

NORTHERN CALIFORNIA EDITION

# TOP AGENT

## MAGAZINE

**5** Fresh New  
Approaches  
to Content  
Marketing

WHY EMPLOYEE  
APPRECIATION MATTERS  
& Can Boost Your Bottom Line

**RECONSIDER  
REFERRAL-ONLY**  
WHEN PLANNING  
FOR THE FUTURE

### FEATURED AGENTS

NANCY GONZALES  
MICHAEL LERSCH  
JENNIFER SANDVOS

### COVER STORY

**LESLIE  
BAUER**



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# TOP AGENT MAGAZINE



**LESLIE BAUER**



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**Phone 310-734-1440 | Fax 310-734-1440**

**mag@topagentmagazine.com | www.topagentmagazine.com**

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## 5 Fresh New Approaches to Content Marketing

A couple of weeks ago we were conducting a workshop when we were asked two excellent questions about content marketing:

- People don't want to hear from a roofing company every day. So how do you produce fresh and interesting content for social media that goes beyond your core services and yet ties back to your business?
- Can you extend your social media presence and content to include personal things (like your hobbies) and how does that affect your overall business image?

The workshop attendee who asked the first question was right. Almost no one wants to hear from *any* company every day... especially if all the content is about products and services... and yes, even if they're giving helpful tips and information. Does that mean you should stop producing excellent daily content related to your business? No, of course not! Content is created for two reasons. First, to provide knowledge, expertise and even entertainment to your ideal customers in order to achieve top of mind awareness as an authority in your industry. And second, to produce SEO-rich results that keep you at the top of search engines. You must strike a



balance between the two, and try to include content that draws people in by being super interesting and entertaining....and yes, sometimes personal.

To help answer those content questions above, here are five different types of content (beyond the traditional stuff) that can give your brand a fresh, unique and balanced approach:

## 1. PHILANTHROPIC

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Your community efforts say a lot about who you are, and people will make an extra effort to do business with you as a result of this connection. We've consulted business owners who are very hesitant to promote these efforts because they don't want it to seem as though they are exploiting the charities and organizations—and most especially because they don't do it for the promotional aspects. They do it to give back. I ask you to keep this in mind. Nonprofit and charitable organizations very often have small marketing budgets. Not only do they rely on outside marketing forces to promote their initiatives, they would likely be forced to close their doors without that support. That means that when someone with a strong brand and presence promotes them, it's a highly trusted and personal connection, and you can't buy that kind of support. In other words, they not only *need* you to promote them, they *want* you to promote them. But your instincts are correct. It's not about you. So just make sure your entire content focuses on the organization you're helping, what they do for the community and how

others can join in the cause. Then it becomes a huge win for all.

## 2. HOBBIES

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You bungee jumped from four of the tallest bridges in the U.S. In your spare time, you go fly fishing. You love playing chef and use only locally grown, organic foods. Your friends are always begging you to go to Vegas with your card shark talents. You've done mission work in Africa and would like to start your own group. You almost played professional baseball. You have an insane talent for gardening design or bass guitar. Your family works at a soup kitchen once a month. Ok...you get the picture. And two more words. Reality TV. People are interesting...and people are interested in interesting people. We remember others based on these unique traits. And most of all, people love the story behind the face. Don't be afraid to share your hobbies. Quite often, it's the first thing that will personally connect you to a prospect.

## 3. CREATIVE CONNECTION

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This one is perhaps our favorite. While we can't imagine seeing something come across our news feed from a landscaping company every day, imagine this for a moment. What are we always told to remember in this hectic world? Stop and smell the roses, right? So what if...a landscaping company posted a beautiful flower each day, just to remind you to 'stop and smell the roses'. And at the bottom of that photo (small print), you included



the type of flower and type of environment needed to make it flourish (moist soil, full sun, etc.). And then, of course, watermarked it with your logo...and a title like, "Sam's Daily Reminder: It's Time to Stop & Smell the Roses". You could even include some great, thought-provoking quotes. It has the personal connection (Sam), the business connection (flowers & logo watermark) and a cool creative connector (pause the meetings and paperwork to take a moment and appreciate life by noticing this beautiful flower). This is a great idea for staying 'top of mind' and connecting business with the kind of creative messaging people wouldn't mind seeing every day.

#### 4. EXPERIENCES

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This one is similar to hobbies from the personal aspect, but instead of something that identifies us like our hobbies, our experiences are random happenings that can have great interest and meaning to our audience. Whether you have a unique experience buying a new car or a fateful conversation with a stranger in the airport, if you feel it ties into a life lesson or business lesson you'd like to share, by all means do. The lesson is to keep your radar up 24/7. Any experiences you have which relate to your

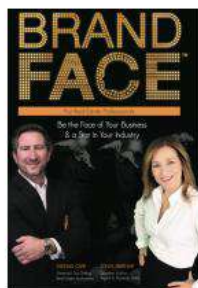
ideal customer are an opportunity to connect beyond the business world. And when we do that, we become a part of the family.

#### 5. INFLUENCERS

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"Show me your friends and I'll show you your future". You've probably heard that saying, and the same is true whether you are a teenager or a business owner. Maybe you've learned a lot of your business knowledge from Bill Gates, Steve Jobs or Warren Buffet...or you like to quote Benjamin Franklin. Perhaps you have some mentors you'd like to recognize and tell why they're important to you. Sharing the people and things that influence us is what makes us human. No matter how successful your business, you didn't get there alone. People and circumstances shaped you along the way. Recognizing others for their contribution in our lives, large or small, is important in staying connected and grounded.

We hope these five types of content help you to put a fresh spin on what you share with your audience, whether personal or professional. We believe you must have the combination of both to build an incredible brand.



Tonya Eberhart is the Branding Agent to Business Stars and founder of BrandFace®, LLC. Michael Carr is America's Top Selling Real Estate Auctioneer & BrandFace® partner. Together, they focus on personal branding and marketing designed to help real estate professionals become the face of their business & a star in their market. BrandFace® for Real Estate Professionals is a book, professional speaking series and an exclusive workshop for agents, and is currently active in 18 U.S. states, Canada and New Zealand. For more information, visit [www.BrandFaceRealEstate.com](http://www.BrandFaceRealEstate.com).



# TOP AGENT

MAGAZINE



LESLIE  
BAUER





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*Top Agent Leslie Bauer leads a team of five members helping families search for condominium and loft homes across the San Francisco Bay area.*

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The only constant in life is change, as the philosophers remind us so often. The most successful people tend to be those who recognize the fact and adapt—or even become an agent of change themselves. Consider Leslie Bauer.

In her early career she took architectural photos of the new developments that were

going up in the San Francisco Bay area. When digital photography arrived in the early 2000s, her industry began to shrink, so she took her knowledge of architecture and shifted into real estate. She started researching the new construction, looking for a central repository with information on all of the buildings, only to find it didn't exist. Leslie answered that need by establishing





Highrises.com (now Highrises2Homes.com) in San Francisco.

Fifteen years later, the company is going strong, as Leslie leads a team of five members helping clients search for condos, lofts and single family homes across the Bay Area. This year the team is on track to close \$100 million in sales, with seventy percent of that volume coming from returning clients or referrals. Leslie has earned that customer loyalty by caring more than the average agent one encounters.

“When I meet someone, I try to learn everything there is to know about them—how they live their life, where they live their life—so that when we look at homes they like, we can have a discussion about whether it fits their needs,” explains Leslie. “Each client is unique, and I think my photography background taught me to pay close attention to details. People who have hired me again after years of living in the home I helped them purchase are often surprised by how much I remember about their preferences. But I stay in touch, so





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*"What drew me to City Real Estate is their innovation when it comes to technology, something I think is incredibly important to facilitating the exchange of information and simplifying the process for our clients."*

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it really isn't that hard for me. They come back to me because they know I haven't forgotten about them."

Leslie gives extraordinary attention to every one of her listings too, applying the best technology of the day to get maximum

domestic and international exposure for her clients' properties. Nor does she neglect the more traditional methods like print ads and listing mailers. "I market every way under the sun, spending a lot on media for every listing. And we're always creating new ways to showcase our homes."





Having just moved to join City Real Estate, Leslie's excited about the future of her business, and will add two more agents soon. She's also thrilled about the new resources she'll be able to utilize in service to her clients. "What drew me to this brokerage is their innovation when it comes to technology,

something I think is incredibly important to facilitating the exchange of information and simplifying the process for our clients. That allows me to focus on what I love best, which is building relationships with clients and finding ways to better serve them long term. It's why I built a new company called





Highrises2Homes, which helps me anticipate and provide for every chapter of my clients' lives, from their first home to the upsize that comes with the start of a family to becoming empty nesters."

There's one constant Leslie's clients can count on: She'll be there for them, whatever change may come.

For more information about Leslie Bauer  
please call 415-205-3899 or email [Leslie@Highrises2Homes.com](mailto:Leslie@Highrises2Homes.com)





# Why Employee Appreciation Matters & Can Boost Your Bottom Line

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Attracting and retaining talent creates a positive working environment for your business, but it's also good for your bottom line. When team members come and go constantly, your office becomes a revolving door, with no steady workforce, abiding company culture, or continuity for your clients. What's more, breaking from your duties to post ads, interview applicants, and train new hires takes up valuable time—and time is money. Instead, creating a working environment with built-in

perks and morale boosters makes everyone happy, including you as a leader. You'll have fewer fires to put out or squabbles to referee if your employees are motivated, feel appreciated, and inclined to work together for the business's greater good.

In that vein, let's consider the concrete benefits of employee appreciation and how to apply these principles to your business in meaningful ways.



## What is employee appreciation and how do you enact it?

Whether built-in through perks and benefits or by hosting regular events, employee appreciation is about making your team feel valued and part of a whole. No one wants to feel replaceable or voiceless, so it comes down to this basic truth: employees who feel heard and appreciated invest more in their work and your business. Likewise, no one wants to hop jobs every six months. Employees *desire* reliability and consistency in their work options, but they'll be forced to move on to greener pastures if they don't feel like their talents and contributions are recognized, or if there isn't enough value to match their output.

By displaying gratitude through employee appreciation, you're sending the message that your employees' efforts are respected and considered integral to your operation's success. Employee appreciation also sets the right tone for professional relationships in your office to flourish, which makes for better workflow and communication on an interpersonal level. Motivation and morale are closely tied to employee appreciation, so there is a clear symbiotic benefit to investing in your employees' happiness in order to breed a happier, more productive work environment.

How do you make employee appreciation an active part of your business model? To start, keep it simple. Treat your employees to a bagel spread on a Monday morning to boost morale ahead of the workweek. Or, consider

an employee happy hour on a Friday, or a group lunch mid-week. Well-timed moments of generosity can lift spirits and signal your intuitiveness as a leader, while creating fuel for upcoming projects and deadlines.

If you want to take it to the next level, consider in-office perks from which your employees can derive value or morale. For instance, some offices allow employees to bring in their docile pets. Other offices keep the communal kitchen stocked with sparkling water, fresh fruit, and quality coffee to keep team members satiated. Maybe your office would benefit from a modern décor update, which might make for a more compelling, progressive workspace for your employees to enjoy. Whatever route you take, cultivating a positive office environment can extend employee appreciation on a daily, hands-on basis.

Perks and benefits are another way to build-in employee appreciation and demonstrate your investment in your team. Bike-to-work benefits, subsidies for public transportation or gym membership costs, or even supplying your team with their own smart-phone—all demonstrate a company culture that's focused on fueling your team's morale and productivity.

While some of these steps may seem like a costly investment, the returns are unequivocal when it comes to lasting employee retention. Turnover is a blight on your bottom line, so taking a proactive approach to employee appreciation can inspire a dynamic team, lead to a more positive work environment, and boost your financials for the long term.





# 100%

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# 5 Things You Can Do To Achieve Your Biggest Goals

If there's one thing successful people can agree on, it's that setting goals has been key to their success. Whether you're creating a five year plan or just settling on what you want to achieve by the end of the day, setting goals gives you the focus and direction you need to complete even the biggest tasks.

But there is a method to setting them. It's a process that takes careful thought and consideration up front, which is then combined with the hard work necessary to implement your plan. Luckily there are proven methods to goal setting that you can start using immediately.

## 1. MAKE YOUR GOALS SPECIFIC

Yes, it's fun to think in grand terms of where you want to end up in life and in your career, but it's better to have a specific goal like "Increase my sales by 25%", than "Get rich." When a goal is clear and specific, it allows you to figure out the exact steps you need to take to accomplish it. The more general it is, the more paralyzed you might be when it comes to figuring out what to do since, the choices may be overwhelming.

## 2. MAKE IT ATTAINABLE

Making attainable goals might seem boring, I mean after all, you want to dream big! But you don't want to suffer through the disappointment of not reaching your goal, something that may not even be possible at this stage in your life to begin with. One solution to that is creating goal levels. You can have the dream goal, but underneath that you have the realistic goals that are setting up a foundation for achieving the big one. Things that are attainable still take work and effort to achieve. Those small victories will keep you motivated and encouraged to go for the bigger dreams. And don't forget, those

little goals may have been things you wouldn't have gotten done if you didn't set out to achieve them, so be proud!

## 3. PUT A PLAN OF ACTION IN WRITING

Your plan of action should include daily, weekly, monthly and yearly goals. There is something about seeing things in writing and crossing them off the list that is oddly satisfying. The daily goals are especially important in regards to building up those good habits. The first few weeks of your plan of action are critical when it comes to your long term success. Reaching a goal is something you are doing every day, all throughout the day, in numerous ways. Achieving goals is all about creating good new habits.

## 4. MAKE IT MEASURABLE

This is key, since you definitely want to reward yourself for a job well done, and having a goal that is measurable in some way is a sure way to know. Maybe it's to increase your lead generation or to cut expenses, whatever the case, have a measurable test you need to meet, as well as a time frame. Then calculate what you have to do to reach that goal. Not only should your goal be specific, but the plan and the measure of success should also be set in stone.

## 5. ADJUST AS YOU GO

You can have all the best laid plans, and you still might quickly realize that what you thought would help you reach your goal, might not be cutting it. Commitment to reaching your goals is good, but commitment to a plan you know isn't going to work is not only a waste of time, but will be a devastating blow to your motivation. Sticking to a plan every day means adjusting it accordingly.



# TOP AGENT MAGAZINE

## NANCY GONZALES

Nancy Gonzales, 'Homes 4 U By Nancy' began her real estate career in 2001.

Over the last 20 years, Nancy has authored an accomplished career as a Real Estate Agent, earning numerous awards and building a network of satisfied clients throughout Northern California.

Today, Nancy serves clients in Contra Costa County, Alameda County, San Joaquin County, and the surrounding areas. By combining more than twenty years of experience with a genuine passion for helping others, she has developed a process to meet the needs of any client. "I don't view a deal as simply a transaction or a paycheck," she says. "After all, these are some of the biggest purchases someone will make in their life. As such, my clients know they can reach me with any questions or problems they may have."

When listing a property, Nancy equips her clients with the best professionals in the industry to prepare their home for sale, including photographers, stagers, and more. Nancy's cutting-edge marketing strategy ensures her client's home receives maximum exposure. Nancy utilizes a mix of traditional marketing techniques and implements innovative digital marketing tools. A people person by nature, Nancy also likes to ensure everybody is part of the transaction—including the kids. In fact, she is often known as Ms. Nancy or the Baby Whisperer to many of her past clients. "It's not just about the parents," she says with a laugh. "Moving can be challenging for kids, and I make sure they feel every bit as involved in the process."

Meanwhile, Nancy is just as helpful when assisting her buyers, carefully guiding them to the right property, keeping their best interests in mind. Nancy helps buyers to navigate all the nuances of their purchase—all while providing unmatched insight into the local market. In her career, she has earned a fantastic reputation throughout Northern California, with the vast majority



of her volume coming from repeat clients and referrals from past clients. "I'm fully committed to my clients," she says. "They don't hire me and get a team they can never reach; instead, I strive to provide them with service that rises above and beyond their expectations."

Outside of real estate, Nancy is deeply involved in her community. On top of participating in Fit4Mom, a fitness group for local mothers, she is also tremendously active within her church and attends a variety of local events throughout the years. Nancy was named one of Brentwood's most community-minded citizens. When she's not with clients or giving back, she can be found hiking or spending time in the sunny outdoors of Brentwood, CA.

Nancy has exciting plans for the future of her business. As her volume continues its steady growth, she intends on expanding her reach throughout the region while adding new members to her team. Above all, though, she will maintain the elite standard of service that has set her apart in her hometown. "As agents, we need to show our value to our clients," she says. "From helping them through complex paperwork to overcoming the challenges of buying or selling a home, we are there for them—no matter what."



For more information about Nancy Gonzales please email [nancy@homes4ubynancy.com](mailto:nancy@homes4ubynancy.com), visit [homes4ubynancy.com](http://homes4ubynancy.com) or call (925) 200-3585





# Reconsider Referral-Only When Planning for the Future

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A 100% referral rate is a testament of client happiness. But even a 30% referral rate is proof of client satisfaction. It's all relative, say some agents. One number pays tribute to past success, which is certainly a story worth telling. But the other might better predict the future. Many agents plan for the idea that

working only on referral may not be sufficient during slower times of the year, in a down market, or when an agent needs to expanding into a new sector.

Unless you are clairvoyant enough to flawlessly predict every market change or every



## ***Many agents plan for the idea that working only on referral may not be sufficient during slower times of the year, in a down market, or when an agent needs to expanding into a new sector.***

life change that your clients and referral partners may experience, it's wise to maintain an active marketing presence. The reasons vary, however, depending on the goals and trajectory of each individual's business.

If long-term success, a growing team, a legacy or expansion into new areas are not priorities, then working a sphere of influence may be enough for some agents, especially those who may be in the industry mostly for the love of the business. But for a majority of agents, no matter how much they love their work, their real estate and mortgage businesses are careers, first and foremost.

**Let's start with the team-builders and mentors.** Agents and brokers who are building teams are wise to invest in business marketing, advertising and community outreach. Ty Hutchins, who owns and operates Ty & Company Real Estate in Colorado's Front Range, says that, while she could personally live off referrals alone, her goal is to build up her agents. "I do the marketing piece for my team, so I can help them succeed," she says. That marketing includes running commercials on TV and in movies theatres, as well as lead generation that identifies potential buyers, sellers and

investors between the Colorado Springs and Denver markets. Her team's goal, she adds, is to promote their reputation of being honest, hardworking professionals with the reach of a major brand but the personalized approach of a boutique.

**Then there are the growers.** Khrista Jarvis and Nicole Jung of The Khrista Jarvis Team in the San Francisco Bay Area, are on a considerable growth track. "We're the #1 team in our area and the top team in Compass Real Estate nationally," explains Khrista. While high marks for service on behalf of their clients have led them to these heights, they know that they must continue to evolve and market their brand. "We do a good deal of social media marketing for our listings and for our business," she says. Their names, therefore, are frequently linked to sentiments of trust, dependability and market knowledge, both in their marketing and in their reviews.

**Next, there are those who weathered the worst of times.** Susan Roche entered real estate sales in 2003, following several years of property management in North Carolina. The key to her sustained triumphs through major market swings lies in her long-range planning. "If the market starts to dip or fall,



I have safety nets in place,” says Susan Roche, team leader of Simply Real Estate, based in Charlotte. “When it’s a seller’s market, I still plan for a buyer’s market and when it’s a buyer’s market I plan for a seller’s market.” In other words, no matter how comfortable her existing work may feel, she networks consistently. She also employs a full-time marketing director who leads several projects including ongoing research, events and social media exposure in addition to listings marketing. By staying ahead of market changes, Susan knows she can unfailingly represent her clients’ best interests while still maintaining a safety net for her business.

Even professionals with more than three decades’ experience and deep referral networks know the importance of business

marketing. Cathy Richards, co-owner with Nancy Dalaska of Epic-Wasatch Homes in Park City, UT, entered real estate in 1987 and still draws at least a fifth of her business from lead generation, social media marketing and community outreach. Her business partner, Nancy, adds that real estate is about much more than their own business. “We love collaborating and brainstorming with other agents to help them prosper,” says Nancy. “We believe the healthier the market, the better we all are.”

Regardless of market conditions, even the best reputation can’t guarantee long-term success. To sustain and grow, it’s wise to feed your business by increasing exposure, remaining flexible and maintaining systems for customer service, networking, research, marketing and lead-generation.





# TOP AGENT MAGAZINE

## MICHAEL LERSCH, MBA

With an entrepreneurial spirit and a love of real estate, Michael Lersch has quickly become a top agent in the greater Sacramento area. He got his start after working in sales and marketing for 17 years. "I was always interested in real estate, so after a couple of years of corporate downsizing and layoffs, I decided to pursue it," Michael says. "I owned businesses in the past, so I felt like it would be the perfect fit." He was right, and he now has his own team including two buyer's agents, one of which is his wife Julia, and a client care coordinator. Together they go above and beyond expectations, ensuring each buyer and seller is receiving the best service possible.

"I think the biggest reason people come back to me and refer me to others is because I treat them like family," Michael explains. "I do extra things during the transaction to make it as stress free as possible, like hauling junk, helping them move, pressure washing the deck, whatever needs to be done." Understanding this is a large and often emotional chapter in his clients' lives, Michael and the team focus on eliminating problems and making the journey smooth. This holds true even after the sale, with Michael being a source of knowledge for them when they need anything real estate related. "If they ever need a plumber or a new roof, we're constantly connected so they never feel awkward coming to me and asking me for a referral." Throughout the year, Michael and his team stay in touch with past clients through letters and gift cards, texts, phone calls and more. "We have a meeting every month to brainstorm unique ways we can foster those relationships. It's more than just putting them into a system and sending them a monthly email, we want to be authentic."

When it comes to marketing, Michael has a thorough strategy that gets his listings in front of as many people as possible. "I'm very involved in my brokerage, Better Homes & Gardens, so I market internally quite



a bit," he explains. With five offices in the East Bay and Sacramento area, he is able to reach many potential buyers. "I manage a lead generation team of 70 agents, so I've had great success in partnering directly with them."

When Michael isn't working, he's giving back to the community. "One group we are involved with is called Fellowship of Christian Athletes, we support them as a company so we give a percentage of our profits to them regularly." During any free time, he can be found hanging out with his family, enjoying the outdoors or playing with his two golden retrievers.

Looking towards the future, Michael has plans to continue growing. "I'm excited to be a part of a large brokerage and serving as a manager on the team. We are a very family-oriented company and it's fun to see new people come in and find that supportive, friendly atmosphere they've been looking for."



To learn more about Michael Lersch,  
please call 916-660-3002  
or email [mikelerschmba@gmail.com](mailto:mikelerschmba@gmail.com)



# 3 Mental Tricks That Will Take Your Business to the Next Level

It's no secret that running a successful business requires careful planning and a tireless work ethic. Beyond those obvious ideals, it also takes the right mindset in order to capitalize on professional opportunity. In the world of real estate and mortgage lending, mental fortitude is a major component to reaching the next level and achieving longevity in a sector that requires so much self-discipline. With that in mind, we've compiled a few key mental tricks you can employ to reinvigorate your working philosophy. Incorporate these techniques into your daily mindfulness routine and your business will surely benefit.

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## 1 Visualization helps you work efficiently and keep your cool.

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This may sound like one of the oldest tricks in the book, but there's a reason why Olympic athletes and those serving in first-responder positions use visualization as a time-honored mental technique. Not only does visualizing your daily tasks help you organize your mind, but it amps up your ability to focus on what's important. Visualization also helps reduce stress in the moment, since you've already created a mental expectation of the task ahead. Whether you're preparing for a negotiation or a pitch to new a client—visualization primes your brain and affords you an extra sense of control as you tackle your day.

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## 2 Distill concepts into their simplest terms for ultimate understanding.

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As an agent or loan officer, you're likely juggling numerous clients and commitments on any given day. That's why it helps to distill your responsibilities

in clear, definitive terms. Let's say you have a meeting set with a client to outline a marketing approach for their property. You may understand the broad strokes, but beforehand, try verbalizing the exact takeaways you'd like to impart to your client. This may seem obvious, but one of the best ways to clarify your communication and ensure your complete understanding of a subject is to explain it aloud in its simplest terms. This crystallizes your main point and can come in handy if you drift off-topic or need to double-down on your message.

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## 3 Accept that mistakes will be made.

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While it's natural to fear failure, sometimes the dread of making an error can overwhelm your ability to perform. As the saying goes: don't let the fear of striking out keep you from playing the game. If you accept in advance that set-backs will occur, challenges will come, and things won't always go accordingly to plan—you'll be less confounded when hurdles do arise. What matters is keeping an even keel as you sort through unexpected delays or mishaps. Accepting that mistakes will happen allows you to shift your focus towards a solution or contingency plan. In other words, don't spend your energy trying to achieve perfection. Aim high and work hard, but be in touch with reality: upsets are bound to occur. Accept this and you'll be ready when they do.

The path to lasting success is ongoing, and there are bound to be challenges along the way. It takes mental fortitude to make it to the top, so keep these tricks in mind as you continue to grow as a person and a professional. Seeing situations in a new light can make all the difference as you adapt, evolve, and take your business to the next level.



# TOP AGENT MAGAZINE

## JENNIFER SANDVOS

Jennifer Sandvos began her real estate career 18 years ago, at the urging of her close friend Brent Gove, a Realtor® in the Sacramento area. “In my early 20s, Brent told me that he thought I’d be great at real estate,” Jennifer recalls. “I started as an assistant for another Realtor®, and that’s how I got my real estate license!” The rest is history, and throughout the years, Jennifer has excelled at helping her clients achieve their real estate goals.

With eXp Realty, Jennifer serves Placer County and the surrounding area. Over 80% of her business comes from repeat and referral clients, an impressive feat that speaks to the trust and confidence she inspires.

“Real estate is all about relationships,” Jennifer explains. “I had a shift in my business about four or five years ago where I became more client-obsessed. I made a lot of changes in my business to make sure I was there for my clients as much as possible. I make sure I’ve met with them and answered all their questions upfront. I have buyer and seller packets and books I’ve made so they are prepared and understand the process beforehand. Even if they’ve bought a house before, I’ll still have them meet with me so I can explain the process. I make sure I’m there for them and have a high quality of service.”

Jennifer emphasizes the importance of constantly improving to meet customers’ needs. “I’m always striving to increase my knowledge and to give increased service,” she says. “I’ve also discovered a niche for myself in the country market, and I do a lot of country properties.” It’s a territory she knows well; Jennifer and her family live in a late 1800’s farmhouse on a small farm in rural Lincoln.



When it comes to marketing her listings, Jennifer takes a comprehensive approach to ensure maximum exposure. “I have a very good skillset with social media marketing,” she says. “For a country property such as a horse property, I also have different connections with advertising on horse sites and other specialty sites. If it’s a luxury listing, I’m one of the few agents in Placer County who has a membership with the Institute for Luxury Home Marketing, so I can market through that platform as well.” That’s in addition to traditional methods such as direct mail and radio advertising.

Community involvement is important to Jennifer. She has a daughter who is Type 1 diabetic, and she has been active with JDRF, as well as Dogs for Diabetics in Concord. She has also served on the committee for the Family Christmas Festival in Auburn, and on the nonprofit board for Wild Heart Ranch. When she is not working or giving back, Jennifer enjoys tending to her farm with her 6 kids, husband and all of their animals, as well as riding horses with her friends. Jennifer and her husband recently started a coffee roasting business on their farm called Yard Dog Coffee Roasters. Her family gives part of the coffee proceeds to non-profits that help law enforcement families and veterans. She mentioned that she “finds all the marketing I have learned in real Estate to be helpful in growing a second business.”

In the future, Jennifer plans to continue building her team and mentoring other agents. “I love that I’m always learning,” Jennifer says. “It’s never the same, it’s always different. I love helping people have a successful transaction. Real estate is a great way to help out in the community.”

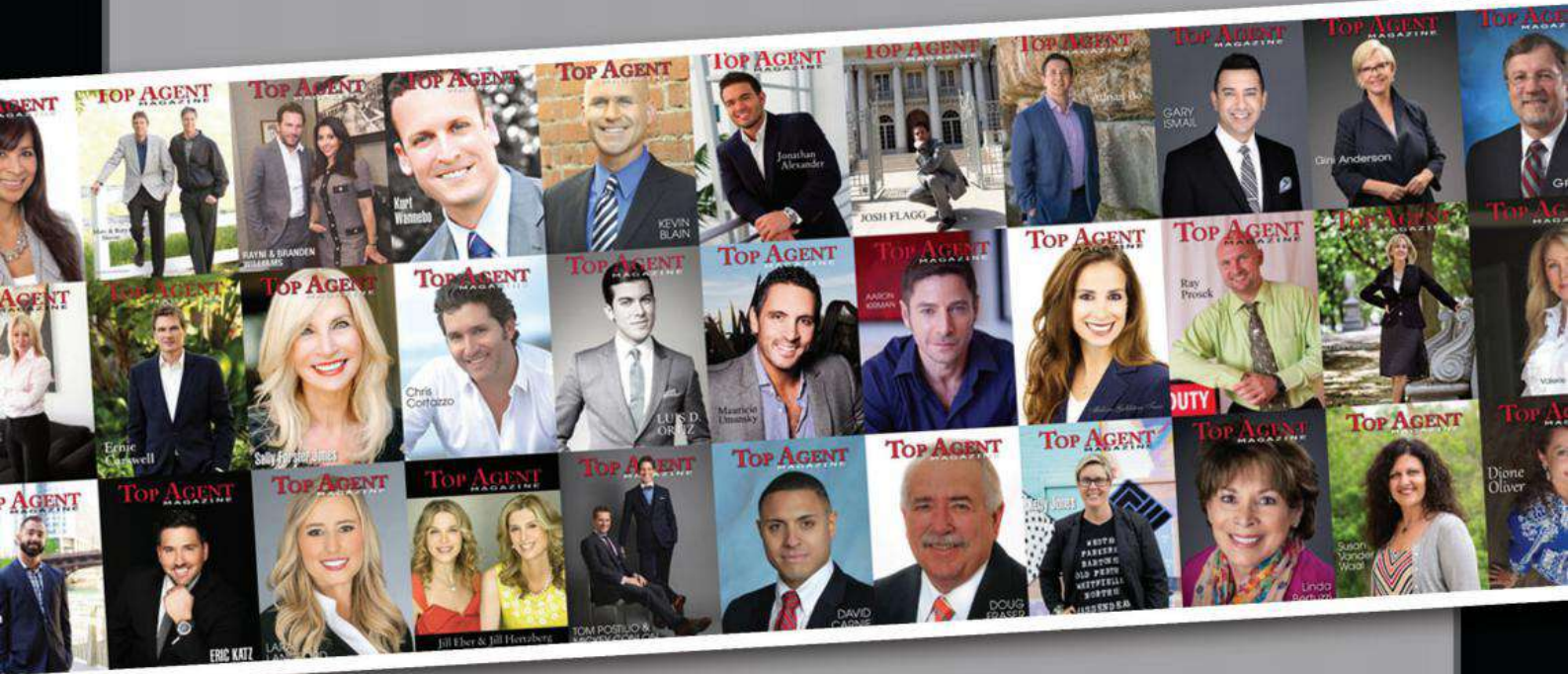
To find out more about Jennifer Sandvos, please call 916.532.5896, email [jennifer@jennifersandvos.com](mailto:jennifer@jennifersandvos.com), or visit [JenniferSandvos.com](http://JenniferSandvos.com)



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