

## Business Spotlight

## Experience, Education, and Client-Centered Service

How Lloyd Steere of eXp Realty of California Guides You Through Every Step of the Real Estate Journey

My approach focuses on educating clients by offering free, comprehensive resources for buyers and sellers on his website at [www.lloydsteere.com](http://www.lloydsteere.com). I prioritize understanding each client's specific real estate goals and provide services customized to their timelines, ensuring a smooth experience.

What sets me apart is my education, experience, and adaptability. With over 30 years in real estate, including the last 10 years in Northern California, I bring valuable local and global insights to help clients make informed decisions. Whether working with first-time buyers or seasoned investors, I share market trends and use the latest marketing technologies to meet their needs.



Before real estate, I spent 25 years in leadership roles in the B2B sector. This background inspired me to switch careers for more control over my life, and after experiencing a lack of education from the Realtors in my home-buying experiences, I chose to focus on guiding clients through the process. I'm passionate

about helping people, not only in real estate but also by supporting local businesses through referrals.

My goal is to protect and guide clients through one of the largest financial decisions of their lives, and I'm dedicated to building long-term relationships. As I often say, "Nobody cares how much you know, until they know how much you care." My clients know I'm not in this for a quick sale; I aim to be their Realtor for life.

**Clients appreciate my commitment, professionalism, and personalized support. Here's what they have to say:**

"Lloyd helped us buy and sell our home with professionalism and care. Knowing we were in good hands

made the process less stressful."

– Kenton de Kirby, Moraga, CA  
"As a first-time homebuyer, Lloyd made me feel comfortable with the entire process and was always available for questions. He was instrumental in securing our dream home."

– Dillon Mullaney, Livermore, CA  
"Lloyd was referred to us, and we knew right away he had our best interests in mind. He outlined the process clearly and advocated for us throughout."

– Tim Abbott, Patterson, CA  
"Lloyd's professionalism and commitment to a transparent client experience are unmatched. He's a valuable advisor for anyone considering buying or selling a home."

– Jon C, Pleasanton, CA



Lloyd Steere

For more information, reach out to me at (925) 404-3394 or [lloyd@lloydsteere.com](mailto:lloyd@lloydsteere.com), and visit my website at [www.lloydsteere.com](http://www.lloydsteere.com). Proud Marine Corps Veteran.

## Business Spotlight

# GROUND RULES

## Academy

Where Brazilian Jiu-Jitsu Meets Lifelong Learning and Personal Growth

Located just off the 580/680 interchange, Ground Rules Academy is more than a Brazilian Jiu-Jitsu (BJJ) School—it's a unique place where personal growth, fitness, and education converge. Family-owned and operated, this academy is dedicated to not only teaching BJJ as an art, self-defense system, and sport, but also strongly emphasizing the importance of lifelong learning and personal development.

What truly sets Ground Rules Academy apart is its founder, Russell Jensen. With a PhD from the prestigious Massachusetts Institute of Technology (MIT) where he studied under Nobel Laureate Mounji Bawendi, Dr. Jensen brings a wealth of experience in problem solving at the highest levels. In addition to being an accomplished martial artist, Dr. Jensen is also a tenured chemistry professor at Las Positas College. This dual expertise shapes the academy's philosophy, making education a core part of the martial arts experience. Dr. Jensen is also in the late stages of self-publishing his first book; Ground Rules – Simple Physics for the Grappling Arts.

At Ground Rules Academy, BJJ classes go beyond technique. Students are encouraged to approach their training with the same curiosity and tenacity that would permeate an elite academic setting. Dr. Jensen and his team teach not just the physical skills but the theory and strategy behind them, fostering a deeper understanding of the art and accelerating the learning curve. At the core of this philosophy lies a culture that is highly supportive while maintaining rigorous standards, teaching students that they are capable of overcoming challenges in their own lives.



Family owned and operated: The Jensens all contribute to the learning environment at the Jui-Jitsu academy.

The academy offers a range of classes for kids, teens, and adults, making it a welcoming place for individuals and families to learn and grow. Whether you're looking to improve your fitness, build confidence, or learn self-defense, Ground Rules Academy provides the tools to grow, both on and off the mats.

For more information and to register for a free trial class, visit [www.groundrulesacademy.com](http://www.groundrulesacademy.com). Follow us on Instagram @groundrulesacademy.



SCAN QR CODE TO REGISTER!



**The Bungalow Place**  
PLEASANTON

November Networking Mixer  
90 Mission Street, Suite 6, Pleasanton, CA 94566  
5:00PM-7:00PM



**Good Morning Maxwell**  
CREATIVE & EVENT SPACE



EMPOWER

Wednesday, November 6th  
FREE ADMISSION  
Free Raffle + Small Bites + Host Bar



GROW

## PYP

(continued from page 2)

lastly, the folks who attended our events and created the group that we've all envisioned. A special thank you to all the local businesses for their generous hospitality at our events, as well as the non-profits for letting us get involved with our community over the past two years: Girls Soccer Worldwide, Kids Against Hunger Bay Area, Sleep In Heavenly Peace, Big Bay Ray, and Assistance League of Amador Valley.

And lastly, I would like to thank everyone for all the ongoing support you have brought to the group, and I'm very excited for what the future of the Pleasanton Young Professionals will bring.

As we're going through this transitional period of leadership, we are still holding our events! We just had a very successful networking mixer at Blue Agave Club, and our last networking mixer of the year will be on Wednesday, November 6th from 5-7pm at Good Morning Maxwell Pleasanton. Scan the QR code to register!