WELCOME TO

KELLER WILLIAMS
CALIFORNIA PREMIER









FAIR OAKS · SACRAMENTO · LOCKEFORD · PATTERSON · DAVID · RIPON

WI4C2TES

WIN-WIN	OR NO DEAL
INTEGRITY	DO THE RIGHT THING
CUSTOMERS	ALWAYS COME FIRST
COMMUNICATION	SEEK FIRST TO UNDERSTAND
COMMITMENT	IN ALL THINGS
CREATIVITY	IDEAS BEFORE RESULTS
TEAMWORK	TOGETHER EVERYONE ACHIEVES MORE
TRUST	STARTS WITH HONESTY
EQUITY	OPPORTUNITIES FOR ALL
SUCCESS	RESULTS THROUGH PEOPLE

OUR VALUES

GOD, FAMILY, THEN BUSINESS

OUR MISSION

TO BUILD CAREERS WORTH HAVING, BUSINESSES WORTH OWNING, LIVES WORTH LIVING, EXPERIENCES WORTH GIVING, AND LEGACIES WORTH LEAVING.

Where Entrepreneurs Thrive

Keller Williams is home to the dreamers, the doers, and the entrepreneurs. To those who know that real estate is a calling and that if you can dream it, you can build it.

Learn More about KW

Together, we are the keys in the doors to **new futures**.

THE PATH TO YOUR NEW CAREER STARTS HERE



STEP 1: COACHING & ACCOUNTABILITY

STEP 2: TRAINING

SSTEP 3: LAUNCH YOUR BUSINESS PROPERLY

STEP 4: LEAD GENERATION STRATEGIES

STEP 5: FIND YOUR COMMUNITY

STEP 6: COMMISSION MODEL & TEAMS

STEP 7: ASSOCIATION & MLS COSTS

COACHING & ACCOUNTABILITY

kw CA PREMIER
KELLERWILLIAMS. REALTY

Personalized Coaching

KW CA Premier provides exceptional coaching and training you need to be a successful real estate agent! New agents will be automatically enrolled in our Launch Coaching Program. Our Mega Agent coaches will work with you one-on-one for your first three transactions to make sure you learn properly what to do, like reviewing contracts, negotiations, and managing the transaction to close. Once you graduate you can choose to advance to our Success Coaching program designed to help boost your production to fund your life by design! A 10% coaching fee will be assessed to all closed transactions while in coaching.



Barbara Zaragoza
Coach



Sheri Aguilar
Coach & MGR of Lockeford Office



Carlos Cantu
Coach & MGR of Patterson Office



Toni Alvarez
Coach



Leslie Stirewalt
Coach



Jose Hernandez Jr.
Coach



Dani Bettencourt
Coach

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COACHING & ACCOUNTABILITY

kw CA PREMIER
KELLERWILLIAMS REALTY

UNLOCK YOUR POTENTIAL WITH COACHING TO CAP



WEEKLY ACCOUNTABILTY
C.L.U.B.



Jon Barnato
OP

Changing Lives, Uplifting Businesses

Lead Generation is the #1 Activity you need to master in your career to become a Millionaire Real Estate Agent. CLUB is an Accountability Group that will coach you on how to convert leads better and also hold you accountable to the activities. You meet weekly on Mondays and announce your intended lead generation activities and then next week you announce what you completed. Accountability is the best tool for agents to remain consistent and successful in their business. In fact, the new agents who have the quickest rise to success have participated in CLUB. CLUB is lead by Jon Barnato.

1

COACHING & ACCOUNTABILITY

PCX TRAINING



1

COACHING & ACCOUNTABILITY

PCX TRAINING

PRODUCTION TRACKS

Which track is most in alignment with your intentions?

TRACK 1

Full-Time

"I'm all-in"

< 3 Mo

Agents who are 100% committed to this career immediately

Closings: 1-2+/Mo

Appointments: 2+/Wk
Conversations: 10+/Day

Database: Add 5+/Day
95%+ Smartplans
201+ Contacts

Social Media: 1+ Posts/Day
Home Previews: 10+/Wk

Essentials Training: Daily
Script Practice: Daily

1-1 Coaching: Weekly

TRACK 2

Full or Part-Time

"I'll succeed at my own pace"

3-6 Mo

Agents with less urgency to start earning commission

Closings: 6+/6 Mo

Appointments: 1+/Wk
Conversations: 5+/Day

Database: Add 50+/Mo
95%+ Smartplans
201+ Contacts

Social Media: 3+ Posts/Wk
Essentials Training: Daily

1-1 Coaching: Monthly

TRACK 3

Part-Time

" This is not my primary focus"

6-12 Mo

Agents who do not intend to financially rely on real estate

Closings: 1-6/Year

Appointments: As needed
Conversations: Organic

Coaching: Quarterly

PCx

1

COACHING & ACCOUNTABILITY

PCX TRAINING

kw CA PREMIER
KELLERWILLIAMS REALTY

REAL ESTATE ESSENTIALS

LIVE TRAINING CALLS



Month 1

Performance
- Career Values
- Business Vision
- Economic Model
- GPS 90-Day Tool
- Time Management
- Story, State, Strategy

Database Management
- KW Lead Generation Model
- SMART Database
- Sales Pipeline + Follow-up

Lead Generation
- Sphere of Influence (SOI)
- Open Houses
- Geographic Farming
- Social Media
- Internet Leads
- FSBO/Expired's

Month 2

Find and Sign Buyers
- Building Rapport
- Buyer Lead Sheet
- Today's Market Expectations
- Objections

Buyer Contract to Close
- Financial Pre-Approval
- Search and View Homes
- Write a Strategic Offer
- Due Diligence & Inspections
- Appraisals
- Contract to Close

Bonus
- Agent Interviews
- Finding Your Niche
- Investing 101
- Fix and Flip Process

Month 3

Find and Sign Listings
- Lead Generation for Listings
- Listing Lead Sheet
- CMA & Pricing Strategies
- Understanding Market Data
- Listing Appointment
- Objections

Listing Contract to Close
- Post-Listing Agreement Tasks
- Communication Keys
- Contract to Close
- Post Closing Follow-Up

Bonus
- Atomic Habits
- Top Agent Guest Speaker
- MREA Book
- Loan Product Options

PCx

2

TRAINING

Ignite Training Program

New Agents and agents looking to boost production will be enrolled in our Ignite Training Program which will is an intensive production based training to teach you everything you need to know about your real estate career. This training, led by top agents & coaches consists of 20 sessions:

1.) Spark Your Career 2.) Embrace Your Job 3.) Connect With Your Market

4.) Define Your Value 5.) Lead Generation Skills 6.) Grow Your Database

7.) Capture Leads With Open Houses 8.) Capture Leads With Social Media

9.) Capture More Leads 10.) Keep Every Lead 11.) Follow Up With Leads

12.) Strengthen Relationships 13.) Qualify Potential Buyers 14.) Win The Buyer
15.) Win The Seller 16.) Work With Buyers & Sellers 17.) Make And Receive Offers

18.) Negotiating 19.) Get To The Close 20.) Plan Your Future



Team Meetings

At Keller Williams, team meetings are an essential part of our business. During team meetings, we hear from mega agent speakers and have open discussions about legal/compliance updates, the state of the market & training announcements. We also use the time to create an atmosphere of camaraderie and collaboration. Everyone is encouraged to provide input and share ideas. Team meetings are your key to staying informed.

3

LAUNCH YOUR BUSINESS PROPERLY

EVERYTHING YOU NEED TO LAUNCH YOUR CAREER



TC Introduction
with Premier Transactions

- Introduction to the transaction team.

Launch /Success Coaching

- Discuss your goals and how coaching can support you in achieving them.
- Review personality assessment
- Create a business plan
- Create an education plan
- Open house certification

Headshot Session

- 5 Professional Headshots, free of charge.



Technology Orientation
with Market Center Tech Trainer

- Access KW Command Download
- KW Command App Access Your
- Website
- Access Your Consumer App
- Complete your marketing profile setup for your website.
- Upload your database to Command
- 201+ club (See pg.6)

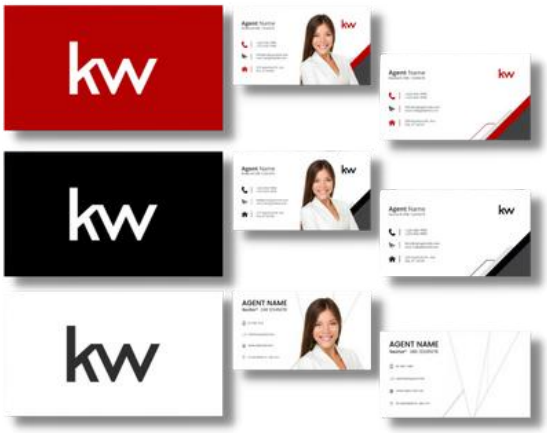
Branding Consultation
with Full Spectrum
Marketing Solutions

- Order Temporary Business Cards
- Make selections for your complimentary branding package that includes everything you need to start your business.

3

LAUNCH YOUR BUSINESS PROPERLY
BRANDING PACKAGE

BUSINESS CARDS



BUYER & LISTING CONSULTATIONS



EMAIL SIGNATURE

LIVE LINKS





BLOCK

LISTING SIGNAGE



OPEN HOUSE SIGNAGE



PROFESSIONAL HEADSHOTS



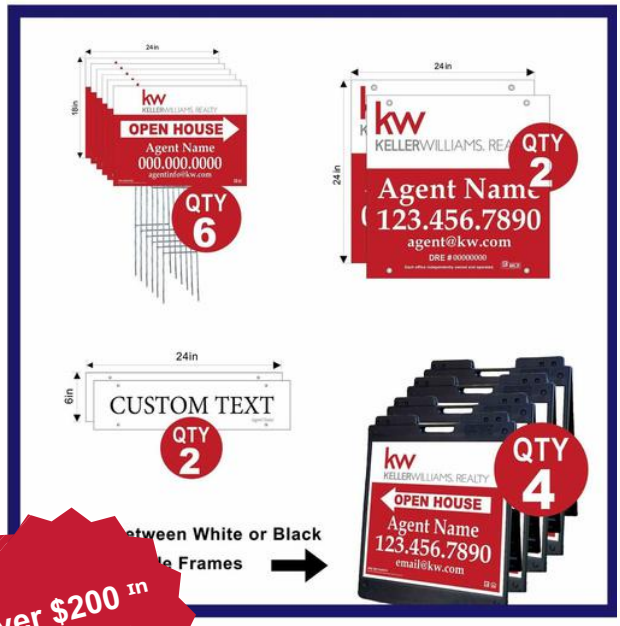
3

LAUNCH YOUR BUSINESS PROPERLY

SIGN PRINTING

FASTPOST
SIGN MANUFACTURING

Starter Package A



Over $200 in Savings!

Starter Package B



Over $350 in Savings!

NEW BULK PACKAGES!

✱ Sign designs made by Full Spectrum Marketing Solutions ✱
may be uploaded in place of default KW designs.

FASTPOSTSIGNSHOP.COM

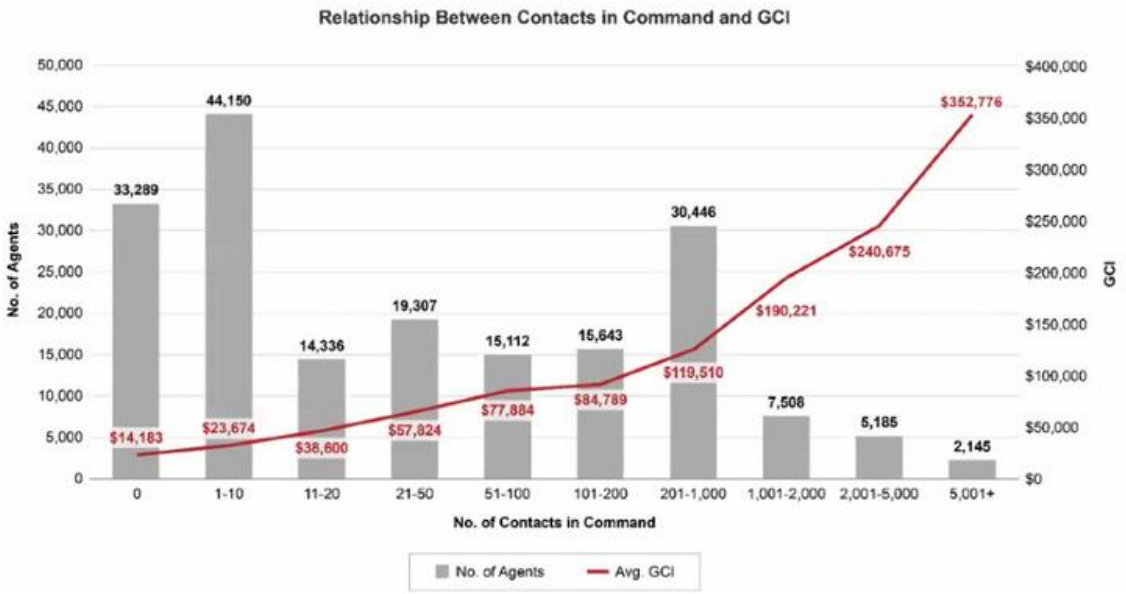
4

LEAD GENERATION STRATEGIES

THE 201+ CLUB

Over 70% of sellers and over 60% of buyers have found their real estate agent by either having a relationship with the agent or being referred to the agent by a trusted friend or family member. KW has conducted extensive research and discovered that agents who have 201 or more contacts in their Command database that are on a 36 touch program make over $100,000 per year on average.

Command Contact Database and GCI



YOUR PATH TO THE 201+ CLUB

Orientation with Market Center Tech Trainer.

Database Upload Our Tech Team Will Assist in uploading all contacts to your Command Database

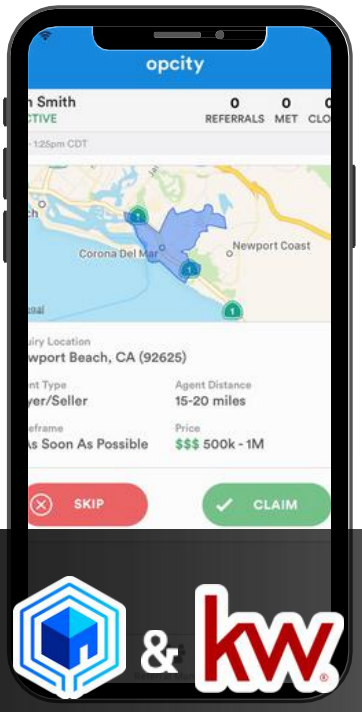
36 Touch Setup Our Tech Team has designed an automated 36 touch campaign designed to engage your contacts and covert them quickly

Lead Generation Mayne street coaching will guide you through fast and simple ways to bring your contact count up to speed as quickly as possible.



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LEAD GENERATION STRATEGIES
STRATEGIC PARTNERSHIPS

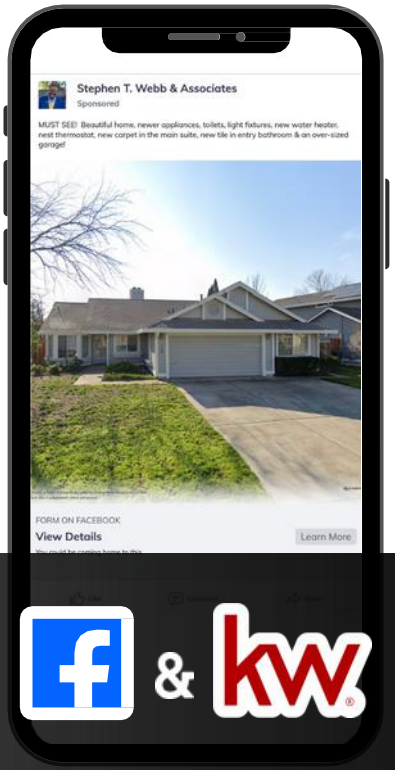


OpCity Leads Realtor.com Leads add open portal, 201 club

Need help getting your real estate career off the ground? KW CA Premier provides you with buyer and seller leads and even set appointments to help you start your career. We will always train and put an emphasis on teaching you how to generate and convert leads better from your own efforts and at the same time we recognize the need to have other third- party lead generation sources to help your business grow faster.

Facebook/Instagram and Google Tech Partnerships Generate Leads

KW leads the real estate industry in a complete end-to-end technology platform to support the agent's business, KW Command. This leadership in technology has led to KW creating exclusive strategic partnerships with Facebook/Instagram and Google to help generate leads through KW Command at historically high rates and at the cheapest rates in the real estate industry. You can run advertising campaigns through KW Command directly to Facebook, Instagram and Google Search Ads that will generate numerous leads at record low costs averaging about $1 to be $2 per lead!



5

FIND YOUR NICHE & SPECIALTY

WELCOME TO KW AFFINITY GROUPS

FIND YOU PEOPLE, HONE YOUR CRAFT, & BUILD A COMMUNITY

Diversity, Equity & Inclusion

Putting diversity, equity, and inclusion at the forefront of your business not only ensures professional growth and success, but also empowers the communities in which you live and serve.

Relocation

A community of professionals looking to grow their business and explore the burgeoning market of relocation.

kw MILITARY

An exclusive opportunity to build upon your unique skillsets and bring the dreams of active duty members, veterans, and military spouses to life.

kw | wealth

Here to help you grow your business, create passive income, build a better future for you, and build a life by design.

kw | sports + entertainment

Driven by consideration, discretion, and a desire to empower professional athletes, musicians, and artists.

KELLERWILLIAMS LAND

Offers local, influential, and results-driven real estate professionals the opportunity to dive headfirst into one of the nation's most lucrative industries for market success, today.

KWYP

KELLER WILLIAMS YOUNG PROFESSIONALS

From training and community networking to personal and career growth development, this community offers exclusive opportunities to our members with natural talent and drive looking to invest in their careers.

kwOFFERINGS

Generate thousands of leads each year from potential sellers curious about the cash value of their homes.

kw | REAL ESTATE PLANNER

Everything from client advocacy strategies and investment property planning to network building.

kw | CLARITY *powered by* KW Wellness

Join a uniquely empathetic community that understands the struggles associated with growing your business while being substance-free in the fast-paced, sociable world of real estate.

kw | Wellness

Offers you opportunities to invest in meaningful experiences and build powerful practices that lead to greater health and well-being, and result in a shared Return on Wellness.

kw | OPERATIONS

Access to learning series, tailored training, interactive office hours, and a vibrant network of professionals to drive business results and your career forward.

KELLERWILLIAMS Luxury INTERNATIONAL

The exclusive home for Real Estate professionals serving clients in the upper-tier home market.

KW COMMERCIAL

This team consists of knowledgeable, results-driven brokers backed by the most innovative and scalable technology.

kw | TALENT

Learn how to recruit the best team members, foster the next generation of leaders, and build your empire.

5

FIND YOUR NICHE & SPECIALTY

RAINBOW NETWORK

We take Pride in our community mission and unique culture with a commitment to our agents, associates, leaders and staff at KW to build a diversity worth celebrating.

HISPANIC LEADERS OF REAL ESTATE

We are determined to build success and opportunity for generations. We rely on our collective strength to support, empower, give, and create an enduring legacy.

BREN
KELLER WILLIAMS REALTY
BLACK REAL ESTATE NETWORK

We are a group designed for black KW agents to share our thoughts, celebrate our wins, uplift our spirits and grow our lives.

APPA
Alliance of Persians for Purposeful Action

This community is cultivated to support the voices of the individuals involved, nurture cultural understanding, and to empower all collaborators.

CHISPA
COALITION OF HISPANICS FOR PROGRESSIVE ACTION

We are a group committed to excellence by serving our Latino/Hispanic community through our unique company culture, dignity, integrity, and compassion.

PAN-ASIAN NETWORK

The KW Pan-Asian Network is a global collective of Asian and Pacific Islanders who have chosen to build their real estate careers and businesses within the Keller Williams culture.

LADY LEADERS

This group has been created as a platform for the amazing, powerful women leaders of real estate. We are committed to being the best version of ourselves we can be and rock this female movement.

KELLERWILLIAMS. Signs

KW-Sign is a nationwide network of D/HH and ASL-accessible hearing agents with adequate tools to meet the real estate needs of the D/HH communities.

5

FIND YOUR NICHE & SPECIALTY

kw ARABIC
Real Estate Professionals

This affinity group will provide exclusive access to a powerful network of real estate professionals all dedicated to sharing knowledge, best practices, and providing support to help each other succeed.

kw SIMCHA

To celebrate our traditions, foster relationships with fellow Jewish KW associates, grow referral networks, mastermind ideas, share successes, and grow together.

kw SPECIAL ABILITIES

Providing a community for KW agents who either have family members with a disability or are working with clients with a special need. We have the resources and guidance to help you navigate working in AND with the special needs community both inside KW and outside for our clients.

KWEL
KW Emprendedores Latinos

Our mission is to cultivate a thriving community of KW Latino real estate agents through collaboration, education and a strong network.

kw Tribal KELLERWILLIAMS

KW Tribal is a collective of indigenous peoples & allies from diverse tribal backgrounds who have chosen to cultivate their understanding of homeownership with Native Communities.

THERE'S A HOME FOR EVERYONE AT KELLER WILLIAMS

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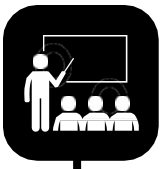
OPPORTUNITY MAP

At KW CA Premier, we believe in empowering our agents with the tools and resources they need to succeed. The Opportunity Map is a crucial element in this mission. It provides a comprehensive overview of potential growth areas, market trends, and strategic insights, enabling our agents to identify and capitalize on new opportunities. By leveraging the Opportunity Map, KW CA Premier agents can stay ahead of the curve, make informed decisions, and drive their careers forward with confidence. It's not just a map—it's a roadmap to success.



TEAM STRUCTURE

KW CA Premier strongly encourages and supports Mega Agents in building and maintaining strong real estate teams to grow Millionaire Real Estate Agents and promote a Life by Design. Everything a Mega Agents needs to learn, grow and have success through others is built in our company model.



Training & Consulting
Career Visioning | 30-60-90 | Success Through Others
KW provides a 3-part, in-depth training based on the top real estate teams in the country! Learn the proven models and systems on how to start, grow and have success through others. Your road map is already done.



Helping You Attract Talent to Grow
KW understands you're busy lead generating and making business happen and finding and recruiting your talent to your team is an afterthought for most. KW Leadership are the best real estate talent recruiters in the industry and we regularly, meet and recruit talented agents to our real estate teams and we will help you grow your business for you!



Team Commission Structures and Team Cap
KW understands that we need to help Mega Agents retain agents in their team and having a favorable commission structure for agents on your team to help you make you retain agents and make it a win-win. Your team agents will get a reduced brokerage cap of $9,000 (instead of $18k) and a more favorable commission split. Also, we reward if you if you make you agents successful with a Team Cap. If your team splits more than $30k in any year, the Market Center will share any overage back to the you!



MREA Team Models and Systems
Economic Model - The goal of every business is profit. Use this model to start with profit and backwards engineer to the appointments you need to meet your goals.
Lead General Model - Engineer the lead generation down to the number of contacts your team needs to make daily.
Budget Model - All businesses are run by numbers and make sure you follow guidelines for team profitability.
Organization Model - There's a right way to build and organize your team and we have the guide book.



Expansion
Build multiple teams in multiple locations all through KW's national reach. Build a Mega Team in your market, then take your skills and build another team anywhere their's a KW Office!

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AGENT COMMISSION STRUCTURE



80% To you/20% to the Market Center commission split

You will have a 80% to you / 20% to the Market Center split. You will still be required to pay a 10% referral fee if enrolled in launch coaching. (If coaching applies to you)

$18,000 Annual Cap with the Market Center

You will have a cap with the Market Center of $18,000 per year. Once your commission splits to the Market Center exceed the cap during your current anniversary year, you will receive 100% of your commission for the remainder of that year till your annual anniversary date.

6% Royalty Fee to KW International capped at $3,000

KW also has a Royalty Fee that is paid to KW International at a rate of 6% of the commission amount. Please note that every major franchise brokerage has a Royalty Fee paid to corporate, however KW is the ONLY major franchise which CAPS the Royalty Fee at $3,000 annually, which is about 3-5 transactions.

Broker Audit Fee

There is a Broker Audit Fee of $125 per transaction up to 30 transactions annually and $50 thereafter. We have an auditor on staff that audits all transactions to protect you from liability.

E&O Insurance/Tech Fee

KW carries E&O insurance to protect you in the event of a lawsuit. You have three options on how you would like to pay your E&O Insurance. Also, KW's website, Command, Apps and training are also provided for a small fee. Together this is called your E&O/Tech Fee.

As a new agent, you initially have two options by which to pay the E&O/Tech Fee:

- ☐ Monthly Fee of $135
- ☐ Upfront Discounted Option: Pay $1450 in Jan or Feb annually ($350 discount)

- ☐ Once you close three transactions, then you can opt for this option: Pay Per Transaction Option: $600 per transaction for your first 3 deals annually. (Must have done at least 6 deals in the prior year)

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COMMISSION EXAMPLE

All this can be confusing so here is an example of transaction assuming the median home price in Sacramento County and an average 2.5% commission earned:

$500,000 Purchase Price

2.5% Commission Rate

$12,500 Gross Commission

($2,500) Office Commission Split (20%) - Credited against $18k Cap

($750) Royalty Fee to KW International - Credited against $3k Cap

($1,250) Coaching Referral Fee (10%) - First 3 Transactions (If coaching applies to you)

($125) Broker Audit Fee

($350) Transaction Coordination Fee - Premier Transactions

$7,515 Net Commission To The Agent



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YOUR START UP COSTS

KW SIGN UP FEE

$250
The Sign Up Fee will cover your initial Errors and Omissions Insurance fee and all your Marketing Package, Google Business Suite, Professional Photography KW Command, your Client Relations Management system and your Website. Also, since this covers your E&O payment, your monthly fee will not be assessed till the end of the next month.

3RD PARTY SIGN UP FEES

ANNUAL MEMBERSHIP WITH SACRAMENTO ASSN OF REALTORS (SAR)

All KW agents must have membership with SAR, CAR and NAR. In addition, CAR provides all the forms necessary for a real estate transaction.

One Time Administrative Application Fee will help us $300.00

If Joining in	Dues	If Joining in	Dues
January	$715.00	July	$370.00
February	$659.17	August	$324.17
March	$603.33	September	$577.33
April	$547.50	October	$519.25
May	$491.67	November	$461.17
June	$435.83	December	$403.08

ANNUAL MEMBERSHIP WITH CENTRAL VALLEY ASSN OF REALTORS (CVAR)

Only New Members may pay the prorated amounts below. Returning Members should contact Member Services (209) 858-1700 to determine the amount due.

Members are encouraged to make voluntary contributions to C.A.R.'s REALTOR® Action Fund ($49.00 Suggested) and Housing Affordability Fund ($10.00 Suggested)

If Joining in	Dues	If Joining in	Dues
January	$612.00	July	$378.50
February	$564.75	August	$281.25
March	$517.50	September	$234.00
April	$470.25	October	$186.75
May	$423.00	November	$139.50
June	$425.75	December	$92.25

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ANNUAL MEMBERSHIP WITH LODI ASSOCIATION OF REALTORS (LAR)

If Joining in	Dues	If Joining in	Dues
January	$150.00	July	$112.50
February	$143.75	August	$106.25
March	$137.50	September	$100
April	$131.25	October	$93.75
May	$125.00	November	$87.50
June	$118.75	December	$81.25

METROLIST MEMBERSHIP & EKEY(MULTIPLE LISTING SERVICE)

All real estate agents require membership with the local MLS called Metrolist.

One Time Administrative Application Fee	ekey $50.00	Metrolist $200.00
Monthly Fees		
Metrolist	$45	
ekey	$15.95	$_____

TOTAL COST $_____

CONTACT

SACRAMENTO ASSOCIATION OF REALTORS®
916-922-7711

MetroList® THE TRUE SOURCE
916-922-2234

CVAR CENTRAL VALLEY Association of REALTORS
209-858-1700

LAR Lodi Association of Realtors® Empower | Educate | Connect
209-368-5316

YOUR LEADERSHIP TEAM:

Jon Barnato

Operating Principle, KW CA Premier

(916) 202-4602 | jbarnato@kw.com

Jon started in real estate in 2008 in the heart of the Great Recession. Within a couple years Jon started the JB Realty Group, a successful real estate team that consistently ranked in the Top 5% of real estate agents in the Sacramento area for over a decade. He specialized in helping investors flip and build wealth in real estate including founding and running a real estate flipping syndication company in Sacramento. He also helped banks and government service their REO listings and HUD listings. In 2016, Jon Barnato became Productivity Coach of the KW CA Premier - Sacramento office and only a year later became the Managing Broker. In 2018, Jon became Team Leader of the KW CA Premier - Sacramento office. Today, Jon is co-owner of the KW CA Premier - Sacramento office with over 250 agents. He is an Operating Partner and co- owner of the KW CA Premier - Fair Oaks office with over 50 agents. Jon also owns several other real estate-related companies for real estate investment, property management, natural hazard disclosure reporting and mortgage lending. Jon's passion is leading and coaching real estate agents to achieve their dreams and goals!



YOUR LEADERSHIP TEAM:

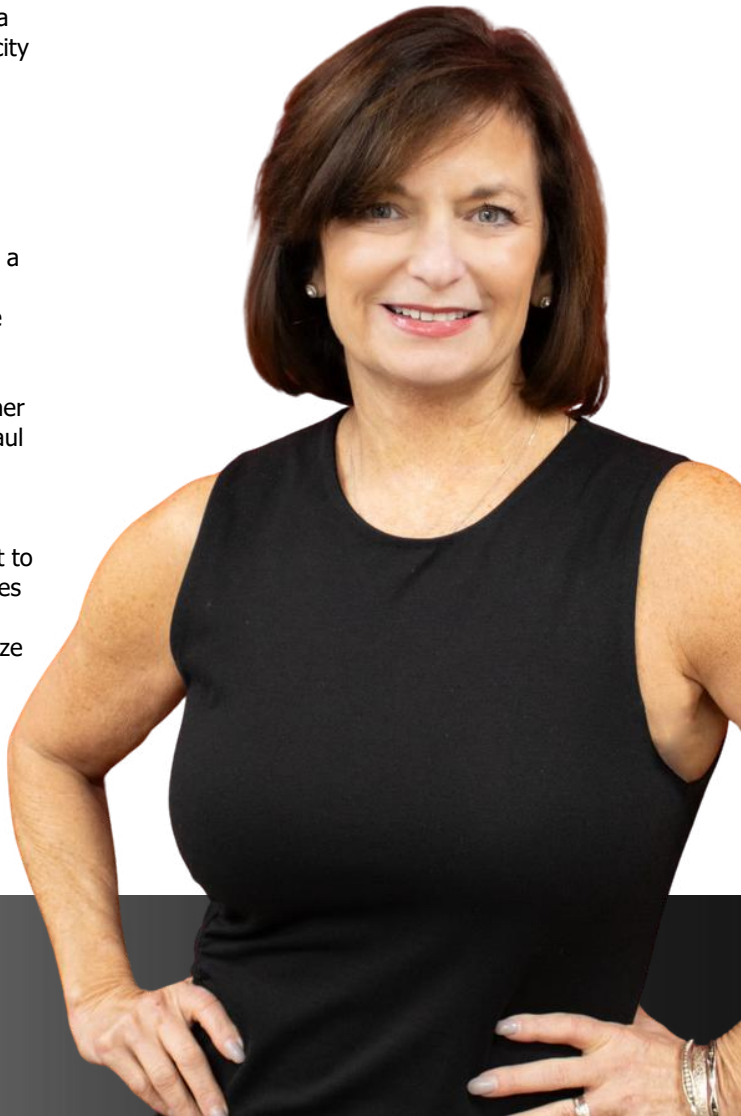
Michele Zaragoza

Sr. Executive Team Leader, KW CA Premier

(209) 321-8797 | michelez@kw.com

With a thriving real estate career that spans back to 1994, Michele Zaragoza has consistently exhibited exceptional leadership skills. Over the years, she has been acknowledged as a Blackbelt Team Leader, successfully leading and expanding five offices from 2012 to 2022. During this period, Michele achieved high rankings in Market Center for Capper's added and held the top office for recruiting R2's. In 2021, her team secured the #1 spot for the most Capper's in the Market Center in Northern California and Hawaii. Michele's ability to lead, advise, mentor, and always come from contribution has earned her the respect of both colleagues and clients, which led her to the level of "EAGLE Excellence Team Leader" in the Northern California and Hawaii region. Her skills in adapting to all situations and tenacity in achieving results are the cornerstones of her success. In 2023, Michele made a strategic move, collaborating with another Team Leader to facilitate his transition into the OP role. Together, they nurtured the growth of multiple offices – (Market Center/Business Center /Mega Agent office), achieving remarkable success and securing top positions for both overall recruits and R2 recruits in 2023. Beyond her real estate achievements, Michele ventured into a new role with Level Up Coaching in 2023, partnering with Rachel Adams Lee. In this capacity, she not only helps individuals achieve their sales goals but also coaches agents and Team Leaders to establish sustainable and successful businesses.In addition to achieving a satisfying level of success at work, Michele considers her family the most important part of her life. She and her husband Paul have two children, Alyssa (24), a graduate from Azusa Pacific University, and Matthew (22), who attends Stanislaus State University of California.

When asked what drives her, Michele emphasizes her commitment to integrity and excellence, which she constantly strives for. She prides herself on making an impact on the lives of those around her. Michele is excited to help agents utilize the KW systems to maximize their potential and take their businesses and client service to the highest possible levels. Her journey reflects not only professional accomplishments but also a deep commitment to personal growth and making a lasting difference in the real estate industry.



YOUR LEADERSHIP TEAM:

Marissa Gonzalez

Assistant Team Leader, KW CA Premier

(209) 366-3263 | marissa.gonzalez@kw.com

I'm Marissa Gonzalez, and my journey in the real estate industry has been a remarkable 20-year adventure. It all began with a background in lending, a solid foundation that has allowed me to approach real estate with a unique perspective.
My true passion lies in education, and my goal is clear: to empower and uplift fellow real estate agents, helping them reach their highest potential. My career is a testament to my commitment to providing professionals with the knowledge and tools they need to succeed in their careers.
Within the real estate community, I'm known for my unwavering dedication to helping others discover their purpose and excel in the ever- changing world of real estate. To me, it's not just about transactions; it's about transformation. I understand that real estate is more than just buying and selling properties; it's about nurturing dreams and changing lives. My extensive experience, combined with my lending background, and my resolute commitment to education, have made me a trusted and highly sought-after figure in the real estate industry. My life's mission is to guide others in realizing the incredible potential that real estate offers for both personal and professional growth. Whether you're a seasoned agent looking to fine- tune your skills or someone new to the industry, I'm here to be your mentor, guide, and source of inspiration as you navigate the dynamic world of real estate with confidence and purpose.



YOUR LEADERSHIP TEAM:

Jeff Menendez

Market Center Tech Trainer, KW CA Premier

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Jeff Menendez has been in the real estate business for over 20 years. He began his real estate career as an internet marketing consultant for top agents and brokers from 2001 to 2006. Bringing his tech and internet marketing knowledge into his business, he established a successful real estate career. Joined the KW family in 2010.

He served on the Agent Leadership Council and was the Technology Chair/Tech Trainer for Keller Williams Realty Corona. Jeff Menendez Homes plays a dual role as a rainmaker for his team and as a Market Center Tech Trainer at multiple brokerages. He also serves as a Labs Advisor, beta testing new KW Tools and Technology and offering direct feedback to developers.

A father of 5 and husband to his wife of 20 years, Jeff has been an accomplished drummer/percussionist for over 25 years, performing with various artists. Currently, he is part of the worship and praise team at his church.



YOUR LEADERSHIP TEAM:

Sherry Dickhoff

Managing Broker, KW CA Premier

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For over 24 years, I've had the privilege of helping my clients achieve their real estate goals. My journey in real estate began in Lodi in 1994, sparked by a passion for the built environment. In 2009, I earned a degree in Architectural Design Technology, further deepening my understanding of the industry. However, real estate has always been my true calling. I obtained my broker's license in 2017, and in early 2022, I launched River Mist Realty, alongside my husband and fellow realtor, Mike. Together, we are committed to serving our clients with a personalized approach.



In a desire to give back to the real estate community I belong to, I've served the Lodi Association of Realtors in several capacities. Most recently I took on the responsibility of a board member in the roles of Secretary Treasurer, Vice President, President Elect and President. As part of the Executive Committee, I also serve as a C.A.R. Director.

My family is my greatest source of pride and joy. My husband Mike and I have raised three amazing children and are blessed with seven beautiful grandchildren. We love hosting family gatherings, vacationing, and playing with our grandkids while their parents enjoy time for themselves!

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