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FRANCES *Reinoso*

WRITTEN BY TERRINA RUSSELL PHOTOGRAPHY BY MARISSA MCCUTCHAN

FRANCES REINOSO WAS 45 YEARS OLD WHEN SHE GOT HER REAL ESTATE LICENSE.

For some, that might sound like a late start. For Frances, it was simply the beginning of the right chapter.

She already knew the industry. She had spent 10 years in lending before stepping away from work to stay home after the birth of her two youngest children. But it did not take long for real estate to pull her back. This time, however, her motivation was deeply personal.

“I decided to get back into the industry so that I could help my older kids purchase their first home,” Frances said.

That decision became the foundation for a career that has grown largely through the very thing that mattered to Frances from the beginning: taking care of people.

Her lending background gave her an understanding of the financial side of a transaction, but Frances believes what has truly set her apart has little to do with paperwork, technology or even sales. It is communication.

In an industry where so much conversation now happens through text messages, Frances still believes in picking up the phone.

“To me, it’s about providing service and calling my client and putting them at ease,” she said. “Reassuring them and always being a phone call away.”

That philosophy has come full circle as former clients have returned for additional transactions and, perhaps even more meaningfully, sent their children, relatives and friends to Frances when it was their turn to buy or sell.

The referrals were what made her realize she had found where she belonged.

“Knowing that someone trusted me enough with one of the biggest decisions of their life, and then felt confident enough to recommend me to their family and friends, meant everything to me,” she said.

Some clients have worked with Frances multiple times. Others have introduced her to another generation of their

family. She considers that kind of trust one of the greatest measures of her success.

It also explains the advice she gives agents entering the business: Pick up the phone.

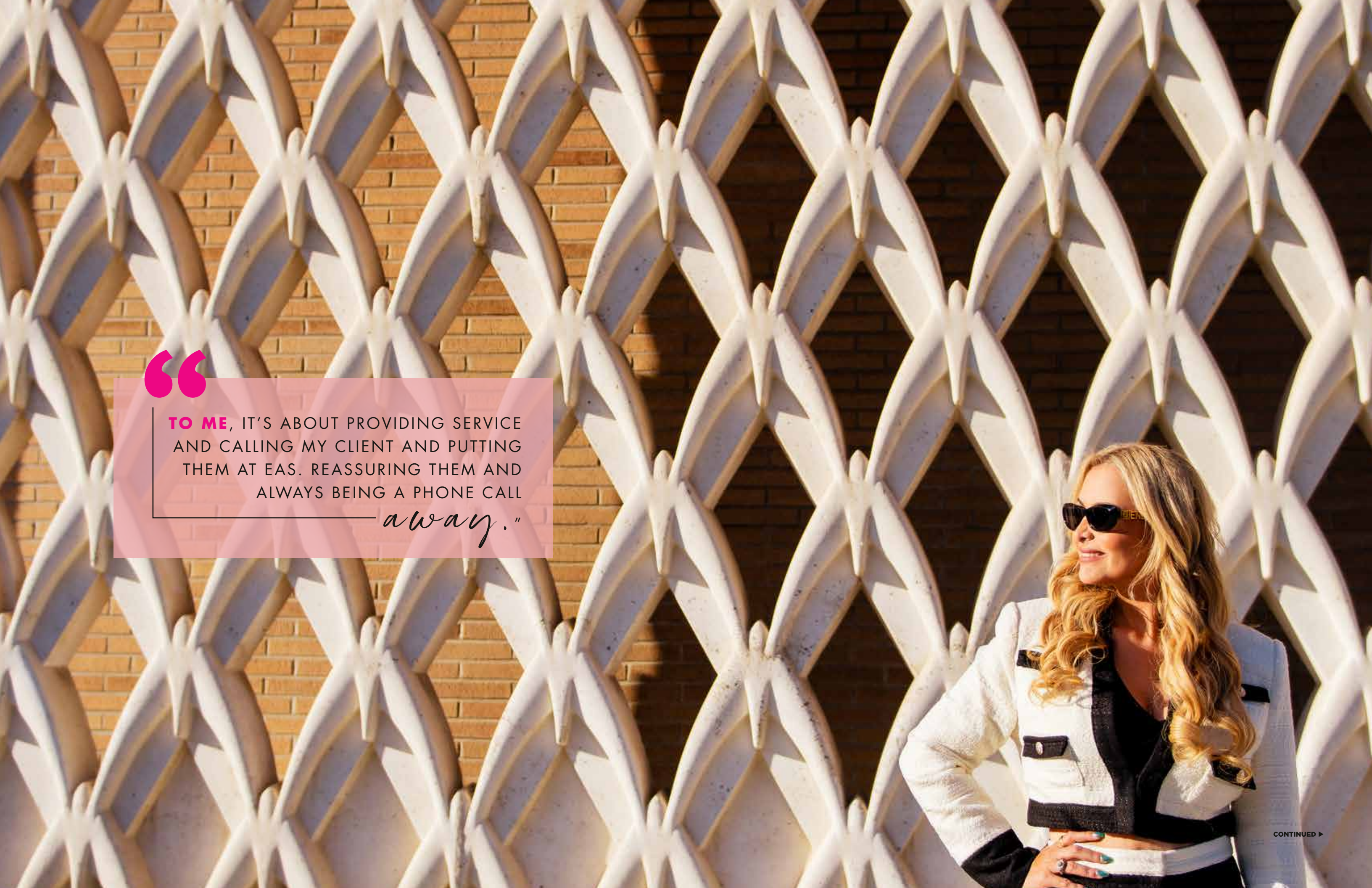
“Every call is an opportunity, and if you don’t answer, there’s a good chance that client will call the next agent who will,” she said.

Frances encourages new agents to follow up, keep their promises and give every client the same level of attention regardless of price point. Real estate, she believes, is built one conversation and one relationship at a time.

Her own business reflects that. Much of her work comes through repeat clients and referrals, supported by social media, networking and a strong local presence. She describes her brand through four words: trust, relationships, experience and results.

But the motivation behind that business has always been family.

Frances is a mother of five and grandmother of three. Her favorite moments are the ones when her children,



“

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AND CALLING MY CLIENT AND PUTTING
THEM AT EAS. REASSURING THEM AND
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away.”

grandchildren and parents are all together under one roof. Summers often mean heading to the river, boating and spending time together at Lake Havasu.

“My greatest success will always be my family and the memories we create together,” she said.

That same focus on family is shaping what comes next. Over the next five years, Frances hopes to purchase at least five additional investment properties, grow her portfolio and create long-

term financial security that can benefit future generations.

For a woman who began this chapter at 45, there is something especially fitting about looking ahead and still seeing so much possibility.

“I think my journey is a reminder that it is never too late to reinvent yourself, take a chance on yourself or pursue a new chapter in your life,” Frances said.

Her career may have started with wanting

to help her own children buy their first homes, but it has grown into helping other families do the same. More than anything, Frances hopes the reputation she leaves behind reflects how she treated people along the way.

“I’m excited about what the future holds,” she said, “and I truly feel like I’m just getting started.” ▀





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KATHY VINEYARD + AMANDA VINEYARD-GOMEZ

WRITTEN
BY TERRINA
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BY MARISSA
MCCUTCHAN

For Kathy Vineyard and Amanda Vineyard-Gomez, real estate has never been simply about selling houses. It is about family, relationships and being invited into some of the biggest moments in people's lives.

Kathy's journey into real estate began more than 25 years ago with a practical goal. She wanted a career that would give her the flexibility to be present for her children while earning additional income. She never imagined that decision would eventually grow into the business she and her daughter share today. Amanda joined her mother when Kathy's workload became more than she could manage alone. Nearly 13 years later, the mother-daughter team with RE/MAX Diamond Prestige has built a business around the same values that brought them into the industry in the first place: family, hard work and taking care of people.

Their backgrounds may seem far removed from real estate, but both women credit those early experiences with shaping how they work with clients today. Before becoming a Realtor, Kathy cleaned houses, where being welcomed into people's homes taught her the importance of trust, consistency and personal connection. Amanda worked in the bakery and deli at Albertsons, developing relationships with regular customers while learning the value of customer service and making people feel appreciated. She also had the advantage of growing up around real estate and seeing firsthand the dedication her mother brought to the profession.

Today, those lessons are at the heart of The Vineyard Team.

"What you see is what you get" is more than a saying for Kathy and Amanda. They describe themselves as outgoing, personable, hardworking and sometimes a little crazy, but honesty is nonnegotiable. They are willing to give clients the good, the bad and everything in between, even when that honesty could

cost them a transaction. They would rather walk away from a sale than see someone make a financial decision that is not right for them.

That philosophy is especially important in an area of real estate they are passionate about: helping people who may believe homeownership is out of reach. They frequently work with first-time buyers and clients who may benefit from down payment assistance or other programs. Those transactions can require additional patience, creativity and guidance, but Kathy and Amanda say some of their proudest moments come when they hand keys to someone who once wondered whether owning a home would ever be possible.

Their philosophy is simple: their brand is not about selling the most houses. It is about helping more people call one home.

Perhaps that is why their business continues to be driven largely by relationships, referrals and repeat clients. While Amanda has helped expand their presence through social media and Google, the team remains proud of its old-school foundation. A recommendation from a former client still means more to them than any advertisement.

Those relationships also explain what keeps them passionate about the industry. There was no single transaction that convinced Kathy and Amanda they had chosen the right career. Instead, they are reminded with every closing. It is the first-time buyer receiving keys, the family finding the place where they will raise their children, new parents bringing a baby home or someone finding the house where they plan to retire. Being trusted to walk alongside clients through the excitement, stress and uncertainty of those moments is something neither takes for granted.

As hard as they work, Kathy and Amanda are equally intentional about remembering why they work.

Family remains at the center of their lives. They enjoy camping, boating at their home in Lake Havasu, riding RZR's and dirt bikes in the desert and continuing traditions their family has shared for more than 42 years. Amanda and her husband Johnny also love traveling and discovering new restaurants with their children, while Kathy and her retired husband enjoy a slightly slower pace these days.

That perspective also shapes their definition of success. Becoming top 10 or top 25 agents in their area would be an incredible accomplishment, but it is not their ultimate measure. Five years from now, they hope they are healthy, still working together, still helping clients and, most importantly, still present for school drop-offs,

sporting events, family dinners, vacations and time with their children and grandchildren. After decades in the industry, the Vineyard Team's story still comes back to the people who made it possible. Kathy and Amanda remain grateful for the clients who trusted them, returned to them and referred their friends and family.

They may have built the business through hard work, but they never forget who gave them the opportunity to build it.

And after all these years, they are still excited every time they get the chance to help someone find their way home. 🏡

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Shantae

SHORT

WRITTEN BY TERRINA RUSSELL PHOTOGRAPHY BY MARISSA MCCUTCHAN

For Shantae Short, real estate was never part of a perfectly mapped-out career plan. It was a leap of faith, one that ultimately gave her the flexibility, purpose, and connection she had been looking for.

Shantae grew up watching her aunt work in real estate, so the industry was familiar. Still, she initially pursued a different path, earning a degree in education with plans to become a teacher. Once she entered the classroom, she realized it was not the right fit.

Years later, while working in a career that did not offer the flexibility she wanted as a mother, Shantae and her husband, JJ, were looking to purchase a home. She began considering a different future.

“Why not take a chance on myself?” she remembers thinking.

With JJ supporting her, Shantae earned her real estate license in 2019 and began building what would eventually become her business with Mogul Real Estate. The early days were anything but easy. She remembers wanting to quit often, sometimes daily, but she continued showing up.

Over time, she discovered that her background in education had prepared her for real estate in unexpected ways. Courses in psychology helped her better understand personalities, motivations, and emotions, skills that became invaluable when guiding clients through major financial and personal decisions.

That ability to understand people remains central to her approach today.

Shantae describes herself as relationship-driven, authentic, and straightforward. She is not interested in giving clients a sales pitch and disappearing once the paperwork is signed. For her, the relationship matters long after closing.

“What you see is what you get,” she says.

Those relationships are also what confirmed she had found the right career. There was no single transaction that convinced her. Instead, it was becoming part of so many different stories and hearing clients tell her after closing, “I couldn’t have done this without you.”

Her passion goes beyond helping people buy and sell homes. Shantae wants clients to understand how real estate can contribute to their long-term financial future, particularly through generational wealth.

She encourages families to think beyond getting the keys and consider what happens to the asset they are building. She wants homeowners to understand equity, planning, and the importance of protecting what they may someday pass to the next generation.

That emphasis on education fits naturally with the brand she has created, “This Short Girl Sells.” It is intentionally approachable, authentic, knowledgeable, and fun.

“I’m not trying to be the stereotypical real estate agent,” she says. “I want people to know that they can call me, ask me the hard questions, and get an honest answer.”

Social media, community events, referrals, and personal relationships all play important roles in growing that brand. Shantae also enjoys showcasing life throughout the Temecula Valley and surrounding communities, highlighting local businesses, restaurants, schools, neighborhoods, and events alongside the homes she sells.

Community involvement has become another extension of her work. Alongside her friend Katrina, Shantae created a women’s social group called “You Can Sit With Us,” which brings women together while supporting local charities and businesses. She also supports schools, youth sports, families, and other community organizations.

Outside of work, Shantae’s greatest priority is her family. She loves spending time with JJ and their children, Jay and Dara, whether they are vacationing, taking Jeep trips, enjoying winery days, or simply making memories together.

She credits JJ as an essential part of everything she has built.

Five years from now, Shantae hopes her business will have grown into something bigger than herself, with an expanded focus on education, homeownership, investing, generational wealth, and community impact.

Her advice to agents just getting started reflects her own journey.

“Don’t quit just because it’s hard,” she says. “Don’t compare your beginning to someone else’s highlight reel.”

CONTINUED ►



“

I want people to know that they can call me, ask me the hard questions, and get an honest answer.”

For Shantae, success comes down to consistency, relationships, authenticity, perseverance, and continuing to learn. Most importantly, it means being willing to take a chance before you have everything figured out.

“There is only one you, and that’s your competitive advantage,” she says. “So be you and find your people.”





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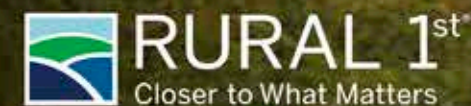
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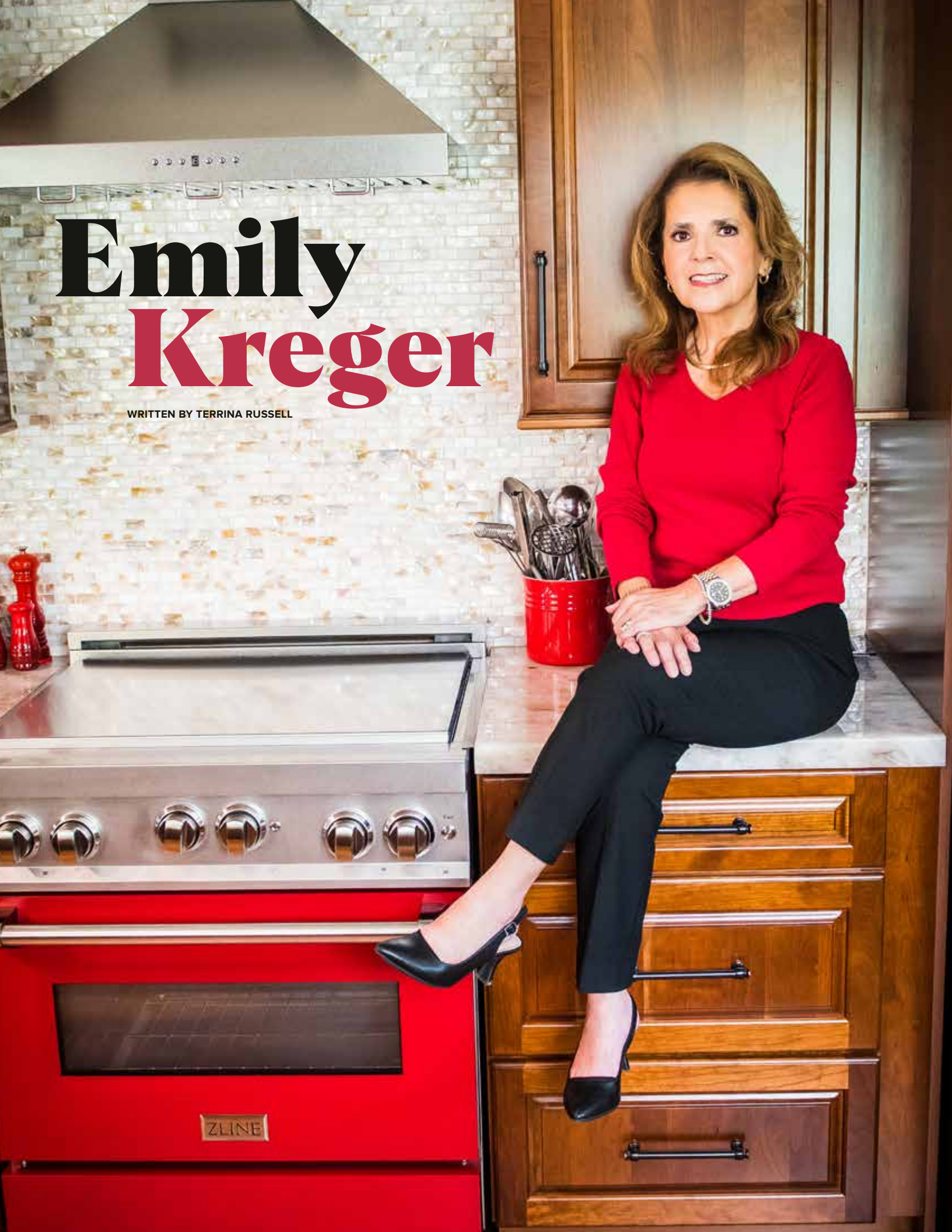
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A full-page photograph of Emily Kreger, a woman with long brown hair, wearing a red long-sleeved top and black pants, sitting on a kitchen counter. She is smiling at the camera. The kitchen features a stainless steel range hood, a tiled backsplash, and wooden cabinets. A red pepper mill is visible on the counter to the left.

Emily Kreger

WRITTEN BY TERRINA RUSSELL

When Emily Kreger entered real estate in November 2005, she was not necessarily looking for a new full-time career. She was looking for something that would give her more of what had suddenly become incredibly valuable: time with her family.

At the time, Emily was working in management for a Fortune 100 company and overseeing a staff of more than 40 people. The demanding schedule had become increasingly difficult after starting a family. She knew staying home full time was not the right fit for her either, so her husband suggested she give real estate a try.

“I always had a small passion for real estate after I took a class on it in college,” Emily says. “I was excited to finally give it a try.”

What began as a part-time career quickly grew into much more. More than 20 years later, Emily is still in the business and still motivated by the people behind every transaction.

Her previous career turned out to be excellent preparation. Managing a large team taught Emily how to juggle competing priorities, communicate with different personalities, develop people and take the lead when a situation called for it. Those skills became particularly valuable in an industry where no two clients, transactions or challenges are exactly alike.

Emily believes her willingness to tackle those

challenges is one of the things that sets her apart.

“I truly care about my clients, not the commission,” she says. “I’m a problem solver. No task is too big or too small, and the phrase ‘I’ll do it tomorrow’ doesn’t exist in my vocabulary.”

That determination became especially meaningful when Emily worked with a first-time buyer who had previously been told homeownership was not possible for them. Instead of accepting that answer, Emily worked with the client, looked for a path forward and ultimately helped them purchase their first home.

That experience confirmed she had found the right career.

“I love getting the deals done that people said couldn’t be done,” she says. “I feel fulfilled knowing I help people find homes they really love and that I’m making a difference, one house at a time.”

It is also why her advice to newer agents is simple: hire a coach. Emily credits coaching with helping her grow professionally by providing guidance, accountability and someone willing to challenge her.

Combined with her work ethic and ability to think outside the box, it has helped her navigate a business that often requires finding solutions long before an offer is ever written.

Her next chapter is focused on growth. Over the next five years, Emily hopes to build a team of capable professionals, including a buyer’s agent and an assistant. The goal is not simply to do more business. She wants the support necessary to continue giving her clients her best while creating more time to give back to her community.

For years, much of that community involvement centered around her daughters’ schools. From serving as a Reading Buddy in elementary school to holding positions on the band board, Emily remained involved from kindergarten through senior year. Now that both daughters are in college, she is considering what giving back will look like next.

Her oldest daughter, 23, is beginning her third year of medical school, while her youngest, 19, is starting her junior year of college. Emily is quick to credit both her daughters and her husband for supporting a

career that does not always fit neatly within traditional business hours.

Outside of work, she enjoys antiques, estate sales, gardening, traveling, working in her yard and, perhaps unsurprisingly, watching real estate shows.

Her personality is also woven throughout the Emily Kreger Realty brand. Clients may find her through print, social media, networking, sponsored events or short-form videos, but there is one detail that is particularly hard to miss: red. Her car is red. Her business cards feature red. Even her closing gifts carry the signature color.

The branding may make Emily recognizable, but she hopes it is the experience clients remember. To her, a transaction has never been just about a property.

“Behind every home is a person, a family and a story,” she says.

After more than two decades in real estate, that remains the heart of the business Emily has built, and the reason she is still looking forward to becoming better than she is today. ▀

CONTINUED ►



Photo by Jaqueline Johnson Photography



“
I truly care about my clients, not the commission. I'm a problem solver. No task is too big or too small, and the phrase 'I'll do it tomorrow' doesn't exist in my vocabulary."



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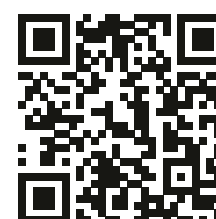
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