

NOVA

REAL PRODUCERS[®]

INFORMING AND INSPIRING REAL ESTATE AGENTS

**LILIAN
JORGENSEN**

I DID IT MY WAY

**TOP
100**
STANDINGS

RISING STAR

Brad Kiger

GET SEEN IN 2018

Christina Daves

PARTNER SPOTLIGHT

Richard Early and
Towne Bank Mortgage

JUNE 2018

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FAQ

About This Magazine

Q: WHO RECEIVES THIS MAGAZINE?

A: The top 500 agents in the Northern Virginia (NOVA) area. We pulled 2017 MLS numbers (by volume) in the NOVA area and cut off the list at #500, and the distribution was born. Based on 2017's numbers, the minimum production level for our group is \$15 million. The list will reset at the end of 2018 for next year and continue to update annually.

Q: WHY AM I NOT LISTED ON THE STANDINGS?

A: There are a number of reasons why that could be the case. First, be sure to read the disclaimer in its entirety. The standings are only based on data pulled for the counties listed, which can cause confusion when a Realtor® has closed business in other counties. Also, we pull the data on the exact date listed, so if the closed transaction is not submitted by that date, it will not be included. I've also found that some teams report their data under one MLS ID, and other teams report each agent individually, which of course alters the ranking. There are a few other factors at play, so if you have a question about the standings, please contact me, and we can take a look: Kristen.Brindley@realproducersmag.com. We all want the same thing: for the standings to be as accurate as possible.

Q: WHERE DO THE STANDINGS COME FROM?

A: We have a few brokers from different brokerages email us the standings every single month. They obtain the data from Broker Metrics and email the data to us, and we submit. We do not manipulate the data.

Q: WHAT IS THE PROCESS FOR BEING FEATURED IN THIS MAGAZINE?

A: It's really simple—every feature you see has first been nominated. You can nominate other Realtors® (or yourselves!), affiliates, brokers, and owners, and office leaders can nominate Realtors®, as well. We will consider anyone brought to our attention because we don't know everyone's stories, so we need your help to learn about them. A nomination currently looks like this: You email us at info@novarealproducers.com with the subject

“Nomination: (Name of Nominee).” Please explain why you are nominating them to be featured. It could be that they have an amazing story that needs to be told—perhaps they overcame extreme obstacles, are an exceptional leader, have the best customer service, or give back to the community in a big way, etc. The next step is an interview with us to ensure it's a good fit. If all works out, then we put the wheels in motion for our writer to conduct an interview and write the article and for our photographers to schedule a photo shoot.

Q: WHAT DOES IT COST A REALTOR/TEAM TO BE FEATURED?

A: Zero, zilch, zippo, nada, nil. It costs nothing, my friends, so nominate away!

Q: HOW CAN I WRITE AN ARTICLE TO BE PRINTED?

A: If you are interested in writing an article to give back to the *NOVA Real Producers* community, please send me an email at Kristin.Brindley@realproducersmag.com. Even if you don't consider yourself a prolific writer but have great ideas to share, let's talk!

Q: WHO ARE THE PREFERRED PARTNERS?

A: Anyone listed as a “preferred partner” in the front of the magazine is part of this community. They will have an ad in every issue of the magazine, attend our quarterly events, and be part of our online community. We don't just find these businesses off the street, nor do we work with all businesses that approach us. One or many of you have personally referred every single preferred partner you see in this publication. We won't even meet with a business that has not been vetted by one of you and “stamped for approval,” in a sense. Our goal is to create a powerhouse network, not only of the best Realtors® in the area but the best affiliates, as well, so we can all grow stronger together.

Q: HOW CAN I REFER A PREFERRED PARTNER?

A: If you know and want to recommend a local business that works with top Realtors®, please email us at info@novarealproducers.com, and let us know!

►► publisher's note



Hello, REAL Producers of Northern Virginia!

We are very pleased to introduce the first issue of *NOVA Real Producers*—a local, Realtor®-centric publication whose mission is to inform and inspire industry professionals such as yourselves all over the NOVA area.

NOVA Real Producers will reflect who you are as a community of Realtors® and is unique in the Northern Virginia area real estate market. Each month, we will showcase top-producing agents and give you an exclusive, inside look at their businesses, their personal lives, and the keys to their success. We will bring you the latest developments, top standings, business information, pictures, personal stories, and articles as well as other information specifically re-

lated to our market. A typical publication will include social-event information specific to the following areas: Loudoun County, Fairfax County, Prince William County, Alexandria, and Arlington, and will announce upcoming meetings and special events.

In addition to our publication, *NOVA Real Producers* has exclusive events that bring our Real Producers together as a community. We will host a variety of fun and free social events to bring the Realtor® community together. Events have fantastic food, drinks, and great networking with the best of the best. I also publish *DC Metro Real Producers*, and event locations have included top restaurants, beautiful listings, conference venues for masterminds, and more! You will see information on these exciting events in the magazine, and if you would like to be included on our email invitation list, please send me a note at info@novarealproducers.com.

NOVA Real Producers is committed to supporting the best of the best to grow their businesses together. This publication and our events are designed to promote a culture of relationship-building in our real estate community and provide opportunities to increase business and social connections between top Realtors® and affiliates. It is my personal goal to contribute to your success by providing content that helps you grow, both personally and professionally.

We are pleased to be able to bring this publication to top producers like you free of charge. We do our best to select advertisers who can provide the types of services that you and your clients may need or want, and our advertising partners cover the cost of producing, printing, and mailing each issue. If you currently utilize a business that does excellent work, please let us know about them. They may want to be featured in *NOVA Real Producers*, so they can be seen by your associates, as well. And if you own or run a business that needs to reach top Realtors® each month, please contact me for information on advertising with us.

I'd like to personally thank all of our business sponsors who partnered with us in making this magazine free to all top producers as well as the many Realtors® who contributed to this first issue. Please know that *NOVA Real Producers* is for you and would not exist without you!

I look forward to meeting each of you at our upcoming events!

All my best,

Kristin Brindley

Publisher, *NOVA Real Producers*

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Golden Nuggets



Lilian Jorgenson

Favorite quote: "If it is meant to be, it is up to me."

Advice for up-and-coming top producers: "Only you can make it happen, so be the CEO of your own business and yourself, and, through it all, remember to work, smile, and live by the golden rule."

Advice for Top 500 agents: "Now you are on your way, so keep going and do more."

"Put your clients' interests ahead of your own, enjoy your work, and never turn off the faucet—drip, drip on your clients."

"Success is happiness, love, and winning. It's a feeling of pleasure at accomplishing whatever you set out to do."



Brad Kiger

"We do things differently. From the initial consultation to staging to marketing, we approach home sales in a very different way, which gets results."

"In real estate, having a business that's reputable and a brand people can trust is imperative. We have a group of business partners who all share the same culture, beliefs, and core values, so our clients have a consistently great experience."

"I feel I haven't yet reached a level of success I'm pleased with ... [but] I'm putting myself out there and can accept rejection along the way because I know what my end game is."

A growth mindset is "taking massive action and failing forward."



Richard Early

"It's all about accessibility. If you're looking to be a big producer, it's impossible to do it by yourself and still provide good service and be accessible to your clients."

"We will spend hours teaching [our clients] about the home-buying process, explaining to them the benefits of home ownership and showing them the best loan options for their personal situation. That's the aspect of our jobs that gives us the most joy."

"Success, to me, is finding enjoyment in what I do."



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Nominate A Cover Story



Please send all nominations to
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Photos by Howard Lansat Photography

RICHARD EARLY

and Towne Bank Mortgage

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, Richard has always been interested in the sales industry. During his time as highly successful Mercedes-Benz salesman, he 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 him an offer. 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 making his clients understand the ins and outs of the mortgage process. Educating and helping his clients through the entire home-buying pro-



Richard Early

cess gives Richard a sense of purpose and satisfaction—much more so than selling luxury vehicles did.

“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.”

Richard believes that employing a team concept in the workplace is critical to success. The Richard Early Team is a diverse group, comprised of himself, Armando Quinones (sales support manager and loan officer), and Destinee Dignan (loan officer assistant). 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 and 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. “Armando and I

love educating our clients,” Richard said. “We will spend hours teaching them about the home-buying process, explaining to them the benefits of homeownership and showing them the best loan options for their personal situation. That's the aspect of our jobs that gives us the most joy.”

Richard's team mentality extends beyond the mortgage office, as well. He considers himself to be an extension of his agents' team, working with them to make the whole process seamless for their clients. His team's accessibility, coupled with the marketing capabilities and local decision making at Towne Bank Mortgage, sets him apart from other big box mortgage bankers in the area. “The service that is provided to the client, from pre-approval to closing, is what sets us apart,” he said. “Internal processing, underwriting, and closing position us for quick and on-time closings.”

Lastly, it's his work ethic that makes him so successful. “Success, to me, is finding enjoyment in what I do,” Richard says.

When not working, Richard and his wife spent as much time together as possible. Watching and critiquing movies is one of their favorite things to do together. “Riding my motorcycle with her was also an enjoyment, but



Destinee Dignan



Armando Quinones

a torn rotator cuff has preempted that activity,” he said. He's also an avid Disney collector and specifically enjoys collecting unusual or rare Mickey Mouse curios. Richard has three grown children and one grandchild, all of whom live outside of the area. “Staying in touch with them is very important to me.”

To learn more about Towne Bank Mortgage, contact Richard Early at **(301) 332-2184**, email him at **TheMtgMan@msn.com**, or visit him at **TowneBankMortgage.com/REarly**.



Celebrating

Fathers

IN REAL ESTATE

TOM FRANCIS



Tom Francis and daughter, Claire Wright, at Keller Williams Realty's Red Day on May 12, 2016 at the McLean Giant

Married to Ann and in real estate for the last 14 years, Tom Francis is the proud father of 10 children and grandfather of one. Of his family, Tom says,

"My family supports me, encourages me, and depends on me. I am so blessed to have the most incredible wife, Ann, and 10 beautiful children: Thomas, Elizabeth, Katie, Theresa, Claire, Mary Beth, Matthew, Rose, Maria, and Emma. I have two awesome sons-in-law, Ryan and James, and our first grandchild, Kayleigh. These guys are my whole world.

With this family, there is always something going on. We like to ski, go to the beach, go to hockey games, and hang out wherever together, especially during the holidays. All the girls are Irish dancers and we enjoy traveling near and far for various competitions. I love camping and vacationing with my family — and getting away with just my wife here and there!

At work, I have two team members in addition to myself. One of them is my daughter, Claire. She has worked with me full-time for over five years, first as my assistant, and now as the team manager."

Happy Father's Day, Tom, from all of us at NOVA Real Producers!



The Francis family, Outer Banks, North Carolina, June 2015. From left: Ann, Tom, Maria (16), Katie (28), Rose (19), Mary Beth (22), Theresa (26), Claire (24), Emma (11), and Elizabeth (29)



Tom and Ann Francis at their daughter, Claire's, wedding on July 1, 2017

HAPPY FATHER'S DAY!

This month, we celebrate all fathers, but here at *NOVA Real Producers*, we especially want to celebrate fathers in real estate. Whether a Realtor® dad juggling work and family, or a father who has inspired his children to follow him into the industry ... We salute you all!

Nominated by your fellow top-producer agents as one incredible father in real estate, we present **Tom Francis**.



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GET SEEN IN 2018

Pitching the Local Media

Tips from the Pros

By Christina Daves

There is nothing I love more than seeing the results achieved by people I've worked with when they are featured in the media. It is an absolute game-changer for their real estate business in terms of credibility and visibility.

The question I always get is, "What makes a good story?" Even though I teach this regularly, I went to the experts for their advice. I interviewed journalists from *The Washington Post*, *The Washington Business Journal*, and *Inside Nova* about what types of local real estate pitches they like to receive.

Their responses are below, but the one overarching theme for all of them, and something I talk about regularly, is to give them something unique that their readers will enjoy.

Kathy Orton, Reporter and Real Estate Web Editor, *Washington Post*

What types of residential stories do you like to cover?

"I do a *House of the Week*. It doesn't have to be the most expensive house. I'd rather it be the most interesting house. One of my favorites was a one-bedroom condo with a mural of Washington that was done by the owner, who is a cartographer.

I'm always on the hunt for great stories. Real estate agents tend to not think in terms of the story of the house. Did someone interesting or famous live there? I just covered the home of the woman who founded the Girl Scouts in DC.

Don't pitch me the gourmet kitchen with cathedral ceilings. What's the second paragraph of that story? I want to know about an interesting person who lived there. Are there unique architectural qualities?

I'm also interested in the local real estate market. What's going on in Loudoun or Prince George's Counties? Every locality has its own story. Real estate agents can tell us what's going on. For example, "This new zoning law is going to change X, Y, and Z." Or, "there are no homes on the market here and why." Email me when you notice a trend going on.



I realize agents might be worried about breaking clients' confidentiality, but they can share information without naming names. I could say something like, "This real estate agent has three clients who pulled their listing because they're worried about a government shutdown."

I would love to have a much broader Rolodex of agents who recognize what I need, and it helps get their name out there, too."

What is the most creative residential real estate story the *Washington Post* has run?

"There was a guy who built a survivalist home in Maryland. He built the house into a hill, could live off the grid, and barely used electricity.

There was a house in Prince William County that was being renovated. They found all these newspapers, cards, and historical documents in the wall of the home."

Who is the contact at the *Washington Post*?

Kathy Oron, kathy.orton@washpost.com, 202-334-9876

How do you prefer to be pitched?

"Email is best to get it in writing. A call could get lost. I try to respond, but if you don't hear back, you can always follow up with a call or an email."

Bruce Potter, COO, *Inside Nova*

What types of residential stories do you like to cover?

"We're more likely to cover unique listings/sales than anything else. We also cover trends and economic stories (local sales numbers, prices, etc.).

Unique listings, high-priced homes, and celebrity buyers/sellers are more likely to make news. Generic articles (advice for buyers/sellers, best upgrades, etc.) are typically covered only periodically (quarterly) when we do special real estate sections. Also valuable is the impact of economic changes/tax changes, etc. on the real estate market or even local economic factors (new Metro stop, etc.).

It has to be really unique. Other than special sections, we aren't going to cover generic topics (how to find a house, etc.). And, in special sections, preference is given to Realtors® who advertise with us. In the main news pages, particularly unique homes (historic, etc.), celebrity buyers/sellers, etc. are the best pitch."

What is the most creative residential real estate story *Inside Nova* has run?

"That's a tough one. I think some of the 'behind-the-scenes' stories have been most creative—like Realtor® 'horror stories' or how Realtors® handle open houses."

Who is the contact at *Inside Nova* who writes about residential real estate?

"We don't have a real estate reporter, per se. Best to pitch me, Bruce Potter, at bpotter@insidenova.com, or our online editor, Greg Hambrick, at ghambrick@insidenova.com."

Doug Fruehling, Editor-in-Chief, *Washington Business Journal*

What types of residential stories do you like to cover?

"We love stories about important people buying beautiful homes! There are plenty of public figures in Washington, D.C., and we have lots of beautiful homes. We have a regular feature called 'The Property Report,' where we talk about who is selling and who is buying. We love to show pictures, both inside and out, of the homes, and we always include the agents for both sides. We also like to cover trends in the market. Which 'hoods are hot? Which are not? And we love to feature interesting real estate agents. We do an annual listing of the wealthiest ZIP codes in Greater Washington.

Our readers are all about the luxury properties. If they don't already own one, they aspire to own one.

We like exclusive pitches. And we like facts and dollars—a sales price is a must."

What is the most creative residential real estate story the *Washington Business Journal* has run?

"We did a story about high-income buyers trying to shield their identities. And last year, we did a story called 'Kalorama Drama' about all the high-end activity in that neighborhood. Related to our wealthiest ZIP codes list, we did a package of stories focusing on where the black wealth in Washington resides."

Who is the contact at the journal who writes about residential real estate?

"We have several reporters who cover it: Sara Gilgore (sgilgore@bizjournals.com); Andy Medicia (amedicit@bizjournals.com), Katie Arcieri (karcieri@bizjournals.com); and Carolyn M. Proctor (cmproctor@bizjournals.com)."

Pitch the media the way they want to be pitched, and you will have success. The tips above are invaluable to your ability to gain media exposure, which will be a game-changer for your business, both in terms of credibility and visibility.



Christina Daves is the founder of PR For Anyone®. She has trained 1000s 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.



The Kiger Group. From left: Brandon Higgins, Kevin Terpak, Eriq Dahlum, Brad Kiger, Rich Yoon, Tazeen Qudsi, and Joshua Eatman

BRAD KIGER

All In

He’s “all in.” That’s because Brad Kiger of the Kiger Group at Keller Williams Realty doesn’t do anything halfway.

How else could a new Realtor® with about a year-and-a-half under his belt earn the title of “Number One Fastest Rising Realtor” in the DC/Northern Virginia area? How about his 2017 Rookie of the Year status, 26th in Arlington, a 459-percent change in growth from 2016 to 2017, or his 2017 volume of over \$20 million?

Growing up outside of Winston Salem, North Carolina, Kiger graduated from college and became a golf pro for a few years, followed by a career teaching special education in elementary school. He initially got his real estate license in March 2016 in order to “earn an extra side income.” However, as it’s not his style to do things halfway, he soon went “all in” with real estate. In

mid-June 2016, Kiger left his teaching job to become a full-time REALTOR®. “I took a leap of faith by leaving a good job with benefits,” he recalls. But, it was a good move for Kiger, who sees himself “more as an entrepreneur—one who wants to provide a certain lifestyle” for his family and himself.

He also relishes the idea of providing opportunities for other people. “More than 50 percent of our business is made up of clients who have tried to sell their own home or whose homes have been listed for a while with no success,” says Kiger. When he wins these sellers, the outcome changes for them. “At the Kiger Group, we do things differently,” he states. “From the initial consultation to staging to marketing, we approach home sales in a very different way, which gets results.” His website boasts some impressive stats, such as a 17-days-on-market average and a 99.6 percent list-price-to-close-price ratio.

Likewise, Kiger invests just as much time and energy with buyer clients. “It’s tremendously rewarding to help our clients accomplish their goals,” he reflects.

“In real estate,” states Kiger, “having a business that’s reputable and a brand people can trust is imperative. At The Kiger Group, we have a group of business partners who all share the same culture, beliefs, and core values, so our clients have a consistently great experience.” This is part of the legacy he’s building—one in which Kiger is striving to be “extremely entrepreneurial” in his approach and “faster and better than anyone else.”

A huge part of The Kiger Group’s rapid growth is due to two individuals who have been with Kiger since mid-2017; he gives credit to Joshua Eatman, director of sales and marketing, and Kevin Terpak, director of operations. “We’re always looking for talented agents to bring on board,” Kiger says. More than just a place to work, The Kiger Group believes in doing good works, so they actively support the Animal Welfare League of Arlington.

As someone who is “all in,” it’s no surprise that he strives for greater success. “I feel I haven’t yet reached a level of success I’m pleased with,” he says. Luckily, Kiger has a set of characteristics to continually meet lofty goals. “I’m putting myself out there,” he states. “I can accept rejection along the way because I know what my end game is.”

There are certainly challenges along the way to success, of course. According to Kiger, it’s what you learn from those challenges and mistakes that will lead to either success or failure. Being unafraid to take risks is part of his growth mindset, which he defines as “taking massive action and failing forward.”



Joshua Eatman, Brad Kiger, and Kevin Terpak, the original three members of The Kiger Group

Kiger credits his outlook and mindset to several factors: his father, who taught him to be a “people person”; his mastery coach, Joe Swartz; the Keller Williams MAPS program; reading and listening to Tony Robbins; his wonderfully supportive wife Lindsay; and reading books. Some of his “must-read” book suggestions include *The Millionaire Real Estate Agent*, by Gary Keller et. al; *The Miracle Morning*, by Hal Elrod; *How to Win Friends and Influence People*, by Dale Carnegie; *Fanatical Prospecting*, by Jeb Blount; *The One Thing*, by Gary Keller and Jay Papasan; and the entire Tony Robbins series.

Kiger is also very structured with his time. His daily schedule consists of waking up at 5:30 a.m., completing the five steps of *Miracle Morning*; being in the office by 7:20 a.m., practicing scripts, and doing lead generation from 8 to 11:00 a.m., with the rest of the day for recruiting and appointments.

Although Kiger works long hours in his career, to the tune of 80 to 90 hours a week, he understands the importance of carving out time for loved ones. He and Lindsay enjoy their Friday date nights, dinners out, and visiting wineries. “Lindsay is so awesomely supportive of me,” he states. “She shares in my goals and aspirations. I can’t say enough good things about her.” They are “all in” together.



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- Jessica

"Alicia is very detail oriented and always keeps me and all my transactions on point. I honestly don't know how I survived before without her." - Christy

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5 RULES BEFORE PUBLISHING YOUR REAL ESTATE BLOG

By Wade Vander Molen



In an age of information when we are constantly searching for answers to our questions on places like Google, Yahoo, and Bing, it is necessary to create *engaging content* that your target audience finds valuable. You have to find a “value proposition” and separate yourself from the thousands of other Realtors® in the marketplace. Having your value being “discovered” online by your target audience is the key component. Following these five steps before publishing your online content will go a long way!

1. COMPLETE YOUR KEYWORD SEARCH

When starting a blog post, *begin with the end in mind*. Who is your target audience? Would they look for this topic in an online search? When creating a blog, you are doing so to be “found” or “ranked” in the search engine results page (SERP) for a keyword or phrase. Having this word or phrase in your blog more than once is recommended. You can use great tools like Google Adwords to find out which topics and phrases are searched most often, then create your content around them. A big bonus is having that keyword or phrase in the *first paragraph* of your blog, as you are telling the topic you are writing about to Google early on.

2. FINALIZE YOUR PERMALINK FOR SEO

Permalink is another way of saying URL or static hyperlink to a page. Many websites allow you to change your permalink to make it more SEO-friendly. For example, if you create a blog title, then halfway through your blog, you change the title, the

permalink won’t automatically change. This is bad. You need to make the change manually. Finalize your permalink, so your keyword or phrase are included.

3. TAGS AND META-DESCRIPTION ARE FINALIZED

Google can’t see the outward appearance of your website. What it does see are tags, keywords, permalink, and, of course, the meta-description. This is a short, two-line blurb at the bottom of the webpage result that tells the reader what that page is about. *Make sure you have your keyword or keyphrase in the meta-description*. If it isn’t there, your blog can still be found, but it’s less likely.

4. PREVIEW YOUR BLOG WITH KEYWORDS IN MIND

When done, spell-check your content and proof-read for any grammatical errors. Look for your keyword/phrase and tag words to make sure they are implemented. The meta-tag words aren’t helpful if they aren’t included in your blog post. Almost done!

5. NAME YOUR IMAGES CORRECTLY

Ever type something into Google, then hit “images?” Those images come from website pages. Your site can be found more easily if you name your image(s) with a tag word or keyword. Think of a common search associated with your blog and name your image accordingly. My recommendation

is to use at least one photo associated with every blog you post.

This seems like quite a process to post a blog, but there is a method to Google’s madness. Learning how to implement these strategies will see your website views grow and grow!



Wade Vander Molen is the director of sales/marketing for Stewart Title in the Northern Virginia/Washington, DC 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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Lilian Jorgenson with her husband, Allan Jorgenson



LILIAN JORGENSEN

I DID IT MY WAY

Frank Sinatra crooning his hit song, “I Did it My Way,” is music to Lilian Jorgenson’s ears. “It’s one of my favorite songs because it speaks to me,” she says, adding, “and, just like the song, I do it *my way*, and it works.”

Jorgenson has been at the top of her field for many years, doing it her way. Without a team, she’s averaged an incredible one-and-a-half sales per week every week for 32 years. Her career volume is over \$1.5 billion, which is more than 2,100 homes.

She’s been honored with a multitude of awards, including number one agent in VA for 18 years, number one agent in Mid-Atlantic region, number two agent company-wide (out of 11,000 agents), number one listing agent, life member of Northern Virginia Association of Realtors® (NVAR) Top Producer, one of top 20 Realtors® in NVAR, among the top 200 agents in the



Lilian Jorgenson with her son, John Jorgenson



Wall Street Journal, Washingtonian's best top real estate agent for 2015, 2016, and 2017, and Long and Foster's number one top-producing agent in Virginia for the past 10 years.

In addition to doing it her way, Lilian Jorgenson truly personifies her favorite quote: "If it is to be, it is up to me." She has accomplished a lifetime of achievement with this mantra.

Jorgenson employs two full-time assistants to keep up with her, but she handles direct client interaction herself. This makes her 2017 volume of \$65 million and 60 transactions truly remarkable. This 78-year-old dynamo seems to have boundless energy. "I'm pretty much always upbeat, I never tire, and I certainly never give up on a transaction," she says. This perseverance comes from her self-described "competitive and goal-oriented" nature. "Plus, I love what I do," she adds. "I love the challenge and the opportunity to meet so many people from different walks of life."

Lilian was born in Denmark. When she was 20 years old, she worked representing a Danish company in London. While there, she met Allan, a dashing Marine Corps fighter pilot. They married and moved to the United States two years later, and, after 16 years as a Marine Corps wife and mother, Jorgenson became employed as a senior language instructor of the Danish language for the Foreign Service.

It was in 1984 that her interest in a real estate career was sparked by a friend who had just received her real estate license. That friend's enthusiasm inspired Jorgenson, so she enrolled in real estate classes in January 1985. From the beginning, Jorgenson applied her work ethic, optimism, and unique style to her new career. The rest, as they say, is history.



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TOP 100 STANDINGS

Teams and Individuals Closed Date From Jan. 1, 2018-April 30, 2018

Rank	Agent	Office	List #	Sell #	Total #	Total \$
1	Keri Shull	Optime Realty	36.5	61	97.5	\$62,980,463
2	Debbie Dogrul	Long & Foster Real Estate	68	34	102	\$54,800,696
3	Sarah Reynolds	Keller Williams Realty	78.5	33	111.5	\$53,731,408
4	Sue Goodhart	McEneaney Associates	22	17	39	\$32,673,250
5	Jennifer Young	Keller Williams Realty	47	7	54	\$26,119,856
6	Cynthia Schneider	Long & Foster Real Estate	28.5	17	45.5	\$25,306,100
7	Bruce Tyburski	RE/MAX Executives	16	23	39	\$23,269,850
8	Scott MacDonald	RE/MAX Gateway	25	8	33	\$21,786,162
9	Khalil El-Ghoul	Glass House Real Estate	6.5	23	29.5	\$20,520,000
10	Brian Wilson	Wilson Realty Group	35	1	36	\$20,485,600
11	Jennifer Walker	McEneaney Associates	16.5	15	31.5	\$19,994,986
12	Phyllis Patterson	TTR Sotheby's International Realty	14.5	8	22.5	\$19,426,700
13	Jean Garrell	Keller Williams Realty	17	11	28	\$19,270,300
14	Tom Francis	Keller Williams Realty	10	8	18	\$19,210,075
15	Lilian Jorgenson	Long & Foster Real Estate	10.5	5	15.5	\$18,751,499
16	Martin Alloy	SMC Real Estate Corp.	23	15	38	\$18,732,385
17	Alkesh Tayal	Wydler Brothers	4	1	5	\$18,558,100
18	Janet Callander	Weichert, Realtors	12	5	17	\$17,622,388
19	Elizabeth Lucchesi	Long & Foster Real Estate	11	13	24	\$16,966,885
20	Terry Belt	Keller Williams Realty	9.5	9	18.5	\$16,480,108
21	Elizabeth Twigg	Washington Fine Properties	12	4	16	\$15,978,279
22	Kimberly Spear	Keller Williams Realty	15	12	27	\$15,627,540
23	Marianne Prendergast	Washington Fine Properties	6	5	11	\$14,587,000
24	Damon Nicholas	Coldwell Banker Residential Brokerage	16	9	25	\$14,503,300
25	Karen Close	Century 21 New Millennium	8	4	12	\$14,406,246
26	Jeremy Browne	TTR Sotheby's International Realty	9.5	8	17.5	\$14,127,005
27	N. Casey Margenau	Casey Margenau Fine Homes and Estates	7	1	8	\$13,441,500
28	Eve Weber	Long & Foster Real Estate	12.5	7	19.5	\$12,962,500
29	Vladimir Dallenbach	TTR Sotheby's International Realty	4	11	15	\$12,930,050
30	Kay Houghton	Keller Williams Realty	11	14	25	\$12,766,901
31	Michael Putnam	RE/MAX Executives	13	15	28	\$12,508,690
32	Peter Braun	Long & Foster Real Estate	11	9	20	\$12,447,378
33	Anthony Lam	Redfin Corporation	0	17	17	\$12,307,690
34	James Nellis	Keller Williams Fairfax Gateway	10	13	23	\$12,018,469

Rank	Agent	Office	List #	Sell #	Total #	Total \$
35	Ahmed Nadim	UpsideDoor	16	3	19	\$11,862,500
36	Dean Yeonas	Yeonas & Shafran Real Estate	4.5	5	9.5	\$11,443,823
37	Jessica Richardson	McEneaney Associates	7	7	14	\$11,352,160
38	Elizabeth Kovalak	Keller Williams Realty	9	11	20	\$11,134,500
39	Christopher White	Long & Foster Real Estate	10	6	16	\$11,119,399
40	Patricia Ammann	Redfin Corporation	2	16	18	\$10,983,900
41	Irina Babb	RE/MAX Allegiance	13	6	19	\$10,983,400
42	Brittany Camacho	Century 21 Redwood Realty	13	7	20	\$10,749,440
43	Piper Gioia	TTR Sothebys International Realty	2	2	4	\$10,742,500
44	George Mrad	Keller Williams Realty	4	7	11	\$10,731,000
45	Daan De Raedt	RE/MAX Allegiance	15	7	22	\$10,717,600
46	Megan Fass	FASS Results	4	10	14	\$10,624,050
47	Tracy Williams	Wydler Brothers	4	2	6	\$10,535,000
48	Laura Mensing	Long & Foster Real Estate	7	7	14	\$10,516,501
49	Mickey Glassman	RE/MAX Premier	14	3	17	\$10,416,300
50	Ashley Leigh	Linton Hall Realtors	16.5	8	24.5	\$10,374,533

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Rank	Agent	Office	List #	Sell #	Total #	Total \$
51	Erin Jones	Keller Williams Realty	12.5	11	23.5	\$10,361,600
52	Bichlan DeCaro	Westgate Realty Group	3	18	21	\$10,309,355
53	Sean Ragen	Keller Williams Realty Falls Church	17	1	18	\$10,269,303
54	Victoria (Tori) McKinney	Keller Williams Realty	3	9	12	\$10,219,000
55	Ahmad Ayub	Redfin Corporation	0	21	21	\$10,120,620
56	Angela Kaiser	Redfin Corporation	3	16	19	\$10,087,600
57	Christopher Craddock	Keller Williams Realty	9	12	21	\$10,070,755
58	Barbara Ghadban	Weichert, Realtors	9	3	12	\$10,048,614
59	Aaron Podolsky	Keller Williams Realty	9	5	14	\$9,864,000
60	Andrea Hayes	Living Realty	15	8	23	\$9,753,797
61	Ronald Mangas	TTR Sothebys International Realty	1	1	2	\$9,750,000
62	Natalie McArtor	Long & Foster Real Estate	8	9	17	\$9,727,003
63	Rheema Ziadeh	Redfin Corporation	19.5	0	19.5	\$9,719,399
64	Lisa Dubois-Headley	RE/MAX By Invitation	8	8	16	\$9,657,750
65	Meg Ross	Keller Williams Realty	5	5	10	\$9,605,565
66	Fouad Talout	Long & Foster Real Estate	3.5	3	6.5	\$9,578,500
67	Paramjit Sikand	Long & Foster Real Estate	1	4	5	\$9,524,900
68	Shawn Harris	Redfin Corporation	19	0	19	\$9,524,000
69	Patricia Stack	Weichert, Realtors	8	4	12	\$9,516,500

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Wade Vander Molen
wvander@stewart.com

Rank	Agent	Office	List #	Sell #	Total #	Total \$
70	Alexander Lianos	Weichert, Realtors	9.5	5	14.5	\$9,515,438
71	Sherry Rahnema	RE/MAX Executives	19	1	20	\$9,506,785
72	Carol Hermendorfer	Long & Foster Real Estate	11	3	14	\$9,480,000
73	Robert Ferguson	RE/MAX Allegiance	7	5	12	\$9,477,500
74	Lenwood Johnson	Keller Williams Realty	8.5	18	26.5	\$9,433,830
75	Venugopal Ravva	Maram Realty	2.5	17	19.5	\$9,431,884
76	Brian MacMahon	Redfin Corporation	0	17	17	\$9,403,700
77	Gina Tufano	Pearson Smith Realty	9	9	18	\$9,399,200
78	Kevin LaRue	Century 21 Redwood Realty	12	6	18	\$9,372,982
79	Tonya Finlay	Neighborhood Real Estate	6.5	4	10.5	\$9,278,075
80	Roy Kohn	Redfin Corporation	16	1	17	\$9,195,175
81	Jason Mandel	Washington Fine Properties	1.5	2	3.5	\$9,170,000
82	Ann Wilson	Keller Williams Realty	5.5	5	10.5	\$9,163,000
83	Joan Stansfield	Keller Williams Realty	9	4	13	\$9,121,000
84	Sri Meka	Realty Resource	2	11	13	\$9,066,984
85	James Andors	Keller Williams Realty	3	11	14	\$9,023,750

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TOP 100 STANDINGS

Teams and Individuals Closed Date From Jan. 1, 2018-April 30, 2018

Rank	Agent	Office	List #	Sell #	Total #	Total \$
86	Jin Chen	Pearson Smith Realty	3	15	18	\$8,880,522
87	Timothy Pierson	Keller Williams Realty Falls Church	6	11	17	\$8,878,072
88	Jason Curry	Keller Williams Realty	5	10	15	\$8,858,389
89	Spencer Marker	Long & Foster Real Estate	13	3	16	\$8,840,100
90	Kelly Gaitten	Berkshire Hathaway HomeServices PenFed Realty	8	4	12	\$8,622,900
91	Bhavani Ghanta	Long & Foster Real Estate	1	14	15	\$8,572,619
92	Vicky Noufal	Pearson Smith Realty	13	2	15	\$8,556,800
93	Carla Brown	Toll Brothers Real Estate	16	0	16	\$8,548,880
94	Jon Blankenship	Pearson Smith Realty	7	10	17	\$8,530,780
95	Raymond Gernhart	RE/MAX Allegiance	8	8	16	\$8,511,000
96	John Shafran	Yeonas & Shafran Real Estate	3	1	4	\$8,372,073
97	Scott Shawkey	Keller Williams Realty	5	1	6	\$8,335,594
98	John Goodwyn	Keller Williams Realty Falls Church	2	12	14	\$8,333,700
99	Paramjit Bhamrah	Redfin Corporation	16	0	16	\$8,284,750
100	Irene deLeon	Redfin Corporation	14.5	1	15.5	\$8,236,500

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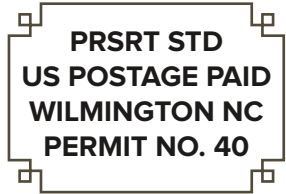
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