

DC METRO

# REAL PRODUCERS

INFORMING AND INSPIRING REAL ESTATE AGENTS

**TOP**  
STANDINGS

JONATHAN  
**LAHEY**

**RISING STAR**  
Rocky Bowers

**MAKING A DIFFERENCE**  
Dana Scanlon and  
Days End Farm Horse Rescue

**PARTNER SPOTLIGHT**  
Rob Mercer with  
First Home Mortgage

MARCH 2018

Client: GPN Title, Inc.  
Size: Full  
Location: Standard

# The Power of Branding as You Build Your Real Estate Business

When you think of iconic brands, which companies come to mind?

There's Apple, a brand that has become synonymous with innovation and usability—or Coca-Cola, which has stood the test of time and evolved along with its customers.

However, if DC-area residents were asked to name the most recognizable local real estate brands, would your business make the list? Or are you just another smiling face in a competitive industry?

Branding isn't just for the McDonald's and Googles of the world. It's for any business that wants to stand out in a crowded marketplace, attract its target audience, and retain loyal customers. **Here are a few ways you can begin to build your brand and ultimately, grow your market share:**

## 1. Differentiate yourself and define a niche market

There are thousands of REALTORS® in and around D.C. Before you can develop your brand, you need to know what makes you different. Could you focus on selling a specific type of property, like condos or luxury homes? Or maybe specialize in assisting a certain demographic, like first-time home buyers or military families?

Think of other small things you can build on to create a unique brand. For example, maybe you were born and raised in D.C., or you understand the needs of political families because one of your parents was an elected official. If you're not sure what could be differentiating for you, ask friends, family, and colleagues—they may have insights you never even considered.

## 2. Weave technology into your offerings

Today's buyers are generally quite knowledgeable. They do hours of online research before they call you, and oftentimes, they have a clear vision of exactly what they're looking for. Instead of accepting this and being more of an order-taker than a REALTOR®, make their lives easier. Incorporate technology into everything you do so you can show you're a brand that is forward-thinking and cares about making the home-buying process as easy as possible.

The type and amount of technology you use will depend on your budget and level of comfort, but consider things like 3D home tours, live streaming, using e-signature options, or having a virtual mortgage calculator. If you're not sure where to begin, I would be happy to have a conversation about how we can partner together to

combine technology. One of my favorite tools is SimpleNexus, an app that allows me to co-brand materials with REALTORS®, such as a mortgage calculator which improves the borrower experience. I also enjoy using RatePlug, which allows me to co-brand with REALTORS® and supply live quotes to borrowers.

## 3. Build a unique online presence

According to a 2017 report, "Real Estate in a Digital Age," from the National Association of REALTORS®, over 90 percent of real estate firms have websites. At this point, having a website is non-negotiable if you want to be taken seriously, but your online presence should be more than a homemade page.

How can you make your website different from every other firm in town? And how can you create an online presence that directs traffic to that site? Social media is perfect for showing your personality, interacting with potential clients, and getting your name out there.

## 4. Be consistent

No matter how you ultimately decide to brand your real estate business, just remember to be consistent. From the way you present your brand visually—colors, fonts, your logo—to how you speak to potential clients both online and in-person, every single person who crosses your path should have the same brand experience.

**Branding is more than a sharp logo and clever tagline. It is how you communicate who you are to your target market and how you attract those individuals to your business. Take the time to focus on defining your brand and you'll undoubtedly reap the benefits.**

**Call Tina today with any questions about branding or how you can differentiate your offerings from "the other guys."**



### Tina DelCasale

Senior Loan Officer

NMLS ID # 191852

ph: 301.921.0070 x3801

cell: 301.523.1893

[tdelcasale@embracehomeloans.com](mailto:tdelcasale@embracehomeloans.com)

[embracehomeloans.com/  
tina-delcasale](http://embracehomeloans.com/tina-delcasale)

1001 Connecticut Avenue NW  
Suite 405  
Washington, DC 20036

**embrace**  
home loans



Embrace Home Loans, Inc. NMLS ID  
#2184 is licensed in 46 states plus DC.  
([www.nmlsconsumeraccess.org](http://www.nmlsconsumeraccess.org))



TABLE OF  
CONTENTS

 <p>8 Publisher's Note</p>	 <p>10 Golden Nuggets</p>	 <p>12 Coaching Corner with Dan Deist</p>	 <p>14 Get Seen In 2018 by Christina Daves</p>
 <p>16 Partner Spotlight: Rob Mercer with First Home Mortgage</p>	 <p>18 Legal Hotline by Jill Michaels</p>	 <p>20 Making A Difference: Dana Scanlon and DEFHR</p>	 <p>24 Rising Star: Rocky Bowers</p>
 <p>26 Cover Story: Jonathan Lahey</p>	 <p>34 Website Intro- duction Videos by Wade Vander Molen</p>	 <p>40 Special Events</p>	 <p>52 Top Standings</p>

Client: Title Town Settlements, LLC  
Size: Full  
Location: Standard

RP

PREFERRED PARTNERS

This section has been created to give you easier access when searching for a trusted real estate affiliate. Take a minute to familiarize yourself with the businesses sponsoring your newsletter magazine. These local businesses are proud to partner with you and make this magazine possible. Please support these businesses and thank them for supporting the REALTOR® community!

APPOINTMENT SETTING

Centralized Showing Service  
(913) 948-2442  
Showings.com

CARPET CLEANING

Normandy Carpet  
(301) 740-2005  
NormandyCarpet.com

CHARITY

Days End Farm Horse Rescue  
(301) 854-5037  
DEFHR.org

CLEANING SERVICE

Santos Maid Services  
(240) 242-4844

CONSIGNMENTS,  
FINE HOME

Curiosity Consignment  
(240) 207-3783  
CuriosityConsignment.com

ESTATE SALES

EstateMAX  
(301) 332-5585  
EstateMAX.net

Everything But The House  
(571) 585-3816  
EBTH.com

FINANCIAL

Commission Express Capital  
(443) 302-9595  
CommissionExpress.com/Capital

FINANCIAL PLANNER

Foresters Financial Services  
(386) 214-5823  
ForestersFinancial.com

FLOORING

Floormax  
(301) 206-2280  
Floormax.us.com

The Carpet Company

(540) 752-5200  
TheCarpetCompanyinc.com

FRAMING & ART

Frame Tech  
(301) 330-6888  
FrameTechArtGallery.com

FURNITURE RENTAL

Churchill Living  
(973) 636-9400  
ChurchillLiving.com

GIFTS

Strategic Gifting  
(313) 971-8312  
StrategicGifting.com

HEATING, AIR AND  
PLUMBING

Vito Services  
(301) 251-0211  
VitoServices.com

HOME BUILDER

Classic Cottages  
(703) 256-1400  
CCottages.com

HOME INSPECTION

Donofrio Inspections  
(703) 771-8374  
Donofrioinspections.com

ProTec Inspection Services  
(301) 972-8531

ProTec-Inspections.com

Top To Bottom Services  
(301) 938-9100  
TTBServices.com

HOME MAINTENANCE

Super Home, Inc.  
(844) 997-8737  
HelloSuper.com

JUNK REMOVAL

123JUNK  
(703) 400-7645  
123JUNK.com

LOCKSMITH

Mike's Locksmith & Security  
(240) 506-7500  
Mikes-Locksmith.com

MORTGAGE

1st Financial, Inc.  
Craig Jenkins  
(410) 903-6610

Caliber Home Loans  
Kasey Martin  
(240) 855-0834

Embrace Home Loans  
Tina Del Casale  
(301) 523-1893

Fairway Independent Mortgage  
Pat Bowman  
(301) 641-343

First Home Mortgage  
Scott Story  
(301) 275-8660

First Home Mortgage  
Rob Mercer  
(301) 332-27450

First Washington Mortgage  
Chanin Wisler  
(301) 526-0020

Home Savings & Trust  
Mortgage  
Derek Harman  
(703) 309-4886

McLean Mortgage  
Troy Toureau  
(301) 440-4261

Mortgage Advantage Loans  
Krishan Gupta  
(301) 254-6339

Towne Bank Mortgage  
Richard Early  
(301) 332-2184

MOVING COMPANY

Moyer & Sons Moving & Storage  
(301) 869-3896  
MoyerAndSons.com

Town & Country Movers  
(301) 670-4600  
TownAndCountryMovers.com

PHOTOGRAPHY

Howard Lansat Photography  
(301) 838-9560  
LansatPhoto.com

Picture Perfect  
(301) 788-8871  
PicturePerfectLLC.com

Ryan Corvello Photography  
(757) 685-2077  
CorvelloPhotography.com

PRINTING, DIRECT  
MAIL SERVICES

My Marketing Matters  
(301) 590-9700  
MyMarketingMatters.com

PUBLIC RELATIONS  
AND MARKETING

PR For Anyone  
(844) 774-2691  
PRForAnyone.com

REMODELING

Pavel Remodeling, LLC  
(301) 841-5282  
PavelDesignAndBuild.com

STAGING & HOME DESIGN

MK Staging and Design  
(301) 657-9795  
MKStaging.com

TITLE SERVICES

ATG Title, Inc.  
(703) 934-2100  
ATGTitle.com

GPN Title, Inc.  
(301) 294-4055  
GPNTitle.com

Maryland Title Works  
(410) 766-4833  
MarylandTitleWorks.com

Michaels Title & Escrow  
(240) 425-0008  
MichaelsTitle.com

RGS Title  
(703) 877-7521  
RGSTitle.com

Stewart Title and Escrow  
(480) 203-6452  
DCTitleGuy.com

Title Town Settlements  
(301) 840-3910  
TitleTownSettlements.com

TRANSACTION  
COORDINATOR

Contract2Close Leverage  
(301) 944-4908  
C2C-Leverage.com

HomeFile Transaction  
Coordination  
(202) 847-6931  
HomeFile.co

VIDEO SERVICES

HDBros  
(540) 840-1388  
HDBros.com

Real Estate Video Company  
(301) 728-3624  
RealEstateVideoCompany.com

MEET THE REAL PRODUCERS - DC METRO TEAM



Kristin Brindley

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



Ellen Buchanan

*Publisher's Assistant &  
Senior Editor*



Mikaela Rios

*Staff Writer*



Chris Menezes

*Staff Writer*



Howard Lansat

*Photographer*



Ryan Corvello

*Photographer*



Barry Katz

*Videographer*



Bobby Cockerille

*Videographer*

If you are interested in contributing or nominating realtors for certain stories, please email us at:  
[Kristin.Brindley@RealProducersMag.com](mailto:Kristin.Brindley@RealProducersMag.com).

**DISCLAIMER:** Any articles included in this publication and/or opinions expressed herein do not necessarily reflect the views of N2 Publishing but remain solely those of the author(s). The paid advertisements contained within the *D.C. Metro Real Producers* magazine are not endorsed or recommended by N2 Publishing or the publisher. Therefore, neither N2 Publishing nor the publisher may be held liable or responsible for business practices of these companies.

**NOTE:** When community events take place, photographers may be present to take photos for that event, and they may be used in this publication.



Dear DC Metro Real Producers,

We are celebrating our first full year in print this month!!!! On March 8, we will be holding DC Metro Real Producers’ **First Anniversary Party**. You are invited! We appreciate you.

This group is a pleasure to talk to each and every day.

Our real producers are wonderful people who do great work in real estate and in their communities. We are taking nominations for the rest of this year right now! Nominate your fellow Realtors and yourself to be featured. You can nominate a cover story, a rising star, a “Making A Difference” agent who does great work with a charity, and a “Cool Life Story” of an agent with an amazing life story to share. I love hearing ideas from the community on other stories that are of interest to you and ideas you have — including where you’d like to see events held.

Check out the Special Events pages! We have pictures from our Partner Mastermind in January and announcements of our upcoming events. Look for pictures of our February event at Abingdon Estates in our April issue!

With gratitude,

**Kristin Brindley**  
 Publisher, DC Metro Real Producers  
 (313) 971-8312  
 Kristin.Brindley@realproducersmag.com



Don't forget to LIKE  
 DC Metro Real Producers on Facebook!

publisher's note

# FAQ

## About This Magazine

Ever since we launched DC Metro Real Producers a year ago, in March 2017, I have heard some of the same questions from many of you. I figured it would be most efficient to publish the answers here in case more of you had the same questions. Remember, my door is always open to discuss anything regarding this community — this publication is 100 percent designed to be your voice!

**Q: WHO RECEIVES THIS MAGAZINE?**

**A:** The top 500 agents in the D.C. Metro area. We pulled 2016 MLS numbers (by volume) in the Greater D.C. Metro Area: Washington, D.C.; Montgomery County, Maryland; FCAAR; PGCAAR; and McLean, Arlington and Alexandria, in Fairfax County, VA. We cut off the list at #500, and the distribution was born. We did this again in January 2018 based on the new top 500 agents in sales volume for 2017. So we have a few new top producers who have joined us – and everyone from last year’s top 500 is still with us. Based on 2017’s list, 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 from 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: Kristin.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, 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!), or affiliates, brokers, 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@dcmretrealproducers.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, they are an exceptional leader, have the best customer service, or they 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 *DC Real Producers* community, please email me 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 here. We won’t even take a meeting 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 feel free to email us at Info@DCMetroRealProducers.com, and let us know!

# Golden Nuggets



## Jon Lahey

“Without coaching and mentoring, it’s hard to be successful, which is why most new real estate agents don’t make it past the first couple years.”

“You can have everything in life you want, if you will just help other people get what they want... Help clients get what they want — be a problem solver, provide solutions.”

“If you want to grow a team, create an overflow of opportunities that you can’t handle yourself and offer them to other agents. Step number one is the most critical — lead generation.”



## Dana Scanlon

“Nearly 90 percent of my listings come from repeat and referred clients. It struck me that making this a consistent trend for my business is the way I want to approach the future. How much fun is that? Getting to know the friends of your clients, who then become your friends because you treat them like family, is very energizing.”

## Rocky Bowers

“If you’re happy with the status quo, you’ll get the status quo. But to hit higher goals, your perception must change. Set the bar higher and it will become your reality.”

“Real estate is a big mental game. If you ‘lose one,’ don’t dwell on it or you’ll lose the next one.”

“Focus on what you’re good at and be better at it than the next person. For the tasks you’re not gifted at, outsource them.”



## Let Me Guide Your Clients Home!

As a representative of Caliber Home Loans, Inc., a national lender, I have the technology to provide your clients with the **Ultimate Home Buying Experience**. This gives homebuyers more of what they want and less of what they don’t want, including:

- Reduced paperwork that includes instant digital verification of assets, credit and more.
- Closing in weeks instead of months. Some eligible loans may close in less than 10 days\*.
- The option to eSign some loan documents electronically before closing.

After closing, I often receive emails from satisfied Realtors. Here are some recent testimonials:

“Kasey Martin is an excellent loan officer. I have worked with Kasey for more than 10 years. I am always assured that she will only introduce the best loan products to my clients. Kasey is ethical, professional, calm, proficient, thoughtful, kind and patient.”

-Delores V. 8/21/17-

“Working with Kasey Martin is just a wonderful experience! My clients have been raving about her every step of the way! It is my pleasure to recommend Kasey Martin and Caliber Home Loans to my clients! Thank you for exceeding our expectations!”

-Maureen G. 8/24/17-



## Kasey Martin

Loan Consultant | NMLS # 192739  
6720-B Rockledge Drive, Suite 500  
Bethesda, MD 20817  
301-452-5217  
Kasey.Martin@caliberhomeloans.com  
www.kaseymartin.com



\*Some loan applications are not suited for digital delivery of asset, income, employment and other documentation required for loan approval. Processing and closing times vary depending on the nature and complexity of the transaction.  
Testimonials are individual experiences, reflecting real life experiences of those who have used our services in some way. However, they are individual responses, and results do vary. The testimonials are not necessarily representative of all of those who will use our services.  
Caliber Home Loans, Inc., 1525 S. Beltline Rd Coppell, TX 75019 (NMLS #15622). 1-800-401-6587. Copyright © 2017. All Rights Reserved. Equal Housing Lender. For real estate and lending professionals only and not for distribution to consumers. This communication may contain information that is privileged, confidential, legally privileged, and/or exempt from disclosure under applicable law. Distribution to the general public is prohibited. #16893\_MD.



» coaching corner

With Dan Deist

# ARE YOU MAKING **THE MOST** of Your Database?

Why did your corner grocery store close? You recall swinging in to purchase a gallon of milk and a tasty bag of chips. That store was convenient and their service was good. You noticed it was never very busy, but never thought it would close.



How do you avoid the same fate with your realty business? The need for clients is obvious. Real estate agents need listings and/or buyers just like your grocery store needed you and your neighbor. What else should you be thinking about every day to ensure your long-term success?

I've studied some of the best minds in our industry, from Rick DeLuca, Gary Keller, to Joe Stump, and read countless influential books like that of Michael Maher's Seven Levels of Communication. I found that a common theme among them is the importance to your business of your database.

To generate new business, **start by sorting your database** between **Acquaintances** (those who know you and you know them), **Inner Circle** (those you've done business with), and **Mavens** (people who have the **ability** to send you lots of referrals or repeat business).

Next, **stay in touch with your sphere of influence** using direct mail, newsletters, phone calls, broadcast texts, stop in, ask out to lunch

or throw an appreciation party. Other helpful touches include letters of introduction, personal brochures, market reports, business cards, recipe cards, inspirational cards, community calendars, market statistics, free reports, real estate investment or house maintenance tips, usable giveaways, just sold/listed cards and service directories. You should also send motivational emails, and don't forget to... simply call people. Remember that people do business with people they like. And they like you more if they have a relationship with you.

Zig Ziglar is accredited with saying, "People often say that motivation doesn't last. Well, neither does bathing — that's why we recommend it daily." It doesn't matter if you own the corner store or if you are the sole operator and business owner of a real estate empire. To generate new business, stay motivated, be consistent, and make daily use of your database.

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®.



## TOP TO BOTTOM SERVICES, LLC.

✓ Home and Commercial Inspection Services | 301-938-9100



**We've been a reliable realtor inspection partner since 2004 for more reasons than one. Your clients will receive these FREE services, and more!**

- **FREE 90-Day TTBS-Funded Home Warranty**
- **FREE 90-Day Radon Test Result Guarantee**
- **FREE Mold Protection Guarantee**
- **FREE Customer Utility Research Services**
- **Didn't get the house? You're covered by our Second Inspection Price Protection**
- **FREE 1 year subscription to the Home Owners Network (HON)**



### Customer Conveniences

- **10 Full-Time Inspectors to Serve You**
- **Multi-Lingual! We Speak Spanish, French and Hindi!**
- **Female & Male Inspectors Available**
- **We Offer Radon, Mold, Lead & Environmental Testing**
- **Get FREE Lifetime Inspection Consultations**
- **You're Covered by Our \$1 Million Agent-Referral Insurance Policy**
- **200% Satisfaction Guarantee!**

### Experience & Training

**We know it's important to hire a knowledgeable inspector who has the ability to communicate effectively without being alarming. Our inspectors have been personally vetted by the owner and undergo weekly refresher training. We realize that relationships are important in the home-buying and selling process, and we have the right inspector to serve your client and you!**

**(301) 938-9100 • [www.ttbservices.com](http://www.ttbservices.com)**

# GET SEEN IN 2018

## The *Get-Famous* Formula

By Christina Daves



As a real estate agent, it's important to be “famous” in your community. You want to be the agent that is always front of mind when someone is thinking of selling or buying a house. Every month, I'll be sharing tips on how you can do this easily and effectively, because I know you're busy. Your job is real estate, not marketing. However, by incorporating visibility into your day-to-day plan, you WILL grow your real estate business.

Let's start with my exclusive **Get-Famous Formula**. This is what you use to attract and pitch the media. Getting local media coverage makes you a star in your community. Getting national media coverage gives you tremendous credibility with potential clients and customers.

### STEP 1 — BE NEWSWORTHY.

Being newsworthy is as simple as outside-the-box thinking. Here are some tips to create newsworthy story ideas:

1. Take a national trend or study, and show how it relates to the local market.

2. Niche what you do, and pitch around that. Do you work with Baby Boomers? Do you work with first-time homebuyers? Divorcees? People upsizing? People downsizing? How can you niche your real estate business and create a newsworthy story idea around what's trending in your niche?

3. Sign up at [www.HelpaReporter.com](http://www.HelpaReporter.com) for “Help A Reporter Out” (HARO). This is a free media query service where media outlets are looking for sources and quotes for national magazine articles, television shows, newspapers, and blogs. I recently worked with a local agent who appeared in Realtor®-based publications 30 times in three months and was also a source for a real estate related article in Women's Health magazine through this service. (FYI — They will call and try to get you to use the paid service. Stick with the free. It's all you need.)

### STEP 2 — CREATE GREAT HOOKS.

The hook is your subject line. It's how you get the journalist to read your email pitch. A hook is as simple as what you see on

a magazine cover. People are paid a lot of money to get you to make a \$5 impulse purchase in the grocery store checkout line based on the “hooks” you see on the magazine cover. My favorite is AARP Magazine. Just google “AARP magazine covers” and see what's there. Do the same for Realtor Magazine or any other real estate publications and see what they are using for hooks. Then, just plug and play your newsworthy story idea into an existing hook, and you're one step closer to success!

### STEP 3 — FIND THE RIGHT JOURNALIST.

This step is vital because you don't want to send your real-estate-related story to the book editor (unless you've written a real estate book). People are always amazed at how frequently I get on television and in magazines and newspapers. It's all about finding

the right person to pitch. I'm always asked how I do it. Here is my top-secret resource for finding journalists... It's Google. Google is a question search engine. Just google “who writes about real estate for [name of publication].” Locally, you'll usually get their name, email and phone number all in one search. Nationally, it can sometimes take a page or two of digging, but they will be there. A new resource I just discovered to find email addresses is <https://hunter.io>. Give Hunter a try if you can't find the journalists with Google.

By putting these three steps in place when pitching the media, you will be light years ahead of your competition, and you will stand out to journalists. The more you pitch, the more you are seen as a valuable resource, and it won't be long before the media is reaching out to you for quotes about the real estate market.



**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](http://www.ChatwithChristina.com), and learn more about her at [www.ChristinaDaves.com](http://www.ChristinaDaves.com).



# Rob Mercer

## With First Home Mortgage



Rob Mercer and Production Assistant, Shaun Slight

Photos by Ryan Corvello Photography

Although Rob had no idea what he wanted to do after graduating from the University of Maryland in 1987 with a degree in marketing, he knew he was good with numbers and that he wanted to be in sales. He spent his college days as a DJ, bartending, and working at the university movie theater and student union information desk. “Looking back at my initial resumé, which included Social Chairman and Vice President of Theta Chi fraternity, I now know why getting a job right out of college proved to be so difficult,” says Rob.

After spending a year selling cutting-edge technology (paggers and facsimile machines), Rob happened into a conversation

about mortgages with a friend who had recently become a loan officer. “Although I didn’t know much about the financial service industry at the time, I thought all real-estate-related careers seemed pretty cool,” says Rob.

Rob was hired as a loan officer in September of 1989 and quickly discovered that he was not only great at it but that he absolutely loved it. Twenty-eight years later, his resumé now boasts a successful 18 years as a producing manager and finishing in the top 1 percent of mortgage originators for closed-loan volume the past five years straight.



Rob & Pam, Charlotte, Hobson, and Bridget Mercer

Despite a long career of massive closed volume, Rob still gets excited on closing day and always calls his borrowers to find out how it went. He lives for people’s happiness, thrives on referrals and swells with pride at every online testimonial he receives.

“I love to have fun and try to laugh every day. However, I am very serious when it comes to my job. I don’t over-promise, and I often over-deliver. It’s my goal to instill 100 percent confidence in the real estate agents I work with. So, when they refer a client to me,” he says, “they can focus on other things, knowing the financing is taken care of.”

Up until a few years ago, Rob had some difficulty choosing a motto for his business. Then he joined the Rotary Club. Since then, he has committed himself to their Four-Way Test for both personal and professional interactions, always asking himself the following questions: Is it the TRUTH?, Is it FAIR to all concerned?, Will it bring GOODWILL and BETTER FRIENDSHIPS?, and Will it be BENEFICIAL to all concerned? If it passes the test, he knows he’s doing the right thing every time.

This coming year, Rob will be president of the Metro Bethesda Rotary Club. He is urging people to keep an eye out for, and get



involved with, some of the local charities they will be working with. “We are currently assisting with the resettlement of Afghan refugees who served with the U.S. military; we are organizing a golf tournament that will raise money for the Purple Heart Foundation; and we are working with KIND to help get food to kids in Montgomery County who otherwise do not eat on weekends,” he says.

Rob and his wife, Pam, have three children: Charlotte (14), Bridget (12) and Hobson (11). Pam writes a lifestyle blog called “Greenily,” which is focused on having your family live green. Rob is a huge Terps fan, and has had season tickets to football and basketball games for 30 years.

“I want to complete a journey that started with a used car, a small black-and-white TV, two T-shirts, three ties and a jacket that did not fit well, and end with a family that is happy, kids that are well educated and independent, and a legacy of being a not just a great loan officer, but a great friend and generous person,” says Rob.

You can reach Rob Mercer at 240-479-2302 or at <http://robmercermortgage.com>.



# Disclosure **vs.** Disclaimer FOR REAL PRODUCERS **CYA!**

Real estate agents are required, under Maryland Business Occupations and Professions § 17-322(b), to disclose to any person with whom the agent deals “a MATERIAL FACT the licensee knows or should know that relates to the property which the licensee deals.”

So, what constitutes a material fact?

## Might a Buyer Walk Away Over This?

Agents may try to rationalize and say, “well, not a *reasonable* Buyer.” Do not make this error. Instead, do the following homework:

1. Ask a more seasoned agent or a colleague
2. Ask your Broker or Manager
3. CYA — Call your Attorney! (Yes, it has the same net effect as cover your a\*\*!)

Document the file with the date, time, person you spoke with, and feedback received. An agent who does this due diligence, even if the real estate commission ultimately concludes the exact opposite, has met the “Reasonable Realtor®” standard.

Real problems arise when material facts are unique or a gray area. Agents CANNOT disclose confidential information, despite there being a material fact. The law states agents are NOT allowed to disclose material facts regarding owners who may have HIV or AIDS, or regarding a death of any kind, or felony (including murder), that occurred on the property.

If a listing was from the only survivor of a gruesome triple homicide in the home, wouldn't you, as a buyer, possibly walk away if you knew? I might, but the MD code clearly states that not disclosing this or any other felony crime is neither grounds for disciplinary action nor personal liability (a.k.a. being sued by a buyer individually). In short, agents are not allowed to disclose!



Jill Pogach Michaels, managing partner and founder of The Law Offices of Jill Pogach Michaels, was awarded the 2017 “Lawyers of Distinction Award” for being in the top 10% 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 to Realtors® throughout the D.C. metropolitan area. Her team of attorneys also handles litigation, transactional, employment and criminal law. For more information, call or text Ms. Michaels personally at 202-253-4393.



Michaels Title & Escrow is a full-service title company proudly offering real estate closing services in MD, DC and VA.

*Celebrating 10 years in business!*

**WHY TOP PRODUCERS CLOSE WITH MICHAELS TITLE?**

- ▶ Seasoned International Settlement Team. We speak Spanish, Italian, Portuguese, Hebrew, Korean, Mandarin Chinese and Taiwanese.
- ▶ Boutique Service
- ▶ Award-winning, woman-owned small business of attorney Jill Pogach Michaels, Esq.
- ▶ It is our belief that helping others in a meaningful way through dedicating our resources and time is vital to the community.

170 Rollins Ave, 1st Floor, Rockville, MD 20852  
240-425-0008 | [www.michaelstitle.com](http://www.michaelstitle.com)



## EXPERIENCE THE CHURCHILL DIFFERENCE!

**Furnished Apartments**  
Churchill Living is a premier source for fully furnished apartments for business travelers, corporations, vacationers and families needing temporary housing. We have the distinction of being the only provider with our own expansive inventory of high-end furniture and housewares, allowing us to design each residence with the finest-quality decor in the industry.

**Furniture Rental**  
Churchill Living Furniture Rental offers the largest selection of modern, luxury furniture and accessories in the industry. Our showroom-quality furniture is favored by some of the nation's top Real Estate brokers, stagers and designers, and has been included in many award-winning designer showcases.

**For more information, please contact:**  
Susan Featherstone-Schemm  
443-280-1801 | [SusanS@ChurchillLiving.com](mailto:SusanS@ChurchillLiving.com)  
[www.ChurchillLiving.com](http://www.ChurchillLiving.com)



Photos by Howard Lansat Photography

Dana with Officer Barney, Equine Ambassador at Days End Farm. A retired police horse and gentle giant, Barney helps raise awareness about DEFHR's mission at public events.



Dana with Kathleen Howe, founder of Days End Farm Horse Rescue. Dana is presenting a check for \$1200 from her 2009 "Penny Harvest" fundraiser.

►► making a difference

## DANA SCANLON'S PASSION: DAYS END FARM HORSE RESCUE

**Charities are a way to give love and compassion for a cause — and Dana Scanlon has a lot to give. Dana has been in real estate for 12 years and is an avid supporter of Days End Farm Horse Rescue (DEFHR), a nonprofit, volunteer-based animal welfare organization established in 1989 that rescues, rehabilitates and provides adoption of maltreated, neglected, or abandoned horses. It is the organization's mission to ensure quality care and treatment of horses through intervention, education and outreach.**

Dana first became involved with the charity more than 18 years ago, after she bought her first horse, who had been neglected. DEFHR has been a big

part of her life ever since. The organization brings together over 1000 volunteers in any given year, as well as farrier and veterinarians who dedicate themselves to providing care and financial security for the charity.

"I am a lifelong horse lover. Horses are a balm for the soul — generous and forgiving to a fault," says Dana. "I am fortunate to be able to give back to these beautiful creatures, and am committed to helping DEFHR." Her commitment is evident. Dana has been an active coordinator of different fundraising events for the charity over the years, and is an integral supporter, valued member and contributor to the organization.



During a serendipitous encounter some years ago with a legend in the world of equestrian show jumping, Katie Monahan Prudent, the conversation turned from the real estate needs of Katie's son to horses. When Dana mentioned her interest in supporting Days End, Katie didn't think twice: "I'm in, they do great work". After that conversation, Dana planned and executed a day-long clinic in which riders of all levels trained under Katie's tutelage, to improve their jumping skills. The clinic raised over \$6,000 and all of the proceeds went to the charity.

Dana has also organized numerous "Penny Harvests" for DEFHR, where spare change collected on behalf of the charity over the course of the year has yielded upwards of \$1,200 towards the maintenance and safekeeping of the horses. Dana is currently actively planning a "Zumbathon," a 90-minute high energy dance workout, with all the ticket money going straight to Days End. Another win-win for the horses and the foundation.

Dana has been a horse lover since childhood. But growing up in Manhattan didn't lend itself to horse riding, much less ownership. It wasn't until she

moved to the Washington, D.C. area in the 1980s that she had the opportunity to fully take up her passion. Today, she is able to go riding several times a week on her former racehorse thoroughbred, as well as be involved with organizations like Days End Farm Horse Rescue that speak to her heart.

Dana says her career as a Realtor® is a big reason why she can give so much of herself to the charities she supports. Having a team allows for some flexibility in her schedule, and leaves her enough time and energy to pursue her passions and interests. Dana is happily married to Leo Scanlon and has two daughters: Annie, a nursing student in New York, and Claire, a landscaper in Colorado. A career in real estate has made many things possible for Dana and her family, and today, Dana is at the top of her game. But her path to success in real estate wasn't straightforward or realized immediately.

Dana grew up in Manhattan, the daughter of an American advertising executive who met her mother, a French national, on the SS Liberté. In the 1960s, her father began rehabbing old buildings in the city and, after his death, the lasting value of real estate became apparent to Dana. "It's in my blood." Dana went to school at the French Lycée in New York, a French baccalaureate program, then on to attend Barnard College. She worked for ten years in the French Embassy Trade Commission Office. She later transferred here, to Washington, D.C., where she went to work for a French Trade Show company as sales and marketing director. She also served as project manager and sales director for the construction of large USA pavilions at the Paris Air Show, an experience she dubs "very rewarding, bringing American manufacturers to sell their goods overseas — which keeps the factories here running."

After a decade in that field, Dana had the itch to own and manage her own business, and made a career change to real estate. She met the challenges with gusto, providing exceptional service to mainly French-speaking and international clients at first, and then her business took off.



Dana with Katie Monahan Prudent, member of the U.S. Olympic equestrian team and Show Jumping Hall of Famer. Dana partnered with Katie in April 2007, and raised \$6000 for Days End Farm Horse Rescue.



The Dana Global Advantage Team (left to right: Buyer Specialist Michelle Hessel, Dana, and Client Care Coordinator Debbie Rideout)

Her fierce compassion for the horses is the same attitude Dana utilizes in her real estate business. She thrives on meaningful interpersonal connections and the gratification that comes from helping people — an approach that Dana comes by naturally and which has rocketed her career. Dana has \$165 million in total career sales and had \$17 million in sales last year. Her success has garnered her numerous accolades over the years. Readers of Bethesda Magazine voted her one of the region's 'Best Agents' in 2012 and 2015; she has been named one of "Washingtonian's Best" each year starting in 2014; she was named Rookie of the Year in 2006; and Team of the Year in 2013.

But success hasn't changed Dana's willingness roll up her sleeves at DEFHR. She will as easily brush down a horse or stay by the side of a suffering animal who is too weak to get up as she will put on a suit and her best smile to show a high-end listing. She encourages others to get involved with Days End Farm Horse Rescue. "They always need volunteers to help care for the horses, but they really need money. In the winter, especially, when grass is scarce, the horses need extra food and every little bit helps." People can learn more about Days End Farm Horse Rescue and how to volunteer, donate, or even adopt horses in need of their forever homes, at [www.defhr.org](http://www.defhr.org).



Quest (before)

Quest (after)

Client: Days End Farm Horse Rescue  
Size: 1/2  
Location: Standard

# ROCKY Bowers



Photos by Ryan Corvello Photography

Rocky Bowers, of Long and Foster Real Estate, learned early on that perception is reality.

“My mother was a fearless and confident woman,” he recalls. “She always believed in herself and in us. She believed we were going to be successful, and so we were.”

Her perception of reality for her son became his own.

**U**nderstanding this has served Bowers well. “If you’re happy with the status quo, you’ll get the status quo,” he explains. “But to hit higher goals, your perception must change. Set the bar higher, and it will become your reality.”

He uses himself as an example. Bowers has been in real estate for only four and a half years. “The first two years, I was happy with reaching \$5 million in volume annually,” he recalls. “When I changed my perception of what I wanted to achieve, I began hitting those higher goals.” In 2017, alone, Bowers did over \$21 million in volume.

After graduation from the University of Maryland, where he obtained a B.A. in Communication and Rhetoric, Bowers entered the sales field — insurance sales. After several years of working extremely hard for a very small commission, Bowers knew he wasn’t making the kind of money he was capable of making. Additionally, the job didn’t feel fulfilling.

Perhaps there was a different kind of sales career for him. Raised in a house with a Realtor father (Ken Bowers), he was familiar with the business. In August 2013, Bowers began his real estate career.

Starting off fresh, Bowers needed a niche. “I determined I wanted to make a name for myself in the luxury market,” recalls Bowers. “So, I met with a guy getting into the building industry, and he was my first of many clients in the luxury/new construction niche.” Finding “tear-downs” on good lots, listing them, and bringing clients to the builders has been “a pot of gold and has helped build my business,” he says.

“In real estate, the money is awesome,” admits Bowers. “But the most rewarding part is going on the journey with the client, and helping them reach their goals and dreams.”

Bowers has goals and dreams of his own. “I plan to grow my business to the next level by developing my team,” he says. With a specific perception of how this will “look,” Bowers envisions that, “as a



team, and primarily in Bethesda, Montgomery County, and D.C., we will do \$100 million within three years, and we’ll take over reconstruction in the Bethesda area, working with builders to do this.”

For Bowers, personally, his business allows him the flexibility to do the things he wants to do. “Right now, my wife, Rachel, and I enjoy time together traveling and being with our 1-year-old dog, Ranger,” he says. “When we have children, I want to coach their soccer teams, just like my dad was able to do for me. This career will allow me to do that.”

In fact, many enter into real estate for this same reason. Not everyone succeeds at it, though. Bowers encourages other agents to stay positive. “Real estate is a big mental game,” he says. “If you ‘lose one,’ don’t dwell on it, or you’ll lose the next one.” Again, perception will become reality.

Likewise, he advises, “Don’t measure your success by how fast you get there. It will happen in due time, so just be persistent.” He adds, “Results always follow activity, so even if your prospecting seems fruitless, results will eventually follow.”

To find a niche, Bowers advises to “focus on what you’re good at, and be better at it than the next person,” adding, “for the tasks you’re not gifted at, outsource them.”

Ultimately, Bowers says, “You can’t go wrong if you always focus on what’s right for the client.” Part of this involves supporting them through the process. “As the real estate professional, clients need you to be the voice of reason,” he says. “Buying and selling a home is an extremely emotional process for clients, so be empathetic but objective.”

Following these principles has contributed to Bowers’ continued success, which he defines as, “reaching the pinnacle of your career while maintaining your values.” He says “it also means being the best you can be, and always become better than you were the day before, while helping people along the way.”

Helping clients, and supporting charities such as KIND, St. Jude’s, and World Vision, Bowers is certainly living his perception of success. In fact, it’s his reality.

# JONATHAN LAHEY

For someone who didn't start out wanting to be a real estate agent, it certainly turned out well for Jonathan Lahey, broker/owner of The Lahey Group at RE/MAX Fine Living. "When I was just starting out, back when I was 19, I worked at Cutco. I moved quickly up the ranks to assistant manager when I was just 20 and 21. I loved the Cutco product and the company and learned a lot from Cutco — from how to sell to how to build and train a sales team. I still use a lot of the things I learned from Cutco today, as I build RE/MAX Fine Living and help agents build successful teams." After his time with Cutco, Jonathan became an IT guy and dabbled in real estate, mostly for investment purposes. However, life had a different plan for him.

Lahey's business has been booming, especially since 2013. "That was the year I started my team," relays Lahey. How he came to develop a team in the first place was quite serendipitous.

"Two years prior, I received a last-minute invitation to a Craig Proctor seminar," recalls Lahey. "At that point in my career, I had been in real estate for seven years and had sold only three homes a year, on average. I wasn't exactly a 'motivated agent,' but since I had nothing better to do that day, I decided to attend the event."

Within minutes of listening to Craig Proctor, the number-one RE/MAX agent in the world, Lahey felt a spark ignite within him, which grew into a flame. He left the seminar fired up about implementing what he'd learned.



Photo by Howard Lansat Photography

## Changing Lives, *Making a Difference*



Kevin Grolig (Lead Agent), Jonathan Lahey (Broker/Owner), and Richard Saunders (Broker), of RE/MAX Fine Living



Photos this page by Howard Lansat Photography



Craig Proctor also became his mentor, which Lahey credits as a turning point. "In the beginning, when I was growing my business, I felt like I was going in circles because I had no one to guide me," recalls Lahey. "Without coaching and mentoring, it's hard to be successful, which is why most new real estate agents don't make it past the first couple years."

Knowing firsthand how having a mentor helped propel his business to the next level, Lahey is honored to be a certified Craig Proctor coach, hand-picked for having shown great success in using the system, and the only one in the area. Kevin Grolig,

of RE/MAX Fine Living, was one of the first to mentor under Lahey. "Kevin reached out to me at the same time I was opening a new RE/MAX where I could mentor team leaders to help them build successful, sustainable, scaleable real estate businesses. He was the first of many team leaders who jumped on board." RE/MAX Fine Living is fortunate to have Lahey's coaching and guidance, which gives them what Lahey calls, "a blueprint to succeed."

Lahey is a big believer in a Zig Ziglar quote: "You can have everything in life you want if you will just help other people get what they want." In

other words, helping others benefits you. "Help clients get what they want — then be a problem solver, provide solutions," encourages Lahey.

Likewise, he understands that agents want business, and he aims to get them what they want. "If you want to grow a team," says Lahey, "create an overflow of opportunities that you can't handle yourself, and offer them to other agents. Step number one is the most critical — lead generation." Lahey has developed a proven method of lead generation, which he shares with his team and those he privately coaches. At the moment, he's even offering complementary advice to any

...

agent who wants to learn, through a free “millionaire agent play-book,” which can be found at [www.agentsuccessplaybook.com](http://www.agentsuccessplaybook.com).

“At RE/MAX Fine Living, our motto is ‘Changing Lives, Making a Difference,’” says Lahey. “I feel that real estate is a platform to reach people and impact their lives.”

To Lahey, this is success, and it’s the reason he loves what he does. Additionally, he adds, “our name, ‘Fine Living,’ is a definition of success. It means having an overflow of business and people who respect you and listen to your advice. It also means having a good life balance.”

It was the quest for a good work–life balance that led Lahey to start his team in 2013. It was the year he and his wife, Melly, welcomed their first child, Olivia. “I created a team so I would have time to spend with my family,” says Lahey. “Especially in the real estate business, it can feel like work is running your life. It should be the opposite. You shouldn’t live to serve your business; your business should serve your life.”

Now, the Lahey family of four (Cole was born nearly a year ago) enjoys traveling and spending time together, as well as trying new restaurants. Lahey also serves in his church band, playing keyboard, guitar and bass.

Impacting and serving his community, and living his mission of “changing lives, making a difference,” is of utmost importance to Lahey, which is why his brokerage gives a portion of income from each transaction to the Children’s Miracle Network. “One of my favorite quotes is from Andy Stanley: ‘The value of a life is always measured by how much of it was given away,’” Lahey reflects. “Helping others is so much more important than how much money one makes in a lifetime.”

Helping others and “changing lives, making a difference,” were ingrained in Lahey from an early age. When he was 10 years old, he and his family immigrated to America from Indonesia. This was a life-changing event for young Lahey. Initially living in a series of apartments, his family eventually bought a home. Perhaps this is where Lahey first understood the value of home ownership and how it can make a difference in one’s life. Perhaps this is where he got his first taste of real estate and what it means to be invested in something so meaningful.

Now, years later and 12 years into his career as a real estate agent, Lahey has amassed a career volume of over \$200 million, \$45.5 million of which was earned last year. He has been honored with many achievement awards and is a best-selling author of *Road To Success*, a book he co-authored with Jack Canfield.



Photos by Howard Lansat Photography

Being such a natural at it, and changing lives and making a difference as honestly and intuitively as Lahey does, begs the question: Did he choose real estate — or did real estate choose Jonathan Lahey?



**FIRST HOME**  
MORTGAGE

**CLOSE A LOAN IN 2 WEEKS!**

*First Home Mortgage is Maryland’s largest independent mortgage company.  
We do everything in-house, from processing to closing, including underwriting.*

We offer all of the standard loan products:  
FHA • VA • Conventional • Jumbo

*We participate in all  
First Time Homebuyer/Downpayment Assistance programs.*



*Top 1% Mortgage Loan Originator in the country, as noted by  
Mortgage Executive Magazine since 2012.*

**MORTGAGE TEAM**  
**STORY**

Your Story Begins with Us

301-275-8660 Mobile | 240-479-7656 Office  
[ssstory@firsthome.com](mailto:ssstory@firsthome.com) | [www.scottstoryloans.com](http://www.scottstoryloans.com)

Closing a loan in 2 weeks is subject to loan program, borrower response, and market conditions. This is not a guarantee to extend consumer credit as defined by Section 1026.2 of Regulation Z. Programs, interest rates, terms and fees are subject to change without notice. All loans are subject to credit approval and property appraisal. First Home Mortgage Corporation NMLS ID #71603 ([www.nmlsconsumeraccess.org](http://www.nmlsconsumeraccess.org))





CONTRACT 2 CLOSE LEVERAGE

### TAKING YOUR BUSINESS TO THE NEXT LEVEL

**WE'VE GOT YOUR BACK (OFFICE)!**

NOW OFFERING • Concierge Services (Marketing)  
• Pre-Listing to Contract • Transaction Management



Excited to serve successful Realtors in the Washington, DC Metropolitan Area!

Local to the Washington DC Metropolitan Area

Services are provided by licensed real estate agents, well versed in the local market and state/local laws and contract requirements.



**SANDI THOMPSON**  
Owner/General Manager

CONTRACT 2 CLOSE LEVERAGE  
**(301) 944-4908**  
12154 Darnestown Road, Suite 408  
North Potomac, MD 20878  
Contract2Close@alias-us.com  
www.C2C-Leverage.com



We Stock Carpet for Immediate Turnaround



Laminate Vinyl Ceramic Hardwood Carpet

### FOR ALL YOUR FLOORING NEEDS

Full-Service Sales & Installation  
Dustless Sanding & Refinishing of Existing Hardwood Floors

**FREE ESTIMATES**

Family-Owned & Operated - In Business Over 20 Years  
Over 35,000 satisfied customers

**THE CARPET COMPANY**  
119 Juliad Court #101, Fredericksburg, VA  
(540) 752-5200  
TheCarpetCompanyinc.com

## TOWN & COUNTRY MOVERS, INC.




Local, Long Distance & International Specialist




### DMVs Top Rated Mover for 40 Years

Local, Long Distance, International  
Short/Long-term Storage  
Free Estimates

**Introducing Our New Staging Division**



**TOWN & COUNTRY STAGING**  
— Stage • Store • Move —



301-670-4600 | 800-683-6683  
www.townandcountrymovers.com



Paul Coroneos  
Senior Associate  
Foresters Financial Services, Inc.

240 485 1505 x 214  
paul.coroneos@foresters.com

Foresters Financial Services, Inc.  
8757 Georgia Avenue  
Suite 405  
Silver Spring MD 20910

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

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

**Foresters**  
Financial

# Financial services with a personal touch

Foresters Financial Services, Inc. provides everyday families and individuals with financial solutions, guidance and tools to meet their needs across all life stages. Our Financial Representatives offer personalized service combined with a solid, long-term approach and fresh thinking, to help you:

- Save and invest for retirement, education and other life events
- Create retirement income strategies
- Protect the ones you love
- Plan your legacy

You can also take pride in knowing that you are part of Foresters™, an international financial services provider that gives back to the community and cares deeply about family well-being. Each year Foresters organizes thousands of community activities, providing financial contributions and hands-on volunteerism in support of charitable partners, that make a meaningful and lasting impact in local communities.

Together, we can help you achieve financial and family well-being—now and tomorrow, this generation and the next

### Areas of Specialty:

<b>Mutual Funds</b> Equity Fixed Income Tax Exempt Money Market	<b>Insurance Planning</b> Whole Life Variable Life Single Premium Variable Life Universal Life Term Life Survivorship ("2nd to Die") Non-Medical Final Expense	SEP IRAs 401(K) / Roth 401(K) Executive Bonus Defined Contribution Plans Profit Sharing Plans
<b>Retirement Planning</b> 401(K) and IRA Rollovers Roth IRAs Traditional IRAs Wealth Transfer Income Distribution Planning Fixed Income Vehicles Revocable and Irrevocable Trust Funding Pension Option Planning	<b>Annuities Planning</b> Fixed Variable Immediate	<b>Planning for Organizations</b> 403(B) / Roth 403(B) Plans 457 Deferred Compensation Plans Electronic Payroll Services
	<b>Business Planning</b> Key Man Insurance Buy-Sell Agreements Simple IRAs	<b>College Planning</b> Coverdell Education Savings Accounts 529 Savings Plans UGMA / UTMA Custodial Accounts

For more information about First Investors funds or variable products from Foresters Financial Services, Inc., you may obtain a free prospectus by contacting your Representative, writing to the address below, calling 800 423 4026 or visiting our website at forestersfinancial.com. You should consider the investment objectives, risks, charges and expenses carefully before investing. The prospectus contains this and other information, and should be read carefully before you invest or send money. An investment in a fund is not a bank deposit and is not insured or guaranteed by the Federal Deposit Insurance Corporation (FDIC) or any other government agency.

Foresters Financial™ and Foresters™ are the trade names and trademarks of The Independent Order of Foresters, a fraternal benefit society, 789 Don Mills Road, Toronto, Canada M3C 1T9, and its subsidiaries, including Foresters Financial Services, Inc. Securities, life insurance and annuity products are offered through Foresters Financial Services, Inc. Insurance products are issued by Foresters Life Insurance and Annuity Company or The Independent Order of Foresters.

Foresters Financial Services, Inc. | 40 Wall Street | New York, NY 10005 | 800 423 4026 | forestersfinancial.com

## FLOORMAX HELPS REALTORS SELL HOMES FASTER!

The DC Area's Premier Flooring Retailer  
for over 32 Years.

"Floormax has been a true partner to me in my real estate business. They are professional, responsive, and competitive with pricing. I value my association with them. A+ in my book!"

Ellen Coleman  
Realtor, Re/max  
CDRS, OICP, SRES

"I'm honored to say I've known and worked with Floormax for over 30 years. The Floormax team has helped me serve my clients in the best, most efficient and economical way possible!"

Peg Mancuso  
President, 2016 Greater Capital Area  
Association of Realtors



Immediate Installation | Millions of Square Feet of Flooring In-Stock

ASPEN HILL  
301.460.4100

BETHESDA  
301.881.0969

GERMANTOWN  
301.528.6400

LAUREL  
301.206.2200

COLUMBIA  
410.872.1129

Carpet | Hardwood | Ceramic | Laminate | Vinyl | Stair Rails | Fireplace Surrounds | Sand & Finish | Bathroom Remodeling

It's Furnace Check Up Time!  
Book Your **VITO** Furnace Check Up Today!



Get a **New Furnace**  
Installed Starting  
at **\$2995**

We are your experts for all these great services:

### PLUMBING & DRAINS

Our highly trained professionals provide superior service and products for all your plumbing needs.



### HEATING & AIR CONDITIONING

Our superior service includes sales, installation and maintenance on all commercial and residential HVAC units.



### REQUEST SERVICE TODAY

Call **VITO** for service today. We have friendly operators standing by.



**24  
HOUR  
EMERGENCY  
SERVICE**

**VITO**  
Quality People, Quality Products, Quality Service.  
vitoservices.com | 301-637-6926



EVERYTHING BUT THE HOUSE

## HELP YOUR CLIENTS DOWNSIZE WITH EBTH



EVERYTHING BUT THE HOUSE has transformed traditional estate sales into an online auction experience generating up to 3 times more revenue on EBTH.com. Whether your client is looking to downsize or sell the contents of an entire estate, EBTH makes the process easy and profitable.

Visit [MY.EBTH.COM/REALPRODUCERS](http://MY.EBTH.COM/REALPRODUCERS) or call (410)807-8216

## Looking for HOME FINANCING OPTIONS? You're in Luck at Fairway!



Whether your clients are buying their first home, moving across town or moving up to their dream home, Fairway Independent Mortgage Corporation is here to help! We offer several home financing products that can help make homeownership more affordable, including:

- Fixed- and adjustable-rate mortgages (ARMs)
- Jumbo financing
- FHA, VA and conventional loans
- Refinancing options
- Loans for first-time homebuyers

**PAT BOWMAN AND HIS 30 YEARS OF MORTGAGE EXPERIENCE** *will personally guide your clients through the entire home loan process. To learn more or to get started, please contact:*



### Pat Bowman

Branch Manager • NMLS# 450411

11810 Grand Park Ave., Suite 500  
North Bethesda, MD 20852

Direct: 301-641-3436

eFax: 866-491-2314

[pat.bowman@fairwaymc.com](mailto:pat.bowman@fairwaymc.com)

[www.fairwayindependentmc.com/Pat-Bowman](http://www.fairwayindependentmc.com/Pat-Bowman)

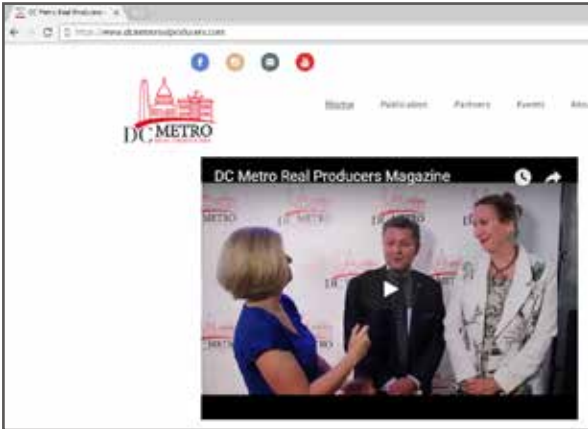


Copyright©2018 Fairway Independent Mortgage Corporation. NMLS#2289. 4750 S. Biltmore Lane, Madison, WI 53718, 1-877-699-0353 Equal Housing Lender. For real estate and lending professionals only and not for distribution to consumers. This document is not an "advertisement" as defined in 12 CFR 226.2(a)(2). This communication may contain information that is privileged, confidential, legally privileged, and/or exempt from disclosure under applicable law. Distribution to the general public is prohibited. All rights reserved.



# THE IMPORTANCE OF A WEBSITE INTRODUCTION VIDEO!

By Wade Vander Molen



You know what gets really old and frustrating? Meeting someone in a business situation and having to explain your entire value proposition over and over. You wish these business prospects just knew this information already, so when you finally meet, signing that listing agreement or moving forward as a buyer is no issue.

The good news: There is a way your prospects can gain this knowledge before you meet them. They are called **website introduction videos**. These types of videos are not commonplace in the real estate space, which is the exact reason to make sure there's one on your website.

### DO YOUR PROSPECTS A FAVOR

Do your prospects a BIG favor, and let them get to know you up front. The main goal is to get your ideal client and prospects onto your website and to keep them there. A website introduction video allows the Realtor to walk a prospect through their website, and include multiple "calls to action" to fill out a form, call, email, subscribe and more. Since most real estate agents don't take this upfront action, it leaves a great opportunity for you!

These videos aren't required to be done professionally, though I feel investing in your business and hiring someone to assist in the video production

and editing has its advantages. Remember, these videos are selling for you 24/7 and can lead to business opportunities today and years from now, so putting your best foot forward is important.

### GETTING STARTED AND VIDEO TIPS

The goal is to have someone watch the video until the end, so speak with energy, and hit your talking points. I use a teleprompter application to upload my scripts, and I try to keep the video under two minutes long. Makes things very easy and cuts down on the time in the studio. I like to start my website introduction videos by asking a question that I know the person on the other end might be thinking: "Are you looking to buy or sell a home this spring?" or "Have you been considering making a real estate move... but need guidance?" These questions get mentally answered. At this point, introduce yourself, where you work, then get into your value proposition and how you can solve their problems.

Making an impressive first impression is important, especially in the hyper-competitive field of real estate. Gaining an edge, and allowing your prospects and referrals to meet you before you meet them is imperative. The end goal is to have these people find enough value in you and your business to reach out and meet face to face — to conduct business.

Website introduction videos on your real estate website can do that and more. Now is the time to implement new goals and marketing strategies, so make a goal of eliminating that ongoing explanation of what value you bring as a Realtor®, and let them learn it ahead of time in the form of a website introduction video!



**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](http://www.DCTitleGuy.com).

## SANTOS MAID SERVICES

A Leader in Cleaning Services  
& Property Preservation



Where Spotless Cleaning Comes To Your Door!

English, Spanish, and Portuguese Spoken • A Minority-Owned Business

We want you to relax when  
cleaning day comes. It's done!

Professional Home & Business Cleaning  
Maid Services  
Move-in/Move-out Services

In Business For Over 26 Years  
The Highest Level of Service and  
Performance Every Time

Call Maria  
**SANTOS MAID SERVICES**  
(202) 299-8069  
[santosandassociates@hotmail.com](mailto:santosandassociates@hotmail.com)

Serving Montgomery, Howard, and Prince George Counties



Licensed | Bonded | Fully Insured

**UNLOCK  
YOUR  
SUPER  
POWERS**

**Warranties move listings.  
Sell more homes, faster.**

**SUPER  
for agents**

[hellosuper.com/realestate](http://hellosuper.com/realestate)

- ADJUNCT PROFESSOR AT MONTGOMERY COLLEGE
- BUILDING TRADES INSTRUCTOR
- EXPERT CRAFTSMAN



## PAVEL REMODELING, LLC

DESIGN • REBUILD • REMODEL

### Where Old World Craftsmanship Meets New World Innovation

Robert Pavel  
Owner & Founder  
Pavel Remodeling LLC

Robert offers personal, world-class service  
Custom kitchen and bath remodeling, additions, basements, interior and exterior renovations, custom carpentry and much more  
Finest materials • State-of-the-art equipment • Exceptional quality & outstanding workmanship








**Call for an Appointment with Robert**  
**301-841-5282**  
PAVEL REMODELING, LLC | paveldesignandbuild.com

MHIC #129490





### We Put People First

Rob brings over 29 years of experience in the mortgage business as a loan officer and branch manager



**Top 1% Mortgage Originator in America 2013-2016**  
*Mortgage Executive Magazine*

**ROB MERCER**  
Branch Manager  
Office: **240-479-2302**  
Cell: **301-332-2745**  
RMercer@firsthome.com  
www.robmercermortgage.com  
www.firsthome.com  
NMLS ID #147453



First Home Mortgage Corporation NMLS ID #71603 (www.nmlsconsumeraccess.org) Rob Mercer, a licensed MLO in DE, DC, MD, VA.




## HELPING REALTORS

...to help your clients. When it comes to moving 'stuff' let us help your sellers sort the trash from the treasure. With patience and fairness, we'll uncover dusty memories and find their old things a new home and get that house EMPTY!

**240-207-3783** Curiosityconsignment.com 9870 Main St Damascus, MD 20872

- ✓ Personal property appraisals
- ✓ Downsizing consultations
- ✓ eBay auction service
- ✓ Showroom consignment
- ✓ Home clean-outs
- ✓ Cash paid for estates
- ✓ Charity donations managed
- ✓ Maximum communication and minimal stress





# Maryland Title Works UNLIMITED

## Good Deeds are Good Business

Providing Professional Real Estate Title Services in Maryland since 1997

- ✓ Hands-on Approach
- ✓ Client-first Philosophy
- ✓ We Follow ALTA Best Practices

Maryland Title Works Unlimited is a full-service, residential and commercial Real Estate Title, Escrow and Settlement company that has been serving the people and businesses of Maryland since 1997. Laura Burd and Christy Fratta have been close friends since 1974 and both began their careers at PaineWebber Mortgage Finance in 1992. Laura shifted to the title side of the business in 1994. Joining forces to combine Laura's title knowledge and Christy's mortgage, especially settlement, expertise in 1997, Maryland Title Works Unlimited was born. We are wholly women-owned and proud of it!

**Our goal is to ensure that each party involved in the transaction is comfortable and informed throughout the entire closing process.**  
*We love our clients!*



**Maryland Title Works Unlimited**  
10304A Baltimore National Pike, Ellicott City, MD 21042  
(410) 766-4833  
www.marylandtitleworks.com



Serving the  
Washington D.C.  
Metro Area  
Since 2007

(301) 657-9795  
www.MKStaging.com



*Let us make your next listing  
feel like their next home*

## TRANSACTION COORDINATORS



**\$100 OFF**  
your 1st transaction  
when you mention  
DC Metro Real  
Producers



**Jessica Stanley**  
Ph: 202-847-6931  
Jessica@homefile.co  
www.homefile.co



### Looking for LEVERAGE?

The HomeFile Team  
specializes in providing a  
"white-glove" contract to  
close experience for our  
clients!

**OVER 1400 CLOSED  
TRANSACTIONS!**

Call Jessica now for a  
complimentary consultation.

Serving Agents in DC, Maryland and Virginia

Excellent personal service & digital tools.

**CSS**

**List. Show.  
Sell. Repeat.**

Showings.com

Manage your sales opportunities  
more effectively.

Top agents improve their income by efficiently  
managing their showing activity. Multiply your efforts  
and increase productivity through the use of people and  
technology. Time saved by using CSS, Showings.com and  
the CSS Mobile App enables you to be more effective  
which leads to increased home sales.

Contact Bob Russell  
**443-621-4545**  
robertr@Showings.com



### RYAN CORVELLO PHOTOGRAPHY

Real Estate Photography in Maryland, D.C., and Virginia

• Fusion Photography • 2D and 3D Floor Plans • Agent and Team Portraits

corvellophotography.com | ryancorvello@gmail.com  
757-685-2077



# Solutions for your success

Innovation | Motivation | Education



Title



**Mo Choumil**  
Founder & CEO  
ATG Title

Washington Business Journal  
Ranked #1 title company in the DC Metro

**WASHINGTON  
BUSINESS JOURNAL**

One of INC 500's fastest growing  
small business's in the Nation

**Inc. 500**

www.atgtitle.com

special events

# PARTNER MASTERMIND

HAPPY HOUR HELD JAN. 18<sup>TH</sup>, 2018



Our Partner Mastermind Happy Hour at Ruth's Chris Steak House in Bethesda on January 18th was a huge success! A big shout-out to my amazing partners. Without you, DC Metro Real Producers would not exist. Thank You!!

We value our Preferred Partners. See you at the next event!!



Kristin Brindley with Anne-Marie Samet of Ruth's Chris Steak House



Kevin Wheeler and Lynda Rothschild



Kristin Brindley, Rob and Michelle Hopkin, and George Glekas



Adele Branthover, Dan Cumberland, Todd Greenbaum, and Taryn Christian

40 • March 2018



Dan Deist with Rob and Michelle Hopkin



Chanin Wisler and Bobby Cockerille



From left: Barry Katz, George Glekas, Scott Story



Scott Story and Kristin



Tina Del Casale and Kristin

RUTH KNEW HOW TO  
**SEAL A BUSINESS DEAL.**  
AND IT ALWAYS INVOLVED STEAK.

PRIVATE GROUP DINING & CATERING AVAILABLE



THIS IS HOW IT'S DONE.

Bethesda • 301.652.7877 • 7315 Wisconsin Ave.  
Complimentary Valet at 4600 Elm St.

special events

# SNEAK PEEK

## EXCLUSIVE REVEAL ABINGDON ESTATES By Classic Cottages

Held Feb. 15th, 2018

We had a great time at Abingdon Estates on February 15th, where we got to sneak a peek at this exciting new community in Arlington, by Classic Cottages.

Thank you, Classic Cottages, for the state-of-the-art property!

Look for the exclusive photos of this awesome event in our April issue. We are ecstatic that you made it! If you weren't able to attend, be sure to email us at [info@dcmetrorealproducers.com](mailto:info@dcmetrorealproducers.com) to never miss one of our events.



McWilliams  
Ballard

## Upcoming Events:

### Coming in March – First Anniversary Celebration

Keep an eye out for your invitation to our big first anniversary bash in March!

We are celebrating one year in print, and hope you can join us for more great networking, raffles and recognitions!

Coming in June – Stay tuned!



## ABINGDON ESTATES

CLASSIC COTTAGES PRESENTS 8 SINGLE FAMILY HOMES IN BALLSTON  
FEATURING 4 SPACIOUS FLOOR PLANS & 3 DESIGN STYLES:  
MODERN FARMHOUSE, TRANSITIONAL & TRADITIONAL.  
FIND THE 1 PERFECT HOME JUST FOR YOU  
LOCATED JUST 1/2 MILE FROM THE NEW BALLSTON QUARTER  
AND 3/4 MILE TO THE BALLSTON METRO



### TOUR THE BRAND NEW MODEL HOME TODAY

SINGLE FAMILY HOMES PRICED FROM \$1.49M  
703-991-1196 | [ABINGDON@CCOTTAGES.COM](mailto:ABINGDON@CCOTTAGES.COM)  
LEARN MORE AT [WWW.CCOTTAGES.COM](http://WWW.CCOTTAGES.COM)

McWilliams  
Ballard




0

1

2

3

**DID YOU KNOW?**

- Over 90% of your clients want you to market yourself and their properties using video?
- Video increases traffic to your websites by over 400%

0

1

2

3




**Call Us to Begin Your Video Marketing Campaign!**

Real Estate Video Company  
301-728-3624

Barry Katz  
barrybsk@gmail.com

[www.realestatevideocompany.com](http://www.realestatevideocompany.com)




*Family Owned and Operated since 1969!*



Local • Long Distance • International

**Moyer & Sons Moving & Storage, Inc.**

301-869-3896 • 1-800-726-1817

[MoyerAndSons.com](http://MoyerAndSons.com)



**DC Metro Area  
Personalized Services  
Maximizing Returns  
Minimizing Stress!**

• Boomers • Seniors  
• Estates

Maximizing Returns . Minimizing Stress

**A reputation of excellence earned over 17 years of providing:**

- On-site Estate & Downsizing Sales
- Online Consignment Auctions
- Consignment Liquidation Warehouse
- Staging & Updating
- Property Clean-Out
- Senior's & Family Move Management

*"They did everything! We simply had to pack what possessions my mother wanted and leave the key...After the sale was completed my mother received a check for almost \$10,000...She was so delighted! EstateMAX could well have saved my mother's life, since she didn't have to deal with any of the stress related to packing and disposing of all the stuff."*

- D. Griffin, October 2016

**Call EstateMAX at 844-378-MAX1**

Visit us online at [EstateMAX.net](http://EstateMAX.net) | [EstateMAXsells@gmail.com](mailto:EstateMAXsells@gmail.com)



**Howard Lansat & Associates  
Photography**

**THE VERY BEST IN REAL ESTATE PHOTOGRAPHY**



Interior & Exterior Photos  
Drones Available  
Photos On Location or In Our Studio  
Formal & Creative Photo Sessions  
Corporate Photos  
Green Screens

**WE ALSO DO:**

Weddings  
Bar & Bat Mitzvahs  
Family & Pet Portraits  
Flip Books  
Photo Booths  
Social Media Booths  
Novelty Stations



**HOWARD LANSAT PHOTOGRAPHY**

301-838-9560 | 703-904-6842

[www.LansatPhoto.com](http://www.LansatPhoto.com)

Serving Montgomery County, Maryland, Northern Virginia, and Washington, D.C.



# HAVE JUNK? WE CAN HELP!

**IT'S AS EASY AS POINT AND PICK UP**

Just point to the junk and let uniformed **123JUNK** drivers pick it up. We load, haul and dispose of your junk responsibly using the eco-friendly **1-2-3 Disposal Process** everyone's talking about.





**1 - DONATE    2 - RECYCLE    3 - DISPOSE**

**NO-BRAINER PRICING**

**123JUNK** charges a flat fee based on **volume**. Fuel, labor, disposal fees, donation deliveries—it's all in there, and you'll know the price before we begin. We'll even provide receipts for tax-deductible donations!

**123JUNK**  
JUNK REMOVAL MADE SIMPLE

**800-364-5778**  
**WWW.123JUNK.COM**

Proudly Serving DC, MD & VA





## Because Mike Cares

About Your Client's Security



### PROTECT WHAT MATTERS MOST



- Residential & Commercial Locksmith Services
- Alarm Systems and Monitoring (coming soon)
- Access Control
- Security Cameras
- Home Automation

Free Estimates | Upfront Pricing | 100% Guarantee on Materials & Labor

**Mike's Locksmith and Security**  
1100 Taft Street, Rockville, MD 20850  
**240-506-7500** | Mike@mikes-locksmith.com





703-771-8374  
DonofrioInspections.com

The Premier Inspection Company in the DMV

Included	Others

InterNACHI & NRS Certified  
Residential - Commercial - Structural  
Licensed, Insured, & Bonded #3380000548

Follow us on Social Media





## Standing Head And Shoulders Above The Rest

Engaged, Efficient, and Local — Practicing An Agent-Centric Philosophy That Helps Agents Excel  
In-House Underwriting, Processing, & Closing Transactions — Manage Files From Start To Finish  
LOCAL Veterans Affairs Home Loan Expert - Ask Derek about VA Loans

For most people, the loan process may be one of the most stressful times of their lives. Derek Harman truly loves assisting people through this time of stress, and making the process simple and easy.

*"I find great satisfaction in guiding and teaching my clients about the loan process, closing successfully, creating a genuine relationship during the loan process. I pride myself on customer service, professionalism, and integrity. I want to create a customer for life."* —Derek Harman

**Exceptional Loan Officer**  
"Our first experience with Derek was awesome. Derek was recommended by our great real estate agent and he showed us he was honestly there to help. Not only was Derek was extremely efficient and professional, but he was also very friendly. He was responsive, and was honest with us about any hurdles to overcome in the financing process. He got us a better rate than our current lender and did everything in his power to get the closing on time. Definitely, he helped make the buying process of our new property painless. We would not only not hesitate to work with Derek in the future, but we would highly recommend him to anybody. Thanks so much, Derek, for the excellent work!"  
—Moustapha and Massandje, Clarksburg, MD, 8/5/2017

**DEREK HARMAN**  
HOME SAVINGS & TRUST MORTGAGE

**dharman@hstmortgage.com**  
tel: 703.766.4634 | cell: 703.309.4886 NMLS: 882287

# FRAME TECH

ART GALLERY, CUSTOM FRAMING,  
DIGITAL PHOTO PRINTING, GIFTS, CARDS




**Arun Singh**  
Framer  
Sole Proprietor

[www.framechartgallery.com](http://www.framechartgallery.com)  
301-330-6888

6860-2 Olney Laytonsville Road,  
Laytonsville, Maryland 20882  
E-mail: frametech@verizon.net

Store Hours: Mon 10-12pm,  
Tue-Fri 10-6pm, Sat 10-5pm, Sun 12-4pm

## COMMI\$SION EXPRESS®

Receive your commissions  
before closing  
with a commission advance.

- No credit check
- Funds wired minutes after approval
- Best rates/grace period in the industry



Call Rick Tancreto for more information  
**443-302-9595**

Commission Express Capital | Commission Express Chesapeake  
2138 Priest Bridge Court, Suite One, Crofton, MD 21114  
RickTancreto@gmail.com | [www.commissionexpress.com/capital](http://www.commissionexpress.com/capital)



Serving the Maryland, Northern Virginia & Washington, D.C. area | 40 Years of Service

*"Carpet cleaning - Last minute call-techs arrived on time and did a great job. I have used Normandy for years. They are always superb."* -Sanara Vince, Washington, D.C.

**Carpet, Upholstery, Tile & Grout Cleaning**  
**Carpet Stretching • Truck-mounted Steam Cleaning**  
**Laminate Flooring In Many Colors • In-plant Rug Cleaning & Repair**  
**We Custom-style Rugs & Carpets**



**NORMANDY CARPET**

Since 1974

**YOU CAN DEPEND ON OUR SPOTLESS REPUTATION!**

**HOURS: M-F, 8:30 AM - 5:00 PM**  
7621 Rickenbacker Drive #100  
Gaithersburg, MD 20879  
**(301) 740-2005**  
Info@normandycarpet.com  
[www.normandycarpet.com](http://www.normandycarpet.com)



**Picture  
Perfect, LLC**

Virtual Staging

Social Media Blast

Drone Photography

3D Matterport Tours

Virtual Tours

#### Our Tours:

- MLS compliant. We can control every element on the tour.
- Come with branded, MLS compliant (IDX) and a full-screen, no branding link.
- Automatically uploaded to Realtor.com
- YouTube video version included with each tour
- Completely web-based. Work on any platform. Viewers can use any browser or mobile phone.

"Picture Perfect, LLC makes my life easier! I don't have to worry about marketing my listings, since Chris does it for me. Their top-notch photos are light, bright and wide-angled, and their new 3D Matterport tours are leading edge. I couldn't ask for better photographers and marketing experts."

– **Chris Reeder, Long & Foster Real Estate**

Brochures/Flyers

ChrisCrummitt@gmail.com | 301.788.8871 | www.pictureperfectllc.com

NOMINATE A COVER STORY

## DC METRO REAL PRODUCERS

Please send all nominations to  
[info@dcmetrorealproducers.com](mailto:info@dcmetrorealproducers.com)



.com  
**StrategicGifting**

## Want Branded Gifts?



**COLD FOR 24 HRS  
HOT FOR 12 HOURS**



StrategicGifting  
*With Gratitude*

**The Kristin Brindley Team**

313-971-8312 • [Kristin@StrategicGifting.com](mailto:Kristin@StrategicGifting.com)

*Gifts That Make You Unforgettable*



Hand Made By a Veteran  
Wilmington, NC USA

**Wonderful Closing and Referral Gifts.  
Also Great as A+ Client and Team Gifts!**

**Client Retention Tools • Used Daily Forever  
100% Tax Deductible • Easy System in Place**



Where has the **time** gone?

We hope you have enjoyed learning about our past features and look forward to learning more about people and businesses in our community.

SUBSCRIBE TO  
DC METRO  
**REAL PRODUCERS**

If you would like a monthly subscription to this publication or would like extra copies of any of our issues, please email us at [info@dcmetrorealproducers.com](mailto:info@dcmetrorealproducers.com)

# TOP STANDINGS

Teams and Individuals Closed Date From Jan. 1, 2018 — Jan. 31, 2018

Rank	Agent	Office	List #	Sell #	Total #	Total \$
1	Nancy Taylor Bubes	Washington Fine Properties	3.5	4	7.5	\$19,402,500
2	Noble Davis	RE/MAX Supreme	2	2	4	\$11,564,000
3	David Getson	Compass	4	12	16	\$10,262,432
4	Kate Hanley	Urban Pace, a Long & Foster Company	13	1	14	\$7,593,100
5	Tyler Jeffrey	Washington Fine Properties	0.5	7	7.5	\$6,526,400
6	Leyla Phelan	Coldwell Banker Residential Brokerage	1.5	3	4.5	\$6,525,000
7	John Kirk	Tower Hill Realty	12	1	13	\$6,189,720
8	Barak Sky	Long & Foster Real Estate	4	5	9	\$6,150,000
9	Jeremy Browne	TTR Sotheby's International Realty	2	3	5	\$6,125,000
10	Jennifer Smira	Compass	3.5	4	7.5	\$5,558,000
11	Brent Jackson	TTR Sotheby's International Realty	5	2	7	\$5,557,602
12	Keri Shull	Optime Realty	6	5	11	\$5,541,300
13	Sue Goodhart	McEneaney Associates	3	5	8	\$5,492,000
14	Bradley Rozansky	Long & Foster Real Estate	6	0	6	\$5,429,900
15	Creig Northrop	Long & Foster Real Estate	10	0	10	\$5,385,250
16	Elizabeth Brent	Go Brent	7	0	7	\$5,050,500
17	Robert Sanders	TTR Sotheby's International Realty	4.5	2	6.5	\$4,982,602
18	Janet Callander	Weichert, Realtors	4	1	5	\$4,978,888
19	Anne Killeen	Washington Fine Properties	2	2	4	\$4,973,000
20	Aaron Probasco	RE/MAX Allegiance	2	3	5	\$4,744,000
21	Phyllis Patterson	TTR Sotheby's International Realty	3.5	1	4.5	\$4,423,400
22	Jeffrey Wilson	TTR Sotheby's International Realty	3.5	1	4.5	\$4,251,750
23	Kira Epstein Begal	Washington Fine Properties	4	0	4	\$4,122,000
24	Alejandro Luis Martinez	RE/MAX Elite Services	3	9	12	\$4,105,900
25	Peter Grimm	Berkshire Hathaway HomeSvcs. PenFed Realty	1	3	4	\$4,029,900
26	Christine Reeder	Long & Foster Real Estate	7	3	10	\$3,957,832
27	James Coley	Long & Foster Real Estate	1.5	3	4.5	\$3,952,000
28	Jane Fairweather	Coldwell Banker Residential Brokerage	4	1	5	\$3,892,500
29	Daniel Register	RE/MAX 2000	6.5	4	10.5	\$3,834,700
30	Brian Wilson	Wilson Realty Group	7	0	7	\$3,712,000

**Disclaimer:** Information based on reported numbers to MLS as of February 12, 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.

Rank	Agent	Office	List #	Sell #	Total #	Total \$
31	Jay Day	Real Estate Teams	4.5	4	8.5	\$3,621,635
32	Lisa Sabelhaus	RE/MAX Town Center	4	5	9	\$3,597,265
33	Jason Curry	Keller Williams Realty	2	4	6	\$3,583,639
34	James Brown	Turning Point Real Estate	4	4	8	\$3,483,800
35	Michael Muren	Long & Foster Real Estate	9	1	10	\$3,479,900
36	Mitchell Curtis	Keller Williams Realty	1	4	5	\$3,460,500
37	Melinda Estridge	Long & Foster Real Estate	1	3	4	\$3,453,000
38	Nathan Guggenheim	Washington Fine Properties	2	4	6	\$3,291,400
39	Roby Thompson	Long & Foster Real Estate	3	2	5	\$3,270,500
40	Joan Stansfield	Keller Williams Realty	2	2	4	\$3,256,000
41	Rhonda Mortensen	Long & Foster Real Estate	5	1	6	\$3,212,000
42	Edward Carp	Continental Properties	1	3	4	\$3,189,999
43	Nathan Dart	RE/MAX Realty Services	2.5	3	5.5	\$3,178,500
44	Douglas Gardiner	Long & Foster Real Estate	5	2	7	\$3,172,450
45	Robert Carter	Century 21 Redwood Realty	0	4	4	\$3,137,750
46	Samer Kuraishi	ONE Real Estate	2	3	5	\$3,093,500
47	Maryanne Fiorita	Long & Foster Real Estate	2	2	4	\$3,058,500

**Disclaimer:** Information based on reported numbers to MLS as of February 12, 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.

## TOWNE BANK MORTGAGE

A Towne Family Company

OUR PHILOSOPHY IS SIMPLE.  
WE PROVIDE EXPERTISE AND COMPETITIVE PRODUCTS,  
DELIVERED WITH EXQUISITE CUSTOMER SERVICE.  
THAT'S OUR IDEA OF A TRUE HOMETOWN LENDER



### RICHARD EARLY

Over 35 years of Mortgage Lending Experience

NMLS ID #: 698683

Office: 301-795-6838 | Mobile: 301-332-2184

richard.early@townebankmortgage.com

RichardEarly.TowneBankMortgage.com

COMPANY NMLS# 512138



# TOP STANDINGS

Teams and Individuals Closed Date From Jan. 1, 2018 — Jan. 31, 2018

Rank	Agent	Office	List #	Sell #	Total #	Total \$
48	Evelyn Branic	Coldwell Banker Residential Brokerage	3	1	4	\$3,009,009
49	Cynthia Schneider	Long & Foster Real Estate	3.5	2	5.5	\$2,934,950
50	Barbara Ciment	Long & Foster Real Estate	1	5	6	\$2,863,000
51	Kevin Grolig	RE/MAX Fine Living	3	2	5	\$2,846,500
52	Thomas Reishman	Compass	4	0	4	\$2,639,000
53	Mansour Abu-Rahmeh	TTR Sotheby's International Realty	2	2	4	\$2,618,000
54	Kristin Stone	RE/MAX Allegiance	1.5	3	4.5	\$2,540,388
55	Kay Houghton	Keller Williams Realty	1	3	4	\$2,450,900
56	Auria Kharazmi	Federated Realty	2	2	4	\$2,427,900
57	Chelsea Traylor	Redfin	4	1	5	\$2,417,400
58	Elizabeth Lucchesi	Long & Foster Real Estate	1	3	4	\$2,320,000
59	Brittany Camacho	Century 21 Redwood Realty	4	1	5	\$2,240,980
60	Lisa Dubois-Headley	RE/MAX By Invitation	3	1	4	\$2,220,500
61	David Barrett	All Service Real Estate	3	1	4	\$2,154,950
62	Kathleen Whalen	Long & Foster Real Estate	2	2	4	\$2,151,000
63	Diane Derr	RE/MAX Results	4	2	6	\$2,116,350
64	Jonathan Lahey	RE/MAX Fine Living	4	1	5	\$2,092,000

**Disclaimer:** Information based on reported numbers to MLS as of February 12, 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.

Rank	Agent	Office	List #	Sell #	Total #	Total \$
65	Debbie Cohen	Long & Foster Real Estate	2	2	4	\$2,086,000
66	Koki Adasi	Long & Foster Real Estate	4	1	5	\$2,086,000
67	Robert Myers	RE/MAX Realty Services	1	3	4	\$2,076,000
68	Deborah Gerald	Go Brent	0	4	4	\$2,068,900
69	Michael Reiley	RE/MAX Allegiance	4	0	4	\$2,044,000
70	Jill Coleman	RE/MAX Realty Centre	2	3	5	\$2,004,000
71	Keith James	Keller Williams Capital Properties	0	4	4	\$1,996,000
72	Lucy Fraser	Redfin	0	4	4	\$1,957,500
73	Arnita Greene	Keller Williams Preferred Properties	3	1	4	\$1,954,989
74	Mercedes Fitzgerald	RE/MAX Realty Group	1	3	4	\$1,949,065
75	Song Chu	Vision Realtors Investment Group	7	0	7	\$1,948,900
76	Mary McDowell	Long & Foster Real Estate	1	3	4	\$1,944,000
77	Laps McCord	RE/MAX Realty Services	3	1	4	\$1,930,000
78	James Bass	Real Estate Teams	2	5	7	\$1,871,700
79	David Palmer	RE/MAX Premiere Selections	2	2	4	\$1,850,000
80	Cihan Baysal	Long & Foster Real Estate	4	1	5	\$1,843,000
81	Jack Kort	Weichert, Realtors	5	0	5	\$1,842,500

**Disclaimer:** Information based on reported numbers to MLS as of February 12, 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.



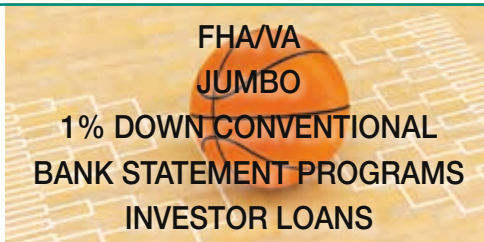
Choose Chanin - Low Rates, Less Stress

**GET ON THE BALL!** Whether your clients are first-time buyers or seasoned investors, Chanin's experience and suite of unique products will guide them through a smooth purchase transaction.

**Chanin Wisler**  
Mortgage Loan Officer

**301-526-0020**

chanin@firstwashingtonmortgage.com  
www.ChaninWisler.info



### Stewart Title

10505 Judicial Drive Ste 300, Fairfax, VA 22030  
**480-203-6452 • www.DCTitleGuy.com**

At Stewart, honesty and integrity aren't just words – they're the basis for the way we've always done business, and always will. From title insurance, to closing and escrow services, to mortgage industry offerings, we offer the expertise and solutions our customers need. Want to grow your business? Ask us about our offline and online marketing tools that help our clients gain exposure and do more transactions! At Stewart Title, we have you covered!

**Offices To Serve You in  
Virginia, Maryland, and D.C.**

Fairfax • Reston  
Washington, D.C.  
Frederick • Rockville  
Crofton • Towson

Wade Vander Molen  
wvander@stewart.com

# TOP STANDINGS

Teams and Individuals Closed Date From Jan. 1, 2018 — Jan. 31, 2018

Rank	Agent	Office	List #	Sell #	Total #	Total \$
82	Hubert Krack	RE/MAX Allegiance	2	2	4	\$ 1,751,000
83	Norman Domingo	XRealty.NET	4	0	4	\$ 1,736,000
84	Thomas Hennerty	NetRealtyNow.com	5	0	5	\$ 1,728,600
85	Donna Gibson	Berkshire Hathaway HomeS. PenFed Realty	1	3	4	\$ 1,717,500
86	Tina Cheung	RE/MAX Realty Centre	1	4	5	\$ 1,703,000
87	Bobbi Prescott	RE/MAX Results	3	1	4	\$ 1,695,300
88	Juan Umanzor	Long & Foster Real Estate	3.5	3	6.5	\$ 1,683,500
89	Suzanne Morrison	McEneaney Associates	3	1	4	\$ 1,653,000
90	Patricia Mills	RE/MAX Achievers	5	1	6	\$ 1,556,112
91	Felix Samnyeme	Perpetual Realty Group	5	1	6	\$ 1,552,900
92	Carmen Fontecilla	Compass	3	2	5	\$ 1,549,500
93	Evelyn Lugo	Compass	1	3	4	\$ 1,539,900
94	Lynn Collins	Long & Foster Real Estate	2	2	4	\$ 1,538,900
95	Mark Meyerdirk	Urban Brokers	3	2	5	\$ 1,517,800
96	Kenneth Abramowitz	RE/MAX Town Center	32	46	78	\$ 31,066,204
97	George Koutsoukos	Long & Foster Real Estate, Inc.	4	17	21	\$ 31,040,500
98	Bryan Kerrigan	Redfin Corp	68.5	0	68.5	\$ 31,027,340

**Disclaimer:** Information based on reported numbers to MLS as of February 12, 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.

Rank	Agent	Office	List #	Sell #	Total #	Total \$
99	Sheri Wilson	RE/MAX Results	4	0	4	\$ 1,475,200
100	Erin Jones	Keller Williams Realty	2	3	5	\$ 1,454,300
101	Charles Heyward	RE/MAX Specialists	2	2	4	\$ 1,440,900
102	Adam Katzenell	Keller Williams Realty Centre	2	2	4	\$ 1,410,000
103	Maureen Nichols	RE/MAX Realty Plus	2	2	4	\$ 1,398,500
104	Eric Steinhoff	EXP Realty	3	1	4	\$ 1,332,200
105	Sharrod Robertson	Greenland Realty	4	1	5	\$ 1,323,900
106	James Thomas	RE/MAX 2000	3	1	4	\$ 1,323,500
107	Roxanne Southern	Jefferson Realty	3	3	6	\$ 1,316,000
108	Raymond Gernhart	RE/MAX Allegiance	2	2	4	\$ 1,305,000
109	Carlos Mesa	Tristar Realty Inc	1	3	4	\$ 1,290,000
110	Aaron Marsh	Marsh Realty	2	4	6	\$ 1,287,000
111	Marc Dosik	Help-U-Sell Federal City Realty	4	0	4	\$ 1,275,000
112	Patricia Okolo	Windows Over Washington Realty Group	6	0	6	\$ 1,257,101
113	Paul Warthen	Real Estate Teams	3.5	1	4.5	\$ 1,257,000
114	JT Powell	Coldwell Banker Residential Brokerage	4	0	4	\$ 1,256,900
115	Rima Tannous	Long & Foster Real Estate, Inc.	16.5	21	37.5	\$ 29,256,400

**Disclaimer:** Information based on reported numbers to MLS as of February 12, 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.

Client: ProTec Inspection Services  
Size: 1/3  
Location: Standard

OVER TWO DECADES OF  
LOCAL MORTGAGE EXPERTISE



TROY TOUREAU

at McLean Mortgage Corporation  
Vice President of Production | NMLS ID #5618

Ask About Our Construction-Perm Program

Clients worried about rates? We make them worry free with RateFlex<sup>SM</sup>

TROY TOUREAU

301.440.4261 | [www.AnyHomeLoans.com](http://www.AnyHomeLoans.com)

The RateFlex<sup>SM</sup> Program requires a small fee at intent to proceed which will be applied to closing costs at settlement. You can float down the rate at no cost and with no further fees one time only. The relock may occur at any time, but no later than 10 calendar days before the closing date. Not available for all programs. This is not a commitment to lend. Program availability and guidelines are subject to change. Contact us for more information. [McLean Mortgage Corporation](#) | NMLS ID: #99665 ([www.nmlsconsumeraccess.org](http://www.nmlsconsumeraccess.org))

# TOP STANDINGS

Teams and Individuals Closed Date From Jan. 1, 2018 — Jan. 31, 2018

Rank	Agent	Office	List #	Sell #	Total #	Total \$
116	Patricia Caceres	Metro Homes DMV	2.5	2	4.5	\$ 1,239,900
117	Lasonya Abney	Cosmopolitan Properties R. E. Brokerage	6	1	7	\$ 1,182,006
118	Tammy Locher	Better Homes and Gardens R. E. Premier	2	2	4	\$ 1,171,000
119	Stacie Hatziyannis	Berkshire Hathaway HomeS. PenFed Realty	4	0	4	\$ 1,161,500
120	Cynthia Baggett	Weichert, Realtors	2	2	4	\$ 1,149,700
121	Leslie Rodriguez	Weichert, Realtors	2	2	4	\$ 1,147,200
122	Corey Lancaster	EXIT Right Realty	3	1	4	\$ 1,121,990
123	Ricardo Vasquez	Weichert, Realtors	1	3	4	\$ 1,057,000
124	Tanya Cunningham	Century 21 New Millennium	1	3	4	\$ 1,017,000
125	Akindele Falodun	EXIT Right Realty	2.5	2	4.5	\$ 990,000
126	Joaquin Cerritos	Weichert, Realtors	0	4	4	\$ 960,000
127	Jean Aboi	Green Homes Realty	3	1	4	\$ 902,000
128	Christopher Mann	RE/MAX Platinum Realty	2	2	4	\$ 766,000
129	Ralph Brown	Real Estate Teams	2	2	4	\$ 700,000
130	Renaire Rivers	RE/MAX Excellence Realty	1	3	4	\$ 606,530
131	Bonnie Gregorio	RE/MAX Professionals	2	2	4	\$ 450,000
132	Emmanuel Adegoke	Altruist Realty	3	1	4	\$ 421,000

**Disclaimer:** Information based on reported numbers to MLS as of February 12, 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.

Client: My Marketing Matters  
Size: Full  
Location: Inside Back Cover



*WE MAKE THE MORTGAGE  
PROCESS EASY*

**1ST FINANCIAL**  
MOVING YOU FORWARD

**No Tax Returns, W2s only\*  
Settle in 3 weeks!**

*\*Does not include self employed or commissioned individuals*

1111 Benfield Blvd Ste 106 | Millersville, MD 21108  
**DMV-HomeLoans.com | www.1stFinancialinc.com**



**CRAIG JENKINS**  
BRANCH MANAGER  
*Residential Mortgage Officer*  
NMLS ID 197149

craig.jenkins@ffiloans.com | C: 410.903.6610 | W:443.283.1334 • 301.242.5224 | F: 443.283.4312



PRSRT STD  
US POSTAGE PAID  
WILMINGTON NC  
PERMIT NO. 40

DC\_Real Producers

**WE'VE GOT YOU COVERED** anywhere in the DC Metro area

#### **VIRGINIA OFFICES**

##### **ALEXANDRIA**

703.519.7600

##### **ANNANDALE**

703.642.6100

##### **ARLINGTON**

703.528.1122

##### **ASHBURN**

703.726.9222

##### **BURKE**

703.239.9600

##### **CENTREVILLE**

703.818.8600

##### **FAIR OAKS**

703.242.9600

##### **FREDERICKSBURG**

540.372.4100

##### **GAINESVILLE**

571.248.8777

##### **LAKE RIDGE**

703.491.9600

##### **LEESBURG**

703.777.1286

##### **LORTON**

703.495.9600

##### **MANASSAS**

703.396.8838

##### **MCLEAN**

703.903.9600

##### **OAKTON**

703.242.9600

##### **RESTON**

703.742.9600

##### **SPRINGFIELD**

703.451.6600

##### **STERLING**

703.421.3300

##### **TYSONS CORNER**

703.506.2986

##### **WARRENTON**

540.316.6206

##### **WINCHESTER**

540.723.0662

#### **MARYLAND & WASHINGTON, D.C. OFFICES**

##### **BETHESDA**

301.654.9800

##### **BOWIE**

301.809.0011

##### **COLUMBIA**

410.715.5830

##### **FREDERICK**

301.663.1608

##### **GAITHERSBURG/KENTLANDS**

301.670.2812

##### **NORTH BETHESDA**

301.230.0070

##### **ROCKVILLE**

301.230.0070

##### **SILVER SPRING**

301.680.0200

##### **WALDORF**

301.705.6872

##### **WASHINGTON, D.C.**

202.363.1870

##### **WASHINGTON, D.C.**

202.244.5780

