

Written by Haley Freeman



## Dominic Zendejas

Realtor® Dominic Zendejas is leading a new mission in real estate: harnessing the power of real estate to uplift humanity.

Dominic's unique approach is inspired by something he observed early in his working life. He was in the shoe department at Nordstrom, when TOMS Shoes began

flying off the shelves. "TOMS were moving twice as fast as Uggs and Converse, and at a fraction of the cost," Dominic recalls. "Meanwhile, TOMS was putting shoes on the feet of millions of needy kids and creating a style that was in demand. I wondered how it was possible for somebody to shake up an industry that way, and why it couldn't happen in other industries."



## One Team, One Dream

Dominic kept that vision in mind as he went on to work at Apple, and then, as he made his move to a full-time career in real estate. His worlds came into alignment when he encountered a nonprofit organization called Prosperity Homes. "It's a local entity based in Orange County that builds homes for people both locally and internationally. In due time, I had tickets booked to Peru to build a house funded by money I raised from my commission proceeds. The cost to build a 10 x 20 home was around \$2,000."

Finally, he saw a way he could use his professional expertise to deliver world class service to paying clients while giving back inside his business stream. But to do it effectively, Dominic needed to make a professional move to a real estate company that would better support his "for purpose" model. He chose Realty ONE Group in Huntington Beach and began building the Prosperity Homes Team. With a larger commission split and the support of this efficient, tech-driven company, Dominic and his team members are able to devote 10 percent of every home transaction to their sister nonprofit Prosperity Homes. "Our goal is to have an entire community of 1,000 homes built by 2020."

Dominic is not afraid to be different. He embraces uniqueness not only in his revolutionary business model, but in the way he presents his brand to the public. His logo is purple, his signs are round - and they are getting noticed. His willingness to stand out from the crowd gets his listings more play and attracts other thought leaders who also want to make a statement when they transact real estate business.

Some of these visionaries join the Prosperity Homes Team as industry "ambassadors," other professionals from the real estate and mortgage sectors who share a passion for giving back through their trade. Ambassadors donate funds and participate with the Prosperity Homes Team in its numerous local and international home building projects.

But the resources Dominic and his colleagues commit to good works in no way detracts from the quality of service they provide to their clients. Dominic leads a group of progressive young professionals who blend the efficiency of technology with caring, personal service to create a real estate experience that far exceeds the ordinary. Their pas-

sion and enthusiasm for helping people reach their real estate goals is enhanced by the knowledge that comes with every successful closing. They will help yet another family have a place to call home, "saving two birds with one home."

A recent client described her experience this way: "Dominic was our partner throughout this process and took pride in our business. He is professional, personable, charismatic and genuine. He was absolutely wonderful to work with and made the process of buying a home as seamless as possible. We greatly appreciated his work and he helped us sell our home in about two weeks! I highly recommend him to anyone looking to buy or sell a home."

Dominic leads from the philosophy: "One team, one dream."

He explains, "We have a unified mission, and it's not for the CEO to get rich. Whatever someone's dream is, whether it's about owning a home, prospering in their business, or taking care of their health or their family, it's so much easier if we're all on the same page. We're all people on the same team, and on the same planet. When you really find clarity about where you can make a difference instead of where you can just make a paycheck, gravity pulls you toward good people who want to be around other good people. This is a simple story of helping make a difference on a per client, per journey, per day basis."

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