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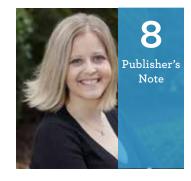
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Kristin Brindley Publisher Kristin.Brindley@ RealProducersMag.com (313) 971-8312



Ellen BuchananChris MenezesPublisher's Assistant &Staff Writer

Senior Editor



Howard Lansat Photographer



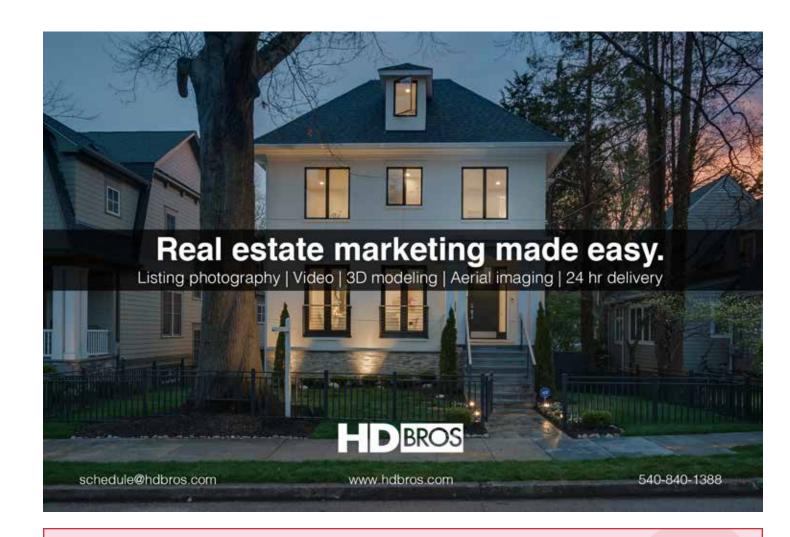
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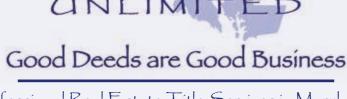


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2017 has been off to an incredible start and everyone I talk to seems to have the same response when asked how they are doing "Really busy! Good ... but busy!" DC Metro Real Producers is definitely busy and we do not plan on slowing down. There are even more things to come as we are ramping up for fall.

Our event in July was a huge success. We had over 130 Realtors come out and we packed that incredible Belle Terre Mansion in Potomac. We are already planning the next event - and if you missed the last one check out the article in this issue. These events will happen every quarter and have already become some thing people are talking about. Be on the lookout for information about the next one.

I want to thank our partners who make all that we do possible. Each of the businesses you see on these pages and who are on

our Preferred Partners Index has been recommended by a top producing Realtor in the DC Metro area. Our goal is to provide you as a Realtor with businesses you can use and recommend on a regular basis. We know how important it is to trust those you work with. The relationships we make today will help shape our tomorrow, so here's to a great rest of 2017!



Kristin Brindley



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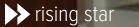
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NICOLE CANOLE

Nicole Canole grew up in West Columbia, South Carolina, believing in the importance of education, financial freedom, and the American Dream of home ownership. At 19-years-old, she bought her first house as an investment property and was determined to get her education without having to take any loans. She served in the military for eight years and graduated summa cum laude, with a B.S. in Business Administration. She also received two associate's degrees—one in criminal justice and the other in information management.

Coming off active duty, Nicole went to work for the Department of Veterans Affairs as a financial policy analyst. At the same time, she started a residential interior design firm called NiCa Interiors, LLC, and was contracted as a lead stager by a national award-winning staging firm in the D.C. area.

During her last few months at the VA, Nicole kept asking herself, "Why do I wake up and do this every day?" She would eat lunch in the park behind the White House and watch all the suits hurry by, not smiling or noticing their surroundings. One day, as she finished her hot dog, admiring the beautiful blossoms bursting in the trees, she decided to walk into her supervisor's office and give her notice.

1.41

Through her interior design and staging business, Nicole met many real estate agents who said she would make a fantastic agent. She decided to take the class and obtained her license in October 2015. In 2016, Nicole was named Long and Foster Rookie of the Year company-wide, and made the Gold Team and Chairman's Club, as well as the NVAR Multi-Million Dollar Sales Club. Her total volume last year was \$9.4 million, and career volume, to date, is over \$20 million.

"I have been very blessed in my life to always have very strong female role models," says Nicole, "—women who fought tooth and nail to take care of their families when nothing was handed to them, women who rose to the top of their professions based on sheer will power and determination, women who wouldn't take no for an answer if they believed in the cause."

Real estate provides Nicole the perfect combination of being able to employ her drive, her creativity and her business savvy to causes she cares about. She absolutely loves developing relation-



ships with all of her clients. "If I am not being invited to their kids' birthday parties when this is over, I am not doing something right," she laughs.

The most rewarding part of the business, for Nicole, is seeing the smile on soon-to-be-parents' faces when they realize this home is going to be where they raise their family, or listening to a mom and dad reminisce about all the love that was shared in their home as they get ready to downsize. "I also love visiting the homes after move-in, seeing the kids' rooms all set up," she says. "Real estate is part of the American Dream and I get to experience it every day."

Currently, Nicole is passionate about building a team, and in February 2017 she brought on William Austin Lawrence, III. "I realized the only way to give the best service to my growing client base was to bring on someone who shares the same values that I do," she says. Will was licensed in January 2014, but moved back to Ohio to take care of his family in September of that year and went into reserve status. He returned in October 2015 and was doing well as a solo agent, but wanted more. When Nicole asked him to join her, it was an easy yes. The plan now is for Will to transition into Nicole's buyer's agent. "He wears so many hats already," says Nicole, "from being my staging muscles, showing assistant, and internet lead capturer, to my therapist and sounding board. I really can't remember business before Will. He keeps me sane and I'm so lucky to have him."

In addition to building a team, Nicole is working on philanthropic causes that are dear to her heart; she is excited that real estate is giving her the flexibility and financial freedom to fulfill her personal goal of becoming a major donor to organizations she cares about. Nicole is a team leader for the Avon Walk for Breast Cancer and is passionate about Habitat for Humanity, Wounded Paw Project, Human Rights Campaign, and Greyt Expectations Greyhound Rescue.

Nicole, herself, has two greyhounds that are retired racers (and big cuddle-bugs)— Fifi and Sammy. She is a foodie who enjoys everything from fine dining to quality fast food. A lover of comedy with a wicked sense of humor, she has been known to travel to places based solely on the restaurants there and which comedians would be in town. Books that have changed her life include: *Nice Girls Don't Get the Corner Office*, by Lois P. Frankel, *#GIRLBOSS*, by Sophia Amoruso, *Yes Please*, by Amy Poehler, and *Year of Yes*, by Shonda Rhimes.

Nicole strives to live by the words of Ralph Waldo Emerson, when he says, "To laugh often and much; To win the respect of intelligent people and the affection of children; To earn the appreciation of honest critics and endure the betrayal of false friends; To appreciate beauty, to find the best in others; To leave the world a bit better, whether by a healthy child, a garden patch, or a redeemed social condition; To know even one life has breathed easier because you have lived. This is to have succeeded."

4. Update your WordPress Site When Updates Occur

Have an Apple product? When the new IOS updates occur, it's time to update your devices. WordPress also has updates periodically that make the platform even better to use. When these updates happen, feel free to update your website and have it run on the latest version of WordPress. This will improve the functionality of your site.

5. Create Specific Blog Categories

Creating content on your site is super important. Having it sit "static" does next to nothing for you. One of the best beginner tips I can give is to set up specific blog categories under Posts-*Categories*. Examples of categories for your blog posts can be:



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BEGINNER WORDPRESS WEBSITE TIPS FOR REALTORS

By Wade Vander Molen

Do you have a WordPress website or are you thinking of getting one? WordPress is a great platform for Realtors who want to move away from the company-provided real estate website. It allows Realtors to own/control their own sites and has many SEO features to rank content in Google searches. In my experience working directly with my real estate clients, they sometimes struggle to make their new real estate website "Go." Here are 5 helpful tips if you are new to the WordPress website platform.

1. Change your WordPress Password

In many cases, when your WordPress website is built, your password is set as "Admin." Your first order of business is to change this. Potential hackers or spammers will use this password first when looking to get inside. They will also try your first/last names as your password. Set your password as something complicated with symbols, upper/lowercase letters, numbers, and punctuation.

2. Create a SEO-Friendly "Site Title"

The phrase on the top left of most websites is called your "Site Title." In WordPress, you can alter your site title anytime you wish. When getting started, think of your target audience and use a keyword or phrase they would put into a search engine to discover you! For example, my site title is "Stewart Title Realtor and Lender Marketing." Stewart Title is a desirable phrase that gets online traffic. So does Stewart Title Marketing, Stewart Title Realtor Marketing, Stewart Title Lender Marketing, etc. I think you get the hint. Have your site title be specific to what you do and your target audience.

3. Install Plugins...but not too many!

One of the many advantages WordPress has over other platforms is plugins (think apps to your phone) installed to enhance your website. Several plugins are SEO-driven, others are designed to keep people on your site longer, and others can't be seen visually, but enhance your site's ability to be found by the search engines.

The negatives are each plugin installed has "weight" and can affect the speed of your site as it loads. Also, by having too many plugins on your site it can crash, which is not a fun experience. Here are a few of my favorite plugins to get you started:

- Yoast SEO (Platinum)
- iThemes Security
- Gravity Forms—creates forms
- **Broken Link Checker**
- **YARPP**—Yet another related post plugin
- Google XML Sitemaps—might not need this if you set up your sitemaps in Yoast SEO
- Starbox-this plugin allows you to add a photo and bio at the bottom of your blog posts or pages.

- 1st Time Home Buyer Information
- **Real Estate Listings**
- XYZ Subdivision Information
- Tips for Arlington Home Sellers
- Northern Virginia Market Trends
- Washington DC Condo Information
- McLean Luxury Home Market Updates

"Tips for summer fun" or "things to do in Alexandria" are not great categories. When you create a post, drop it into a category so someone on your site looking for specific information can find it and read those blog posts, versus searching your entire site.

WordPress is a powerful tool and allows real estate agents to own and control their online storefront. Using these 5 tips should help any agent get started down the road to conquering WordPress!

Wade Vander Molen is the Director of Sales/Marketing for Stewart Title in the Northern Virginia/Washington D.C. area and has been in the title industry since 2005. Wade helps real estate professionals with all facets of their marketing and teaches a new sustainable business model to help them grow their businesses. You can visit Wade at





RICHARD EARLY

& Towne Bank Mortgage

> partner spotlight

Richard Early, originally from Newburgh, New York, has lived in the Potomac area for over 45 years. For the past three decades, he's helped countless loan officers and agents succeed in growing their business.

Although he did not begin his career in the mortgage industry, he's always been interested in the sales industry. During his time as highly successful Mercedes-Benz salesman, Richard was approached by a client who took interest in his sales abilities. That client happened to be a mortgage banker. As the mortgage banker began to recruit him, Richard was unsure that the mortgage industry would be the right match for him.

Nevertheless, after several months of negotiations, the mortgage banker made Richard an offer, and although he had lost interest in making the move by the time the offer was made, he took a chance and accepted it anyway.

The rest is history.

Turns out, his education, sales acumen and kind personality make him the perfect fit for a mortgage banker. Although he's skilled in making sales, Richard is more accomplished in helping his clients understand the ins and outs of the mortgage process. Educating and helping his clients through the entire home buying process gives Richard a sense of purpose and satisfaction-much more so than selling luxury vehicles.



"The mortgage process is more than just securing a loan, it's an investment in my client's future," Richard said. Most homebuyers spend a lot of time and energy finding the right home but will pick their mortgage banker from a Google search. Our goal is to show them that the personal touch is much more beneficial."

The Richard Early Team is a diverse group, comprised of Richard, who is Sales Support Manager, Loan Officer Armando Quinones, and Loan Officer Assistant Destinee Dignan. Richard believes that employing a team concept in the workplace is critical to success. "Having a team of three mortgage professionals ensures that someone is always available to help clients," Armando says.

"It's very rare to see a mortgage team with three people," Richard said. "It's all about accessibility. If you're looking to be a big producer, it's impossible to do it by yourself, still provide good service, and be accessible to your clients and agent partners."

As a mortgage banker, it is Richard's goal to have clients feel like they learned something throughout the mortgage process.

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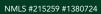
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Photos by Ryan Corvello Photography

Back Row: CJ Rader, Koki Adasi, Jess Adasi, Justin Kafka Front Row: Sarah McElrath, Melissa Lango, Lauren Swoboda

DRIVEN BY A COMMITMENT TO SERVE

A favorite quote by Muhammad Ali has remained close to Koki Adasi's heart: "Service is the rent that I pay for my room on this Earth." Accordingly, Koki has devoted his life to service—serving his community, clients, and associates in the real estate industry since he was 23 years old.

A lifelong resident of the D.C. Metro area, Koki grew up here in a Nigerian household and went to high school in Rockville, at Magruder High. Koki's original name is Waribo. However, his parents were huge wrestling fans when he was born, and they thought that he looked like the wrestler, Koko B. Ware. They started calling him Koko until his aunt accidentally called him Koki one time. The name stuck.

Sports has always been a big part of Koki's life. A defining moment came during his first year at Mount St. Mary's University when Koki didn't make the basketball team. He had made every team he ever tried out for since 2nd grade, so it was quite a blow when he received the news. However, Koki didn't give up. He



called coach Jim Phelan and said he wanted to be part of the team and he didn't care how. Coach Phelan told him that he could help manage, so he did. He practiced with the team the entire year and was a team manager. His perseverance paid off when he made the team his second year and became a starter. "That experience created this unstoppable will inside of me—a belief that nothing can stop me," says Koki.

After graduating from college, where he had studied business and psychology, Koki got a job in accounting at Clark Construction, in Bethesda. A friend he played basketball with first introduced Koki to the idea of becoming a real estate agent. He was a successful agent and investor and thought Koki could succeed at it, as well. Koki had worked in various sales positions his whole life, so he decided to get his license and give it a shot.

The first six months after obtaining his real estate license, Koki still worked full-time at Clark Construction. One day, his boss told him that he should pursue real estate full-time, and let him go. "I wasn't ready, mentally or financially, to jump into real estate like that, but I had to, at that point, and I'm now glad that I did. If I wasn't let go, I might still be working there," says Koki.



Good thing he isn't. Since starting his career in real estate in 2006, Koki and his team have achieved a quarter billion dollars in total sales. Last year, his production was \$45 million. In 2015, Koki's team was ranked as Best Real Estate Agents Top 10 Team in D.C. by REAL Trends and Trulia. And for the past two years, Koki has been recognized as a Top 100 Real Estate Agent by the *Washingtonian*, and the team as Top 100 Agents and Top Group by Sold Units in the D.C. area for Long & Foster. A five-year member of its Board of Directors, this year, Koki serves as Secretary of the Greater Capital Area Association of REALTORS[®].

Koki is committed to continuing education by attending conferences and picking up tips from other great agents. "You can never know everything about this business," he says. The advice Koki gives up-andcoming top producers is to know your strengths and weaknesses in the business. Delegate the things you don't enjoy, and then reinvest that extra time back into the business, doing the things you do enjoy.

Koki is passionate about helping the people on his team grow from the new agents to the veterans. "We're always looking for ways to improve our skills and provide better service," he says. The most rewarding part of the business for Koki is seeing the impact he has on people's families, not only his clients', but his teammates'. "I love seeing the success people are having around me, whether it's more time they are able to spend with their family, traveling, or the ability to invest in real estate. Helping people achieve their goals is what I'm all about," he says.

Koki's wife, Jess, works with him on the team, as well. They have two children—Akil (4) and Suraya (2). They love to go to Rock Creek Park, walk the trails, feed the horses in the stables, go down to the museums, and relax at home in the backyard. Koki still plays basketball around town and on the full-size court he has at home.



Today, Koki continues a family tradition of participating in community service. He has been involved with the YMCA for the last ten years and was on the board in Silver Spring for seven years. He is also involved with Cornerstone Montgomery and Horton's Kids. "I love making people happy, seeing smiles on faces; it's a lot of fun helping these organizations," he says.

The books that have influenced him the most *are The Success Principles*, by Jack Canfield, and *The Miracle Morning*, by Hal Elrod. Koki wakes up at 4:30 a.m. and enjoys how peaceful the morning is, sitting on his deck, listening to the birds.

"I am really honored and happy to have the job I have. I feel very fortunate, and I really appreciate the interactions I have with other agents. There are a lot of people I really admire in the business," he says. Koki would like to be remembered as someone who never took himself or a situation too seriously, and as someone who worked tirelessly for other people.



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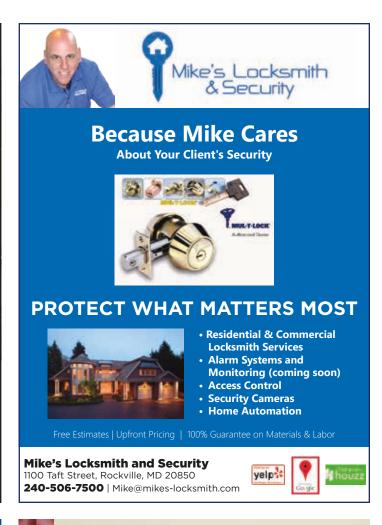


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Thank you so much to all our partners who made our Summer Social on July 11th possible and to all our wonderful attendees. We had a fabulous time celebrating with you and are excited for a successful year ahead!

Congratulations to all our raffle winners—we hope you enjoy the prizes that were graciously provided by our wonderful partners. A big Thank You to the Heller Coley Reed team for providing such a fantastic venue, great food and drink for our event! Thanks, too, to Tesla and Twin Valley Distillery and Bialek's Music.

Please look for your pictures on these pages—and if you missed this event, be sure you make the next one!

Feel free to text "EVENT" to us at 202-335-1077 to receive updates from us so you'll never miss another event like this one!

Finally, thank you to our event sponsors, Richard Early, of Towne Bank Mortgage, and Wade Vander Molen, of Stewart Title, without whom this event would not have been possible!

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rom Left: Juanita Greer, Yolanda Muckle, Deborah Ramos













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Kristin with Luke Rozansky

















Kristin with Zelda Heller, Jamie Coley, and Leigh Reed













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Paul Coroneos is a Senior Associate at Foresters Financial Services, Inc., serving the DC-Maryland-Virginia area. Paul graduated from Roger Williams University with a BS in Financial Services.

Paul understands that each client's financial needs and goals are unique; that is why he is committed to creating a personalized approach towards investing. When Paul meets with you, he will review your financial needs, identify your long-term goals, gauge your risk tolerance, evaluate appropriate investments and life insurance products, present personalized recommendations, recommend an asset allocation strategy for you, and provide ongoing support. Paul is committed to helping individuals reach their financial goals.



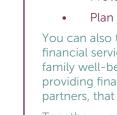
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TOP 100 STANDINGS

Teams and Individuals Closed Date from Jan. 1 through July 31, 2017

Rank	Agent	Office	List #	Sell #	Total #	Total \$
1	Nancy Taylor Bubes	Washington Fine Properties	32.5	22	54.5	\$140,100,550
2	Keri Shull	Optime Realty	71	98	169	\$121,652,480
3	Creig Northrop	Long & Foster Real Estate	182.5	6	188.5	\$113,757,379
4	James Coley	Long & Foster Real Estate	59.5	50	109.5	\$107,787,876
5	Marc Fleisher	TTR Sotheby's International Realty	25	9	34	\$87,036,778
6	Michael Rankin	TTR Sotheby's International Realty	21	13	34	\$81,987,899
7	David Getson	Compass	25	81	106	\$74,991,374
<i>'</i>		·				
8	Phyllis Patterson	TTR Sotheby's International Realty	40	38	78	\$74,695,942
9	Brian Wilson	Wilson Realty Group	97	16	113	\$65,694,792
10	Jennifer Smira	Compass	48	30	78	\$59,929,816
11	Sue Goodhart	McEnearney Associates.	43.5	28	71.5	\$55,347,942
12	Jennifer Walker	McEnearney Associates.	40.5	42	82.5	\$54,881,088
13	Cynthia Schneider	Long & Foster Real Estate	75.5	21	96.5	\$48,888,872
14	Jay Day	Real Estate Teams	77.5	30	107.5	\$47,660,447
15	Nurit Coombe	RE/MAX Elite Services	40.5	29	69.5	\$46,698,840
16	Janet Callander	Weichert, REALTORS	37.5	10	47.5	\$45,196,945
17	Nathan Guggenheim	Washington Fine Properties	30.5	34	64.5	\$44,815,565
18	Lilian Jorgenson	Long & Foster Real Estate	31	7	38	\$42,752,000
19	Mark McFadden	Washington Fine Properties	9.5	5	14.5	\$42,069,100
20	Jennifer Thornett	Washington Fine Properties	7.5	7	14.5	\$41,880,000

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Teams and Individuals Closed Date from Jan. 1 through July 31, 2017

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38	Jane Fairweather	Coldwell Banker Residential Brokerage	31	10	41	\$34,485,290	57	Joel Nelson	Keller Williams Capital Properties	19	18	37	\$28,084,754
39	Kara Sheehan	Washington Fine Properties	7.5	7	14.5	\$33,962,687	58	Dana Rice	Compass	13.5	18	31.5	\$28,069,219
40	Trent Heminger	Compass	38	11	49	\$33,932,275	59	Victor Llewellyn	Long & Foster Real Estate	38.5	20	58.5	\$27,724,000
41	Christine Reeder	Long & Foster Real Estate	49	59	108	\$33,337,755	60	Jeremy Lichtenstein	RE/MAX Realty Services	22	3	25	\$27,578,366
42	Barak Sky	Long & Foster Real Estate	22.5	27	49.5	\$33,319,721	61	Jeffrey Wilson	TTR Sotheby's International Realty	11.5	10	21.5	\$27,505,900
43	Koki Adasi	Long & Foster Real Estate	26	39	65	\$33,183,001	62	Roby Thompson	Long & Foster Real Estate	15	17	32	\$27,490,250
44	Terry Belt	Keller Williams Realty	15	23	38	\$32,896,105	63	Thomas Faison	RE/MAX Allegiance	21	8	29	\$27,326,058
45	Alejandro Luis Martinez	RE/MAX Elite Services	29.5	74	103.5	\$32,270,933	64	Elizabeth Twigg	Washington Fine Properties	16	10	26	\$27,309,617
46	Christopher White	Long & Foster Real Estate	27	15	42	\$32,016,000	65	Traudel Lange	Washington Fine Properties	11.5	8	19.5	\$27,093,000
47	Melinda Estridge	Long & Foster Real Estate	20	27	47	\$31,816,100	66	Kira Epstein	Washington Fine Properties	11	21	32	\$27,004,350
48	Elaine Koch	RE/MAX Metropolitan Realty	35.5	12	47.5	\$31,758,149	67	Marianne Prendergast	Washington Fine Properties	17.5	4	21.5	\$26,768,700
49	Russell Firestone	TTR Sotheby's International Realty	8	12	20	\$31,507,500	68	Kimberly Casey	Washington Fine Properties	15	6	21	\$26,647,314
50	Lisa Dubois-Headley	RE/MAX By Invitation	20.5	19	39.5	\$30,827,500	69	Laura Mensing	Long & Foster Real Estate	20	8	28	\$26,529,300
51	Tom Francis	Keller Williams Realty	16	7	23	\$29,958,500	70	Andrew Riguzzi	Compass	14	16	30	\$26,510,399
52	Marjorie Halem	Long & Foster Real Estate	22	12	34	\$28,586,423	71	Antonia Ketabchi	Redfin Corp	2	36	38	\$26,338,565
53	Brent Jackson	TTR Sotheby's International Realty	22	11	33	\$28,566,750	72	Anne DiBenedetto	Washington Fine Properties	13	4	17	\$26,243,984
54	Lauren Davis	Washington Fine Properties	12	5	17	\$28,406,000	73	Carolyn Sappenfield	RE/MAX Realty Services	15	10	25	\$26,071,000
55	Cynthia Howar	Washington Fine Properties	5	2	7	\$28,352,000	74	Jennifer Knoll	TTR Sotheby's International Realty	11	8	19	\$25,892,100
56	Carlos Garcia	Keller Williams Capital Properties	19	15	34	\$28,270,417	75	Loic Pritchett	TTR Sotheby's International Realty	11	18	29	\$25,498,238
							76	Margaret Babbington	Compass	16.5	25	41.5	\$25,311,195
							77	Elizabeth Conroy	Keller Williams Realty	12	16	28	\$25,234,664
							78	Chelsea Traylor	Redfin Corp	42	1	43	\$24,986,804
							79	Marshall Carey	Redfin Corp	38	2	40	\$24,846,877
						ا 🐇	80	Bradley Rozansky	Long & Foster Real Estate	21.5	5	26.5	\$24,610,600
OVER TWO DECADES OF McLEAN				81	Todd Vassar	Compass	8	18	26	\$23,861,595			
	CAL MORT	GAGE EXPER	ISE		IVIC MORTGA	GE CORPORATION #	82	Peggy Lyn Speicher	Long & Foster Real Estate	8.5	48	56.5	\$23,685,249
						Lending as it should be.	83	Anne Killeen	Washington Fine Properties	14.5	4	18.5	\$23,444,850
1.11							84	Jonathan Lahey	RE/MAX Fine Living	28	38	66	\$23,307,195
TROY TOUREAU						85	Nathan Dart	RE/MAX Realty Services	35.5	17	52.5	\$23,274,000	





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TOP 100 STANDINGS

Teams and Individuals Closed Date from Jan. 1 through July 31, 2017

Rank	Agent	Office	List #	Sell #	Total #	Total \$
86	Victoria (Tori) McKinney	Keller Williams Realty	12.5	17	29.5	\$23,249,512
87	Frederick Roth	Washington Fine Properties	7	7	14	\$22,941,100
88	Alyssa Crilley	Washington Fine Properties	11.5	7	18.5	\$22,818,450
89	Seth Turner	Compass	10.5	24	34.5	\$22,642,438
90	Lisa Sabelhaus	RE/MAX Town Center	32	24	56	\$22,609,263
91	Elizabeth Lavette	Washington Fine Properties	7.5	5	12.5	\$22,494,250
92	Nelson Marban	Washington Fine Properties	8	7	15	\$22,304,649
93	Marsha Schuman	Washington Fine Properties	7	3	10	\$22,131,500
94	Judy Cranford	Cranford & Associates	8	21	29	\$22,072,400
95	Tyler Jeffrey	Washington Fine Properties	6	25	31	\$22,021,850
96	Ginette R. Winston	Winston Real Estate	17	13	30	\$21,936,000
97	Raymond Gernhart	RE/MAX Allegiance	23	27	50	\$21,852,600
98	Karen Close	Century 21 New Millennium	16.5	4	20.5	\$21,829,849
99	Ronald Mangas	TTR Sothebys International Realty	5.5	6	11.5	\$21,795,000
100	Norman Domingo	XRealty.NET	43	1	44	\$21,696,500

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