

SAN DIEGO

# REAL PRODUCERS

INFORMING AND INSPIRING REAL ESTATE AGENTS

RIISING STAR

**TEAM  
STEELE  
SAN DIEGO  
HOMES**







# MELISSA & JOHN STEELE

## TEAM STEELE SAN DIEGO HOMES

Photo Credit: Jeeheon Cho | By: Mikaela Rios

### A Soaring Kite

Don't let their youth fool you. John and Melissa Steele are very much a powerhouse couple, wise beyond their years, and with boundless energy to match their sky-high goals. They are the team to watch – soaring to lofty heights in the San Diego real estate world.

#### The Future of Real Estate

With their technology-driven approach, Team Steele is, “the next generation of real estate.” John believes, “our technology is a game-changer for clients. We’re using cutting-edge technology to benefit our clients, such as 360-degree video walk-throughs, apps, social media, and more.”

It seems the future is upon us. “Things are shifting in our industry,” John ex-

plains. “One example is the 360-degree video ‘virtual reality’ tool. Very soon, instead of visiting 10-15 properties with a buyer, this tool can help narrow down the choices to the top two or three to see in person. With this technology, clients will be able to buy houses from half way around the world.”

It’s important to note that Team Steele embraces technology as a tool to enhance the client experience, not

replace the personal touch that seems to be their signature.

**“We aim to provide our clients with the very best service, catered toward their needs, while also making the process enjoyable for them,”** says Melissa. **“It’s not a *transaction*, it’s people; and we want to be of service to them, making their experience memorable in a *positive way*.”**

#### Changing Industry Standard

Positively affecting others is both a life and business standard for the Steeles, and it’s the reason they entered real estate in the first place. “We noticed there was a great amount of improvement to be made in the field, and we became excited about changing the industry standard,” relays Melissa.

Having had a less-than-desirable home selling experience of their own, they recognized that it’s the client who suffers from a real estate agent’s inadequacies, often to the tune of thousands of dollars.

#### Higher Level Real Estate

Team Steele operates at a higher level. “The business model we’ve chosen has resonated with so many people, that the hardest part of our business is keeping up with our growth,” says Melissa.

John adds, “But we don’t want our business to grow at the expense of our clients. We’d prefer to turn down business than take on too much.” This is where the team-growing concept is employed, to uphold excellent client experiences.

#### Team Growing

“We’re starting to hit our stride and grow our team,” says John. “In do-

ing so, we look for quality over quantity in those we hire. Anyone can learn the ‘ins and outs’ of a transaction. We’re looking for the grit and hustle in agents we add to our team.”

Team Steele is already six people strong, and growing.

Predictably, Melissa and John are structuring their team very differently. “Our team members are able to keep their own production, have a good split, and take their own listings,” explains Melissa. “John and I have a passion for coaching and helping others. We want to be managers who are mentors; invested in the success of the individuals on our team.”

“Because of this,” John adds, “we encourage our team to be self-driven and balanced, with their business goals and in *all* aspects of their lives.”

#### Successful Convictions

To the Steeles, success isn’t complicated. John states simply, **“If you want to be successful, hold high standards for yourself and follow through. Remember that ‘how you do anything is how you do everything.’”**

John and Melissa adhere to the belief that, “Life shouldn’t seem like a chore.

**True success is doing what makes you happy while still being able to support yourself and positively affect the people around you.”**

With over \$13 million in volume this past year, and a career volume of over \$21 million since start-

ing Team Steele in August 2015, it’s evident that the Steeles are living out their convictions.

#### Faith and Vision Coincide

In order to achieve great things, the Steeles believe faith and vision must coincide.

**“Have faith in yourself. You’re the most powerful tool on the planet, so don’t undervalue yourself,”** urges Melissa. “Fear of the unknown is normal, but to break through that fear takes courage. Empower yourself to achieve the dream you want. Dream, declare, and deliver.”

John agrees, adding, “Also, have a vision. What are you doing to create your business? What’s your goal for the year? Know what you want and where you’re going. How will you get there? Know your production numbers. Run your business like a business, not a hobby.”

#### A Perfect Balance

It’s evident that both Steeles share a passion in getting to the top and making a name for themselves and Team Steele.

John relays their goal is to, “create a mark in a positive way, by making an impact on the industry and a name for ourselves as the ‘go to’ team in San Diego.”

To achieve their goal and live out their passion, the Steeles work together with ease, relying on excellent communication skills and the equilibrium of their personalities -- Melissa is the “creative” and John’s is the “analytical.” Together, they are a perfect balance.

“He’s the string to my kite,” says Melissa. “With the string, the kite will soar, yet still be grounded.”

Team Steele’s kite is soaring, indeed. Soaring to lofty heights in the San Diego realty world.





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