



NEWSLETTER

KW NORTHERN CALIFORNIA AND HAWAII REGION

AUGUST 2023

**DISCOVER THE POSSIBILITIES:
YOUR MONTHLY NEWS AND
INSIGHTS**

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

Where Entrepreneurs Thrive



Culture in Action

*“If we are to Preserve Culture
we must continue to Create It.”
– Johan Huizinga.*



Culture in Action

KW Merced Market Center was on a mission to raise funds for our KW Maui Family. The Leadership Team along with the Agents hit the streets to ask for donations of monies, food, and products. Thanks to the generous folks in Merced County, they were able to gather everything needed to have a Bake Sale and Drive Thru Lunch. Donations came in from so many, including American Realty, Lowes, J. Dean Construction Co., Merced Property Management, Jantz Café, Tony's Café, US Chef Store, and our huge-hearted KW Agents!

*Agents cooked and baked through the night to make these Fundraisers a **HUGE SUCCESS!!***

Keller Williams Merced has raised and donated \$7,500 to our KW Maui Family to help ease their needs!

PS.. All food left unsold was donated to Merced Police Department.

Money is good for the good it can do for you and for others. “

- Gary Keller



Culture in Action

KW Merced





Culture in Action

KW Merced



KW Merced Maui Fire Fundraiser

Drive Through Lunch

- J. Dean Construction - Grocery Bags
- Lowes – 13 Cases of water
- J. Dean Construction - Cutlery
- Jantz Café – 10 dozen cookies
- Tony's Courtyard Café – 23 dozen cookies
- KW Agent, Yader Zeledon – Food Containers
- US Chef Store – Macaroni Salad
- Kathy Aguilar – Cooked the Rice
- KW Agents – Hawaiian Rolls
- KW Agents – Rice
- Moe Jawad – Sodas

Prepped & Cooked Meat

- KW Agent, Ashley Verna and family (Anthony Verna, Joey Verna, and Arturo Barajas)
- Chris McDaniel
- Manuel Bryd
- Max Madayag

- J. Dean Construction – Charcoal
- Alifonso Mendoza and Brian Raymond from American Realty – Loaned us the Grill for chicken

South Pacific Dance Company – helped pack food and donated time along with the following people:

- Katelyn Bennett
- Paco Martinez
- Andrew Alkema
- Marcus Rodriguez
- PMI
- Amanda Rodriguez
- Annabel Brown
- Skip Hinman
- Ranjeet Singh
- Christe Chaney
- Kim Rogina
- Gloria Keene
- Ashley Verna
- Teri Strickland
- J. Dean Construction Staff -Tiffany Perez & Rocio Vaz
- Elizabeth Juarez
- Norma Lopez
- Moe Jawad
- Kathy Aguilar

Agents who donated \$ to fund supplies

- Ranjeet Singh
- Leslie Nush
- Antonia Martin
- Phillip May
- Monica Escamilla-Soeller
- Robin & Dan Sexton
- Lisa Hicks
- Skip Hinman
- Maria Capizzi
- Nora Marchese
- Carol Maghoney

We donated what we didn't sell to our local Police Department

Los Banos Bake Sale

- Alessandra (baker) from -Delicioso
- Sign Solutions - Bob & Sue
- Trans County Title (Los Banos) Sheila Waltmans, Jeni Brazil, Gabby Mendoza, Yesenia Bucio
- Los Banos downtown association - Maribel Garcia
- Realtor -Jorge Hernandez
- CMG Home loans - Susan V FusΘno
- Realtor - Cristine Kinsley
- Corrine Reyes
- Monica Soeller
- Annabel Greer
- Karina Nunez
- Toni Marques
- Jeanie Sanchez
- Naomi Townsend
- Irma Sanchez
- Monique Bagley
- Karen Haas
- Albert Romero - raffle winner
- Esther Ruelas
- Jan-ette Boyd

Our sincere love filled thanks go out to each of you for living our KW Culture!!



Our KW Maui Family needs your help!



HAWAII WILDFIRE RELIEF

OUR HEARTS GO OUT TO ALL OF OUR 'OHANA ON MAUI THAT ARE AFFECTED BY THE WILDFIRE DURING THIS TRAGIC TIME. NORTHERN CALIFORNIA & HAWAII REGION, AS WELL AS KELLER WILLIAMS REALTY TRULY COMES TOGETHER IN TIMES LIKE THIS AND THERE ARE DIFFERENT WAYS YOU CAN HELP SUPPORT!

venmo

@KACHING310808

SUPPORT DIRECTLY TO OUR RELIEF HUB
PLEASE SEND MONETARY DONATIONS AS FRIENDS & FAMILY

kw Cares

BIT.LY/KWCARESFORMAUI

SUPPORT THROUGH KW CARES:
KELLER WILLIAMS MARKET CENTER #1002
THIS DONATION OPTION IS TAX DEDUCTIBLE

amazon Registry

BIT.LY/3QB0KLO

SUPPORT BY PURCHASING SUPPLIES WE NEED.
PLEASE PURCHASE ITEMS FROM OUR AMAZON REGISTRY FOR DELIVERY DIRECTLY TO OUR OFFICE.

ADDITIONAL HOUSING ASSISTANCE:

IF YOU OR SOMEONE YOU KNOW HAS ANY RENTALS, CONDOS, OR AN EXTRA ROOM TO HOUSE OUR KWRM 'OHANA, ON ANY ISLAND, FILL OUT THIS FORM:



We are ONE FAMILY, ONE TEAM!! ❤️

PLEASE ADD OUR KW FAMILIES & FIRST RESPONDERS TO YOUR PRAYERS!



Fire Relief

Here's how you can support our KW Ohana affected by the Maui Wildfires.

Top Associates

J U L Y 2 0 2 3



CLOSED UNITS

INDIVIDUAL

#1	KAYLA WELDON	SIERRA FOOTHILLS
#2	AMAR AMARNATH	PALO ALTO
#3	CODY GIBSON	FOLSOM
#4	LUIS MIGUEL MEDINA	MODESTO
#5	TUAN V. NGUYEN	SACRAMENTO METRO
#5	MINERVA RUIZ	MODESTO

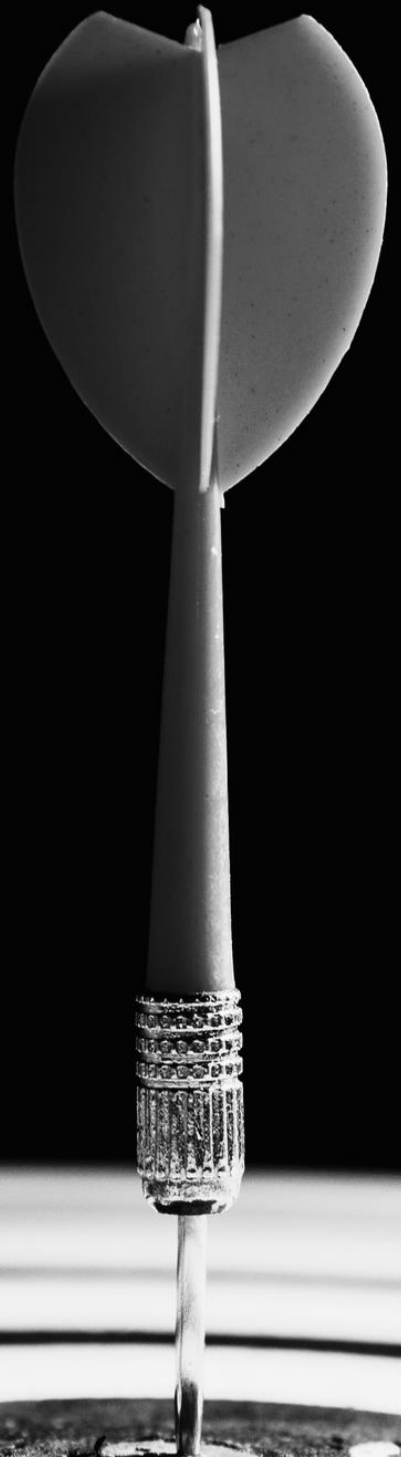
TEAMS

#1	MICHAEL SOARES REAL ESTATE	SACRAMENTO METRO
#2	TEAM BEDI	PLEASANTON / LIVERMORE
#2	CONNIE VAN REAL ESTATE GROUP	ELK GROVE
#4	TEAM ELITE	SIERRA FOOTHILLS
#5	TANIGUCHI & ASSOCIATES	HONOLULU
#5	FRANCO PEREZ TEAM	SILICON CITY

GROUPS

#1	DISEN CAI REAL ESTATE GROUP	PENINSULA ESTATES
#1	THE KAL JOHAL TEAM	YUBA SUTTER
#3	PLATINUM PARTNERS TEAM	CHICO
#4	THE RENEE WHITE TEAM	WALNUT CREEK
#5	ELEVATE REALTY GROUP	ROSEVILLE

Top Associates
JULY 2023



CLOSED VOLUME

INDIVIDUAL

- | | | |
|----|----------------|--------------------|
| #1 | AMAR AMARNATH | PALO ALTO |
| #2 | CHUCK NUNNALLY | LOS GATOS ESTATES |
| #3 | HEATHER LIN | PALO ALTO |
| #4 | FAN WANG | CUPERTINO |
| #5 | SHAWN GHANDCHI | SANTA CLARA VALLEY |

TEAMS

- | | | |
|----|------------------------|------------------------|
| #1 | TEAM BEDI | PLEASANTON / LIVERMORE |
| #2 | EMILIANA FLEMATE BAKER | DANVILLE |
| #3 | LAN BOWLING TEAM | PALO ALTO |
| #4 | SOUSOU TEAM | PLEASANTON / LIVERMORE |
| #5 | PONOMAUHI | KW MAUI WEST |

GROUPS

- | | | |
|----|-----------------------------|------------------------|
| #1 | DISEN CAI REAL ESTATE GROUP | PENINSULA ESTATES |
| #2 | THE GUNDERMAN GROUP | OAKLAND |
| #3 | THE RENEE WHITE TEAM | WALNUT CREEK |
| #4 | THE LAUGESSEN TEAM | PENINSULA ESTATES |
| #5 | THE ARSONDI GROUP | PLEASANTON / LIVERMORE |

Top Associates
JULY 2023



LISTINGS TAKEN

INDIVIDUAL

#1	SUZANNE RAMIREZ	SAN JOSE - GATEWAY
#2	HEIDI MCADAMS	SIERRA FOOTHILLS
#3	JULIE WYSS	LOS GATOS ESTATES
#4	NELLA HATTORI	PALO ALTO
#4	KAYLA WELDON	SIERRA FOOTHILLS

TEAMS

#1	MICHAEL SOARES REAL ESTATE	SACRAMENTO METRO
#2	GOLD ARROW REAL ESTATE TEAM	FRESNO
#3	SOUSOU TEAM	PLEASANTON / LIVERMORE
#3	MCB REALTY TEAM	SILICON CITY
#5	LOBOSCHEFSKY GROUP	WALNUT CREEK
#5	FRANCO PEREZ TEAM	SILICON CITY
#5	THE AGUILERA REAL ESTATE TEAM	STOCKTON
#5	THE KEIL GROUP	OAKLAND
#5	DAYNA WILSON RE TEAM	WALNUT CREEK

GROUPS

#1	TE REAL ESTATE GROUP LLC	SILICON CITY
#2	PLATINUM PARTNERS TEAM	CHICO
#3	THE MORE REAL ESTATE GROUP	FOLSOM
#3	KNOWLEDGE REAL ESTATE GROUP	ROSEVILLE
#3	THE STATESMAN TEAM	STOCKTON

Top Associates
JULY 2023



JULY 2023

Welcome

New Associates Partners

DAWN HARRIS	BRENTWOOD	CHRISTINA DAHRO	LOS GATOS ESTATES
KIMBERLY SILVA	BRENTWOOD	DAVID LANNING	LOS GATOS ESTATES
CODY WHEELER	CARMEL	DAVID MARTZ	LOS GATOS ESTATES
ANDRES RILEY-CLARK	CHICO	JORGE MIER	LOS GATOS ESTATES
AMIR WESLEY	CUPERTINO	MATTHEW HAWLEY	LOS GATOS ESTATES
IHAM SHEEN	CUPERTINO	TIMOTHY ALSTON	LOS GATOS ESTATES
JOSEPH HARMS	CUPERTINO	GARY WALLACE	MODESTO
MENG LIM	CUPERTINO	JASMIN FLORES	MODESTO
TRINIDAD REGELBRUGGE	CUPERTINO	MARY FANCHER	MODESTO
PAUL GRIFFIN	DANVILLE	ROBERT RUIBAL	MODESTO
PAUL KEPLER	DANVILLE	VENICIA LESLEY	MODESTO
DAEMON SOBOTT	ELK GROVE	JENNIFER CALDWELL JONES	OAKLAND
DEREK NGUYEN	ELK GROVE	DAVID WANG	PALO ALTO
JORDANA JOHNSON	ELK GROVE	ERICA SOFRINA	PALO ALTO
KEVIN HARRIS	ELK GROVE	HAILEY FORD	PALO ALTO
LATRICE PEAY	ELK GROVE	KAREN KOVACS	PALO ALTO
MATTHEW FUKUSHIMA	ELK GROVE	NICKOLAS PARKER ROGERS	PALO ALTO
MELANIE BLAZEK	ELK GROVE	ROBERTO MORENO-BARAJAS	PALO ALTO
VERIA JOHNSON	ELK GROVE	ERIC BASLER	PENINSULA ESTATES
ERIC BONANDER	FOLSOM	SHANE CHENG	PENINSULA ESTATES
MICHAEL ROMANELLI	FOLSOM	YENNY LESWATI	PENINSULA ESTATES
SOUJANYA ANUBOTU	FOLSOM	JUSTIN PRASAD	PLEASANTON/LIVERMORE
ZIHAN CUI	FREMONT	SAM LIN	PLEASANTON/LIVERMORE
GARRETT PRICE	FRESNO	SERGIO DEMATOS	PLEASANTON/LIVERMORE
LETICIA REYNOSO	FRESNO	AFSHIN SAHAND	ROSEVILLE
MY-HIEN LANGTON	FRESNO	KIRK FORBES	ROSEVILLE
ABCDE FAITH AGAPAY	HONOLULU	KRISTEN PENA	ROSEVILLE
ERICA HASSEN	HONOLULU	MADISYN NAVARRO	ROSEVILLE
GLEN WEMETH	HONOLULU	RICARDO CASTILLO	ROSEVILLE
JOHN BOYD	HONOLULU	SABRINA RUSSELL	ROSEVILLE
MARIE FE BUMANGLAG	HONOLULU	DEBRA RUTH	SACRAMENTO METRO
MARK JANSEN ALEJO	HONOLULU	EDGAR TORRES	SACRAMENTO METRO
PEARL HONG	HONOLULU	JACQUELINE TORRES-MORALES	SACRAMENTO METRO
VINCENZO SILVESTRO	HONOLULU	JUAN BANDERAS JR.	SACRAMENTO METRO
ROSE SAKAI	KW BIG ISLAND	MALCOLM CURRY	SACRAMENTO METRO
AMANDA RODRIGUEZ	KW MERCED	SAUL MOLINA	SACRAMENTO METRO
KAREN HAAS	KW MERCED	SHUBHNEET SANDHU	SACRAMENTO METRO
MARIBEL VEGA	KW MERCED	TEIRRA WARD	SACRAMENTO METRO
NICOLE SOUZA	KW MERCED	JAMIE COMER	SAN FRANCISCO
ADAM GREEN	LOS GATOS ESTATES	KATHERINE WOODRUFF	SAN FRANCISCO

WELCOME HOME
Where Entrepreneurs Thrive

J U L Y 2 0 2 3

Welcome

New Associates Partners

LUPE CHRISTENSEN

DANIELA MCGOUGH

JEFFREY CHU

TUNG LE

ANGELA KENT

MICHAEL LOIJOS

JASON BAKER

MAC BRYAN VILLAS

TAI HUYNH

VIVIANE NGUYEN

AMANJOT LASHER

CHELSEA BORO

EVELINA VALENCIA LOMBERA

MICAH VASSER

SUBRAMANIAN SUBRAMANIAN

SUSAN WENTINK

WILLIAM CHRISTOPHER HERRADOR

IAN ORTIZ SANTIAGO

LINH TRUJILLO

NATASHA TAYLOR

AKASH SINGH

FARHAD OSMANI

FENGJUN ZHAO

MARIAM RASUL

MARILENA IMPRACHIM

MARK DUBOIS

MIGUEL LOPEZ

PATIENCE DUNBAR

SHAUNTAE WILLIAMS

SONIA BRUNO

TAYLER ZUMBO

LAURA CANTWAY

SJ - SILICON VALLEY

SANTA CLARA VALLEY

SANTA CLARA VALLEY

SANTA CLARA VALLEY

SANTA CRUZ

SANTA ROSA

SIERRA FOOTHILLS

SILICON CITY

SILICON CITY

SILICON CITY

STOCKTON

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STOCKTON

VACA VALLEY

VACA VALLEY

VACA VALLEY

WALNUT CREEK

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WALNUT CREEK

YUBA SUTTER

WELCOME HOME
Where Entrepreneurs Thrive

MEGA AGENT CAMP



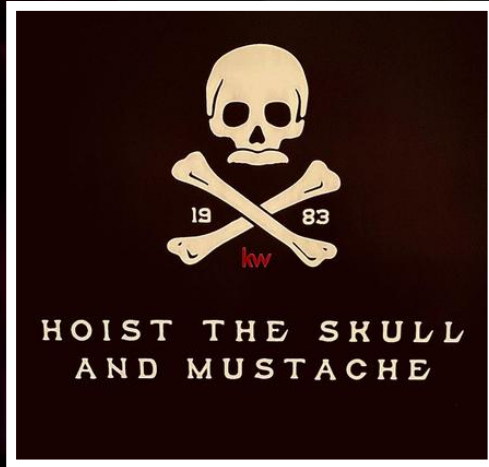
TOGETHER
WE CAN DO IT

MEGA AGENT CAMP

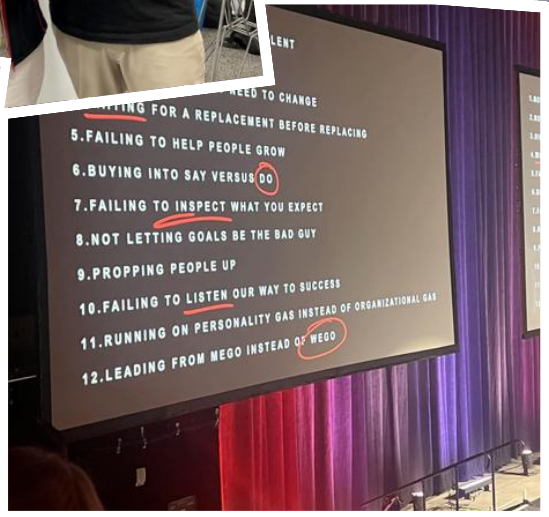
CALIFORNIA
NORTHERN AND HAWAII

KEVIN COLE

Cultural
Ambassador 2023



MEGA AGENT CAMP



A photograph of Gary Vaynerchuk speaking at a podium. He is wearing a dark t-shirt and has a microphone in front of him. He is holding a blue mug with the words "NEVER SETTLE" on it. The background is dark with some faint white lines and shapes, possibly a chalkboard or a screen with diagrams. The text "MEGA AGENT CAMP" is overlaid on the top left of the image.

MEGA AGENT CAMP

MARKET UPDATE

Leverage Gary's Market Update Slides from this year's Mega Agent Camp

[View Market Update 2023](#)



TOP TAKEAWAYS FROM 2023 MEGA AGENT CAMP

TOP TAKEAWAYS FROM 2023 MEGA AGENT CAMP

Leading up to this summer's CEO Summit and Mega Agent Camp, our team invested about 1,500 hours to interview 300+ agents and select 80 to appear on stage. We also pulled together the best one-pagers and playbooks from this and past events for The Millionaire Real Estate Playbook, Vol 1. Our goal remains for every attendee to leave with actionable insights to make their business better. Here are my favorite ahas, takeaways, and quotes from the event!

CEO SUMMIT

The 12 People Mistakes CEOs Make

1. NOT ALWAYS LOOKING FOR TALENT
2. NOT HIRING KILLERS
3. HIRING PEOPLE THAT NEED TO CHANGE
4. WAITING FOR A REPLACEMENT BEFORE REPLACING
5. FAILING TO HELP PEOPLE GROW
6. BUYING INTO "SAY" VERSUS "DO"
7. FAILING TO INSPECT WHAT YOU EXPECT
8. NOT LETTING GOALS BE THE BAD GUY
9. PROPPING PEOPLE UP
10. FAILING TO LISTEN OUR WAY TO SUCCESS
11. RUNNING ON "PERSONALITY GAS" INSTEAD OF "ORGANIZATIONAL GAS"
12. LEADING FROM "MEGO" INSTEAD OF "WEGO"

Writing this segment with Gary was cathartic, to say the least. I've made every one of these mistakes, some multiple times. Gary summed it up when he said, "Business is easy. People are hard." The good news? If you can make hunting for talent a habit, almost all of the other mistakes get easier or less likely.

TONY DICELLO

Tony helped build MAPS Coaching with his partner Dianna Kokoszka. He's coached some of the best agents in the industry for decades. Many of our top coaches credit his mentorship. These quotes hit home for me:

1. Tony's three things that make an exceptional coach:

1. You've gotta care more about their business than they do. You work harder on getting their goals than they do. You will battle with them and won't give up, even if they do.
2. You have to be a great listener. You have to listen from the first word out of their mouth – you can tell from how people say hello how they are feeling.
3. There's got to be accountability. You have to be strong enough to hold people accountable. Hold the same coaching call each week.

2. "Consistency. The more boring you are, the richer you are. Consistency in coaching compounds the same way. Get comfortable with boredom."

MOLLY BLOOM

When injuries ended Molly's Olympic skiing career, she started a multimillion-dollar, international, private poker game. Caught in an FBI sting, she lost everything a second time. [Molly's Game](#) tells her incredible story and was made into a nail-biter of a film, Today, she has rebuilt her life as an author and speaker. Some gems from Molly:

1. "The thing that's going to get you there or hold you back is your mind."
2. "Your problem isn't the voice in your head, it's that you're listening to it."
3. "Take radical responsibility for your life."

JEREMY HILLS

A former collegiate running back, Jeremy is the founder of [The Kollektive](#), an elite gym that has grown into a multimillion-dollar enterprise in three short years. My AHA's from Jeremy:

1. "When you're young and people know you for who you were, it's hard for them to imagine who you are becoming."
2. "Most people are too focused on goals by [a deadline]. Instead, ask, 'What am I willing to do no matter how long it takes?'"
3. "Do not allow yourself to compare yourself to the idea of where others believe you should be. Respect your journey. You've got to take the bold moves that it takes to move to winning."

TIM GROVER

Tim spent decades coaching world-class athletes. He was Michael Jordan's personal trainer, before working with Kobe Bryant and other champions. His book W1NNING is all about the mindset of champions. Some favorites from Tim:

1. Interested vs obsessed. "Interested is a hobby...Obsessed isn't a bad word, it's the only way to be your best."
2. "Be careful who you give your heartbeats to, you can never get them back."
3. "Winning is not normal." This is easy for top achievers to forget!

RYAN HOLIDAY

Ryan gave a great talk from The Obstacle is the Way. I interview him right after his talk, so I don't have any quotes. I was too focused on figuring out the best questions to ask. Sorry. You'll just have to read the book, you won't regret it.

MEGA AGENT CAMP

Market Update

You probably didn't need us to remind you that mortgage interest rates are at 20-year highs and inventory is at all-time lows. There are some bright spots.

1. 2023 is on pace to be the fifth best year in terms of available volume per agent. Even with few transactions, we can all hit our income goals.
2. Almost four in ten homeowners own their homes outright. Three in ten have a 50% equity position or higher. These homeowners have options.
3. Dream Car vs Dream Home. For every \$50,000 financed for a car purchase, you take on the equivalent of \$200,000 in mortgage debt. And that is a huge tradeoff. Cars are depreciating assets. Keep the paid-off car and move up!

Hustle Culture vs Happy Culture

1. We can be successful in every area of our life and still be unhappy. Happiness can't be left to chance. Make it a priority.
2. We are all entitled to the emotions we experience as a reaction to our circumstances. It's okay to be happy or sad, elated or disappointed, proud or embarrassed, angry or calm. We get into trouble when we hold on to those feelings.
3. Our disposition is largely a choice. We can choose to be happy no matter our circumstances.
4. At the end of our lives, we want to say, "I'm glad I did," instead of, "I wish I had."
5. "Give yourself over to something bigger than yourself." – Gary Keller
6. Prioritize relationships. Give time to the people who own your heart.

PHIL M. JONES

Phil, the author of [Exactly What to Say](#), gave a tremendous keynote. These truth bombs were at the top of my list:

1. "The quality of your life will be in direct proportion to the quantity of quality asks you make."
2. "Fear is the fertilizer of growth."
3. "Stop counting conversations and start making conversations count."
4. "Questions create conversations. Conversations create relationships. Relationships lead to opportunities. Opportunities lead to more sales."
5. "Don't pay for a lead you could earn today."

HIGHLIGHTS FROM OUR PANELS

1. "Giving is living...build a tribe to help people thrive." – Nick Shivers
2. Why isn't everyone hosting seller seminars like Sue Adler and Scott Shuman? If they can do this in a luxury market, anyone can.
3. "You don't need more leads. You have enough juice but you're not doing the squeeze." – Jon Boller
4. "Your business will only grow to the extent you do." – Craig Wilburn
5. 60% of our buyers are sellers. – Ryan Young
6. "Don't market to your customer's expectations. That's not a differentiator. You have to do it differently." – Sarah Reynolds
7. Will Van Wickler has taken 30 listings in six months with the Golden Letter. Get the playbook, do it, and don't stop when you get busy!
8. Montaz McCray worked six months to get his first closing. His car was nearly repossessed. He ended the year with 78 closings for over \$20 million. What's holding you back?
9. "Show me you know me." – Caroline Huo on her closing gifts.
10. "Stop trying to be average at everything, and go deep on something." – Scott Toombs
11. "In our conversations, 80% should be devoted to motivation and 20% to criteria." – Jen Davis and Jordan Freed from the coach's panel.
12. "Are your willings in alignment with your wants?" – Jordan Freed
13. Heidi Fore used a home-equity line to start acquiring cash flow properties. She bought 61 in 61 months. Since seven in ten homeowners have 50% or better equity positions, when will you talk to your past clients about investing?
14. "I'm a professional, not a pleaser." – Kari Wyrsh on maintaining boundaries while representing 230 buyers with her buyer team.
15. No one knows ISAs like Anna Krueger. Ask more open-ended questions to keep conversations going and learn more about their motivation.
16. "What you do over time shapes who you become." – Gary Keller

Make an Impact!

Jay Papasan

Keller  INK

**KELLERINK'S FIVE
TAKEAWAYS
FROM
MEGA AGENT
CAMP 2023**



The Moody Theater is usually a stage for rock stars. But, last week, hundreds of agents crammed into a standing-room-only crowd to learn how to take their business to the next level from a different kind of maestro...

Yes, we're talking about Gary Keller. Gary, along with Jay Papasan, kicked off this year's Mega Agent Camp (MAC) with a CEO Summit that was full of inspirational keynote speakers and central players in the real estate game. It was the perfect start to the week's events that also featured panels of rockstar real estate agents and powerful insights from Keller Williams's top minds. For those of you who got to experience it, you know there were too many takeaways to count. For those of you who didn't make it, here's a glimpse of the goods. Here are five of the KellerINK team's favorite Aha's from CEO Summit and the Main Stage:

- 1. Consistency Is Key**
- 2. In Order To Grow, We Have To Fail**
- 3. Hiring Right Means Always Looking For Talent**
- 4. Your Strengths Drive Your Business**
- 5. Happiness Precedes Hustle**

1. Consistency Is Key

This year's CEO Summit had a clear message: becoming a winner takes consistency. MAPS coach Tony DiCello, who coached agents for decades (and who knows MREA and SHIFT like the back of his hand), says, "The ones that have the highest success in the industry make peace with the boredom and consistency."

Tony went on to say that consistency doesn't mean the job needs to be boring! But when it comes to hitting the numbers you need in order reach your goals, being committed to consistency will get you there. And if you truly are bored, Tony says, you probably aren't setting big enough goals.

2. In Order To Grow, We Have To Fail

No one wins their way to the top. Instead, they try, fail, adjust, and grow their way to success. You may notice this isn't a new idea for us. And it was reiterated by Ryan Holiday's keynote at CEO Summit this year. Ryan spoke about the practice of Stoicism and how we can't always control a situation, but we can control how we respond to it.

Without scary or difficult things happening in our lives, we would never be able to practice courage. If there was never any disruption, we couldn't practice discipline. The same goes for success. Without experiencing failure, we couldn't continue to grow and reach success along the way. "We have to always be learning," Ryan says. We learn through our experiences and the experiences of others. So, the next time you fail, don't think of it as reaching a dead end. Think of it as an experience and an opportunity for growth.

3. Hiring Right Means Always Looking For Talent

Gary and Jay say there are three ways of hiring people: accidentally, part-time, or full-time. Hiring accidentally or in a part-time fashion puts businesses at risk. We should always be looking to top grade our talent, no matter the circumstance, full-time. Agents might wonder how to be a full-time recruiter when they are already running a business full-time. By thinking about recruiting new talent as one form of lead generation and building it into your business plan, top grading your talent can become a priority. Even if you feel satisfied with your leverage and team, would you turn away the best potential employee in the world just because you are fully staffed? No! When you're always looking for top talent, you'll never miss an opportunity to grow your business and your success.

We are only as good as the people we surround ourselves with. If you have an employee or partner who is doing the bare minimum, don't wait until things completely fall apart to start looking for real talent.

4. Your Strengths Drive Your Business

For many agents, real estate is a second (or even third) career. That means when agents enter the industry, they come with a set of ready-to-deploy skills they can then use to build their real estate businesses. Former teachers may find they are naturals at putting on seminars and educating clients and peers. Someone who used to work in marketing might gravitate toward making YouTube videos and putting branding front and center.

The point is you shouldn't think of yourself as a real estate agent who also dabbles in something. Lean into your expertise. Rashauna Scott, an agent from Chicago, said from the Main Stage that she is a content creator first and an agent second. She posts authentically on social media, and opportunities for deals and contracts naturally come as a consequence. She knows what her unique skills are and uses them—do you?

Be that amazing teacher who sells real estate. Be a world-class videographer who can also get someone their dream home. Showcase your skills front and center. Don't hide what you're best at—make it an integral part of your branding and value proposition.

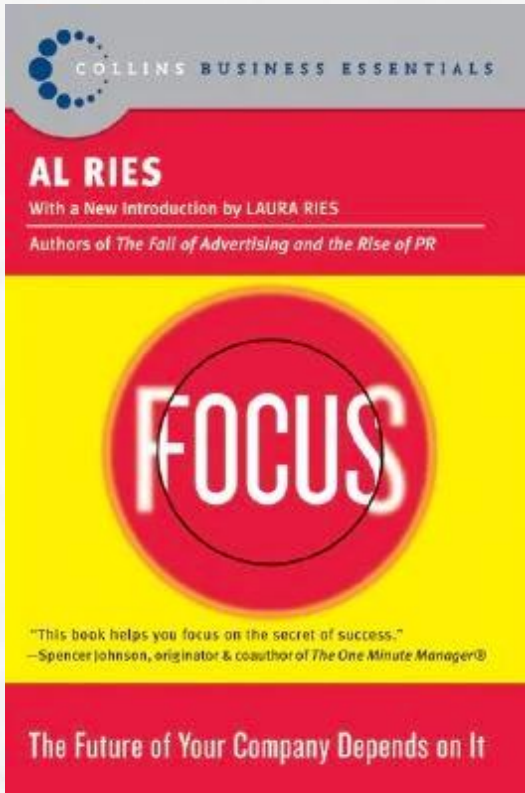
5. Happiness Precedes Hustle

Real estate agents work hard building big businesses and helping others. Between implementing new systems and driving potential buyers across town to check out their next home, it can feel like hustling is all there is. Because some agents are always hustling, they tend to put personal happiness on the backburner. They believe that once we hustle hard enough and reach our goals, then we will be happy. This isn't the case.

Gary pointed out from the Main Stage that this is a common misconception. We should not look at happiness as something that can be achieved if we complete A, B, or C. While some people spend their time working hard to build and expand their businesses, happiness can't be an expected result. Instead, we can and should choose happiness right now.

Happiness shouldn't come as a side effect of hustle. It should come before it. The good news is that by choosing things that create happiness in our lives we are better suited to do our best. Think about the things that really matter to you. Base your life and your decisions around those things. As Gary says, at the end of our lives we won't be wishing we had one more listing or one more dollar in the bank—but we may wish we spent more time with those we care about, doing things that we love.

Keller INK



Book Spotlight: Focus by Al Ries

Al Ries is hands-down one of Gary's favorite business authors. In this book, he provides example after example about why focus is so important in business.

[Read Now!](#)

Happiness is a precursor of **success**.

- Gary Keller





TrendGraphix

YOUR HOME FOR REAL ESTATE DATA



kw NORTHERN CALIFORNIA
HAWAII REGION
KELLERWILLIAMS. REALTY

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.



Highly visual and easy to interpret reports and charts demonstrate current and historical market trends



100% web based system means no software to download or maintain



Reports updated on a daily basis so you never miss out on important information



Customized branded reports make it easy to distribute to clients and prospects

If you are looking to keep your clients and prospects updated monthly with current market trends, upgrade to our **Facts & Trends Plus**. Easy to set and won't let them forget (who you are).

Market insights for your Appointments, Social Networking and Websites await you!

Contact Dennis Haley for Pricing Info:

Dennis Haley
 Director of Sales
 Trendgraphix, Inc.
 Direct: (916) 978-4241
 Email: dhaley@trendgraphix.com

Communities

Build relationships in a powerful, scalable way through KW Communities. Harness the power of a strong community to unleash inspired ideas, learn and grow alongside like-minded individuals, and find support when you need it most.



Find your people. Hone your craft.
Grow a community.

Where Entrepreneurs Thrive



Nucleus Live for KW Commercial

September 7 - October 26 | Thursdays
10 :00 AM - 4:00 PM
Audience: KW Commercial Members



Don't miss out on this exciting opportunity to take your commercial real estate career to the next level! The Nucleus Live Series is a game-changing 8-week training program meticulously crafted to equip agents with the core knowledge essential for business excellence. As a KW Commercial agent, this training is included as a free benefit. Whether you're a seasoned pro or just getting started in commercial real estate, this immersive series will empower you with invaluable insights, essential skills, and strategies to thrive in today's competitive market. Don't delay; secure your spot now and be part of this transformative experience starting in September 2023. Register today and embrace a brighter future for your commercial real estate business!

[Register Now](#)



Community Announcements for Regional Leadership

THE COLOR OF MONEY

About the Podcast

For generations, the Black community has faced barriers to building wealth. Today, differences in net worth and homeownership are among the most visible signs of racial inequality in the U.S. It's time to build a new legacy. The Color of Money podcast brings you engaging and mindset-shifting episodes devoted to wealth accumulation among Black and historically marginalized communities. Join KW leaders Daniel Dixon, Julia Lashay Israel, Emerick Peace, and their renowned guests for transformative conversations on building wealth for yourself, your family, and generations to come.

[Listen Now](#)



Leadership/ Recruiting Opportunities

Inclusive Leadership

October 23, 2023

2:00 PM - 3:00 PM CT

Inclusive Leadership Audience: All KW Market Center and Regional Leadership

At Keller Williams, inclusion is a core pillar of who we are and how we uphold our culture of equity. We believe that each person brings a unique experience and perspective that reflects and empowers the communities where we live and serve. The Inclusive Leadership Course will help leaders create an inclusive culture that fosters belonging, where everyone can bring their authentic selves to build thriving businesses and create opportunities for all



[Register Now](#)

Agent Opportunities

Color of Real Estate

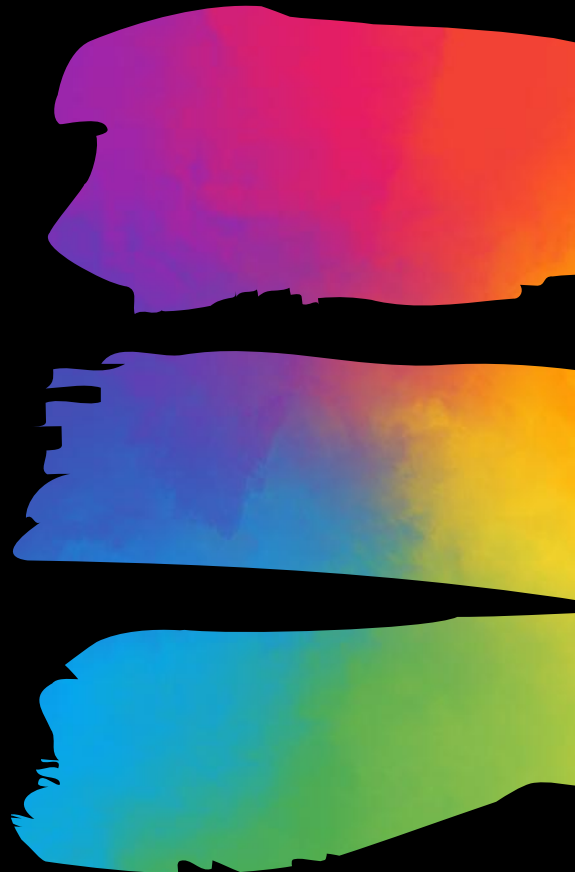
September 20, 2023

2:00 PM CT

Audience: All associates

The Color of Real Estate takes an in-depth look at the history of practices and policies that have contributed to today's homeownership gap. You'll learn how to create a lasting impact in society and in your real estate business by implementing diverse business strategies that ensure fair housing for all. Walk away with a better understanding of the importance of our role as REALTORS.

[Register Now](#)





Community Announcements for leadership

Luxury Symposium

October 21-23, 2023

PHOENIX, ARIZONA

Audience: Luxury Earn-In/Pro Community

Network with executives from leading luxury brands, build referral relationships with Luxury Agents from across the country, and hear from world renowned authors and speakers.

KELLER WILLIAMS LUXURY

SYMPOSIUM

[Register Now](#)

Leadership// Recruiting Opportunities & Agent Opportunities

The Four Essential Pillars to Grow Your Luxury Business

November 8, 2023

9:00 AM – 3:00 PM

Audience: All KW Associates and Leadership

Learn the fundamentals to building your Luxury Real Estate business from our Director of Professional Development at The Four Essential Pillars to Grow Your Luxury Business one-time workshop!

[Register Now](#)



Community Announcements for leadership

KW Military Plus - launching 10/1

Leadership// Recruiting Opportunities & Agent Opportunities

The Path to Military Millionaires

September 6, 2023

10:00 AM CT

Audience: All Military Community

Talking about the concept of how to be a military millionaire.

[Register Now](#)



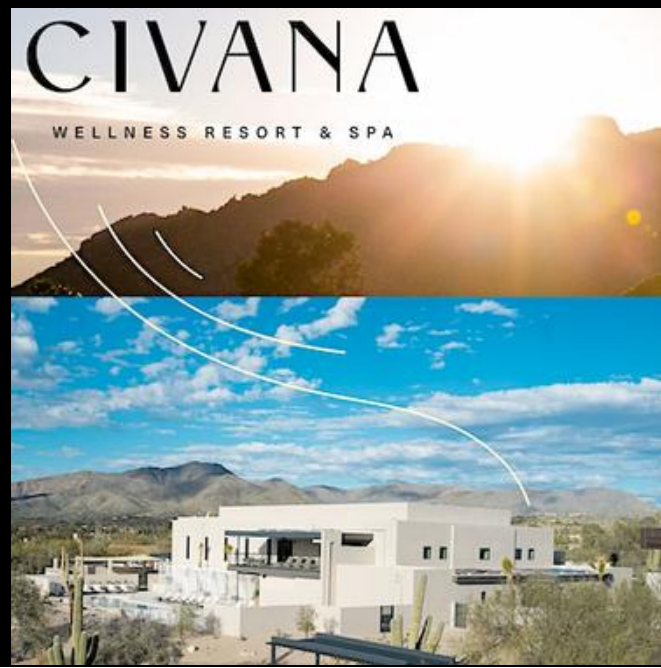
KW Wellness Retreat

October 25 - 29, 2023

Location: Civana Wellness Retreat

Audience: Agents, Leadership

[Register Now](#)



KWYP

Keller Williams Young Professionals is excited to announce its new Community Leader: Brian Erhahon! Brian brings 15 years of real estate experience, and has been a member of the KWYP Community since 2017. From the beginning of his real estate career, he's been clear about operating his business at the highest level possible. This thinking allowed him in 2018 to become a National Association of Realtors Top 30 under 30 Honoree, and in 2021 he was surveyed as a Top 5 BOLD Coach nationally. Brian brings his current focus of inspiring, educating, and growing leadership ability in agents as a MAPS Coach, Operating Principal, and now Community Leader of KWYP!

Mastermind with KWYP Community Leader, Brian Erhahon

September 6, 2023

12:00 PM CT

Audience: All Associates and Leadership (open to everyone)

[Register Now](#)

KWYP MASTERMIND

TOPIC: Meet and Greet
with KWYP Community
Leader, Brian Erhahon



BOLD

kw FOLSOM
KELLERWILLIAMS®

OCTOBER 10, 2023 | 9:00 AM PT

1ST STEP TO BOLD 2023

[Register Now](#)

OCTOBER 24, 2023 | 9:00 AM PT

2ND STEP TO BOLD 2023

[Register Now](#)

BOLD

kw ROSEVILLE
KELLERWILLIAMS. REALTY

OCTOBER 10, 2023 | 9:00 AM PT

1ST STEP TO BOLD 2023

[Register Now](#)

OCTOBER 24, 2023 | 9:00 AM PT

2ND STEP TO BOLD 2023

[Register Now](#)

What's Ahead



3,643,000
24,245,000
1,113,000
2.11

PROFIT

1

Profit Camp

SEP 12 | DIGITAL



2

Coaching Skills Camp 2.0

SEP 28-29 | AUSTIN, TX



3

Fall MASTERMINDS

OCT 23 - 25 | PHOENIX, AZ

KEYNOTE DAYMOND JOHN

KWRI **EVENTS**

OCTOBER 21 - 23, 2023 | PHOENIX, ARIZONA

KELLER WILLIAMS LUXURY

SYMPOSIUM

[Register Now](#)

FEBRUARY 25 - 29, 2024 | LAS VEGAS, NV

20
24



FAMILY REUNION

[Register Now](#)

A desert landscape at sunset. The sky is filled with dark, dramatic clouds, transitioning from a deep blue at the top to a warm orange and red near the horizon. In the foreground, there are several saguaro cacti of various sizes, some with arms. The ground is covered in low-lying desert vegetation. In the distance, a range of mountains is visible under the hazy light of the setting sun. The overall mood is serene and majestic.

Fall
MASTERMINDS

KWRI **EVENTS**

Fall
MASTERMINDS

2024 Business Planning
Starts in **Phoenix.**

● October 23-25 | Phoenix, AZ

[Register Now](#)



FEATURED KEYNOTE SPEAKER

Daymond John

Get ready! Star of ABC's Shark Tank, Daymond John has been a phenomenally successful business person for over 25 years. Along his entrepreneurial journey, through his many successes as well as failures, he has learned a few things about getting the best out of business and life. Join us for the Fall Masterminds Mastery Client Experience as Daymond shares his unique goal-setting and achievable strategies, **empowering you to make changes in every aspect of your life.**

Strengthen your business this Fall with Masterminds!

Has your trajectory altered? Is your 2024 vision in need of evaluation? The truth is, goal setting is challenging. During Fall Masterminds, you'll connect with others in your role, dive into a realistic action plan, and receive KW MAPS Coaching's expert guidance.

Three Days. Three days of first-hand experiences, roundtable discussions, accountability and confidence in your future.

[Ready To Level Up](#)

Your Fall Masterminds 2023

Featured Speakers



NICK WALDNER

CEO, Waldner Winters Team



KRISTAN COLE

CEO Lifestyle Homes Worldwide, a
member of The Kristan Cole Real
Estate Network



JENNIE WOLEK

Realtor, Owner, The Wolek Group



CODY GIBSON

CEO, United Home Group



Multiply Your Business

Accelerate Your Growth. Build Your Business. Benefit KW Cares.

- 📅 Oct 12, 2023
- 🕒 11:00 AM–3:00 PM CT
- 📍 Virtual Event
- 🎟 Donation-Based Event



[Get Ticket Now](#)

Get Your Tickets

23 PEOPLE REGISTERED

VIP Package | \$99.00

Early Bird | \$20.00 Coming soon

General Admission | \$25.00 Coming soon

More KW Events



Sep 01, 2023 | 8:00 AM - 9:30 AM PDT

Unleash the Power of Paid Ads in 3 Simple Steps

Discover the power of the new paid ads experience within Command in just 3 simple steps! You now have at your fingertips, an all new set of ad options with more channels options resulting in more reach to bring in more leads!

[Register](#)



Sep 05, 2023 | 8:00 AM - 9:00 AM PDT

Set-up Your Operational Systems in CommandMC

Learn how to set your Market Center up for success by setting up and streamlining your operations. Leaders will walk away knowing how to leverage the administration applet for accessibility and functionality.

[Register](#)



Sep 05 - Wed, Sep 06, 2023 | 2 days

Dive into the Details of DocuSign

In this 2-session training you will master the basics of DocuSign along with learning the tips and tricks for faster document management!

[Register](#)



Sep 06, 2023 | 9:00 AM - 9:45 AM PDT

Grow Your Market Center With Your CommandMC Recruiting Pipeline

Grow Your Market Center with Your CommandMC Recruiting Pipeline is focused on bringing all your recruiting efforts into one place and on the same page through the leverage provided by the recruiting pipeline in CommandMC.

[Register](#)

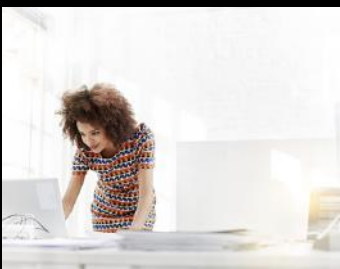


Sep 07 - Fri, Sep 08, 2023 | 2 days

Franchise System Orientation

Franchise System Orientation (FSO) is an instructor-led course where learners will internalize the systems, tools and resources for energizing growth, productivity, profitability and culture in their Market Centers. The audience for this course includes, but is not limited to, all leadership including market center administrators, associate leadership council members, and core investors.

[Register](#)



Sep 07, 2023 | 11:00 AM - 12:30 PM PDT

Unleash the Power of Paid Ads in 3 Simple Steps

Discover the power of the new paid ads experience within Command in just 3 simple steps! You now have at your fingertips, an all new set of ad options with more channels options resulting in more reach to bring in more leads!

[Register](#)



kw NORTHERN CALIFORNIA
HAWAII REGION
KELLERWILLIAMS. REALTY

REGION TRAININGS AND EVENTS

Business Planning CLINIC

OCTOBER 10, 2023
9:00 AM - 5:00 PM

James Shaw

THE CLUB AT CASTLEWOOD
707 COUNTRY CLUB CIRCLE
PLEASANTON, CA 94566

\$99 Early Bird
\$119 after September 30th
Lunch & Materials Included

Business Planning Clinic

[Register Now](#)

October 10, 2023

ALC CLINIC FOR ALL

OCT 11 \$129

Breakfast, Lunch & Materials Included

JAMES SHAW

ALC Clinic For All

[Register Now](#)

October 11, 2023

KW WEALTH WORKSHOP

WITH BRETT TANNER & GABI BRENNESHOLTZ

COMMUNITY LEADERS, KW WEALTH

SCAN ME

KW Wealth Workshop

[Register Now](#)

November 3, 2023



FREE TRAINING

September 1, 2023

Master the D's of Life Events

Become an Expert in Your Community and Create a 100k+ Income in Less Than 12 Weeks! Join our exclusive webinar to master life event expertise.

[Register](#)

September 6, 2023

Follow These Steps to Buy 20 Rental Properties in 5 Years!

Are you ready to have financial freedom? Join MAPS Coach Heidi Fore for an engaging session where we will share a roadmap that will help you achieve the impressive goal of acquiring 20 rental properties within just 5 years.

[Register](#)

September 7, 2023

Gary's 12 People Mistakes that CEO's Make

Join Kristan Cole as she delves deep into a comprehensive exploration of Gary Keller's list of 12 common pitfalls that CEOs frequently encounter during the hiring process.

[Register](#)

September 8, 2023

Top 3 Buyer Objection Handlers in Today's Market

Do interest rates have your buyers holding off? Are you showing more than 5 homes to your clients or when they find the right property, they are hesitant to take action?

[Register](#)

September 12, 2023

Build a 7th Level Business to net you 1 Million \$ per year

Learn where you need to start to create a business where you can net 1 million dollars per year!

[Register](#)

[View Scheduled Ahead](#)

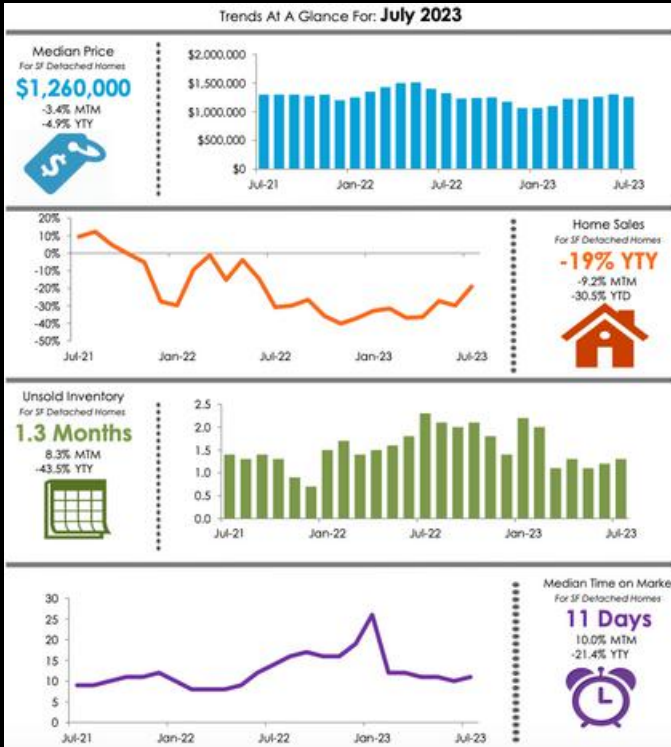
JULY 2023

MARKET STATS

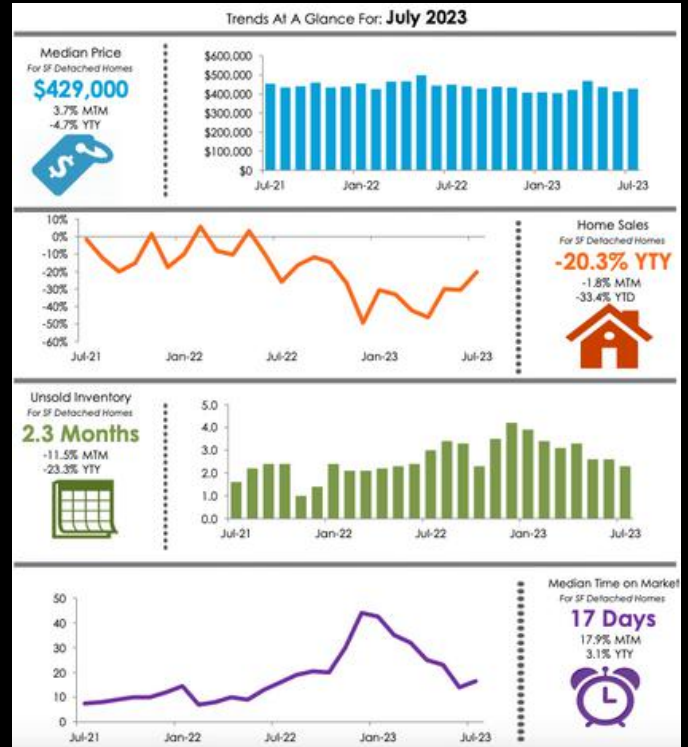


Trends At A Glance For: July 2023

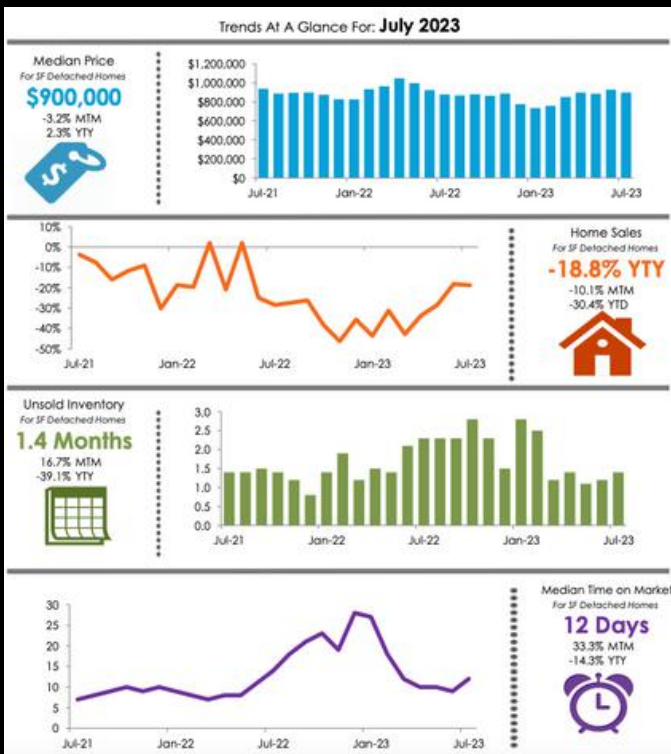
Alameda County Market Update



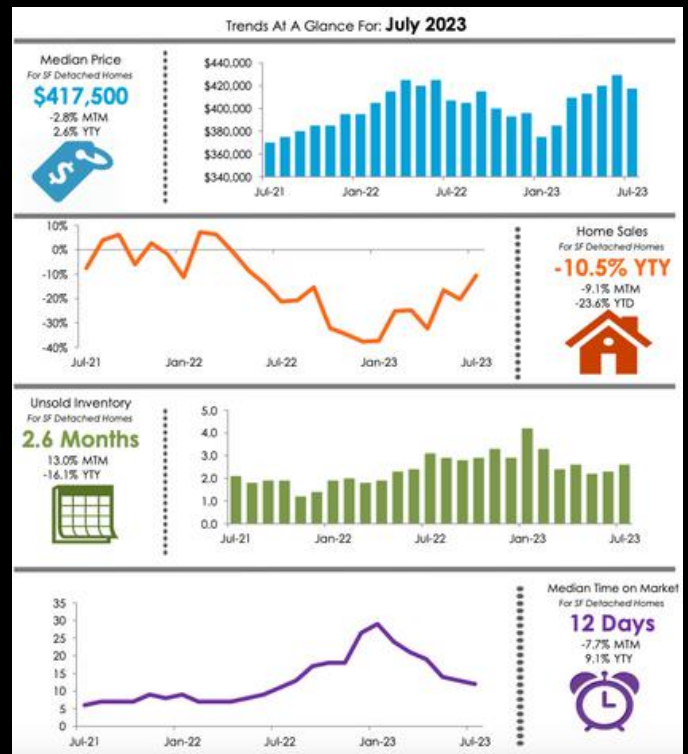
Butte County Market Update



Contra-Costa County Market Update

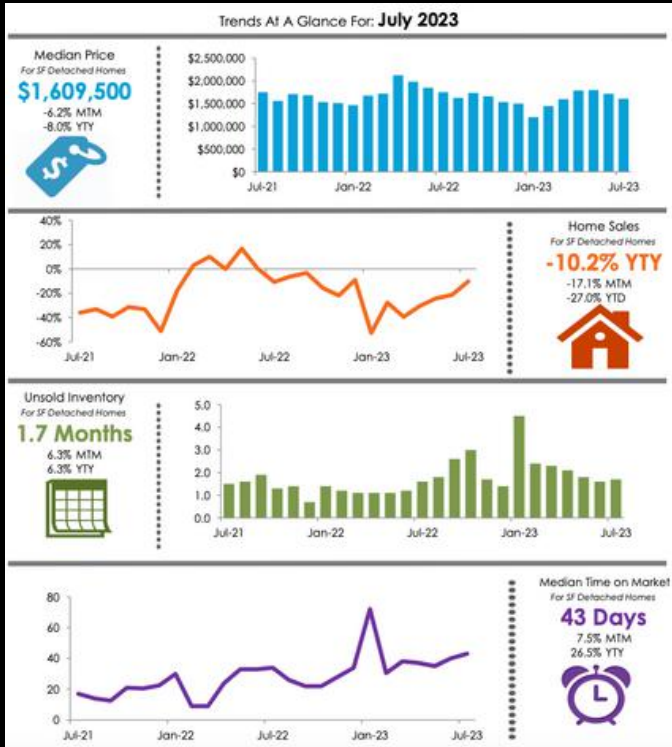


Fresno County Market Update

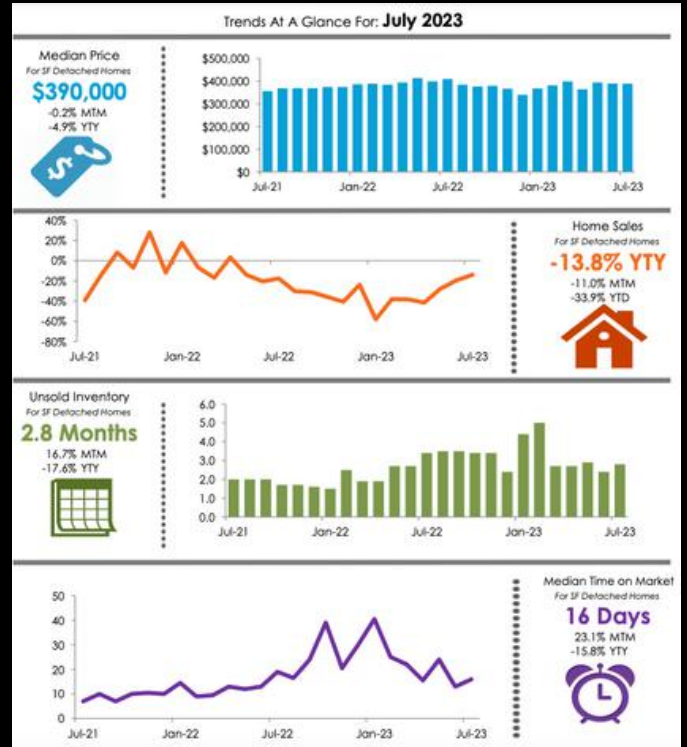


Trends At A Glance For: July 2023

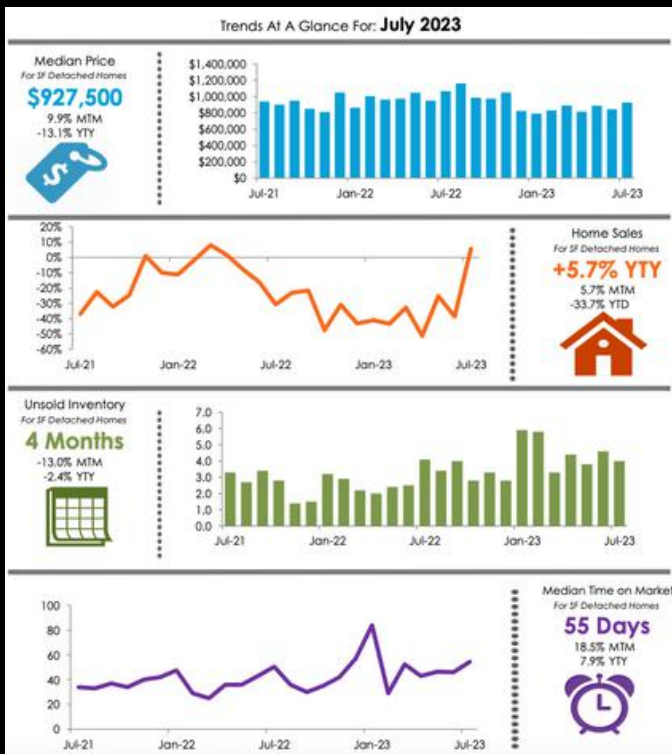
Marin County Market Update



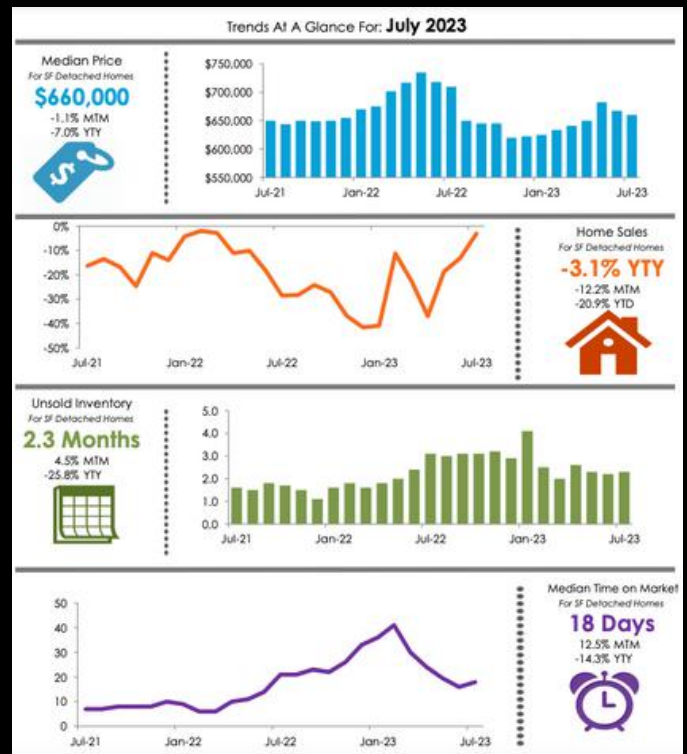
Merced County Market Update



Napa County Market Update

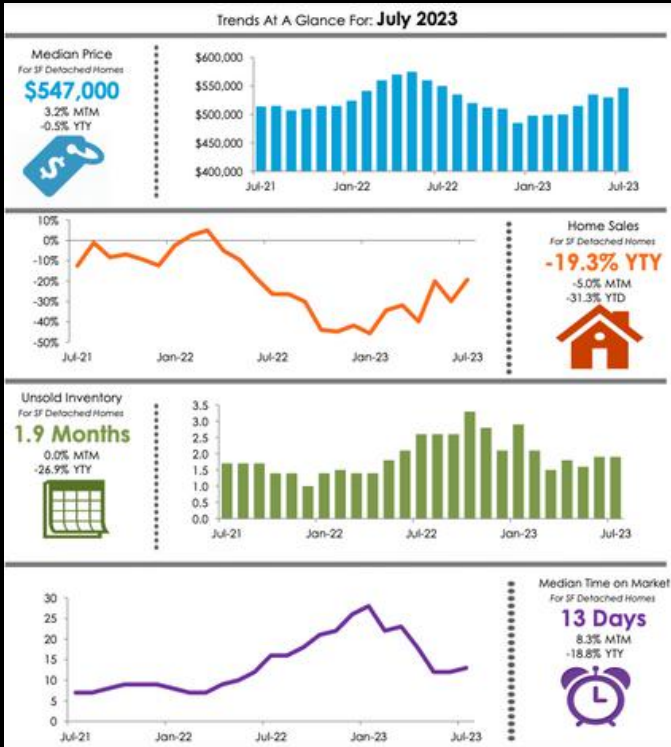


Placer County Market Update

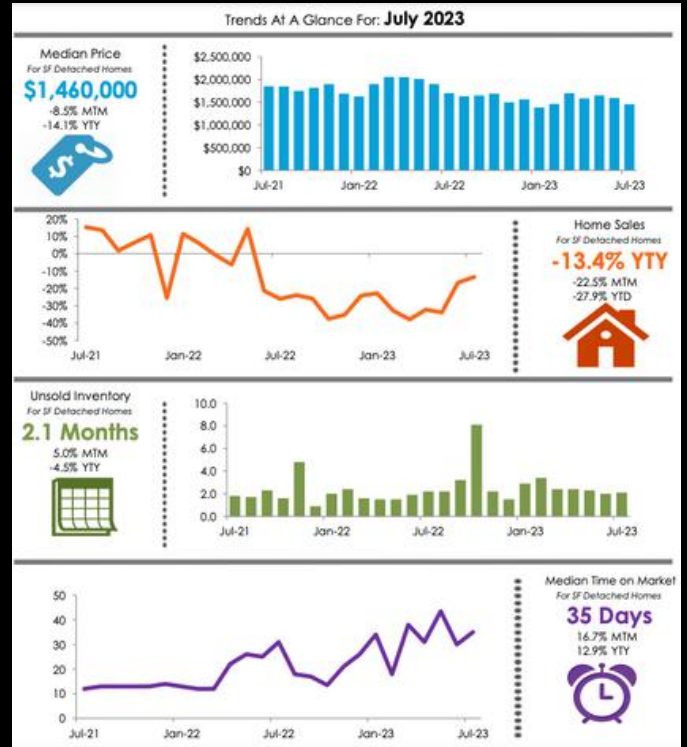


Trends At A Glance For: July 2023

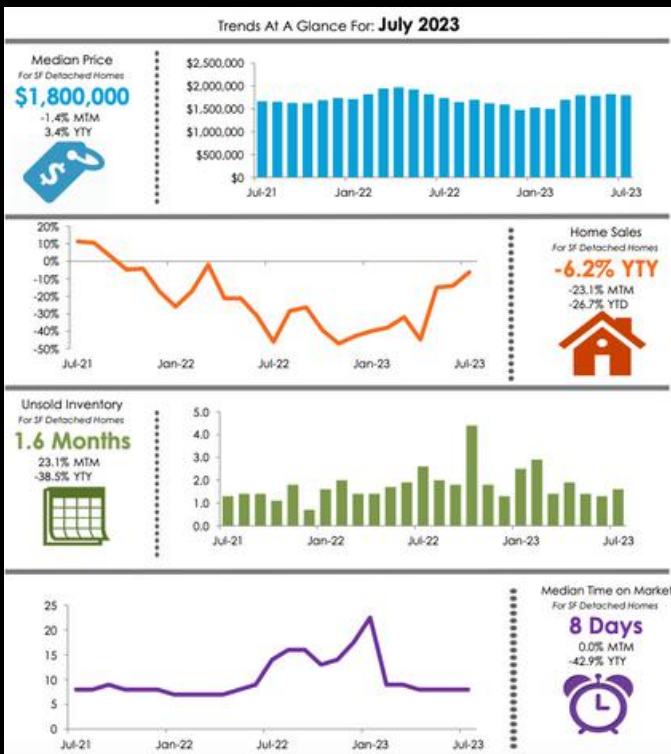
Sacramento County Market Update



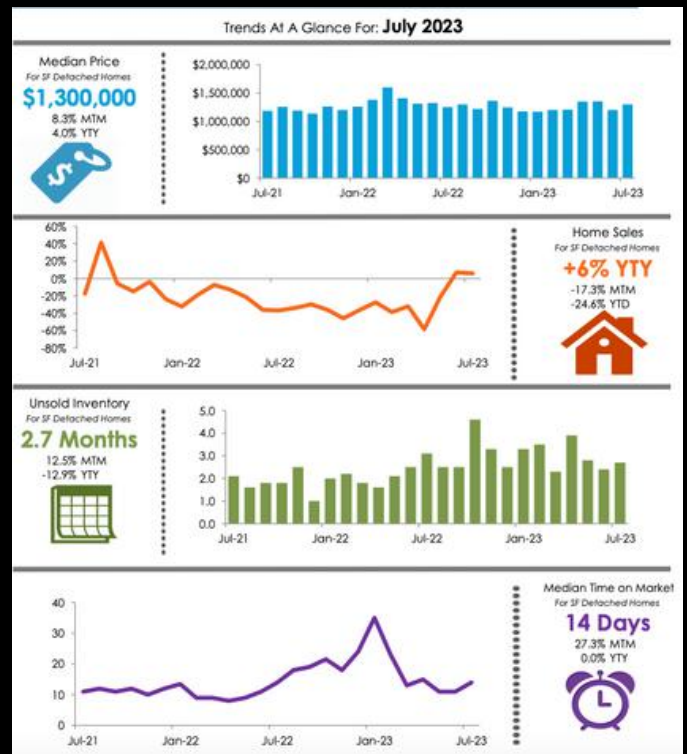
San Francisco County Market Update



Santa Clara County Market Update



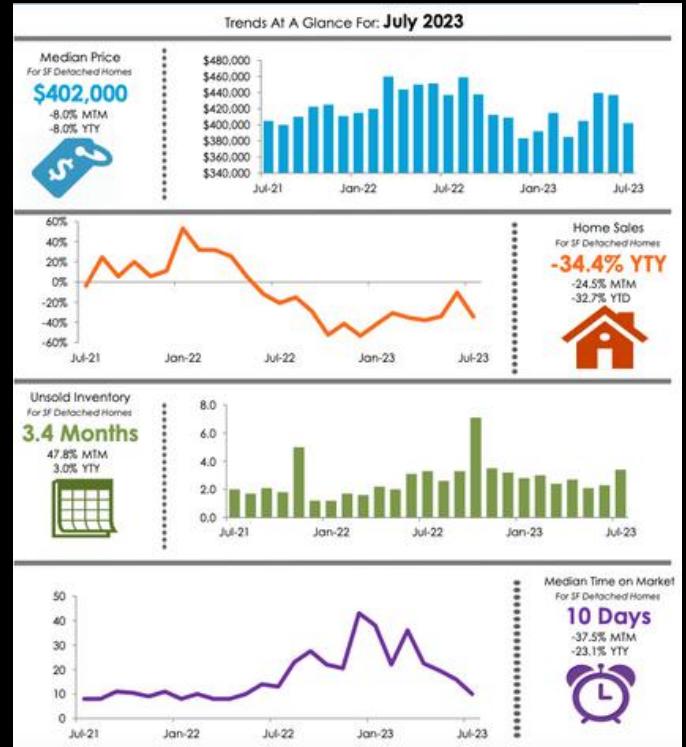
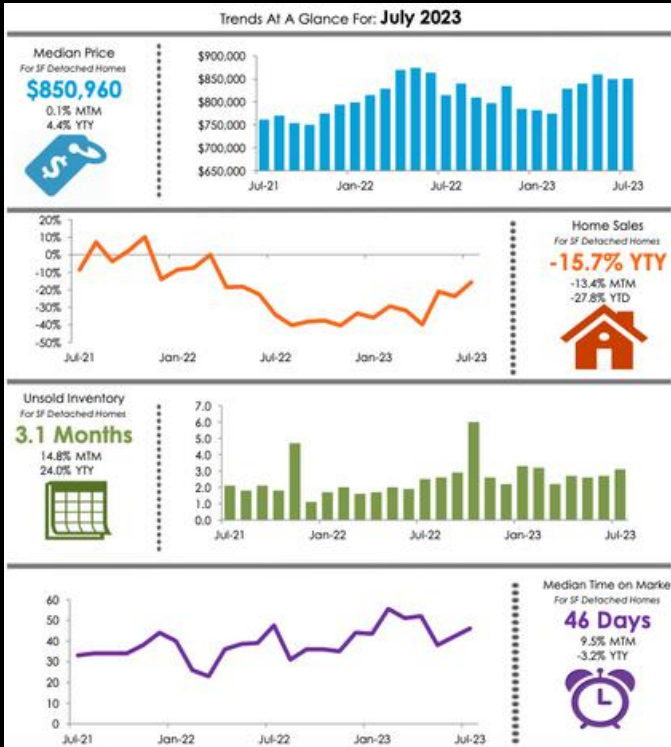
Santa Cruz County Market Update



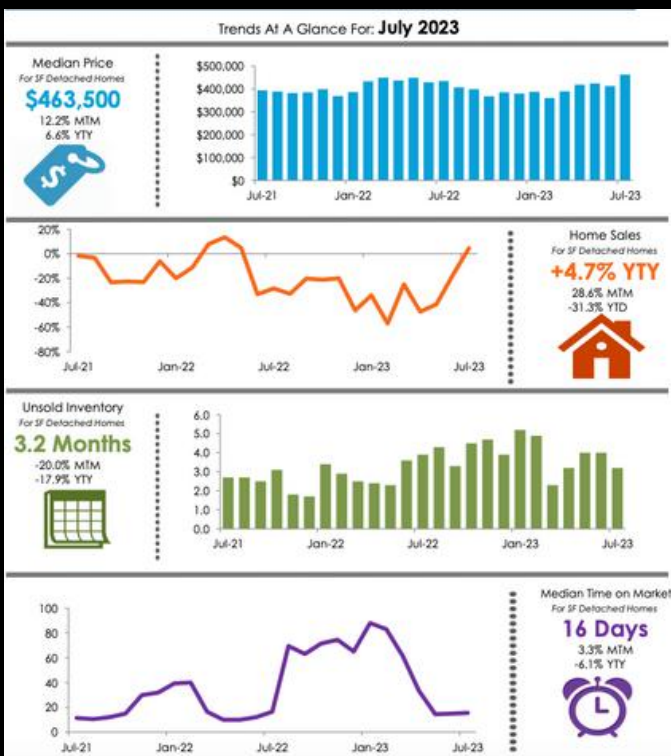
Trends At A Glance For: July 2023

Sonoma County Market Update

Sutter County Market Update



Tuolumne County Market Update



Hawaii July 2023



Kauai

SINGLE-FAMILY

\$1,300,000

Median Price

↑ 8.9%

15

Closed Sales

↓ 9%

111

Days on Market

↑ 53.1%

CONDO

\$1,035,000

Median Price

↑ 11.1%

24

Closed Sales

↓ 7%

63

Days on Market

↑ 81%



Big Island

SINGLE-FAMILY

\$495,000

Median Price

↑ 8.9%

154

Closed Sales

↓ 15.9%

61

Days on Market

↑ 42.6%

CONDO

\$639,500

Median Price

↑ 21.1%

46

Closed Sales

↓ 30.8%

46

Days on Market

↑ 56.5%



Maui

SINGLE-FAMILY

\$1,192,500

Median Price

↑ 8.4%

68

Closed Sales

↓ 24.4%

122

Days on Market

↑ 17.3%

CONDO

\$850,000

Median Price

↑ 7.7%

75

Closed Sales

↓ 24.2%

97

Days on Market

↑ 27.6%



Kauai

SINGLE-FAMILY

\$1,300,000

Median Price

↑ 8.9%

15

Closed Sales

↓ 9%

111

Days on Market

↑ 53.1%

CONDO

\$1,035,000

Median Price

↑ 11.1%

24

Closed Sales

↓ 7%

63

Days on Market

↑ 81%



CALIFORNIA
ASSOCIATION
OF REALTORS®

JULY 2023

California Housing Market Update

**MONTHLY SALES AND
PRICE STATISTICS**

California Housing Market Snapshot

July 2023



269,180 | Existing Home Sales
-9.0% YTY | **-30.3% YTD** | % change



Median Sales Price
\$832,340
 +0.2% Y2Y



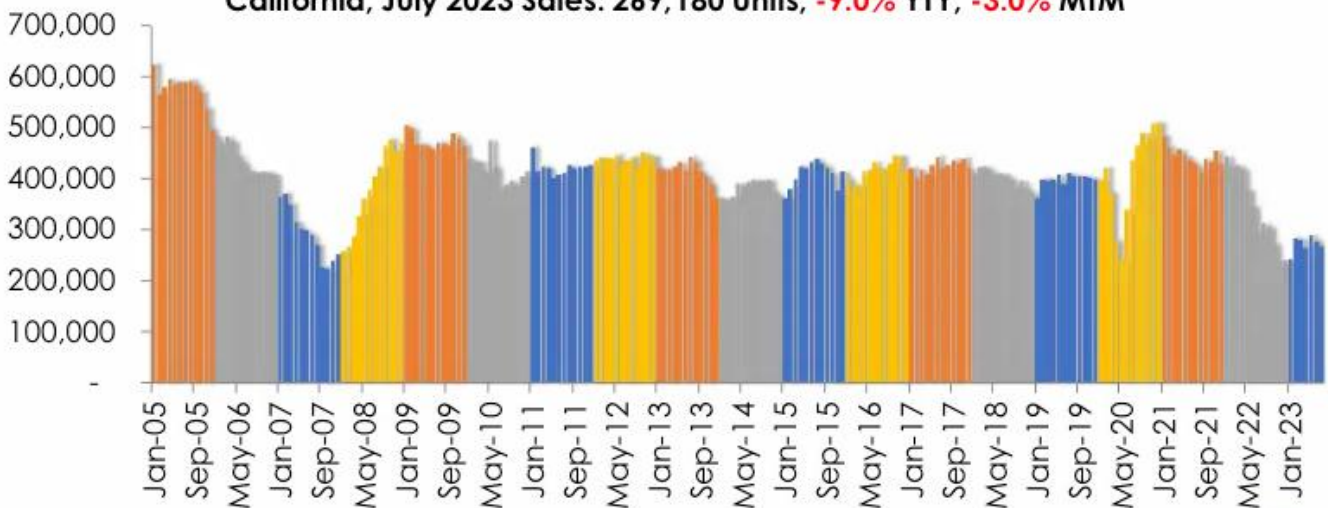
Unsold Inventory Index
2.5 months
 -19.4% Y2Y



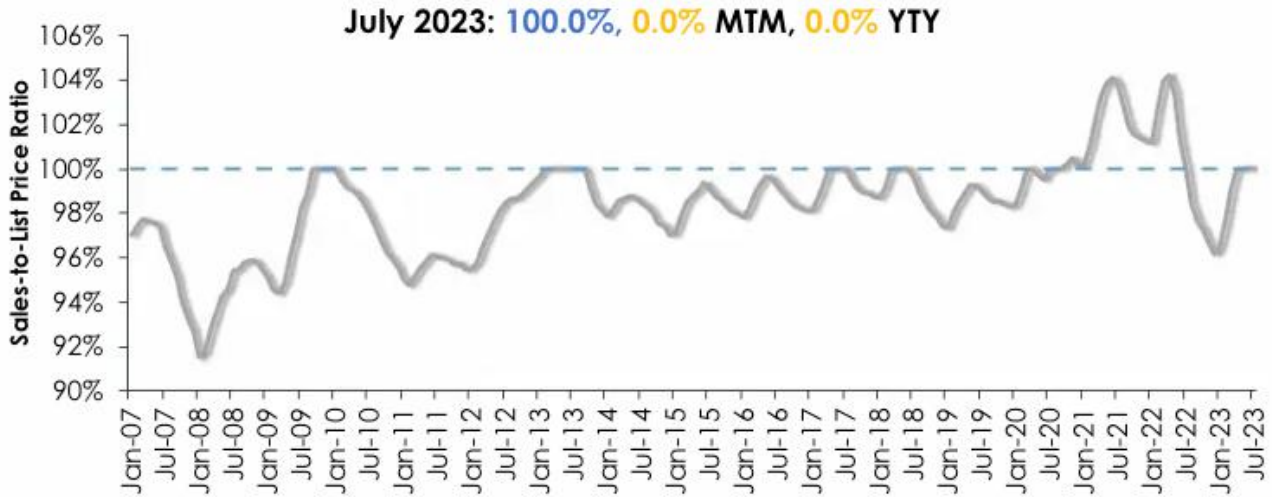
Median Days on Market
16 days
 -11.1% Y2Y

Sales dipped again as mortgage rates remained elevated

California, July 2023 Sales: 269,180 Units, **-9.0% YTY**, **-3.0% MTM**



Sales price-to-list price ratio holds steady amidst tight market conditions

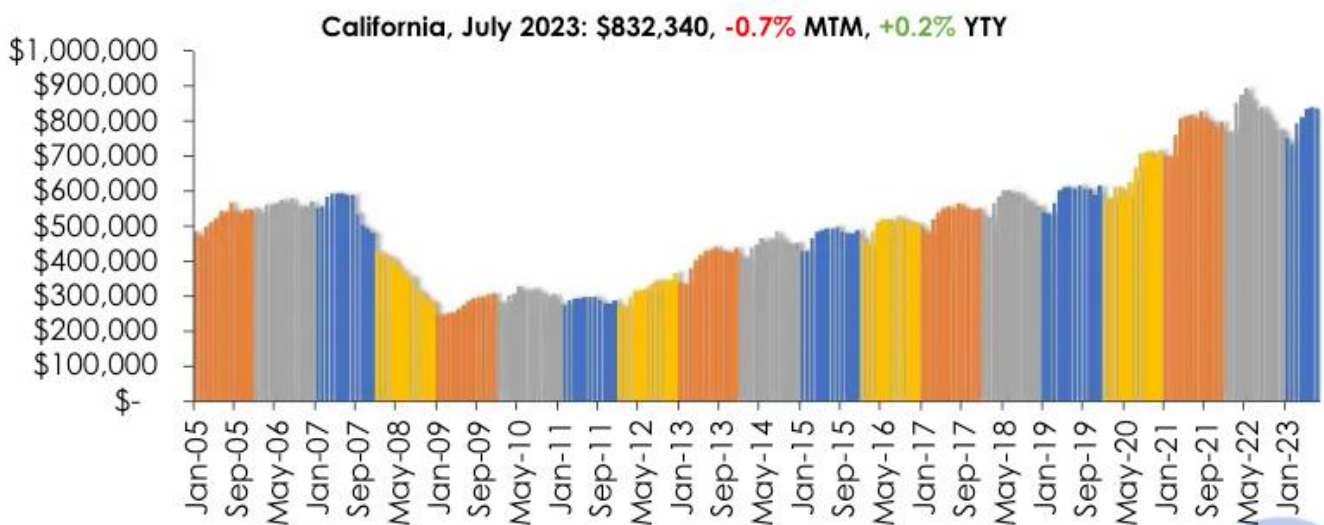


CALIFORNIA ASSOCIATION OF REALTORS®

SERIES: Sales to List Ratio of Existing Single Family Homes
SOURCE: CALIFORNIA ASSOCIATION OF REALTORS®

Page 30

California median home price holds above \$800K for 4th consecutive month



CALIFORNIA ASSOCIATION OF REALTORS®

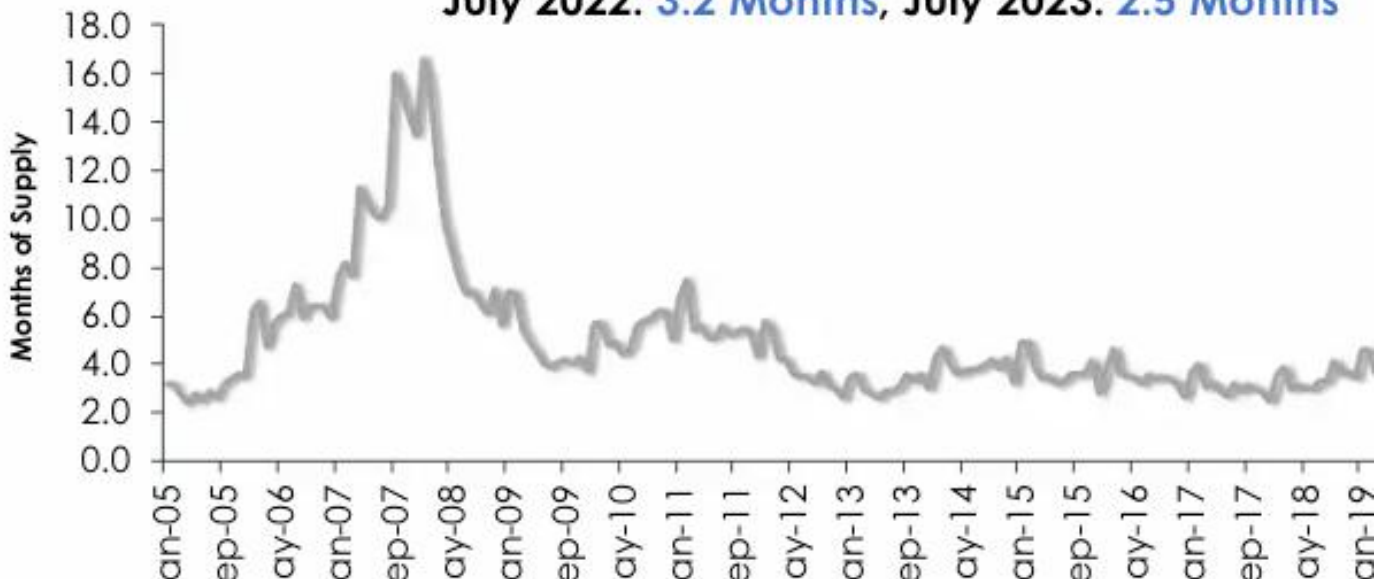
SERIES: Median Price of Existing Single Family Homes
SOURCE: CALIFORNIA ASSOCIATION OF REALTORS®

Page 24

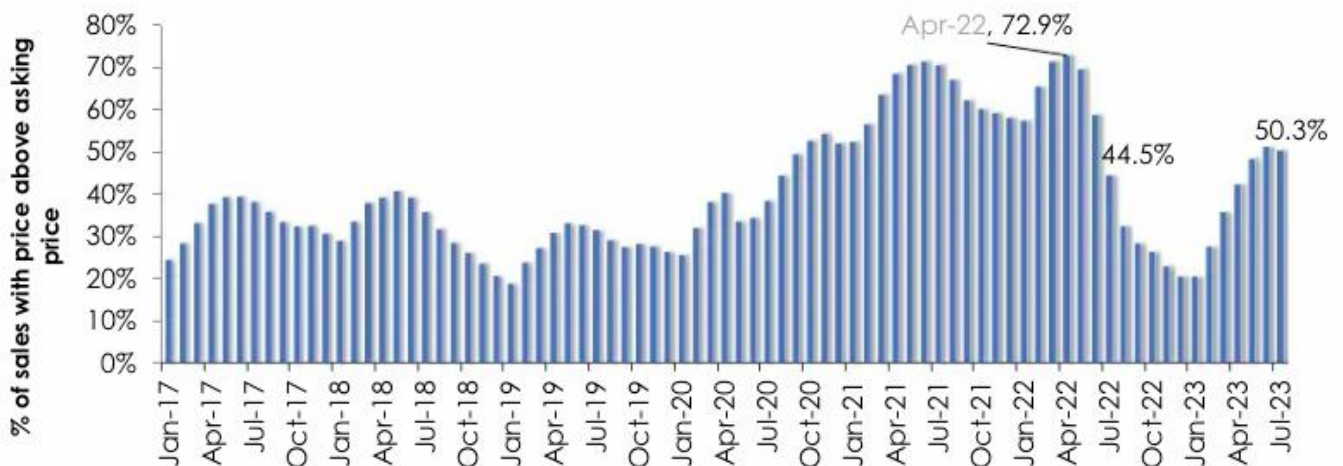


Inventory inched up but remains a challenge

July 2022: 3.2 Months; July 2023: 2.5 Months

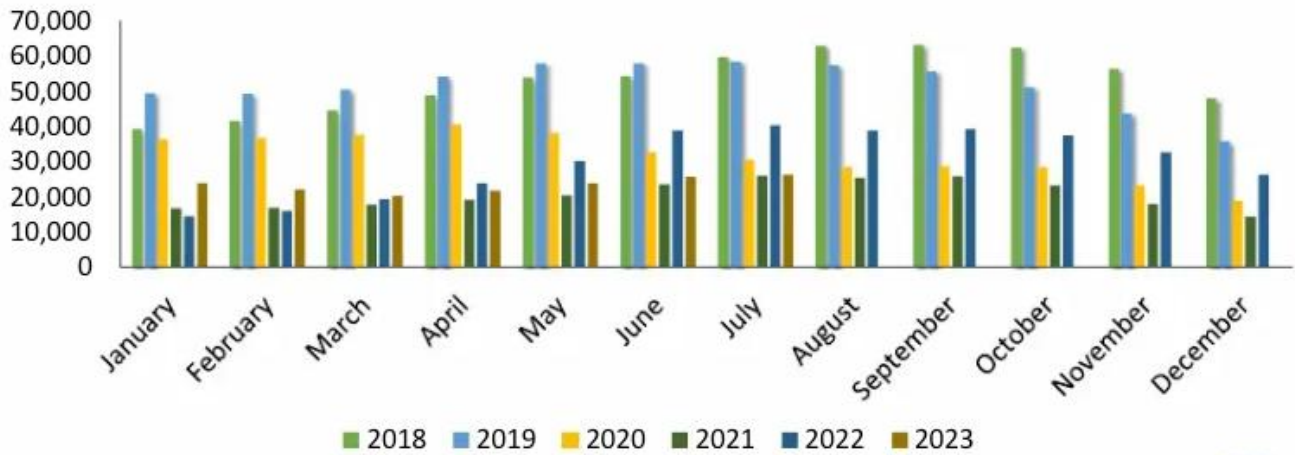


Share of homes sold above asking price dipped slightly but above 50% for 2nd consecutive month



Active listings grow slightly, but remain below last year

California Active Listings by Month



Stock Market Performance

August 31, 2023

Nasdaq	14,019.31	+0.54%
S&P	4,514.87	+0.38%
Dow	34,890.24	+0.11%
10-Year	4.113%	-1.2 bps
Bitcoin	\$27,282.68	-1.61%
Apple	\$187.65	+1.92%





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HAWAII REGION
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Regional Leadership Team



Leann Harris
Regional Director



Tony Brodie
Regional Operating Partner



Debbie Bradley
Regional Operations Manager



Zach Younger
Regional Technology Director



Herb Catania
Regional MCA



Claire Maglalang
Regional Marketing Admin

Where Entrepreneurs Thrive



kw NORTHERN CALIFORNIA
HAWAII REGION
KELLERWILLIAMS® REALTY