



kw NORTHERN CALIFORNIA
HAWAII REGION
KELLERWILLIAMS REALTY

MONTHLY NEWSLETTER

APRIL 2026

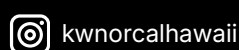
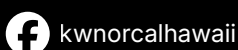
**One Region.
One Mission.
Together,
We Move
Markets.**

KW NORTHERN CALIFORNIA AND HAWAII REGION

Welcome to the heartbeat of our thriving real estate community! The KW Northern California and Hawaii Region Monthly Newsletter is your go-to source for staying in the loop on the latest happenings, recognizing outstanding achievements, and navigating the dynamic landscape of our real estate market.



CONNECT WITH US



kw Where Entrepreneurs Thrive



OUR MISSION

To build careers worth having, businesses worth owning, lives worth living, experiences worth giving, and legacies worth leaving.

OUR VISION

To be the real estate company of choice for agents and their customers.

OUR VALUES

God, Family, then Business

OUR PERSPECTIVE

A technology company that provides the real estate platform that our agents' buyers and sellers prefer. Keller Williams thinks like a top producer, acts like a trainer-consultant, and focuses all its activities on service, productivity, and profitability.

OUR BELIEFS

Win-Win: or no deal

Integrity: do the right thing

Customers: always come first

Commitment: in all things

Communication: seek first to understand

Creativity: ideas before results

Teamwork: together everyone achieves more

Trust: starts with honesty

Equity: opportunities for all **Success:** results through people





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SCAN TO WATCH THE SERIES



2026
REALTRENDS
VERIFIED

1 *in* 3

kw

TOP RANKING BROKERAGES
CHOOSE KW

Keller Williams Ranked No. 1 Real Estate Brand in U.S. by Sides and Volume

Keller Williams Realty, LLC (KW), the world's largest real estate franchise by agent count, was again ranked as the No. 1 real estate brand in the U.S. by transaction sides and sales volume by the 2026 RealTrends Verified, an annual ranking of top-producing residential real estate firms. According to RealTrends Verified, "Keller Williams remains the clear No. 1 brand by both sides and volume."

- With 191 KW-affiliated brokerages ranked by 2025 transaction sides, KW® brokerages represented 38.2% of the top 500 real estate brokerages ranked in the RealTrends Verified.
- With 182 KW-affiliated brokerages ranked by 2025 sales volume, KW® brokerages represented 36.4% of the top 500 real estate brokerages ranked in the RealTrends Verified.

"To represent more than one-third of the top 500 brokerages is a clear signal of the strength and scale of our model," said Chris Czarnecki, CEO and president, KW. "We're defining how top-performing real estate businesses are built."

Based on 2025 production, each brokerage closed at least 500 transaction sides or \$350 million in sales volume.

"We're incredibly proud of and grateful for every KW franchise represented in this year's ranking," said Czarnecki. "These leaders and their agents are doing the work, serving clients at a high level, growing their businesses, and raising the bar for the entire industry."

The full list of industry real estate brokerages ranked is available at realtrends.com.

"RealTrends Verified exists to set the standard — and this year's growth underscores the value of a consistent benchmark," said Caroline Scanlon, director of RealTrends Verified. "When the market moves, the industry needs a trusted way to see who's gaining share and who's building on a real scale."



KELLER WILLIAMS NAMES

Christopher Brodhead

AS CHIEF REVENUE OFFICER

Keller Williams Realty, LLC (KW), the world's largest real estate franchise by agent count, announces Christopher Brodhead as its chief revenue officer (CRO). In the role, Brodhead will lead the company's revenue growth strategy, reinforcing KW's position as the place where real estate entrepreneurs thrive.

"We're excited to welcome Chris to Keller Williams," said Chris Czarnecki, CEO and president, KW. "At the end of the day, KW is a people development business, and he'll help us continue to build what's next, so our affiliated agents, franchises, leaders, and our culture continue to grow."

This newly created role will focus on aligning KW's revenue-driving functions into a unified strategy to further growth across the KW ecosystem through a range of strategic priorities.

Brodhead joins KW with over 20 years of experience across leadership, business development, capital formation, and investor relations. He has led growth initiatives, scaled sales organizations, and guided companies through periods of rapid scale and transformation.

"I'm excited to join Keller Williams because it represents something rare at scale, a company deeply grounded in the success of its people," said Brodhead. "KW's agent-centric culture, commitment to education, and clear sense of purpose create a powerful foundation."

Prior to joining KW, Brodhead served as the principal and chief growth officer at Alesco Advisors, an SEC-registered investment advisory (RIA) firm based in Rochester, New York.

"The opportunity in front of us is not to reinvent what already works, but to explore additional avenues of growth," said Brodhead. "KW is a company built on models, systems, and values that put people first. I'm honored to be part of the next chapter."

Prior to Alesco Advisors, Brodhead served as managing director at Benefit Street Partners, Franklin Templeton's private credit specialist investment manager, after its acquisition of certain assets and personnel from Broadstone Real Estate, LLC. At Broadstone, he served as a senior vice president of Investor Relations and helped grow the firm from a single-family office to a manager of nearly \$5 billion in alternative investments.

"I see this role as an opportunity to further connect and strengthen the company's growth efforts in a way that is aligned, measurable, and built for the long term," said Brodhead.

"Adding Chris to the team will help us further drive what matters most, our agents and their ability to grow and succeed at the highest level," said Czarnecki.

**Make May Your Month to Go RED:
Renew, Energize, and Donate**

RED DAY

Renew. Energize. Donate.

MAY 14

Join In Keller Williams' Annual Day of Service

Each May, KW® associates across the country and around the world take part in our annual day of service. Since 2009, our entire KW family — from the U.S. and Canada to our family abroad — has set aside the second Thursday of May to give back to our communities. We come together to build new homes, organize food drives, raise needed funds, and spread our culture of giving wherever we work and live.

We invite you to join in by volunteering with a worthy organization or donating to a cause in your community.



TOGETHER

Everyone Achieves More

MEGA CAMP²⁰²⁶

Lock In. Level Up. Mega Camp 2026

Targeted Education and Training for Real Estate Agents and Leaders

Henry B. Gonzalez Convention Center, HemisFair 3F
August 17 - 20, 2026



TOP PERFORMERS

MARCH 2026

CLOSED UNITS

TOP INDIVIDUAL/INDIVIDUAL TEAMS

#1 RIDHI SAHNI	ROSEVILLE
#2 TAYLOR THOMPSON	SACRAMENTO METRO
#2 NICK TOOMEY	ROSEVILLE
#2 LUKE EDMONDSON	CHICO
#5 ANDY SWEAT	LOS GATOS ESTATES
#5 DEBBIE AUSTIN	ROSEVILLE
#5 KAYLA WELDON	SIERRA FOOTHILLS

TEAMS

#1 TEAM ELITE	SIERRA FOOTHILLS
#2 NASTROTEAM	ELK GROVE
#3 TEAM BEDI	PLEASANTON / LIVERMORE
#3 THE FICKERT TEAM	CHICO
#5 LINA YANG REAL ESTATE GROUP	PENINSULA ESTATES
#5 THE HAWAII TEAM	KW BIG ISLAND
#5 ALI TRAN REALTY GROUP	SANTA CLARA VALLEY
#5 THE JENICA WILLIAMS TEAM	FOLSOM
#5 THE PAM & STACY TEAM	SIERRA FOOTHILLS

GROUPS

#1 THE MORE REAL ESTATE GROUP	FOLSOM
#2 THE KAL JOHAL TEAM	YUBA SUTTER
#3 DAROSA TEAM ROSEVILLE	ROSEVILLE
#4 ELEVATE REALTY GROUP	ROSEVILLE
#5 VKGRE GROUP	LOS GATOS ESTATES
#5 ETERNITY REALTY	SACRAMENTO METRO

A huge congratulations to our outstanding agents, teams, and groups who led the region in **Closed Units** for March 2026.

TOP PERFORMERS

MARCH 2026

CLOSED VOLUME

TOP INDIVIDUAL/INDIVIDUAL TEAMS

#1 LAURA BRYANT HOMES	PENINSULA ESTATES
#2 RADHA RUSTAGI	CUPERTINO
#3 ANDY SWEAT	LOS GATOS ESTATES
#4 GREG SIMPSON ESTATES	LOS GATOS ESTATES
#5 HEIDI MAIERHOFER	PENINSULA ESTATES

TEAMS

#1 TEAM BEDI	PLEASANTON / LIVERMORE
#2 LINA YANG REAL ESTATE GROUP	PENINSULA ESTATES
#3 LAN BOWLING TEAM	PALO ALTO
#4 PETERSON REALTY	SANTA CLARA VALLEY
#5 OJ ESTATE GROUP	CUPERTINO

GROUPS

#1 THE DEBBIE SHARP GROUP	PENINSULA ESTATES
#2 WEN GUO REAL ESTATE GROUP	PENINSULA ESTATES
#3 VKGRE GROUP	LOS GATOS ESTATES
#4 FAN WANG TEAM	CUPERTINO
#5 THE MORE REAL ESTATE GROUP	FOLSOM

A huge congratulations to our outstanding agents, teams, and groups who led the region in **Closed Volume** for March 2026.

TOP PERFORMERS

MARCH 2026

LISTINGS **TAKEN**

TOP INDIVIDUAL/INDIVIDUAL TEAMS

#1 SARA MIN ZHAO

OAKLAND

#2 KAYLA WELDON

SIERRA FOOTHILLS

#2 JULIE WYSS

LOS GATOS ESTATES

#2 AMY CALLAHAN

WALNUT CREEK

#5 ALISHA SIMPKINS

CHICO

#5 ELIOT KROTIK

KW MERCED

#5 ANDREW SWEAT

LOS GATOS ESTATES

#5 ANTHONY KOUTSOS

SAN FRANCISCO

#5 JEFF MASSEY

SIERRA FOOTHILLS

TEAMS

#1 TEAM BEDI

PLEASANTON / LIVERMORE

#2 THE FICKERT TEAM

CHICO

#3 RINGO LIU TEAM

OAKLAND

#4 THE PAM & STACY TEAM

SIERRA FOOTHILLS

#4 NASTROTEAM.COM

ELK GROVE

GROUPS

#1 THE MORE REAL ESTATE GROUP

FOLSOM

#1 KULDA GROUP

PENINSULA ESTATES

#3 OWN REAL ESTATE

PENINSULA ESTATES

#4 THE GUNDERMAN GROUP

OAKLAND

#4 KNOWLEDGE REAL ESTATE GROUP

ROSEVILLE

A huge congratulations to our outstanding agents, teams, and groups who led the region in *Listings Taken* for March 2026.

NEW ASSOCIATES

MARCH 2026

ADAM CARO
ALLISTER JOVES LAMSEN
AMIN ABUAMARA
ANTHONY MOTAMEDI
ARSHDEEP DHINDSA
AZUSENA CASTILLO
BARIS DEMIRLIOGLU
BEN DODGE
BHAVIKA KOTHARI
BRIAN BERNHARD
BRIAN WU
BRIGITTE HUNTEMANN
CARINA YAU
CAROL KIM
CATHY CARTER
CELINE CHU
CHARISSA ISOM
CHRIS LUU
CODY CONNOLLY
DANIEL MEDRANO
DARIEN PHILLIPS
DAWN DIEHL
DIANA ORDAZ
DIEGO MIRANDA
DUSTIN CHAVELEH
DYLAN FULTON
ELIZABETH BOYER-CONTRERAS
EMMANUEL ZAMORA
ETTA BROWN
EVELYN GENIS-RAMIREZ
EVELYN HEREDIA
FELICIA HOWARD
GABY FERNANDEZ
GURDEEP THANDI
HEATHER ARNOLD
IRVING HERRERA VALDEZ
JAIDIN LOVE
JAIMIE SMITH
JASMINE POWERS
JASMINE SYDNEY SOLIS

JAY HURT
JEFFREY BOLTON
JENNY GOLD
JENNY YING HE
JESSE RIVAS
JOANNA TANG
JOAO FONTENELE
JULIAN RODRIGUEZ
KARTIK TUMULURU
KATHY LE
KELLY BORGHELLO
KESHIA HARRIS
KEVIN SONKHE LE
KIAKONA ORDONEZ
KIM PAUSANOS
KIM YOON MCLAUGHLIN
KRYSTAL KHORGE
KYLE ZANKICH
LAURA RODRIGUEZ
LORI JIMENEZ
LORI KEYS
LULU KHOURY-UMILI
MANNAH GARIBAY
MARAL BOURSALIAN
MARIA CHEN
MARIA VALDEZ
MARIA WILSON
MARYAM BABILLA
MAYA RAVEL-BAILEY
MELODIE ROSALES
MICHELL DE JESUS
MIRCH MIRCHANDANI
MOLLY AMAI
MONYIA PERRY
MOONISHA KAPUR
PARAMIE KIM
PATRICK GONZALES
PATRICK LAMBERT
POONYAVEE VORALERTPICHAN
RACHEL HALL

RACHEL MANNWIELER
RAYMOND YU
REBECCA IVERSON
ROB MALECH
ROBERT ZEHNDER
RYAN CHEN
RYUMA YAMAGUCHI
SANDY GROSS
SHANNON BOUDIER
SHERRECE CLARK
SHIVA MOGALLUR
SID SINGHA
SIMONA ZHANG
SIMONE MCCARTHY
SKY KUANG
SONIA CHAVEZ
STEVAN ROSALES
STEVEN WANG
SUKHEN SAINI
SYLVIE LIU
TIFANY PAN
TRENT ROJAS
TYLER EDWARDS-LOHSE
VIANA PARRA
YANNI GUO
YUZE DAI
YVES DONG
ZAKARY KONG
ZUBAIR AZIZI

We're thrilled to welcome our **newest Associate Partners** who joined the KW Northern California & Hawaii Region family in March 2026!



NATIONAL
ASSOCIATION OF
REALTORS®

Alexis Venema

kw TRI-VALLEY
KELLERWILLIAMS. REALTY

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2026 30 UNDER 30



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MAY 3-9



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Kyle Ballard

kw CENTRAL VALLEY
KELLER WILLIAMS

ANNIVERSARIES

APRIL 2026

9
YEARS
ANNIVERSARY

kw ADVISORS
KELLERWILLIAMS, REALTY
KW OAKLAND

14
YEARS
ANNIVERSARY

kw PENINSULA ESTATES
KELLERWILLIAMS, REALTY

22
YEARS
ANNIVERSARY

kw EAST COUNTY
KELLERWILLIAMS,

26
YEARS
ANNIVERSARY

kw EAST BAY
KELLERWILLIAMS, REALTY

THE CCIM INSTITUTE

Advancing the Commercial Real Estate Profession



CRE Broker Symposium

Leaders and professionals from across the region recently came together for a dynamic gathering hosted by the CCIM Institute, an organization dedicated to advancing the commercial real estate profession through education, collaboration, and innovation.

The event brought together a diverse group of industry experts, fostering meaningful conversations, knowledge sharing, and relationship building. Attendees had the opportunity to connect with top professionals, exchange insights on market trends, and explore strategies to elevate their businesses in today's evolving landscape. Moments like these highlight the power of community and continuous learning, reinforcing a shared commitment to growth, professionalism, and excellence in commercial real estate.

KW ARTICLES

 the **twenty**center

HOW BILLIONAIRES SET GOALS

Keller
 **INK**

BOOK REPORT: PROPERTY DECISIONS BY DAN & JULIE IHARA

GET READY FOR RED DAY

RED DAY
Renew. Energize. Donate.

KW ARTICLES



HOW BILLIONAIRES SET GOALS

Ask a room full of entrepreneurs how they track their goals, and you'll get a dozen answers. Post-it notes. Notes apps. Project management tools with seventeen integrations. A spreadsheet that started simple and now has more tabs than a browser during tax season. The people who consistently hit big goals aren't using the most sophisticated systems. They're using the simplest ones. And they're using them every single week.

This week on [The ONE Thing podcast](#), I sat down with our Director of Training, Chris Dixon, to break down the tool that has made the biggest difference for our clients and our team – the 411.

The Noise Problem

Most of us are operating out of urgency, not priority. Our inboxes, DMs, and Slack channels are essentially a curated list of other people's priorities. And we're letting them run our day.

Chris trains [corporate clients](#) across the country. He watches how people actually behave with their goals – not how they say they do. And the pattern is almost universal. People feel busy. They're checking boxes. But they can't draw a clear line between what they did this week and where they want to be in a year.

Weeks feel productive, but nothing meaningful compounds.

One Page. One Habit. Everything Changes.

The 411 is a one-page goal system. Annual goals at the top. Monthly goals in the middle. Weekly goals at the bottom. It's Goal Setting to the Now in miniature – you work backward from where you want to go to figure out what you need to do this week. What makes it different from a to-do list? A few things.

It keeps both professional and personal goals in one place. It separates the 20% from everything else. And it creates a weekly rhythm of reflection that most people are missing entirely.

Here's the mechanic. Each week, you evaluate last week – did you hit your goals or not? You set goals for the coming week. Then you open your calendar and time block accordingly. Chris does his review on Fridays. I do mine on Sundays. The day doesn't matter. The habit does.

I have an executive coaching client who started using the 411 in September. Her first annual goals section listed 13 items – eight personal and five professional. By February, her annual goals had been trimmed to six. Total. The list got shorter because her thinking got clearer. She stopped treating it like a to-do list and started treating it like a compass.

That's the shift.

The Mistakes to Avoid

After training hundreds of clients, Chris sees the same mistakes on repeat. Treating goals like tasks instead of outcomes. Overcomplicating the format. Not going small enough on the week – weekly goals should feel almost too achievable. Skipping the reflection. And my personal favorite – setting vague goals that can't create accountability. "Get healthier" isn't a goal. "Work out four times this week" is.

One more. If life interrupts your time block, don't cancel it. Erase and replace. Reschedule it for later in the day or later in the week. That principle alone has saved me more times than I can count.

The Leader's Lens

If you lead a team, the 411 becomes something even more powerful. It gives you a window into how your people think – not just what they did. It creates a shared language around priorities. And it turns your one-on-ones from reactive status updates into real coaching conversations. The distinction matters. The 411 creates accountability without surveillance. Your people own their plan. You're just checking in on alignment.

**SCAN TO READ PREVIOUS
ARTICLE ISSUES**



KW ARTICLES



BOOK REPORT: PROPERTY DECISIONS BY DAN & JULIE IHARA

Dan and Julia Ihara open their book, [Property Decisions: Avoid Family Disputes and Painful Taxes to Build a Legacy That Lasts](#) with a staggering statistic: 70 percent of families fight over real estate after parents pass away.

"Think about what you are about to read as a family preservation guide disguised as a wealth-building strategy," write Dan and Julia. These family conflicts don't come from bad intentions or lack of trying to do the right thing; they come from families failing to have a plan.

It's understandable why many don't plan for end-of-life. As a parent, it's hard to think about when you may not be able to take care of yourself or those you love. As a child, no one wants to force their parents into a situation that they may not like. As a sibling, everyone who may stand to deal with inheritance has different priorities. To work with clients effectively and empathetically, the authors share three big components to be mindful of.

1. Ask Questions

Dan and Julie Ihara advise their clients not by telling them what they should do, but by asking them questions that help them discover what they want their real estate to do. Here are what some of those questions look like:

- Do you know what your future medical care cost may be if you wish to remain in your home?
- Do you need the income from your rental property to sustain the life that you desire?
- Would it be easier to downsize and move into a more accommodating home now or ten years from now?
- What would need to happen for you or your siblings in order for you to feel good about this decision?

By approaching the situation with curiosity rather than with calculations or judgment, your clients and their families will think deeply about their futures and their values.

2. Make a Plan

Once you've had the discussions with your clients about their wishes and are clear about the objectives, it's time to make a plan. Dan and Julie share their PLAN Framework to help.

Properties
Longevity
Assets
Next Generation

The framework begins by going through the different properties in a client's portfolio and doing an analysis on their performance. Then, it moves to a discussion about how long the client likely has left to live and how they'd like to live out those years. Next, a review of all the client's assets outside of their properties. This review helps ensure that a wealth plan is integrated and can maximize positive outcomes. Lastly, the client creates a plan for the next generation. This includes having proactive conversations about who may inherit what and creating clear instructions so that no conflict can arise from ambiguity.

By following the PLAN Framework, Dan and Julie believe that you and your clients can create a clear, powerful, plan that amplifies love and legacy.

3. Take Action

Aging is scary. The main reason that both families and those who are in their third act refrain from doing anything to help themselves through wealth transitions is fear. Dan and Julie urge those who read this book, who have asked themselves or their clients the hard questions and made a plan, to identify a first step and take it.

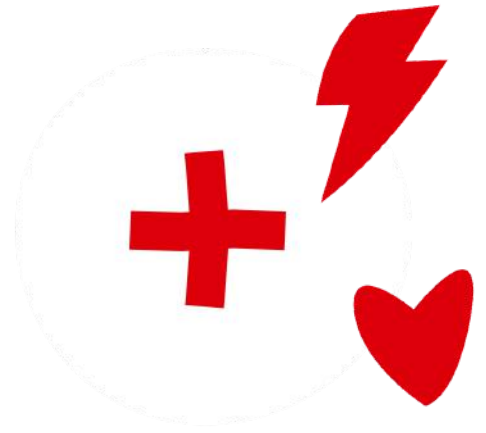
Fear takes over when there is uncertainty. Having a plan and a proactive vision is a gift to those who will be around after you're gone. Property Decisions provides a thoughtful, caring approach that helps create this plan so that loved ones can focus on what actually matters when they need to come together.

KW ARTICLES

GET READY FOR RED DAY

Renew. Energize. Donate.

APRIL 2026



Follow These Steps to Prepare for KW's Annual Day of Service Each May

Every year, KW® associates across the country and around the world take part in our annual day of service. Launched in 2009 in celebration of the birthday of KW legend Mo Anderson, the second Thursday in May is set aside as a time to step away from work and step into our communities to renew, energize, and donate.

While activities typically span a single day, your involvement can make an impact that lasts far longer. So whether you decide to raise funds for a worthy cause or you and your teams choose to lend a hand at a local organization, the following steps will help guide you in spreading KW's culture of giving wherever you work and live.

Gather Your Ideas

Pre-planning provides an opportunity to learn which organizations are near and dear to those around you. Kick off your RED Day by asking what's important to your fellow associates — or share your own favorite causes with your market center leaders.

- **Host a Brainstorming Session:** Organize virtual or in-person meetings where everyone can pitch service ideas, or conduct a short online survey to ask for input. KW® associates across the globe have organized charity runs, food drives, park clean-ups, animal shelter visits, school renovations, blood drives, and more.
- **Research Local Needs:** Need more ideas to bring to the table? Check community boards, social media, and nonprofit directories to find high-impact opportunities.
- **Vote on Top Choices:** Conduct a Google or Slack poll to let stakeholders vote on the organizations they'd most like to support. Announce the winning cause along with next steps for getting involved.

Plan Ahead

If your chosen activity involves being onsite at an organization, you'll want to have the details nailed down in advance. Food banks, shelters, and other nonprofit campuses may have practices that help protect the folks they serve, such as limited hours or guidelines for visitors. Be sure to reach out to your selected organization to tell them all about RED Day, discover their specific needs, and understand logistical considerations for onsite activities.

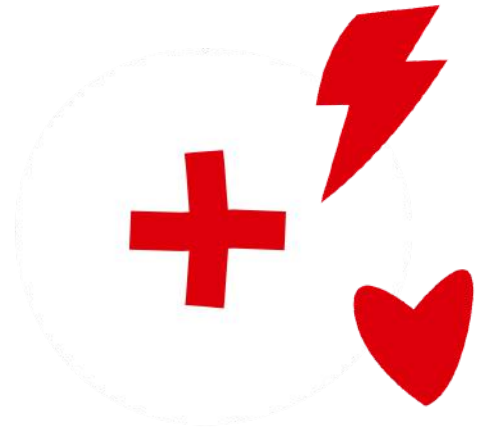
- **Set a Goal:** Define a clear, achievable goal that meets a need and that participants will feel proud to have contributed to.
- **Set a Date:** If you can't take part on the second Thursday in May, choose a date that works well for all involved, ideally when the most number of people can participate.
- **Define Volunteer Roles:** Streamline operations by assigning clear responsibilities — such as site coordinators, project leaders, and communication liaisons.
- **Establish a Budget:** Secure funding for materials, transportation, or meals and snacks, along with promotional items.
- **Offer Flexible Participation:** If possible, look for ways to provide options for both in-person and remote service. Communications coordination, press management, and similar tasks are necessary functions that can be done from afar.
- **Find Vendor Partners:** Consider if there are any area vendors that could add even more impact to your event, while bringing visibility to their business or brand.
- **Order RED Day Swag:** Deck out your team in RED Day gear to build team cohesion and increase your visibility in the community.

KW ARTICLES

GET READY FOR RED DAY

Renew. Energize. Donate.

APRIL 2026



Follow These Steps to Prepare for KW's Annual Day of Service Each May

Consider Logistics

Even a seemingly simple group activity can require a lot of behind-the-scenes coordination. Taking care of details in advance helps ensure you and your people can make the most of your time together — and have fun in the process!

- **Secure Permissions:** If the service event is outside or in a public space, such as a beach or park, be sure to obtain any necessary permits.
- **Coordinate Transportation:** Neighborhood-based organizations may have limited parking, or they may not want to draw attention to their facilities with a caravan of vehicles. Arrange carpools, rideshares, or company-sponsored transportation, if possible.
- **Provide Supplies:** Ensure your team has everything they need to get their work done with a smile! Whether you'll need gloves and rakes or food and water, make a list of supplies and pack them up for ease of access upon arrival.
- **Develop a Contingency Plan:** Be sure to make backup plans for an alternate date in case of bad weather or unforeseen circumstances.
- **Schedule Breaks and a Wrap-Up Session:** Start the day with an opening kickoff gathering and plan for regular breaks and a group lunch. End your day with a wrap-up session and take time to reflect on what you've accomplished together.

Promote Your Goals Before, During, and After RED Day

Spreading the word about your event or fundraiser can help raise awareness for the organization you've chosen to support, while also showing what KW culture is all about. Contact press outlets in your area and encourage participants to use their own social media channels before, during, and after RED Day.

- **Make It Visible:** Download the official [RED Day graphics](#) to customize your flyers and signs, and use the ready-made social media graphics in Canva.
- **Engage Local Media:** Send out press releases to local media outlets and community websites and bloggers, and share the details about our annual day of giving back.
- **Go Live:** Post before, during, and after photos and videos on social media and in your internal channels. If appropriate, tag the organization you've chosen to support — and always remember to use #KWREDDAY.
- **Send Thank-Yous:** Send personalized appreciation emails, [hand-written thank yous](#), and social media shoutouts to the people, partners, and organizations that have helped make the day a success.
- **Recap:** Showcase your impact through a social media post, article, or press release. If your impact is measurable, note key statistics such as hours volunteered, pounds of food collected, number of leaf bags filled, funds raised, or whatever metrics best showcase your impact.

RED DAY

kw Communities

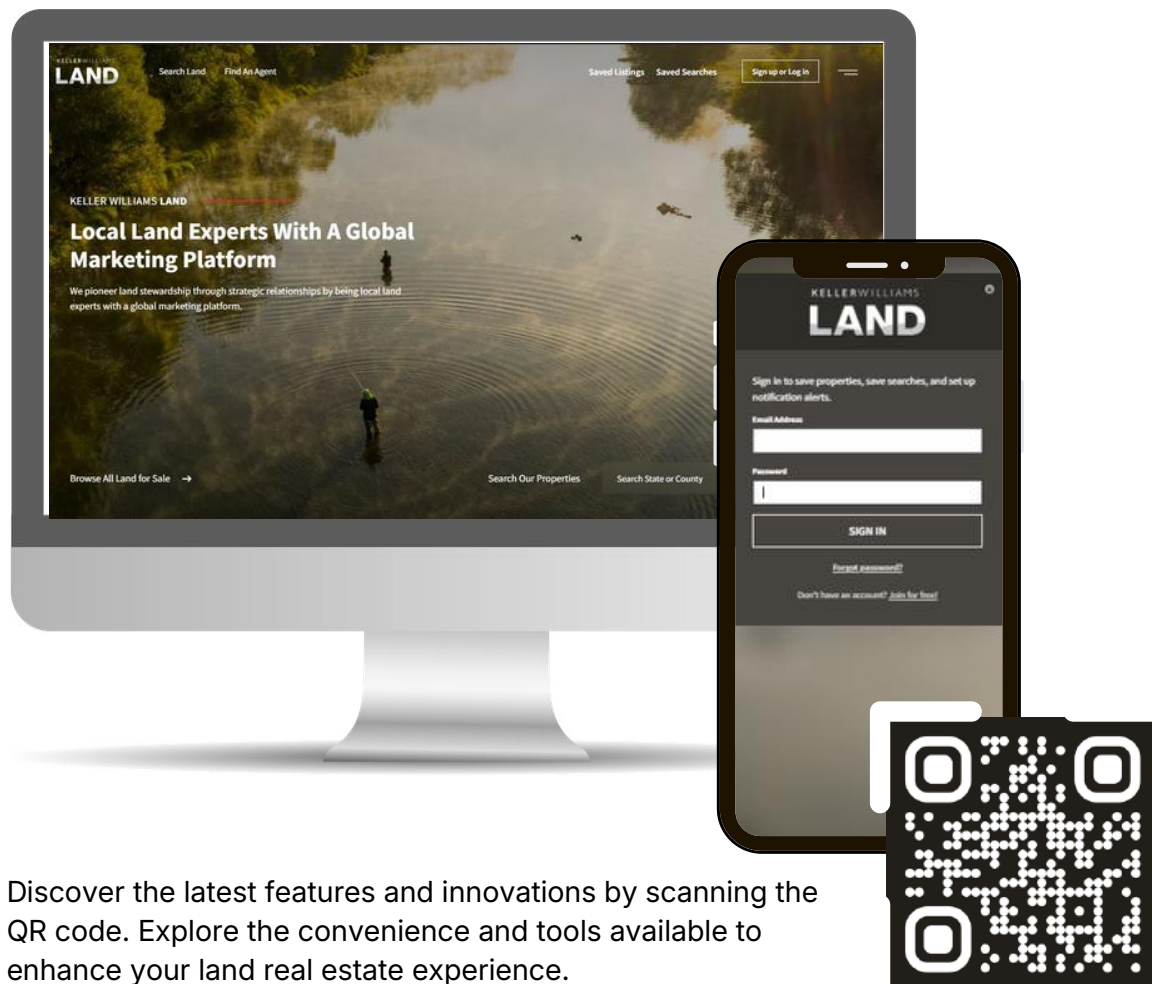
Connect with Your Community

Agent Opportunities

KELLERWILLIAMS
LAND

As the rural property division of Keller Williams, KW Land offers exclusive training, access to industry-leading marketing material, discounts, and networking opportunities with national referral agents and leadership teams. Ready to make your mark in the Land arena? Visit kwland.com/join-kw-land today to become a member.

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Essential Conversations for Entrepreneurs

Keller Podcast Network features essential conversations for entrepreneurs in real estate and beyond. Listen in for compelling interviews with real estate luminaries, renowned business leaders, and influential change-makers.

Keller Podcast Network's ever-expanding programming focuses on personal accounts of starting out, overcoming setbacks, and making bold decisions – and the takeaways that can only come from experience. Join Keller Podcast Network show hosts for stories and insight that will change the way you see your life, your work, and your legacy.

THINK LIKE A CEO

Gary Keller went from aspiring rock musician to leader of one of the most innovative companies in real estate. Think Like A CEO weaves a narrative of the business and life lessons Gary learned along the way, from developing business strategies, to hiring the right people, to developing a celebrated culture that truly puts people first.

Tune in to hear this in-depth conversation with Gary Keller and Jay Papasan.

Think Big



VISIT THE HUB



Hosted by: Jason Abrams

TUNE IN AND LEVEL UP WITH THE MILLIONAIRE REAL ESTATE AGENT PODCAST



The #1 podcast for real estate agents, The Millionaire Real Estate Agent unlocks proven systems driving big profits and big lives in real estate and beyond.

Hosted by industry innovator Jason Abrams, each episode delivers practical, actionable tips straight from top-performing real estate agents to boost your performance and productivity. Whether you're looking to expand your lead generation tactics, build passive income, or level up your social media marketing, The Millionaire Real Estate Agent (MREA Podcast) empowers you to reach new heights in your business.

In addition to agent-driven insights, the podcast features thought leaders and entrepreneurs like Mel Robbins, Phil M. Jones, and Gary Keller, who share powerful lessons in mindset, communication, and personal development—helping you stay motivated, take bold action, and rise to the top of your field.

Created by Keller Williams Realty, LLC, the world's largest real estate franchise by agent count, MREA Podcast is a part of KW's agent-centric educational ecosystem, led by host Jason Abrams, Keller Williams' Head of Industry & Learning.

**SUBSCRIBE TO THE
MREA PODCAST
NEWSLETTER AND
RECEIVE EPISODE
NOTES WEEKLY!**





KW Local Cares
Los Gatos | Saratoga

POKER NIGHT

Friday, May 1st • 5:30 PM – 10:30 PM

Tickets

Early Bird Player Until 4/10: \$125

Discounted Player Until 4/27: \$150

Regular Ticket Until 5/1: \$200

Non Poker Ticket: \$50



SCAN HERE

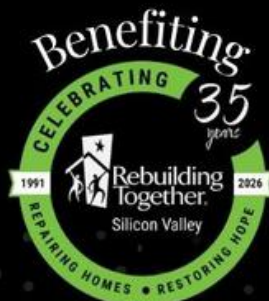
Cards Fly: 6:30pm

Entertainment

Live Music

Silent Action
Games

Drinks & Food
Lounge



REGION *UPCOMING EVENTS*

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TO TAKE LISTINGS
NOW**



SHAUN FARR
PRESIDENT, LANDVOICE

MAY 6TH, WEDNESDAY

12:00 PM PT

9:00 AM HT

JOIN VIA
zoom



CHRISTOPH MALZL
VP BUSINESS DEVELOPMENT, LANDVOICE

REGION *UPCOMING EVENTS*

CAREER VISIONING LITE

FIND AND HIRE TALENT FOR
NEW LEVELS OF PROFITABILITY

📅 MONDAY, MAY 11, 2026

🕒 12:00 PM – 3:00 PM HST

📍 KW HONOLULU MARKET CENTER
1347 Kapiolani Blvd #300, Honolulu, HI 96814



INSTRUCTOR
TONY BRODIE
REGIONAL OPERATING PARTNER



WITH
PATRICK WOODS
REGIONAL DIRECTOR

Your success will not be measured by how much you get done; it will be measured by how much you get done through other people. Career Visioning is designed to empower you to find, train and lead your future talent.

- Learn to verify Job Fit and Personal Reports for hiring and recruiting.
- Master a comprehensive interview process that reduces the guesswork and enables you to thoroughly understand and build relationships with potential talent.
- Set your new business relationships up for success with expectations that empower.



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\$20 | Lunch included

MEET OUR SPEAKERS



AMANDA ELHASSAN

TOPIC:
SOCIAL MEDIA



LAUREN LUCAS

TOPIC:
AI



RICKY O'NEAL

TOPIC:
EXACTLY WHAT TO SAY
FOR REAL ESTATE AGENTS

DATE

MAY 12, 2026

TIME

10AM - 4PM HST

LOCATION

THE BENUE

735 IWILEI ROAD,
HONOLULU, HI 96817



FACILITATOR

LISA TEICHNER



PANELIST

DAN IHARA



PANELIST

DAN POLIMINO



PANELIST

RUSTAN TONGG



PANELIST

SHANNA BLUML

TOPIC:
LEAD GENERATION
THAT ACTUALLY
WORKS RIGHT NOW



FACILITATOR

SASHA MURPHY



PANELIST

CATHERINE PENNELL



PANELIST

CHASTON MARCOS



PANELIST

JERRY ADAMANY



PANELIST

JOYCE MITCHELL-MYNAR

TOPIC:
HOW TOP PRODUCERS
WIN LISTINGS IN A
COMPETITIVE MARKET

State of the Company

& Agent Mastermind

with

Patrick Woods

Regional Director



Tuesday, May 19,
10:30 AM – 1:30 PM



In person at the KW Fremont Office
39465 Paseo Padre, Ste 1500 Fremont, CA, 94538



RSVP HERE

Lunch Provided – Sponsored by



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REGION ***UPCOMING EVENTS***

AGENT FINANCIALS

FOCUS ON A BUSINESS THAT FUNDS YOUR BIG LIFE

MAY 27 | 12 PM PT | 9 AM HT

You are a real estate agent... and a business owner! Are you looking at your financials through the lens of a business owner? Understand where your money comes from and what happens to your money between the time you receive it and keep it. Become the master of your profit!

Plan your income and expenses in a way that
takes you from yawn to yay!

**RESERVE YOUR
SPOT NOW!**

VIRTUAL CLASS





Stop Marketing Like Every Other Agent.

Appointment-First Marketing Made Simple

Using StoryBrand + AI



In 90 Minutes, Here's What You'll Learn:

- Master the Appointment-First Marketing Framework
- Watch It Built Live in Real Time
- Leave with a Repeatable Campaign You Run Every 2 Weeks



Thursday, June 4, 2026

12:00 PM PT



**CALIFORNIA-NORTHERN
AND HAWAII**



HOSTED BY:

Patrick Ferry, Senior Advisor,
Digital Marketing & AI



Register for Free

Every Attendees Receives the Full Playbook + Slides



MAY 2026

kwMAPS TRAINING CALENDAR

May 5, 2026

The Six-Figure PC Blueprint: Engineering MC Profit in 12 Months

Designed for KW® Leadership, this training unveils a strategic blueprint to boost Market Center profitability by over six figures in a single year through a high-performance Productivity Coaching program. Learn how to engineer sustainable growth and maximize office returns by implementing a proven, scalable PC structure.

Hosted by MAPS Coach Tammy Richard

[Register](#)

kwMAPS TRAINING CALENDAR

May 7, 2026

Using AI to Create Content for 30 Days

This MAPS-exclusive session bridges the gap between AI strategy and daily operations, allowing you to scale a high-impact digital presence while reclaiming time for core business activities. By leveraging KWRI-championed workflows, you will learn to systematically transform any business activity into a consistent, 30-day content calendar that maximizes your local influence.

Hosted by MAPS Coach Brittany Kaizar

[Register](#)

kwMAPS COACHING **FAST>TRACK**

May 7, 2026

How to get the MOST amount of REFERRALS in the LEAST amount of TIME without spending a DIME!

Stop chasing unpredictable leads and start attracting consistent business!

Master the intentional strategies used by top agents to build authentic relationships and drive feel-good business growth. Save your seat now!

[Register](#)

kwMAPS TRAINING CALENDAR

May 19, 2026

The AI-Powered Listing Machine: Leveraging Tech for More GCI

Open to all KW® Agents

Learn how to transform your listing presentation and lead generation into an AI-powered engine designed to capture more market share and maximize your GCI. This session provides the tactical roadmap to leverage cutting-edge technology for smarter workflows, allowing you to secure more listings with less manual effort.

Hosted by MAPS Coach Athea Morris

[Register](#)

MARKET STATS RESOURCES



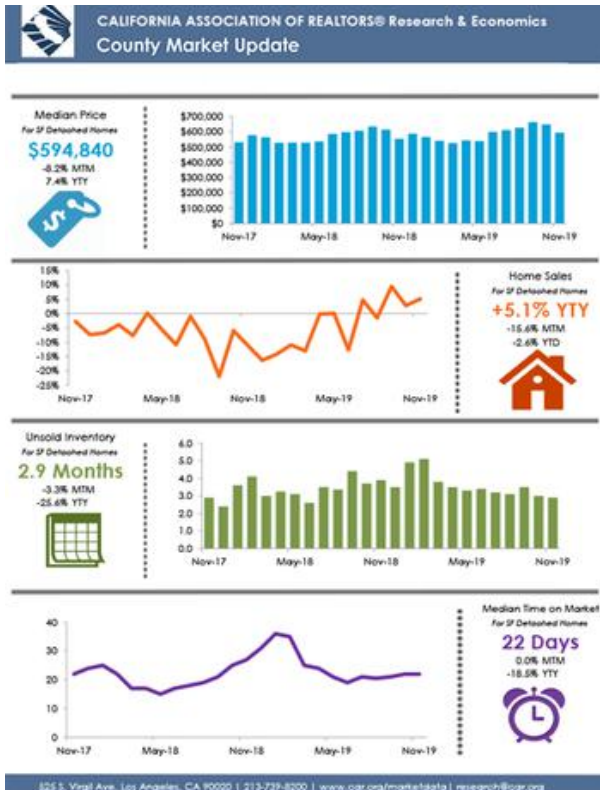
CURRENT SALES & PRICE STATISTICS

C.A.R.'s California & County Sales & Price Report for detached homes are generated from a survey of more than 90 associations of REALTORS® and MLSs throughout the state, representing 90 percent of the market.

California Housing Market Update

Monthly Sales and Price Statistics
March 2026

[CLICK TO VIEW
MARKET UPDATE](#)



March 2026 County Market Update reports

COUNTY MARKET UPDATES

C.A.R.'s County Market Updates is an all-in-one page with your county's housing trends at a glance.

These one-pager reports include the most recent snapshot as well as a two-year trend line for indicators like sales, median prices, inventory and median time on market by County. Use this information to establish yourself as the market expert with hard facts to explain current market conditions to your clients. Reports are updated by every third week of the month with the previous month's data.

[CLICK TO VIEW COUNTY
MARKET UPDATES](#)



MARKET STATS RESOURCES



HAWAII STATEWIDE REAL ESTATE REPORT MARCH 2026

MEDIAN SALE PRICE MIXED IN MARCH

Hawaii State median sale price movement is mixed in March 2026, with the home price up 4% to \$1,100,000 and the condo price down -3% to \$531,000 from last year.

HOME AND CONDO SALES MIXED IN MARCH

Hawaii State sales activity is mixed in March 2026, with home sales up 14% and condo sales down -2% from last year.

MARKET TIMES ARE UP IN MARCH

Hawaii State market times are up in March 2026, with the home Days on Market up 54% to 40 and the condo Days on Market up 21% to 57 from last year.

SINGLE FAMILY HOMES	THIS MONTH MARCH 2026	LAST MONTH FEBRUARY 2026	LAST YEAR MARCH 2025
Median Sale Price	▲ \$1,100,000	\$1,087,500	\$1,057,500
Average Sale Price	▼ \$1,495,835	\$1,400,780	\$1,701,821
Homes Sold	▲ 537	386	470
Median Days on Market	▲ 40	42	26
Bid Ups	▼ 20%	20%	22%

CONDOMINIUMS	THIS MONTH MARCH 2026	LAST MONTH FEBRUARY 2026	LAST YEAR MARCH 2025
Median Sale Price	▼ \$531,000	\$543,000	\$545,500
Average Sale Price	▼ \$719,011	\$789,394	\$791,762
Condos Sold	▼ 495	405	503
Median Days on Market	▲ 57	58	47
Bid Ups	13%	11%	13%

MLS market data. Reimagined.

INTRODUCING FACTS & TRENDS
BY TRENDGRAPHIX



Facts & Trends turns MLS market data into simple, easy-to-understand visuals that reveal what matters to your clients. Just the good stuff, none of the noise.

Facts & Trends surfaces location-specific information like number of homes for sale vs sold, pending and new listings, average price per square foot, days on market, average and median price for sale and sold, months of inventory and absorption rate. All so you can provide valuable and relevant information, whether it be sitting with buyers or at a CMA appointment.



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2026 AGENT MASTERMIND & AWARDS CELEBRATION



kW NORTHERN CALIFORNIA
HAWAII REGION
KELLERWILLIAMS. REALTY



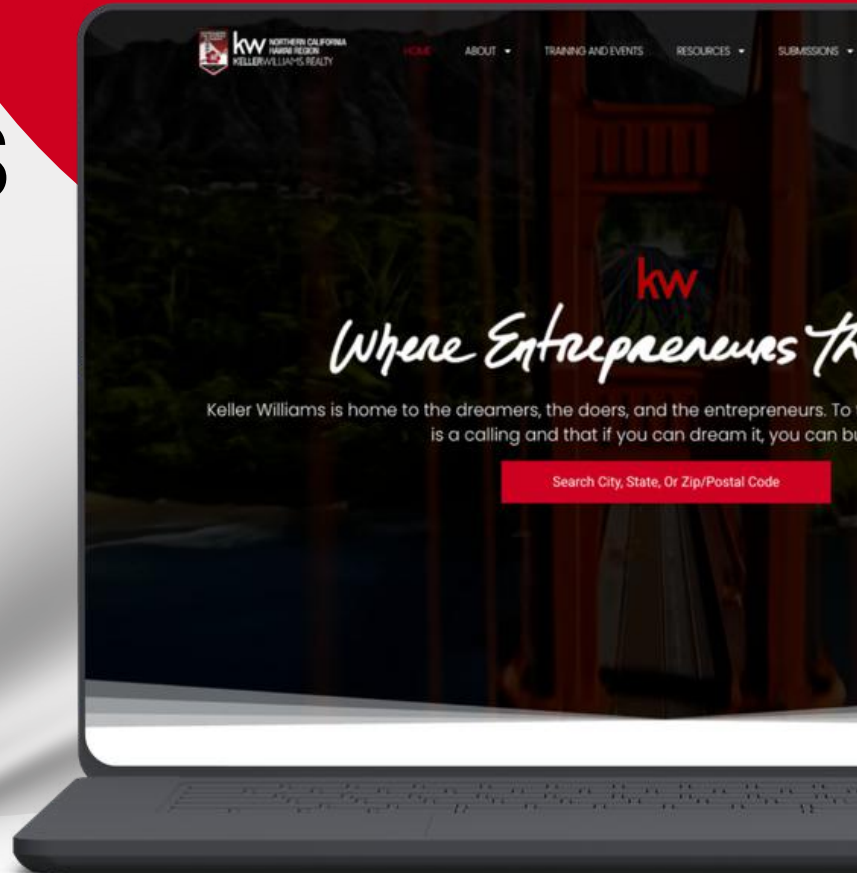
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Zach Younger

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Herb Catania

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Claire Maglalang

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***“One Region. One Mission.
Together, We Move Markets.”***

At Keller Williams Northern California & Hawaii Region, leadership means more than a title. It is a commitment to growth, collaboration, and extraordinary results. Our Regional Leadership Team is here to empower Market Centers, Operating Principals, Team Leaders, and associates by providing the systems, models, coaching, and support needed to thrive in today's real estate industry.

With a shared mission of building lives worth living and businesses worth owning, our leaders bring decades of experience, deep local knowledge, and a passion for people to every conversation, training, and initiative.

Together, we are not just raising the standard. We are redefining what is possible.