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Using Match & Mirror techniques to establish rapport

You may know real estate in the DC area like the back of your hand. You could be the snazziest dresser, or have the most eye-catching marketing materials. But how are you at building rapport with buyers and sellers? I'm not talking about smiling and making small talk – I'm referring to a real honest-to-goodness personal connection.

Establishing a good rapport with your clients is what turns an otherwise average real estate transaction into a great one. When you are able to make an authentic connection with clients, they're more likely to refer you to others and call you again in the future.

One scientifically proven way to create rapport is by matching and mirroring someone else's style of behavior. There is a fine line, though, because you should not blatantly mimic anyone. When you can tune in to the subtle behaviors your clients are exhibiting, you can then match and mirror

Here are a few ways to build rapport with your clients by using match and mirror techniques:



Observe posture and gestures

Look at how the person is sitting or standing. Are they crossing their legs? Do they talk with their hands? Are they sitting back in a chair or sitting forward? Try to position your body in a similar manner.



Listen to how they are speaking

Are you known for your booming, energetic voice, but the client you're talking to is more reserved and speaking in a quieter tone? Bring it down a few notches and try to match that tone, volume, pitch, and even energy level.



Pay attention to rhythm of breathing

It may feel a little strange, but try to match and mirror how a person is breathing. You may find some people breathe faster than others, or that some inhale from the diaphragm versus the upper chest.



Tune in to frequently used words or phrases

Your clients want to know they're being heard. A subtle way you can do this is by listening for specific words or phrases they use often, and working them into conversation when appropriate.

Matching and mirroring is helpful in sales, but the techniques can be used in all different types of interactions you have in your life. For example, I will frequently match and mirror when trying to make nervous homebuyers more comfortable with the mortgage process—but I also use it in social situations when I'm talking to friends or meeting new people. Matching and mirroring is proven to help build rapport, and in an industry where personal connections are so important, it would be well worth your time to give these techniques a shot.

Want to practice your matching and mirroring skills before meeting with clients? Call Tina today and she'll show you how natural rapport-building can be.



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TABLE OF CONTENTS

	6 Preferred Partners		8 Publisher's Note		10 Golden Nuggets		12 Coaching Corner by Dan Deist
	14 Get Seen In 2018 by Christina Daves		16 Partner Spotlight: Pat Bowman		20 Legal Hotline by Jill Michaels		22 Making A Difference: Alecia Scott
	24 Rising Star: Melinda Butterfield		26 Cover Story: Melinda Estridge		34 Google Yourself by Wade Vander Molen		40 Special Events
TOP 200 STANDINGS	50 Top 200 Standings						

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Todd Greenbaum
Owner and Founder

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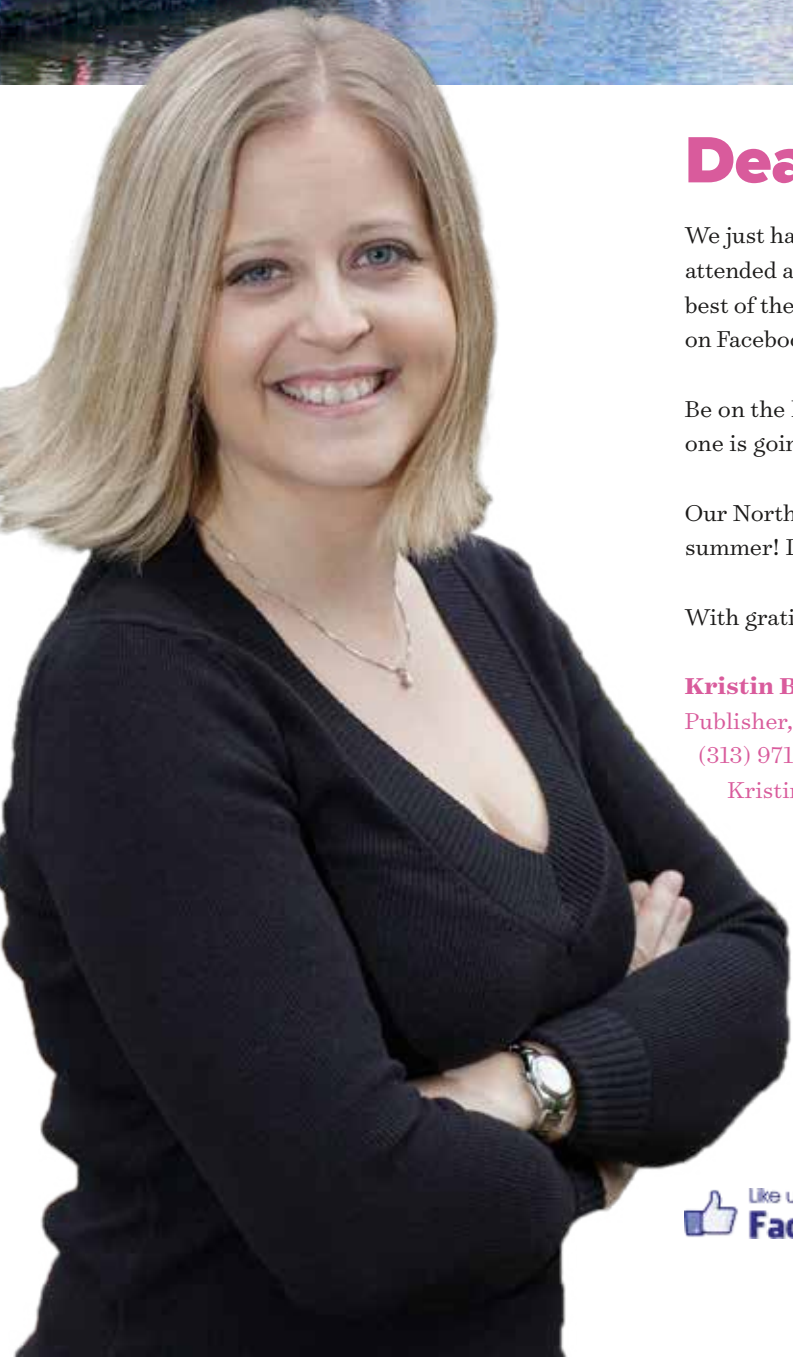
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Dear Real Producers,

We just had our first anniversary celebration! We're grateful for all of you who attended and for our wonderful partners who made it possible. This group is the best of the best — from our real producers to our partners. Check out the photos on Facebook and tag your friends! Pictures will be in our May issue, as well.

Be on the lookout for our summer event. Announcement coming soon!! This one is going to be an especially good time!

Our Northern Virginia (NoVa) Real Producers publication and events start this summer! Lots of exciting things coming up!

With gratitude,

Kristin Brindley

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Golden Nuggets



Melinda Estridge

“Schedule everything — every hour, every day, every week and every month... Block time to make your calls and do follow-ups and appointments, and schedule vacation and time off at the beginning of the year, and then stick to it.”

“It’s worth it to make your database a priority... Keep notes about [your clients’] likes and dislikes, their personal situations, their special days, events and family stories. Touch base with your clients whenever you can, and at least four times a year.”

“Always do the right thing. No transaction is worth abandoning your core values.”



Alecia Scott

“Start where your heart tugs you... Volunteer. You can start small by being a table sponsor, invite key clients out for a nice evening, and sign your team up for a golf fund-raiser...”

“Team-building through group participation in organizations’ fund-raising events allows the team to feel good about giving and making a difference in the community... most of these fund-raisers can be sporting tournaments, which gets [your team] out doing something enjoyable together.”

“I’m pretty sure we are getting as much out of the experience as the people we are trying to serve!”



Melinda Butterfield

“Patience and kindness are key virtues for any agent.”

“I love my clients. I really miss them when we are finished with a transaction, and I don’t see them as much. The people are the best part of this business!”

“Get a good mentor, and go for it!”



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YOUR TEAM/BUSINESS: You **Are** Your People

By Dan Deist



I’m making an assumption that we’ve all worked at a company, or wished we had, that was high performing. What makes a team or company perform at a high level, and what contributes to their creation of an amazing work culture? These companies are able to effortlessly draw awesome talent — why?

I’ve been coaching and helping companies for years, and I’ve observed a common denominator: it’s their people, not the world-class facilities or cool amenities, like an office gym. I can feel it in their work atmosphere, and have observed how their employees interact with one another and present themselves.

There are great resources available nowadays that can help you predict potential employee behavior, like those defined in the Myers-Briggs Type Indicator assessment. Tony Robbins’ website has a helpful and FREE behavior assessment tool, based on the well-known DISC theory, introduced by William Mouton

Marston. Take a moment and research both when building your team. Surround yourself with those individuals that are complementary. When you are ready to grow or promote someone from within, ask yourself these questions:

What type of internal and external energy does this person project, and do they smile or reflect common courtesy easily? Do they look others in the eye while communicating? My father would ask, “Do they have good ‘bedside manner’?”

Does this person value the importance of culture? Do they fit comfortably into your vision for your company’s culture?

Do they allow people to finish speaking? Are they only listening for their opportunity to speak?

If you are considering them as a manager, can you visualize them as a role model for new staff?

If you couldn’t answer your phone, would you feel comfortable with them answering it?

I love what Marcus Buckingham, an author and business consultant, is credited with saying, “Talent is a multiplier. The more energy and attention you invest in it, the greater the yield.” I’ve always preached: hire for the person and train for the skill.

Now go build an awesome team and culture!



Dan Deist is a former Vice President at Fiserv, a Fortune 500 company. He is a graduate and mentor to the University of Maryland University College Business program. He also owns four businesses within Montgomery County and is a business coach for the Millionaire Inspector Community.



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GET SEEN IN 2018

Create *Great* Content — *FAST*

By Christina Daves



Most people struggle with what content to post on social media and in blogs. It's usually more like throwing spaghetti on the wall and hoping something sticks than posting with a strategy in mind.

The easiest way to do this is using the traditional and non-traditional calendars. Look at holidays and what you can relate your real estate business to, and then post things about that. Here are a few ideas to get you started. I recommend sitting down and spending a few hours on this, and just get it done. Then, all you have to do is schedule your posts.

Remember that all of this content can be tweaked to create media pitches too.

JANUARY – National Organization Month – Content in January can be tips for organizing a home before selling and organizing finances before selling. You can do a tip a day or a tip a week.

MARCH – National Credit Education Month – This is a great opportunity to talk about the importance of good credit for loan rates. Interview your favorite loan officer about various credit topics. What does good credit mean for a loan? Bad credit? How can you fix your credit quickly?

APRIL – 15, Tax Day – April is a great month to talk about the tax benefits of owning a home. You can also share content about owning a second home and what does that mean for taxes. Team up with your accountant and interview them about these topics and then share the videos throughout the month.

April is also Lawn and Garden Month. Provide tips all month about best upgrades for your yard before selling. You can also talk about outdoor kitchen areas and pools. Are they a benefit or a deterrent when selling?

AUGUST – 21, Senior Citizens Day – What are the trends of senior citizens and real estate? Are they downsizing? Upsizing to make room for grandchildren? Purchasing vacation homes? This is a great way to highlight your expertise in the real estate market with this demographic.

SEPTEMBER – 28, National Good Neighbor Day – This holiday epitomizes real estate agents. Content can be all about neighborhoods you specialize in and the local community. Share positive stories about what it means to be a good neighbor. Hold a contest in an area you specialize in and award a Good Neighbor Award and give the award on the 28th. Don't forget to invite the local media!

DECEMBER – 3, Roof Over Your Head Day – This is one of my favorites because I have one child in college and one heading to college. What are the statistics of college graduates getting their own roof over their head? Are they coming home to their parents? Renting? Buying? What is the average age for first-time homebuyers?

This should give you some great ideas to get started. I strongly recommend doing as much of this as you can in one sitting. Do

it yourself or pull your team together. Whatever your resources are, just do it! Once it's done, you have a roadmap, and it's a plan you can use next year, too. You'll just want to update your content a bit.

Having your content laid out for a year in advance is an invaluable marketing tool and frees you up to do what you do best – real estate.



Christina Daves is the founder of PR For Anyone. She has trained thousands of real estate agents in gaining visibility by using traditional and social media together for maximum effectiveness. Agents she has worked with have appeared in national magazines, newspapers, radio, television and blogs. Book your free Business Strategy Session with her at www.ChatwithChristina.com, and learn more about her at www.ChristinaDaves.com.

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Photos by Howard Lansat Photography

Pat Bowman

of Fairway Independent Mortgage



Seated: Jennifer Lasher (mortgage processor) and Ernie Castro (reverse mortgage consultant). Standing, left to right: Cassandra Compton (Vice President Business Development), Erin Hatfield (underwriter), Pat Bowman, Sarah Slotnick (digital marketing specialist), and Merary Nunez (mortgage assistant)



Pat Bowman with, from left: Erin Hatfield (underwriter), Jennifer Lasher (mortgage processor), and Merary Nunez (mortgage assistant)

What's happened in the mortgage industry in the last 30 years? Interest rates 10 percent or higher. The savings and loan crisis. The technology rally. No income, no asset loans. Unlimited mortgage product (remember sub-prime?) Sustained real estate appreciation. Interest rates at 3 percent. These are all scenarios that have occurred in the last 30 years in the mortgage industry, and Pat Bowman, with Fairway Independent Mortgage Corporation, has survived and thrived in all of these markets. "The changes that have occurred since I started in the industry in 1987 are almost comical, at this point. I remember vividly the day we got our first fax machine!" Although much has changed throughout the years, Pat's dedication to the industry, his clients and to serving others has never wavered.

Pat began his mortgage career as a loan officer with a small savings and loan in 1987. He stayed there until 1995, when he ventured off with some colleagues and they formed their own mortgage company, First Republic Mortgage Corporation. In 1999, after growing the company to a top 20 regional mortgage company with closed loan production of over \$1 billion, they sold the company to local home builder and mortgage group, NVR. From there, Pat accepted an opportunity to lead a branch for a large national bank lender for about 15 years, where that branch ranked consistently among the top five mortgage originators in the area.

However, as the mortgage industry continues to evolve, Pat has also made a change. He joined Fairway in 2017 and is beyond excited about the opportunity. "The move to Fairway is really the

best of both worlds. Based on origination volume in 2017, Fairway ranks in the top 10 nationally for total volume. However, the best part for me is the entrepreneurial spirit that exists at Fairway," he says. "The company is designed to leverage the financial fortitude and national presence of a large lender, while allowing all mortgage-related decisions and processes to be completed on a local level. It is a perfect recipe for mortgage success."

Pat has always embraced the nuances of the job, where all parties are working together to facilitate a new home. "What I find most fulfilling about the mortgage industry is really twofold. Obviously, the immediate satisfaction of assisting someone in purchasing a new home for their family is very rewarding. Every time I receive a card or email of thanks from a client, it reinforces how important what we do really is for a family." Pat went on to say that the cumulative impact of thousands of successful settlements throughout his career has afforded him the opportunity to meet so many different people and learn about ways to help folks outside of the real estate community. That ability to give back to others within the community has been a driver for Pat in his career.

To really live that passion, Pat and his wife, Mary Kay, started a scholarship fund 12 years ago for an "underprivileged student that shows academic promise" at a local elementary school in Montgomery County. Pat and Mary Kay thought it was a way to give back to a community where they and their children were involved. Pat and Mary Kay believed it was a great way for their three children, Brett (25), Jack (23), and Bridgid (20), to learn about charity and humility at a young age.

...



The Bowman Family (Left to right: Jack, Mary Kay, Brett, Bridgid and Pat)

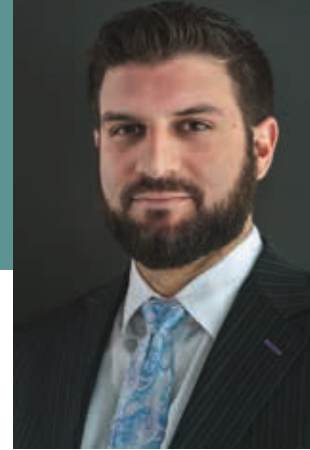
As Pat moves forward in his career, he is optimistic about the opportunities that lie ahead. He mentions the technology that Fairway has to offer. He is clearly excited about the Fairway Now app that he can co-brand with a Realtor, which will, essentially, take an application and deliver a pre-approval letter all from the app. He talks further about a new service Fairway has to co-brand marketing material with Realtors for open houses, but is so robust that it includes information on local schools and merchants to assist a prospective buyer in choosing a new home. He is proud that Fairway went live with eClosings in February of this year. He believes all of these features will only enhance the experience for Realtors and buyers,

alike. When talking about the future, Pat said, "At a motivational seminar I attended, someone once said, 'There is a reason the windshield is larger than the rearview mirror. The rearview mirror is small, and is for memories and learning experiences. The front windshield is where you look forward for the opportunities to come.'"

Pat's attention is firmly fixed on the front windshield.



With over 30 years in the mortgage industry and all of it in the Greater Washington, D.C. Metro area, Pat prides himself on working closely with every client to find the mortgage program and strategy that works best to fit their specific situation. To contact Pat Bowman, call 301-641-3436, email Pat.Bowman@fairwaymc.com, or visit him online at fairwayindependentmc.com/Pat-Bowman.



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13-00577R

Disclosure vs. Disclaimer FOR SELLERS

For sellers, disclosure is a different story than it is for real producer agents. The seller must fill out the Disclosure/Disclaimer form, utilizing **actual** knowledge. They have no obligation to do homework to know more in order to have the house on the market. However, in Maryland, the seller can DISCLAIM everything by crossing out or leaving the disclosure portion of the form blank and only signing the last portion for disclaiming. The seller cannot avoid disclosing latent defects, of course, but are required to do so only if they have actual knowledge.



The standard for defining a latent defect is the 2-”H” Defect Test:

- 1. Is it hidden? and
- 2. Is it hazardous or harmful?

D.C. Metro Real Producers know the most common examples, of course. These are:

- 1. Actual knowledge of dangerous mold that cannot be seen
- 2. Carbon monoxide leak, if known
- 3. The “snake house” scenario (i.e., case of Annapolis home infested with snakes)
- 4. Structural issue that is documented and might possibly cause harm

Ninety-nine percent of the time, I recommend sellers and real producers, alike, in Maryland: DISCLAIM, DISCLAIM, DISCLAIM!

At first blush, there is a fear that buyers and agents might think the seller, and sometimes the agent, is hiding something. In fact, the seller and the agent

are trying to do the opposite. Agents who heed my seasoned legal advice put a note in the non-public remarks stating, “Home inspections are welcome.”

What is the message the seller is sending? Inspect the heck out of the property and let us know what, if anything, you want — and then let the negotiations begin! The buyer essentially “assumes the risk” about the condition of the property. If they hire a bad inspector and miss something, they are hard pressed to say the seller knew it and didn’t disclose. The protection for the seller and the listing agent of encouraging inspections is huge.

A strong legal defense when a buyer tries to pursue the seller and/or the agent is the affirmative defense called “assumption of risk.” Simply stated, the onus is on the buyer and their homework, however thorough or not. This is when I like to use one of my favorite expressions: “Too bad, so sad.” Even if it turns out to be a latent defect, the seller is not accountable unless the seller had actual knowledge. The agent’s responsibility, reviewed above, remains the same.

In D.C., I recommend the following: When in doubt, let it out! Truth in advertising works well! But what about the effect on the value? I certainly do not recommend putting in MRIS, “hardwood floors throughout, gorgeous upgraded kitchen, huge yard, mold in basement, call to show...”

In D.C., I recommend the following: **When in doubt, let it out!** Truth in advertising works well! But what about the effect on the value? I certainly do not recommend putting in MRIS, “hardwood floors throughout, gorgeous upgraded kitchen, huge yard, mold in basement, call to show...” There are places where disclosures can allow the seller and agent to point out items that have receipts and welcome home inspections so that the defense of “assumption of risk” still comes into play. Further, explain that because of this issue and that issue and the other possible issue equates to the house being very well priced with those things considered.

The whole truth-in-advertising concept, in my opinion, happened with the pharmaceutical industry. Do you remember the Viagra commercials? Husband and wife are watching a movie, and the wife dims the lights. The husband turns around, and she gives him “the look.” He turns off the TV, and they head upstairs. Across the TV screen you see in bold, purple letters: “VIAGRA... you may die, go blind in one eye, have a heart attack or stroke,

develop restless leg syndrome, be caught in a most embarrassing and painful position for four or more hours and need to proceed to the nearest emergency room,” etc. Then, it slowly says, “VIAGRA... ask your doctor.” Guess what? The disclosures have NOT affected the value or sales! Truth in advertising shows good faith and provides a sense, for the buyer, that they know what they are getting into. Truth and fairness do sell houses!

My Legal Hotline tip of the month is that sellers and buyers should always purchase a home warranty. No one sues over a \$100 deductible. (The odds are really good on this one.) And no one is filing a mediation complaint for \$500 if they use the MAR contract. The home warranty is also outstanding protection for the seller who only finds out, for example, that the hot water heater is leaking and may need to be replaced in the middle of home inspection negotiations. For a \$100 deductible, the seller may be able to get it repaired and/or replaced without killing the deal or financially changing the stakes.



Jill Pogach Michaels, managing partner and founder of The Law Offices of Jill Pogach Michaels, was recently awarded the “Lawyers of Distinction Award” for 2017 for being in the top 10 percent of real estate attorneys. As a “Top Lawyer in Maryland” recipient in 2013, 2015 and 2016 for the highest in ethical standards, Ms. Michaels earned the reputation of being the go-to lawyer for residential and commercial contract drafting, disputes, advice and legal representation. She teaches residential contracts, ethics and other classes throughout the D.C. Metropolitan area to Realtors. In addition, her team of five attorneys handles litigation, transactional, employment and criminal law. For more information, contact Ms. Michaels personally at 202-253-4393 or email her at Jill@jillmichaelslaw.com.

ALECIA SCOTT

Alecia Scott has a long steady career as a Realtor®. She has an estimated career volume of \$250 million in sales and a total volume of \$40-\$41 million last year, alone. Just as big as her numbers, though, is her impact in the community from the charities and foundations she wholeheartedly supports.

Alecia and her husband, Robert Scott, founded the Scott Team International Tribe, which aims to improve the wellbeing of people in the community. They have been loyal supporters of several charities over the course of Alecia's 17-year-long career as a Realtor®. Some of the organizations that Scott Team International Tribe supports are CCI Health and Wellness, Community Bridges, AFS, Silver Spring YMCA, Crossroads Freedom Center, Habitat Local Build, Coalition for the Homeless, and SEEC—an organization that supports disabled members of the community.

Alecia and Robert have three children: Olivia, who has been on the team with Alecia and Robert for the last four years, and Octavia, who is “into plants and science” and is pursuing a degree in Parks and Recreational Management. Alecia says that she and Robert are both heavily involved with charities - and that Robert has a “big servant heart.” Robert is the chairman of the board of directors of the Silver Spring Chamber, the chair of quality assurance committee of the board of directors for Crossroads Freedom Center, the director of the board and chair of the events committee for the YMCA, and, together with Alecia, the Liaison of AFS. Alecia and Robert have hosted 10 exchange students, through AFS, over the past ten years and have built connections worldwide. Their drive and commitment has fueled the Scott Team International Tribe, which has raised a whopping \$50,000 over the past 4 to 5 years for the many charities they support, combined.

“For the past four years, we do what we call a local charity spotlight. The charity organization attends our client appreciation event, we give them the platform and present the work of the organization as we offer a Scott Team match, dollar for dollar. It's been



Photos by Ryan Corvello Photography

successful and very well received, we can raise a nice chunk of cash for a good cause, while also thanking our clients for their business.”

For Realtors® who want to get involved in charitable efforts, but haven't yet taken the plunge, or don't know how to get started, Alecia recommends, “Start where your heart tugs you... Volunteer. You can start small by being a table sponsor, invite key clients out for a nice evening and sign your team up for a golf fundraiser. Start small; use your resources and marketing. You are already spending money on creative ways to build relationships and grow from there. If you're a solo agent, adopt a classroom in a needy part of the county and do school and coat drives. Be on call for that teacher as a means of support for those little extras, paper products, and hand sanitizers.”

The first step, she says, is to “pick an organization that inspires you. Second, attend some of their fundraisers and get to know the staff and participants. Volunteer where you can, and join the board if your schedule allows. This is where you will meet your key people. These organizations are looking for influencers who can chair events. We attend the fundraising galas as a team, sponsor tables, buy auction items, and participate in donations collectively.”



Left to right: Casey Dowling (Marketing Coordinator), Joy Harvey (Realtor), Alecia Scott (Team Leader and Realtor), Olivia Fenton (Realtor), and Drew Lowe (Realtor)

Alecia believes that team building through group participation in organizations' fundraising events makes the team feel good about giving and making a difference in the community. Participating and volunteering fosters team bonding, she says, especially since most of the fundraisers are sporting tournaments which gets them out doing something enjoyable together. Their favorite fundraisers are the SEEC annual softball tournament and Silver Spring YMCA golf events.

The events the Scott Team organizes for the charities they support promote healthy activities and raise awareness of wellness in the community. They cater big events where they would meet potential clients who also support their cause. Supporting the same charity enables the Scott Team to build deeper relationships and connections with clients.

How do Alecia and Robert find time for so much charity work? With unwavering support from their family and team. “I had an epiphany that I could give back to my family and the community by continuing with my husband the work he had already begun through his business relationships. Along the way, the family and the team have become involved, too. It's been a great reminder that so much of life is caught, not taught. With the team building and the times we get together as a family to serve the community... I'm pretty sure we are getting as much out of the experience as the people we are trying to serve!”



Robert and Alecia Scott

► rising star

MELINDA Butterfield

Growing up in a military family, Melinda Butterfield moved every three years and lived all over the world. No matter where they lived, her parents made their house a home. Her happy family life and successful approach to real estate have been shaped by these many moves.

Photos by Howard Lansat Photography



Consider, first, that being a stranger in a strange land teaches the importance of family. In new surroundings, family can be a great source of love and support. For Melinda this was true then and is true also today.

Twenty years ago, she married Paul Butterfield, longtime real estate agent and RE/MAX Lifetime Achievement Award recipient, her “dream come true and best friend forever.” Together, they have three children, Brooke (19), Lucy (16) and James (15), each of whom has talents and traits that make them both very proud.

It was for her family that Melinda entered real estate, but that story comes later.

Moving frequently can teach resilience and good sensibility. In real estate, a great agent will adapt to all manner of situations, facing challenges quickly, calmly and effectively. Melinda reports with pride, “It has been very satisfying to solve big and small problems that helped get my clients to the settlement table.” Simultaneously, she is “excited by the opportunity to learn something new every day.”

Melinda was inspired recently by a fellow colleague who exhibited an impressive level of patience managing some needy clients.

As a former massage therapist, she believes “patience and kindness are key virtues for any agent.” Being a mother has helped her to develop these virtues and it is her intention “to embody a peaceful, centered disposition throughout the day.”

Another set of skills Melinda gained from living all over the world is her ability to appreciate people and make friends quickly. “I have genuine care for others,” Melinda says. “I love my clients,” she smiles, with modest affection. “I really miss them when we are finished with a transaction and I don’t see them as much. The people are the best part of this business!”

Melinda knows firsthand how important a caring professional can be to a family that is new to town or just to the neighborhood. She says her propensity to make fast connections with clients “makes me different. I’ve had to reel myself in. In fact, I used to hug my clients too quickly! I just like people! It’s a strength that I am learning how to hone to serve this community best!”

A frequent mover also has to learn to communicate well. Melinda sees successful communication as one of the most important skills of all. Working to foster an environment of understanding and having excellent negotiation skills are top priorities for her. She calls communicating effectively her “greatest challenge and biggest growing edge.”

“I’ve had some strong-willed clients,” Melinda shares. “They had to do it ‘their way.’ I am strong-willed also, so it’s been a profound experience to learn to guide people, but also to let go of a specific outcome.” Today, she is dedicated to “providing her clients with great information and advice so they can be empowered to make good choices every step of the way.”

For years, Melinda watched Paul have great success in the real estate industry. His family has been serving the local real estate community for over 60 years. Being “steeped in the industry” opened her eyes to the opportunity to start a new career.

Melinda was working as a massage therapist but, she says, “Paul encouraged me for a long time to become an agent. He saw that I had the perseverance and great people skills needed to be successful.” When they looked at their family’s budget, needs and goals, they quickly realized, “the income I was earning wouldn’t be enough to support what we saw our future would demand, so it was a family choice that caused me to enter into real estate. With Paul and I at the helm, The Butterfield Group was born.”

Today, Melinda is making a big difference for her family. “I am willing to work hard, and I do. It’s a rewarding career on many levels and so nice to reap the benefits monetarily as well,” she declares.

Outside of work and family, Melinda is a member of Rotary International. “Our mission is to make the world a better place, and our motto is ‘service above self;’” she says. She applies that conviction to the real estate profession. “Let’s work together. Let’s be nice to each other. Let’s get the job done for our people.”

Melinda credits her parents, Mike and Kathy Thompson, for having “modeled a strong work ethic and instilled in me a desire to ‘do my best and go the extra mile.’” She now models this for any new agent who is watching. She suggests, “Get yourself a good mentor and go for it!”



Left to right: Lucy, Melinda, Paul, Brooke, and James Butterfield



Paul and Melinda Butterfield



The Butterfield and Thompson Clan. Left to right: Mike Thompson; James, Brooke, Lucy, Paul and Melinda Butterfield; and Kathy Thompson

MELINDA ESTRIDGE

In The “People Business”

IMAGINE IT’S 1978. YOU’RE A REAL ESTATE AGENT. THERE ARE NO COMPUTERS, FAXES, EMAILS OR PHOTOCOPIERS. WITHOUT COMPUTERS OR CELL PHONES, THERE’S NO LUXURY OF WORKING FROM HOME.

How times have changed! “We’ve morphed into a rich, technology-based profession, full of information, graphics, video and instant communication,” says Melinda Estridge, of The Estridge Group of Long and Foster Real Estate. She’s seen significant changes in the real estate industry in the last four decades, but at its core, “it’s still a people business.”

Melinda entered this “people business” in 1978 as “a segue,” she says. “It was kind of a trial route that became very interesting, rewarding, and lucrative. “Naturally, I quickly became hooked.”

Real estate is very different from her initial path. “College and law school were very rewarding,” she recalls. “Education opens your eyes and challenges you mentally.” She considers her previous education and work experience as “stepping stones on my way to figuring out what I wanted to be when I grew up.”

Figure it out, she did. Real estate is a career that suits Melinda Estridge, as evidenced by her career volume of over \$1.5 billion. In 2017 alone, she and her team did over \$67 million. “We have a small group, but all of us work hard and share in our success,” she says.



Photos by Ryan Corvello Photography



The Estridge Group
Left to right: Bob O’Toole, Melinda Estridge, Scott Sachs, Caroline Aslan, Eric Goldstein and Daniel Schuler



Melinda at surprise party thrown for her by The Estridge Group on Feb. 1, 2018, celebrating her 40th year in the business.

Melinda attributes her success to a good early role model. She says her mother, who passed away with her third bout with cancer a few years ago, was a huge influence on her life. “She worked outside the home for 53 years and became a senior vice president and money manager for the oldest stock brokerage firm in D.C., Folger, Nolan, Fleming, and Douglas. She started in the 1950s as an assistant for one of the principals of the company and worked her way up the ladder. In her day, that was triumphant for a woman. This was an all-male, old-school organization, and she was beloved by all. I still hear from her office and clients how much they miss her. She influenced many lives. I am forever grateful.”

Watching her mother succeed in a man’s profession set quite the example for Melinda. “She was my role model. She rose with respect and integrity, and did not ruffle feathers. I was so proud of her, and her example taught me there are no limitations for success.” Success, according to Melinda, “is reaching both your personal and professional



goals. Along the way, you must manage your stress and, to a large extent, the stress of others.” Melinda attributes her success today to “wowing clients with great staging, superior pricing strategies, helping them get top dollar, and helping them simply achieve their goals.”

Melinda says she’s learned a lifetime of lessons. “I wish I’d started my comprehensive client database a lot earlier,” she reflects. She encourages new agents to start now. “It’s worth it to make your database a priority,” she says. “This will help with the important mission of staying in touch with your clients. Keep notes about their likes and dislikes, their personal situations, their special days, events and family stories.”



The Estridge Group has a lot of fun together!

Melinda's database is now over 8,000 contacts and growing. She admits, "It may be time-consuming to maintain the database, but it pays off professionally and personally."

Once you have a database, "use it," urges Melinda. "Touch base with your clients whenever you can, and at least four times a year." Any agent knows that life and work get hectic, but "make it a priority," urges Melinda.

She has more sage wisdom, having to do with integrity. "Be the agent you'd like to work with," she says. "You want to work with honest, kind and helpful colleagues who are people of their word that you know you can count on. Be that person."

Most importantly, "Always do the right thing," she states. "No transaction is worth abandoning your core values."

Although technology has helped increase productivity and efficiency, life seems to be more complicated in this new century. Melinda has a technique to "use time more effectively," because, as she wisely pontificates, "the one thing you can't make more of is time, but you can make the time you have count!"

How does she recommend agents control their time and not be over-scheduled? The answer may seem counter-intuitive. "Schedule everything — every hour, every day, every week and every month," Melinda states. "This is not to be overly controlling but to be productive and healthy. Block time to make your calls and do follow-ups and appointments, and schedule vacation and time off at the beginning of the year, and then stick to it."

There's a saying: "Work hard, play hard." Melinda subscribes to this belief. Hence, she adheres to strict scheduling, to include time for personal things, such as "yourself, family, and your community," she says.

Melinda Estridge is married to Bob O'Toole, whom she describes as her "best friend." This weaving of professional and personal lives works, she says, "because we set goals and boundaries." Together, they delight in traveling the world, enjoying good food and wine, which Melinda says "is made all the better with friends and family."

Involvement in her community is extremely important. "Not only do Realtors® sell homes, we sell quality of life, which is why I support Habitat for Humanity," she says. She also supports Rock Creek Conservancy, the Hillwood Museum, Women for Women International, and sponsors African women to finish their education, thereby improving their lives and prospects. "Empowering women will improve the world," she declares.

Giving back is very much a part of who Melinda is, which is why she's so active with charities and mentoring other agents, especially her team. "The success of my group and the rewards of gratitude are more satisfying than plaques, awards or being number one," she says. "If you are inspired by being successful in your own right, the feeling sustains you and you will share in the joy of others' success as well."

Four decades in real estate yields wisdom and expertise. Being nimble and evolving along the way ensures continued growth and success. Melinda Estridge is the embodiment of these, while holding steadfast to the knowledge that real estate is about the clients she serves. After all, she's in the people business.


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PROTECT YOUR REAL ESTATE BRAND BY GOOGLING YOUR NAME

By Wade Vander Molen



MONITOR YOUR ONLINE CONTENT

I talk to Realtors® about setting up a good real estate website and creating effective content, but you also need to monitor that content and feedback to make sure others aren’t stealing your information and posting it elsewhere without giving you credit. Yes, this happens.

One of the best things you can do is to set up “Google Alerts” for certain keywords or phrases. For instance, you can set up Google Alerts for your name, your brand, your website URL, your real estate firm, and other keywords that are relevant to you and your business. Google Alerts are free to set up, so check them out.

Do you ever take the time to Google your own name? Some might consider it “vain” to Google your own name, but when you’re a real estate agent it is important! You work hard to promote and sell your “brand,” but you also need to protect that brand and reputation by knowing what is being said about you online, who is saying it, and why. In this day and age, virtually anyone can say whatever they want on social media channels, videos or websites. When people have a positive or negative experience, they have no problem telling the world about it. It took years for you to build your brand; let’s explore ways to protect it.

OTHER REASONS TO GOOGLE YOUR NAME:

Bad review.

A client didn’t have the best real estate experience, so he/she decided to go online and mess up that 5-star Zillow or Yelp rating. What did they say that was so bad?

Past issues.

You had a “not so proud” incident happen in your past (possibly college) and, for some reason, that incident shows up online. When you search your name... there it is!

Mentioned online and didn’t know it.

You came across a blog or video, and you or your brand was mentioned. Whether positive or negative, you should want to know when this happens. Thank the person for the positive mention, and address the negative mention.

Stolen online content.

As stated above, this is HUGE. If a person or company steals your online content, photos, listing pictures, or videos and uses them as their own, that needs to be addressed right away.

Regardless of how vain it might seem to Google your own name, it is very important in the real estate business. Doing all you can to protect your brand and reputation is very important, as it only takes a short time to tear down something that took a long time to build.

Setting up Google Alerts is a great way to monitor any mentions of you and your brand. It is peace of mind knowing that if something is said, either positive or negative, you will be notified. I suggest setting up a reminder to Google your own name every quarter to see if there is anything else out there you didn’t know existed.



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 www.DCTitleGuy.com.

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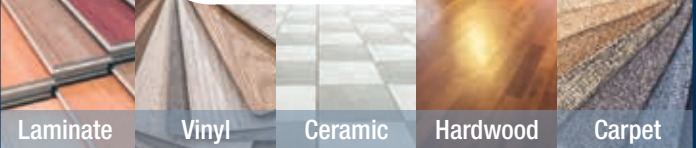

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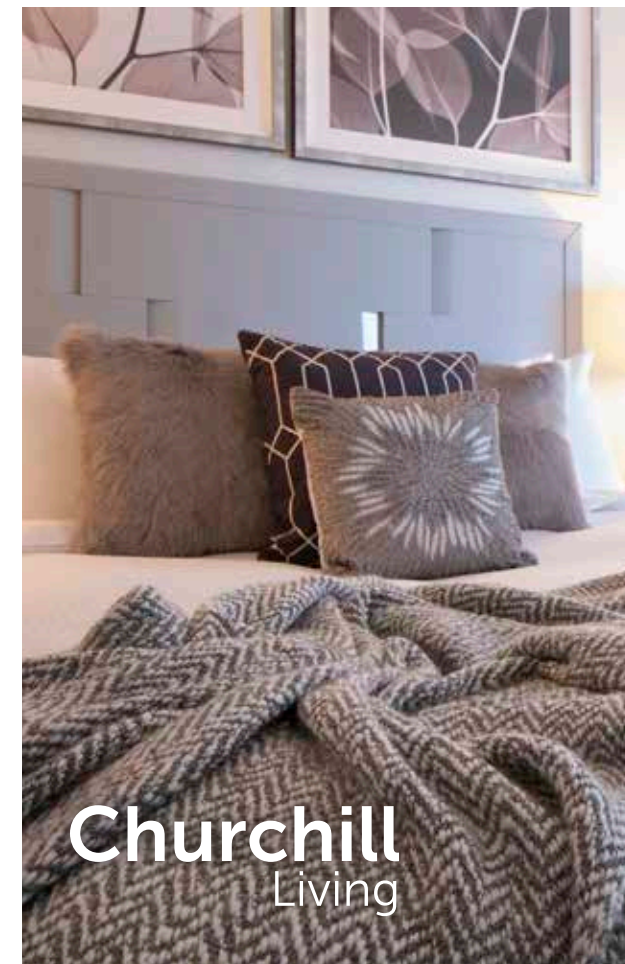
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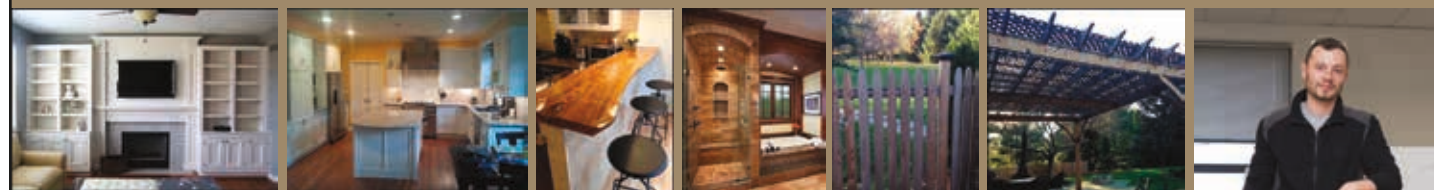
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Thank you so much to all our partners who made it out to our Sneak Peak/Exclusive Reveal at the brand-new Abingdon Estates, located in Arlington, Virginia, on February 15th. A special shout-out to all the agents who attended. We had a fabulous time and hope you did, as well.

Congratulations to all our raffle winners — there were over \$2,000 in fantastic prizes provided by our wonderful partners. A warm “thank you” to our very gracious host, Classic Cottages, for providing a gorgeous, brand-new property as a venue, delicious food and wine. Thanks to KO Distilling for a delightful whiskey and bourbon tasting.

If you missed us at this event, be sure you don’t miss the next one! For information regarding all DC Metro Real Producers events, email us at Events@dcmetrorealproducers.com.

Finally, a big thank you to our amazing event sponsor, Monica Sulaimani, of ATG Title, for your generous support.



The Classic Cottages Team



Tina Del Casale and JP Montalvan



Dan Deist, Michelle Hopkin, and Lexy Krause



Tina Del Casale, Richard Early, and Aaron Browning



Jessica Stanley and Dilyana Mazur



Left to right: Jennifer Lynch, Kyle Toomey, Nicole Canole, Will Lawrence



Left to right: Monica Sulaimani and Liliana Andrade



Keri Shull and Kristin Brindley



Keri Shull Team



From left: Carl Pruschowsky, Sam Joyce, Aaron Browning, Ben Elkins, Cathy Sheedfar



KO Distilling



Will Lawrence, Nicole Canole, Jennifer Lynch



Left to right: Rob Mercer and Jim Patton



Left to right: Dilyana Mazur, Donna Seeker, Chanin Wisler



Tyler Marrin and Audrey Shay



From left: Lexy Krause, Michelle Hopkin, Pat Bowman



Left to right: Adele Branthover, Keri Shull, Karen Briscoe



Jonathan Lahey and JP Montalvan



Kristin Brindley and Dan Deist



Adele Branthover



KO Distilling

First Anniversary Celebration Held March 22

What an amazing gathering! We had an awesome time at our First-Anniversary Celebration on March 22. It was great seeing everyone at the beautiful estate in Potomac, MD. Pictures available in our May issue. Visit us on Facebook to see more pictures and a video from the event.

Upcoming Events

A fantastic event is coming up in June! Be on the lookout for your exclusive invitation.



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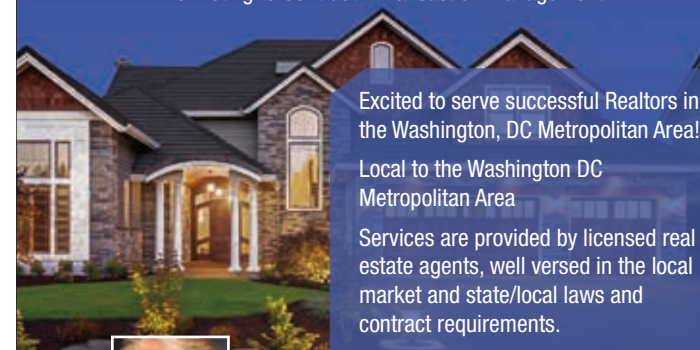


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—Moustapha and Massandje, Clarksburg, MD, 8/5/2017

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TOP 200 STANDINGS

Teams and Individuals Closed Date From Jan. 1, 2018 - Feb. 28, 2018

Rank	Agent	Office	List #	Sell #	Total #	Total \$
1	Mark McFadden	Washington Fine Properties, LLC	2.5	2	4.5	\$29,638,000
2	Keri Shull	Optime Realty	18	18	36	\$24,718,653
3	David Getson	Compass	7.5	25	32.5	\$21,981,282
4	Nancy Taylor Bubes	Washington Fine Properties, LLC	4.5	4	8.5	\$20,852,500
5	John Kirk	Tower Hill Realty	31	1	32	\$14,327,699
6	Nurit Coombe	RE/MAX Elite Services	3.5	10	13.5	\$13,605,000
7	Barak Sky	Long & Foster Real Estate, Inc.	7.5	12	19.5	\$13,179,400
8	Jennifer Smira	Compass	10.5	7	17.5	\$12,977,000
9	David Mayhood	The Mayhood Company	7.5	2	9	\$12,487,600
10	Jay Day	Real Estate Teams, LLC	17.5	11	28.5	\$12,228,286
11	Carolyn Sappenfield	RE/MAX Realty Services	5	2	7	\$11,845,000
12	Phyllis Patterson	TTR Sotheby's International Realty	10.5	4	14.5	\$11,624,400
13	Sue Goodhart	McEneaney Associates, Inc.	7.5	9	16	\$11,617,250
14	Lois Watts-Venners	Eastbanc Marketing, LLC	5	1	6	\$11,613,454
15	Noble Davis	RE/MAX Supreme	2	2	4	\$11,564,000
16	Jennifer Walker	McEneaney Associates, Inc.	8	8	16	\$11,097,336
17	Alejandro Luis Martinez	RE/MAX Elite Services	14.5	18	32.5	\$10,383,150
18	Anne Killeen	Washington Fine Properties, LLC	7	2	9	\$10,350,000
19	Kate Hanley	Urban Pace, a Long & Foster Company	16.5	2	18.5	\$9,868,800
20	Tyler Jeffrey	Washington Fine Properties, LLC	1	10	11	\$9,583,200
21	Russell Firestone	TTR Sotheby's International Realty	2	3	5	\$9,390,400
22	Michael Rankin	TTR Sotheby's International Realty	2	3	5	\$8,814,500
23	Kimberly Gibson	Washington Fine Properties, LLC	1	3	4	\$8,605,000
24	Christine Reeder	Long & Foster Real Estate, Inc.	14	12	26	\$8,479,321
25	Erich Cabe	Compass	1.5	8	9.5	\$8,047,000
26	Brian Wilson	Wilson Realty Group, Inc.	16	0	16	\$7,904,500
27	Elizabeth Lucchesi	Long & Foster Real Estate, Inc.	4	5	9	\$7,714,230
28	Jeremy Browne	TTR Sotheby's International Realty	4	4	8	\$7,662,500
29	Fouad Talout	Long & Foster Real Estate, Inc.	2.5	2	4.5	\$7,581,500
30	Kimberly Cestari	Long & Foster Real Estate, Inc.	8	2	10	\$7,500,000
31	Sebastien Courret	Compass	3	9	12	\$7,462,599
32	Tom Francis	Keller Williams Realty	3	5	8	\$7,292,000
33	James Coley	Long & Foster Real Estate, Inc	3.5	7	10.5	\$7,279,000
34	Leyla Phelan	Coldwell Banker Residential Brokerage	2.5	3	5.5	\$7,206,000

Rank	Agent	Office	List #	Sell #	Total #	Total \$
35	Nathan Guggenheim	Washington Fine Properties, LLC	2	9	11	\$7,181,900
36	Margaret Babbington	Compass	5	10	15	\$7,039,787
37	Robert Sanders	TTR Sotheby's International Realty	6	3	9	\$6,935,602
38	Bradley Rozansky	Long & Foster Real Estate, Inc.	8	0	8	\$6,934,900
39	Jeffrey Wilson	TTR Sotheby's International Realty	5.5	1	6.5	\$6,851,750
40	Cynthia Schneider	Long & Foster Real Estate, Inc.	7	4	11	\$6,758,574
41	Dara Gilman	TTR Sotheby's International Realty	1.5	4	5.5	\$6,709,900
42	Brent Jackson	TTR Sotheby's International Realty	6.5	2	8.5	\$6,640,602
43	Jason Townsend	Keller Williams Capital Properties	1	6	7	\$6,584,250
44	Janet Callander	Weichert, Realtors	5	1	6	\$6,373,888
45	Jane Fairweather	Coldwell Banker Residential Brokerage	6	2	8	\$6,336,500
46	Thomas Hennerty	NetRealtyNow.com, LLC	6	8	14	\$6,321,553
47	Lisa Sabelhaus	RE/MAX Town Center	9	6	15	\$6,230,054
48	Michael Brennan	TTR Sotheby's International Realty	6	1	7	\$6,200,000
49	Todd Bissey	Compass	0.5	4	4.5	\$6,168,400
50	Elizabeth Brent	Go Brent, Inc.	8	0	8	\$5,980,500
51	Alex Edwards	Urban Pace, a Long & Foster Company	8.5	2	10.5	\$5,926,200
52	Judy Cranford	Cranford & Associates	1	4	5	\$5,865,500
53	Terry Belt	Keller Williams Realty	4	2	6	\$5,816,578
54	Roby Thompson	Long & Foster Real Estate, Inc.	7	3	10	\$5,776,500
55	Melinda Estridge	Long & Foster Real Estate, Inc.	2.5	6	8.5	\$5,771,000
56	James (Kevin) Grolig	RE/MAX Fine Living	6	5	11	\$5,726,500
57	Koki Adasi	Long & Foster Real Estate, Inc.	6	6	12	\$5,710,099
58	Daniel Register	RE/MAX 2000	11	5	16	\$5,702,700
59	Brittany Camacho	Century 21 Redwood Realty	7	3	10	\$5,661,950
60	Trent Heminger	Compass	5.5	1	6.5	\$5,561,100
61	Hans Wydler	Wydler Brothers MD01, LLC	4	1	5	\$5,492,000
62	Ahmed Nadim	UpsideDoor	5	1	6	\$5,467,800
63	James Bass	Real Estate Teams, LLC	8	11	19	\$5,431,400
64	James Roy	Luxmanor Real Estate, Inc	6.5	3	9.5	\$5,320,622

Disclaimer: Information based on reported numbers to MLS as of March 11, 2018. Numbers not reported to MLS within the date range listed are not included. MLS is not responsible for submitting this data. Some teams may report each agent individually. D.C. Metro Real Producers does not compile this data nor claim responsibility for the stats reported to/by MLS. Data may vary up to 3 percent.

TOP 200 STANDINGS

Teams and Individuals Closed Date From Jan. 1, 2018 - Feb. 28, 2018

Rank	Agent	Office	List #	Sell #	Total #	Total \$
65	Peter Grimm	Berkshire Hathaway HomeServices PenFed Realty	2.5	3	5.5	\$5,312,400
66	Kira Epstein Begal	Washington Fine Properties, LLC	4	2	6	\$5,301,000
67	Edward Carp	Continental Properties, Ltd.	1	6	7	\$5,287,999
68	Lauren Davis	Washington Fine Properties	4	0	4	\$5,185,000
69	Kara Johnson	Keller Williams Capital Properties	3	5	8	\$5,128,000
70	Lucy Fraser	Redfin Corp	0.5	6	6.5	\$5,110,500
71	Nathan Dart	RE/MAX Realty Services	6.5	4	10.5	\$5,058,300
72	Stephen Queen	Bennett Realty Solutions	2	3	5	\$5,034,000
73	Christopher White	Long & Foster Real Estate, Inc.	5	1	6	\$5,019,000
74	Tonya Finlay	Neighborhood Real Estate, LLC.	2.5	2	4.5	\$5,017,750
75	Lilian Jorgenson	Long & Foster Real Estate, Inc.	4	2	6	\$4,994,999
76	Samer Kuraishi	ONE Real Estate LLC	3	4	7	\$4,988,500
77	Raymond Gernhart	RE/MAX Allegiance	3	8	11	\$4,938,500
78	Michael Muren	Long & Foster Real Estate, Inc.	14	1	15	\$4,925,420
79	Dana Rice	Compass	2	3	5	\$4,868,450
80	Norman Domingo	XRealty.NET LLC	8	0	8	\$4,853,995
81	Traudel Lange	Washington Fine Properties, LLC	2	3	5	\$4,821,500
82	Jill Coleman	RE/MAX Realty Centre, Inc.	7	7	14	\$4,796,000
83	Maryanne Fiorita	Long & Foster Real Estate, Inc.	4.5	3	7.5	\$4,747,100
84	Aaron Probasco	RE/MAX Allegiance	2	3	5	\$4,744,000
85	Jonathan Lahey	RE/MAX Fine Living	7	5	12	\$4,743,000
86	David Thomas	Keller Williams Capital Properties	3	3	6	\$4,741,000
87	Kevin Love	RE/MAX Allegiance	4	0	4	\$4,733,900
88	Elizabeth D'Angio	Washington Fine Properties, LLC	3	1	4	\$4,710,000
89	Marshall Carey	Redfin Corp	8	1	9	\$4,704,999
90	Mitchell Curtis	Keller Williams Realty	1.5	6	7.5	\$4,678,000
91	Irina Babb	RE/MAX Allegiance	5	3	8	\$4,654,500
92	Brad Kiger	Keller Williams Realty	5.5	2	7.5	\$4,624,000
93	Lee Murphy	Washington Fine Properties, LLC	1	3	4	\$4,575,000
94	Thomas Reishman	Compass	5	0	5	\$4,574,000
95	Wendy Banner	Long & Foster Real Estate, Inc.	3	1	4	\$4,539,950
96	Aaron Podolsky	Keller Williams Realty	3	3	6	\$4,497,000
97	Justin Kitsch	TTR Sotheby's International Realty	2	3	5	\$4,462,500
98	Vladimir Dallenbach	TTR Sotheby's International Realty	1	5	6	\$4,454,150

Rank	Agent	Office	List #	Sell #	Total #	Total \$
99	Michael Lederman	Keller Williams Capital Properties	8	0	8	\$4,441,900
100	Joan Stansfield	Keller Williams Realty	3	3	6	\$4,412,000
101	Kristin Gerlach	Gerlach Real Estate, Inc.	3.5	1	4.5	\$4,380,000
102	Juan Umanzor	Long & Foster Real Estate, Inc.	4.5	10	14.5	\$4,322,400
103	Lauren Bishop	McEneaney Associates, Inc.	2	2	4	\$4,265,000
104	John Smith	Berkshire Hathaway HomeServices PenFed Realty	3.5	1	4.5	\$4,238,750
105	Victor Llewellyn	Long & Foster Real Estate, Inc.	2.5	6	8.5	\$4,233,446
106	Chelsea Traylor	Redfin Corp	8	1	9	\$4,216,400
107	Elizabeth Conroy	Keller Williams Realty	2.5	2	4.5	\$4,189,150
108	Michael Gailey	Compass	0	7	7	\$4,177,500
109	Douglas Gardiner	Long & Foster Real Estate, Inc.	6.5	3	9.5	\$4,167,450
110	Barbara Ciment	Long & Foster Real Estate, Inc.	3	6	9	\$4,095,000
111	Peter Braun	Long & Foster Real Estate, Inc.	2.5	4	6.5	\$4,077,750
112	Justin Paulhamus	M Squared Real Estate LLC	2	4	6	\$4,054,500
113	Kay Houghton	Keller Williams Realty	3	5	8	\$4,044,900
114	Robert Carter	Century 21 Redwood Realty	0.5	5	5.5	\$3,968,250
115	John Campbell	RE/MAX Results	2	2	4	\$3,935,000

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TOP 200 STANDINGS

Teams and Individuals Closed Date From Jan. 1, 2018 - Feb. 28, 2018

Rank	Agent	Office	List #	Sell #	Total #	Total \$
116	William Hoffman	Keller Williams Realty	2	3	5	\$3,930,029
117	David Thorpe	RE/MAX Allegiance	4	2	6	\$3,920,688
118	James Brown	Turning Point Real Estate	4	5	9	\$3,890,851
119	Karen Close	Century 21 New Millennium	1	3	4	\$3,866,000
120	Andrew Roberts	Roberts Real Estate, LLC.	4	0	4	\$3,815,850
121	Mehrnaz Bazargan	Redfin Corp	6	2	8	\$3,797,399
122	JT Powell	Coldwell Banker Residential Brokerage	12	1	13	\$3,794,700
123	Thomas Faison	RE/MAX Allegiance	4.5	0	4.5	\$3,789,250
124	Dennis Lee	Douglas Realty of Virginia LLC	1	7	8	\$3,774,000
125	Mansour Abu-Rahmeh	TTR Sotheby's International Realty	3	3	6	\$3,766,500
126	James Andors	Keller Williams Realty	0	5	5	\$3,732,250
127	Timothy Brooks	Keller Williams Realty Centre	7	2	9	\$3,689,855
128	Thomas Riley	Washington Fine Properties	2	3	5	\$3,687,500
129	Meg Ross	Keller Williams Realty	2	2	4	\$3,658,015
130	Leslie Friedson	Long & Foster Real Estate, Inc.	2.5	2	4.5	\$3,644,500
131	Ricardo Vasquez	Weichert, Realtors	4	9	13	\$3,618,900
132	Jason Curry	Keller Williams Realty	2	4	6	\$3,583,639

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Rank	Agent	Office	List #	Sell #	Total #	Total \$
133	Rhonda Mortensen	Long & Foster Real Estate, Inc.	6	2	8	\$3,561,000
134	Carol Temple	Coldwell Banker Residential Brokerage	2	2	4	\$3,514,500
135	Daniel MacDonald	Keller Williams Realty	5.5	0	5.5	\$3,508,400
136	Rima Tannous	Long & Foster Real Estate, Inc.	1	3	4	\$3,506,000
137	John Lesniewski	RE/MAX United Real Estate	9	0	9	\$3,502,990
138	Katri Hunter	Compass	1	4	5	\$3,484,900
139	Stuart Naranch	Redfin Corp	0	4	4	\$3,470,000
140	Jerry Johnson	RE/MAX Allegiance	4	1	5	\$3,438,000
141	William Burr	TTR Sotheby's International Realty	2.5	2	4.5	\$3,421,500
142	Nicole McCullar	Keller Williams Realty	3	2	5	\$3,396,000
143	Dawn Wilson	TTR Sotheby's International Realty	2	2	4	\$3,359,000
144	Joel Nelson	Keller Williams Capital Properties	2	2	4	\$3,359,000
145	Brett Rice	RE/MAX Executives	2	2	4	\$3,338,000
146	Debbie Cohen	Long & Foster Real Estate, Inc.	3	3	6	\$3,306,000
147	Samuel Davis	Long & Foster Real Estate, Inc.	0	4	4	\$3,298,900
148	J.P. Montalvan	Compass	0	6	6	\$3,288,500
149	William Shaver	RE/MAX Realty Centre, Inc.	0	4	4	\$3,232,750

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TOP 200 STANDINGS

Teams and Individuals Closed Date From Jan. 1, 2018 - Feb. 28, 2018

Rank	Agent	Office	List #	Sell #	Total #	Total \$
150	Corey Lancaster	EXIT Right Realty	4	5	9	\$3,230,990
151	Elizabeth Twigg	Washington Fine Properties	3	1	4	\$3,225,500
152	Robert Kerxton	RE/MAX Realty Centre, Inc.	4	1	5	\$3,222,500
153	Margaret Gilboa	Weichert, Realtors	4	1	5	\$3,214,000
154	Meredith Margolis	Compass	1	3	4	\$3,208,325
155	Robert Myers	RE/MAX Realty Services	2	4	6	\$3,201,000
156	Cihan Baysal	Long & Foster Real Estate, Inc.	7	1	8	\$3,197,000
157	Tim Barley	RE/MAX Allegiance	1.5	3	4.5	\$3,186,250
158	Michael Reiley	RE/MAX Allegiance	5	1	6	\$3,184,000
159	Wentong Chen	Libra Realty LLC	1	3	4	\$3,183,000
160	John Williams	RE/MAX Realty Services	6	0	6	\$3,154,000
161	Carlos Garcia	Keller Williams Capital Properties	1	4	5	\$3,148,000
162	Michael Webb	RE/MAX Allegiance	3.5	2	5.5	\$3,143,388
163	Song Chu	Vision Realtors Investment Group, Ltd.	10	0	10	\$3,137,800
164	Catherine Jouet	Keller Williams Realty	1	3	4	\$3,117,000
165	Chukwuemeka Mokwunye	Redfin Corp	0	6	6	\$3,104,990
166	Patrice Angle	TTR Sotheby's International Realty	1	3	4	\$3,093,450

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Rank	Agent	Office	List #	Sell #	Total #	Total \$
167	Amit Magdieli	Fairfax Realty, Inc.	1	3	4	\$3,061,500
168	Walter Bowman	Keller Williams Capital Properties	1	4	5	\$3,054,000
169	Andrew Essreg	Keller Williams Capital Properties	2	4	6	\$3,038,050
170	Benjamin Puchalski	Capital Park Realty	3	3	6	\$3,029,000
171	Evelyn Branic	Coldwell Banker Residential Brokerage	3	1	4	\$3,009,009
172	Sheena Saydam	Keller Williams Capital Properties	2.5	3	5.5	\$2,981,185
173	David Barrett	All Service Real Estate	4	2	6	\$2,974,950
174	Dale Mattison	Long & Foster Real Estate, Inc.	2	2	4	\$2,972,500
175	Rong Ma	Libra Realty LLC	2	2	4	\$2,971,000
176	Hubert Krack	RE/MAX Allegiance	3	3	6	\$2,969,900
177	Sean Satkus	Long & Foster Real Estate, Inc.	1	3	4	\$2,955,000
178	Auria Kharazmi	Federated Realty LLC	3	2	5	\$2,952,900
179	Annette Sante	Redfin Corp	7	0	7	\$2,950,650
180	Carmen Fontecilla	Compass	6	2	8	\$2,950,500
181	Corey Lee	Keller Williams Capital Properties	4	3	7	\$2,936,500
182	Aaron Marsh	Marsh Realty	4	5	9	\$2,929,000
183	Jeffrey Sachse	TTR Sotheby's International Realty	2	2	4	\$2,928,999

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TOP 200 STANDINGS

Teams and Individuals Closed Date From Jan. 1, 2018 - Feb. 28, 2018

Rank	Agent	Office	List #	Sell #	Total #	Total \$
184	Itamar Simhony	RE/MAX Elite Services	2	2	4	\$2,925,000
185	Avery Boyce	Compass	0	4	4	\$2,920,000
186	Stanley Watters	Compass	6	1	7	\$2,917,900
187	Roxanne Southern	Jefferson Realty	8	6	14	\$2,911,000
188	Elena Gorbounova	RE/MAX Allegiance	2	4	6	\$2,884,000
189	Matthew Zanolli	Compass	0	4	4	\$2,870,000
190	William Skipworth	DC Living Real Estate LLC	2	2	4	\$2,855,000
191	Steven Henry	The New Washington Land Company	1.5	4	5.5	\$2,835,300
192	Julie Roberts	Long & Foster Real Estate, Inc.	3	1	4	\$2,834,999
193	Joan Cromwell	McEneaney Associates, Inc.	2	4	6	\$2,823,500
194	Patricia Mills	RE/MAX Achievers	8.5	2	10.5	\$2,811,662
195	Kristin Stone	RE/MAX Allegiance	1.5	4	5.5	\$2,809,388
196	Shonny Kugler	Long & Foster Real Estate, Inc.	3	2	5	\$2,789,900
197	William Jamison	Charles H. Jamison, LLC	1	4	5	\$2,787,900
198	Gregory Tindale	GreenLine Real Estate, LLC	2.5	2	4.5	\$2,755,000
199	Tina Cheung	RE/MAX Realty Centre, Inc.	1	6	7	\$2,754,900
200	Ferhana Desai	Fairfax Realty Advantage	3	1	4	\$2,710,000

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Rank	Agent	Office	List #	Sell #	Total #	Total \$
18	William Watters	Compass	6	1	7	\$2,917,900
19	Stanley Watters	Compass	6	1	7	\$2,917,900
20	Roxanne Southern	Jefferson Realty	8	6	14	\$2,911,000
21	Elena Gorbounova	RE/MAX Allegiance	2	4	6	\$2,884,000
22	Matthew Zanolli	Compass	0	4	4	\$2,870,000
23	William Skipworth	DC Living Real Estate LLC	2	2	4	\$2,855,000
24	Steven Henry	The New Washington Land Company	1.5	4	5.5	\$2,835,300
25	Julie Roberts	Long & Foster Real Estate, Inc.	3	1	4	\$2,834,999
26	Joan Cromwell	McEneaney Associates, Inc.	2	4	6	\$2,823,500
27	Patricia Mills	RE/MAX Achievers	8.5	2	10.5	\$2,811,662
28	Kristin Stone	RE/MAX Allegiance	1.5	4	5.5	\$2,809,388
29	Shonny Kugler	Long & Foster Real Estate, Inc.	3	2	5	\$2,789,900
30	William Jamison	Charles H. Jamison, LLC	1	4	5	\$2,787,900
31	Gregory Tindale	GreenLine Real Estate, LLC	2.5	2	4.5	\$2,755,000
32	Tina Cheung	RE/MAX Realty Centre, Inc.	1	6	7	\$2,754,900
33	Ferhana Desai	Fairfax Realty Advantage	3	1	4	\$2,710,000

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