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*- Katie S., Facebook Review*

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# MEET THE RICHMOND REAL PRODUCERS TEAM



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Publisher



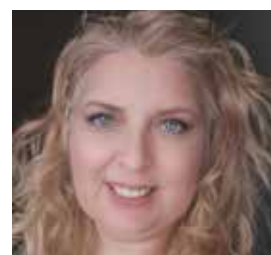
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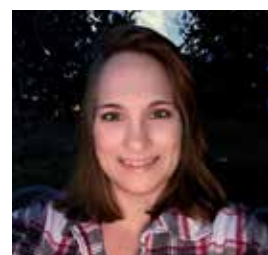
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## A NOTE FROM THE PUBLISHER

Hello, Real Producers of Richmond!

We are pleased to introduce the third issue of *Richmond Real Producers* — a local, REALTOR®-centric publication whose mission is to connect, elevate, and inspire industry professionals such as yourselves all over Richmond. Receiving this publication means you were in the top 500 by volume for 2020 out of 5,600 Realtors in Richmond.

*Richmond Real Producers* is unique to the Richmond area real estate market and will reflect who you are as a community of Realtors. Each month, we will showcase top-producing agents and give you an exclusive, inside look at their businesses, their personal lives, and the keys to their success. We will bring you the latest developments, top standings, business information, pictures, personal stories, and articles, as well as other information specifically related to our market. A typical publication will include social-event information specific to the Greater Richmond area and announce upcoming meetings and special events.

In addition to our publication, *Richmond Real Producers* will have a variety of exclusive, fun and free social events to bring the local Realtor community together. Our events have fantastic food, drinks, and great networking with the best of the best. Our event locations for sister communities *NOVA Real Producers* and *DC Metro Real Producers* have included

top restaurants, beautiful listings, conference venues for masterminds, awards galas and more! You will see information on these exciting events in the magazine. If you would like to be included on our email invitation list, please send us a note at [info@richmondrealproducers.com](mailto:info@richmondrealproducers.com).

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

We are pleased to be able to bring this publication to top producers like you free of charge. We do our best to select advertisers who can provide the types of services that you and your clients may need or want, and our advertising partners cover the cost of producing, printing, and mailing each issue. If you currently utilize a business that does excellent work, please let us know about them. They may want to be

featured in *Richmond Real Producers* so they can be seen by your associates as well. And if you own or run a business that needs to reach top Realtors each month, please contact me for information on advertising with us.

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

If you have any questions, please feel free to reach out to me, or to Assistant Publisher Jennifer Jelic at (910) 233-8322 or at [Jennifer@kristinbrindley.com](mailto:Jennifer@kristinbrindley.com). I look forward to meeting each of you at our upcoming events!

All my best,



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▶▶ we ask...you tell!

# What do you love most about your real estate lifestyle?



**WALLY HUGHES**  
RE/MAX Commonwealth

I like the challenge of putting things together, such as a transaction where I can make it work. It's personally rewarding figuring out how to put buyers and sellers together in a way that works for both of them, and in a way that they might not have expected. I also like having the skill set to help people make a knowledgeable decision versus people freaking out over a home inspection report as most items can be fixed in a reasonable manner. Also, I'm free to do what I want to.



**LYNDSAY JONES**  
Keller Williams Realty

I like freedom. As a single mom at this point in my career, I can schedule my work around life instead of life around my work.



**TRACY KERZANET**  
The Kerzanet Group

Every day is a little different. You're out meeting people and looking at different properties. Sometimes, the transactions throw you challenges you haven't come across before. Every day is something new.



**PATRICK SULLIVAN**  
One South Realty Group

It's really important to me to make a difference and better the community. Finding a property that is dilapidated and then renovating to make it new makes the community better.



**TIFFANY STEVENS**  
Coach House Realty

I love the unknown about it. Day to day, something is always new. It's an adventure.



**KEVIN CURRIE**  
Hometown Realty

My flexible schedule.



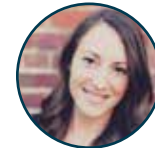
**DREW KISAMORE**  
Hogan Group

The fact that I am in charge of my own destiny. I can work as hard as I want, and also have the freedom to be there for my wife and daughter.



**DAWSON BOYER**  
Providence Hill Real Estate

The ability to meet new friends and help old friends with one of the most meaningful purchases in their lives and guiding them to that process.



**LAUREN & JESSE BAUST**  
Joyner Fine Properties

I got into real estate because of the flexibility, and to be present in both my 'mom role' and 'work role.' You also get to meet so many different people that become friends and family." —*Lauren*



I like education and the fact that we are a part of someone's future for the next 30 years. I like steering clients in a direction that sets them up for their future. And I like providing for first-time homebuyers and investors by building up the community." —*Jesse*



**ANNEMARIE HENSLEY**  
Liz Moore

It's different every day. You have seven days a week to spread out your work, so it allows some flexibility to do other things.



**JOANELAINE JUSTICE**  
KW Richmond West

If you set the expectations and boundaries early on, you can work from anywhere and still work. I like the evolution of the business that allows you to work remotely.



**JENNI COMER**  
Jenni and Co.

I like being able to see new homes and create experiences.



**ABBY MONCRIEF**  
Providence Hill Real Estate

I love the ability to have a family with this career.



**SEAN GOULD**  
Hometown Realty

I have a 1-year-old, and it shifted everything for me. I also had a client that I helped buy a house for his family, and a year later he passed away and left his wife and kids behind. That helped me to understand there is so much more to this business.



**KATIE BOYKIN**  
Joyner Fine Properties

Some flexibility ... we work 60 hours a week but have the ability for appointments. It's a double-edged sword.



**ANDREA LEVINE**  
One South Realty Group

I love good architecture, I love most people. I have never been a corporate 9-to-5 person, so it's about flexibility. Location is always different when showing a property.



**CATINA JONES**  
Icon Realty

I embrace being an entrepreneur. My father was an entrepreneur. You can have something of your own that no one can take away from you. I like to wrap my arms around something I am really good at and be able to call my own, and you get out of it what you put into it.



**KAREN LOEWEN**  
Jenni and Co.

Real estate allows me to show up in peoples' lives. Before, when I was in a retail job, I wasn't present. I would go to work, eat dinner, go to bed... repeat. Now, I'm opening a door and connecting with people. It also gives me time to spend with my nieces. My 7-year-old niece spends a lot of time with us and I'm able to be there for her. And it affords an opportunity to not have a cap on my income.







**PAIGE BRYAN**

**Shaheen, Ruth, Martin & Fonville Real Estate**

I love meeting and working with people! Guiding them through what can be a stressful time in their lives and having them walk away happy is very rewarding.



**KACIE JENKINS**

**Hometown Realty**

I love meeting so many new people, being able to serve them well, the challenges that need to be overcome, and the flexibility it gives to be with my family.



**ALEXANDRA LEIGH**

**One South Realty Group**

I love that I can combine so many of my passions into one career. My background is in interior design, which I use constantly when staging listings or helping future homeowners imagine the potential of a space. I also love where I live, and getting to share my enthusiasm for Richmond with my clients is really special. Party planning and creative gifting is also an added perk, as I get to spoil my clients with fun and unique gatherings and surprises.



**SCOTT MORGAN**

**Fathom Realty**

What I love most about my real estate lifestyle is that after transitioning from 22 years in the Army, I'm still able to serve my community and the warriors and families of Fort Lee, Virginia.

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# Stay Inspired

WORDS OF WISDOM FROM THIS MONTH'S FEATURES

*A Word from Our Sponsor:*



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"You can have everything you want and still go through hard moments. Life has had its share of ups and downs... personally and professionally. The hardships have pushed me to grow myself at a deeper level each time."

"My mind and heart believe that if I just do right by people, even if it doesn't produce any money at that moment, it will always come back tenfold."



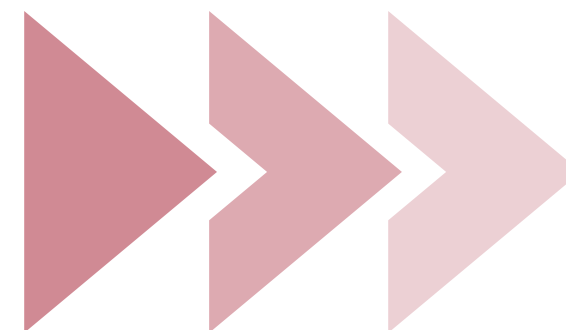
**ANDY TAYLOR**  
THE JUNKLUGGERS OF  
CENTRAL VIRGINIA

"I hope to continue to introduce people to this solution. Because that's our biggest challenge — that people don't know there's an option to donate, repurpose, or recycle. For most of my competitors, 100 percent goes to the landfill. It's our opinion that we can't continue to burden Mother Nature in that capacity. We need to be responsible purveyors of the environment and come up with better, more responsible solutions."



**SEAN GOULD**  
HOMETOWN REALTY

"My parents showed me how to treat people with kindness, humility, and generosity. I think this has directly impacted the way I respond and care for clients in my real estate business. Real estate can be transactional at times, but my past has shown me that it is much more about the people and stories that we get to impact and influence."



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# ANDY TAYLOR

▶▶ partner spotlight  
By Zachary Cohen

The  
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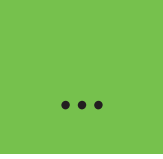
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## Serving a Higher Purpose

“Let’s imagine you were left with your grandma’s house full of furniture. You have your whole house full of your own stuff, and you don’t have room for her items.”

Andy Taylor begins our sit-down with an all-too-familiar story. Unfortunately, the solution to this predicament is fairly common, and sad as well. In the name of ease, most people would call a junk removal company and have the bulk of their grandmother’s belongings hauled off to the landfill.





The Junkluggers' ReMix Market donates its proceeds to charity.

household waste, which is donated, repurposed, and recycled instead of being dumped unceremoniously. By working with local charities and nonprofits, we are able to donate almost all of the reusable items or find a new purpose for them. Our goal by 2025 is to keep 100 percent of reusable items out of the landfill!"

**Doing Right by Clients, Right by the Environment**

Over the past four-plus years, Andy's business has, in his own words, "seen incredible growth" as he has worked tirelessly to grow Junkluggers into a household name. Still, he believes the most significant barrier to getting more business is simple name recognition. Since he can offer his more eco-friendly services at virtually the same cost as his competitors, he believes choosing Junkluggers is a no-brainer.

"It's a win-win-win situation. The customer is able to get rid of items in an environmentally friendly manner, the landfill is saved one item at a time, and the charities are supported. And we're able to deliver service at a cheaper price point because we don't have the landfill fees our competitors do."

"But given different options, how would you like to deal with her items?" Andy continues. "Would you rather throw them away to rot in the local landfill or have them donated to a family in need that can use them? That's when it hits you. If people just knew there was an option to do this the way we do, it would be a no-brainer."

**A Second Start**

Andy spent the first 25 years of his professional life as a sales and marketing executive. In the latter part of his career, he worked his way up to become a VP of Sales and Marketing for an international media solutions company. But when the organization underwent a restructuring and Andy was offered an early retirement package, he accepted. "I wasn't really looking to retire, but I saw an opportunity to write chapter 2 of my career. So my family and I took that opportunity and began to look for something else to do."

In looking for a new career, Andy had two criteria that stood above the rest. He wanted his second career to be environmentally focused, and he wanted to be in a position to give back to the community. Andy reviewed several opportunities in detail before he came across Junkluggers.

"Junkluggers checked those two boxes effectively," Andy recalls. "I was intrigued by the passion the ownership group had for cleaning up the environment and coming up with environmentally responsible solutions to



Photo by Ryan Corvello



*"We can't continue to fill up landfills and expect Mother Earth to handle that."  
—Andy Taylor*



By working with local charities and nonprofits, we are able to donate almost all of the reusable items or find a new purpose for them.

Like so many others, Andy's business was challenged by COVID-19, as the storefronts of the charities he often donated to closed down.

As his donation pipeline dried up, Andy was forced to find a creative solution. After considerable thought and planning, The Junkluggers of Central Virginia opened their ReMix Market RVA, a shop that sells repurposed home goods, furnishings, antiques, and collectibles. ReMix then uses those proceeds to help fund their charity of choice. Currently, that charity is Richmond's Cameron K. Gallagher Foundation (CKG),

which aids, supports, and works with teenagers and young adults that are challenged with depression and anxiety issues. Meanwhile, Junkluggers still donates household goods to area charities and nonprofits.

"We know we're doing things the right way. We can't continue to fill up landfills and expect Mother Earth to handle that," Andy declares.

"I hope to continue to introduce people to this solution. Because that's our biggest challenge — that people don't know there's an option to donate, repurpose, or recycle. For

most of my competitors, 100 percent goes to the landfill. It's our opinion that we can't continue to burden Mother Nature in that capacity. We need to be responsible purveyors of the environment and come up with better, more responsible solutions."

*For more information, please visit [www.junkluggersofcentralva.com](http://www.junkluggersofcentralva.com).*





# SEAN



▶ rising star  
By Chris Menezes  
Photos by Ryan Corvello

# GOULD

## CONSISTENT AS THE GROUND BENEATH YOUR FEET

Consistency — that is the word that comes to mind when thinking about Sean Gould. In private, in public, in business, and at home, he is the same honest, caring, and dependable person. He believes this specific character trait has been a major contributor to his success as an agent these past four years, and it's what his clients love about him.

Sean notes he is consistent because he is well-grounded. No matter where he is, what he's doing, or whom he is with, he has one lens to look through and one foundation to stand upon — his faith. Sean began developing this solid belief system as an adolescent growing up in Roanoke, Virginia.

“In high school I met my lifelong friend, Cliff Wright, who was a Young Life leader at the time. I learned a ton from Cliff as a teenager and he had a massive impact on my personal faith. Faith and my relationship with Jesus Christ influences all avenues of my life today. It is the anchoring part of who I am that keeps me grounded and prevents me from getting tossed around by life,” explains Sean.

In addition to his faith, much of Sean's foundation has been shaped by business. His parents were entrepreneurs who owned several businesses. Sean grew up working alongside them and learned how to provide high-level service and care for people. While his parents had many business ventures, Sean says his family had very humble beginnings, which further molded him into the person he is today.

“My folks didn't make a ton of money, but they were rich in the more important things in life. They worked incredibly hard and instilled in me what really matters in life, family, and business. My parents showed me how to treat people with kindness, humility, and generosity. I think this has directly impacted the way I respond and care for clients in my real estate business. Real estate can be transactional at times, but my past has shown me that it is much more about the people and stories that we get to impact and influence,” he notes.

Sean continued his education at the University of Mary Washington, where he studied economics and business, and played collegiate tennis on the men's varsity team. After college, Sean moved with his wife, Lindsey, to Charlotte, North Carolina, to work



as an Area Director with Young Life, the same Christian organization that had profoundly impacted his life many years prior. Sean led a successful Young Life program in Charlotte for several years before the couple decided to move to Richmond, Virginia. Since moving to the area, they have purchased a house, welcomed their first daughter, Evelyn, and have begun to put down roots in their community.

Of course, some of these local roots have also been grounded in a successful real estate business. Sean obtained his license in 2017, shortly after arriving in Richmond. He had a close friend who connected him to Tommy Sibiga, a real estate agent. After meeting with Tommy for coffee a handful of times and discussing the business, Sean was so impressed by how much Tommy loved real estate that he decided to jump in as well. They started a team together that same year and have been growing ever since.





“Sometimes you have to watch somebody love something before you can love it yourself,” Sean quotes his favorite line penned by Donald Miller, from *Blue Like Jazz*.

Sean recalls he had many reasons to enter real estate, including the most common — flexibility, income potential, and helping people — but says he really fell in love with the business after getting started.

“There is significant value in helping folks achieve their goals. Especially with something as monumental as purchasing and selling their homes,” he says.

Sean’s propensity for consistency, when applied to real estate, translates to frequent lead generation, and extreme attentiveness and communication with clients. Those consistencies have resulted in quick growth for Sean.

“I pride myself on being incredibly responsive and attentive to the folks around me. If I don’t have an answer or can’t immediately take the message, I’ll let the person know I’m busy but will get back to them shortly. People just want to know you’ve heard them and are working for their best interest,” he says.

While Sean plans to continue growing his business, he remains cognizant of balance, stating he doesn’t want to “lose out on the adventures and wonders of life,” which includes plans to continue traveling and spending time with his family — riding bikes, hiking trails around Richmond and the James River, and hitting the tennis courts when he can.

Looking towards the future, Sean aspires to eventually get into real estate investing, and he would also like to write a book about his reflections on life someday. But most of all, he says he hopes to make his community and city a better place to live. Considering how consistent Sean is, both in word and action, there is little doubt he will achieve whatever he sets out to accomplish.





# JENNI COMER

FORGING A PATH OF HER OWN



If the past few years have taught us anything, it was to expect the unexpected. Right-brainers and out-of-the-box thinkers are doing the most influential work, more than at any other time in human history, and Jenni Comer is one of them. In October of 2017, after over a decade in real estate, Jenni launched her own firm, Jenni & Company Residential Real Estate. Today, the team at Jenni & Co. serves its clients directly from the heart, motivated not by the almighty dollar but by doing what's right.

Jenni's story begins in Richmond, where she was born and raised. After high school, Jenni didn't take the college route like so many of her peers did. Instead, she went right into the working world. Her decision to skip college haunted Jenni for a long time. "That used to be something that I viewed as a flaw in myself, especially as I got more successful in my career," she admits.

Jenni started selling residential real estate with Keller Williams in 2010. She recalls sitting across from educated homeowners who would inevitably ask her where she attended college. "I would always feel such shame that I didn't go to college and couldn't relate, so much so that I thought it would cost me business," Jenni says. Her fears were unwarranted, however. Jenni discovered that, on the contrary to what we're led to believe as children, success could be obtained without a college degree — just ask Bill Gates or Mark Zuckerberg.

Not only did Jenni find success without ever stepping foot on a college campus, but she now considers it a blessing in disguise. "I have figured everything out in business by watching, learning, and being resourceful," she muses. "Now, when people ask me where I went to college, I say, 'Actually, I didn't,' and it's almost like they look at me more confidently because they've seen what I've built."

After creating one of the largest teams in her office at Keller Williams, Jenni realized she had what it takes to branch out independently. With a loyal team of agents behind her, Jenni launched her brokerage, Jenni & Co., in 2017. Her vision was to change the real estate experience for both clients and agents. The Jenni & Co. team "serves from the heart, comes from contribution, and leads with what is right, not what's profitable," Jenni explains.





•••

“This is another reason I’m glad that I didn’t have formal business training or education — because I know that this is not always the best business practice — but my mind and heart believes that if I just do right by people, even if it doesn’t produce any money at that moment, it will always come back tenfold. And I have so many stories from where that has happened,” Jenni recalls. “That’s our culture; doing the right thing by our clients and team members is the bottom line.”

Ninety-five percent of Jenni & Co.’s business is from referrals, an impressive statistic that makes Jenni quite proud. “The way we’ve built that is just by noticing the small details and being there for people in their lives; it has nothing to do with real estate half the time,” she adds. “We recognize and we show up; we are in people’s lives in a different way than most real estate agents are, and our whole team embodies that. We serve from the heart, and we come from contribution. That is literally the recipe.”

While real estate is often at the forefront of Jenni’s mind, nothing else matters when she’s with her son, Grady, 6. Grady is big into sports such as T-ball, basketball, and soccer, when they aren’t traveling or spending free time on the water. “He also loves racing, just like his dad, and races go-karts,” Jenni says.

As for her own interests, Jenni loves to design and help people style their homes. “I’m not an interior designer, but I get a lot of joy out of helping friends or clients decorate their living room, or pick out light fixtures, or whatever it may be,” she says.

Despite Jenni’s business success, make no mistake — it hasn’t been all sunshine and roses. “Everything I’ve done, I’ve had to figure out and face the fear and the worry and stress



Jenni Comer opened Jenni & Company Residential Real Estate in 2017.

that goes along with it. People think I have it all together, and I just want to say, ‘You have no clue how messy my life actually is,’” Jenni laughs. She wants people to know there is nothing wrong with imperfection.

“When I do let people into the personal side of my life and they see the worry and insecurity behind the smile, that’s when I become real to

them,” Jenni explains. “I’m really working on letting people know that even if you feel these things, you can still be successful. You can have everything you want and still go through hard moments. Life has had its share of ups and downs for me, personally and professionally. The hardships have pushed me to grow myself at a deeper level each time.”



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Life has had its share of ups and downs for me, personally and professionally. **The hardships have pushed me to grow myself at a deeper level each time.**





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Rank	Name	Office	List Units	List Volume (Selling \$)	Sold Units	Sell Volume (Buying \$)	Total Units	Total \$
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**Disclaimer:** Information based on MLS closed data as of January 4, 2022, for residential sales from January 1, 2021, to December 31, 2021, in Greater Richmond, Virginia, by agents licensed in our service area, which includes Hanover, New Kent, Henrico, Charles City, Chesterfield, Powhatan, Goochland, King William counties. Numbers not reported to the MLS by the date the information is retrieved are not included. MLS is not responsible for submitting this data. Some teams may report each agent individually.



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