

EXECUTIVE AGENTTM

MAGAZINE

*Ron
Arnold*

Executive Agent of the Month

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Company Profile

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Ron Arnold

“Where People are Highly Valued”

Written by Haley Freeman - Photography by Ian Wiant

Ron Arnold leads a celebrated team of real estate professionals at Keller Williams Realty in Brea who highly value relationships with people. Their joint determination to do right by others is motivated by a genuine desire to serve and sustained by faith-based values. Their success proves that when you put others first, good things follow.

Ron enjoyed an idyllic Southern California childhood in the Mayberry-esque town of Montebello, where he and the neighborhood kids played baseball until nightfall and calls to the dinner table summoned them inside. His extraordinary athletic and academic talents eventually led him to the University of Southern California, where he played baseball with the university's 1978 championship team. He went on to a professional baseball career, first with two Major League teams in Mexico and then with

the Oakland A's. During his journey, Ron experienced the contrast of life among California's glitterati against that of Mexico's dire poverty, and he discovered that money is not the source of happiness. "It really helped me clarify what I wanted to do in life," he says. "Some of the happiest people I ever saw were among the poorest families in Mexico."

Ron returned to California and knew he wanted to do something radically different with his life. After much analysis and soul-searching, he decided to pursue his passion for writing. He found an opportunity to join his faith with his vocational interests, which led to a successful 20-year career in the Christian book store industry, where he achieved accolades as general manager of the nation's most acclaimed store.





When Ron's wife, Sue, was pregnant with their second daughter, they began looking for a larger home. In his customary methodical fashion, Ron developed a 39-point, weighted checklist of the features they were looking for in a home, and he set out to see every home for sale in the area. "This was before the internet," he says, "and after 260 homes, I got to know the inventory pretty well. I cared so deeply for this because it was for my family."

Ron also got to know the area's Realtors®, and he was frequently disappointed by the quality of ethics and professionalism he encountered. When he finally did the final walk-thru for the very home he and Sue still live in today, he declared to the agent there, "The last job I'd ever do is be a Realtor®."

But God, As They Say, Had Other Plans

In time, Ron found himself at a professional crossroads. As he was deciding his next career path, he interviewed the people closest to him regarding his options. They unanimously agreed on one thing: he should become a real estate agent. In spite of his heart's serious misgivings, he realized real estate was more than a career - it was a calling. It was an opportunity for him to take all he had learned on his own journey and help others through a

significant life event with integrity and compassion.

Ron was inspired to sit down and begin drafting the faith-based mission statement and 10 guiding principles that govern his real estate practice today. These core principles revolve around respect, doing good, speaking the truth and showing love. Ron explains, "I've had three callings in my life: To the Lord, to my wife, Sue, to whom I've been married for 27 years now, and to the industry of real estate. From the beginning, we never wanted to be called 'Christian' Realtors®. Rather, instead of 'trading on the name,' we wanted to be identified by what we do and the way we authentically treat people."

Today, Ron and his team are gratified to work with a real estate company that fosters a work culture organized in priority of God, family and business. "That has always been my philosophy, and it feels good to work in an environment that supports me in that. Keller Williams also offers systems significantly beyond other companies in the industry. They spent over a billion dollars on technology last year, and as agents, we are now seeing the results. It's all about building a business that is repeatable, predictable and sustainable so we can serve our clients most effectively."



This multi-generational and multi-cultural team includes wife Sue, also a licensed Realtor®, along with agents Will Lau, who speaks Cantonese; Susan WanRoss, who speaks Korean; Jeffrey Munson, who like Ron, speaks Spanish; Greg Almquist, a veteran luxury agent; and Kelly Morgan, who just recently joined the team as both a Realtor® and executive assistant. “The Lord brings amazing people into my life. Every person on our team is a licensed agent, and they’re all caring human beings and quality professionals. But everybody knows Sue is the most important person on the team - she’s the glue that holds everything together. She’s so good at nurturing people and caring for the little details. My wife is truly gifted. When anyone sees us coming, they’re always ready to give her a massive hug. I tend to be very analytical, so she softens my approach, and that softness is what draws people. I think she’s the reason we

win so many listing appointments. We work with staging professionals, but Sue also has a great talent for preparing houses for market.”

Ron and his team constantly come back to their mission statement and core principles as the benchmark for evaluating their business decisions and advice to clients. “We care authentically about other people’s best interests and our fiduciary duty to them. Sometimes that means discouraging clients from buying or selling because they’re not ready, or because there is too much risk. I have counseled couples not to buy a house because the financial burden would likely undermine their marriage. There are more important things in life. I think that makes our team different. You can’t teach that - the willingness to say no to money for the good of someone else.”





More than 125 raving fans on the internet agree. One recent homebuyer shared this experience: “Ron and Sue are realistic advisers and negotiators. They knew what issues to push on and what not to. They also brought a list of very helpful, local contractors with whom we consulted. In one instance, based on Ron and Sue’s insights and those of the contractors we hired, we cancelled escrow on a seemingly good house that turned out to be a money-pit. What was so relieving is that neither Ron nor Sue ever put their own interests ahead of ours. They sought our best interest and were willing to lose a commission when we walked away from the aforementioned home. When they did find the house for us, Ron kept us on track through the escrow process, including staying on top of our lender. Ron did his own agent inspection of the home along with our physical inspection contractor. We have already recommended Ron and Sue, along with the whole team, to all of our family and friends.”

Currently, Ron and his team are enhancing their service by producing a series of informative and entertaining videos that will provide their clients with essential information at every step of the real estate process. This is just one more way in which they are shattering the norm and delivering a world-class real estate experience.

A man who has, so far, lived a life of three callings, Ron is deeply gratified by the path he chose more than 15 years ago. He continually strives, through his and his team’s service, to demonstrate that people are highly valued.

“By the way we treat people, we make them look up. I think that’s transcendentally important.”



PROOF

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