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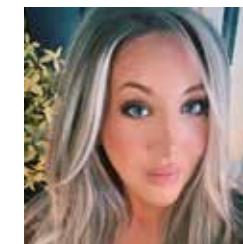
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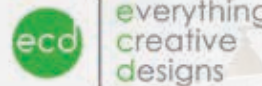
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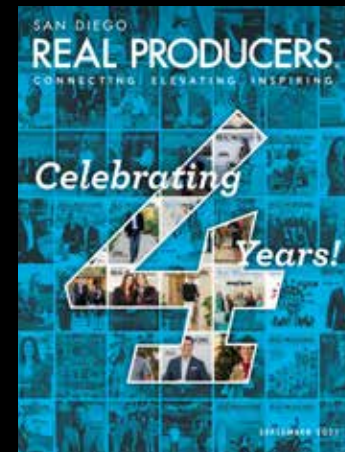
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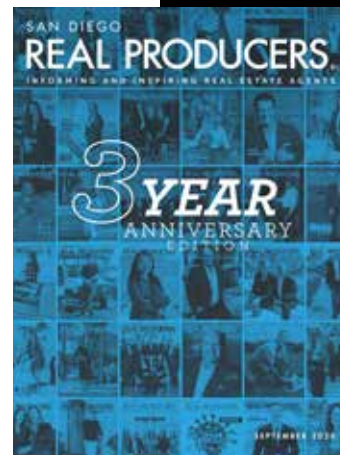
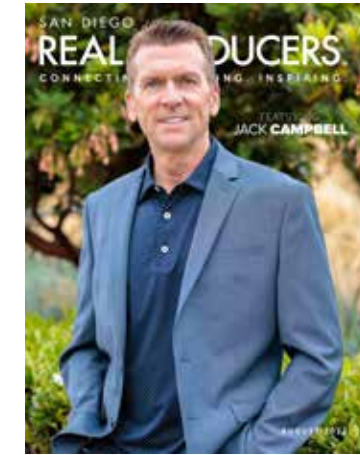


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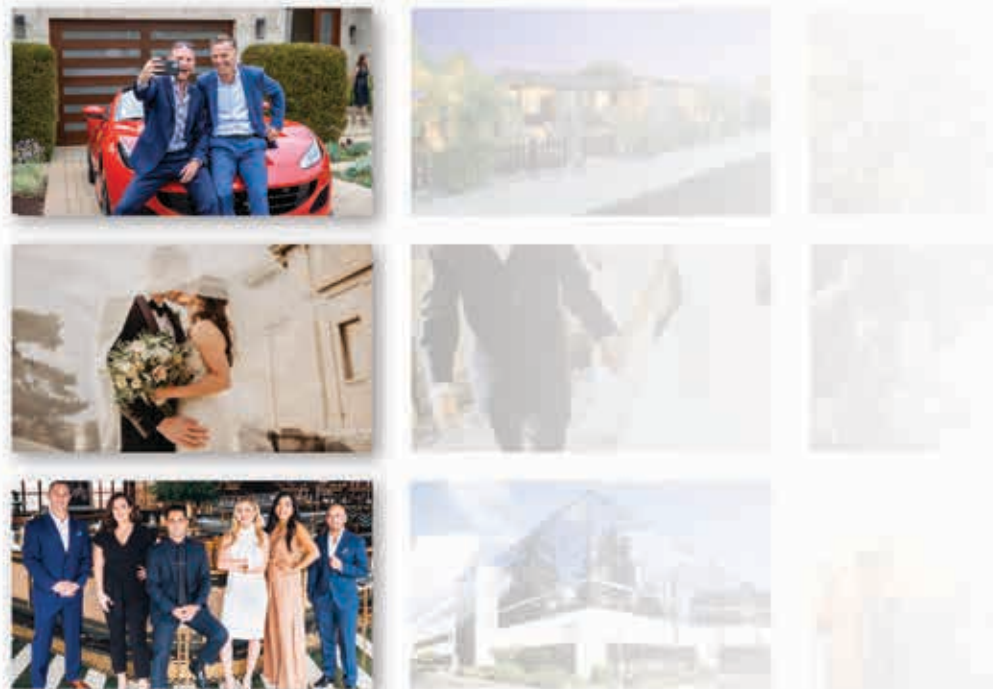








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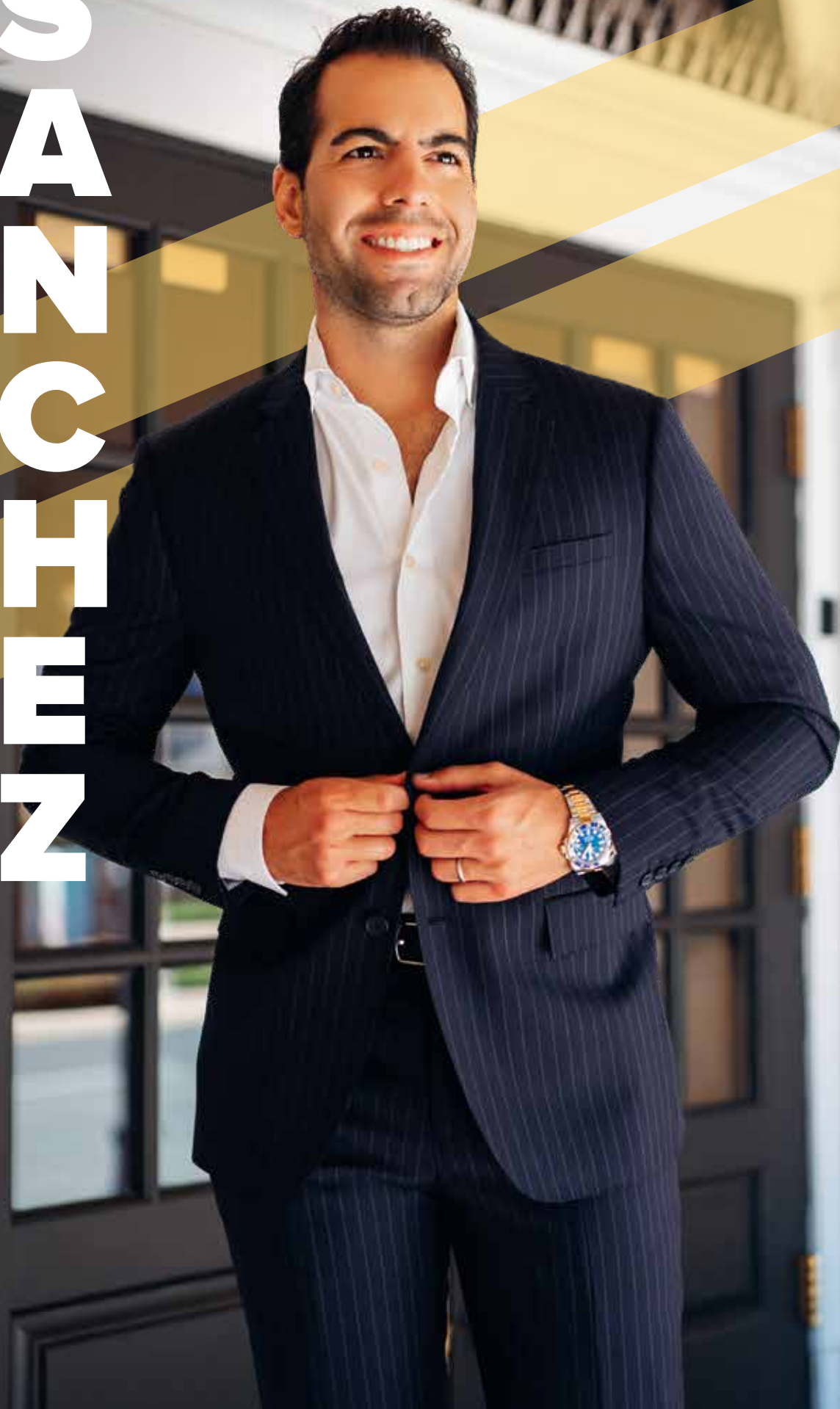


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SELL WITH MANUEL

By **Kate Shelton** Photos By **Nav Productions**

Real estate is an industry of tradition and predictability. That is until Manuel Sanchez took the area by storm and began doing things unlike anyone else in San Diego County. Manuel has taken real estate marketing to a whole new level and he's just getting started.

Manuel Sanchez is the founder and leader of the MS Real Estate Group at Compass. He's built a tough team of five agents; their numbers are impressive, doubling year after year. Manuel is a man on the move – he's laser-focused on his goals and is willing to put in the work it will take to get there.

“People think I'm crazy when I say this, but it's true – I created my team to work more, not less. I'm always asking myself, Who's next? Who can we help next? How can we better serve our clients? I'm motivated to be better and provide exceptional service. I do this through continued education, reading books and attending seminars. The more we know, the more we grow.” he detailed.

Manuel was born and raised in San Diego. During high school, he worked for Apple, where he learned an incredible amount about how sales work. He also gained an appreciation for sleek, modern marketing. “That was the best training I've ever had,” he said. “Apple's training made sales fun with endless potential. They taught us that it's not about selling; it's about problem-solving. I've used that every day in my career since.”

He then moved into selling luxury cars and learned how to connect with people and form relationships beyond the sale. “Luxury sales has been a passion of mine. I learned about how to work with many different personalities and help them in making really big decisions. Everyone is different, and it's important to be able to recognize that. This way, I am able to create a curated experience.” he said.



Soon, Manuel was ready for more. He moved to Los Angeles to pursue acting, and it was there that he actually got his start in real estate. “I wanted to be on *Million Dollar Listing*. I thought if I got my license, everything would just fall into place, but I didn't have any luck. I was burning through my savings, and I didn't have any support or mentorship. I didn't know anyone or have any leads. I realized that real estate was harder than I thought,” he said.

In 2018, Manuel quit real estate and moved back to San Diego. He had the brilliant idea to combine his love of real estate and the film industry. He founded a real estate video marketing business to help agents sell homes through video. The only problem was that nobody had his vision.

“I called every agent. I was even offering to film and edit property videos for free, but I couldn't get anyone to agree to my ideas. Back then, it wasn't common to include a video of a listing. Agents didn't share my vision and thought it was unnecessary; they said nobody was doing it. But I saw the value, and I knew this could work. I had to try.”

...

...

He decided to join the real estate business once again and put his videography skills to use. "I got back into real estate in San Diego, joined a team, and it just took off from there. I had two deals within the first two weeks of getting back into it. I was able to combine my two loves, marketing and sales. It's been incredible. I haven't looked back since." he said.

Manuel combined everything he's learned about marketing, from sleek tech products to fast cars and created the Sell With Manuel brand. He has a thriving Instagram profile, a weekly YouTube video, and followers across the region. He leverages the reach of social media to provide value to clients and connect with potential leads for himself and his team members.

"Marketing is actually my favorite part of my job. I get to help people with my unique and creative marketing ideas; I love every minute of it," he said. "I think of myself as a professional, full-service agent that has all of the marketing tools necessary to reach the right people. Marketing is the future of this business, and I take advantage of being

able to reach so many people with my content. In today's world, it's so important to be on social platforms. It's the door to more business. And as an agent who looks at this business as a career, I think it's extremely important to be able to adapt to shifting markets."

Manuel is heavily involved in the team's creative footprint. He works with his agents to shoot videos of listings and creates great marketing assets for each of them. He's even helped his agents overcome the fear of being on camera. "Our office looks like a mini YouTube studio. We have lights everywhere and different set-ups to film in. It's so fun to see them get in front of the camera and share value."

His goal is to create a well-rounded, modern real estate experience for all of their clients. "I'm just so proud of the team we've built. We're all very committed to our jobs and to our clients. I didn't think I'd be able to find anyone else as focused and dialed in as I am, but I've found four others. They're incredible. We're unstoppable, and we're only getting started."



I think of myself as a professional, full service agent that has all of the marketing tools necessary to reach the right people. Marketing is the future of this business and I take advantage of being able to reach so many people with my content.



I'm always asking myself, Who's next? Who can we help next? How can we better serve our clients? I'm motivated to be better and provide exceptional service.

Manuel works harder than many agents, putting in long hours at the office for his team and their clients, but he wouldn't have it any other way. "I want us all to be successful. I'm always pushing them - and myself - to be better so we can serve our clients better. Nothing has been handed to us; we have to work for every bit of it."

Manuel credits his success to his wife, Luli, and their two boys - Matteo and Lucca. "My family is the most special thing that's ever happened to me. They changed me for the better. I do all of this for them and their future." he said.

Their family loves spending time together. Manuel is a coffee connoisseur and says his favorite part of the day is making a great espresso for himself and his wife. He is still passionate about luxury cars, and he loves to play golf with his teammates.

Manuel Sanchez definitely belongs on the list of agents to watch in this market. It won't be long before every one of his aspirations has come true.

Connect with Manuel and follow him on social media at @sellwithmanuel.

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Lending a Letter of Perspective

For those of you who may know me in the private lending space, you know I'm always learning and sharing information. With the recent changes and fluctuations in today's market, I'd like to sit down and share a note with you about what I'm seeing from a lending perspective. From value and rates to lenders closing their doors, there is fallout happening and more to come. We are both on the frontlines of real estate in our own ways, and I've been reminded how important it is to support one another as we all navigate the changes in real estate, **together**.

These are the observations from where I sit on the financing side, most specifically with real estate investors:

Value: Anyone buying a property right now is contemplating where the value is going to be in the coming months and years. As a lender doing financing for non-owner occupied properties, I'm seeing the pressures of this first-hand – especially on fix and flip investors who need value to hold in order to make a profit when the work is finished as time comes to sell.

Rates: Yes... all buyers have rates on their mind. As a private money lender, I'm seeing rates become the biggest pain point for rental investors. They are most concerned about where their interest rates will be when their loan becomes adjustable, or if they will be able to refinance to adjust their cash flow.

Doors Closing: We've begun to see lenders across the mortgage space pausing right now, and, in some cases, closing their doors altogether. In the private lending space, this is a result of Wall Street and their massive cut back on buying any real estate investor loans.

Priced Out: When possible, real estate investors typically try for a conventional loan, but this trend seems to be shifting. As rates climb, many investors (and home buyers alike) are now being priced out of conventional loans due to increased debt-to-income ratios that disqualify them.

Don't lose your clients to fallout... Although CIVIC Financial Services doesn't have the solution to all of these concerns, I can provide some insight that could help:

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* DTI too high? At CIVIC, borrowers don't qualify on debt-to-income ratios, which means no income verification. For many investor clients being priced out in conventional, they are turning to private money to get their deals done.

No... this doesn't solve every scenario, but in the instance that these solutions fit the box for your clients' needs, I am always here to help.

What are you seeing out there? I would love to hear from you about what you're experiencing.

Hope to hear from you,

Joe Lima



ABOUT JOE LIMA

Joe is a leading Account Executive with CIVIC Financial Services — an institutional private money lender specializing in financing non-owner occupied investment properties. Joe takes pride in helping investors leverage opportunities to grow their real estate portfolios and build wealth through real estate. For more information, contact Joe.

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THE
ALCHEMY
COMPANY

ANNA LOVEC



▶▶ affiliate feature

EXPERIENCE ♦ EXTRAORDINARY



Mindora Pacleb, Marvinina Ford, Lara McGraw, Lisa Williams, Anna Lovec, Sophia Garcia, Alma Rodriguez, Jody Claros

By: **Kate Shelton**
Photos by: **Meg Marie McMillan**

The word alchemy is used to define a magical process in which unrelated elements are combined and transformed. That's exactly what happens when real estate agents work with The Alchemy Company, owned and operated by Anna Lovec. All the transaction documents are put into their proprietary system and come out transformed into the beautiful and complete elements you need for a successful closing.

Anna Lovec set out to create a luxury real estate transaction company, and that's just what she's done with The Alchemy Company. They have taken the ordinary transaction coordination side of your business and transformed it into something extraordinary, unlike anything else you've experienced before.

The Alchemy Company provides full-service transaction coordination to ensure that all of the pieces of the transaction, from opening escrow to calculating and managing timelines to making sure all the paperwork is prepared, completed, and submitted before closing. They also offer listing coordinating.

Anna grew up in Alabama, but the beach called her to college in San Diego. It's here that she got a degree in business marketing and later met her husband, Mark. She started her career in real estate wholesale lending, where she began perfecting her expertise in scaling.

“

OUR CLIENTS KNOW THAT WHEN WE ANSWER THE PHONE – WE'LL BE A RESOURCE. WE'LL HELP THEM HOWEVER WE CAN. WE'LL DO A GREAT JOB – EVERY TIME.

”

...

As the market shifts, it's very important that agents put their time into dollar-producing activities. We add value by allowing agents to leverage our various services so they can focus their time on closing deals.



Anna with her husband, Mark, and their kids Rogan, Lottie, and Tillie

Anna quickly realized that she had a unique knack for managing a lot of moving parts and creating systems that gave her team the power of efficiency and scalability. A subsequent move to Florida gave her a taste of real estate, working at a brokerage and learning how to seamlessly charter hundreds of transactions to the finish line without a hitch.

"We moved back to San Diego, and I saw an opening in the marketplace for a high-end transaction coordination business that brought more value and concierge service to our agents. I combined what I learned in lending and in the real estate business to create The Alchemy Company," she detailed. Anna opened her business in 2011 and is now one of the most successful service providers in the area.

"I took everything that I knew and put it into a system. I was the first TC I am aware of to bring everything online, which allowed me to do things much more efficiently. And because I was more efficient, I could offer better customer service than my competitors," she detailed.

Anna revolutionized the business with her paperless process, and her success has been remarkable. Many of her top agents have been with her since the beginning. She now has a team of eight full-time transaction coordinators, four assistants, and a director of operations.

This female-owned and female-run company has very little turnover. Anna's original TC, Mindora Pacleb, just celebrated her tenth anniversary with the company, and many others have been on the team for years.

"Each TC is extraordinary in its own unique way. We only partner with TCs that have a positive attitude and an unparalleled work ethic. We make sure everyone at Alchemy shares our values and has an unwavering moral and ethical compass. Our clients know that when we answer the phone - we'll be a resource. We'll help them however we can. We'll do a great job - every time," Anna said.

The Alchemy Company works with hundreds of agents regularly and manages more than 2,000 transactions a year. They're excited to offer a new service for their partners - listing coordination. "As the market shifts, it's very important that agents put their time into dollar-producing activities. We add value by allowing agents to leverage our various services so they can focus their time on closing deals."

Anna absolutely loves what she does and the business she has built. It's important to her to keep providing opportunities for females in the business and for their agents to close deals successfully, on time, and with precision. Anna only sees her team growing in the future to serve more top agents.

Anna and her husband, Mark, have been married for 14 years. They have three kids - Rogan (7), Lottie (4), and Tillie (4). The kids keep Anna and Mark very busy with

sports and dance, but they wouldn't have it any other way. At this season of life, the Lovecs' free time is fully revolved around their children and providing them the love, support, and opportunity to grow into their best selves. The icing on the cake is getting to do that in an area that values community. With three kids and two working parents, it truly takes a village, and their family and friends play a critical role in their success and well-being as a family.

The Alchemy Company has created a solid name for themselves in the transaction coordination niche, and they look forward to partnering with agents to make the entire process smooth every time.

Learn more about the team and what they can do for your business at www.alchemytc.com.





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hedda ▶ beyond the broker PARASHOS

PALISADE REALTY INC.

By Kate Shelton | Photos By Brand You Photography

making visions a reality

Hedda Parashos truly embodies the art of making a vision a reality. Her reality is owning and running one of the top brokerages in San Diego county - Palisade Realty Inc. She hasn't gotten here by luck though; it's been through hard work, determination, and her willingness to lead even when it's hard.



Hedda was born in the Philippines and was adopted at 12. She and her family moved to the United States when she was 16, and then she moved to the Bay Area at the age of 18. Hedda began a career in retail and learned to serve customers.

On her 21st birthday, Hedda went on a blind date. The pair hit it off, and it was almost quite literally love at first sight. She moved to San Diego, and she and Tom were married shortly thereafter. Hedda and Tom recently celebrated their 26th wedding anniversary. Together, they have two grown sons.

"Tom is an attorney by trade, but real estate is one of the many fields that he specializes in," she said. "Between him and the amount of HGTV I'd watched over the years, I knew I was ready for it and mainly, for personal growth." When Hedda's sons were in school full-time, she took the leap and got her real estate license.

...

...

Hedda started out in the business very traditionally but soon craved more. "I did cold calling and door knocking at the very beginning, but I knew there had to be a better way," she said. "I was fortunate to find an unconventional tech-focused approach, investing heavily in online marketing sites such as Trulia and Zillow during its infancy and I'm proud to say I'm one of the pioneers of online lead generation platforms. Over the years, I cultivated a great relationship with the Zillow Group. It was lucky timing and a lot of hard work."

Now with the help of their Zillow Growth Partner, Audrey Lee, Palisade Realty Inc. is one of the few Zillow Flex Partners in the country. "You don't just get to call yourself a Zillow partner," Hedda said. "It's a process. My interview alone took four months. You have to prove that you're capable of taking care of the clients, have processes and systems in place, and, more importantly, manage the growth. This is the single biggest reason we've grown so much - the relationships I've built with our partners."

And grown they have. Palisade Realty Inc. is expanding at lightning speed. They've seen over 700% growth in the last three years. They now have more than 70 agents, 13 staff members, and three office locations. And they're still going. In 2021, Palisade Realty closed more than 400 transactions for a total gross sales of \$283 million. They're on track to far exceed those numbers this year.

"It's about the clients we serve and the team. It's not about me," Hedda said. "We take the time to get to know all of our clients, agents, and staff so we can understand their needs. Every single person on my team truly has a servant's heart. The relentless pursuit of perfection is what everyone is striving for in the brokerage. They just care the most. They're the best of the best. None of this would even be remotely possible without them."

Hedda and Tom run the company side-by-side, sharing responsibilities and providing leadership. "Tom and I work well together. We are transparent and reachable. We want our agents to know that they can get a hold of us at any point. There are no layers. No hierarchy. We're there for them. We're part of the team," she detailed.

"The one who deserves credit is Raquel," Hedda added. "She's a true integrator. I might have the vision, but she is the one that makes it come to light. I couldn't do it without her. With Raquel's 19 years of experience as a transaction coordinator, I knew right away that she was capable of doing so much more; her talent was underutilized; instead of hiring her as marketing director, we offered her the job as the COO and was the first executive-level position added to the company."

Britney Bartlett heads the marketing and finance department at Palisade Realty Inc. "Britney has been such a great addition to our team. She truly makes our agents stand out and has added so much value for our agents. She ensures that our agent partners are paid timely, and we wouldn't trust anyone else with the finances," Hedda said.



We're building something unique here and I'm all in. I'm hands-on and I'm available for those who need me.

THIS IS MY PASSION.

I love seeing people develop in their careers and I'm here to help them along the way.

...



...

"This is all about our team. The people here have made this company what it is. It took a collective, determined effort to make us who we are, and I'm so proud of that. We all have the same goal in mind - to take care of our clients, but we still manage to serve our agent's individual needs and respect them as members of this team. Our culture is unlike any other brokerage," she said.

Hedda manages the team and is there for them in more ways than one. For example, she created an all-encompassing training course. Dubbed the Palisade Realty Academy, it has hundreds of modules that cover anything imaginable in the business. "It's designed to be the Google of Palisade Realty," she said with a laugh. "If you have a question, you can find an answer. It took me six years to obsessively document every part of my process - from communication

to consumers to contracting. It's all there, and it continues to grow."

She also oversees their partnership and relationship with Zillow, as well as sits in on the hiring process for all agents and staff members. "We're building something unique here, and I'm all in. I'm hands-on, and I'm available for those who need me. This is my passion. I love seeing people develop in their careers, and I'm here to help them along the way," she said.

"We're here to cater to everyone's needs - clients, staff, and agents. We are in the business of making their vision a reality, and I'm honored to be a partner in that process."

Learn more about Palisade Realty and connect with Hedda at palisaderealty.com.



Britney Bartlett



Raquel Rivas

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TOP 200 STANDINGS

Teams and Individuals Close Date Jan 1, 2022 - July 20, 2022

based on MLS data in San Diego County. Sorted by Volume



Rank	Name	List #	List \$	Sell #	Sell \$	Total #	Total \$
1	Laura Barry	25	\$135,865,000	14	\$89,195,000	39	\$225,060,000
2	Jason Barry	24	\$140,999,000	7	\$32,388,000	31	\$173,387,000
3	Justin Tye	225	\$165,812,810	1	\$849,900	226	\$166,662,710
4	Erick C Gydesen	150	\$130,115,625	11	\$9,710,000	161	\$139,825,625
5	Greg Noonan	19	\$84,617,760	9	\$48,825,000	28	\$133,442,760
6	Ben M Braksick	141	\$108,783,400	2	\$1,866,100	143	\$110,649,500
7	Alan Shafran	28	\$36,822,053	50	\$64,534,800	78	\$101,356,853
8	Gregg R Neuman	72	\$69,421,479	24	\$31,474,288	96	\$100,895,767
9	Maxine Gellens	17	\$50,704,150	16	\$45,026,503	33	\$95,730,653
10	Eric Iantorno	14	\$64,995,000	8	\$29,217,500	22	\$94,212,500
11	Eric T Chodorow	17	\$52,422,915	10	\$41,440,885	27	\$93,863,800
12	Emma Lefkowitz	44	\$52,579,888	30	\$40,067,000	74	\$92,646,888
13	Caren Kelley	8	\$43,154,000	6	\$40,080,000	14	\$83,234,000
14	Neda Nourani	21	\$50,318,000	17	\$30,766,700	38	\$81,084,700
15	Min Sun	14	\$21,773,000	33	\$57,035,888	47	\$78,808,888
16	Rande Turner	4	\$40,975,000	6	\$35,285,000	10	\$76,260,000
17	Ross B Clark	6	\$47,380,000	5	\$27,745,000	11	\$75,125,000
18	Susana Corrigan	13	\$48,915,000	6	\$24,688,000	19	\$73,603,000
19	Drew Nelson	12	\$45,857,685	6	\$26,849,000	18	\$72,706,685
20	Tim Van Damm	10	\$27,180,000	14	\$42,250,000	24	\$69,430,000
21	Farryl Moore	18	\$42,491,950	12	\$24,669,450	30	\$67,161,400
22	Melissa Goldstein Tucci	35	\$33,953,600	24	\$30,686,000	59	\$64,639,600
23	Julie Feld	9	\$45,059,000	3	\$19,160,000	12	\$64,219,000
24	Chad Dannecker	27	\$33,829,450	18	\$28,650,772	45	\$62,480,222
25	Jim Bottrell	47	\$39,894,250	28	\$22,550,866	75	\$62,445,116
26	David Butler	19	\$46,324,004	6	\$14,471,000	25	\$60,795,004
27	Gary M Cashman	44	\$56,951,011	3	\$2,855,000	47	\$59,806,011
28	Lyle Caddell	35	\$36,134,999	20	\$23,469,999	55	\$59,604,998
29	Linda Sansone	7	\$31,291,000	6	\$25,911,000	13	\$57,202,000
30	Tyson Lund	28	\$41,983,500	10	\$14,974,000	38	\$56,957,500
31	Keaton English	60	\$53,716,000	3	\$2,979,000	63	\$56,695,000
32	Patti McKelvey	40	\$38,795,638	19	\$16,599,600	59	\$55,395,238
33	Scott W Aurich	7	\$38,440,000	5	\$15,690,000	12	\$54,130,000
34	Jenny Yin	13	\$15,194,375	23	\$35,766,200	36	\$50,960,575

Rank	Name	List #	List \$	Sell #	Sell \$	Total #	Total \$
35	Janice P Clements	10	\$27,196,000	8	\$23,417,760	18	\$50,613,760
36	Jeffrey Nix	56	\$42,850,900	6	\$6,915,000	62	\$49,765,900
37	Bobby Martins	22	\$24,488,580	21	\$23,607,280	43	\$48,095,860
38	Eric S Matz	21	\$32,802,020	10	\$14,709,500	31	\$47,511,520
39	Brian E Danney	15	\$23,791,550	11	\$23,691,500	26	\$47,483,050
40	Kathleen Gelcich	8	\$26,285,000	4	\$20,895,000	12	\$47,180,000
41	Donna Medrea	6	\$26,420,000	4	\$20,380,000	10	\$46,800,000
42	Gregg Phillipson	36	\$32,224,900	16	\$14,094,900	52	\$46,319,800
43	Dane Soderberg	9	\$28,765,000	6	\$16,230,000	15	\$44,995,000
44	Gregg G Whitney	10	\$30,639,500	6	\$14,288,927	16	\$44,928,427
45	Denny Oh	19	\$24,960,000	14	\$19,575,500	33	\$44,535,500
46	Lindsay Dunlap	9	\$20,498,000	8	\$24,036,000	17	\$44,534,000
47	Scott Union	6	\$17,860,000	8	\$26,630,000	14	\$44,490,000
48	Suzanne M Kropf	15	\$33,850,000	5	\$10,515,000	20	\$44,365,000
49	Gary Kent	26	\$34,503,581	6	\$9,491,000	32	\$43,994,581
50	Jack Archie	9	\$12,184,337	4	\$31,500,000	13	\$43,684,337

Disclaimer: This data is given directly from SDMLS and SDAR. New construction, commercial or numbers not reported to MLS within the date range listed are not included. CRMLS & SDMLS are not communicating complete data, which does not make stats perfectly accurate. Transactional reporting is not static, as numbers vary based on the way they are reported by the REALTOR®. Some teams may report each agent individually. Data is based on San Diego County only, and may not match the agent's exact total volume for 2022. *San Diego Real Producers* does not alter or compile this data, nor claim responsibility for the stats reported to/by MLS.

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based on MLS data in San Diego County. Sorted by Volume



Rank	Name	List #	List \$	Sell #	Sell \$	Total #	Total \$
51	Edith Salas	11	\$27,892,500	6	\$15,560,000	17	\$43,452,500
52	JD Esajian	21	\$27,955,400	16	\$15,133,100	37	\$43,088,500
53	Jodie Lee	6	\$5,644,000	37	\$37,295,500	43	\$42,939,500
54	Patrick H Mercer	17	\$26,693,183	13	\$15,128,000	30	\$41,821,183
55	Talechia L Plumlee-Baker	11	\$29,815,000	4	\$11,850,000	15	\$41,665,000
56	Craig Lotzof	5	\$23,787,000	4	\$17,782,000	9	\$41,569,000
57	Kip Boatcher	7	\$26,629,000	3	\$14,625,000	10	\$41,254,000
58	John C Reeves	39	\$30,657,630	12	\$10,345,000	51	\$41,002,630
59	Brett A Combs	6	\$32,175,000	3	\$8,225,000	9	\$40,400,000
60	Delorine Jackson	5	\$23,650,000	4	\$16,550,000	9	\$40,200,000
61	Dino Morabito	8	\$26,061,250	5	\$13,536,250	13	\$39,597,500
62	Mike Blair	49	\$34,616,200	6	\$3,811,500	55	\$38,427,700
63	Jeff Rosa	25	\$24,751,750	13	\$13,642,900	38	\$38,394,650
64	Kurt Wannebo	14	\$19,647,000	13	\$18,718,000	27	\$38,365,000
65	Steven E Cairncross	8	\$22,102,000	5	\$16,191,000	13	\$38,293,000
66	Nicolas Jonville	32	\$37,740,316	0	0	32	\$37,740,316
67	Ray Shay	12	\$27,967,776	5	\$9,403,000	17	\$37,370,776
68	Julie Houston	14	\$29,742,616	4	\$7,600,000	18	\$37,342,616
69	Felicia Lewis	7	\$15,970,000	8	\$21,031,000	15	\$37,001,000
70	Brett Dickinson	5	\$29,600,000	2	\$6,600,000	7	\$36,200,000
71	Cheree Bray	22	\$26,813,800	9	\$9,347,000	31	\$36,160,800
72	Tyler Hagerla	19	\$18,082,210	18	\$17,988,010	37	\$36,070,220
73	David Miller	1	\$2,412,500	5	\$33,320,000	6	\$35,732,500
74	Ixie Weber	26	\$30,915,000	4	\$4,744,000	30	\$35,659,000
75	Chris Heller	32	\$27,167,300	9	\$8,094,900	41	\$35,262,200
76	Tracie Kersten	15	\$19,448,250	8	\$15,782,000	23	\$35,230,250
77	Skip Reed	8	\$16,350,000	5	\$18,496,000	13	\$34,846,000
78	Mukesh K Jain	3	\$4,438,500	19	\$30,270,122	22	\$34,708,622
79	Laura Sechrist Molenda	6	\$7,178,000	11	\$27,101,000	17	\$34,279,000
80	Andrew E Canter	2	\$3,480,000	5	\$30,718,750	7	\$34,198,750
81	Dan Conway	14	\$25,569,337	6	\$8,404,900	20	\$33,974,237
82	Bern McGovern	3	\$4,033,000	18	\$29,682,923	21	\$33,715,923
83	Darin Triolo	12	\$16,868,750	15	\$16,687,750	27	\$33,556,500
84	Jesse Ibanez	19	\$17,130,500	17	\$16,359,189	36	\$33,489,689

Rank	Name	List #	List \$	Sell #	Sell \$	Total #	Total \$
85	Rick Sauer	18	\$29,944,000	3	\$3,109,000	21	\$33,053,000
86	Michael Najar	21	\$17,842,300	22	\$15,131,000	43	\$32,973,300
87	Mike Aon	18	\$20,257,800	12	\$12,714,334	30	\$32,972,134
88	Seth OByrne	10	\$20,710,000	8	\$12,224,000	18	\$32,934,000
89	Nadia Colucci	12	\$19,162,500	8	\$13,751,000	20	\$32,913,500
90	Scott Appleby	1	\$1,040,000	10	\$31,814,250	11	\$32,854,250
91	Chase Cromwell	28	\$23,543,211	11	\$8,812,500	39	\$32,355,711
92	Robert Antoniadis	11	\$23,556,000	4	\$8,775,000	15	\$32,331,000
93	Salvatore W Cefalu	17	\$17,455,930	11	\$14,862,000	28	\$32,317,930
94	Carlos Gutierrez III	15	\$21,014,000	6	\$11,184,000	21	\$32,198,000
95	Amy Jensen	10	\$14,958,000	7	\$15,794,000	17	\$30,752,000
96	Benjamin Hamady	3	\$26,850,000	2	\$2,945,000	5	\$29,795,000
97	Joel Blumenfeld	14	\$16,310,168	12	\$13,448,000	26	\$29,758,168
98	Sean Zanganeh	11	\$11,122,500	17	\$18,602,000	28	\$29,724,500
99	Gwyn Rice	5	\$21,582,000	2	\$7,885,000	7	\$29,467,000
100	Sean Barry	5	\$19,885,000	3	\$9,330,000	8	\$29,215,000

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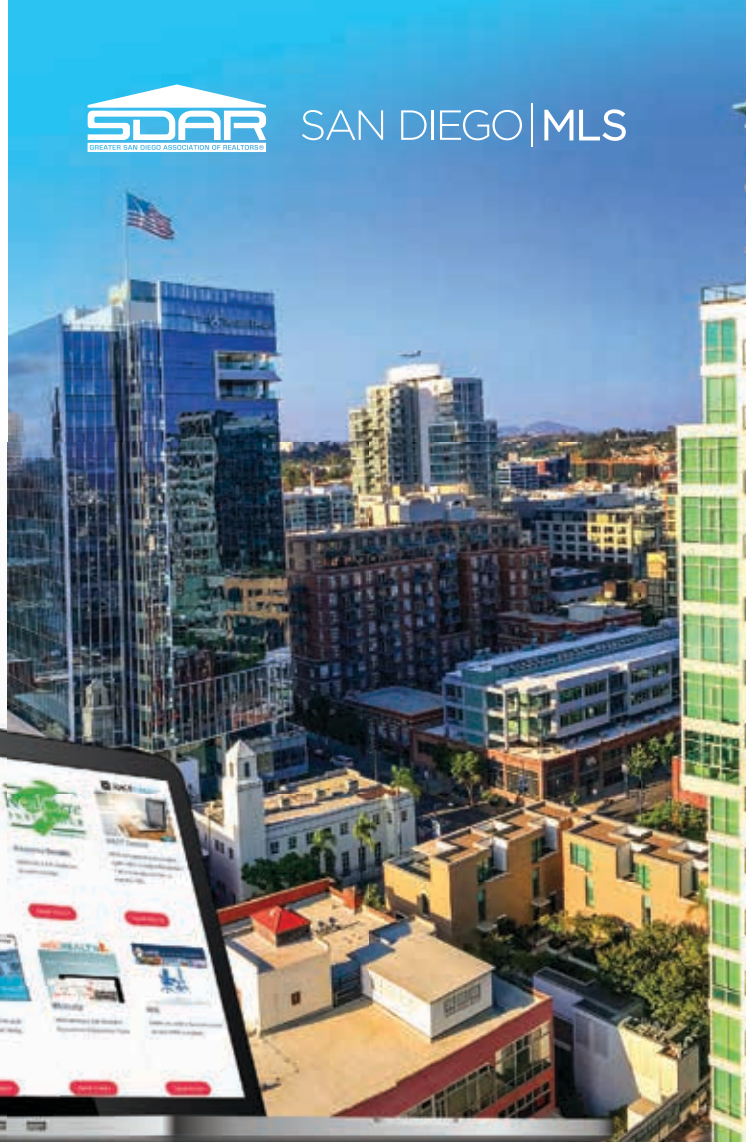
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TOP 200 STANDINGS

Teams and Individuals Close Date Jan 1, 2022 - July 20, 2022

based on MLS data in San Diego County. Sorted by Volume



Rank	Name	List #	List \$	Sell #	Sell \$	Total #	Total \$
101	Kyle Murphy	7	\$14,390,000	10	\$14,751,000	17	\$29,141,000
102	Jennifer B Anderson	9	\$19,632,244	7	\$9,310,000	16	\$28,942,244
103	Michelle Walsh-Ozanne	6	\$14,548,000	5	\$14,303,000	11	\$28,851,000
104	Jim McInerney	10	\$13,038,000	7	\$15,788,999	17	\$28,826,999
105	Robert J Colello	11	\$13,812,000	12	\$15,009,500	23	\$28,821,500
106	Guy M. Ravid	2	\$4,242,000	5	\$24,565,000	7	\$28,807,000
107	Melvina Selfani	17	\$14,592,300	16	\$14,159,900	33	\$28,752,200
108	Catrina Russell	12	\$17,645,578	9	\$11,066,000	21	\$28,711,578
109	Tracey Ross	5	\$11,024,000	6	\$17,644,000	11	\$28,668,000
110	Krista S Sozinho	3	\$11,450,000	4	\$17,200,000	7	\$28,650,000
111	Peter Middleton	13	\$18,793,500	2	\$9,850,000	15	\$28,643,500
112	Judi Reimer	31	\$23,659,205	8	\$4,904,000	39	\$28,563,205
113	Julia Maxwell	3	\$5,555,000	6	\$22,840,000	9	\$28,395,000
114	Dan Christensen	16	\$26,220,625	1	\$2,150,000	17	\$28,370,625
115	Cideer Saco	7	\$4,877,000	29	\$23,366,000	36	\$28,243,000
116	Cheryl Li	4	\$6,665,000	17	\$21,447,138	21	\$28,112,138
117	Angela Meakins	5	\$20,500,000	3	\$7,593,000	8	\$28,093,000
118	Gina L Barnes	13	\$22,868,040	5	\$5,110,000	18	\$27,978,040
119	Steven Lincoln	7	\$13,332,000	8	\$14,495,000	15	\$27,827,000
120	Anne Schreiber	14	\$27,820,751	0	0	14	\$27,820,751
121	Olga Lavalle	7	\$18,039,000	3	\$9,655,000	10	\$27,694,000
122	Arianna Schwarz	12	\$13,557,200	9	\$14,026,000	21	\$27,583,200
123	Elizabeth Reed	5	\$14,511,008	6	\$13,045,000	11	\$27,556,008
124	Joshua Higgins	7	\$8,440,000	13	\$19,029,750	20	\$27,469,750
125	Omid Maghamfar	8	\$9,469,000	17	\$17,905,825	25	\$27,374,825
126	Kevin J Hall	12	\$23,237,000	4	\$4,098,000	16	\$27,335,000
127	Bree Bornstein	4	\$9,525,000	4	\$17,725,000	8	\$27,250,000
128	Albert Apuzzo	6	\$13,765,000	5	\$13,435,000	11	\$27,200,000
129	Jonathon E Shea	18	\$20,755,258	5	\$6,404,000	23	\$27,159,258
130	Kristin K Slaughter	5	\$10,410,000	6	\$16,450,000	11	\$26,860,000
131	Amy Green	5	\$4,253,800	12	\$22,519,000	17	\$26,772,800
132	David M Rudd	11	\$11,600,000	15	\$15,159,000	26	\$26,759,000
133	Mina Kawage Balsa	1	\$11,466,667	2	\$15,266,667	3	\$26,733,334
134	Richard Stone	8	\$12,819,000	10	\$13,870,000	18	\$26,689,000

Rank	Name	List #	List \$	Sell #	Sell \$	Total #	Total \$
135	Mike Cady	3	\$8,150,000	8	\$18,519,000	11	\$26,669,000
136	Nancy Beck	11	\$16,943,500	5	\$9,699,500	16	\$26,643,000
137	Ever Eternity	21	\$22,356,500	2	\$4,190,000	23	\$26,546,500
138	Diana R Dupre	3	\$12,615,000	6	\$13,790,000	9	\$26,405,000
139	DENIS DOLGINOV	19	\$22,280,500	3	\$4,115,000	22	\$26,395,500
140	Justin Shokoor	0	0	31	\$26,386,000	31	\$26,386,000
141	Jason J Lee	9	\$17,385,500	5	\$8,985,000	14	\$26,370,500
142	Marc Lipschitz	4	\$17,635,000	1	\$8,700,000	5	\$26,335,000
143	Whitney S Peyser	6	\$17,490,000	3	\$8,770,000	9	\$26,260,000
144	Traci Bass	8	\$6,875,000	6	\$19,190,000	14	\$26,065,000
145	Jeremy Beauvarlet	26	\$26,014,100	0	0	26	\$26,014,100
146	Lisa Schoelen	2	\$5,665,000	5	\$20,315,000	7	\$25,980,000
147	Brian Guiltinan	4	\$25,905,000	0	0	4	\$25,905,000
148	Janna Hernholm	8	\$11,610,000	9	\$14,277,000	17	\$25,887,000
149	Mike McCurdy	5	\$13,635,000	6	\$12,230,000	11	\$25,865,000
150	K. Ann Brizolis	5	\$24,516,000	1	\$1,150,000	6	\$25,666,000

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TOP 200 STANDINGS

Teams and Individuals Close Date Jan 1, 2022 - July 20, 2022

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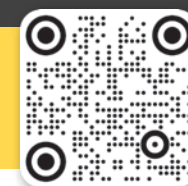


Rank	Name	List #	List \$	Sell #	Sell \$	Total #	Total \$
151	Jana L Greene	7	\$25,600,250	0	0	7	\$25,600,250
152	Sandra Zambito	16	\$17,879,999	8	\$7,654,900	24	\$25,534,899
153	Linda Lee	12	\$10,800,000	11	\$14,643,000	23	\$25,443,000
154	Benny Landman	4	\$11,375,000	3	\$14,017,000	7	\$25,392,000
155	Shawn Rodger	4	\$23,387,375	1	\$1,995,000	5	\$25,382,375
156	Ilana Huff	9	\$14,054,000	9	\$11,174,614	18	\$25,228,614
157	Linda Moore	12	\$18,879,888	5	\$6,314,000	17	\$25,193,888
158	Michelle Liu	2	\$2,475,000	5	\$22,683,375	7	\$25,158,375
159	Garret A Milligan	2	\$9,237,500	5	\$15,650,000	7	\$24,887,500
160	Vince Moon	6	\$8,540,000	10	\$16,196,500	16	\$24,736,500
161	Mike Tristani	12	\$17,711,500	4	\$6,965,000	16	\$24,676,500
162	Lee Shaprut	6	\$7,622,000	10	\$17,036,000	16	\$24,658,000
163	Jennifer Janzen-Botts	3	\$9,941,000	2	\$14,600,000	5	\$24,541,000
164	Dalia Hirmez	6	\$6,510,000	18	\$17,839,000	24	\$24,349,000
165	Miguel Nunez	12	\$18,758,500	4	\$5,586,500	16	\$24,345,000
166	Jesse Salas	12	\$14,885,000	5	\$9,430,000	17	\$24,315,000
167	Olga Stevens	4	\$10,770,000	4	\$13,540,000	8	\$24,310,000
168	Gary Massa	12	\$19,584,000	3	\$4,665,000	15	\$24,249,000
169	Melissa Steele	12	\$9,642,000	15	\$14,579,543	27	\$24,221,543
170	Ryan Dalzell	6	\$16,961,000	2	\$7,170,000	8	\$24,131,000
171	Jim Klinge	9	\$17,522,892	5	\$6,564,000	14	\$24,086,892
172	Michael J Wolf	12	\$12,140,860	12	\$11,852,000	24	\$23,992,860
173	Lori Barnett	7	\$15,266,000	3	\$8,685,000	10	\$23,951,000
174	Evan N Smith	2	\$10,695,000	4	\$13,220,000	6	\$23,915,000
175	Luis Carranza	0	0	5	\$23,915,000	5	\$23,915,000
176	Brad Seaman	10	\$11,368,900	8	\$12,544,900	18	\$23,913,800
177	Charles N Wheeler	21	\$15,635,000	6	\$8,258,000	27	\$23,893,000
178	Sarah Scott	12	\$15,285,500	8	\$8,580,000	20	\$23,865,500
179	Ryan Stafford	5	\$15,074,000	3	\$8,725,000	8	\$23,799,000
180	Orva Harwood	5	\$10,635,000	5	\$13,080,000	10	\$23,715,000
181	Sean Caddell	4	\$15,148,425	5	\$8,566,430	9	\$23,714,855
182	Carrie OBrien	2	\$8,800,000	4	\$14,765,000	6	\$23,565,000
183	Gail B Feldman	6	\$8,023,000	14	\$15,542,000	20	\$23,565,000
184	Sean Piazza	23	\$23,453,025	0	0	23	\$23,453,025

Rank	Name	List #	List \$	Sell #	Sell \$	Total #	Total \$
185	Daniel Greer	6	\$19,046,198	1	\$4,351,000	7	\$23,397,198
186	Zachary Plumb	9	\$8,497,500	17	\$14,861,000	26	\$23,358,500
187	Melissa M Sofia	6	\$10,253,000	9	\$13,036,900	15	\$23,289,900
188	Lin Li	3	\$7,095,000	6	\$16,178,500	9	\$23,273,500
189	Catherine A Gilchrist-Colmar	5	\$23,125,000	0	0	5	\$23,125,000
190	Bryan Devore	22	\$21,878,323	1	\$1,200,000	23	\$23,078,323
191	Wesley Royal	7	\$16,132,455	5	\$6,802,855	12	\$22,935,310
192	Thor Sorensen	15	\$13,928,500	7	\$8,998,000	22	\$22,926,500
193	Silvana Freestone	9	\$18,755,500	2	\$4,045,000	11	\$22,800,500
194	Kimo Quance	25	\$21,030,500	2	\$1,733,000	27	\$22,763,500
195	Christie Duguid	2	\$4,387,500	16	\$18,301,898	18	\$22,689,398
196	Jan Ryan	28	\$21,745,000	1	\$900,000	29	\$22,645,000
197	Pompeyo Barragan	6	\$7,270,000	6	\$15,370,000	12	\$22,640,000
198	Cindy Waasdorp	17	\$21,006,500	1	\$1,600,000	18	\$22,606,500
199	Travis Winfield	23	\$19,149,000	4	\$3,452,000	27	\$22,601,000
200	Joshua Kim	8	\$12,852,000	6	\$9,695,000	14	\$22,547,000

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FAQs

ABOUT THIS MAGAZINE

By Jessie Wright



“FAQs About This Magazine” answers the most commonly asked questions around the country regarding the REAL

Producers platform. My door is always open to discuss anything regarding this community — this publication is 100 percent designed to be your voice and to connect, elevate the industry, and inspire!

Q: WHO RECEIVES THIS MAGAZINE?

A: The top 500 agents in San Diego county. We pulled the MLS numbers (by volume) from January 1, 2021, to December 31, 2021, in San Diego county, cut the list off at number 500, and our new 2022 Top 500 distribution list was born. This magazine is free exclusively to the top 500 agents in the area each year.

Q: WHAT IS THE PROCESS FOR BEING FEATURED IN THIS MAGAZINE?

A: It's really simple – every feature you see has first been nominated. You can nominate other REALTORS®, affiliates, brokers, owners, or even yourself! Office leaders can also nominate REALTORS®. We will consider anyone brought to our attention, because we don't know everyone's story, so we need your help to learn about them.

A nomination currently looks like this: You email us at jessie.wright@realproducersmag.com with the subject line, “Nomination: (Name of Nominee),” and explain why you are nominating them to be

featured. It could be they have an amazing story that needs to be told – perhaps they overcame extreme obstacles, they are an exceptional leader, have the best customer service, or they give back to the community in a big way. The next step is an interview with us to ensure it's a good fit. If it all works out, we put the wheels in motion for our writer to conduct an interview and for our photographer to schedule a photoshoot.

Q: WHAT DOES IT COST A REALTOR®/TEAM TO BE FEATURED?

A: Zero, zilch, zippo, nada, nil. It costs nothing, my friends, so nominate away! We are not a pay-to-play model. We share real stories of REAL Producers.

Q: WHO ARE THE PREFERRED PARTNERS?

A: Anyone listed as a “preferred partner” in the front of the magazine is a part of this community. They will have an ad in every issue of the magazine, attend our quarterly events, and be a part of our online community. We don't just find these businesses off the street, nor do we work with all businesses that approach us. One or many of you have recommended every single preferred partner you see in this publication. We won't even meet with a business that has not been vetted by one of you and “stamped for approval,” in a sense. Our goal is to create a powerhouse network, not only for the best REALTORS® in the area but the best affiliates, as well, so we can grow stronger together.

Q: HOW CAN I RECOMMEND A PREFERRED PARTNER?

A: If you have a recommendation for a local business that works with top REALTORS®, please let us know! Send an email to jessie.wright@realproducersmag.com.

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