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JORDONA
HERTZ



» cover story

Jordona

Written by **Dave Danielson**. Photography by **Marissa Menezes**

The path in moving from the beginning to the end of the real estate process isn't for the faint of heart. But clients who set out on that path take comfort in what you do for them along the way.

That's something that Jordona Hertz definitely takes to heart in the course of her work.

As owner of the brokerage, the Hertz Group, Jordona feels deep satisfaction in enjoying her clients' journey and guiding them along the way.

"I really love learning about what people want in their lives. This is by far one of the biggest purchases they're ever going to make. It's probably one of the most emotional purchases they're ever going to make. Some people don't even want to make this decision," Jordona says.





“They’re forced to sell their home for whatever reason. And I get to be there for that part of their journey, and I just feel so lucky that I’m able to be by their side. I counsel them, I am their partner, and they know I am someone they can trust to get them to their next step in life. So I really value that part of what we do.”

Jordona entered the business about 10 years ago. Before that, she enjoyed another path in life.

She attended Cal State University - Fullerton, where she majored in business management with an emphasis in entertainment. During her last couple of years in school, she worked for NBC Universal.

“I was going to go into the human resources field for entertainment, specifically talent acquisition; I was

traveling to college from here, so to Fullerton, and then I would travel to LA for work. I was traveling a lot by train and subway,” she recalls.

“My sister-in-law, who is the broker of record for our company, finally said to me, ‘I see that you hate traveling. And you’re doing human resources, which is pairing a company with a person or vice versa. Would you like to be in real estate?’ I was young and ready for an adventure, and I really didn’t want to be traveling to LA anymore. So I decided I would take that jump.”

As she reflects on that time, Jordona feels like she made the choice that was right for her.

“I’ve always had a passion for helping others and fixing things ... kind of like finding what makes people tick, and

then making them find their dreams in one way or another. So that’s why I wanted to do human resources, and especially recruiting, solving people’s problems, finding what they enjoy to do, then getting them careers in a field that suits their interests and skills best,” she explains. “So real estate was a natural next step.”

After working with a team for a few years, Jordona decided to begin her own path about a year ago. Today, she shares her journey in business with her husband, Tino, who serves as co-owner, as well as handling photography and videography.

“He does all of the marketing for us. He does all the photography and videography. He’s been in the industry since he was 18. The two of us together are a dynamic duo,” Jordona says. “Having our own brokerage has



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been a really fun little baby to watch. And my kids are part of it. I’ve been bringing my kids to work with me since they were born.”

Success has come quickly. In fact, in 2021, Jordona and her small team recorded 90 transactions, representing around \$50 million in sales volume.



"I was taught at a young age that you set a goal, and you hit it. And that's what I do. For me, it's what I get from hitting those goals. It's the time with my family," Jordona says. "I'm trying to create more time in my life ... to create a work/life balance. I love helping people; this career

to me isn't even work — I love what I do, and by doing what I love, I am creating a life I enjoy. I have freedom in my life by having a career that is so fulfilling in many different ways; it's beyond rewarding. Think of all the people I have been able to help

in my 10 years and all the people I will continue to help in the future; it's addicting. I truly wake up in the morning excited for my day!"

Away from work, Jordona and Tino treasure time with their children

— their daughter, Indiana, their son, Tino, Jr., and their youngest son, Harrison.

In her free time, Jordona has a passion for dancing. In fact, it has been a lifelong pursuit for her. She also looks forward to trips with Tino and their children to places like Disneyland, Hawaii, and other adventures. In addition, she enjoys working out and sampling different kinds of food and wine.

Jordona has a heart for helping. Some of the organizations she likes to support include Animal Friends of the Valley, which her family is a huge advocate for, and The Rose Again Foundation. She has a big place in her heart for groups that support children and animals. Jordona and her husband love to give back right at home and do many community events in the community they live in.

Day by day, Jordona demonstrates the drive and commitment that keep her clients on the right path ... and it's clearly a journey she enjoys taking with them.

"I like to create a red carpet, white-glove service experience from start to finish. And I think my clients really feel it, and they know that I'm super genuine and I care for them from my heart. My clients are like family even after the transaction is closed."

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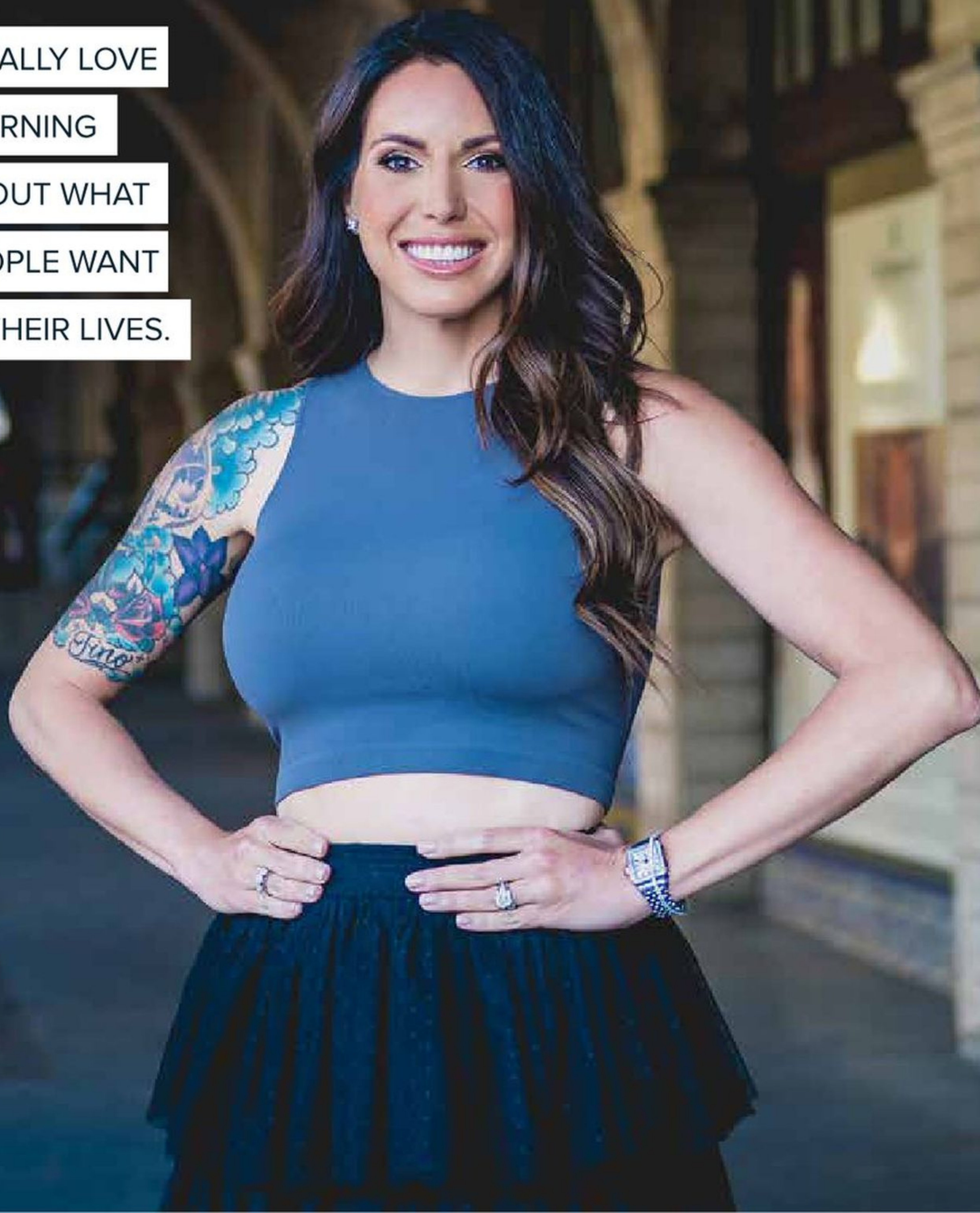
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