



BRIAN Perry

Winning

in the
Long Run

Six Years Later

Six years ago, when Brian was first featured in *Sacramento Real Producers* in an article titled "Winning in the Long Run," by Dave Danielson, his story focused on endurance. As a marathon runner, he understood discipline, consistency, and the importance of staying committed to a goal long after the initial motivation fades.

"If there is a takeaway from my life, it's that I never give up," Brian explains. "It's not that I don't want to at times—

it's that I've learned not to let challenges get in my way. I don't focus on the problem. I focus on the path forward. I have goals, and I'm going to find a way to achieve them, no matter what it takes."

For Brian Perry, that mindset isn't something he adopted later in life—it was forged early.

At just 13 years old, Brian was riding his bicycle home from school in Fremont, California, when a car ran a red light and struck him in

the intersection. The impact was severe, throwing him more than 30 feet into a concrete center divider. As he lay on the pavement, gravely injured, those at the scene questioned whether he would survive.

As paramedics rushed him to Children's Hospital Oakland, they asked simple questions: Who are you? How old are you? But Brian struggled to respond.

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buttons on your phone, I was trying to answer them, but it wasn't making sense,” Brian recalls. “I had significant internal injuries, and my brain wasn't functioning correctly.”

In the days that followed, his condition remained critical. He suffered a seizure. At one point, his heart stopped. His injuries were extensive—head trauma, a fractured orbital bone, broken ribs and leg, shattered teeth, third degree burns on his face from skidding across the asphalt, and a brain injury that would take a long time to heal.

After a week in the hospital, Brian was discharged. What followed were months of physical, mental, and emotional recovery.

“It was a long road back,” Brian recalls. “They didn't understand brain injuries back then like they do now, so once my physical injuries were healed, there wasn't

anything more they would do for me. I just knew I had no choice but to move forward, not understanding how severe the accident affected me until decades later.”

That experience formed a mindset for overcoming adversity that became the foundation for how Brian approaches running, business, and life.

“I learned at a young age that bad things happen,” Brian says. “Because of that and many other challenges in my life, I've come to expect it, but I never stop moving forward. The challenges are short-lived; things will improve, and it will get better.”

Since the original SRP feature article, Brian has continued to add to his list of completed marathons, reinforcing his commitment to discipline and consistency. In business, despite the challenges in the past six years of shifting

markets, rapid changes, and uncertainty, he did what he has always done. His focus has always been on connecting with clients, creating opportunities, and delivering results, and as his business grew, he faced a new challenge: learning to delegate.

Naturally someone who prefers to do things himself, building a team didn't come easily for Brian. Instead of trying to force himself into a traditional leadership mold, Brian recognized the need to build a support system around him—one that would allow him to stay focused on clients, maintaining a consistently high level of service, while ensuring every detail behind the scenes was handled with the same level of care.

That process started with a single hire.

Adrianna Parrott joined the business as an assistant, a decision that Brian recalls as a leap of faith for both of them.

“It was a risk at the beginning,” he says. “She needed stability, and we needed to figure out how to create enough structure to support her role. But she stepped in and helped build that structure. She managed transactions, communication, and systems that we still rely on today.”

Over the past decade, Adrianna has grown alongside the business, evolving from Executive Assistant into a licensed Sales Associate. As the business expanded, so did the team infrastructure. Emma Avila stepped into the role of managing transactions and keeping operations running smoothly, while Brian's wife, Jennifer, took the lead on marketing and operations—bringing organization, strategy, and consistency to the business overall.

Together, the team reflects a deliberate approach: surrounding the business with people whose strengths complement one another, creating a foundation that allows everything to operate at a high level.

“I like it the way it is,” Brian says. “Everyone has their strengths, and they operate within them. That's what allows us to consistently




**Brian, recovering in
the Hospital in 1989**





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deliver an enjoyable experience for the client.”

For Brian, that's what it all comes back to.

“Above all, I believe that real estate is about people,” he says. “It's about households building futures, communities growing stronger, and clients feeling confident that they have the right partner guiding them forward. I just love helping people.”

It's a perspective shaped by experience—by challenges overcome, by lessons learned, and by a career built on consistency and tenacity.

Brian faced a new challenge in 2023 when he slipped going down the stairs at 4:30 am while heading out for a morning run. The fall resulted in a torn meniscus, yet he continued to train and compete through the injury while still achieving qualifying times for major races. After running the Boston Marathon in 2025, it was time to finally have it surgically repaired. Last June, after 16 years of running, he was forced to stop. For him, the hardest part was stepping away from something he loved. It broke the consistency and routine that had defined his life for years, and while he was hopeful the surgery would relieve the pain and allow him to return to running marathons, there was still

an element of the unknown. Less than a year into recovery, Brian returned to competition this May and ran his first full marathon since the procedure.

“I'm not trying to come back and start where I left off,” Brian says. “It's a fresh start with new goals. I'm grateful I get to run again. I hope to do well, keep improving, and get back to running more marathons at faster paces. I'm only 51.”

That same resilience continues to shape how Brian approaches injury, recovery, business growth, and life's inevitable changes.

“Running and training for marathons is difficult,” Brian says, “but I choose to do them because challenges like that put everything else in perspective and make the demands of daily life feel easier by comparison.”

Six years ago, Winning in the Long Run was a story about endurance—about taking thousands of steps and continuing on when motivation fades. Today, we understand that endurance comes from a deeper place. It is found in the consistency to keep going when it would be easier to stop, the ability to adapt when the path changes, and the patience to trust the process over time.

For Brian Perry, the long run was never meant to be a finish line. It is the ongoing discipline to keep moving forward with purpose for as long as the road continues. 🏃



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