



February 2015

Published in N magazine

N magazine
2121 Natomas Crossing Dr.
N# 200-130
Sacramento, CA 95834
916-927-9024
nproduction@sirewest.net
Published monthly by
N Communications, Inc.
www.nmag.net



BusinessProfile
ADVERTISEMENT

Perretti and Mendoza share a belief that giving back can be the foundation of a successful business.

Giving Back

Jesus Mendoza and partner Lucas Perretti support nonprofit organizations with their real estate sales.



Lucas Perretti and Jesus Mendoza say they're building Home Forward Real Estate so they can advocate for causes that build community. The company donates a portion of every commission to a cause or organization their client chooses. And they don't just write a check. They round up volunteers, serve on boards, help out at fundraisers, and leverage every asset they can to help. "We give time, talent and charity," explains Perretti. "And we always strive to keep funds as local as possible." The list of organizations they have helped is summarized in an Annual Giving Report on their Web site.

"Sometimes people want to help a cause," Mendoza says, "but do not know a specific organization. We will research it." A recent client wanted the donation to benefit an organization that works with migrant workers. Mendoza found CAMP, the College Assistance Migrant Program that works with children of migrant workers and helps them succeed in college. "Then I discovered my client actually went through that program. It came full circle. We helped the organization that helped him."

Lucas worked for nine years as a land use economic consultant. He was the lead analyst and author for the 2008 North Natomas Nexus Study, which analyzed public facilities and fee revenue in the North Natomas Community Plan.

Perretti and Mendoza are savvy and hard-working volunteers. Perretti suggested, "A good example is A Touch of Understanding, an organization that presents disability awareness workshops at elementary schools throughout Northern California including Natomas Park, Heron and Bannon Creek. This is an example of where we volunteer; we sit on committees; we market for them; and we donate in kind." The company is looking forward to sponsoring their annual "Art From the Heart Charity Auction."

In 2014, Perretti was nominated for an N Factor "Distinguished Service" Award for his efforts helping North Natomas Little League. He volunteered for the league seven years ago when he discovered a need in Natomas. He later relocated to Natomas and continues to strive to train and build the league's umpire crew as Umpire in Chief.

With a strong background in real estate and a focus on giving back, Mendoza and Perretti are at the front of a new business model. "People are starting to require companies maintain a higher level of ethics. We are committed to that philosophy."



Receiving an N Factor award: (l to r) Isaac Valdivia; Jake Weir (back); Mayor Pro Tem, Angelique Ashby; Lucas Perretti; Jesus Mendoza and Justin Ling

The pair met in the MBA program at Sacramento State, where they found a shared belief that

giving back can be the foundation of a successful business. Mendoza and Perretti have 20 years of combined real estate experience. Both hold a broker's licenses as a REALTOR®. Jesus owned and managed a small brokerage and other businesses.



HOME FORWARD
REAL ESTATE

Move Forward Give Back

Home Forward Real Estate

916 · 905 · 2999

HomeForwardRE.com

BRE# 01387725 | BRE # 01431012

