







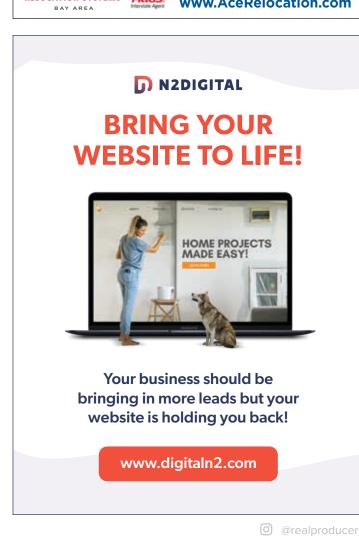


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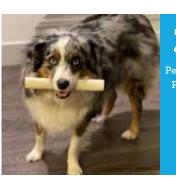




Partner
Profile:
Sonia
Romero
| S&R
Janitorial
Services



20 Profile: Chris Sabido





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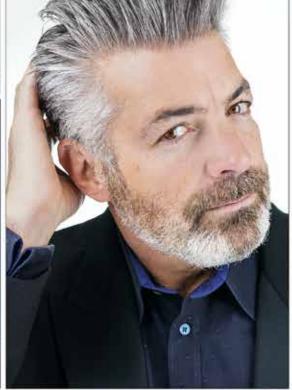












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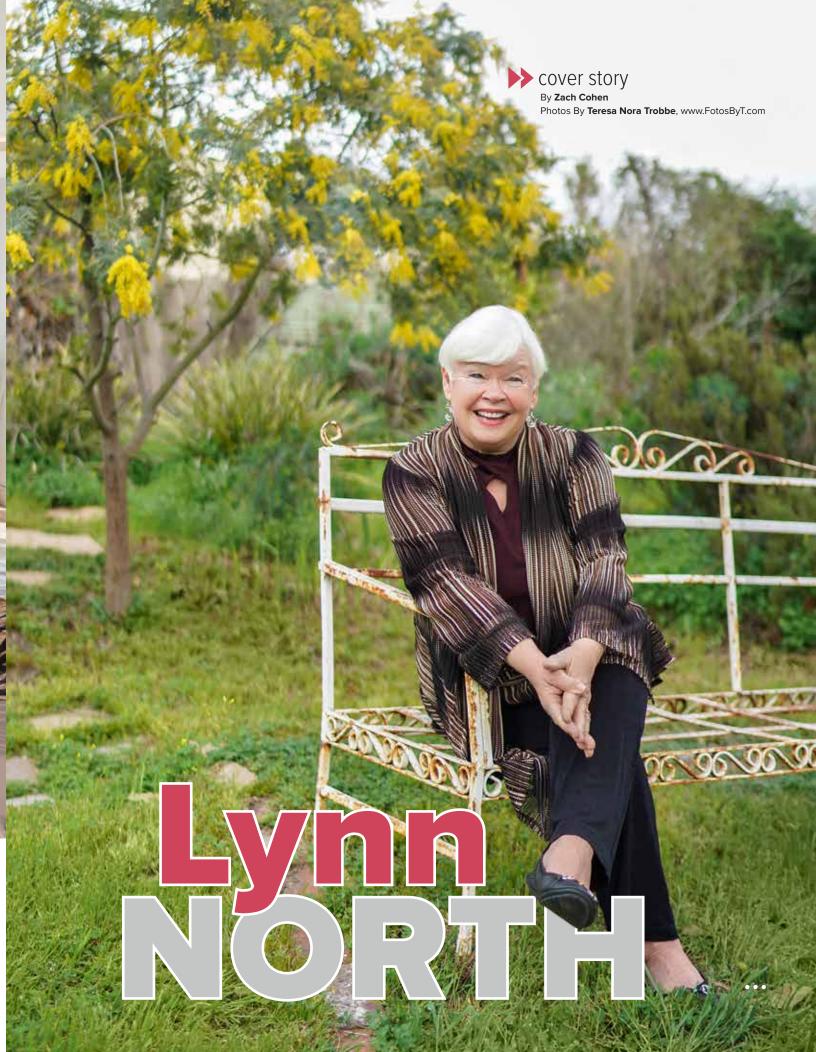


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Fear is the greatest enemy. Do not let fear drive your processes. It's okay to be afraid. But the fear is not

YOU "

moved to San Carlos, so the kids could stay in the same school district. It was a challenging childhood experience for Lynn, but she came out of it stronger. She rose from this time with a greater appreciation for the simpler things in life: to love those close to her and to appreciate the gifts of life.

"What I take out of it is that gratitude is your first place to start. As difficult and painful as life can be – and none of us are exempt from it – when it's really rough, I ask myself, 'What am I grateful for? What can I learn from this?' It was tough losing my mom. But I had an amazing family and wonderful people who cared for us.

"That's how I find resilience. Gratitude."

Working Life: Working Her Way Up the Ladder

As Lynn approached her late teens, she was bound to the inequalities that many of the women of her time faced. While her family put her brothers through college, including graduate school, Lynn and her sister were expected to go to work right out of high school. If they wanted a degree, they were going to pay for it themselves.

Lynn did just that. Out of high school, she landed a job at Pacific Bell as a switchboard operator. Within three years, she worked her way up to a management position and was eventually promoted to become one of the first female vice presidents in the Bay Area. In the meantime, she earned an organizational behavior degree from USF.

The Early Years

Lynn North describes her mother as a pillar of the San Carlos community. In the 1950s, when women were fighting for their rights, Ramona was a true leader. But, tragically, when Lynn was only 9 years old, her mother passed away (at the young age of 33) from a strep infection she received during cesarean delivery, which traveled to her heart.

"I have a twin sister, and we were both 9; my brother was 8," Lynn recalls. "It was six weeks after having my brother, Mike, and she had seemed to be fine. But my grandmother called her that morning, and she said she wasn't feeling well."

Lynn's grandmother came to the house quickly, but Lynn's mother had already passed away. When Lynn came home from school, she learned that her mom was gone.

"It was a heartfelt moment that felt like a deep pain in my soul when we found out," she recalls.

Lynn and her siblings went to live with their grandmother, who had



"I turned lemons into lemonade. Without regret or resentment," Lynn smiles.

At Pacific Bell, the other VPs chose the prestigious San Francisco area, and Lynn was assigned to San Jose – what eventually became the Silicon Valley.

"My team put in the entire infrastructure of the Silicon Valley. With digital technology, we mechanized all of the businesses, and it was a fantastic journey," she recalls.

After 34 years at Pacific Bell, Lynn retired in 1999.

A Second Career Blooms

When Lynn retired from Pacific Bell, her inspiration and vivacity for life remained steady. She helped a couple of startups and accepted a \$20/hour job to run her local church when her pastor retired after 26 years. In 2004, she learned that a friend needed help in their real estate business and accepted a job to be their assistant. For a year, she learned the business inside and out and was grateful for getting this strong foundation. It was a critical time, one that eventually encouraged her to get licensed.

Real estate had always been percolating in the background of Lynn's dreams and aspirations. But the idea of building her own brand – instead of someone else's – was a significant step.

Only a few years later, the Great Recession hit – another momentous time of change and challenge. "There's a lot of ways to get past the darker days," Lynn reminds us. "One of the things I did was introduce myself to all the top agents offering to work every open house. I met buyers, earned the trust of my colleagues, and the rest is history."

In her business today, Lynn takes an atypical approach. She only accepts one listing at a time, so that she can give complete focus to every client.

She also focuses on assisting seniors

– a group that she believes needs
extra attention in the market. She has
dedicated her life to helping seniors
in gratitude to her grandmother, who
raised her. Lynn takes seniors under
her wing to help them make sound
life decisions – not just sell a home.
She is Chair of Sunny View's foundation, which keeps her current with
what is being offered to seniors and
their families

"My theme is helping people navigate change, whether it's a telecom monopoly or real estate," Lynn explains. "I prefer a more consultative approach with my clients. I start with asking, 'Why do you want to move?' I've actually talked people out of not selling their homes when they really don't know where they are going since they can't afford to come back into this area."

Bringing Resilience Into the Future

Over the years, Lynn has maintained a close bond with her church. Even more so, she's sustained a powerful relationship with her own sense of spirituality. She believes the meaning of our life is to find our gift, and the purpose in life is to give it away.

"My faith – it's a big part of my life. I believe God has a bigger dream for us than we can even imagine," Lynn says.

It's her faith that has carried her through so many challenging moments. Because, as Lynn reminds us, no one is exempt from challenging times. We all go through it. It's our response to these challenges that define us.

"People have a lot of financial fears, especially not succeeding in this business," Lynn says. "Fear is the greatest enemy. Don't let fear drive your processes. It's okay to be afraid. But the fear is not you."

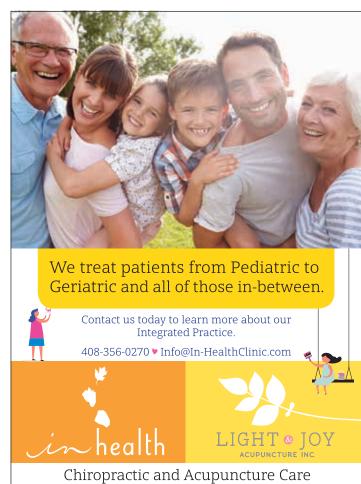
"Know that you will get through this," Lynn continues. "Sometimes we can't envision the potential nor the ending. Know how to cope with disappointments, setbacks and barriers. Realize what your purpose is, and you will achieve it. Focus on the value, not the fear. Courage is when we overcome fear."

"We just have to get through each day with gratitude, which can really help your perspective. Helping someone that is in more need changes our outlook, too. I'm blessed that I have the ability to make a difference to others. That's what makes being a part of this planet so rich for us."

My faith – it's a big part of my life. I believe God has a bigger dream for us than we can even

IMAGINE.







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it's all in the details

rom day one, Sonia Romero
aspired to be different. After
a decade and a half working
as an endodontics assistant, she
changed her career path drastically.
In 2016, Sonia started her own
business, S&R Janitorial Services,

with the vision to become a premier cleaning provider.

Four years later, Sonia's dreams have come to fruition. She's formulated unique partnerships within the real estate industry, which has helped her grow S&R Janitorial
Services into a creative,
forward-thinking cleaning
service. Sonia steps beyond
the simple cleaning service
model to offer flexible service
options, a commitment to
environmental stewardship,
and top-notch communication
with her clients and partners.

the journey home

Sonia Romero was born in Mexico City and moved to the Bay area with her mother at the age of 8. At the time, she barely spoke English.

"It was a lot, a lot of adjustments," Sonia remembers.

"All of my family is still in Mexico City; it was just me and my mom. My mom wanted to have a family, so she remarried, and we moved to the Bay Area."

Sonia was lucky to have a teacher that spoke Spanish and cared about her learning. She received mentorship from teachers and peers, and by the time she was in third grade, Sonia was speaking, reading, and writing English fluently.

Sonia visited Mexico City every year as a child and teen, and continues to visit every couple of years as an adult. While her extended family remains in Mexico, her life is now rooted in the Bay Area – the place she's called home since the move all those years ago.

After graduating high school, Sonia attended Foothill College to become a registered dental assistant. 66

It's all about the small details.

I'm very detail-oriented.

I PROVIDE
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Even small
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faucet to shine,
or the windows
stand out.
I make sure the
house stands
out, feels fresh.

99

"My main goal was to be able to have a family," Sonia smiles. "I wanted to be able to work a good job and raise my kids."

the transition: S&R Janitorial Services is born

Sonia spent 14 years working as an assistant in an endodontics practice. Over the years, she became friendly with the woman who did the cleaning for the office. When the cleaning woman was out on vacation, Sonia would help fill in.

"I started cleaning our offices after a while. When the lady that cleaned the offices left, they needed help. I told HR that I used to help her; I can do it. I worked there, they knew me, so I did it."

What began as side work quickly developed into a broader vision. The more she cleaned, the more Sonia realized that she had a love for the job. She began doing research on how to start a small business and was linked up with the local small business association. Soon enough, S&R Janitorial Services was off the ground.

making a difference

From day one, Sonia had a big vision. She wanted to be the best of the best. She aspired to be different.

"I didn't want to be a typical house-cleaning lady," she says. "I wanted to stand out. I am fully insured. I wanted to care for the house to a different level. It wasn't ever just about the money for me." Whether she's cleaning an apartment or a million-dollar home, Sonia still offers the same attention to detail. She offers flexible services that can meet the needs of any home, homeowner, or project.

"I'm very flexible with what people's needs are," Sonia says. "Other than cleaning, I can maintain the home. If I see the grout or tile getting worse, I can help point that out. If they need help organizing things, I can help."

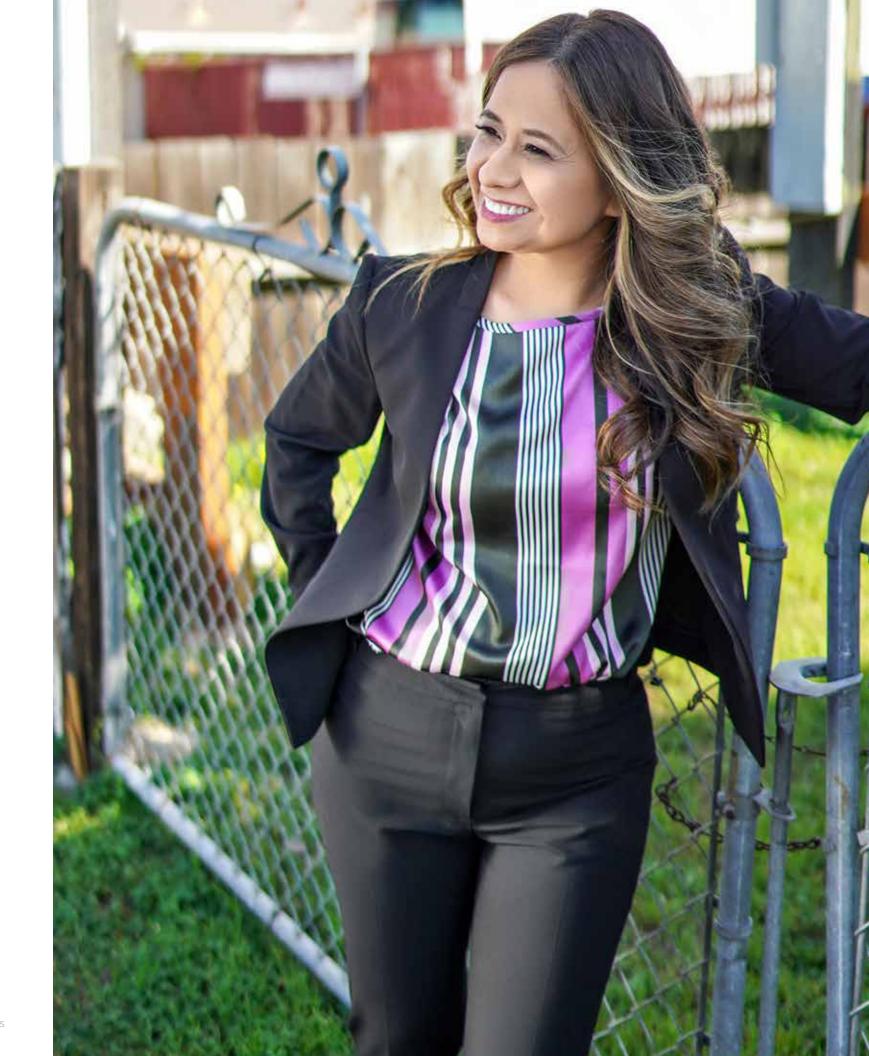
In real estate, Sonia specializes in preparing homes for photography, showings, open houses, and getting homes move-in ready.

"Window cleaning, carpet cleaning, deep cleaning, and hauling are other services that S&R Janitorial Services can provide to interested clients. Every house is different," Sonia says. "It's all about the small details. I'm very detail-oriented. I provide a quality of service that is going to make a house stand out. Even small details like getting the faucet to shine, or the windows stand out. I make sure the house stands out, feels fresh."

With S&R Janitorial Services, Sonia is always out to achieve the "wow" factor.

"Sometimes you walk into a house, and you can feel it: 'Wow, what a difference."

For more information, please visit srjanitorialservice.com.





CHRIS in sho Cre Profile By Zach Cohen The Christian in the christian in

Centered for Success

Equanimity: mental calmness, composure, and evenness of temper, especially in a difficult situation.

Equanimity defines Chris A. Sabido. In conversation, his centered energy brings a sense of calm. In real estate - which can often feel like a storm - Chris's spirit is a welcome addition.

Chris's sense of peace comes from his humble nature. At only 6 years old, he and his family - his mother and three siblings left their home in the Philippines for the United States.

"I was raised by a single mom. She worked really hard to keep us afloat and take care of us. That inspired me a lot in my work ethic," Chris reflects.

Growing up, Chris and his family moved around a lot from neighborhood to neighborhood. Chris's mom always managed to find a home in desirable neighborhoods, and Chris remembers appreciating that. It also may be what sparked his interest in real estate.

Humble Beginnings

From an early age, Chris was engaged in the workforce, learning how to stand on his own merits.

"Growing up, I had a lot of jobs. I started by working at my family's ice cream shop, Double Rainbow Ice Cream in Palo Alto. I woke

up at 5:00 a.m. as a paperboy for the San Francisco Chronicle and Examiner, then worked for McDonald's, Sportsmart, Circuit City, Good Guys,

Cucina! Cucina!, Lark Creek Cafe, Sony, City Rent-A-Car, State Farm Insurance, and Monster Cable. In elementary school, I even sold the most candy bars in my grade class by several boxes."

After graduating from college in 2003, Chris was seeking a career. The economy wasn't in great shape, and for two years he jumped from temp job to temp job.

"Then I dove right into real estate," Chris recalls. "I always had an interest in real estate and was inspired by different types of homes and neighborhoods. Back in high school, I would always drive around different neighborhoods and look at houses. I never liked being behind a desk. I like meeting new people, being out and about, seeing different things and faces every day."

Real estate felt like a perfect fit, but Chris was up against a challenge. He was young, inexperienced, and in debt.

"When I first got into the business, I was in a mountain of student debt. It wasn't the easiest thing to jump into. No salary, no hourly pay."

Still, something in Chris recognized that it was the time to take a leap of faith.

"I knew if I got a regular job, I might never get into real estate, so I decided to jump into it. Two and a half weeks after I got my license, I sold my first home."

Soon after, however, Chris hit a drought.

"I spoke with my broker and said, 'I'm running out of funds.' I had bills I needed to keep paying."

Chris's broker told him to hang in there. While it was the end of the year – a time where business often slows down – Chris went on to close nine deals in November and December alone. He won Rookie of the Year, and he never looked back. "That time humbled me," Chris says.
"I never get too high and never too low. I stay humble."

The Relational Model

Over the past 15+ years, Chris has built his business based on three simple principles: relationships, hard work, and a willingness to go above and beyond for his clients.



A LOT OF MY
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"Early on, I was always the first one in the office and last one out," Chris recalls. "I built my business from the ground up and based it on relationships. When I started, there was no magic list of buyers or sellers. I created my own clientele. I reached out to anyone and everyone. Friends, neighbors, door knocking."

Chris also prides himself on being fearless. He's not afraid to do things for his clients. He embraces the uncomfortable.

"I like to make sure my clients really have a pleasant experience with a full concierge-type service," Chris says. "A lot of my clients have turned into friends over the years, and I always try to meet and exceed their expectations."

Chris has built upon that Rookie of the Year award to become a consistent top 1% producer nationally. He's received numerous awards, including the Gold Performance Award, the Master's Award, President's Circle, and Platinum Emerald Elite, the highest award achievable with his previous brokerage.

How has he accomplished all of this?

"From the relationships I've built from all walks of life. From first-time homebuyers looking for residential real estate to seasoned investors looking for commercial real estate. I'm pretty well-rounded and personal, yet professional," Chris smiles.

Genuine Success

For Chris, success goes far beyond the numbers. When asked what success means, his answer is telling: family.

"My family, to me, is success. That's the most important thing. Second would be my business," Chris says. "My family is my main motivator to inspire me to grow. I'm proud to say that we just finished building our dream home that we all worked so hard for. We're living our dream together, and it's amazing how your thoughts and visions become reality if you really believe in them."

Chris and his wife, Neriza, have two young children.

"We like to spend a lot of time just being together. Watching movies, eating, going on walks together, and traveling the world. We like to build memories together rather than buying things," he says.

Whether at home or in business, Chris's spirit remains the same: calm, centered, and humble.

"I'm just blessed," he says.

quanimity: mental calmness, Equanimity defines Chris A. Sabido.

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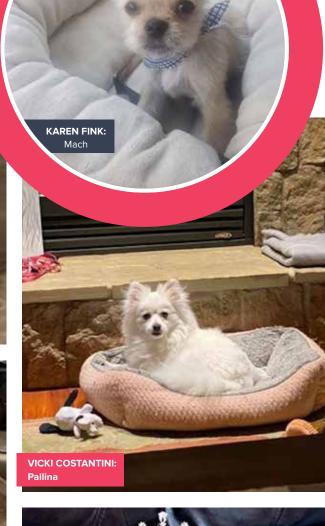




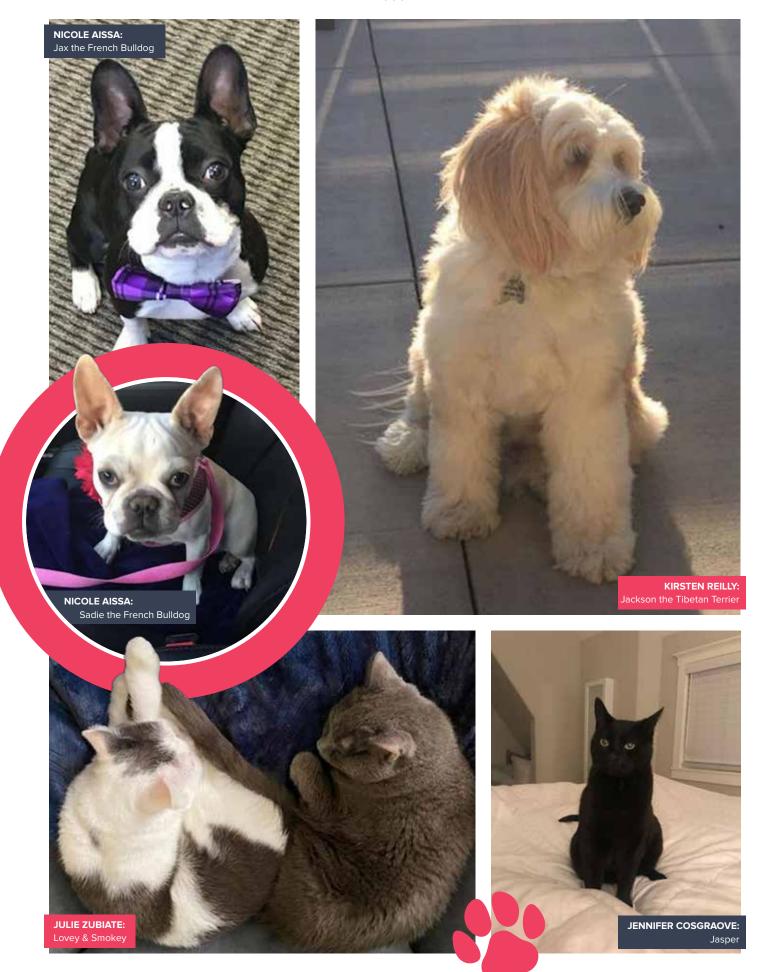




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"Shane and his team were extremely responsive and helpful to us throughout the entire process. We were on a tight timeline to close in a very competitive market, and Shane expertly guided us through everything. I give Shane my highest recommendation and will certainly call him again the next time we're buying a home."

* * * * -J. Johnson, Del Monte Forest, 1/25/21

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