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Silicon Valley Real Producers FAQ's



Q: Who receives our magazine?

A: *Silicon Valley Real Producers* magazine is mailed monthly to the top-producing real estate agents throughout Silicon Valley, as well as brokerage offices, our affiliate business offices, and our Preferred Partners. A digital copy is also available online and shared via email with many local real estate professionals and community leaders.

Q: Is it really free for agents to be featured?

A: Yes. It is completely free for any real estate agent or team selected to be featured in *Silicon Valley Real Producers*. Agents are featured based

on nominations, their production, reputation, and impact within the real estate community.

Q: Is it also free for agents to attend the events?

A: Yes. Our exclusive events are complimentary for top-producing agents because they are made possible through the support of our trusted industry partners.

Q: Who are the partners?

A: *Silicon Valley Real Producers* Preferred Partners are local businesses and service providers who support the real estate community at the

highest level. Each Preferred Partner has been vetted and referred by top agents and trusted members of our community, so agents can feel confident they are connecting with reputable professionals.

Q: How are the top producers determined?

A: Our platform is designed for the top residential real estate agents in Silicon Valley. Top producers are determined based on annual residential sales production and market performance, identifying the agents who consistently rank among the highest-producing professionals in the region.

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FALLING INTO WHAT'S NEXT

Sandra and Jenae share what they love about fall, what's happening behind the scenes, and what they're looking forward to in the season ahead.

Sandra: Cozy Season, Big Plans

Fall has always been my favorite season. I look forward to the crisp mornings, cooler evenings, and finally having an excuse to pull out my cozy sweaters. There is something about this time of year that feels refreshing and inspiring.

I love watching the leaves change and settling into the slower pace that seems to arrive with the season. It is perfect “grab a good book and a cup of coffee” weather. Everything feels a little cozier, and I always find myself creatively recharged and ready to look ahead.

At *Silicon Valley Real Producers*, there is so much to look forward to. We have an incredible lineup of features in our publishing pipeline, and I am excited to finally bring those stories to print. Every issue represents an enormous amount of work from our team and the amazing professionals we are privileged to feature.

I am also looking forward to our Fall Forum. We are in the middle of planning it now, and I cannot wait to bring everyone together for another memorable event. Before the year wraps up, one of my biggest goals is to successfully execute the exciting plans we have for our remaining events while preparing for everything already on the horizon. We have an incredible lineup of interviews scheduled for our 2027 publishing pipeline, and I am excited to watch it all come together.

Of course, fall is not complete without a little fun. Disneyland is one of my favorite places to visit at any time of year, but there is something extra special about it during the fall and winter seasons. I love the seasonal treats and, hopefully, slightly more manageable crowds. I also look forward to planning a fall getaway with my friends. We try to take one trip together each year, and I am excited

to see where this year's adventure takes us.

As we head into the final months of the year, I want to thank everyone currently waiting in our publishing pipeline for your patience. I know the process can sometimes feel long, but every month we pour our hearts into creating a magazine that truly celebrates this incredible community. We cannot wait to share your stories.

To our new Preferred Partners, welcome. I am so excited to have you join our community and for many of you to experience your first Real Producers events before the end of the year. I know you are going to love the connections and relationships built there.

To our photographers and videographers, thank you from the bottom of my heart. We appreciate the countless hours you invest, the creativity you share, and the passion you bring to every feature and event. You help tell the stories of our community so beautifully and, quite honestly, you make us look good!

To my incredible team, thank you. Whether you are working behind the scenes on the magazine, coordinating interviews, planning events, or supporting our partners, your dedication never goes unnoticed.

To our agents, partners, contributors, photographers, videographers, and team, thank you for believing in what we are building together. I am incredibly grateful for each of you, and I am so excited to finish the year strong together.

Jenae: Basic, but in Dark Mode

I am a self-diagnosed “California fall-aholic” Nothing about summer brings me joy. My introverted heart is happiest under a heated blanket with a coffee, a digital book because I never reach for a physical one, the windows open, and a cat curled up nearby.

For me, fall is all about the atmosphere. I love the smell of the season, the candles, the cooler air, and the warmth of the color palette. I like to say I'm basic, but in dark mode. Give me a pumpkin spice latte and a pair of Uggs, and I'm happy.

Professionally, fall feels like an opportunity to get everything in order. Sandra and I are always coming up with ideas for how we can improve this or make that run more smoothly. Because I am primarily stationed behind the scenes of the magazine, I get excited about discovering a new organizational skill, finding a better way to delegate tasks, or creating a smoother system of communication.

My goal is to have all my ducks in a row. Truthfully, I would love to reach the end of the year with every deadline met, every “i” dotted, and every “t” crossed. That is always the goal, even if magazine production occasionally has other plans.

Personally, I hope to finish building a patio for my house and continue rescuing and fostering kittens. Fall may be my favorite season, but kitten season has a way of becoming a year-round commitment.

Since much of my work happens on the back end of production, I also want to give an enormous thank-you to the people who make each issue possible. To our writers, who work with me every month and are always gracious and willing to change direction at the last minute, thank you. To our photographer, Olga, who somehow manages my last-minute requests and ever-changing to-do lists, thank you. And to all of our partners and featured agents who respond to my emails and text messages and do their best to stay in sync with each task, thank you. Your cooperation, patience, and trust help us bring every issue together.

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We want to keep our community informed whenever there are updates within our preferred partner network.



Please join us in congratulating **Gabriela Alvarez** on her move to **Rocket Mortgage®**. We're excited to continue working with Gabriela in her new role and look forward to this next chapter of our partnership.



We'd also like to welcome **Micah Ikemire** as the new **Senior Account Manager** for **Choice Home Warranty**. We're excited to have Micah supporting our community and look forward to working with him.

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JAMES Villa

THE LONG RUN

BY CHRIS MENEZES
PHOTOGRAPHY BY OLHA MELOKHINA PHOTOGRAPHY

James Villa can often be found on a trail. He's training for a 100-mile ultramarathon, the kind of challenge that demands patience more than speed. For James, the miles offer something beyond endurance. They quiet the constant demands of leading thousands of real estate professionals across Northern California. Surrounded by trees and open sky, he finds clarity.

The lessons James finds on the trail began years earlier on a basketball court and have shaped the way he approaches leadership today.

Growing up in Woodland, California, James played team sports throughout his childhood. During his senior year of high school, his basketball team won the Northern California championship.

"We weren't the tallest team or the fastest," he recalls. "Everyone knew their role and played it really well."

The season reinforced a lesson he still carries today: Success comes from understanding your role, trusting the people around you and working toward something bigger than yourself.

"I like to celebrate my team," he says. "I don't like taking credit for results because it's truly a team effort."

That philosophy followed him into business. After earning his undergraduate degree at Sacramento State and an MBA from Saint Mary's College, James spent 11 years in multifamily property and asset management, where he developed a strong understanding of the financial side of real estate.

As valuable as that experience was, it also demanded frequent travel. Shortly after he and his wife, Marjorie, were married, they decided it was time for a

change, leading James into residential real estate sales, where relationships and emotion became just as important as numbers.

"I got to see both sides of the fence," he says. "The financial discipline side, but also connecting with people emotionally."

After several successful years selling real estate in Southern California, James and Marjorie returned to Northern California to be closer to family as his father's health declined. While deciding whether to rebuild his sales business in a new





“I ABSOLUTELY LOVE BEING A GIRL DAD. IT’S THE BEST THING EVER.”

Today, as regional vice president, he oversees approximately 2,300 agents, 26 offices and 12 branch leaders across the Sacramento-Tahoe region, the San Francisco Peninsula and Silicon Valley. While his responsibilities have grown, his definition of leadership hasn’t.

“My focus is making sure our leaders have what they need and removing obstacles out of their way,” he says. “The same thing with our agents.”

James measures his own leadership against three values: impact, growth and fun. “If I’m hitting on those three things,” he says, “that’s success to me.”

James prefers spending his time in the field, visiting offices, listening to agents and understanding the challenges they face. Leadership, he believes, means coming alongside agents as a partner, especially top producers looking for accountability more than instruction.

“They don’t need someone telling them what to do,” he says. “They appreciate being challenged and being held accountable to accomplish their goals.”

James is equally excited about Coldwell Banker’s integration with Compass and the technology and expanded resources it will bring to agents. But more than anything, James believes success, whether as an agent or a leader, begins with mindset.

“Your mindset going into a day or a situation determines how you come out of it,” he says. “You have to stay focused on what you can control and what the vision is. I like to call it running the play.”

James grounds that perspective by refusing to take himself too seriously and by remembering that time is finite. “We’re here for a very short period of time,” he says. “At the end of the day, who I come home to, my family, my wife and kids, they’re what keep me grounded.”



This November, James and Marjorie will celebrate 14 years of marriage. Together they’re raising daughters Sophia, 10, and Sienna, 7. “I absolutely love being a girl dad,” he says. “It’s the best thing ever.”

Whether it’s a day on the water, dance parties in the kitchen, or a movie night with everyone cuddled in bed, those moments keep everything else in perspective.

The trail offers that same reminder. No one finishes 100 miles by thinking about all 100 at once. You focus on what you can control, trust the process and take the next step. For James, that’s what the long run has always been about. 🏔️



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market, a management position with Coldwell Banker unexpectedly became available. He applied, earned the role and quickly discovered what would become the most rewarding part of his career.

“The coaching side of things really lights me up,” he says. “I realized how much of an impact you can have on people’s lives and businesses.”

Over the next several years, James advanced from branch manager to district manager. After spending three and a half years with another brokerage, a period he jokingly calls “studying abroad,” a timely ‘just checking-in’ text message from Regional President, Jennifer Lind, began the conversation that brought him back to Coldwell Banker.

OLHA MELOKHINA PHOTOGRAPHY

The “Don’t Wear That” Edition - Five Things That Rarely Photograph Well

PHOTOGRAPHY BY OLHA MELOKHINA PHOTOGRAPHY

A great photo session starts long before the camera comes out. What you wear plays a big role in how your final images look, and a few small wardrobe choices can make a surprisingly big difference.

Here are five things to leave at home.

1. Tiny Stripes

Small stripes, checks, and intricate patterns can create a distracting visual effect on camera. They sometimes appear to shimmer or blur, pulling attention away from your face. Solid colors or larger, subtle patterns photograph much more cleanly.

2. Neon Colors

Neon shades can reflect onto your skin and alter your natural complexion. They also tend to become the first thing people notice in a photograph. Softer, muted tones create a more balanced image and keep the attention where it belongs, on you.

3. Giant Logos

Your portrait should tell your story, not advertise a brand. Large logos and bold graphics can distract from your expression and can make photos feel dated much sooner. Timeless, simple clothing will always have a longer-lasting look.



4. Wrinkled Clothing

The camera notices everything, including wrinkles. Even a beautiful outfit can look less polished if it hasn’t been steamed or ironed beforehand. Taking a few extra minutes to smooth out your clothing can make a noticeable difference in the finished images.

5. Shoes You Forgot People Would See

This one surprises people all the time. You carefully plan your outfit, then throw on an old pair of sneakers or sandals because you think they won’t be in the photo. They often are. Whether we’re walking through a field, sitting on steps, or capturing full-length portraits, your shoes usually make an appearance. Choose footwear that complements the rest of your look.

A Final Tip

The best outfit is one that feels comfortable, fits well, and reflects your personality. You don’t have to dress perfectly. You simply want your clothing to support the photo instead of competing with it. When that happens, the focus naturally stays where it should, on you and the moments we’re creating together.

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Purpose
Beyond
Property



Aimee
Tran

APEX Homes

BY JESS WELLAR
PHOTOGRAPHY BY OLHA MELOKHINA PHOTOGRAPHY

“What I find most rewarding is knowing that the work we do genuinely impacts people’s lives,” Aimee Tran begins. “Housing is essential. Everyone deserves not just a place to live, but a place to truly call home.”

In a pricy region where the dream of homeownership often feels increasingly out of reach, Aimee is passionate about helping families discover new possibilities. She joined Apex Homes as sales manager in early 2025, bringing more than five years of experience in real estate acquisitions and housing development, helping homeowners navigate everything from financing and design to permitting and construction.

As a design-build company headquartered in Cupertino, Apex Homes specializes in building single-family homes and accessory dwelling units (ADUs) throughout Santa Clara County and the Bay Area, creating more attainable housing opportunities while simplifying what can often feel like a daunting process.

Deep Roots
Aimee’s passion for housing is deeply personal. Growing up around San Jose, she watched her parents work multiple

jobs while constantly bouncing around for the next affordable place to live.

“I credit my dad, Paul, and my mom, Jaclyn for shaping my work ethic — I’m constantly working — and my childhood experience for the desire to help other families find practical housing solutions close to the communities they love,” Aimee shares. “It drives everything I do now to show others what is possible.”

After earning a bachelor’s degree in kinesiology from San Jose State University, then her teaching credentials, Aimee spent the next five years as a school teacher. But when the COVID

shutdowns created time for reflection, she found herself drawn toward real estate investing, then acquisitions, and eventually, housing development.

She points out the patience, listening skills, and compassion she developed in the classroom continue serving her well today as she educates homeowners throughout the building process.

“Coming from a background in education, helping people has always been important to me, and real estate gave me another way to serve others while also helping address the growing housing challenges in the Bay Area,” she adds.



A Complete Ecosystem

Rather than approaching each project as a collection of separate tasks, Apex Homes brings every stage of the build together under one roof. From planning and permitting to financing, design, and construction, the company has grown from fewer than 10 employees to more than 300 while earning a 5-star Google rating and building a reputation for quality craftsmanship and customer care.

“What truly makes our company special is the people behind it,” Aimee says with



“We’re not just building homes — we’re helping people create opportunities.”



To learn more about Apex Homes and the services they offer, visit <https://www.apex-homes.us> or call Aimee Tran directly at 408-510-9587 to schedule a consultation.

pride. “The partners and colleagues I work with are some of the hardest working and most caring people I know. We genuinely care about our clients, our community, and the work we do every day.”

“Collectively, the experts within our company bring well over 100 years of combined real estate, construction, and development experience,” she continues, “which allows us to better guide and support our clients through what can often be a very complex process.”

Helping homeowners custom design and build an ADU to match their needs and goals is only part of Apex Homes’ mission. Aimee also wants Realtors to view the company as a trusted resource they can readily introduce to clients who may be exploring options beyond buying or selling an existing home.

“We’re not just building homes — we’re helping people create opportunities,” she emphasizes. “Whether it’s adding an ADU for a family member, generating rental income, or creating more affordable housing, we want clients to feel confident every step of the way.”

As housing needs continue to evolve throughout Silicon Valley, Aimee sees ADUs playing an increasingly important role in helping families stay connected while making homeownership more attainable.

For Realtors, having a knowledgeable partner in Aimee, who is also a licensed real estate agent, understanding both the construction process and the local market can make all the difference when

clients begin asking what’s possible with the property they already own.

Building a Better Future

Away from work, Aimee enjoys staying active and spending time outdoors, often exploring new places with her Bull Terrier, Chanel. Whether she’s hiking local trails, traveling, or simply enjoying a Vietnamese meal with family and friends, she values experiences that help her recharge. Aimee’s own experience living in an ADU on her parents’ property has only reinforced her belief that thoughtful housing solutions can strengthen families while providing independence and privacy.

Giving back to the community she calls home is equally important. Through Apex Homes, Aimee regularly supports local events and organizations, believing strong neighborhoods are built through more than just quality homes.

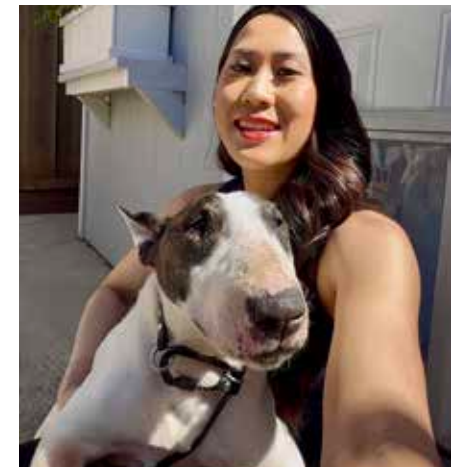
One moment that especially stood out this year came when Apex Homes

participated as a Gold Sponsor of the San Jose Cinco de Mayo Parade. For Aimee, standing on stage alongside community leaders, including Councilmember Peter Ortiz and Santa Clara County Supervisor Betty Duong, was about much more than representing her company.

“This was incredibly meaningful to me because this is the same community where I grew up, attended Independence High School, and later returned to teach,” she reflects.

Professionally, Aimee is excited to continue growing alongside Apex Homes while helping more families discover attainable housing solutions throughout Silicon Valley, with a goal of 1,000 homes within the next five to seven years.

Looking ahead, she hopes even more homeowners begin to recognize that affordable housing solutions don’t always require leaving the communities they love; sometimes they can begin right in their own backyard.



“One of the strategies we are especially passionate about is ADU condo conversions, which we believe can create more accessible pathways to first-time homeownership at a more affordable price point,” she concludes. “Beyond building homes though, we aim to be a trusted resource for our community by continuing to provide real estate education, guidance, and long-term support throughout the process.”

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Every great community is built on people who believe in giving back.

For the South County REALTORS® Alliance (SCRA), that belief comes to life each year through Golf for Graduates—an event that combines networking, friendly competition, and a shared commitment to supporting local students as they pursue higher education.

While golfers enjoy a day on the course alongside fellow REALTORS®, affiliate partners, and industry professionals, the true purpose extends far beyond the final score. Every swing, sponsorship, raffle ticket, and auction item helps fund scholarships that open doors for graduating students in the South County community.

The tournament has become a signature event because it reflects what makes the real estate industry so special. It isn't simply about business relationships—it's about investing in people. The

professionals who make up the SCRA community understand that success carries a responsibility to help create opportunities for the next generation.

Events like Golf for Graduates also remind us of the power of connection. Throughout the day, members strengthen relationships, welcome new faces, and celebrate the partnerships that make our local real estate community thrive. Those conversations often lead to new friendships, referrals, and collaborations that continue long after the final putt.

SCRA's Golf for Graduates tournament is a perfect example of professionals using their success to create meaningful opportunities for others—one scholarship, one student, and one future at a time. Because in the end, the greatest victories aren't always measured on the scoreboard. Sometimes they're measured in the lives we help change.

A Special Thank You

None of this would be possible without the generous sponsors, volunteers, and participants who continue to support the event year after year. Their commitment demonstrates that when a community comes together with a common purpose, the impact reaches far beyond a single day on the golf course. A heartfelt thank you goes to Bobby Saadie and Caroline Hobbs for their outstanding leadership and the incredible amount of work they have poured into making this year's tournament such a success.

See ya on the course
Coyote Creek Golf Club
Friday, September 11, 2026
Check In: 10:00 AM
Tee Time: 11:00 AM
1 Coyote Creek Dr, Morgan Hill



NHORA Santa Clara County

Empowering Leaders,
Strengthening Communities

Real estate is about more than transactions—it is about creating opportunities, building relationships, and strengthening the communities we serve. That mission is at the heart of the National Hispanic Organization of Real Estate Associates (NHORA) Santa Clara County.

Dedicated to advancing Hispanic homeownership and developing industry leaders, NHORA Santa Clara County brings together REALTORS®, lenders, affiliates, and business professionals who share a passion for education, advocacy, and service. Through networking events, professional development, leadership opportunities, and community outreach, the

organization equips its members with the tools and connections they need to grow their businesses while making a meaningful impact throughout Silicon Valley.

NHORA believes that expanding access to homeownership creates stronger families and healthier communities. By promoting financial education, professional excellence, and collaboration, the organization continues to empower both real estate professionals and the clients they serve. Members benefit from an environment where relationships flourish, ideas are exchanged, and leadership is cultivated.

This commitment to growth and community will be on full display at the **NHORA National Conference on Thursday, September 11**, at the beautiful Hayes Mansion in San Jose. The conference will bring together real estate and lending professionals from across the country for a day dedicated to education, inspiration, and connection.

Attendees will have the opportunity to hear from respected industry leaders, explore emerging market trends, discover innovative business strategies, and build valuable relationships with professionals who are shaping the future of real estate. Whether you're an experienced industry veteran or just beginning your career, the conference offers practical insights, meaningful networking

opportunities, and fresh perspectives designed to help you succeed in today's evolving market.

More than just a professional development event, the NHORA National Conference reflects the organization's ongoing mission to strengthen communities through leadership, collaboration, and sustainable homeownership. It is an opportunity to invest in your business while becoming part of a network committed to creating lasting change.

If you're looking to expand your professional network, gain valuable industry knowledge, and connect with like-minded professionals who believe in leading with purpose, this is an event you won't want to miss.

NHORA National Conference
Date: Thursday, September 11
Location: Hayes Mansion
Address: 200 Edenvale Avenue, San Jose, CA 95136

The future of real estate begins with the connections you make today—and NHORA Santa Clara County is helping build that future, one leader, one relationship, and one community at a time.



WOMENS
COUNCIL OF

Realtors

- Silicon Valley

CONTINUED ►

The Women’s Council of REALTORS® Silicon Valley is a professional network dedicated to advancing women as business leaders in real estate. The organization provides leadership development, business education, networking opportunities, and meaningful community connections in a welcoming, collaborative environment where members are empowered to grow both personally and professionally. Its mission is to foster a culture of support over competition, helping real estate professionals build stronger businesses, lasting relationships, and positive impacts within the communities they serve.

How to Get Involved

Getting involved with the Women’s Council of REALTORS® Silicon Valley is a great way to expand your network, develop your leadership skills, and build meaningful relationships within the real estate community.

Whether you’re a REALTOR®, affiliate partner, or industry professional, there are many ways to participate:

- **Become a Member** to gain access to exclusive networking events, leadership training, and educational resources.
- **Attend Monthly Events** to connect with local real estate professionals, hear from industry experts, and stay informed on market trends.
- **Volunteer on a Committee** to help plan events, support initiatives, and make a lasting impact while growing your own leadership experience.
- **Sponsor an Event** to showcase your business, increase brand visibility, and build valuable relationships with members and guests.
- **Step Into Leadership** by serving on the board or leading a committee, helping shape the future of the organization while developing professionally.

No matter where you are in your career, the Women’s Council of REALTORS® Silicon Valley offers opportunities to learn, lead, and grow alongside a supportive community committed to collaboration and success.

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WOMENS COUNCIL OF *Realtors* - Silicon Valley

Christina *Dahro*

President

For Christina Dahro, leadership begins with community. As President of Women’s Council of REALTORS® Silicon Valley, she set out to create a place where women feel supported, connected, celebrated, and empowered to grow together. Throughout her presidency, Christina has focused on fostering meaningful relationships, encouraging members to step into leadership, and building a culture where everyone feels they belong. While she hopes members remember the events and celebrations, she hopes even more they’ll remember how the organization made them feel—welcomed, valued, and inspired. And if you spend any time with Christina, you’ll quickly discover she’s still a big kid at heart, always looking for ways to make life a little more fun.



Hati *Robles*

Vice President

For Hati Robles, success isn’t just about selling homes—it’s about building something bigger. A lifelong entrepreneur, founder of Selbor Homes, and Vice President of Women’s Council of REALTORS® Silicon Valley, she has built her career on discipline, innovation, and an unwavering commitment to growth. She believes lasting success comes from building genuine relationships, embracing hard work, and never stopping the pursuit of knowledge. Driven by an entrepreneurial mindset and an incredible work ethic, Hati is constantly challenging herself to raise the standard for both her clients and the real estate industry.



Yasmin *Soto*

President-Elect

For Yasmin Soto, leadership is about investing in people and building a stronger community together. As President-Elect of Women’s Council of REALTORS® Silicon Valley, she is committed to fostering meaningful relationships, encouraging collaboration, and helping create opportunities for others to grow. Believing that success is built through service, mentorship, and genuine connection, Yasmin is passionate about supporting the council’s mission while helping shape its future. She looks forward to continuing the culture of encouragement, leadership, and community that makes Women’s Council such a special place.

Brianna *Ramirez*

Membership Director & Past President

For Brianna Ramirez, strong communities are built one relationship at a time. As Membership Director and Past President of Women's Council of REALTORS® Silicon Valley, she has helped create an environment where women feel welcomed, supported, and empowered to grow. She believes the strength of the council comes from its members and the connections they build together. Guided by kindness, thoughtful leadership, and a genuine desire to help others succeed, Brianna continues to invest in a community where everyone has the opportunity to thrive.



Angelica *Bonifacio*

Treasurer

For Angelica Bonifacio, leadership is about creating a positive impact that extends beyond the transaction. As Treasurer for Women's Council of REALTORS® Silicon Valley, she values collaboration, encouragement, and working alongside women who share a common purpose. Committed to continuous growth, Angelica approaches every experience as an opportunity to learn while remaining passionate about community involvement and helping create stronger, more connected neighborhoods. She believes that real success is measured not only by business growth, but by the positive difference you leave in the communities you serve.



Payal *Kir*

Events Director

For Payal Kir, every event is an opportunity to create meaningful connections. As Events Director for Women's Council of REALTORS® Silicon Valley, she is passionate about designing experiences where people feel welcomed, inspired, and valued. Guided by genuine care and a heart for service, Payal believes the strongest relationships are built through trust, consistency, and showing up for others. Friends know her as the person who walks into a room with a plan and walks out with a few new friendships—always connecting people, solving problems, and making everyone feel included.



Kristen *Lee*

Vice Social Media Chair

For Kristen Lee, building community starts with connection. As Vice Social Media Chair for Women's Council of REALTORS® Silicon Valley, she enjoys highlighting members, celebrating milestones, and sharing the stories that bring the organization to life. Through her involvement, Kristen has found lasting friendships, valuable mentorship, and the confidence that comes from being part of a supportive network. When she's not helping showcase the council's events and members, you'll likely find her recharging by the lake or enjoying a day at the beach with family—two places that remind her how important it is to make time for the people who matter most.



Christina Flores

Sponsorship Chair

For Christina Flores, leadership is rooted in kindness, connection, and community. As Sponsorship Chair for Women’s Council of REALTORS® Silicon Valley, she values creating opportunities that bring people together while building meaningful relationships throughout the industry. Passionate about supporting others and celebrating their success, Christina believes the strongest communities are built when women encourage one another, share their knowledge, and grow together. Whether she’s planning the next opportunity to connect or simply cheering someone on, she leads with positivity and the belief that there’s always room for one more at the table.



Madelyn Brown

Social Media Chair

For Madelyn Brown, authenticity is the foundation of every meaningful connection. As Social Media Chair for Women’s Council of REALTORS® Silicon Valley, she is passionate about showcasing the people, relationships, and moments that make the organization so special. After taking the leap from a stable county career into full-time real estate, Madelyn discovered that trusting herself opened the door to her biggest season of growth yet. She believes success comes from leading with kindness, embracing who you are, and surrounding yourself with people who inspire you to dream bigger.



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Wrapped in Kindness

A local effort is bringing warmth, comfort, and care to homeless students throughout Santa Clara County.

Arms of Angels is a Santa Clara County nonprofit working tirelessly to bring warmth and comfort to homeless schoolchildren in our community.

The organization was founded several years ago by local lender Jeff Spoelstra, who began making and distributing cozy, no-sew blankets to children experiencing homelessness. Since then, Arms of Angels has provided more than 400 blankets to local students.

It is an incredible accomplishment, but the need remains significant. An estimated 6,000 schoolchildren throughout the community are currently experiencing homelessness.

For years, Jeff purchased affordable blanket-making kits from JOANN. Following the company's closure, those materials became considerably more expensive, making it increasingly difficult for Arms of Angels to continue producing blankets at the same pace.

That is where the local real estate community has an opportunity to help.

Paloma, one of our local affiliate partners, has access to wholesale pricing and is working behind the scenes to help take Jeff's efforts to the next level. She is organizing a surprise fundraising campaign to purchase fabric and supplies, produce more blankets, and show Jeff just how strongly his community supports the work he has started.

Every donation, regardless of size, will help provide comfort to a local child who needs it.



“Every blanket is more than warmth. It is a reminder to a child that their community sees them and cares.”

How to Donate

Venmo: @OurFavoriteThingsShop | Zelle: 650-796-7108
Other donation options: Contact Paloma at 650-796-7108 or paloma@ourfavoritethingsshop.com.

Please submit donations by September 3, 2026.

There are also meaningful ways to contribute beyond a financial donation. Paloma will be coordinating with the Santa Clara County Association of REALTORS® to host volunteer events where participants can help prepare the fabric and assemble blankets.

These events are a wonderful opportunity for real estate professionals, families, and teenagers seeking volunteer service hours to get involved. Anyone interested in donating time, volunteering at an upcoming event, or supporting the project in another way is encouraged to contact Paloma.

Together, our real estate community can help Arms of Angels wrap more local children in warmth, comfort, and the reminder that they have not been forgotten.





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COVER REWIND

Raising the Bar, Together

We're taking a look back at last year's September cover and reconnecting with Trisha and Michael to see where life and real estate have taken them since their original feature. From new milestones to continued growth and leadership, let's rewind, catch up



When Trisha and Michael look back on their original Real Producers cover story, they remember more than seeing themselves in the magazine. They remember reflecting on their journey, the photo shoot, and most importantly, the relationships they built through the Real Producers community.

Since then, their business has continued to evolve, but their focus remains the same: taking exceptional care of people. In an ever-changing market, they have embraced creativity, relationships and technology while continuing to raise the level of service they provide.

One of their most memorable listings this year was a modern, Eichler-inspired home in Campbell. They focused on telling the property's story, tapping into their network, creating a first-of-its-kind walkthrough using Meta glasses and hosting mega open houses that attracted more than 300 groups during the first weekend.

The home ultimately sold for what they say was the highest price per square foot in Campbell for a home and lot of its size.

That experience reinforced their approach to today's more cautious buyers. Trisha and Michael work to identify potential objections, find creative solutions and help clients understand the full picture so they can make informed decisions.

Their impact also extends beyond their clients. In 2026, Trisha had the honor of installing Michael as President of the Santa Clara County Association of REALTORS®, exactly 10 years after serving as president herself. Together, they became the first wife and husband to both take that leadership journey for the association.

Through the challenges of balancing life, leadership and business, they have learned to rely on open communication, each other, friends and their coach. As they describe it, they "recover, recharge, and rise up."

Years after their original cover, their business and leadership have grown, but the foundation remains the same: taking care of people, embracing change and continuing to raise the bar, together.



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Suzanne Borg

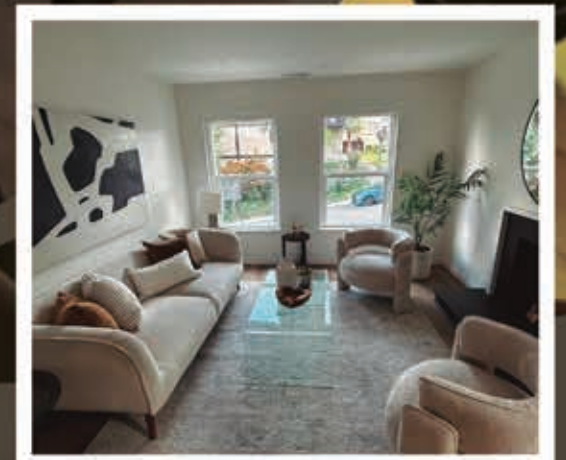
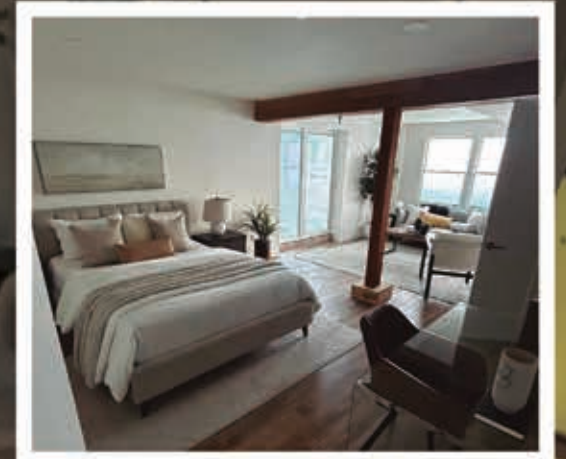
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