate business could become a relationship that opened another door months later. Consistency, she realized, mattered just as much as immediate results.

That lesson continues to shape the business Christine is building today. After recently changing brokerages, she has entered a season that she describes as rewarding, challenging and exciting. She is expanding her network, farming, strengthening existing relationships and becoming increasingly comfortable putting herself in rooms and situations that once would have pushed far beyond her comfort zone.

A particular focus has become first-time homebuyers. Christine understands how intimidating the process can initially feel and wants clients to have room to ask questions, understand their options and move at a pace that feels right. She is equally intentional about nurturing buyers who may not be ready immediately, recognizing that meaningful client relationships do not have to begin and end with a transaction.







That shift reflects one of Christine’s biggest areas of growth. A year ago, she says she was more focused on finding the next opportunity. Today, she is more disciplined about staying connected, following up and investing in relationships without expecting an immediate result. She is also more willing to make the call, attend the event, introduce herself and ask for the business rather than waiting until she feels completely confident.

Away from real estate, Christine remains a makeup artist and loves beauty, skincare, staging, decorating and anything creative. Most importantly, she is a mom to two young adults, a role she describes as the one she is proudest of. Friends and family also know a side of Christine that clients may not immediately see: she is admittedly goofy, a little weird and happiest when she can laugh and be completely herself.

Christine wants her growing reputation to reflect that same authenticity. She hopes clients and fellow agents come to know her as warm, trustworthy, collaborative and genuinely invested in the people around her, not simply the next transaction.

After years spent helping other agents prepare for their moment in front of the Real Producers camera, Christine is finally having one of her own. She is more confident, more willing to take chances and more excited about what comes next.

And in many ways, she feels like she is just getting started.









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Founder Paloma Mansour always loved giving gifts, long before it ever crossed her mind to pursue it professionally. After years of working in the gifting world, she started to notice that the pre-set gift packages out there often left something to be desired. From quality, to selection, to presentation, she never felt particularly drawn to the options available on the market. It became clear with extensive research that many recipient categories were left without decent choices.

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Jennifer Long

Strategy Before the Sale

Long before Jennifer Long had a real estate license, she was already studying the industry from the other side of the transaction. Growing up, she went to open houses for fun, fascinated by how people lived, how neighborhoods evolved and how real estate could quietly create wealth and opportunity. That curiosity eventually became an investment strategy of her own, and Jennifer began building her personal real estate portfolio four years before she ever worked professionally in the industry.

The experience gave her an early education in risk, returns and timing, but becoming a Realtor was not initially part of the plan. Several people in Jennifer's network, including a major real estate developer, encouraged her to get licensed after recognizing instincts they believed would translate well to the business. Eventually, Jennifer saw it too. Real estate brought together the things she naturally gravitated toward: strategy, relationships, investment and long-term thinking.

When she entered the industry during the pandemic, there was little opportunity to ease into her new career. Jennifer found herself building a business in one of the most competitive markets in recent history while the industry itself was changing rapidly. Without a long track record behind her, she realized quickly that credibility would have to be earned through the way she worked.

"I had to out-prepare, out-communicate, and operate with precision from day one," Jennifer says. "That first year taught me more about strategy, resilience, and adaptability than any classroom ever could."

It also changed the way she thought about a successful transaction. Jennifer learned that some of the most important decisions are made well before a property reaches the market or an offer is on the table. Preparation could not be an afterthought. As she puts it, "Success isn't reactive; it's engineered."

An Unconventional Training Ground

Although Jennifer was new to real estate, she was not new to high-pressure environments. Before becoming a Realtor, she worked as a casino executive at the largest AAA Five Diamond Resort & Casino in the world, an experience that put her across the table from ultra high net-worth negotiators and taught her how to read people, remain composed and communicate effectively when the stakes were high.

Those instincts followed her into real estate. Jennifer genuinely enjoys negotiation and the challenge of finding terms that work in her client's favor, but she also understands that negotiating well requires more than pushing for a lower price. Reading motivations, identifying what each side truly values and knowing when to press or exercise restraint can all influence the outcome.

Her early years in real estate also placed her alongside top producer Jordan Mott, who became one of her mentors. The circumstances of the pandemic gave Jennifer what she describes as a "front-row seat" to his business, allowing her to watch strategy unfold in real time. She learned how to negotiate beyond price, identify what truly carries value within a deal and build a lead-generation system capable of producing consistent results.

Jennifer also paid attention to the qualities shared by the professionals she respected most. They were not necessarily the loudest people in the room, but they were consistent. From them, she learned that reputation compounds, discretion carries weight and long-term thinking tends to outperform the pursuit of short-term wins.

More Than the Transaction

Today, Jennifer leads a boutique real estate practice serving buyers, sellers and investors who value a strategic approach. Her work centers on preparation, positioning and execution, from pricing and negotiation to risk assessment and timing. Her own investing background continues to influence the way she advises clients because she understands that a home can carry tremendous emotional significance while simultaneously representing one of the largest financial decisions a person will make.

"I love helping families find the right home, and I am intentional about making the entire process as stress free as possible," Jennifer says. "My clients trust me because I do everything in my power to protect their money, their timing, and their long-term goals."

That responsibility influences the way she approaches every transaction. Jennifer values clean deals, direct communication and professionalism under pressure, but she does not believe protecting a client requires creating unnecessary conflict with the other side. She prefers collaboration when possible, recognizing that everyone involved is ultimately working toward a successful closing.



Over time, Jennifer began noticing a subtle but meaningful change in the way clients talked about her. Instead of introducing her simply as their real estate agent, they began calling her their advisor. For Jennifer, that distinction represented something bigger than a title because it reflected the level of trust she had worked to build. Referrals followed, and those introductions led to more referrals as clients entrusted her with friends, family members and colleagues.

The recognition eventually extended beyond her immediate client base. Agents in other states began calling and emailing Jennifer for advice and strategies, and even seasoned professionals reached out to ask how she approached certain aspects of the business.

“It was one of those moments where I paused and thought, this is real. I am doing something that people notice,” she says. “It felt good to realize that the work, the consistency, and the effort were resonating beyond my immediate circle.”

Precision Under Pressure

Preparation, clarity and accountability remain central to Jennifer’s approach. She communicates early and often, negotiates thoughtfully and does not believe in using pressure simply to move a transaction forward. Precision, restraint and follow-through matter, particularly when clients are trusting her with money they may have spent much of their lives saving.

Jennifer understands that feeling personally. Having invested in real estate herself, she knows what she would expect from the person advising her through a six- or seven-figure decision: responsiveness, availability and answers grounded in a clear understanding of the situation. She works to provide the same for her clients and treats each transaction with the level of care she would expect if the investment were her own.

“If I were putting six figures or even millions into a home, I would want someone who is responsive, available, and has real answers,” she says. “I work hard to be that person for my clients.”

That mindset becomes especially important when things do not go according to plan. Markets change, deals fall apart and volatility is part of the business. Jennifer has learned to stay grounded by focusing on the things she can control, including preparation, communication, relationships and long-term perspective. Difficult situations also tend to bring out her competitive side.

“When someone tells me I cannot do something, it only motivates me more,” Jennifer says. “There is always a way.”

At the same time, she knows persistence cannot replace honesty. Keeping clients informed throughout a setback allows them to evaluate their options clearly and navigate the situation together, rather than allowing the pressure of the moment to dictate the next decision.

Impact Beyond Real Estate

Away from transactions, Jennifer is deeply rooted in her community and intentional about supporting local businesses and initiatives. She values time with family and close friends, enjoys Pilates, trading stocks, travel, learning and art, and makes plenty of time to FaceTime with her niece Gianna.



Celebrating Gianna

Her community involvement has also taken Jennifer into an entirely different arena. In her spare time, she has founded and hosted multiple charity events that have collectively raised more than $23 million, collaborating with prominent charitable organizations and foundations along the way. Those experiences have shaped the way she approaches leadership, teamwork and community impact, while reinforcing the importance she places on bringing people together around a common purpose.

Those experiences exposed Jennifer to another form of leadership, one centered on bringing different people together around a common goal. She credits that work with influencing the way she approaches teamwork and community impact today, while reinforcing the importance she places on relationships both personally and professionally.

Looking ahead, Jennifer hopes to travel more internationally and continue broadening her perspective, but she is equally interested in what she can help change within her own industry. She wants clients to feel empowered rather than sold to and believes education should be a central part of helping buyers and sellers make decisions that can influence their financial futures for years.

“I aim to raise the bar for how real estate professionals show up, with integrity, intelligence, and restraint,” Jennifer says. She also hopes to challenge the perception that the profession is simply about opening doors and facilitating transactions. To Jennifer, the responsibility runs much deeper because every recommendation, negotiation and detail can carry lasting consequences for the person on the other side of it.



Jennifer with Family

Her goal is ultimately less about being remembered for an individual sale than for the way she handled the responsibility entrusted to her. “Long term, I hope my work reflects trust earned, standards upheld, and decisions that created lasting value.”







Pictured: Gabriella Alvarez with Rocket Mortgage

Olha Melokhina PHOTOGRAPHY

Personal Branding Photography Is Expensive. But What Costs More?

A personal branding photoshoot can feel like a big expense, especially when you already have so many other things to pay for in your business. But while you are waiting for the "right time," potential clients are visiting your website and social media, and they are making quick decisions based on what they see.

Your photos are often the first introduction to your business. Before someone reads about your experience or contacts you, they have already formed an impression. Professional images can help them feel that you are confident, established and serious about what you do.

When your photos are outdated, inconsistent or similar to everyone else's, it becomes harder for people to understand what makes you different. You may be great at what you do, but your online presence needs to show that clearly. Your business has its own personality, and your photos should reflect it.

A personal branding session is also about creating useful content. Instead of searching through your camera roll every time you need to post something, you can have a collection of images ready for your website, social media and marketing materials.

During one session, we can create different looks and backgrounds that show more than one side of your business. You may need a polished headshot for your website, a relaxed image for social media or photos that show you working with clients. We can also include props connected to your work, so people can quickly understand what you do.

Planning the session around your business gives you images that feel connected instead of random. Your colors, clothing, location and overall style can work together, which makes your brand easier to recognize and remember.

Good personal branding photos continue working long after the session is finished. They help you show up consistently, make posting easier and give potential clients a stronger sense of who you are before they ever speak with you.

So when you invest in personal branding photography, you are investing in the way people see your business. And when your images finally match the quality of the work you provide, the right clients are more likely to notice.

If your current photos no longer represent where your business is today, it may be time to create something new.

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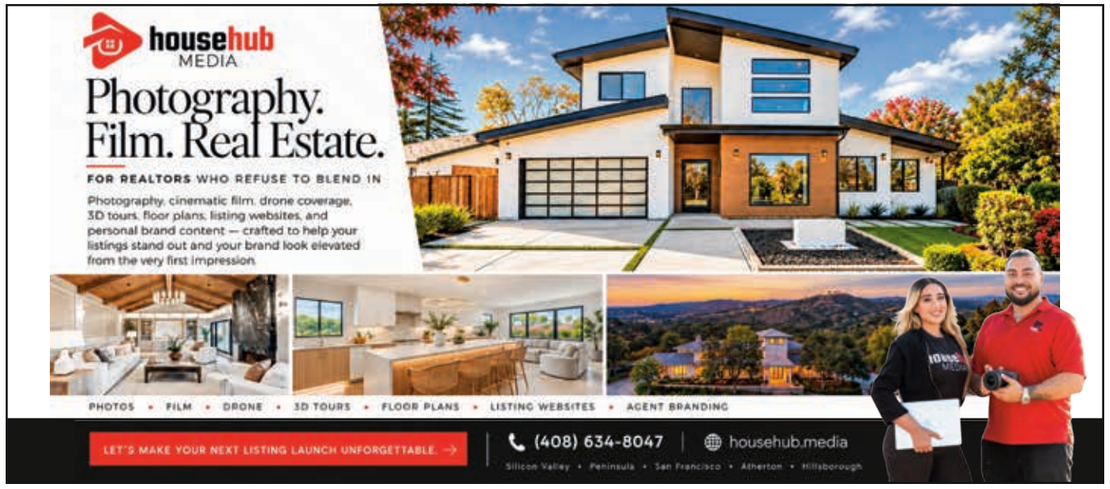
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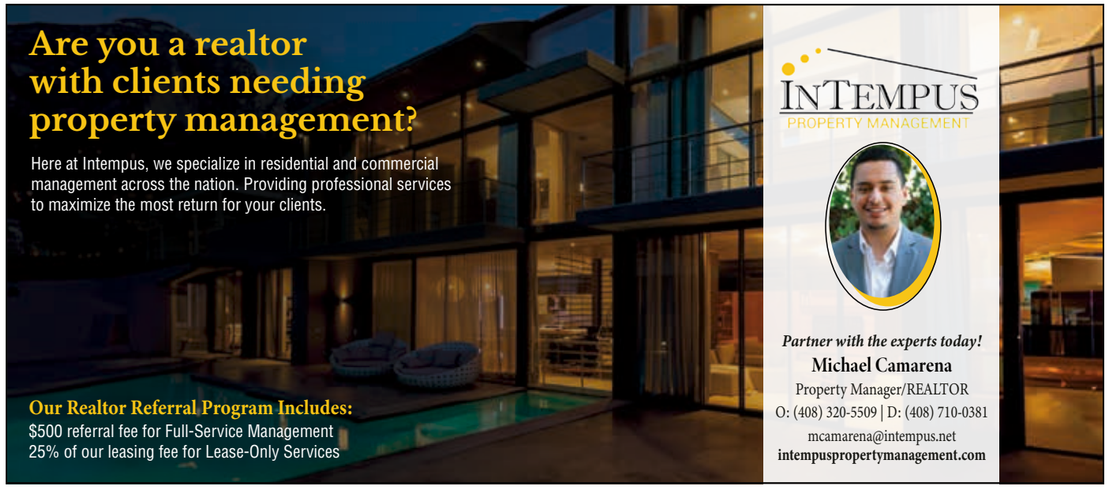
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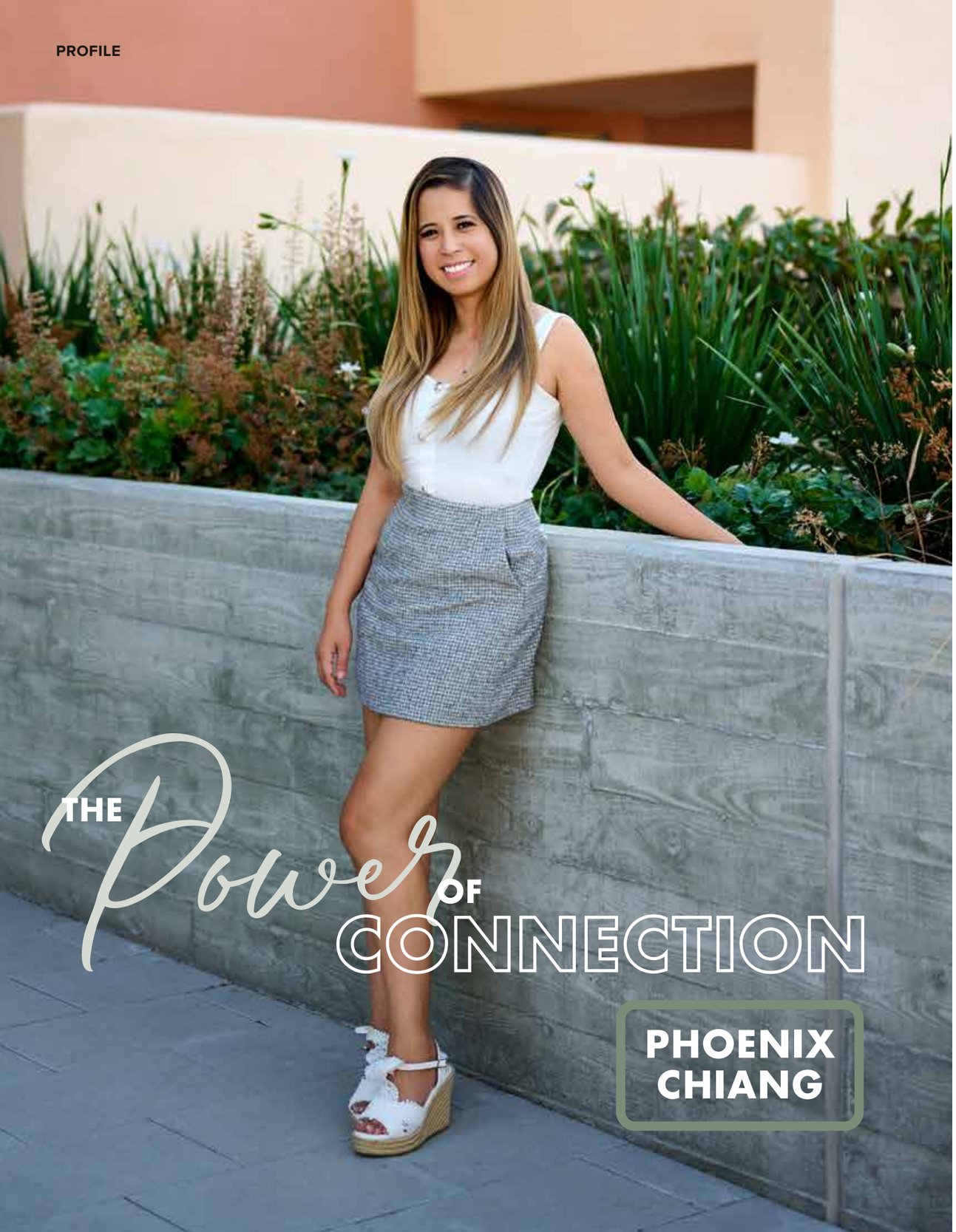


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THE Power OF CONNECTION

PHOENIX CHIANG

Phoenix Chiang's path into real estate was anything but conventional. Long before she was leading a real estate team, organizing packed networking events, or taking on leadership roles within AREAA, she was studying something that would eventually become central to the way she conducts business: *People.*

With a master's degree in behavioral analysis and a background in communication studies, Phoenix built her early career around understanding human behavior. At the same time, another interest was rapidly taking shape.

In her early 20s, Phoenix began investing in real estate and working in Airbnb hospitality and leasing management. As a SuperHost, she eventually juggled approximately 100 listings, ranging from short- and mid-term rentals to ADUs, apartments, and single-family homes.

Real estate had never been the original plan, but the deeper she went, the more naturally the pieces fit together.

"I realized real estate wasn't just about selling houses," she says. "It was the ultimate intersection of human connection, mindset, dynamic strategy, and wealth-building."

Learning the Human Side of the Business

Phoenix entered the industry with a strong understanding of behavioral science, but real-world transactions quickly taught her that knowledge alone was not enough.

She initially expected many decisions to follow logic. Instead, she discovered how deeply emotion, trust, communication, and relationships influence the process of buying or selling a home.

"People buy from who they like and trust," Phoenix says.

Learning how to remain clear-headed during high-stakes situations while still recognizing the emotions involved became an important part of her development. Her background ultimately became an advantage, helping her listen closely, understand different perspectives, and communicate through complicated decisions.

Today, those principles remain at the center of how she serves clients and leads others.

Phoenix is the founder and team leader of Sidera Realty and co-founder of Infinite Exchange and Mega Meetups, which bring real estate professionals and entrepreneurs together throughout the Bay Area. Her real estate business serves clients across Silicon Valley, the San Francisco Peninsula, East Bay, Davis, and Sacramento, with a focus on residential listings, buyer representation, and wealth-building strategies.

But some of what she is proudest of has happened beyond individual transactions.

Creating Rooms Where People Connect

A major turning point came when Phoenix stopped viewing her career as a collection of helping separate families and began thinking more intentionally about the communities surrounding them.

Her involvement with the Asian Real Estate Association of Americabecame an important part of that shift. Phoenix served as Vice President and later President of AREAA Silicon Valley, where she helped plan and host more than 16 events. She now serves as AREAA National Membership Chair.

Those experiences reinforced something she had already begun to recognize: meaningful relationships can create opportunities far beyond a single transaction.

"Authentic connections create infinite momentum," she says.

It is an idea Phoenix has carried into Infinite Exchange and Mega Meetups, where hundreds of professionals have had opportunities to meet, collaborate, exchange ideas, and form new partnerships.

Despite her comfort in a packed room, Phoenix is quick to point out that community building requires considerably more than introductions and business cards. Behind every successful gathering are operational systems, follow-through, careful communication, and an awareness of what other people need.

"True influence isn't about being the loudest person in the room," she says. "It's about consistent execution and genuine care for other people's success."

That same philosophy shapes her non-negotiables in business. Phoenix prioritizes proactive and transparent communication, collaboration that benefits everyone involved, accountability when something goes wrong, and a commitment to continually learning and improving.

> "AUTHENTIC CONNECTIONS CREATE INFINITE *momentum.*"



Balancing a growing business with major leadership responsibilities has also required her to establish stronger boundaries. Learning to delegate, build reliable systems, and recognize where her own attention is most valuable has been one of the more challenging lessons of her career.

Beyond Real Estate

Away from work, Phoenix's world remains lively. She is a devoted mom to her son, Ash, and is currently enjoying a particularly exciting season with her fiancé, Anthony, as they plan their wedding. Her beloved late dog, Summer, rounds out the family.

Phoenix also loves experiences. That might mean vineyard hopping in Napa, finding a memorable restaurant, listening to deep house and tropical music, traveling, or catching a live magic show in Las Vegas. She has become such a fan of stage illusions that she jokes that, in another life, she might have produced grand-scale magic shows herself.

There is also a celestial streak running through her creative side. Stars, constellations, and "written in the stars" details frequently find their way into the events she designs.

Perhaps fittingly, Phoenix sees her current chapter as one of "joyful, intentional expansion."

She is working to grow Sidera Realty and Infinite Exchange throughout California while continuing her national involvement with AREAA. Personally, she is looking forward to traveling throughout Asia, including Thailand, Hong Kong, and Taiwan, and ultimately celebrating her wedding surrounded by the people she loves.

Even with so much ahead, the part of her work that excites Phoenix most has remained remarkably consistent. Whether she is handing clients the keys to a new home or watching two people meet at an event and realize they could build something together, she still comes back to the same thing that drew her into the industry in the first place.

"The magic," she says, "is always in the human connection."

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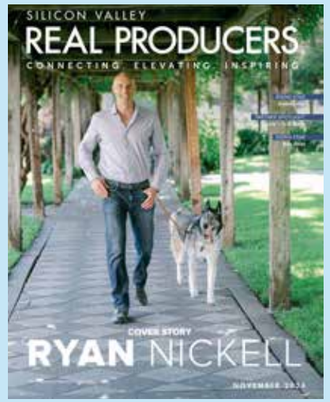
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Silk & Spritz





From broker tours and twilight open houses to client appreciation events, brokerage gatherings, and larger industry celebrations, Silk & Spritz transforms a traditional beverage station into part of the experience.

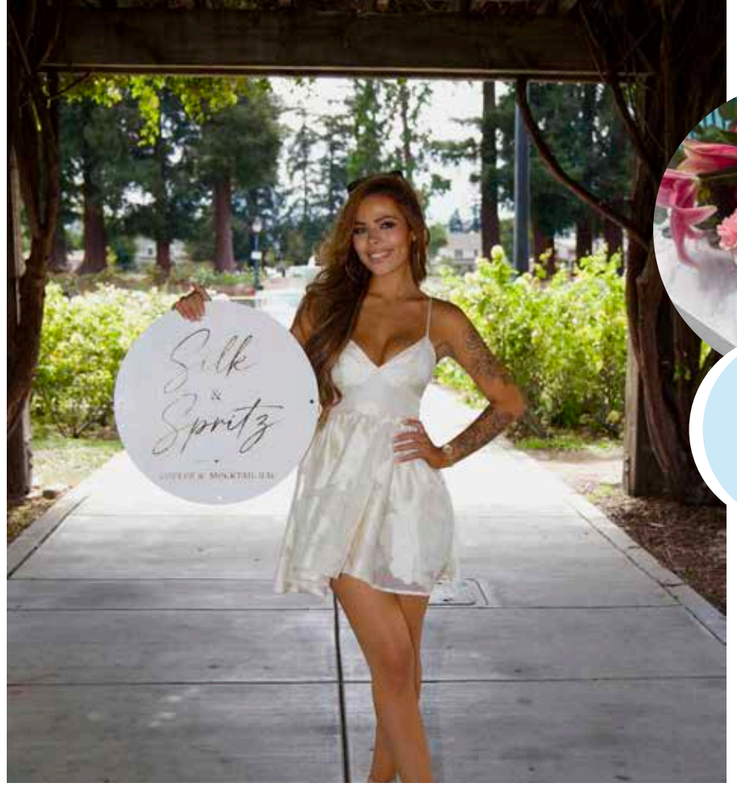
Depending on the occasion, guests can enjoy a full espresso bar featuring handcrafted coffee and signature lattes, refreshing custom mocktails, or cocktails designed to complement the event. Each setup combines quality drinks with thoughtful presentation, creating an inviting space where guests can grab a beverage, stay awhile, and connect.

The mobile format also allows Silk & Spritz to adapt to a wide range of settings and event styles. Whether serving coffee during a morning broker tour or mixing signature drinks at an evening gathering, the experience can be tailored to fit the atmosphere.

Some of the best connections in real estate happen outside the office, often over a great cup of coffee or a drink worth lingering over. That idea is at the heart of Silk & Spritz, a mobile specialty coffee, mocktail, and cocktail bar serving events throughout the Bay Area.

Founded by REALTOR® **Sabrina Weidner,** Silk & Spritz was created with the real estate community especially in mind. As someone who understands the industry firsthand, Sabrina saw an opportunity to add something memorable to the events that bring agents, clients, and colleagues together.







For Sabrina, Silk & Spritz brings together hospitality, creativity, and her connection to the real estate industry in a fresh way. The result is simple: great drinks, beautiful presentation, and one more reason for guests to remember the event long after the last sip.

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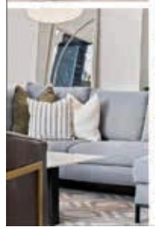
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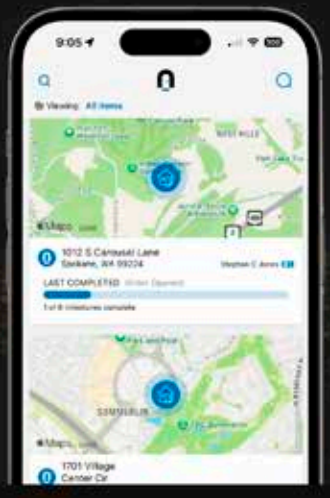
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