

Brian Perry

LYON REAL ESTATE



profile

By Dave Danielson

Photos by Rachel Lesiw - Indulge Beauty Studio



WINNING IN THE LONG RUN

Brian Perry stands with thousands of other runners — huddled together as the time nears.

Pop! The starter's gun fires, and the mass of humanity begins the long course ahead.

There are times in life when we all need to run some sprints ... those short bursts, individual projects, and short-term opportunities that come up.

Handling those successfully is something to be celebrated. But winning over the long run ... that is something truly special ... something to be honored.

That's the way it is with Brian Perry. He knows what it's like to win over the long run as a marathon runner and a Broker Associate and REALTOR® with Lyon Real Estate.

GETTING HIS START

Some paths in life are well planned in advance. Others present themselves through time. Brian's start in real estate was the latter.

"I had no idea as a kid that I would get into real estate," Brian recalls. "But I have always been fascinated with residential properties. Years ago, my girlfriend (and now my wife), Jennifer, enjoyed going to look at properties and touring model homes. It was something we really enjoyed doing in our free time."

As Brian started his professional career, he worked in sales and marketing for several years, yet something was missing.

"That was the point when my father-in-law talked with me about the importance of selling things that I had a passion for," he remembers. Also at the encouragement of friends Kyle & Jill Phillips, he came to believe that real estate was the right vehicle for him.

So 16 years ago, Brian earned his real estate license and set out on the first leg of his run in real estate.

"I got my feet wet in the lending side of the business. That was a good start for me. It was a lot of cold calling. I sat down and wrote out a list of everyone I knew to see if they were looking to refinance or purchase a home," Brian says. "I realized pretty quickly the lending side wasn't something

that I was as personally interested in. So I put together another list, and, fortunately, at the time, I knew several people who were looking to sell."

TRAINING AND PUSHING FORWARD

At about the same time, he met Cynthia Anderson, a real estate Broker who took him on and guided his first steps.

"That was the best thing that ever happened in my career," Brian explains. "She was very experienced, and she taught me everything. She gave me a lot of training, and spent hours going through all of the disclosures and paperwork. She wanted me to really know it. That really made me exceptional when it came to knowing the transactional side of the business."

Through time, Brian's career took off. He got up to speed, maintained a good pace and gained ground.

Along the way, there were others who helped him refine his business fundamentals and grow in the business — people like Mike and Amy Marchione and Greg Larson, who Brian worked with during various stages along the way. When he began to hit his professional stride and needed additional coaching, Kris Vogt was instrumental in taking his career to the next level by opening up a world of networking with elite agents in other real estate markets. "These relationships have been invaluable to my career," Brian states.

Now, Brian is going on year two as Broker Associate with Lyon Real Estate.

Looking back on the ground Brian has covered, he's passed a lot of milestones. He is consistently recognized for finishing with production totals that place him among the top one percent in the region and the top two percent nationally.

• • • Brian loves his journey through life with his wife, Jennifer, whom he credits with being the number one contributor to his success. Along with their children, 17-year-old Emma, 15-year-old Katlyn and 11-year-old Connor, they enjoy watching their family grow and become involved in a wide range of music and athletic pursuits. They're also very active with snow skiing, paddle boarding, water skiing, boating, and beach trips.

They have a passion for giving back to the community in a number of ways, including supporting local education, arts and marine life organizations. They're members of the Monterey Bay Aquarium, and also have a big place in their heart for sharing support for William Jessup University, including through scholarship dollars and supporting the school's theater arts program. Brian and Jennifer have also had a passion for serving as marriage mentors for younger couples over the past 14 years. They also enjoy supporting local sports programs, including basketball and cross country. In fact, one of Brian's favorite things is coaching local kids in cross country.

Another favorite to get involved with is the Run Rocklin local charity event, with proceeds going to the Matt Redding Foundation.

HITTING HIS STRIDE

Ten years ago, Brian started a new leg in his life's journey — running marathons. Since then, he has covered a lot of miles literally and figuratively, completing a dozen events, including qualifying multiple times for the Boston Marathon, and running it in 2015.

Brian and his family share their love for the sport with the area that they call home. A great example is the annual California International Marathon each December.

"The run starts from Folsom to the state capitol in Sacramento. We get people from all over the world who come for it," Brian says. "My family will stand out there in the rain in umbrellas to cheer me on. And we always invite our clients to join us. There's the big Christmas tree at the end of the run, and we take lots of photos there. It's a fun way to get together with clients and friends."

Each marathon Brian runs actually begins up to 18 weeks beforehand.

"I start working with my coach at that time. It's a very vulnerable place to be. As a runner, you spend a lot of hours alone with your thoughts," he explains.



"You have to be comfortable being uncomfortable. There are a lot of workouts involved even beyond the running itself ... things like speed and track work."

On race day, Brian shows up a couple hours early. The whole day is a journey unto itself.

"When the gun goes off, I'm thinking about my pace. There are four or five times during the race I feel like I want to quit or slow down. In those moments, it's a mental tug of war to not quit. But I think of my family who took time to come out and cheer me on, and my coaches who take time to pour into me ... you want to do your best for others."

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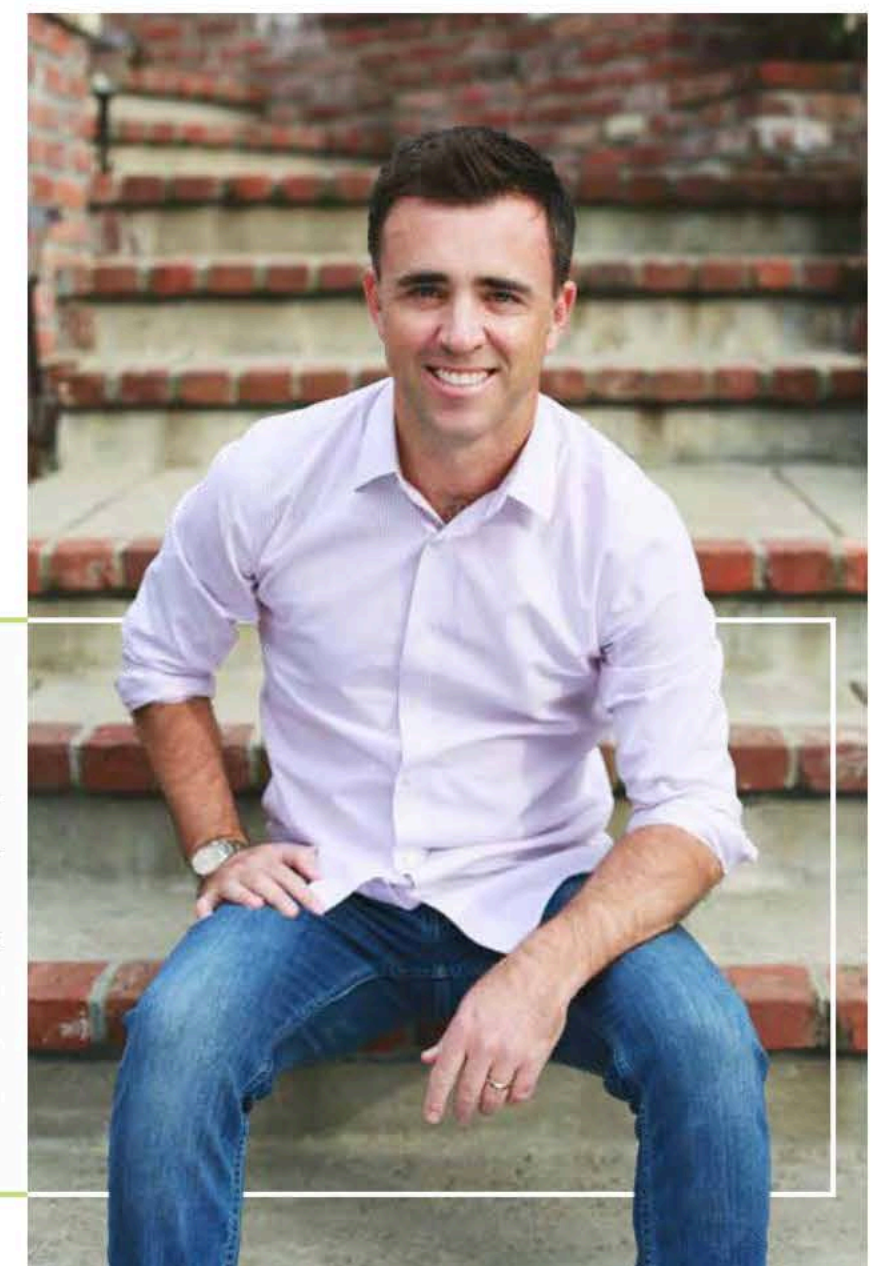
In the process, Brian says there are moments of elation mixed with grinding doubt that make him want to quit. But by mile 23, things change.

"By then, I know I've got it. As I come in, I see my family, and there is this overwhelming feeling of joy. I get overcome with emotion," he smiles.

The marathons Brian runs are a perfect metaphor for the run he trains for and executes each day in real estate and in life.

Two primary forces sustain each step Brian takes.

"We believe in God. As a Christian, my faith is central to my success in life," he explains. "I also believe you should surround yourself with people



who believe in you. In my life, I've had my wife, my family, my parents, my in-laws, and also great friends who have supported me and poured into me in so many ways."

Since he first started running marathons, Brian has seen a big difference. He finished his first race in 4 hours and 39 minutes. And he finished his most recent event in 2 hours, 55 minutes and 56 seconds.

"It teaches you a lot about yourself and what you're made of," he emphasizes. "In the end, it's about finishing — not your time."

That's the spirit of a winner ... who does what it takes to get it done right ... over the long run.

