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The Power of Branding as You Build Your Real Estate Business



Tina Del Casale

Mortgage Banker
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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.

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? Think of other small things you can build on to create a unique brand. 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 often times, they have a clear vision of exactly what they're looking for. 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.

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.

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."



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Todd Greenbaum
Owner and Founder

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▶ publisher's note

DEAR DC METRO REAL PRODUCERS,

It seems like just yesterday we were waiting on that pudgy, little groundhog to deliver us from the cold. It's now May and spring is in the air; the flowers are in full bloom, and open houses are in abundance. It's the season of selling! I would also be remiss if I didn't recognize all of our fantastic Moms out there who continue to knock it out of the park! Happy Mother's Day!

Over the past year, our *DC Metro Real Producers* team has been busy. We have increased our staff by 50%, created and innovated new industry-related technology, hosted over 12 relationship building events, launched our inaugural awards gala, activated our new annual directory, and were recognized, on a national level, as the 2018 Rookie of the Year by N2 Publishing. Whew!....That's a lot! And none of this would be possible without the encouragement and support from our Top Realtors and Preferred Partners. Thank You!

The momentum above is addictive, and I have to admit the *DC Metro Real Producers* team is on fire! Many of you have asked for digital copies of the magazine

and event planning. Your wish is now a reality! With a little bit of ingenuity and a lot of hard work, we are excited to launch our DigaPub Application for iOS and Android. What's even better than that? This application was created for the DC Metro and Northern Virginia region, but now, due to high demand, it will be launched **NATIONALLY!** That's amazing stuff right there, and we are thrilled to celebrate our success with each of you.

If you haven't joined our private Facebook group, don't miss out. Remember to check out our cover story and partner spotlight interviews on our YouTube channel and on Spotify.

Endeavor on!

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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



Seamless Transaction

"From initial inquire to closing, Derek and his team ensured a smooth transaction. Their online tools for document gathering and quick responses to my million questions allowed for an efficient turn around. They saved my husband and I nearly \$1,000 a month on our refi. This is my second dealing for Home Savings and Trust and it certainly won't be my last. I highly recommend Derek and this company. Such a pleasure to work with!"
-Sarah Yelton from Gainesville, VA

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"My husband and I spent years looking at buying a house but were always nervous about the financial part and never thought we were quite in the right place. We were fortunate enough to get in contact with Derek who effortlessly guided us through the process. If I had known that we could have gone through this process earlier, we definitely would have!"
-Meaghan Tuttle from Fort Washington, MD



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US INSPECT GROUP, INC.

▶ partner spotlight

Photos by **Ryan Corvello Photography**

FOCUSED ON THE CLIENT EXPERIENCE

US Inspect is the nation's leading home inspection company, having delivered more than 3,000,000 residential inspections since 1987. Honesty and integrity are the hallmarks of their continued dedication to provide trusted and thorough service. Within the last few years, they have focused on upgrading services to enhance the customer experience from start to finish.

Tim Shelton, National Vice President of Field Services for US Inspect, explains that the company is enjoying tremendous growth because they are listening to their customers and tailoring products to meet their needs. "We're especially focused on working within the real estate industry to give them exactly what they want. We gathered information from focus groups, real estate round tables, and surveys to learn first-hand what agents needed for them to provide the best service to their clients, and we really paid attention to what they had to say.

"We took this knowledge and adjusted our products, specifically adapting them to their unique requirements. We have more than 180 inspectors across the country and supply virtually every type of inspection you would need in a real estate transaction. We're a one-stop inspection shop."

Tim is also the Maryland/DC area manager, which is the largest of the company's sixteen service areas across the country. He has grown the Maryland/DC office from a team of only a few inspectors five years ago to more than 25 inspectors and administrative staff. One of the cornerstones of his vision in expanding the office was to hire inspectors with real-world experience and professional expertise. He wanted to assemble a team that had diverse knowledge and would be willing to share their skills in a group structure.

"I didn't want to simply hire a group of inspectors to churn out reports. I wanted seasoned professionals who have lived in the business world, who have owned their own companies, who have experienced things they could share with the rest of the group. I recruited long-time contractors, architects, roofers, electricians, plumbers, installers, as well as successful people in the business and sales world," he details.

"This isn't an easy business to get into. There's a lot of education, a lot of learning. No one knows it all. My philosophy is that there's strength in numbers. The more experts you have to draw from, the deeper the pool of professionals, and the easier it is to deliver a superior product," he explains. "What I love about our team is that we're all willing to learn from each other -- we're not competing. If you run across something you've never dealt with before, it's as simple as a group text or email, and within minutes you've got an answer. Everyone works together and wants each other to succeed. We encourage each other like family."

Tim adds that by assembling a diverse group of experts, he has enabled US Inspect to acquire a tremendous database of information to train inspectors as they come on board. "We have an amazing trainer that has put together a platform we use to educate our inspectors. We're also drawing from our experts who are generous with their advice, guidance, and willingness to help us grow."

US Inspect has also invested in leading-edge technology which enables inspectors to do reports in real time with mobile collection devices, infrared cameras, moisture meters, and digital reports. In most cases, reports can be delivered within an hour. "This is a crucial step in the real estate process, allowing agents, sellers, and buyers a quick turnaround when making important decisions about their investments. Our company's technology team designed everything in-house, it's proprietary, and completely streamlines the process from online scheduling to report retrieval," Tim details.

The final inspection report is a reflection of how the company takes pride in every precise detail. It is a beautifully designed report enhanced with colorful graphics, high-resolution photos, in-depth factual in-

formation about the property, reference materials and useful general maintenance information. It can be accessed online or printed.

A US Inspect home inspection provides a comprehensive understanding of the condition of the property across a dozen major categories: exterior, roof, structure, water control systems, insulation and ventilation, interior, electrical, HVAC, plumbing, fuel services, appliances, and environmental systems. In addition to thorough home inspections, the company delivers many other types of residential inspections, including termite, radon gas, swimming pool, lawn sprinkler, well, septic, and specialty inspections. They also deliver phase inspections for new home construction, including foundation inspection, pre-drywall inspection, and walk-through inspection.

US Inspect has built its reputation on decades of reliable, trustworthy service. They continue to demonstrate their commitment to remain one of the best in the industry by investing in training, professional inspectors, technology, and support.

Tim is passionate about his role in communicating the company's vision to their customers. "We are striving to provide the best experience in every stage of the process — ease of scheduling, superior inspection, a quality report, seamless interface between the consumer and the agent, and meticulous follow up. I'm really excited about the growth of the company and its pledge to ensure that when people are making one of the most important decisions of their lives, they can be confident they are in the right hands."



JB Haller

President + CEO of US Inspect

JB feels right at home in the Mid-Atlantic area having grown up in Howard County, Maryland. He is a proud University of Maryland Terrapin and has an MBA from Wharton. JB has worked in the Mid-Atlantic region since returning from Madrid, Spain, where he worked as senior manager for KPMG for two

years. JB has worked in marketing for Mobile 365, operations for Current Analysis, Inc., brand management for Procter & Gamble Company, and sales management for The Advisory Board Company. JB married his high school sweetheart, Michelle, and they enjoy spending time with their two children, one in high school and one in college. JB is an avid reader and motorcyclist (Ducati!). His focus at US Inspect is to make sure realtors and their clients receive the best customer experience available in the industry.



Tim Shelton

Vice President, Field Services

Area Manager MD/DC

Tim has a compelling set of skills that have made him successful: personality, leadership, marketing, and recruiting, not to mention his inspection experience and technical excellence. Tim has delivered more than 5,000 inspections for US Inspect since 2005. Prior to US Inspect,

Tim worked for 12 years in residential construction and real estate services. He has actively participated in the building, renovation, and management of hundreds of single- and multi-family homes. With more than nine years of experience in residential building, Tim also is skilled in construction, design, and project management.



Suzanne Wilson

Market Developer

With the knowledge and confidence in US Inspect, Suzanne brings her entrepreneurial spirit and experience to her business development position. Company and customer relationship building have been her career hallmarks. She conveys a calm understanding of what it takes to grow and serve.

INSPECTORS:



Doug Bassett

Doug is a New England native who has been working in the metro area for over 25 years. With a construction background and more than 12 years as a licensed contractor, he understands the importance of a superior home inspection. His number one goal is giving the client the tools and information needed to make an informed decision on one of the most important purchases in life.



Rose Buckley

Rose is a former professor and currently serves as a Home Energy Score Ambassador for the Department of Energy. She enjoys teaching her clients about their home, energy efficiency, and maintenance needs. Rose has quickly built a following on social media with her informative videos and can be seen inspecting homes, old and new, across the state of Maryland and the DC region. She is well known among her clients as a thorough and friendly home inspector.



Eric Carpenter

Eric has delivered almost 10,000 high-quality inspections to satisfied customers throughout Maryland. He has performed residential home inspections, commercial inspections, construction consulting, and 203(k) consulting for HUD for 24 years. Eric is state licensed for home inspection and wood borer inspections, certified with AARST-NRPP as a radon technician, certified by Building Performance Institute (BPI) as a building analyst, listed with the US Department of Energy (DOE) as a home energy score accessor, and listed with the US Department of Housing and Urban Development (HUD) as a 203(k) consultant. He has been a member of the National Association of Home Inspectors (NAHI) and American Society of Home Inspectors (ASHI) for his entire professional career.



Greg Holden

Greg, a native of Montgomery County, is a fully licensed and accredited home inspector in the State of Maryland. He has been working with a local home inspection company since the spring of 2017. Greg started his career as an electro-mechanical engineer then moved into technology sales for the last 25 years, managing one of Hewlett Packard's largest customers. He has taken his passion for remodeling and has shifted his energy into the home inspection business.



Wynne Hyatt

Wynne spent eight years in the remodeling business before becoming a full-time home inspector. As the project manager for a small company, he was responsible for all phases of home improve-

ment, including subcontractor coordination, field supervision, quality assurance, code compliance, and home inspections. In 1990, Wynne formed a division in the company to inspect and report on the conditions of fire retardant treated (FRT) plywood sheathing found in townhouses and condominiums as part of a \$4 billion lawsuit. He coordinated over 3,000 inspections with nine area builders and four different law firms and personally conducted over 1,000 roof and attic inspections. In March 1998, Wynne joined The Building Inspector of America where he earned a reputation for being a detail-oriented and thorough inspector. In 2002, he joined the nation's largest home inspection company, US Inspect, and ever since has been one of their top performers. In over 20 years as a home inspector, he has performed more than 8,000 inspections of homes and commercial properties, served as an expert witness, provided consultations on leaking basements and conducted framing/pre-drywall inspections on houses under construction.



Dave King

Dave has been a licensed home inspector since 2011 with a background in home repair and remodeling. In earlier years, he worked in home construction. "I see my role as an inspector as supporting the process of buying a home by reporting on the condition of the structure and systems of the home. Being available for a client's questions afterward is something I am always glad to do." With his certifications in radon measurement, thermography, WDO, and deck inspection, Dave can be your "one-stop" inspector.



Neil Kreeger

As a member of the U.S. Army, Neil served in the Panama Canal Zone. He later returned to Arlington and worked as a carpenter with one of the many construction companies building I-66 in Northern Virginia. He began his home inspection career with a small firm in Baltimore and has since performed thousands of professional home inspections for appreciative home buyers in the Greater Baltimore and DC area for more than 25 years.



Greg Masucci

Greg is originally from Chicago but has lived in the DC area for the past 12 years. He brings a Midwestern sensibility to inspections and approaches them with a broad base of experience in real estate related businesses, including sales, management, acquisition, design, renovation, and financing. In his free time, Greg enjoys running A Farm Less Ordinary (AFLO) with his wife and co-founder. ALFO is a 501(c)(3) nonprofit charity farm whose mission is to provide employment for intellectually disabled adults.



Ed McCain

Ed has been a very productive home inspector in the Washington metropolitan area for many years. Before coming to US Inspect, Ed spent 30 years as a general manager in the landscaping field maintaining high-end properties, including one of the local professional football team's facilities. He earned a Bachelor of Science degree from Howard University in family studies and worked towards his Master of Social Work.



Rick Moore

Rick has inspected more than 6,000 residential purchases. He has been a Certified HUD REAC Inspector since 2004 and has performed more than 5,000 HUD/HQS Inspections. Recently, Rick has been involved with the local Department of Housing as a Project Manager/Inspector in the HUD Single Family Renovation Program in Prince Georges County where he performs code inspections, manages general contractors and subcontractors, and writes and costs out Scopes of Work. Rick is a professional who truly loves his job and is ready to share his knowledge with you.



Adam Morville

Adam is a senior inspector who started with US Inspect in 2015. His specialized construction knowledge allows him to perform inspections of the highest quality, which he believes is of the utmost importance when clients are making one of the most significant decisions of their lives. Adam prides himself on connecting with his clients and teaching them about their new home. A member of REMDA, Adam is active in the real estate community, regularly connecting with agents and industry professionals, as well as providing help and knowledge both informally and at presentations. A husband and father, he will care for you and your clients as if they are family.



Patrick Murphy

Patrick has 22 years of experience in multiple trades, eventually becoming a master tradesman. After working for others for several years, he ultimately decided to become a business owner for himself. He bought and renovated run-down homes, and for the most part, performed much of the work on his own. After many successful years as a business owner, he decided to combine the people skills he learned as a psychology major in college with his technical knowledge and expertise gained from service calls in the industry and become a home inspector. Patrick enjoys assisting active home buyers in making what may be the most important investment of their lives and being a positive part of their experience.



Barry Oseroff

Barry has been with US Inspect for a little over a year and has been performing home inspections for two years. Barry has an extensive background in the real estate and construction industry. He owned a property management company for almost 20 years, held a real estate license for ten years, and has been a general contractor. His favorite part of being a home inspector is interacting with his clients. Barry is a talker by nature and loves educating clients on the homes they are buying. He has a quote he likes to tell his clients before the inspection begins: "I am not here to scare you. I am here to educate you on your home and how it works. If at any time you feel that I am scaring you, please let me know." In his spare time, Barry loves spending time with his wife and two children. He is a soccer and basketball coach and spends numerous hours volunteering for his children's schools.



Chris Quick

Growing up in Buffalo, New York, Chris always enjoyed looking at all the different architectural types of homes the city had to offer — from Victorians, Tudors, and even Frank Lloyd Wright Homes. He started painting houses when he was 16 to earn money to buy his first car. Over the years, he has learned how to do many home improvement projects, from installing ceramic tile floors to doing electrical upgrades. After quite a few years of holding various managerial positions in the consumer beverage industry, he decided to settle down from the demands of constant business travel and go back to school. He wanted to utilize his professional skills to become a home inspector and follow his passion for being around houses. He has been a home inspector and certified mold assessor for the last several years and has performed thousands of inspections. His education includes completion of numerous building construction classes, along with continuing education to keep up with trends in the building trades. Some of his certifications include Level 1 Certified Thermographer, CMA (Certified Mold Assessor), BPI Analyst Training (Building Performance Institute) and AARST-NRPP Certified Residential Radon Tester. Educating homebuyers on how to properly maintain their house, along with ways to help them save energy and money, are some of the things he likes to incorporate on a home inspection. He maintains a calm demeanor during inspections and strives to keep clients from being overwhelmed, especially first-time homebuyers.



Michael Samet

Michael recently joined the US Inspect team and brings the confidence of years of experience to each inspection he performs. Michael spent 15 years as the executive director for an international non-profit before deciding to enter the real estate field. Before joining US Inspect, Michael was a real estate agent, as well as a property developer and renovation expert.



Johnny Seibert

Before joining US Inspect, Johnny was a project manager with Bozzuto Homes and Management performing all aspects of building management for high-end clients throughout the Baltimore/Washington metropolitan area. He has also conducted hundreds of quality control and construction turnover inspections for those clients. Johnny has had more than 30 years of experience in construction and home improvements, covering all aspects of construction practices.



Eric Shires

Eric has been in the construction and contracting field his entire career and has mastered many skills in the various trades relating to the industry. Eric got an early introduction in high school as an electrician's apprentice, then worked in general contracting and rehabs. He has primarily specialized in exteriors, including roofing, siding, and windows. Eric also owned his own company for quite a few years with his brother where they specialized in exteriors and built custom decks as well.



John Stavlas

John comes to US Inspect with broad experience and years in customer service. He completed his Master of Science in environmental science and policy from the Johns Hopkins University and served as a biologist and environmental planner before leaving to assist in the startup and management of his family's successful, high-volume restaurant. In his spare time, before becoming licensed as a home inspector, John worked in the home improvement field to gain experience in residential construction. He was urged by friends and associates to pursue home inspection because of his keen eye and attention to detail. John has successfully conducted hundreds of home inspections throughout Annapolis, Baltimore, DC, and the surrounding areas.





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ARNITA GREENE

▶ a cool life story

By **Zach Cohen**
Photos by **Randolf Images**



“Success is not built on success. It’s built on failure. It’s built on frustration.” -- Sumner Redstone

“Only I can change my life. No one can do it for me,” Arnita Greene testifies.

us and how it went. She’s passed on now, but she sold real estate for over 35 years. When she helped us buy our home, I was amazed at how she loved every aspect of it.”

A Washington, DC, native, Arnita Greene has taken a winding road to becoming a full-time real estate agent. Since she made the big leap in 2014, her career has flourished. Arnita closed almost \$10 million in business her first full year. In 2018, she more than doubled that business, closing \$22 million with The Greene Group.

After completing the purchase of their home, Arnita enrolled in real estate classes, took her test, and got licensed in 2006.

But, it wasn’t always easy.

Building a Business and Taking a Leap of Faith

Finding Her Way

At first, Arnita was working a full-time position in the government accountability office. She would stay there until 2014, when she finally gained the courage to follow her dreams. “My passion has always been real estate. I finally picked my passion,” she shares.

“I’ve always wanted to be a Realtor®,” Arnita says.

With her real estate business growing organically, Arnita decided the time was ripe for a change. She saved up for her move -- to the tune of \$40,000 -- and prepared to make the move she had been planning for so long.

Since she can recall, Arnita has appreciated the architecture around her home city. “DC is where I grew up,” Arnita reflects. “I’ve always admired the structures of the homes, the architecture.”

When Arnita and her husband, Amar, began to look for a home of their own, they had a family friend, Bernice Clark, help them out. “She’s like my aunt,” Arnita explains. “We did the homebuying process with her. I loved every aspect of how she treated

“And then I was scared to quit,” Arnita admits candidly. “I wanted to do [real estate] full-time, but I was scared. But, I did it! I gave my job two weeks notice, and since August 2014, I’ve been a full-time real estate agent.”





••• **Finding Her Groove**

After Arnita put her government job in the rear-view mirror, she was left with a big question: “How am I going to get business?” Arnita recalls how she was “fired” by her first client as a full-time agent.

“That money [I saved] went away so quickly...I had a class at Keller Williams. I broke down in the class because I just quit my job and the deals weren’t working out. Everyone in the class said, ‘Welcome to the club!’ They had all been through it, too. You have to pick yourself up and keep on working. That was an ‘aha’ moment for me -- to know I’m not the only person struggling after leaving a check that comes every two weeks. Now, I have to go find the business.”

Arnita leaned on her native roots and approachable disposition to drive business through her door. With patience and perseverance, it worked! “I go the extra mile for my clients,” she says. “I am relatable, and my clients can tell I love what I do.”

Today, the vast majority of Arnita’s business is referral-based. She’s helped plenty of her old high school classmates, family members, and friends of friends purchase homes.

When she’s not working real estate, Arnita is with her family – her husband, Amar, and their two kids, Aaryn, 17, and Ahmad, 13. “We love to hang out together and try new restaurants every weekend. My kids are growing up, and we try to spend as much time as possible together,” Arnita says.

Humble and transparent, Arnita aspires to continue to use her greatest strengths and her love for real estate to drive her life to newfound heights.

“It’s all about being able to do what you love and helping other people grow. It’s about making a difference in people’s lives, helping build wealth for others, and being a resource for them,” she affirms. “Nothing makes me feel that I have done my job right more than seeing the smiles and hugs at the closing table.”

“It’s all about being able to do what you love and helping other people grow. It’s about making a difference in people’s lives, helping build wealth for others, and being a resource for them,” she affirms. “Nothing makes me feel that I have done my job right more than seeing the smiles and hugs at the closing table.”





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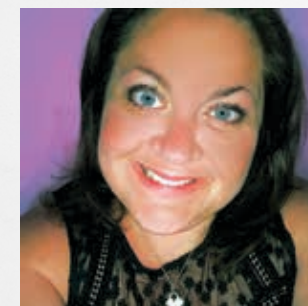
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Moyer & Sons

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BUILT ON FAMILY:
50 YEARS AND COUNTING

“I was born into moving,” Jason Moyer begins.

In 1969, Jason’s grandfather, “Tiny” Gordon Moyer, started started the business, building it from the humblest of beginnings to the highly recognized company it is today.

“My grandfather started this company by renting a moving truck. The first crew consisted of my grandmother, father, and three uncles,” Jason describes. As the local area blossomed in the ‘70s, ‘80s, and ‘90s, Tiny and his sons traveled back and forth around Montgomery County helping families move. When Jason graduated from high school, he couldn’t imagine another place he wanted to work. He jumped right into the family business.

Today, Moyer & Sons Moving & Storage has over 45 trucks and well over 60 employees that cover the entire nation. “I’ve known and loved the trucks, the people, and the community my whole life,” Jason expresses.

When Tiny Moyer started the business 50 years ago, he intended to treat every customer with respect, care, and dedication. “We continue to carry out this value today,” Jason says. “When we rededicated our facilities, we added a sign out front [with a quote from my grandfather] that says, ‘I rededicate this property to my family, employees, and friends. Without them, it would never be.’”

During a real estate transaction, the moving company is generally the last organization to get involved in the process. Months of hard work by real estate agents, loan officers, home inspectors, and the like have preceded the day the moving company arrives. With this knowledge in hand,



▶ partner spotlight
Photos by Ryan Corvello Photography





“Each morning as I walk in the door, I get to see my father, brother, and cousins. As I walk to the other side of the warehouse, I find my uncles and cousins working in the warehouse and fleet.”

...

Moyer & Sons have built a reputation for keeping the final step as simple as possible for the customer.

“We allow them to enjoy the new home they have always wanted,” Jason explains.

When Jason and his team are contacted early on in the moving process, they will come out to the home and provide a free estimate. “It helps us work with the customer and figure out what their needs are. Do they want us to do all the packing, are they trying to figure out a way to keep the costs down, or are there parts of the move that need special attention?” Jason details. “There isn’t a situation we haven’t seen.”

Jason also ensures confidence in his company by adhering to their values of trust and honesty. “The idea of moving has been given a bad name over the years by some less than ethical companies,” Jason reflects. “Moyer & Sons has been in the moving business for 50 years and has earned an exceptional reputation by listening to the customer.

“Each of our employees goes through a background check, is randomly drug tested, and is trained by Moyer & Sons. So, we know each person entering your home and trust they will move your important personal items with the grace and care needed.”

Jason is a family man at heart. He has two children and a wife that he’s known since high school. “She is my guiding light in life and could not be where I am without her,” Jason affirms.

“But, my family is also at work,” he points out. “Each morning as I walk in the door, I get to see my father, brother, and cousins. As I walk to the other side of the warehouse, I find my uncles and cousins working in the warehouse and fleet.”

At Moyer & Sons, it’s a genuine family affair.

Moyer & Sons Moving & Storage is a full-service professional moving company with 50 years of knowledge and experience. For more information, visit www.moyerandsons.com. To partner with them, you can call Jason at (301) 869-3896 or email jason@moyerandsons.com.

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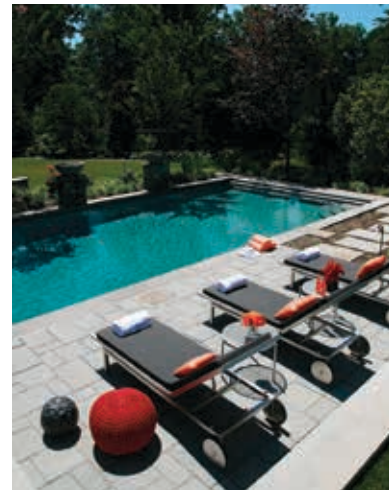


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GET SEEN IN 2019

Publicity

By Christina Daves



Why Would the Media Want to Use Me?

A sentiment that comes up quite often, and especially from new agents, is, "Why would the media want to talk to me? I'm new. There's a seasoned agent right up the street." It is important to remember that every real estate agent brings their own gift to the world. Their experience and history are what will help them be a successful agent. It doesn't matter that they are "new" -- what matters is what they bring to the table.

Use a target as your example to hone in on your niche and use that when pitching the media. What is your specialty? What is your background? Were you an attorney? A CPA? A stay-at-home mom? These are all occupations that allow you to draw expertise insight from and use to help your real estate clients. For example, if you know the new tax laws and can help first-time homebuyers with potentially lowering their taxes, you provide extra value to them.

Think of this expertise as you are pitching the media, as well. What unique knowledge and value do you bring to the real estate world, as well as to a journalist and their audience? If you have any technology expertise, that is very appealing right now. Can you speak to virtual reality or augmented reality in real estate? What do those mean for the future of the industry?

Take a good look at your background and what you've done in your past and how you can tie that expertise into the field of real estate. Here is a great tip: even if you are new to the real estate industry, don't say "new" say "newly affiliated" with your real estate firm. Then, tie in your past expertise and show your value to both potential clients and the media.

Christina Daves
PR for Anyone



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

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What is the most important lesson you learned from your mom?



STACY ALLWEIN

Wow. My mom passed away one year ago in February at the age of 73 from Alzheimer's. The most important lesson I learned from my mom was to be nice to everyone. My mom never met a stranger. She made friends wherever she went, whether it was the doctor's office, grocery store, a restaurant -- it didn't matter. This was a lifelong trait of hers. She shared her beautiful, dimpled smile with all that crossed her path.



JEREMY LICHTENSTEIN

The most important lesson I learned from my mom is to take care of the poor and the needy who may not be able to survive without the assistance that you can provide.



LISA SABELHAUS

What a great lead question! I assume this would be for the month of May and Mother's Day? :)

My mother taught me that you can be very wealthy, no matter the size of your bank account. She is the matriarch of our family and raised six children along with being the caregiver to both of her parents for her entire adult life. She is a fierce competitor and plays the game with style and grace, whether she wins or not. Family ALWAYS comes first – don't mess with mama's cubs!



DAMIAN BUCKLEY

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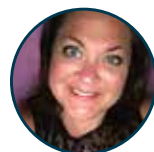
DAN METCALF

My mom instilled in me the notion that everyone has a soul, and everyone has value. "Price overcomes all objections."



COREY BURR

My mom has a wide circle of friends from all walks of life and all ages, and what I've witnessed is her ability to engage people by asking them about themselves and their lives and taking a genuine interest in their answers. Down the road, she can pick up an easy conversation because she knows about that person. Also, she has never taken herself too seriously. This humility and ability to poke fun at herself puts others at ease around her. Most importantly, don't forget your sense of humor and don't be afraid to use it.



AMY GOLDSTEIN

The most important lesson I learned from my mom is perseverance and determination. The most important lesson I have learned as a mom is that my daughter is the best teacher I ever had. She has taught me patience and empathy and has the ability to flood me with unconditional love, even while whining in a high-pitched voice. Being a mom is the best and most difficult job in the world!



SANDRA STEWART

My mom would say, "Just be yourself."



SUSAN FITZPATRICK

My mother taught us to be the very best we could be, to give it our all no matter what we did. She also taught us to always be kind, help those we can.

As kids, she would read us the book "The Little Engine That Could" by Wally Piper. It's a great lesson to pass on; I've bought the book for all my grandchildren.



LEE GOLDSTEIN

This is a timely question. My mom died less than two weeks ago after a short battle with a never determined illness, and I ultimately realized that she died of a "broken heart" as she never recovered from dad's death the year prior. What I was able to learn from her after her passing is that true love trumps all and is the most important thing that you can find. The most everlasting. "Things" don't matter... love does!



LUIS CARDENAS

The best lesson I learned from my mother is as follows: (Please note this is translated from a saying in Spanish. LOL.) "Always remember, the days of the week are like the fingers on your hand. They are all different and you never know what may come your way on any particular day. So, make sure you save for those unexpected days."



MELINDA ESTRIDGE

My mother taught me so many things it is hard to narrow it down. I think her biggest message was to always keep your sense of humor. When I was down or frustrated, she could always make me laugh. She also was big on generosity. She led by example on this. She was my heroine in so many ways.



ELLIE SHORB

My mom said: Always do your best ... and "be sweet!"

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SUE FITZPATRICK



▶▶ mother's day special

By **Adrienne M. Depew**
Photos by **Ryan Corvello Photography**



In celebration of Mother's Day, Sue Fitzpatrick, of the Fitzpatrick Group, is an exemplary mother, wife, and successful REALTOR® distinguished both for her accomplishments in and outside of the home. Sue has raised four beautiful children while becoming one of the most successful real estate agents in the DC metro area. Driven, passionate, and savvy, she provides an inspiring story of triumph in the real estate business.

Sue began her career in 1986 and today is a recognized leader at Long and Foster. Sue earned Rookie of the Year in a competitive top-producing office that does over \$1 billion in annual sales. She earned her bachelor's degree from the University of Maryland, an MBA from Johns Hopkins University, and is a Certified Luxury Home Marketing Expert. Today, she runs the Fitzpatrick Group, a highly successful team based in Bethesda.

Like many women, she faced challenges early in her career. "I remember what I was told when I first got into real estate, pregnant with my third kid. My husband worked full time and went to law school at night, and they only took full-time agents. People told me I couldn't do it," she confides. "But, I ended up getting rookie of the year and won a trip to Aruba. It's easy to put artificial ceilings over our heads . . . We have to silence the critics."

She was poised for success from the start because real estate is truly her passion, and that passion is anchored by her ability to connect with people. She notes, "[I'm] especially [good with] people who may be in need at a particular time in their lives. And I care - I really care," she expresses. "Our clients' needs will always be our number one [priority]."

One defining feature of her approach to working with clients stems from her early experience trying to sell her home. She recalls, "The agents we had when trying to sell our first home couldn't get the job done after six months, so I sold it myself in one day. I learned it's just a matter of understanding buyers needs and fulfilling them."

Today, amidst her success, Sue lives a life of gratitude, grateful for her own mother who's such a positive influence and role model in her life. "My mom had a profound effect on my life," she graciously states. "She

...

raised us to believe we should always be the best we could possibly be, the greatest version of ourselves, and to always be kind.”

She recounts, “My 93-year-old mother was in graduate school when she met my father 70-plus years ago. That was pretty impressive back then [because] most women didn’t even go to college . . . As kids, she would read to us ‘The Little Engine That Could’ [because] it’s all about believing in yourself and believing you can do it.

“My mom worked while raising seven kids, so when I had four children of my own, there was no reason NOT to be successful. She is a terrific role model.”

Sue’s husband has also been instrumental in her success because he believed in her, even before she believed in herself.

Her fortitude for her family runs deep. She notes, “I won the ovarian lottery, to steal a Warren Buffett line. I am able to live the life I want and love what I do for a living. When I had my first child at 21, I suddenly could see how important my life was to another human being [and] how my successes could impact her life. I needed to focus on the future.”

It is easy to see that family has always been at the heart of her success. “My happiest moments were the births of my four kids and 10 grandkids. I am so proud of my kids and the type of people they have become,” she smiles.

When asked how she manages raising a family and running a successful business, Sue says she does not believe in “juggling” motherhood and



“Never postpone happiness.”

her career. She explains, “Juggling is never good. You need balance, [and] there’s a difference. Having good systems and a great assistant is critical, [and] I have an extremely supportive husband! Nights and weekends he took over at home. Having a computer and office at home was key, [and] I got a computer as soon as they were available back in the ‘80s! I’ve also grown my team so our clients have coverage every day of the week.”

She is also thankful for the flexibility that the real estate industry offers, especially to women. She says, “The flexible hours make it much easier to be both an involved mom and give your clients the care they deserve. I rarely had to choose between one or the other.”

For Sue, family has always come first. “If you take care of your home life, everything else falls in place. You have to keep your ‘why’ in constant focus. There have been times, such as attending the birth of a grandchild, that I had to give up business to be there, but I have no regrets. I now have a team, and



Sue and her son James Fitzpatrick

they can handle things if a life event conflicts with business.”

With that, Sue is also fiercely passionate about helping disadvantaged children who have been abandoned by society. “Helping kids succeed in life is the most rewarding feeling I’ve ever experienced and continue to feel. Sometimes, a caring adult is the difference in a child’s life between living a good life and living in a jail cell.”

For her, instilling compassion in her children is also important. She says, “My legacy is not in my career. It’s in the work I do helping those who need help, especially the kids. I absolutely love what I do, and someday my son may step in and take over, but what I hope I leave my kids with is the love of helping others.”

When not tending to her family and clients or managing her business, Sue enjoys running, traveling, music, and reading. “I love all types of music, but my favorite is alternative rock. I love business books, self-help, thrillers, and mysteries. I also like true stories like ‘Hillbilly Elegy.’”

Sue and her husband also enjoy hosting family gatherings. “My husband, Jim, and I have a family of 20 among our children and their families, and our family is still growing. We love to hang out together, go to our beach house, hike, bowl, go to fun things like Hibachi restaurants, and attend sports events. But mostly, we just all hang out together, and we have a blast!”

Family, love, and balance have been critical to Sue’s success. Along with that, she realizes it is important not to sweat the little stuff. For her, “if it won’t matter in a day or two, why get upset about it now.”

One of Sue’s favorite quotes is: “Never postpone happiness.” It is easy to see that she lives by that mantra every day.

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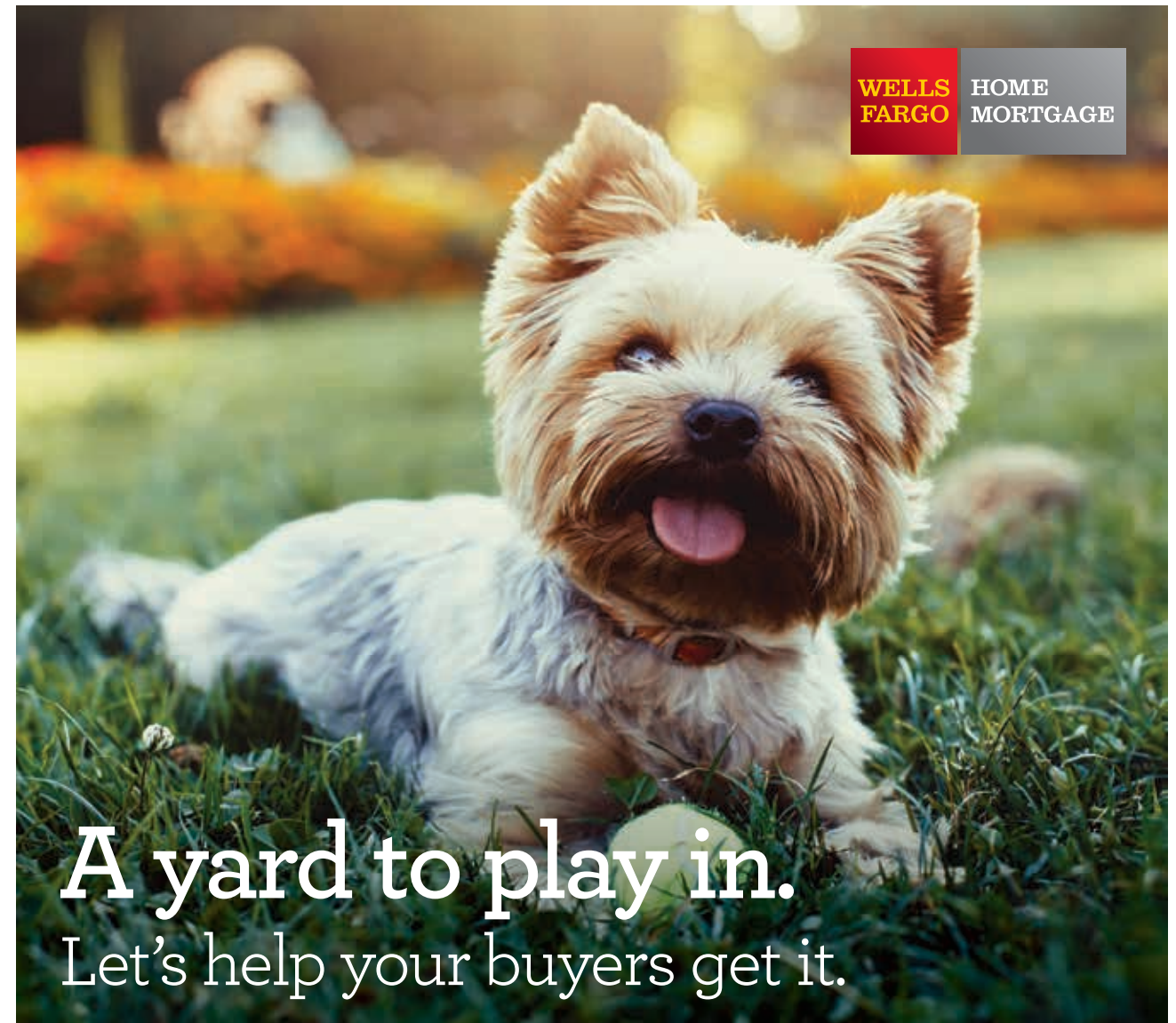
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SPENCER BODIAN

By **Adrienne M. Depew**

►► rising star

A local Washington, DC, metro area native, Spencer Bodian is a motivated top producing agent driven by a passion for entrepreneurialism, helping people, and problem-solving. Having garnered an enthusiasm for real estate investing from an early age, it is easy to see how he quickly capitulated to stardom in real estate.

Spencer is a realtor® and advisor for Compass in Washington, DC, and is licensed in both Washington, DC, and Maryland. He started working as a realtor in Washington D.C. in June 2016 with Eng Garcia Grant & Co., a top-tier team within Keller Williams Capital Properties.

After graduating from Syracuse University with a degree in photo-journalism and entrepreneurship, he also mentored with a former professor, Steve Case, who was starting a real estate development, brokerage, and property management company and aiming to do some big things in the local Syracuse market. Before becoming a Realtor®, he worked with Steve for Acropolis Development, a private real estate company in Syracuse, New York, as the leasing manager for a number of brand new luxury apartment buildings in downtown Syracuse, NY, handling mostly residential leasing. Spencer also managed their marketing, photography, and advertising campaigns.

With a focus on the humanistic side of real estate, Spencer finished 2018 with just under \$14 million in property sales. His 2019 goal is to help at least 40 families accomplish their real estate goals and do over \$20 million in volume. He won the fall sales competition within his former real estate team, Eng Garcia Grant & Co., and was selected on behalf of Keller Williams Capital Properties to speak about his experiences as an agent.

Today, Spencer owes much of his success in real estate to great mentoring and, as he puts it, listening to understand. “I learned so



much about real estate from Carlos Garcia and James Grant, the managing partners of my former real estate team. They brought me onto their team and taught me accountability, perseverance, and hustle. I think it's really important for everyone to have some sort of mentor or coach for both learning and accountability purposes,” he advises. “One thing Carlos also taught me is how to be a great listener, which is such an important part of connecting with, and understanding people. Listen to understand, not to react. This is a deep topic and has various nuances to it, but I can't stress enough how overlooked this skill/trait is, and it's something I have felt was crucial for the growth of my business.”

For Spencer, there are two things that define who he is and the way he does business: genuine love and interest in people and an innate desire to cultivate strong relationships. He states, “I really try to put myself in my clients' shoes and emotionally empathize with them and what they're going through, so I can address whatever challenge we're dealing with and find a solution. As a homeowner and investor, I know the stress that comes with making such a big financial investment, as well as all of the unforeseen things that can arise during the course of a transaction. When I empathize at this level and focus on simply listening to



my clients' needs and concerns, I find it much easier to problem solve and get them exactly where they want to go.

"[Additionally], I love being a trusted advisor to so many, with the understanding that my success in business comes directly from my ability to help as many people as possible accomplish their own real estate goals. There's no greater feeling than the satisfaction of guiding your clients through a difficult transaction to the finish line."

Driven by a desire to stay grounded, on any given morning you will probably find Spencer up early reading, working out, doing yoga, or listening to a podcast using exercise and personal development to energize his day. While he believes time blocking, lead generation, and tracking are important, he also finds time for productive conversations and reserves evenings for showing properties and meeting with clients.

"In today's age, and particularly in our industry, it's easy to get caught up in the money and hustle and lose sight of the most important things. That's where the honesty comes into play: figuring out what's most important to you. For some, it's about family and simply being able to spend time with those they love, and for others, it's about waking up every day and being able to spend every minute of their day doing the thing(s) that they love," he states. "I don't think success is black and white. I believe it's on a spectrum, and one's values determine where their success is to be found."

A lover of photography, Spencer is an Instagram (IG) connoisseur (follow him at @dcreatealestate and @spencerbodiam) who enjoys traveling, sports, nature, and spending time with family and loved ones. He admits, "I'm quite fond of Instagram and the ability to share my experiences, lifestyle, and real estate culture with a wide network of people. From property tours, getting peoples' opinions on the level of finishes/design of a particular home, to home inspections and contractor assessments, I find IG to be an amazing tool that can bring my perspective to the rest of the world."

He is also currently using the RealGeeks platform and loves the marketing technology at Compass for its terrific ability to create brilliant marketing collateral for any platform.

Spencer has a lot of long-term goals. "I'd like to create a top producing real estate team with an amazing collaborative culture, high-end technology, and strong marketing systems in place to support the agents I work with. I'd like to own 100+ units of property with a specific dollar amount of cash-flow in mind, and get more involved in real estate development and affordable housing in neighborhoods I grew up near and had many close friends come from," he confides. "I would also like to start a couple of other business ventures and find a way to teach and inspire the youth in the communities I grew up around!"

Spencer is also passionate about donating money to brain cancer every year and is currently looking for more volunteer opportunities in the DC area.



Spencer's work ethic and approach to business are represented in one of his favorite Henry Ford quotes: "Whether you think you can, or you can't, you're right." By simply believing he can, he does.

For him, there is no ceiling for how big he can grow in the industry, and he defines success as "finding fulfillment in knowing your values, applying yourself to what you deem most important, and controlling how you spend your time. Everyone has a different definition and bar for that fulfillment, but I believe it has largely to do with time and what you do with it."

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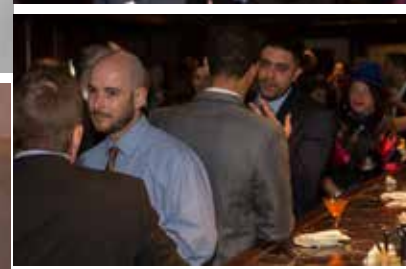
Real Producers, it was an honor to have you at our DC Metro Real Producers Inaugural Awards Gala at the City Club of Washington. Our Real Producer community had a wonderful celebration, and we had positive feedback from all who attended. Congratulations to all our awardees: Dana Rice, Eboneese Thompson, Jeremy Lichtenstein, Keith James, Melinda Estridge, Jim Bass, Samer Kuraishi, and the Heller Coley Read Team! What an amazing group, and we couldn't be prouder of what they have accomplished. You guys and gals ROCK!

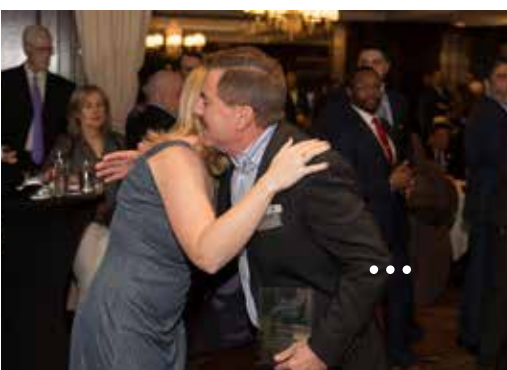
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Thank you again for taking part in this informational and inspirational community. We hope you'll be able to attend the Summer Fling on June 27.

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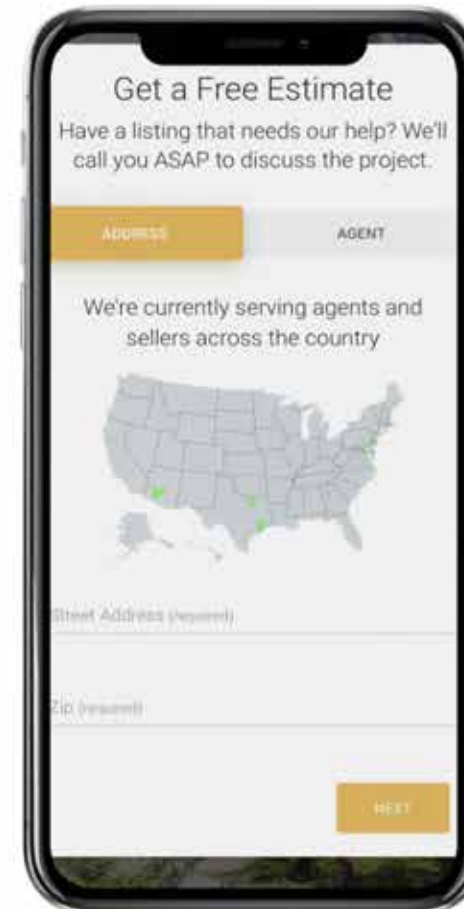
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Mark Butterfield

By Zach Cohen
Photos by Ryan Corvello Photography

Carving Out His Own Path

By the time he was in college, Mark knew that real estate that real estate was his path forward; he obtained his license before he graduated from the University of Maryland in 1982. By 1984, he was working as a full-time agent, and soon after, he recognized that his dream was to own his own brokerage.

At only 24 years old, Mark sold 18 houses in his first year in the business. As the current owner/broker for RE/MAX Realty Services, Mark no longer sells actively, but rather, enjoys coaching agents to success in the field.

“I am a very entrepreneurial-minded person,” Mark explains. “I wanted to run a RE/MAX brokerage where people had all the right tools, the services and support, and the right environment to grow their individual real estate practices within my brokerage -- therefore making us all successful.”

In 1990, Mark joined RE/MAX, and by 1992, he opened his first office on Bethesda Row. He recalls his humble beginnings starting with seven agents on Bethesda Row. Yet, all these years later, four of his original agents are still with him; the other three have since retired. Since opening its doors in 1992, RE/MAX Realty Services has grown to three franchise locations, two satellite offices, and over 100 successful agents.

Built on Passion

As Mark's business shifted from helping clients buy and sell homes to helping his agents and supporting their businesses, he's found that the daily reward remains

just as enticing. “I believe in the old saying, ‘Find something you love to do and you will never work another day in your life.’ That is what my office is about; it's full of people, both staff and agents, who love being there,” Mark explains.

With a passion for helping agents build their business and achieve tremendous financial success, Mark ties in joy and love for the work he does into his efforts, day in and day out.

“My career goal all along has been to own a thriving real estate brokerage that is home to many top producing agents -- and I have accomplished that.”

Looking ahead, Mark sees real estate as a rapidly changing, ever-transforming industry. As a result, it's rich with new opportunities and challenges. “I am excited to continue helping my agents seek out these opportunities and overcome the challenges so that they can continue to reach new goals,” Mark says.

Beginning and Ending with Family

Growing up, Mark's family inspired his interest in real estate, and today, his family continues to be an inspiration. He has three kids: Cole, Walker, and Avery. Cole recently graduated college and has since joined Mark at RE/MAX. Walker and Avery are both





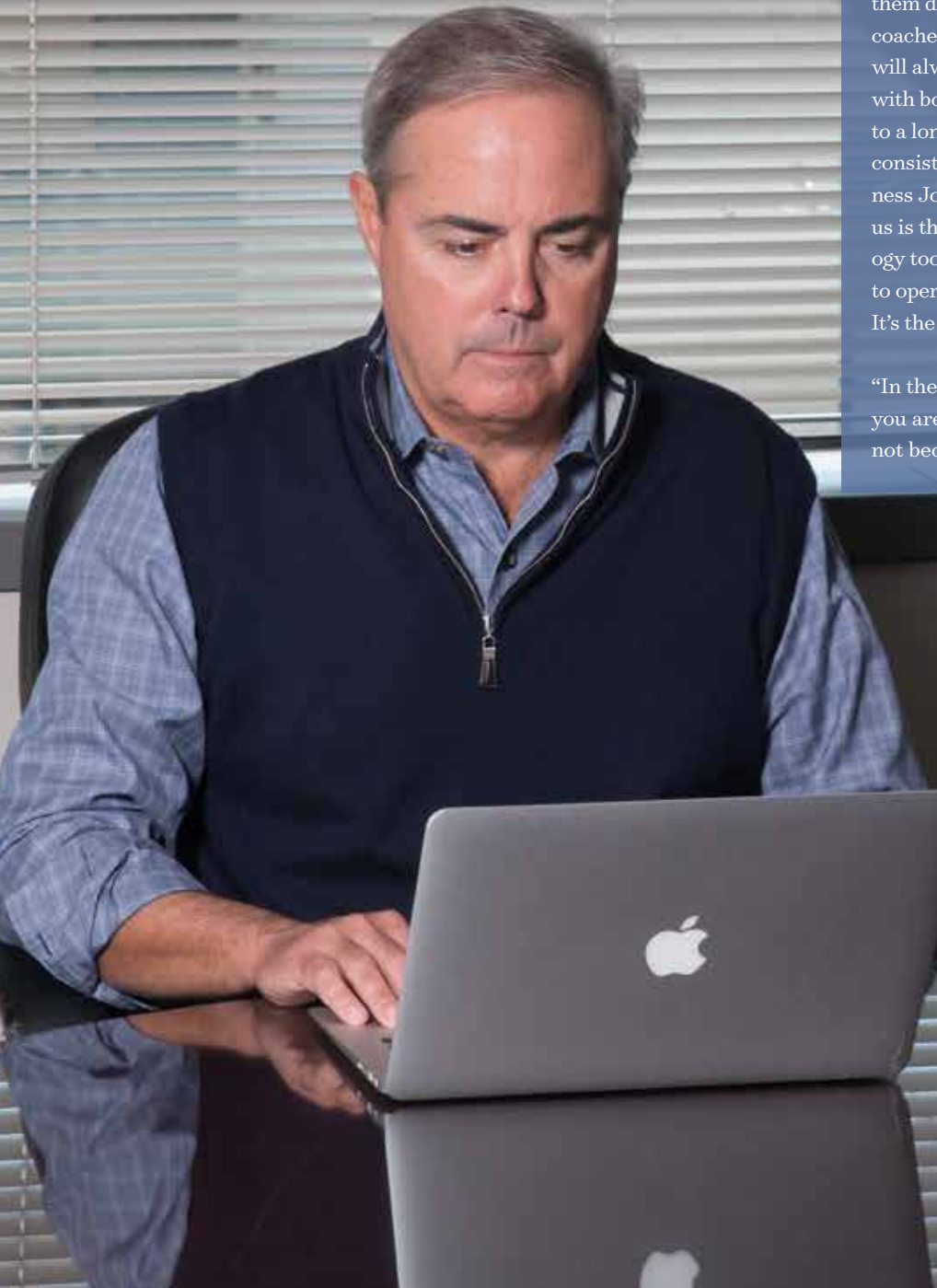
... college and have each worked with Mark during summer breaks. In addition to his three children, Mark's brother, Paul, and his wife, Melinda, work at his company.

Together, Mark, Cole, Walker, and Avery love to travel together. Just last year, they took an extended vacation to Morocco, Croatia, Rome, and Paris. Mark also has a boat, and together they spend many summer weekends on the bay. "I love to travel and enjoy adventures," Mark continues. "In the last few years, I have climbed Mt. Kilimanjaro, hiked the Inca Trail to Machu Picchu, and have been skydiving in Sint Maarten."

Redefining Success

"Many agents look for the 'shiny new object' to help them develop their careers because they are not being coached properly," Mark explains. "Successful agents will always remember that maintaining relationships with both clients and colleagues is the ultimate path to a long and lucrative career. I run a company that is consistently ranked in the top by Washington Business Journal, Real Trends, etc. What's different about us is that we have the brand recognition and technology tools of a large global company, yet the flexibility to operate like an 'indie' because I own my franchises. It's the best of both worlds.

"In the real estate business, I think success is when you are doing the things you do because you want to, not because you have to."



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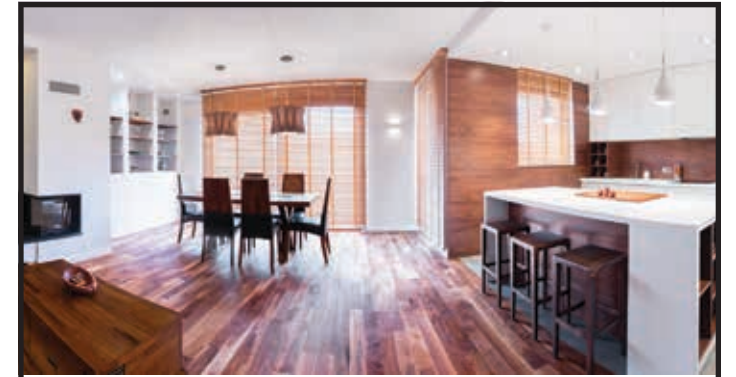
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MARJORIE DICK STUART

Let Your Life Be Your Brand

By **Karla Lutz Bowling**
Photos by **Ryan Corvello Photography**

Marjorie Dick Stuart of Keller Williams Capital Properties stands out from the crowd. She is as colorful and unique as her exotic pet lizard ‘Spike,’ an Asian Water Dragon—which is why it makes perfect sense that she has used this image on all of her marketing materials.

Marjorie is not afraid to be different. It’s part of her persona and lifestyle and the cornerstone of her imaginative and innovative approach to marketing. “You don’t need to do what everyone else is doing. Make your own sales model, create your own logo—be you! Let your life be your brand. And if you have a pet lizard, use it!” she smiles.

Marjorie works closely with her husband and business partner, Bill, to come up with novel marketing strategies. The company’s marketing materials are sophisticated and have been integrated into her online presence. She says one of the most essential tools in marketing is effectively using video. “It’s the number one thing that has changed the quality and frequency of my phone calls.”

Marjorie’s video blog series “What’s Working Now” is filled with real-time tips for neighborhood buyers and sellers. It can be watched on Facebook LIVE every Tuesday at 2 p.m. or viewed at MarjorieDickStuart.tv. She also emails video links to her subscribers as another way of touching base with her clients.

The Washington Post featured Marjorie in a series focusing on creativity in real estate sales and highlighted three of Marjorie’s personal “Under the Radar” success stories. She was also asked to be a guest expert on the Washington Post’s live web-chat Q&A and was featured on the “Success Today” television program, which aired on ABC, NBC, CBS, and FOX affiliates across the country.

Marjorie is not afraid of a challenge and meets obstacles head-on. More than 40 years ago, she was injured in an accident at a neighborhood fair in her hometown of Levittown, Pennsylvania. It took six years to reach a settlement in which she was awarded \$2,100. That was just the incentive and cash she needed to strengthen her resolve to load up her yellow Toyota Celica and head off to Washington, DC, in search of a new adventure.

Finding a job would be the next challenge she faced. When Marjorie saw an ad hiring waiters for the Top of the Town restaurant at the Prospect House in Rosslyn, she marched into the restaurant to apply. At the time, high-end restaurants usually hired only men as servers. Never one to be stereotyped or take ‘no’ for an answer, she challenged the manager to watch her prepare a table-side flambé meal and did it far better than any of his waiters. She got the job!

Her decision to go into real estate happened quite by chance. One day, she saw her roommate’s boyfriend studying for his real estate exam. They discussed what was required to do well in the industry and the potential for making money, and she was immediately intrigued. She knew she had the skills to excel in that type of environment, and her instincts were right.

She got her license and launched her real estate business in 1980. In her first twelve months, Marjorie sold nineteen properties, whereas the typical agent perhaps makes just two or fewer sales a year.

“I just worked hard, constantly asking, ‘What do I do next?’ and then went out and did it. You’re going to screw up, you’re going to make mistakes, but learn from them and move on. Roll up your sleeves and get dirty. When you’re prospecting for business, don’t

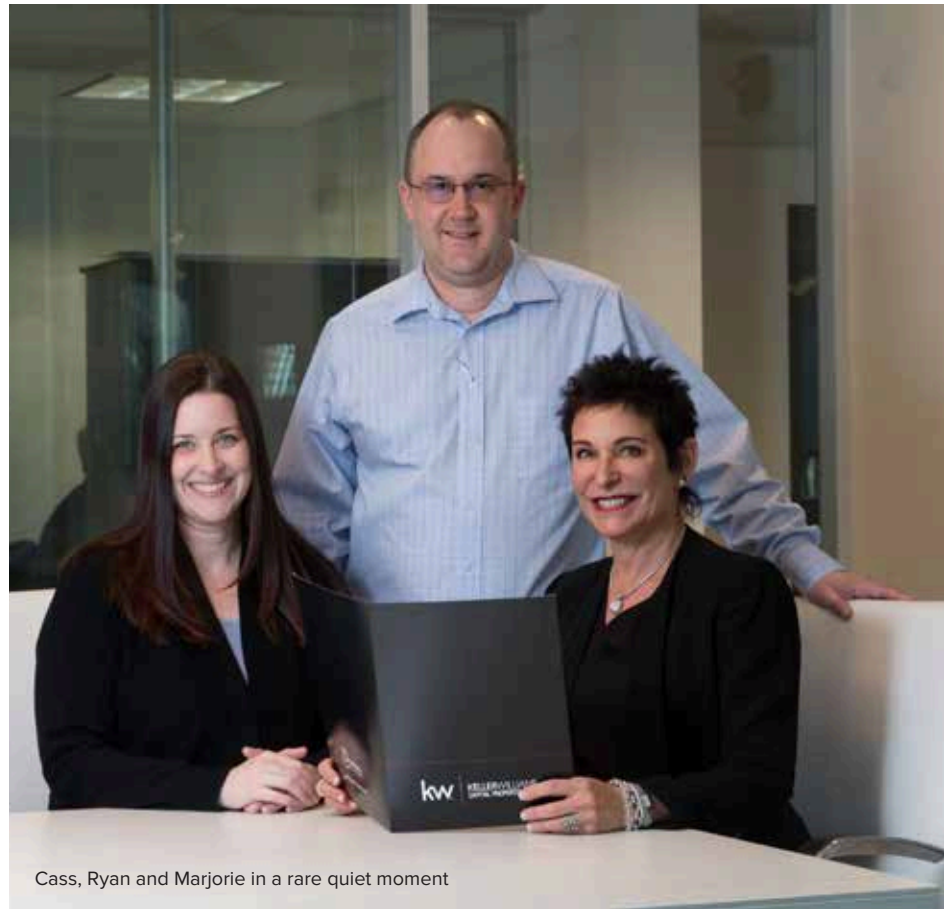
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spend too much time getting ready to get ready. Jump in! The water is warmer than you think!" she advises.

Marjorie jumped in feet first without trepidation and quickly earned a reputation for her extraordinary negotiation skills. Her bottom line is to ensure her clients have their best shot to beat the competition for their dream home or to get more money when it is time to sell. Her clients also know they can count on her to uncover "off-market" hidden gems. Together with her husband, they have steadily grown their business year after year, even withstanding the 2008 economic collapse—one of the most challenging real estate markets in history.

Last year, Marjorie's total volume was \$42 million, solidifying her place among the top 1 percent of real estate agents in North America! She is the No. 1 Agent in the Keller Williams DC/Maryland Region and the Top Agent at Keller Williams Capital Properties.



Cass, Ryan and Marjorie in a rare quiet moment

Marjorie celebrates her birthday with Eddie in Nairobi



Bill, Rhett and Marjorie at the College World Series in Appleton, Wisconsin



Marjorie is recognized annually by Washingtonian Magazine as a Top Producer and was named a 2018 Best Agent. She also was named as one of the 100 Most Influential Real Estate Agents by Real Estate Executive Magazine and was a featured speaker at its real estate summit in Atlanta.

Along with Brian Tracy, Marjorie co-authored the best-seller "UNcommon" and was honored by the National Academy of Best-Selling Authors with a QUILLY Award in Hollywood. She received an EXPY Award from the National Association of Experts, Writers & Speakers for her "Success Today" television interview. She is actively engaged in her community and was honored with the Benjamin E. Cooper Award by Friendship Place. She also serves on the Cleveland & Woodley Park Village Board.

Marjorie's current passion is to use her experience and expertise to help upgrade the real estate industry. "I don't want to see agents do what I did—work 100 hours a week, burn out, and quit. No agent should have to go through that. At one point, I quit completely. But when I came back, I was determined to work differently, only with people who genuinely wanted my help. I changed my attitude, changed my business style, and tripled my income. That's what prompted Bill and me to create the Ambitious Agent Network. We show ambitious agents all across the country 'How To Grow Your Business Without Wrecking Your Life.' We train and mentor agents around the country. Be sure to check out AmbitiousRainmaker.com for more information!"

The message resonates with agents. Recently, Marjorie was invited to speak at the Keller Williams Family Reunion, a gathering of over 30,000 agents in New Orleans. Her Sunday morning presentation drew a standing-room-only crowd of more than 800 agents.

Marjorie manages her work/life balance by not constricting herself into tight little corners. Her life is messy, and she likes it that way. It's a fast-paced, lively blend of work and play. "I mix it up," she states. "I intertwine my business, pleasure, and family around one another. Many sales were done on the baseball field when my son played for Emory University. And client's questions are often answered from the many places life takes me, whether it's Nairobi,





Bill and Marjorie celebrating her bestseller in Hollywood

...

Kenya, or the Galapagos Islands. Just recently, we celebrated our 25th wedding anniversary in Bonaire. I got five referrals during the trip!"

For Marjorie, real success is when you can exceed your goals while keeping everything in perspective. "It's about enjoying every day with gratitude, having the ability to serve others, and in return have food, shelter, and clients who truly appreciate a job well done, all while being able to enjoy my family and travel," she shares.

She says her dream would be to create a nationwide training/coaching business and work from someplace surrounded by crystal blue water, swaying palm trees, and lots of iguanas and other exotic animals. "Ultimately, I would like to be remembered for my generosity, love for my family, respect for the planet, and my master negotiating skills. Oh—and my love of lizards!" she laughs.



Sandy presenting Marjorie with the Ben Cooper Award from Friendship Place



Marjorie's excited about her new signs popping up all over the neighborhood



Bill & Marjorie in Orlando during a 4-hour LIVE webcast of the Ambitious Agent Blueprint

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TOP 250 STANDINGS

Teams and Individuals Closed Date From Jan. 1–Mar. 31, 2019

Rank	Name	Office	Sales	Total
1	Michael W Rankin	TTR Sotheby's International Realty	7	\$23,377,000
2	Jennifer S Smira	Compass	32	\$22,005,500
3	Alejandro Luis A Martinez	RE/MAX Elite Services	62	\$21,538,496
4	David R Getson	Compass	32.5	\$19,967,344
5	Barak Sky	Long & Foster Real Estate, Inc.	25.5	\$18,224,804
6	John T kirk	Tower Hill Realty	35	\$17,930,514
7	Avi Galanti	Compass	11.5	\$14,714,290
8	James M Coley	Long & Foster Real Estate, Inc.	15.5	\$14,409,108
9	Trent D Heminger	Compass	20.5	\$13,720,050
10	Jay A Day	Real Estate Teams, LLC	44	\$13,676,266
11	Thomas Lindsay Reishman	Compass	19	\$13,066,750
12	Marc Fleisher	TTR Sotheby's International Realty	6	\$12,415,310
13	Dana Rice	Compass	10.5	\$12,052,260
14	Joel S Nelson	Keller Williams Capital Properties	10	\$12,000,800
15	Margaret M Babbington	Compass	15	\$11,782,505
16	Melinda L Estridge	Long & Foster Real Estate, Inc.	14	\$11,471,650
17	James Bass	Real Estate Teams, LLC	31.5	\$11,441,890
18	Thomas S Hennerty	NetRealtyNow.com, LLC	33	\$11,042,891
19	Nurit Coombe	RE/MAX Elite Services	19.5	\$10,815,893
20	Kimberly A Cestari	Long & Foster Real Estate, Inc.	10	\$10,639,000
21	Anslie C Stokes Milligan	McEneaney Associates, Inc.	10	\$10,520,500
22	Roby C Thompson III	Long & Foster Real Estate, Inc.	12.5	\$10,367,375
23	David Orso	Compass	14	\$9,953,400
24	Barbara C Nalls	TTR Sotheby's International Realty	9.5	\$9,879,400
25	D'Ann K Lanning	Compass	16	\$9,628,900
26	Corey C Burr	TTR Sotheby's International Realty	7	\$9,570,000
27	Tim Barley	RE/MAX Allegiance	13	\$9,539,250
28	Carmen C Fontecilla	Compass	14.5	\$9,441,650
29	Kira Epstein Begal	Washington Fine Properties, LLC	9	\$9,333,000
30	Chelsea L Traylor	Redfin Corp	20	\$9,306,299
31	Meredith L Margolis	Compass	9.5	\$9,259,999
32	Jonathan D Taylor	TTR Sotheby's International Realty	3	\$9,108,750
33	Elizabeth J D'Angio	Washington Fine Properties, LLC	4	\$9,082,000
34	Bryan Kerrigan	Redfin Corp	16	\$9,079,400

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TOP 250 STANDINGS

Teams and Individuals Closed Date From Jan. 1–Mar. 31, 2019

Rank	Name	Office	Sales	Total
35	Norman S Domingo	XRealty.NET LLC	22	\$8,990,404
36	Marjorie R Dick Stuart	Keller Williams Capital Properties	9	\$8,860,000
37	Robert A Sanders	TTR Sotheby's International Realty	9.5	\$8,819,930
38	Russell A Firestone III	TTR Sotheby's International Realty	5	\$8,812,500
39	Carlos A Garcia	Keller Williams Capital Properties	14.5	\$8,736,250
40	Steve C Agostino	Compass	8	\$8,668,000
41	Thomas K Paolini	Redfin Corp	12.5	\$8,636,200
42	Troyce P Gatewood	RE/MAX Results	23	\$8,569,750
43	Alyssa A Crilley	Washington Fine Properties, LLC	7	\$8,545,000
44	Christine R Reeder	Long & Foster Real Estate, Inc.	28.5	\$8,513,549
45	Joshua D Ross	RE/MAX Realty Services	6	\$8,508,650
46	Stacy M Allwein	Century 21 Redwood Realty	23.5	\$8,197,900
47	Rina B. Kunk	Compass	7	\$8,179,900
48	Michael R Brennan	TTR Sotheby's International Realty	12	\$7,994,500
49	Brent E Jackson	TTR Sotheby's International Realty	7.5	\$7,960,430
50	Daryl Judy	Washington Fine Properties ,LLC	6	\$7,897,400
51	Robert H Myers	RE/MAX Realty Services	20	\$7,889,600
52	Nancy S Itteilag	Washington Fine Properties, LLC	6.5	\$7,810,000
53	Mehrnaz Bazargan	Redfin Corp	13	\$7,702,050
54	Erich W Cabe	Compass	9.5	\$7,533,400
55	Luis A Vivas	Keller Williams Capital Properties	11	\$7,522,900
56	David R Bediz	Keller Williams Capital Properties	11	\$7,489,400
57	Bradley J Rozansky	Long & Foster Real Estate, Inc.	7	\$7,360,000
58	Ginette R. Winston	Winston Real Estate, Inc.	7	\$7,355,500
59	Thomas F Faison	RE/MAX Allegiance	7.5	\$7,354,750
60	Evelyn T Branic	Coldwell Banker Residential Brokerage	9	\$7,293,500
61	Victor R Llewellyn	Long & Foster Real Estate, Inc.	13.5	\$7,264,050
62	Patricia G Mills	RE/MAX Achievers	24	\$7,247,780
63	Maxwell E Rabin	TTR Sotheby's International Realty	6	\$7,169,650
64	Jonathan S Lahey	RE/MAX Fine Living	25	\$7,103,530
65	Wendy I Banner	Long & Foster Real Estate, Inc.	9.5	\$7,007,500
66	John L Lesniewski	RE/MAX United Real Estate	19	\$7,002,875
67	Eric P Stewart	Long & Foster Real Estate, Inc.	11.5	\$6,912,000
68	Koki Waribo Adasi	Compass	10	\$6,901,849
69	Frederick B Roth	Washington Fine Properties, LLC	4.5	\$6,814,000
70	Loic C Pritchett	TTR Sotheby's International Realty	8	\$6,761,650
71	Nathan B Dart	RE/MAX Realty Services	15.5	\$6,676,750

Rank	Name	Office	Sales	Total
72	Susan G Maguire	Washington Fine Properties, LLC	4	\$6,674,740
73	Anne-Marie R Finnell	TTR Sotheby's International Realty	6.5	\$6,663,776
74	Jason E Townsend	Keller Williams Capital Properties	9	\$6,661,385
75	Adrian Small	TTR Sotheby's International Realty	7	\$6,657,350
76	Daniel M Heider	TTR Sotheby's International Realty	6	\$6,630,900
77	Stan A Kelly	TTR Sotheby's International Realty	5	\$6,629,000
78	Leslie B White	Redfin Corp	11	\$6,584,195
79	Daniel B Register IV	Northrop Realty, A Long & Foster Company	23	\$6,582,199
80	Michael W Seay Jr.	Long & Foster Real Estate, Inc.	4	\$6,571,500
81	Eric Steinhoff	EXP Realty, LLC	13	\$6,549,000
82	Jennifer T Chow	Long & Foster Real Estate, Inc.	5	\$6,547,695
83	Eva M Davis	Compass	6	\$6,486,499
84	Lisa R Stransky Brown	Washington Fine Properties, LLC	5	\$6,479,000
85	Anne H Weir	Washington Fine Properties, LLC	2.5	\$6,423,750
86	Mansour F Abu-Rahmeh	TTR Sotheby's International Realty	7	\$6,375,000
87	Anthony Mason	Keller Williams Preferred Properties	16	\$6,348,400
88	Heidi E Hatfield	Washington Fine Properties, LLC	2	\$6,275,000

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TOP 250 STANDINGS

Teams and Individuals Closed Date From Jan. 1–Mar. 31, 2019

Rank	Name	Office	Sales	Total
89	Michael W Patrick	RE/MAX United Real Estate	20	\$6,267,933
90	Timothy W Brooks	Keller Williams Realty Centre	23	\$6,265,155
91	Long T Ngo	Redfin Corp	14.5	\$6,262,000
92	John T Pruski	Pruski Properties LLC	3.5	\$6,253,000
93	Antonia Ketabchi	Redfin Corp	9	\$6,243,850
94	Sheena Saydam	Keller Williams Capital Properties	13.5	\$6,215,900
95	Renee M Peres	Compass	9	\$6,005,000
96	Kelly W Williams	TTR Sotheby's International Realty	6	\$5,969,250
97	Tamara E Kucik	Tower Hill Realty	10.5	\$5,942,640
98	Theresa Helfman Taylor	Keller Williams Capital Properties	9	\$5,906,000
99	Kenneth M Abramowitz	RE/MAX Town Center	14	\$5,899,799
100	Jason D Martin	RLAH Real Estate	9	\$5,899,000
101	Lawrence M Lessin	Homes By Owner	15	\$5,889,300
102	Gail E Nyman	RE/MAX United Real Estate	10.5	\$5,877,350
103	Joseph G Zorc	Coldwell Banker Residential Brokerage	6	\$5,834,000
104	Louis G Cardenas	TTR Sotheby's International Realty	3	\$5,807,000
105	Marjorie S Halem	Compass	5.5	\$5,784,950

Rank	Name	Office	Sales	Total
106	Marshall Carey	Redfin Corp	10	\$5,775,000
107	Lise Courtney M Howe	Keller Williams Capital Properties	12	\$5,649,500
108	Peter J Ferguson	Compass	8	\$5,645,000
109	Lance S Horsley	Keller Williams Capital Properties	9.5	\$5,644,475
110	Rex Thomas	Samson Properties	11	\$5,628,930
111	Andrew Riguzzi	Compass	7	\$5,616,900
112	Ashk Adamiyatt	TTR Sotheby's International Realty	3	\$5,615,000
113	Gladwin S D'Costa	Maryland REO Realty, LLC	29	\$5,603,250
114	Kate Hanley	Urban Pace, a Long & Foster Company	7	\$5,587,230
115	Asif Qadir	RE/MAX Premiere Selections	10	\$5,568,700
116	Elizabeth A Hughes	Compass	6	\$5,563,250
117	Rory Obletz	Redfin Corp	10	\$5,527,000
118	Elaine K Koch	Long & Foster Real Estate, Inc.	9.5	\$5,492,500
119	Susan P Jaquet	Long & Foster Real Estate, Inc.	4	\$5,481,000
120	Leslie C Friedson	Compass	4.5	\$5,476,450
121	Tyler F Siperko	Compass	6	\$5,424,950
122	Tyler A Jeffrey	Washington Fine Properties, LLC	7.5	\$5,420,500
123	Melanie M Hayes	TTR Sotheby's International Realty	6	\$5,298,400
124	Lily L Cole	Long & Foster Real Estate, Inc.	5	\$5,291,800
125	Kenneth A Grant	RE/MAX Plus	16	\$5,282,950
126	Karen D Rollings	Berkshire Hathaway HomeServices PenFed Realty	11.5	\$5,276,000
127	Mandy Kaur	Redfin Corp	10	\$5,273,500
128	Anne C Killeen	Washington Fine Properties, LLC	5	\$5,262,250
129	Ryan Butler	Keller Williams Capital Properties	7	\$5,240,900
130	Jeremy E Lichtenstein	RE/MAX Realty Services	6	\$5,233,250
131	Joseph C Mascio	Redfin Corp	12	\$5,217,200
132	Hazel Shakur	Redfin Corp	13	\$5,118,000
133	Cheryl D Abrams	RE/MAX United Real Estate	13	\$5,109,300
134	Meredith M Fogle	Old Line Properties	7	\$5,100,250
135	Katri I Hunter	Compass	8	\$5,095,100
136	Matthew M McHugh	Washington Fine Properties, LLC	3.5	\$5,052,950
137	Toni A Ghazi	Compass	3.5	\$5,050,000
138	Lee R Goldstein	RLAH Real Estate	6	\$5,028,000
139	Cynthia L Howar	Washington Fine Properties, LLC	1.5	\$4,987,500
140	Mynor R Herrera	Keller Williams Capital Properties	11.5	\$4,969,400
141	Alecia R Scott	Long & Foster Real Estate, Inc.	10.5	\$4,943,089
142	Theresa Burt	Washington Fine Properties, LLC	4	\$4,920,000

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TOP 250 STANDINGS

Teams and Individuals Closed Date From Jan. 1–Mar. 31, 2019

Rank	Name	Office	Sales	Total
143	Michelle C Yu	Long & Foster Real Estate, Inc.	7.5	\$4,906,900
144	William Fastow	TTR Sotheby's International Realty	4	\$4,900,500
145	Katrina Roeckelein	Coldwell Banker Residential Brokerage	1	\$4,890,000
146	Richard A Fox	RE/MAX Realty Centre, Inc.	11.5	\$4,875,150
147	Richard Michael Morrison	Redfin Corp	7	\$4,874,000
148	Keith James	Keller Williams Capital Properties	14	\$4,868,375
149	Gitika A Kaul	Compass	5	\$4,787,500
150	LISA B RESCH	Compass	3.5	\$4,761,310
151	Heather S Davenport	Washington Fine Properties ,LLC	3.5	\$4,756,950
152	Ellie M Shorb	Compass	3	\$4,755,000
153	Michael J Schaeffer	Coldwell Banker Residential Brokerage	3.5	\$4,735,000
154	Corey J Lancaster	EXIT Right Realty	14.5	\$4,724,340
155	Traudel Lange	Washington Fine Properties, LLC	3	\$4,694,000
156	Lisa C Sabelhaus	RE/MAX Town Center	10.5	\$4,671,450
157	Philip Sturm	Evers & Co. Real Estate, A Long & Foster Company	4	\$4,666,500
158	Brett J West	McEneaney Associates, Inc.	5.5	\$4,624,950
159	Charles Dudley	Compass	6	\$4,604,000
160	Cheryl A Kurss	Compass	4	\$4,603,000
161	Matthew B McCormick	TTR Sotheby's International Realty	3	\$4,587,000
162	Cheryl R Leahy	Long & Foster Real Estate, Inc.	5	\$4,577,500

Rank	Name	Office	Sales	Total
163	Jill A Balow	Greystone Realty, LLC.	4	\$4,558,800
164	Marcus B Wilson	Redfin Corp	10	\$4,554,900
165	Robert Hryniewicki	Washington Fine Properties, LLC	3.5	\$4,534,000
166	Lynn Bulmer	TTR Sotheby's International Realty	3.5	\$4,513,500
167	Lauren E Davis	TTR Sotheby's International Realty	5	\$4,500,900
168	Itamar Simhony	RE/MAX Elite Services	7	\$4,486,900
169	Suzanne I DesMarais	Compass	5	\$4,478,900
170	Amanda Briggs	Keller Williams Capital Properties	6	\$4,450,000
171	Charles R Klein	RE/MAX Allegiance	6	\$4,449,000
172	Daniel F Metcalf	Long & Foster Real Estate, Inc.	7.5	\$4,388,625
173	David A Ehrenberg	Redfin Corp	9	\$4,373,899
174	Mary Noone	Compass	3.5	\$4,363,150
175	Maribelle S Dizon	Redfin Corp	10	\$4,352,800
176	Christopher T Bulka	Compass	5	\$4,334,648
177	John P. R. Lee	RE/MAX Success	6	\$4,334,500
178	Ayana S Douglas	Compass	5	\$4,331,900
179	GuiYing Pan	Signature Home Realty LLC	9	\$4,331,000

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TOP 250 STANDINGS

Teams and Individuals Closed Date From Jan. 1–Mar. 31, 2019

Rank	Name	Office	Sales	Total
180	Hans L Wydler	Compass	6.5	\$4,327,000
181	Jason L Hose	Mackintosh , Inc.	16	\$4,309,526
182	Jaime Willis	Compass	6	\$4,304,700
183	Dana S Scanlon	Keller Williams Capital Properties	5	\$4,291,000
184	Katherine Scire	Redfin Corp	7	\$4,278,730
185	Michael B Fowler	Compass	4	\$4,267,500
186	Mark O Meyerdirk	Urban Brokers, LLC	6	\$4,212,500
187	Reginald E Harrison	Redfin Corp	9	\$4,185,000
188	Rheetuparna Pal Mahajan	Redfin Corp	8	\$4,164,000
189	Michael E Shapiro	Compass	6	\$4,159,950
190	Sebastien Courret	Compass	5.5	\$4,158,700
191	Robert Jenets	Stuart & Maury, Inc.	4	\$4,154,000
192	Amanda J Provost	Compass	2	\$4,154,000
193	Rachel P Levey	Compass	7	\$4,151,000
194	Joseph Bernstein	Long & Foster Real Estate, Inc.	5.5	\$4,138,950
195	Kymber L Lovett-Menkiti	Keller Williams Capital Properties	6	\$4,138,950
196	Lori M Leasure	Washington Fine Properties	2	\$4,123,000
197	Brittany Allison	Compass	7	\$4,120,450
198	Stacey D Styslinger	Long & Foster Real Estate, Inc.	7	\$4,115,000
199	Samuel R Davis	Long & Foster Real Estate, Inc.	3	\$4,103,000
200	Sina Mollaian	The ONE Street Company	6	\$4,098,495
201	Alex Edwards	Urban Pace, a Long & Foster Company	4.5	\$4,095,750
202	Tammy Gale	Washington Fine Properties, LLC	3.5	\$4,094,750
203	Katherine E Wellborn	Compass	4	\$4,094,000
204	Margot D Wilson	Washington Fine Properties, LLC	2.5	\$4,091,250
205	Karla P Gutierrez	Long & Foster Real Estate, Inc.	6	\$4,081,020
206	Spencer Bodian	Compass	5	\$4,067,000
207	Michelle D Johnson	Tri-State Realty LLC	16	\$4,063,300
208	Jean M Bourne-Pirovic	Long & Foster Real Estate, Inc.	9	\$4,060,415
209	Carrie Babbington Hillegass	Compass	3	\$4,059,556
210	JT Powell	Coldwell Banker Residential Brokerage	12	\$4,028,305
211	Teresa A Mueller	Compass	5	\$4,023,000
212	Mary S Addison	Washington Fine Properties, LLC	3	\$4,007,500
213	Thomas N Mathis	Redfin Corp	8	\$3,959,000
214	Jacob Abbott	Berkshire Hathaway HomeServices PenFed Realty	4.5	\$3,948,500
215	Tyler Garrison	TTR Sotheby's International Realty	4.5	\$3,937,500
216	Laura E Quigley	Compass	3	\$3,929,000

Rank	Name	Office	Sales	Total
217	Delilah D Dane	Redfin Corp	6	\$3,928,350
218	Marin Hagen	Coldwell Banker Residential Brokerage	3	\$3,927,500
219	Michelle Hodos	Long & Foster Real Estate, Inc.	11	\$3,923,300
220	Charisse Callender-Scott	Desiree Callender Realtors and Associates, LLC	15.5	\$3,903,500
221	John Fazio	TTR Sotheby's International Realty	3	\$3,901,250
222	Hector Sepulveda	Realty Pros	3.5	\$3,892,000
223	Djana P Morris	RLAH Real Estate	7	\$3,887,500
224	Matthew D Maury	Stuart & Maury, Inc.	4	\$3,885,000
225	Graham Grossman	RLAH Real Estate	5	\$3,877,000
226	Vincent E Hurteau	Continental Properties, Ltd.	7	\$3,866,000
227	Audrey Marie Snow	Urban Pace, a Long & Foster Company	5.5	\$3,862,200
228	Faith M Rosselle	Rosselle Realty Services	17	\$3,849,455
229	Lynda O O'Dea	Long & Foster Real Estate, Inc.	3	\$3,845,000
230	Harrison I Beacher	Keller Williams Capital Properties	8	\$3,830,699
231	Catherine A Czuba	Compass	3.5	\$3,827,750
232	Sharon L Ledbetter	Weichert, REALTORS	9	\$3,820,900
233	Keene Taylor Jr.	Compass	4	\$3,806,500

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TOP 250 STANDINGS

Teams and Individuals Closed Date From Jan. 1–Mar. 31, 2019

Rank	Name	Office	Sales	Total
234	Shelby Colette Weaver	Redfin Corp	10	\$3,793,250
235	Kenneth C Germer	Compass	5	\$3,784,900
236	Juan Umanzor Jr.	Long & Foster Real Estate, Inc.	15.5	\$3,784,500
237	Tina C Cheung	EXP Realty, LLC	10	\$3,775,005
238	Jane Fairweather	Long & Foster Real Estate, Inc.	4	\$3,769,750
239	John A Coplen	Long & Foster Real Estate, Inc.	6	\$3,768,500
240	Michael J Matese	Long & Foster Real Estate, Inc.	3	\$3,755,000
241	Marc A Dosik	Help-U-Sell Federal City Realty, LLC	7	\$3,746,500
242	Natalie Erin Perez	Donna Kerr Group	7	\$3,744,250
243	Kelly C Kelley	Compass	5.5	\$3,724,500
244	John M Barry Jr.	Compass	5.5	\$3,718,900
245	Edward Dumitrache	Redfin Corp	9	\$3,714,400
246	Elizabeth M Burrow	Keller Williams Realty Centre	7	\$3,711,556
247	Adam Chasen	Weichert, REALTORS	6.5	\$3,704,000
248	Michael B Aubrey	Compass	6	\$3,699,800
249	John A Breast	TTR Sotheby's International Realty	3	\$3,699,000
250	Ross A Vann	Compass	5	\$3,698,900

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RESIDENTIAL & COMMERCIAL INSPECTIONS

Rank	Agent	Office	Sales	Total
26	William Walker	Compass	10	\$3,793,250
27	Andrew Kambick	Compass	5	\$3,784,900
28	Elizabeth Cavalli	Long & Foster Real Estate, Inc.	15.5	\$3,784,500
29	Christine Taylor	EXP Realty, LLC	10	\$3,775,005
30	Bobbi Thompson	Long & Foster Real Estate, Inc.	4	\$3,769,750
31	Judy Goodwin	Long & Foster Real Estate, Inc.	6	\$3,768,500
32	Leann Manning	Long & Foster Real Estate, Inc.	3	\$3,755,000
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