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LOOK INSIDE: Women on Boards – Missed Opportunities  
MAGIC OCCURS WHEN THERE ARE THREE OR MORE WOMEN IN THE BOARD ROOM.

# WOMEN BUSINESS

April 2007

[www.womenbusinessmagazine.com](http://www.womenbusinessmagazine.com)

5 TIPS FOR  
PLANNING AND  
PREPARING FOR  
CAPITAL NEEDS

U.S. Health  
System in  
Shambles  
Paying More,  
Getting Less

7 BIGGEST  
BUSINESS BLUNDERS  
THAT WOMEN MAKE

SHE TURNS TO THE WISDOM OF THE DICHOS IN ALL ASPECTS OF HER PERSONAL AND PROFESSIONAL LIFE

## Inside Secrets to Her Success

JUDGE CRISTINA PEREZ  
Cristina's Court

ARE YOU DROWNING IN PAPER?  
4 Ways To Control It

# WOMEN BUSINESS

www.womenbusinessmagazine.com



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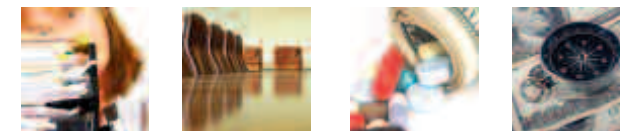
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# CAROL RAYBURN

OWNER CENTURY 21 ASTRO

By Linda DiMarco

Carol sat down with *Women Business Magazine* and spoke about her humble beginning from getting a Dear John letter after a proposal for marriage to raising 5 children – 4 boys and one girl. Out of college Carol went to work as a social worker for the county. Little did she know, would be her funding to start her own company. In 1979 one day, a friend said to her, “you should get into real estate.” It would give you the freedom to spend more time with the kids. So she got her license and in 1980 started selling homes.

Carol Rayburn has been Centurion Sales agent for 20 years with a minimum gross closed sales of 5,000,000 or more in a calendar year, Carol reached the pinnacle of her personal sales career when she was inducted into the prestigious Century 21 International Hall of Fame. As one of the “seven Charter members” of this elite group, Carol continues the pursuit of excellence! She has been sought after by Century 21 International as both teacher and motivator.

Expanding the boundaries of professionalism, Carol has sold over \$254 million dollars in residential real estate. Her primary market place has been Cerritos, the city she’s called home since 1976. Her innovative sales techniques have seen her through two major real estate recessions. When asked about surviving two recessions her statement was, “Pure optimism and to stay very focused.” Carol feels optimism is a personality trait every successful entrepreneur has to have. A true leader, Carol would tell her agents, “81,000 homes were sold we only need 24 EACH!”

Her many other awards and accolades include:

- + Regional Director’s Awards for Top Agent: 1989, 1990 & 1991.
- + Centurion Award winner since 1981
- + Double Centurion Award winner 2003 & 2004
- + Grand Centurion Award winner 2005
- + #11 Tops Sales person in U.S.A
- + “One of the most powerful women in Real Estate in 1999” by Realtor Magazine.
- + National Advertising Campaign Press Telegram
- + International Sales Trainer for Century 21 system 1990 to present.

In 1992 the call to share her success as a Realtor led her and partner, Lou Rosenkranz, to buy the fledgling company Century 21 Astro. Carol stated they wrote a business plan, but their true success comes from working the business plan and having accountability. Who’s on the hit list, sales needed to meet expenses and to identify blind spots? Find a mentor to fill in your weaknesses, someone that is your parachute.

The small company had 22 agents and was ranked 222nd among the 226 in the region. Just 15 short years later they have taken their office to new heights.



Now ranked 37th among the 6600 Century 21 office’s nationally, the office currently outsells the next three companies combined in the city of Cerritos. With awards from Quality Service (awarded by the customers they’ve serviced) to the elite Grand Centurion Award, they owe much of their success to the intense training Carol provides for all new agents.

Carol maintains her hold on the changing market by continuing to practice the art of selling Real Estate and then passing on her new knowledge to those agents in her office. One agent was recently quoted as saying, “miss even one of Carol’s classes and you’ll find yourself chasing after the market place instead of leading it.” –Cheryl Moore.

All of this leads to the maximum dollar and the minimum amount of time for her clients. Carol enjoys reading, skiing, teaching, mentoring and enjoying one special moment everyday regardless of how her day is going □

WOMAN ON THE MOVE

# CRISTINA PEREZ

Inside Secrets to Her Success

**SHE TURNS TO THE WISDOM OF THE DICHOS IN ALL ASPECTS OF HER PERSONAL AND PROFESSIONAL LIFE.**

Cristina Perez, Colombian marvel, talks to *Women Business Magazine* candidly about her career, family, and friends. She is a successful lawyer, television personality, radio host, entrepreneur/business owner, author, and national columnist. At the foundation of all of these roles, however, lies Cristina’s complete devotion to her family, friends, and loved ones. This kind of sane prioritizing may be perhaps rare, but for Cristina . . . well, it comes directly from her family roots. Judge Cristina Perez is a multi-faceted woman of the ages, who comes to us from a successful run on Telemundo’s LA CORTE DEL FAMILIA.

In the fall of 2005, she was introduced to a television director looking for a new female “judge” for a new television show. While having lunch with the director and getting to know him, she suddenly had a remarkable realization. “This man across the table shared the exact same values as my father. He had the warmth, the sincerity, and the faith in me that my father has always had. We hit it off instantly and the director introduced me to the network – this new network also likes what she stands for”. “They immediately saw that she was traditional yet mainstream”. The values instilled in her by her parents every day of her life still shines through as bright as ever. “I walked into 20th Century Fox as myself, just the way my parents raised me. I stayed true to myself – living by all the traditions and values I learned from my family”.

Starring on FOX’s newest court show,





CRISTINA'S COURT, Cristina brings a certain 'flair' that can only result from a history of tempering her passion for law with the love of her family as well as her roots. "For many reasons, I couldn't be more excited about my new show Cristina's Court. I am having a wonderful time working on the show, and I hope you have an equally wonderful time watching it!"

CRISTINA'S COURT debuted on 9-11 and is holding steady with ratings averaging 1.3 in 148 markets with a clearance level of 43 %. Poised to be the first-ever television judge to cross over from Spanish market to English market, Cristina Perez is unique in her category. In addition, to being named the 'healing judge' for her maternal, 'tough love' manner in the courtroom, Cristina often tries to teach a lesson by using Spanish proverbs as learned growing up the child of Colombian immigrants.

Cristina's pearls of wisdoms and anecdotes can be found in her newly published book, *Living By Los Dichos*. Cristina explains the reason for writing the book as, "Advice is one of the most valuable gifts any parent can give their child. My parents' way of giving me this gift has been through Dichos, Spanish sayings and proverbs, to live by". Everyday she turns to the wisdom of the Dichos in all aspects of her personal and professional life.

Understanding the value of Dichos is the guiding force in her life, which she states, "I am and now passing down to my own daughter." Understanding how passing on this wisdom to us, the reader is the reason for which she is excited

to share this piece of her life with us.

In her book, Cristina share's with us those Dichos that have most powerfully influenced her life and converted them into solid advice for others. The Dichos she has selected, are proof of how Dichos can truly help in every area of our life. Her emphasizes on all aspects of life including everything from marriage, family and children to values at work, cultural identity, lessons for women and the lessons she has learned growing up in a family of immigrants. This is the truest, most comprehensive glimpse into her life, and at the core of every lesson, piece of wisdom, and personal story, is a Dicho that inspired her to make the choices she has made in her life.

"My intention is to find inspiration for our life choices from these same Dichos". Throughout her book Cristina will show us how proudly embracing your roots and staying true to our identity will always guide us down the right track in life. "Dichos have guided me through the toughest challenges in life, and have ultimately led to my success. Now let them lead you".

The daughter of Colombian immigrants, Cristina was born in New York City, NY, U.S.A. She lived in all types of places: from one of the poorest neighborhoods of New York City, to the big city of Guadalajara, Mexico, to the border town of San Ysidro, CA to Hartford, Connecticut, and then to California, which she has called home for over twenty years. Growing up, Cristina was exposed to all walks of life, cultures, and differing problems facing each community. She watched her par-

ents struggle with racism, finances, and adapting to the U.S. culture with a foreign language. Cristina learned to speak English around the age of 10 and today has mastered both languages. With her unique and well-rounded background, Cristina credits her family's example and desire to remain close to her heritage and culture for all of her personal and professional achievements.

Today, she and her family are living out the American dream. With her parents' examples to follow, it is easy then to understand her passion for community awareness, the practice of law and most of all, for reaching out to all types of people and from all cultures and guiding them toward their own dreams.

In the media world, Cristina is known as the enormously popular host of the Spanish language television program "La Corte de Familia" (Family Court) which aired nationally and internationally in fifteen countries on the Telemundo Television Network/NBC. The program appealed to viewers of all ages. The show, one of the highest rated Spanish language programs in the U.S., re-enacted the courtroom drama of family law related claims. Cristina was the first female Judge-Actress to air on a nationally syndicated Spanish network series.

Cristina made her television debut on the program "La Corte Del Pueblo" (People's Court), which aired locally in Los Angeles on KHQY Channel 22. The show re-enacted general small claim matters and allowed, for the first time, cameras to enter the judicial arena and bring the drama of legal battles to the Spanish language viewer. The series was an enormous success and the producer decided to cast Cristina, once again, as the just Judge for "La Corte de Familia."

Cristina utilized La Corte de Familia and La Corte del Pueblo as vehicles to raise the consciousness of the Latino community. The success of each show lied on the fact that

each celebrated the strength of the Latino culture and the importance of family. It also reminded viewers, of all ages and ethnicity, not to forfeit their culture and the great lessons learned from our ancestors to make it in the United States. It is reliance on these lessons which she believes are key ingredients to be a success in life. Armed with the life changing lessons learned from her immigrant parents, Cristina is a leader in the community and is committed to community awareness. Cristina has worked to make a difference in her community at every scale. She is an active member and leader of several community and legal organizations. Cristina frequently lectures and speaks at seminars sponsored by public/community associations, law schools and professional organizations. She is also frequently featured on radio and television. Cristina serves as a weekly Attorney Co-Host on Radio UNIVISION in Los Angeles, California.

In 2005, Cristina was selected as a California's "Woman of the Year" for her community activities and was named one of America's top 10 "Latina Advocates," for making the world a better place for women and Latino's rights by the national magazine LATINO LEADERS (National Magazine of the Successful American Latino).

Academically, Cristina has a Juris Doctor degree from Whittier Law and two Bachelors of Arts degrees from UCLA. Overall, Cristina has worked to make a difference in her community, unknowingly breaking through the stereotypes and misconceptions of what a Latina is or should be. Cristina is a powerful role model for young women in any community and particularly for Latinas. Not only has she excelled in two demanding fields, but she has utilized her skills to advocate for many who have no access to justice. On a daily basis, Cristina strives to be a powerful role model for all people. □

