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Cover photo courtesy of Philip Andrews.



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# happy HOLIDAYS!



Dear Richmond Real Producers, Another holiday season is in full swing... Can you believe how fast a year goes by?!

Speaking of which... *Richmond Real Producers* has officially been in print for one full year! It's been incredible bringing Real Producers to Richmond and getting to meet all of you — the best-of-the-best in this market. We enjoyed featuring your inspirational stories in the magazine, curating valuable content for you, and engaging with you in person at the exciting events we held this year. There will be more to come in 2023!

### Reflections...

The end of 2022 finds everyone in my family happy and healthy. Kellie, Avery and I had fun making food from around the world. Avery is now playing on the Maryland Sting 10UN travel softball team and was excited to share the excitement with her 84-year-old grandpa, Floyd Hamilton. And we had a new addition to our family in 2022 — my niece, Gracie Noelle, was born on July 27th with all 10 fingers and toes!

Professionally, we expanded The Kristin Brindley Team to

both Richmond and Charlotte in 2022, and anticipate launching Real Producers in the Long Island and Connecticut markets in 2023 as well. Thank you all for helping make Richmond Real Producers one of the fastest growing, strongest Real Producers communities in the nation!

Our team has been blessed this year, as well, to have added several new, wonderful members. Associate Publisher Lexy Broussard, who I've known for 10 years, is now on our team! We've recently welcomed Agent Relations & Events Coordinator Gina Carroll, who has lots of experience in real estate and with events; and Ellie Caperare has come on full-time for social media! We also recently brought a virtual assistant, Mark Celeste, onto the team, and Kaeli Ross just joined our agent care team as well! Wendy Ross, our director of operations, is an amazing mom, and having her recommend Kaeli to work with us, as well, is quite a compliment!

As we go into 2023, we are reflecting on our progress this year and our vision for the

new year. In 2022, we have thrown some amazing events for charity and are proud to have raised just under \$100,000 for Love Justice International to help end human trafficking. We especially enjoyed the Casino Royale in July and the Richmond Mastermind we just held last month! We're now looking forward to the Masquerade Ball in March 2023 and hope to see you all there!

As always, our mission is to connect, elevate, and inspire. If you haven't joined our private Facebook group yet, please do! It's one of the ways we stay connected as a community. We continue to want to know what you, the top producers in Richmond, most want to see and experience with the Real Producers platform in the year to come. So please feel free to reach out to me at any time with questions, ideas or concerns. Real Producers is for and about what matters to you!

Wishing you and yours a very happy holiday season!



**Kristin Brindley**  
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**FOOD FOR THOUGHT**  
Did you accomplish your goals in 2022?

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# What is your favorite Christmas movie?



**JENNIE BARRETT SHAW**  
Joyner Fine Properties  
"Family Man."



**DAPHNE MACDOUGALL**  
Joyner Fine Properties  
"Rudolph the Red-Nosed Reindeer."



**KRISTIN WOOD**  
Keller Williams Realty  
"Elf."



**MAURA LONG**  
Hometown Realty  
Oh gosh! I am a big fan of "Polar Express." It puts you in such a great mood.



**JULIE CRABTREE**  
eXp Realty  
That's a good question. I know we watch the whole "Santa Clause" series every year. We like to find a good "feel good" story.



**ROBERT RANSOME**  
Ransome Realty Group  
Oh man... Ralphie! "A Christmas Story." "You'll shoot your eye out kid." LOL



**ALLI TAYLOR**  
Keller Williams Realty  
"A Christmas Story." Every Christmas Eve, my family watches "A Christmas Story" marathon on TBS. We have done that for as long as I can basically remember.



**CALEB BOYER**  
Providence Hill Real Estate  
My favorite is probably "It's a Wonderful Life."



**KIM WRIGHT SEBRELL**  
Keller Williams Realty  
Oh, it's a tie between "Elf" and "Love Actually." Two totally different movies.



**BRANDON SPURLOCK**  
Providence Hill Real Estate  
My wife and I love to watch Jim Carey's "The Grinch."



**OWEN THATCHER**  
Providence Hill Real Estate  
We do watch Jim Careys "The Grinch" every year. My wife knows every word.



**ANNE THOMAS SOFFEE**  
Small and Associates  
Oh gosh... "Die Hard"!



**NOAH TUCKER**  
Hometown Realty  
Oh man. "Elf"!



**LACEY KEARNEY**  
Providence Hill Real Estate  
"The Holiday," where they switch homes for the holiday season. I watch it year-round because it's such a great movie.



**LAUREN GERARDI**  
Liz Moore & Associates  
ALL OF THEM! If I have to narrow it down, I'd probably have to say "White Christmas." My sisters and I love to watch it together because it is relatable and reflective of our relationship and how we are always there for each other. It also embodies the true talent of actors and the ability to tell a great Christmas story.



**VENUS BOLTON**  
Blue Ocean Realty  
"Home Alone" is the one movie I look forward to seeing each year. There are parts of that movie that make me laugh uncontrollably. Even just the anticipation of the moments happening makes me laugh. And after all these years, I absolutely know most of the lines. Sequels were made, but the original is a classic.



**STEPHANIE JOHNSON**  
eXp Realty  
It would probably have to be "Home Alone," just because it's funny.



**TAMMY WILKERSON**  
Designed 2 Sell  
My all-time favorite Christmas movie is "White Christmas." I can just about quote every word and sing every song. I admit sometimes I watch it in July... And my sisters and I grew up singing "Sisters"!



**SEAN TLUCHAK**  
Tluchak, Redwood & Culbertson, PLLC  
It's not even close — "National Lampoon's Christmas Vacation"!

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- Kelly M., Facebook Review

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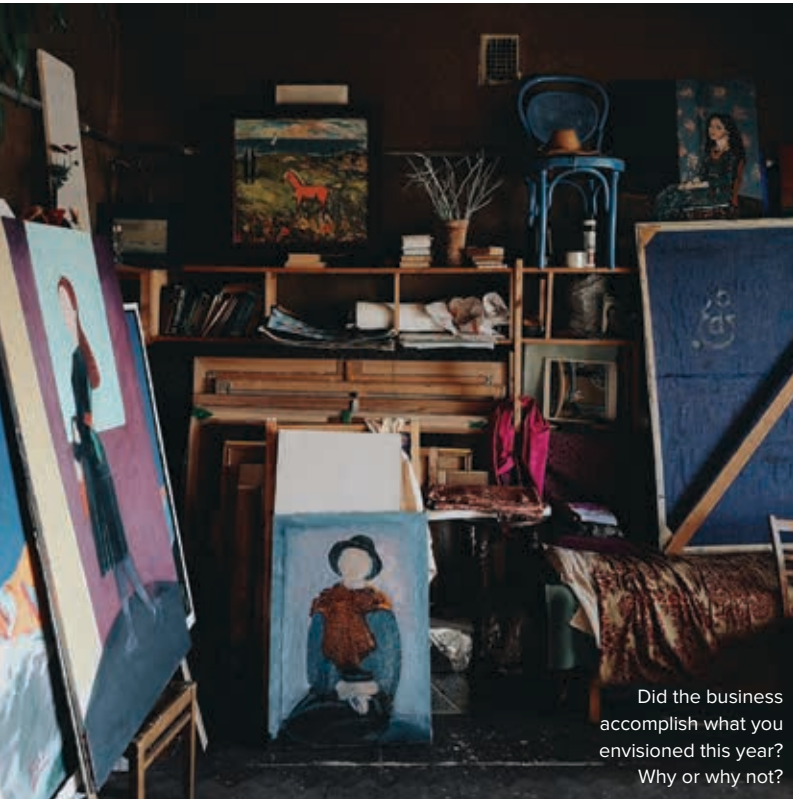


# Richmond Real Producers Is Celebrating 1 YEAR IN PRINT!

It's been an amazing 12 MONTHS OF EVENTS with the Richmond Real Producers community!



By Shauna Osborne



Did the business accomplish what you envisioned this year? Why or why not?

## End-of-Year Tax Checklist for **SMALL BUSINESSES**

As a small-business owner, the holiday season is probably one of your busiest times of the year, and taxes are likely the last matter you want to distract you from business priorities right now. However, the year's end is a critical time to address several financial tasks to ensure your business's taxes are in order and that you're starting off the new year strong!

### Update employee and payroll records.

Now is a good time to do a careful audit of the human resources-type information you have for your employees, including addresses, phone numbers, payroll information, passwords and systems access.

### Get the books in order.

What better time to step back and observe the big picture? Running a small business, especially in a demanding year, can make it easy to get caught up in the daily details. Run and evaluate major financial reports, such as a profit and loss statement (P&L), balance sheet and detailed cash flow report. Check in with your financial advisor or accountant with any questions or concerns; if you think changes may be in order, investigate different tax strategies together. Turn over relevant documents to your tax preparer (or make plans to settle them yourself).

### Review this year's goals and set new ones.

Once you have a clear snapshot of where your business is currently, you can take a look at the goals you set for yourself last year and analyze your progress. Did the business accomplish what you envisioned this year? Why or why not? From there, you can use what you learned to set new goals for the coming year. Your business goals should be challenging, relevant, actionable, consistent and achievable. Remember, businesses that fail to plan plan to fail!

@realproducers

# Happy Holidays



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# IMPROVE YOUR COMMUNICATION,

# IMPROVE YOUR CONNECTIONS

## » coaching corner

By **Mary Garner DeVoe**

We spend about 80 percent of our workday communicating, and most of us likely think we are good communicators. However, according to a study from the University of Missouri, 75 percent of communications received are interpreted *incorrectly!*

Why is this the case and what can we do to improve?

Leading real estate agents realize that effective communication has suffered casualties from the speed of housing supply and demand. An already brisk market

was driven into a frenzy during COVID. As radically as the market changed a couple of years ago, the playing field is shifting yet again. Conflict resolution, handling objections, problem solving, and negotiation are critical to our effectiveness and ability to be of value to our clients. We have not exercised these “muscles” for quite some time... And how much training have we ever had on the art of effective listening?

In 1971, psychologist Albert Mehrabian published the book *Silent Messages*, which laid out the premise that body language makes up 55 percent of our communication, tonality makes up 38

percent, and words make up just 7 percent. This thinking is still accepted 51 years later!

And in 1971, we relied on landlines and typewriters. Communication was either in person, by telephone, or delivered through the United States Postal Service. Today, an average of 12 million text messages are sent daily in the United States, and 97 percent of American adults text. This would suggest that the 50-plus-year-old paradigms are no longer accurate, and today, our words are more important. Better communication requires that we be intentional about our words and delivery, no matter how rushed we feel. Our ability to connect with and influence others depends on it.

The word “communication” comes from the Latin word “communis,” which means “common.” It is time to reclaim the art of finding commonalities. Put another way, “Seek first to understand, then to be

understood.” Finding commonalities is not achieved by telling or talking over others. It is about connecting and exchanging information. It requires genuine respect and care for the other parties involved. It requires that we concentrate on what someone is telling us. (How can we solve someone’s problem or concern if we have not truly listened to and heard them?)

Being intentional and aware of our communication is just the beginning. We must be clear about the difference between *reacting* and *responding*. It is important to consider the desired outcome of a conversation/meeting. What can we learn? How can we connect with this person?

It is said that “the person who talks the most dominates the conversation; the person who asks the most questions

controls the conversation.” How true. And it requires us to be curious and want to learn. It requires that we have a stockpile of well-considered and thoughtfully worded questions in our toolbox. As Thomas J. Watson, founder of IBM said, “The ability to ask the right questions is more than half the battle of finding the answer.”

It can be a struggle to give up the need to be right in order to find a resolution or solution, but a big part of our jobs is to problem solve, not to be right.

Another outcome of effective and connecting communications is the relationships it fosters. The most challenging negotiations are facilitated by relationships. Consulting a client as a professional working to understand their wants, needs, priorities, and concerns will yield a far better outcome than if we simply see ourselves as the expert, entitled to being trusted.

Helping a client through fear of interest rates by sharing with them the benefits of not having to offer way over list price, not having to waive appraisals and inspections, and the ability to perhaps negotiate on price and terms ... these are great conversations to have when the information, benefits, and language has been thought out and practiced ahead of time.

A gem that is well worth the read is the book *Everyone Communicates, Few Connect* by John Maxwell. We will all benefit from improving our communication and our connecting as we enter a new year.



Mary Garner (“MG”) DeVoe is the Director of Training for The Freedom Companies and has been in real estate leadership for over 30 years. She is passionate about adding value to her clients and helping them grow personally and professionally. When she is not training, MG enjoys her family here in Virginia and in Louisiana.



legal hotline ◀◀  
By Katie Redwood, Esq.

# SELLING RENTAL PROPERTY IN VIRGINIA

**A client reaches out to you about listing their rental property. One caveat — the tenants are still in the home.**

This will certainly impact how you go about marketing the property. On the one hand, it can be a great opportunity for a potential buyer to generate some additional income before they move into the home. On the other hand, it may be difficult to find a purchaser who is willing to take over the duties of becoming a landlord. You may be able to negotiate with the tenant to see if they would be willing to vacate the home early. However, the tenant is under no legal obligation to agree to early termination, and you may find yourself in a situation where the buyer will need to assume the terms of the current lease at settlement. This should be disclosed in the real estate contract, and all parties will need to be

aware of their respective legal responsibilities and obligations under a lease assignment.

If your seller is in this situation, get a copy of the current lease from them as soon as possible. The lease should outline important information, such as current rental term, fees, and notice of sale requirements. If there is a property management company involved, obtain a copy of that agreement, as well, as it may also contain notice and early termination provisions that your seller will want to be aware of before they list the property.

Make sure the closing attorney that will be handling the transaction receives a copy of these documents early on in the process and is aware that the property is tenant-occupied. The attorney should prepare a lease assignment to be signed by

the buyers and sellers at settlement. This usually includes language that the purchaser will be indemnified from any breach or failure to perform the obligations under the lease that arose *prior* to the date of closing. Likewise, the seller will be indemnified from any breach or failure to perform the obligations under the lease that may arise *after* the date of closing. The lease assignment should also indicate what happens to the rental security deposit (usually this is transferred from the seller to the buyer on the settlement statement) and the amount of any rental pro-rations.

You may find yourself in a situation where there is a tenant in the property but your seller never had a written lease agreement signed. In 2019, there were significant changes made to the Virginia Residential Landlord and Tenant Act, several of which afforded additional protections for tenants. Previously, if there was no signed lease, the rental term was deemed to be a month-to-month tenancy, with a 30-day notice to terminate by either the tenant or the landlord. The Act now states that if a landlord

does not offer a written rental agreement, the duration of the rental term is 12 months with no automatic renewal (Section 55.1-1204). A buyer that is unaware of these new default provisions could find themselves in a difficult situation, as they may have to assume the role of landlord for a longer period than originally anticipated.

It is important to gather as much information as you can from your seller about their rental property prior to listing. If there are any questions about the terms of the lease (or lack thereof), reach out to your local closing attorney for guidance.



**Katie Redwood is a partner at Tluchak, Redwood & Culbertson, PLLC. She has been a licensed attorney practicing real estate law in Virginia for over seven years.**

**Outside of the office, Katie enjoys golfing and eating at local restaurants in Richmond, and is an avid Hokie fan.**

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**KYLE YEATMAN**  
The Yeatman Group  
Long & Foster Real Estate

"I think we're unique in our market and what we do. Our folks are true belly-to-belly salespeople. They are used to solving problems, forming long-term relationships, and always doing right by the customers."

"We're not trying to sell a house; we're trying to sell our value ... thus creating lasting relationships. And that's what we focus on."



**ROBERT HARRIS**  
Jenny Maraghy Team  
Compass

"[What sets a good REALTOR® apart is] I think, being human, listening to what clients have to say and being available to answer questions."

"I think success means different things to different people. For me, it's ending my day knowing I have accomplished my goal for that day."



**MAURA LONG**  
Rogers-Long Team  
Hometown Realty

"In real estate, you can give so much back to the community. That has been a guide for me. How can I be intentional about what I do and give

that back to Richmond? We want to create a fantastic community. The mission of the Rogers-Long Team is to build an army of people that does good, becomes better, and strives to be the best. It's more than real estate."

Favorite Quote: "Hard work beats talent when talent doesn't work hard."



# ROBERT HARRIS

## Taking One Day at a Time



“  
I think success means  
different things to  
different people. For  
me, it’s ending my  
day knowing I have  
accomplished my goal  
for that day.  
”



Before real estate,  
Rob Harris taught middle  
school PE for 23 years.

...

Many of us look back on our childhood teachers and remember at least one who made a difference. Perhaps it was an English teacher, a math teacher — or maybe it was a physical education teacher. Imagine a fun, inspirational, and well-liked PE teacher who became a REALTOR®, and you will find Richmond native Robert (Rob) Harris, who makes a difference for homebuyers throughout central Virginia.

Rob is an agent on the Jenny Maraghy Team with Compass in Richmond. Before embarking on his second career, he taught physical education to middle school students for 23 years in Caroline and Hanover counties, including a stint as an athletic director and football coach, while also taking on the daunting task of teaching family life to middle school boys.

Growing up, Rob thought he would one day be an architect, after taking four years of architectural drawing in high school. Instead, he majored in education at Virginia Commonwealth University in 1991 and jumped right into teaching. However, getting involved in the housing market and a job in the real estate industry kept calling his name.

Like many teachers, Rob always had a second job and, in his case, it was a handyman business. It started by helping fellow teachers with household repairs, and when the referrals began pouring in, he found he was too busy to keep up with demand. “I made connections with the parents in my school who were real estate agents and they kept referring out my business,” he recalls.

After earning his real estate license in 2011, Rob turned his part-time gig into home selling instead of home repair, joining Hometown Realty in Richmond. He officially retired from teaching in 2014 and began a new chapter in real estate full-time with Jenny’s group.

Rob says he considers himself an “elder statesman” at work — one of the few veterans on the team. In 2021, he sold 31 homes and closed \$15.5 million in real estate. He is on track this year to sell over \$13 million, having closed 31 properties so far, at the time of this writing in late October 2022. What sets him apart from other Realtors? “I think being human, listening to what my clients have to say, and being available to answer questions,” Rob says. “I also have extensive knowledge in home repairs and renovations.”



Rob Harris’s teaching career included a stint as an athletic director and football coach.



Rob and his wife, Karen, live in Richmond with their chocolate Labrador, Sophie, and a cat named Cali. Karen is a prosthodontist and teaches at the dental school at VCU. “Real estate allows flexibility for me to be able to sell and also do things I want to do,” Rob says, “such as helping my wife with her personal dental practice.”

Together, Rob and Karen enjoy renovating homes, browsing yard sales, gardening, and spending as much time as they can at their “piece of paradise” beach house in Longboat Key, Florida. Rob is especially close to his stepson, Thomas, who is serving overseas for the United States Army.

Rob credits his parents for his strong work ethic and teaching him that success doesn’t happen overnight. Rob says success in real estate is all about relationships and taking one day at a time. “I think success means different things to different people. For me, it’s ending my day knowing I have accomplished my goal for that day.”





▶ rising star  
By Zachary Cohen  
Photos by Philip Andrews



# MAURA LONG

## THE DRIVE TO THRIVE

**C**over the past two years, Maura Long has burst onto the Richmond real estate scene. A high energy upstart, she has quickly become one of Richmond's most dynamic rising stars.

### The Road to Real Estate

A Richmond native, Maura graduated from James Madison University with a degree in sports and recreation management. After graduation, she landed a job with her alma mater.

"My first job out of college, I worked at JMU Athletics in the corporate sponsorship division. Going from a college student to a professional in my college town was a dynamic experience that I am very grateful for," Maura reflects.

Maura eventually moved into the nonprofit sector with Special Olympics Virginia, an organization she continues to support passionately. She loved her work for the Special Olympics, but her growth was capped. Maura, a spirited and driven individual, was left looking for more opportunities.

"I was working in nonprofits and absolutely loved my job but was at a cap for growth and wanted to keep growing... My older brother, Kevin, started in real estate 10 years ago. He and Benjamin Rogers started with Hometown Realty out of college and soon started a team. I had a lot of conversations with Kevin over the years," Maura explains. "I knew I needed to make a switch. I wanted to grow. Kevin and I had been talking about real estate for several years, so when I

...



...

decided I wanted to make a change, real estate was the natural move.”

### Growing Her Community

In January 2021, Maura kicked off her real estate career as a buyer’s agent on the Rogers-Long Team with Hometown Realty. Two years later, her business is flourishing. In 2022, she’s tracking to close 30 transitions for nearly \$6 million.

“It’s a lot of being vulnerable and fearless. I’m a very social person. I love going out to meet friends and meeting new people,” Maura says. “I’m high energy, very personal, and very relational. A lot of what I have done has been by referral, and I am very grateful for awesome clients turned friends that have made that possible. I spend a lot of time with people. I joke with clients that I’m not married and I don’t have kids, so my entire life is real estate. It’s partially a joke but also true. I love my life and where I am right now.”

Maura has always been driven to help those around her, and she continues to be a community advocate. Whether assisting clients or supporting Special Olympics Virginia in her off-hours, Maura remains committed to the betterment of all things Richmond.

“In real estate, you can give so much back to the community. That has been a guide for me. How can I be intentional about what I do and give that back to Richmond and the Special Olympics?” Maura says. “We want to create a fantastic community. The mission of the Rogers-Long Team is to build an army of people that does good, becomes better, and strives to be the best. It’s more than real estate.”

### A Bright Future

Outside real estate, Maura enjoys serving on the Special Olympics Virginia Young Professionals Board and the JMU Hart School Alumni Association Board of Directors. She also loves hanging out with friends.

“Can you say socializing is a hobby?” Maura laughs.

Maura has achieved tremendous success in her first two years. Now, she is tasked with sustaining that business through a market downturn. However, she’s not too worried about the market conditions. She’s focused on being an advocate and friend to everyone she interacts with.

“I love my team, so I’ll be sticking around as long as they’ll have me.

I hope to buy a house in the spring, and I want to stay in Richmond and build a great community of clients, friends, and amazing partners. I like my life. I want to get better, sell more houses, and help more people. But what that looks like? I have no idea.”

“I just want to connect people, help people, and support our community. I want to be a resource,” Maura says. “I want people to introduce me as their friend who is a REALTOR®, not just their REALTOR®.”



Maura Long is on the Rogers-Long Team at Hometown Realty.

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Photo by Philip Andrews



The Yeatman Group

# KYLE YEATMAN

cover story  
By Zachary Cohen

## A NEW WAY to Real Estate

**Kyle Yeatman was born and raised in Montross, a small river town in the Northern Neck of Virginia. As a youngster, Kyle was a standout athlete, and he eventually headed off to college on an athletic scholarship. Professionally, he aspired to be an attorney.**

“I thought I had the personality for it,” Kyle reflects, “but by junior year, I didn’t know if I could handle four more years of school. So I started taking marketing classes and fell in love with sales.”

After graduating from Longwood University with degrees in business marketing and political science/pre-law, Kyle landed a job with Ryan Homes, one of the largest builders in the area. There, Kyle fell in love with the construction industry and being part of a team.

“I worked as a project manager, building houses, and working with customers directly. I fell in love with the industry, but not so much the role,” Kyle says. “I had more interest in the marketing side, so I moved on to Centex Homes, which was the biggest builder in the country at the time. That’s where my career took off.”

With Centex, Kyle sold in Richmond along with every county in the region, and he eventually became a sales trainer and a sales manager. After seven years at Centex, he joined StyleCraft Homes as their director of sales and marketing.

“I got to learn on the fly, taking the next step in my career. We grew from under 100 homes per year to nearly 300 homes per year in the four years I was there,” Kyle reflects.

After nearly five years with StyleCraft, Kyle was ready for a change. By then, he’d been in the new construction business for over a decade and recognized a ripe opportunity.

“Traditional resale real estate agents and new construction sales-people really aren’t the same animal,” Kyle explains. “We saw a lot of REALTORS® representing builders poorly. I’ve been at the executive level of builders, and I thought with my background in sales and

“  
*We’re not trying to sell a house; we’re trying to sell our value ... thus creating lasting relationships.*  
”

•••

business strategy, I could really make an impact for small, custom builders.”

In 2014, Kyle founded The Yeatman Group.

“I decided to bet on myself, leaving a pretty cush, guaranteed salary job to risk it all and be straight commission. But I saw a lot of opportunity and I believed in my abilities.”

**The Yeatman Group**

Over the past eight years, The Yeatman Group has flourished. The team started exclusively serving builders in the new construction arena, but has since expanded into more general resale.

“We grew really quickly. I didn’t even have my license until well into 2014. We took over the number one spot in Richmond in our third year and have kept growing since,” Kyle explains. “Last year, we sold around 900 units and just under \$400 million in volume. This year, we’re on track for very similar numbers. We are the number one selling team in volume in the Richmond metro area and want to continue our rapid growth over the next few years.”

The Yeatman Group’s tagline is “A NEW WAY to Real Estate.” It’s a nod to Kyle’s emphasis on culture, technology, and innovation.

Kyle traditionally has hired salespeople from outside the real estate business. He looks for those with drive, communication skills, sales experience, and high ethics, then teaches them real estate. That’s created a culture that is unlike most in the business.

“I think we’re unique in our market and what we do,” Kyle continues. “Our folks are true, belly-to-belly



Photos by Philip Andrews



salespeople. They are used to solving problems, forming long-term relationships, and always doing right by the customers. We’re not trying to sell a house; we’re trying to sell our value ... thus creating lasting relationships. And that’s what we focus on. I truly believe we have five to six of the top 20 agents in our market on our team.”

The Yeatman Group has 45 agents and 15 staff members, including three interior designers, two dedicated marketing associates, and four inside sales agents.

•••



Kyle Yeatman, CEO of The Yeatman Group, with Ashley Bickford (Closing Manager), Amy Pryor (Agent Development & Training), and Lauren Renschler (Sales Manager) (Photo by Philip Andrews)



Photo by Philip Andrews

...

### Growth on the Horizon

Although The Yeatman Group is arguably the top real estate team in Richmond, the organization continues expanding its footprint. They opened three new offices in 2022 (Virginia Beach, Farmville, and Deltaville) and acquired another in the West End (Glenside) through a merger.

As Kyle looks ahead, he sees more growth on the horizon.

“We grew organically, never with the vision of being this big, but we’re evolving and expanding daily. Our growth has been through the roof, and I see more of the same going forward — albeit a more controlled and planned growth with only the right people for what we’re trying to accomplish. An abundance mindset has taken us to higher levels, and hopefully will continue to do so in the future.”



*We’re evolving and expanding daily... An abundance mindset has taken us to higher levels, and hopefully will continue to do so in the future.*



Kyle Yeatman founded The Yeatman Group at Long & Foster Real Estate in 2014. (Photo by Phillip Andrews)



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