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Welcome Fall

Greetings!

October is here, bringing cooler days, changing seasons, and a great opportunity to recognize the people who continue to make our local real estate community so special.

This month, we're excited to feature **Gabe Mendez**, whose dedication and experience have helped him build a successful career in real estate. We're also proud to introduce our **Rising Star, Janice Cornell**, and share her journey and the passion she brings to the industry.

Our **Partner Spotlight** features **Eric Gillman with Cutco Knives**. Eric is a great example of the many local business professionals who build lasting relationships and provide valuable services to our real estate community.

Also in this issue, be sure to read our legal article covering **new rules regarding tenant deposits**—an important topic for real estate professionals, property owners, and anyone working with rental properties.

As we head further into fall, we're grateful for the agents, partners, and businesses who support one another and make this community thrive. We hope you enjoy this month's issue and take a moment to connect with the incredible people featured inside.

Happy October!

Cheers!

Cathy Ginder | Publisher
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CQ: YOUR COMPETITIVE EDGE IN BUSINESS

BY CLARA CAPANO

Think about the last agent you saw burn out. Chances are it wasn't because they didn't know the market. It probably wasn't because they were bad with people either. Most agents who struggle aren't short on knowledge or charm. They're short on clarity.

That's the piece nobody talks about. We talk about IQ all the time in this business - know your comps, know your contracts, know your market. We talk about EQ too - build rapport, read the room, handle objections with empathy. But almost nobody talks about CQ, the Clarity Quotient, even though it's the thing that actually determines

whether your IQ and EQ turn into closed deals. Here's the simplest way to say it: clarity is the multiplier. Not a third skill sitting next to the other two - the thing that makes the other two actually pay off. An agent with a ton of market knowledge but no clarity ends up overthinking everything. Redoing the CMA for the third time. Second-guessing a listing price they already knew was right. An agent with great people skills but no clarity ends up people-pleasing their way into a packed, unprofitable calendar - showing houses on their day off, answering every "quick question" text at 9pm, saying yes to buyers

who aren't serious because they don't want to seem pushy. Same skills. Same intentions. Very different year-end numbers. The fogged windshield Here's a picture I use a lot: you can have a fast car, great brakes, and the best GPS money can buy, but if your windshield is fogged up, you're still creeping along or pulling over every five minutes. Most agents aren't failing because they lack ability. They're failing because they can't see clearly enough to move with confidence.

Clarity is the windshield wiper. It doesn't remove the obstacles, and it won't guarantee the sale, but it gives you enough visibility to take the next step without hesitating.

Three places clarity breaks down - and what to do about each one **Vision Clarity - do you actually know where this business is going? **

Most agents don't have a business plan problem. They have a "I said yes to five different directions this year" problem - luxury one-month, first-time buyers the next, investors after that, whatever the latest lead source promised would work. Without vision clarity, you chase everything and build nothing.

Try this: block 30 minutes this week and write down, in one sentence, what your business looks like in 12 months - who you serve, what you're known for, roughly how many

transactions. Then look at your last 30 days of activity and ask honestly whether it matches. If it doesn't, that gap is where to start.

Value Clarity - do you know what you're actually worth, and do you act like it?

This is the quiet money leak. It shows up as justifying your commission for ten minutes when the seller hasn't even pushed back yet. It shows up as taking on a listing you know is overpriced because you don't want to lose it. It shows up as under-charging or over-explaining because some part of you isn't fully sold on your own value.

Try this: write down the three things you do for clients that most agents in your market skip - the extra showing prep, the contractor relationships, the way you handle negotiations. Keep that list somewhere you'll actually see it before every listing appointment. Confidence in that room isn't about a script. It's about actually believing the list you just wrote.

Action Clarity - do you know your next move, and are you actually doing it?

This is the one that separates agents who talk about prospecting from agents who prospect. Motivation is unreliable - some days it shows up, some days it doesn't. Clarity doesn't need motivation. It just needs a next step that's already decided.

Try this: at the end of each day, write down the single next action for your top three

deals or leads in progress. Not a vague "follow up" - the actual action, like "call the inspector about the report" or "text Sarah the updated comps." When the next step is already written down, you skip the moment where hesitation usually creeps in.

Why this matters more now than it used to There's more noise in this business than there's ever been - more platforms, more lead sources, more

scripts, more disruption. The agents pulling ahead right now aren't the ones who know the most or work the most hours. They're the ones who can cut through that noise and make a decision. That's not talent. That's clarity, and it's a skill you can actually build.

The loop worth remembering Clarity builds confidence. Confidence builds consistency. Consistency

produces results. And results - the closed deal, the referral, the repeat client - hand you more clarity about what's actually working. That's why this isn't a one-time fix. It's a practice, the same way prospecting is a practice. You don't get in shape from one workout, and you don't build CQ from one good week either.

The real edge Nobody needs another agent who can rattle off

more listings or smile bigger at the open house. What moves the needle is being the agent who can see clearly enough to act - for your clients and for your own business. That's the edge that doesn't expire when the market shifts.

Clara Capano is a keynote speaker, leadership strategist, and creator of the Clarity Quotient (CQ) framework, helping individuals and organizations achieve high performance through clarity rather than burnout. *



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Janice Cornell

CREATING OPPORTUNITIES & SERVING HER CLIENTS

PHOTOS BY AMANDA DAROSETT

What did you do before you became a realtor?

Before becoming a Realtor, I served on active duty in the United States Navy as a Hospital Corpsman and was stationed at Naval Medical Center San Diego, also known as Balboa.

The Navy has played a huge role in shaping who I am. It taught me discipline, resilience, leadership, and how to take care of people — all things that have carried directly into the way I serve my real estate clients.

When Did You Start Your Real Estate Career?

I truly think I fell in love with real estate when I moved to San Diego in 2021. I was a single E-4 in the Navy, living in a two-bedroom apartment in Chula Vista and paying almost \$2,700 a month. Coming from the East Coast, I couldn't believe how expensive it was to live here. I was living paycheck to paycheck and knew that wasn't the life I wanted for myself long-term.

My parents had me when they were teenagers, and growing up, everything felt like an uphill battle. We always had the necessities, but there wasn't much beyond that. I knew from a young age that if I wanted something different, I was going to have to create it for myself. That's one of the reasons I joined the Navy.

Everything changed when I purchased my first property in 22/23. I rented out the other unit and rented rooms on my side, which brought my personal housing expense down to around \$500 a month in San Diego. When I deployed, I would even rent out my room and cash flow while I was gone. That experience completely changed my mind set about money, real estate, and what was possible for my future. Eventually, that passion for investing turned into a passion for helping other people do the same.

What are you passionate about right now in your business?

I'm extremely passionate about education, especially helping young people understand money, homeownership, and investing earlier in life. Unfortunately, if you don't grow up around money or financial education,

there are so many things you're simply never taught.

That can create a cycle that continues through generations until someone decides to break it. I want to help people become that person in their family. Sometimes all it takes is someone believing in you, showing you what's possible, and helping guide you along the way.

For me, real estate is bigger than selling houses. It's about changing someone's mindset about what they can accomplish and helping families create opportunities that may not have existed for the generations before them.

What has been the most rewarding part of your business?

The most rewarding part isn't just handing someone the keys to their new home — it's everything that happens before and after that moment.

I genuinely pour into my clients because you don't know what you don't know. I love helping someone achieve homeownership when they previously thought it wasn't possible. Whether they're ready today, six months from now, or two years from now, I want my clients to know I'll be in their corner.



I don't want to just be someone's Realtor for one transaction. I want to be someone they can call years later when they have a question, want to invest, need a resource, or are ready for their next move.

What was your biggest challenge as a realtor?

My biggest challenge has been transitioning from active-duty Navy life into the Reserves while also stepping into an entirely different career and environment.

At first, I was worried about fitting into a certain box and

doing what I saw everyone else in real estate doing. The military teaches you structure, standards, and how to operate as part of a team, so stepping into an industry where your individuality can actually be one of your biggest strengths took some adjusting.

I remember talking to my family and friends and realizing that if I was going to go all-in on real estate, I needed to do it my way. I stopped worrying so much about fitting in and started trusting that the people who connect with who I genuinely am will



gravitate toward me. That has made a huge difference in how I approach my business.

Define success

I define success as being a good person and leaving this world better than you received it.

Of course, I have financial and professional goals, but none of those things matter to me if I don't like the person I've become along the way. Knowing that I'm raising my son to be kind, driven, respectful, and a good human being above everything else — that's success to me.

How Does Real Estate fit into your dreams and goals?

My decision to leave active-duty service became much more real after having my son. Once I became a mom, my priorities completely changed. I wanted more control over my time and the ability to build a career that

I HAVE FINANCIAL AND PROFESSIONAL GOALS, BUT NONE OF THOSE THINGS MATTER TO ME IF I DON'T LIKE THE PERSON I'VE BECOME ALONG THE WAY."

allowed me to be present for him while still creating something meaningful for our family's future.

The last couple of years of my Navy career were also some of the hardest for me personally, and those experiences reshaped the way I looked at staying in versus getting out. Making the decision to leave active duty wasn't easy because the Navy truly changed my life. Joining was one of the best decisions I've ever made, and I will always be grateful for the opportunities, people, and experiences it gave me.

Real estate represents the next chapter. It gives me the opportunity to build something of my own, be present for my family, create generational wealth, and help other people do the same.

What are your hobbies and interests outside of Real Estate?

Outside of real estate, I love playing softball, going to sporting events and concerts, trying new foods, and traveling.

I spend a lot of my time working and building my business, so when I'm not working, I really value experiences that allow me to have fun, explore somewhere new, and spend time with the people I love.

Tell us about your family

My immediate family consists of my fiancé, Jiya Gannone, our son Roman, and our dog Mozzy — who was definitely our first son.

Jiya and I actually met through the Navy. He is also a Navy



veteran and has spent the last two years working as a hotshot firefighter. We're getting married in April 2027, which we're incredibly excited about.

Roman is everything we could have hoped for and more. Becoming his mom changed my perspective on life, my career, and what I want to build for our family.

Given your status and expertise, what is some advice you would give an up-and-coming agent?

One of my favorite quotes comes from Rocky Balboa: "It ain't about

how hard you hit. It's about how hard you can get hit and keep moving forward."

That mentality has followed me throughout my life. You're going to hear no. Deals are going to fall apart. People aren't always going to believe in you, and sometimes you're going to question yourself.

Keep moving forward anyway. Don't spend so much time comparing your chapter to someone else's. Learn from people, stay humble, work hard, and figure out what makes you different. Then lean into it. 📌



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HOW TO HANDLE TENANT SECURITY DEPOSITS, AND STAY OUT OF TROUBLE

BY SHANNA WELSH LEVIN, ESQ.

Over the last few years, California has changed the rules about handling tenant security deposits. To many landlords, these changes are unknown, and to many who know them, they are beyond comprehension. What was once a commonsense process has become a minefield that mangles landlords and property managers in small claims court and sometimes entrenches them in civil jury trials in the California Superior Court. What is going on with all the technicalities?



The changes were made by small incremental amendments to the laws year after year. The changes added requirements taking photographs before and after the tenancy, stricter requirements about giving the tenant notice of their right to a final walk-through, strict guidelines for conducting the walk-through, and unyielding deadlines for returning the security deposit or accounting for it.

The most challenging of these changes is the requirement to give notice to the tenant of their right to a *Pre-Move-Out Inspection*. If done right, this procedure will protect both the landlord and the tenant from disputes. But it is so hard to do it right, and the timeline for compliance is very short. Here's a step-by-step recommended procedure:

Step 1: As soon as the tenant gives notice that they are moving out, the landlord or property manager sends over a properly worded “Notice of Right to Pre-Move-Out Inspection” using the language set forth at the end of this article. Text message, email, or first-class mail are acceptable forms of

delivery. The point is to make sure it is received by the tenant.

Landlords cannot rely on the language set forth in their leases. Most leases do not contain the correct language, and the law requires a ***separate notice*** to be given as soon as the tenant gives notice that they are moving out. Even if the tenant gives less than the required notice (i.e. less than 30-days advance notice), the landlord still must send the notice out within a “reasonable time”.

Step 2: Follow up with the tenant to remind them that the landlord would like to schedule the pre-move-out inspection. Offer a few dates and times. Written communication, such as text or email, is preferred. They are entitled to the walk-through inspection within the last two weeks of their tenancy.

Many landlords and managers hold the mistaken belief that the walk-through should take place after the tenant moves out, when their belongings are gone. However, the rules require it to take place before the tenants’ final move-out date. There is an exception when the tenant’s belongings are

covering up damage allowing the landlord to withhold amounts form the deposit for things that could not be seen during the pre-move-out inspection.

If the tenant requests the walk-through but does not agree to a mutually available date, the landlord or manager must still conduct the walk-through. The landlord must give the tenant a 48-hour written notice with the date

and time of the walk-through, and it may be conducted at the designated time even if the tenant is not home. The only exception is if the landlord cannot enter due to pets or if the landlord finds that they do not have a key for entry. If the tenant tells the landlord not to enter, or instructs the landlord not to do the walk-through, this can be considered a withdrawal of the tenant’s walk-through request, and it lets the landlord off the hook.

Step 3: During the pre-move-out inspection, the landlord/manager must observe and photograph all damages to the property and must create a list of all the damages that may be repaired and withheld from the deposit. A copy of the written list is given to the tenant at the end of the inspection. This gives the tenant an opportunity to make repairs on their own and save their deposit.

Notes for the landlord/manager:

Put everything on your list. Make sure any potential issues are identified. You don’t have to repair and charge the tenant’s deposit for everything on the initial list, but you cannot charge for

things you left off, if you could have identified them during the walk-through.

The law requires you to take photos of the items during the walk-through. You must keep photos of the damages ***prior to*** the repairs and then photograph them again ***after*** the repairs. Then photos must be taken again just before a new tenant moves in. That’s three times when photos of the property must be kept.

Don’t forget to ask the tenants for their forwarding address!

Beware! If the tenants’ belongings are gone when the pre-move-out inspection happens, you cannot charge the tenant’s deposit for anything that is not on your pre-move-out inspection list. Make sure your inspection and your list are thorough!

Step 4: Photograph the property after the tenant vacates, specifically capturing everything that was photographed during the pre-move-out inspection relating to damage. Confirm any items that the tenant repaired.

Step 5: Repair any remaining items and take photographs again after the repairs are made. Save all the receipts for materials that were purchased or vendors who were paid for repairs. If the landlord or manager makes the repairs, track the dates and hours that were spent. The landlord or manager can charge a reasonable hourly rate for their time, if they account for it in writing.

Note to landlords and managers: Obtain estimates for things that cannot be repaired within 21 days after the tenant moves out. You are allowed to give estimates with your accounting if there is good reason why the items cannot be repaired right away. Later, when the repairs are completed, you will have to update the accounting and send an updated version to the tenants.

Step 6: Prepare your accounting and send it via first-class mail within 21 days after the date the tenants vacated the property. The accounting must include itemization for each charge and enclose all receipts and estimates. If any of the

items charged on the accounting are replacements of older items, the landlord must pro-rate the cost of the item based on its useful life or depreciation. The landlord must determine whether there was any loss of the useful life of the item. For example, when carpeting is purchased, it usually has a 5-year, or 7-year, or 10-year estimation of its useful life. If a 10-year carpet is replaced after only 5 years, the landlord can charge for only half of the cost of replacement.

Send the accounting to the tenants’ forwarding address. If the tenant failed to provide it, the landlord/manager must follow-up with the tenants to find out where they are. If the tenants cannot be located, or are unresponsive, then the tenants’ last-known address must be used. As a last resort, this could be the landlord’s rental unit address if tenants are unwilling to provide one.

The tenants may agree *in writing* to receive the accounting via email. New rules also provide an option for returning deposits by electronic payment if the tenant agrees in writing, and how to send payment to multiple tenants if more than one person is on the lease agreement. Landlords can address these issues in the initial lease agreement, and they should confirm these agreements at the pre-move-out inspection, just in case anything has changed.

Step 7: Tenants may follow up within 14 days after the accounting is sent to request additional information. If they do, the landlord is required to provide any additional receipts, photographs, estimates, or information relating to the repairs that are reasonable and available within the next 14 days.

That’s the procedure. Once this is done, many landlords and managers feel the process is complete and hope that the tenant does not raise any disputes. However, it is common for tenants to file a small claims lawsuit for claims up to \$12,500, and occasionally a limited civil lawsuit for claims that are more than this amount.

If the landlord or manager does not follow the procedures required by law

perfectly, then they are not allowed to withhold any portion of the security deposit. If the procedure is not done correctly, you can only pursue the tenant for damages in small claims court or regular civil court, depending on the amount of the claim.

There are attorneys taking these cases, guiding and encouraging tenants to pursue them in the hopes of getting punitive damages and attorneys’ fees. Some cases are even going to jury trials! Landlords and managers be careful! These lawsuits are based on the tenants’ claims that the landlord acted in “bad faith” and that their bad conduct was intentional. Tenant advocates allege theft, embezzlement, and assert a claim under a penal code statute to frame the landlord as a criminal. These wild cases are becoming more prevalent. The landlord’s insurance does not typically cover these claims, and it costs as much to litigate a \$3000 security deposit case as it does to litigate a much larger case. So, be careful and follow the procedures!

Required language for the Notice of Right to Pre-Move-Out Inspection: Pursuant to California Civil Code section 1950.5(f), you have the right to request an initial inspection of your unit (“the premises”) prior to vacating the premises. You have the right to be present at this inspection. This inspection, if requested by you, will be made at a reasonable time within two weeks before your tenancy termination date or end of lease date. The purpose of the initial inspection is to allow you an opportunity to remedy identified deficiencies, in order to avoid deductions from your security.

Every attempt will be made to schedule this initial inspection at a mutually acceptable date and time. If possible, you will be given at least 48 hours’ prior written notice of the date and time of the inspection if either a mutually convenient time is agreed upon or a mutually agreed time cannot be scheduled but you still wish to have an inspection. We may both agree to forgo the 48-hour prior written notice. The inspection will be conducted

whether you are present unless you withdraw your request for an inspection before the inspection date.

You will be given an itemized statement specifying repairs or cleaning that are proposed to be the basis of any deductions from your security. You shall have the opportunity during the period following the initial inspection until termination of the tenancy to remedy identified deficiencies, to avoid deductions from your security.

State law permits former tenants to reclaim abandoned personal property left at the former address of the tenant, subject to certain conditions. You may or may not be able to reclaim property without incurring additional costs, depending on the cost of storing the property and the length of time before it is reclaimed. In general, these costs will be lower the sooner you contact your former landlord after being notified that property belonging to you was left behind after you moved out.

The California Department of Real Estate provides a handbook that provides general guidelines about how to handle security deposits. This handbook can be downloaded at <https://landlordtenant.dre.ca.gov/resources/guidebook/index.html>

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Eric Gillman

BY JOSEPH COTTLE • PHOTOS BY CLOSING PHOTOS-MEG BOGART

Eric Gillman has a rule for himself, one he came to early in his career and never let go of—if you have the ability to help somebody, you have a responsibility to help somebody.

It shows up everywhere in how he runs his business.

Twenty years ago, a Craigslist ad for a high school summer job put a Cutco knife in his hand, and he never stopped selling them—he's now among the top 50 Cutco reps of all time, and the company's number one Craigslist hire ever, full stop. But ask him what he actually does and he won't say he sells knives. "I'm a gifting specialist," he says.

His real focus for the last decade has been realtors, and the model is built entirely around helping them stay connected to the people who already trust them. He takes a Cutco piece—any piece of the line—and custom engraves it with an agent's name, logo, or tagline. It goes home with a client, sits on the counter, and gets used every day for years. When a friend asks about it, or the client's back in the market, there's a name on the handle.

"Sixty-seven percent of all real estate transactions are repeat and referral-based," Gillman says. "It doesn't make sense to keep chasing new people when you're not fully working the ones you already have."

Outside of Cutco, that same rule helped push him, years back, to ride his bicycle from Miami to San Diego to raise money for a medical clinic in Haiti—part of a larger effort that ultimately built and opened a hospital there.

The second rule came from his father, and it's shaped nearly every decision Gillman has made about how to build beyond Cutco.

Over the years he looked hard at other income streams—network marketing, referral programs, partnerships, investments—and his dad told him something that stuck: real success comes when you own the thing yourself, not when you're a piece of someone else's.





Three rules, one architecture:

**HELP WHEN YOU CAN,
OWN WHAT YOU BUILD,
AND KEEP THE TANK FULL
ENOUGH TO DO BOTH.**



A hundred percent of the responsibility, but also so much more of the benefits. That philosophy is exactly why Cutting-Edge Comedy exists. Gillman started doing stand-up at the end of 2019, doing Zoom sets through the worst stretch of COVID because that was the only stage available. He never stopped once real rooms opened back up. What began as a hobby is now his own production brand, booking close to a full slate of events by year's end—private parties, real estate office functions,

agent appreciation galas, fundraisers, and more.

This year he's aiming to run at least two shows built specifically around a cause. It's the same formula as the knives, really: take something people already value, and use it to build a room full of goodwill.

The third rule is the simplest, and the one he was most insistent on getting right: you only get meat wagon, and you'd better take care of it.

At 38, his workouts are less about intensity now and

more about staying in one piece—injury prevention over personal records. It's not incidental to the business, either. Gillman has long believed that a sale is a transfer of enthusiasm from one person to the next, and enthusiasm runs on the same tank as everything else. Keep the tank full, and the rest follows. It's a philosophy he came by the hard way, having spent years working against old habits, and one he now writes and speaks about—he's the author of a book

on helping people build healthier lives by design.

Gillman has no wife or kids of his own, and he isn't chasing that timeline—between five nieces and nephews and four godchildren, he's rarely short on people to spoil. He's also freed up, logging travel to 26 countries and counting. It's a good life, and he's proud of it.

Three rules, one architecture: help when you can, own what you build, and keep the tank full enough to do both. ▀





Gabe Mendez

From Test
to Testimony

BY JOSEPH COTTLE
PHOTOGRAPHY BY
BRANDON PEASE-
LINKED PREVIEW

Gabe Mendez was working as an assistant, still new to real estate, when he watched a woman sign paperwork through tears. He asked why. His boss explained: she was a victim of predatory lending, about to lose the home she'd bought in 2005 because she never fully understood the loan she signed.

Something clicked. His own family had bought their first house in 2005 too—after years in a one-bedroom apartment with his mother and sister, having a room of his own felt like the whole world. For a couple of years, they lived what felt like the dream. Then the visits started. Squad cars outside. His mother telling him to shut the windows. One day, seven cop cars lined the street, neighbors watching, and his mother packed bags for what she said was a short stay at his uncle's. It wasn't short. They never legally lived in that house again.

Mendez didn't understand what had happened until he heard that woman's story years later and asked his mother the question directly. She confirmed it: she'd been a victim of predatory lending too; sold a bad loan she didn't fully understand while trying to give her kids the American dream. He was angry—at the world,

and for a while, at her, for carrying it alone. Her answer, delivered in Spanish, has stayed with him since. A parent's job, she told him, is to make sure her children always feel safe. Carrying that weight was hers, not his.

That conversation became the reason he got his real estate license—so other families wouldn't lose what his did.

The path there wasn't straight. He entered the industry in February 2013, licensed that December, but the support around him was thin and he walked away after eight months. He took another job, then came back to real estate full time in May 2015. Alongside the career restart came a deeper one: that same year, Mendez rededicated his life to Christ and was baptized, closing a chapter that had included a genuine turning point years earlier—a moment at his father's invitation to church, sitting in the back row not



wanting to be there, when he found himself walking to the front during an altar call he never planned to answer. He met his wife two months after his baptism, on the way to an open house.

2015 was still brutal financially—a repossessed car, maxed credit cards, a single \$4,000 commission check on his best deal of the year. He didn’t quit, because the mission was bigger than the math. By 2016 he’d made his first six figures. The next year, he nearly quadrupled it.

Today, Mendez and his wife have three kids, and about a year and a half ago, he retired her from work entirely—she’s now home with their children full time, which he’ll tell you is the harder job of the two. His focus now splits two ways: building long-term financial stability for his family and using the platform real estate gave him—he and his wife have grown a following of more than 70,000 on YouTube and 120,000 on Instagram, organically, and get invited to keynote events around the country—to talk about faith, marriage, and what it looks like to show up as a husband and father. He’s spent five years building the systems and team behind his business so it can run without him in every room, with an eye toward expanding into luxury and commercial work next.



Outside of work, Saturday nights are for UFC fights and movies with his wife, and Sunday evenings often disappear into hours of Call of Duty with his son, who also competes—and wins—in Jiu Jitsu. Those tournaments, and Mendez’s speaking trips, tend to turn into family vacations.

It circles back to the thing Mendez wants most for anyone who reads his story: “Where you end up in life is in direct correlation to the faith that you have and the work that you put in,” he says. “Your current circumstances don’t dictate the future outcome.” His ultimate goal, as he puts it, is to become the best version of himself, and then turn around and gift that person to the world. ▀



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