



# Tiffani Hom

## Affiliate of the Month

by Stacy Schwan

"Anything can be fun; you just have to attack it with the right attitude and energy," says Tiffani Hom, account manager for Financial Title in Walnut Creek. "As my sister Amber says, 'Tiffani, you've been applying The Secret your whole life.'"

As detailed in bestselling book by the same name, *The Secret* is all about the law of attraction, essentially that you can have whatever you focus your thoughts and intentions on. In Tiffani's case, that would be family, fun, and the fulfillment she finds in creating relationships with her clients and coworkers. "It has always been my philosophy that if you take care of people, if everything you do is in the interest of people first, above profit or position, that success is the natural

outcome. I feel unbelievably grateful to be able to say that the majority of my clients are truly genuine friends and extended family members."

If ever there were a poster child for optimism and good humor in any circumstance, Tiffani Hom is it. The youngest of four children raised by a single mom, Tiffani spent her early childhood in Southern California, where severe asthma frequently sent her to the hospital. As a way of calming her down during attacks, her mother would have her close her eyes and visualize the things she loved to do. Tiffani says this ability to focus on the positive, no matter what, has been with her ever since. "It's part of how I cope with life," she says.

The family moved often, finally settling in Pleasant Hill when Tiffani was in high school. She had plans to be an attorney, but instead followed in sister Amber's footsteps and went to work for the Contra Costa Association of REALTORS®. Five years later she left CCAR to team up with Amber in the title industry. "We're yin and yang—we're a good balance for each other," she explains.

In 2006, Tiffani and Amber joined Financial Title, where their brother Don was already working. "The co-dependency issues run deep within my family," Tiffani jokes. Then, seriously, she adds, "I couldn't be more fortunate than to have been born into the family I was born into, and I don't say that because we had money or position or material wealth, but because we have so much fun together and we are so close ... even when we're fighting!"

Winning awards is fun, too, as Tiffani found when she received Financial Title's 2006 Galaxy Award and the CCAR 2006 Affiliate of the Year Award. Of the CCAR Award Tiffani says, "It was very exciting, because that's where I came from, so to be honored by them was very touching. Sharon Diaz (CEO) was a very large influence in the development of my career, so it was a great honor to have her and other friends there."

Tiffani's greatest pride and joy, however is her family: husband Scott Dougherty, four-year-old daughter Alivia and five-month-old son Jackson. She loves playing softball with Scott and their friends, and derives guilty pleasure from playing video games.

"I really like to have fun ... after all, what else is there really?" she says. "You only get one life—one today, one right now—so you might as well enjoy every minute of it." ★

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