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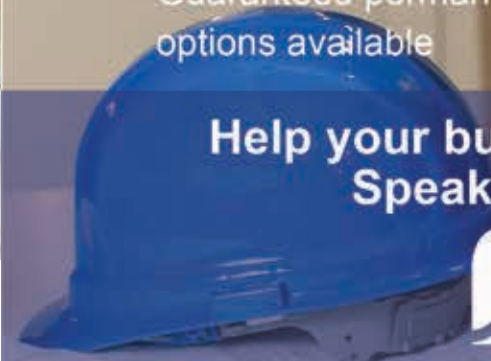
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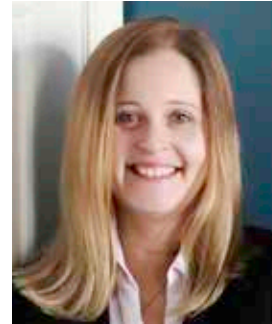
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▶ publisher's note

# HAPPY INDEPENDENCE DAY!

Dear DC Metro Real Producers,

Given the recent tragic events in Ukraine, the freedoms I enjoy waking up to each day in America have been top of mind lately and make me feel more grateful than ever for the sacrifices others have made to protect our sacred liberties. Living on the doorstep of our nation's capital, I often reflect on our country's incredible grit as we went from being the underdogs to becoming the powerhouse we are today.

As you go about your Fourth of July BBQs, picnics, and fireworks, my hope is that you will pause to remember all of the courageous men and women that came before us, many paying the ultimate price to ensure the privilege of celebrating true independence this holiday. Nothing great is easily won, and I believe our Real Producers can relate to that hard truth.

Speaking of celebrations, I am really looking forward to our upcoming Casino Royale event this week! We still have a few spots left at the gaming tables for last-minute RSVPs, so please be sure to sign up ASAP and wear your best James Bond-inspired attire as we gamble for a great cause on July 12. All proceeds from our Texas Hold 'Em journey will be donated to Love Justice International as we aim to save 500 lives from being trafficked this year. What better cause this month than giving someone their personal freedom?

Be sure to check out our DC Metro Metro May Mastermind photos on page 18, and thank you to all who attended this educational event to benefit LJI!

In addition to feeling grateful for being an American, I feel especially blessed to be on this wonderful

journey with our *Real Producers* community. Thank you to our talented, diverse group of top agents and preferred partners for helping make our DC Metro sandbox a friendlier one in which to work and play.

Have a happy and safe Fourth with your loved ones, and see you soon!!



**Kristin Brindley**  
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### FOOD FOR THOUGHT

What are some of your all-time favorite songs about America?



▶▶ special events

# SEE YOU THERE! JULY 12, 2022

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▶▶ we ask...you tell!



# Who are your favorite industry teachers? Which classes have you found most valuable?



**MELINDA ESTRIDGE**  
Long & Foster Real Estate

The biggest impact on our business was networking with other top agents from around the country to assess what they were doing, taking those ideas and making them our own. Other parts of the country were much further advanced than our state. I was one of the first agents to hire an assistant and then a buyer's agent, a very new concept in our area. It was a game-changer. In addition, having a great coach to keep us accountable and continuing to grow and hone our business practices was invaluable.



**MARJORIE DICK STUART**  
Coldwell Banker Realty

I learned how to be a strong listing agent from Floyd Wickman. Best interactive class I ever took, twice! So important in these difficult markets where so many buyers' agents are struggling.



**PEGGY MAGNANELLI**  
RE/MAX Results

Brian Buffini, hands down. I love his system of doing business ... 85% of my business is by referral.



**KRISTIN BRINDLEY**  
DC Metro Real Producers

Some of the best coaching I've ever had is from Tony Robbins. Walking on Fire was a good time! I also enjoyed Darren Hardy's "The Hero's Journey." It's a great course. And I've had my coach with Southwestern Consulting for five years now.



**CARA PEARLMAN**  
Compass

I have taken a ton of classes and participated in various coaching programs since I began my real estate career 19-ish years ago! My favorite and most impactful one I have attended thus far is the "Ninja Installation." It is a game-changer!

I am also still in coaching with the Tom Ferry organization, which is helpful for ongoing accountability, and I have found that helpful in different ways. I am constantly reading, listening to podcasts, and attending smaller local training that our office offers. I think of myself as a "for-ever student" and love learning.

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# DC METRO REAL PRODUCERS' MAY MASTERMIND MAY 13, 2022

What an inspirational and educational event our Fourth Annual May Mastermind was! We had an amazing time at the Bethesda North Marriott raising money for a great cause and simultaneously learned about influence, leadership, and leverage in our market. Thank you, from the bottom of our hearts, to all the DC Metro Real Producers, preferred partners, and our brilliant speakers who participated!

Through the live auctioning of our speakers, *DC Metro Real Producers* raised over \$18,000, with all proceeds going to Love Justice International to prevent human trafficking. Our goal is to save 500 lives through LJI this year, and we appreciate your continued support!

A huge thank-you to our event sponsors, **Alchemy of Money, Intercoastal Mortgage, Town & Country Movers, Cinch Home Services, Perry Moving, and Four Sales Ltd.**, as well as **HD Bros** and **Ryan Corvello**, for capturing this event on film. You are all absolutely amazing and sincerely appreciated ... we couldn't have done this without you!

Check out photos from the Mastermind on the following pages and also on our new Facebook

page: [www.facebook.com/kristinbrindleyrealproducers](https://www.facebook.com/kristinbrindleyrealproducers). If you were one of our Top 500 attendees, be sure you join our new, private Top 500 group today and tag yourself and your friends in the pictures!

We can never express enough gratitude for our preferred partners — we simply could not do what we do without your tremendous support. Thank you again for being part of our special *DC Metro Real Producers* community. As always, it was great seeing everyone and connecting again as a community. We look forward to seeing you again soon at our upcoming Casino Royale event!

*For more information on all DC Metro Real Producers events, please email us at [info@dcmetrorealproducers.com](mailto:info@dcmetrorealproducers.com).*









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A Brad Rozansky live home seller's seminar. (Photo used with permission of The Rozansky Group at Compass)

# 3 EVENTS

Every REALTOR® Should Be Doing to

## GENERATE BUSINESS

Coming to you this month with some marketing strategies that aren't technology focused, but are, instead, in-person-focused... Technology allows us to leverage our time and get our value messages out to as many people as we can, but in-person events serve as conduits to get face-to-face with people with whom we want to do business. There are REALTORS® who shy away from large speaking opportunities, but others see it as a great chance to share their value directly to their target audience. There are three

specific speaking events that can help agents create business for themselves right now.

### Home-Selling Seminars

With the market shifting, we all know several people in our database or farm who could benefit from selling their investment property or primary residence. The goal is to get face-to-face with them to explain why now is a good time to sell and how you and your real estate team can make their home sale easy and profitable. I would

reserve a local neighborhood clubhouse, library, or local restaurant and start inviting your database and social media following (minus the Realtors). Invite your favorite vendors to participate and sell the team. The average homeowner may not be aware of the current market shift and why selling can benefit them. Doing this will help you grow your listing business.

### Downsizing Seminars

The other major demographic of homeowners that could greatly benefit from a

home sale is the downsizers — homeowners who have lived in their primary residence for many years and finally want to “cash out” of their largest investment. A downsizing seminar is similar to the home-selling seminar but targets a very specific demographic. The goal is to show them not only how they can benefit from a home sale in this market but how you and your team can assist with the transition process. Having lived most of your adult life in the same home, parting with it comes with several challenges, from decluttering to the emotional toll of leaving, but the downsizing seminar gives you the chance to convey your value to alleviate their concerns.

### Client Appreciation Events

One of the questions I ask Realtors when I meet with them is, “Have you ever done a client appreciation event?” I ask this because, as we emerge out of the COVID era, it is a great event to get back in front of your past clients and sphere of influence. These events don't need to be super

expensive and over the top. I have client appreciation events at local parks, bowling alleys, and Top Golf. I would bring note cards with every person's full contact information and make them verify the information when they arrive. If their phone number or email has changed, they will tell you! This allows you to update it correctly in your CRM. The name of the game is to grow new relationships and expand existing ones, and this event will help do that.

With the market shifting, it is more important than ever to not only grow your business by targeting would-be sellers but keeping your database close to the chest as every buyer and seller referral is very important. Let's get face-to-face with your target audience!



Wade Vander Molen is the director of sales/marketing for Stewart Title in the Northern Virginia/Washington, D.C., area and has been in the title industry since 2005. Wade helps real estate professionals with all facets of their marketing and teaches a new, sustainable business model to help them grow their businesses. You can visit Wade at [www.DCTitleGuy.com](http://www.DCTitleGuy.com).

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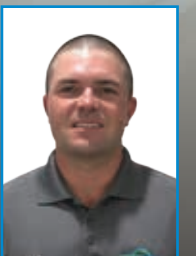
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marketing matters   
By Todd Lebowitz

you're dressed and feel put together, you will take your day more seriously, giving you the boost you need to get everything done.

**Curate a Consistent Profile**

One of the most critical aspects of your brand is how you appear to your clients. You want to come off as polished, professional, trustworthy, helpful, and respected. Stay active on your social media profiles to help this reputation extend beyond face-to-face meetings with your clients. You don't have to update your pages every day, but having a curated brand with professional content will go a long way when someone looks for your profiles online.

**Think About Overlap**

As an agent, your schedule is constantly changing. You go from not working to working in a matter

of minutes, and you're constantly fielding calls, emails, and questions. There's a lot of overlap between when you're at work and when you're at home. Because of this, it's a good idea to stay dressed, ready, and on top of things for when duty calls.

**Keep Learning**

Continue your education by attending classes and workshops or obtaining new certifications and licenses. This is an excellent way to stay at the top of your game and develop your personal and professional brands. As you continue to learn, you will be putting yourself in a more favorable position to advertise yourself and your services, allowing you to help your clients better.



With more than 25 years of experience, Todd Lebowitz is CEO and Owner of My Marketing Matters, which he runs

with his business partner Ram Devaguptapu. Together, they have grown the company to be a recognized leader in real estate marketing with more than 20,000 clients locally, regionally, and nationwide.

**ABOUT MY MARKETING MATTERS**

Since 1982, My Marketing Matters (MMM) has helped clients create and implement effective marketing solutions to reach their business goals. MMM is a full-service real estate marketing firm located in Gaithersburg, Maryland, with clients across the Mid-Atlantic region and nationally. MMM has grown to be a leading marketing vendor offering innovative print products and custom, on-demand marketing materials through their design portal.

# GROW YOUR PERSONAL & PROFESSIONAL BRANDS

Your personal and professional brands are all about how you present yourself to the world, and developing them in the right way will help you stay successful in all parts of your life. Whether you've been in the real estate business for 10 months or 10 years, it's important to spend time developing your personal and professional brands.

**Define Your Goals**

To best determine how to tailor your personal and

professional brands, you will first need to define your goals. Knowing your goals will allow you to make the changes necessary to progress in your desired direction.

**Dress for Success**

As an agent, there's a lot of overlap between when you're at work and at home. Because of this, it's an excellent idea to be dressed, ready, and in a professional mindset for when duty calls. When



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# Stay Inspired

WORDS OF WISDOM FROM THIS MONTH'S FEATURES



**TROYCE GATEWOOD**

**TROYCE GATEWOOD & PARTNERS  
KELLER WILLIAMS REALTY CENTRE**  
“I don't cherry-pick leads. Everything here is fair. We're all working side by side. I want to develop the agents and help them identify their brand within our brand. I want to create a culture that cares for one another.”

*“Do what you can, with what you've got, where you are.”*  
—Squire Bill Widener



**ERICKA S. BLACK**

**COLDWELL BANKER  
RESIDENTIAL BROKERAGE**

“All young people should read *Rich Dad, Poor Dad* before deciding on a career path. That book is truly the catapult to creating the life you always wanted to live; you just need to change your mindset and realize success is freedom ... the freedom to

make your own choices. But the most important thing to do is not to focus on the money in real estate. You need to genuinely care about the person you're helping, and the money will follow.”



**DELANEY BURGESS**

**GAIL NYMAN GROUP  
RE/MAX UNITED REAL ESTATE**

“It's you against you; I'm just competing against myself. I literally think about this every single day.”

“Success is doing what you love and being genuinely happy day to day. When you're happy and doing what you love, every day is a blessing.”



**SAL RIHANI**

**NHABIT REAL ESTATE CO.**

“As soon as anyone heard about my recent arrival from Dubai, followed by my background and the purpose of my Uber driving [to learn the area], they loved it, and it opened doors. Within only three months of Uber driving and putting 10,000 miles on my SUV, I picked up my first transaction for purchase in Anacostia.”

Favorite quote: *“Whatever doesn't kill you only makes you stronger.”*

*A Word from Our Preferred Partner:*



**KAYLA PEREIRA**

**TOWN & COUNTRY MOVERS**

“We're still all about being family-owned, so I'm here to build relationships. Lunch and learns, one-on-one with agents, connecting with them to talk about our services. And it's not just moving — we do moving and storage, as well as staging. Many of the agents in *Real Producers* know

that we have a great reputation. We go above and beyond for their clients so they can feel comfortable and proud to refer us.”





# KAYLA PEREIRA

TOWN & COUNTRY MOVERS



## Old-School Values, **New-School Vision**

### ▶▶ partner spotlight

By **Zachary Cohen**  
Photos by **Aaron Lebo**

Town & Country Movers Inc. is a family-owned company based in the Washington, D.C., metro area. Since 1977, the company has grown from a small, local moving business to a nationally recognized, independent moving, storage, and staging company.

Over the years, Town & Country Movers has made a name for themselves in the real estate world as well. In 2017, they expanded into staging services and are now positioned to

provide a wide variety of services during a real estate transaction.

Town & Country Movers' track record shows a consistent focus on growth. This pattern continues with the hire of Kayla Pereira, who joined the team as the director of marketing in June 2021. She's bringing in her expertise in what she calls "guerrilla marketing," as well as a renewed focus on technology-based solutions.

#### **It Runs in the Family**

Kayla's parents have run a property management company since she was a young child. She grew up helping

them out in the business and later took on a full-time role as a leasing agent. After graduating from Mount St. Mary's University, Kayla dove into property management and found a love for her work.

"I fell in love with it ... until COVID hit, and it was more difficult to lease a luxury apartment," Kayla explains. "So I went off to get a different job as an account manager for property development." There, Kayla would connect with lenders and real estate agents. And while she enjoyed the work, to an extent, she was, admittedly, bored. Stuck in an office all day, she missed connection and personal interaction.







From left to right: Jason Bass, Ryan Bass, and Kayla Pereira, of Town & Country Movers.



their loyalty rewards program. It was created specifically for REALTORS®; they earn points for each stage, and points can be redeemed for free staging services or gift cards.

#### Stepping Into the Future

A focus on family values, combined with a scalable operation, allows Town & Country Movers to provide the best of both worlds — the personal care of a small organization coupled with the myriad of solutions that only a large company can provide.

“Many of the agents in *Real Producers* know that we have a great reputation. We go above and beyond for their clients so they can feel comfortable and proud to refer us,” Kayla says.

When Kevin and Dodi Bass founded Town & Country Movers in 1977, they did so with the vision of incorporating family values into the moving and storage world. For over 40 years, Town & Country Movers has been a family-owned and operated business. As the company looks into the future, they do so by first remembering their values. They understand that if they treat their partners and clients like family, the rest will follow.

...

“That’s when I came across Town & Country. It sounded aligned with what I was doing in the real estate realm. I already had my own connections that I felt I could bring to the company.”

After talking with the owners, Kayla was brought on board. Her role as director of marketing is to help guide Town & Country Movers into the future.

“We’re still all about being family-owned, so I’m here to build relationships,” Kayla notes. “Lunch and learns, one-on-one with agents, connecting with them to talk about our services. I’m the guerrilla marketer. I’m more

focused on going out to speak to agents one-on-one, introducing the company, and introducing myself.”

#### More than Moving

As the economy and the real estate market continue to boom, Town & Country Movers’ business is flourishing as well. Their staging business, founded in 2017, has become an integral part of their work.

“It’s not just moving — we do moving and storage, as well as staging,” Kayla explains.

One unique feature of Town & Country Movers’ staging division is



**Town & Country Movers services the local markets of Maryland, D.C., and Virginia, has long-distance capabilities in all 48 states, and offers international moving services. For more information, please visit [www.townandcountrymovers.com](http://www.townandcountrymovers.com).**



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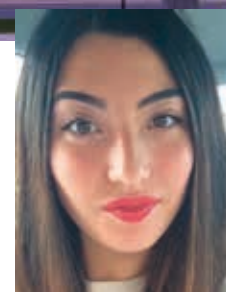
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# ERICKA S. BLACK



» agent spotlight

By Jess Wellar  
Photo by Ryan Corvello



Photos by Ryan Corvello

## INSPIRED

If you've ever wondered if a book can *really* change a person's life, wonder no more ... Ericka S. Black is living proof of the power of the pen to change one's mindset.

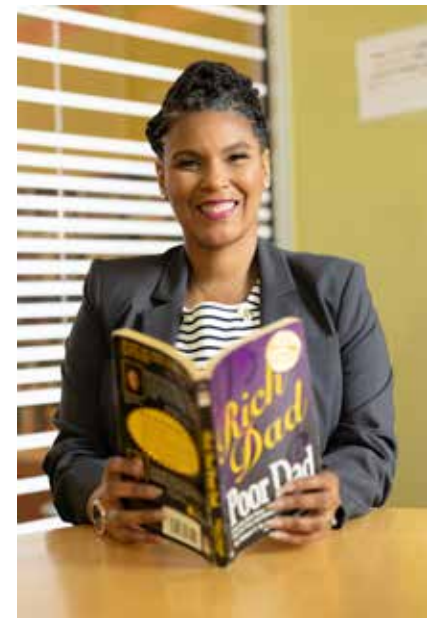
"I was going to school to be an attorney, interning in an attorney's office, and one day, I looked over at my boss's book collection and saw *Rich Dad, Poor Dad* just sitting there on his shelf. I was curious, so I picked it up and started reading ... and it all made sense to me that I could achieve that same financial freedom too!"

Ericka was inspired and took author Robert Kiyosaki's words to heart, immediately implementing an aggressive saving strategy while still a freshman at North Carolina Central University. Born and raised in Rich Square, a small, 'two-stop-light town'

in rural North Carolina, Ericka notes she came from humble beginnings and was always determined to succeed so she could provide for her family and give back to her community.

"I started working like crazy, taking all these small, part-time gigs, focus groups, odd jobs, you name it!" she laughs. "But I was able to save and buy my first house when I turned 24, and by the time I was 25, I was the proud owner of two houses. And then I thought to myself, *if I can be a real estate investor and liberate myself with financial freedom, why not be a real estate agent and help others enjoy that same sense of independence and generational wealth creation?*"

Ericka went on to graduate from NCCU with a bachelor's in sociology and a master's in public



administration. She received her real estate license in 2012 and began selling part-time while working at





“ I DON'T TREAT A SALE AS JUST ANOTHER TRANSACTION, I LOOK AT EACH HOME AS A BUILDING BLOCK, AND I'M THEIR FINANCIAL WEALTH ADVISOR OF SORTS.”

Ericka S. and Antonio Black in front of their house that Ericka bought while she was in college. (Photo by Amanda Andrade-Rhoades/The Washington Post)

the North Carolina governor's D.C. office for several years. But when the governor lost the next election cycle, Ericka decided it was time to go all-in in real estate in 2014.

“It was scary to make that decision and take the big leap, but I knew it was sink or swim, and I decided to swim. I grew up in an economically disadvantaged household. I didn't want to struggle; I wanted the freedom to be successful, travel, save and give back... I also loved the stability and spending time with my family, so I got to work as an entrepreneur,” Ericka recalls.

Ericka credits her grit and determination for helping propel her career, as she is currently ranked number 1 in the D.C. region of 11 Coldwell Banker offices for the Mid-Atlantic Region, based on sales volume. Last year, Ericka helped over 50 families find their dream home, closing approximately \$26 million in sales, and says she doesn't plan on resting on her laurels this year either.

Ericka was also appointed by Mayor Muriel Bowser to the District of Columbia Real Estate Commission in 2019. “This commission of elected members helps regulate real estate licenses and protect consumers by

upholding D.C. real estate license laws,” she explains. “It's a role I enjoy and take very seriously. But, first and foremost, I love helping my clients learn about investing in real estate to build wealth so they can better their lives.”

“I think a lot of agents are in this business for the money,” Ericka continues. “But I actually care about my clients... I care if this is a stepping stone house for them or a dream home. I don't treat a sale as just another transaction, I look at each home as a building block, and I'm their financial wealth advisor, of sorts. I just love when my clients tell me I made them feel like they were my only client, no matter the selling price point.”

When Ericka isn't advising and educating clients about personal finance, she has plenty of other passions to keep her days filled to the brim — spending time with her husband, Antonio, and their adopted black lab, King, hanging out with other family and friends, singing at her local church, and supporting local charities and organizations.

Ericka says she is all about giving back, and when she wins, everyone in her community wins. “When I became a

2020 recipient of NCCU's 40 Under 40, I started a scholarship to commemorate the honor; the 40 Under 40 endowment will allow one to two individuals annually to receive funds in perpetuity,” she explains. “I want to continue to give back and create scholarships and endowments, and I want to make more money so I can make more of a difference.”

As Ericka looks to the future, she hopes to continue to grow her business to allow for even greater philanthropic efforts and recommends all young people read *Rich Dad, Poor Dad* before they decide on a career path.

“That book is truly the catapult to creating the life you always wanted to live; you just need to change your mindset and realize success is freedom—the freedom to make your own choices,” Ericka advises. “But the most important thing to do is not to focus on the money in real estate. You need to genuinely care about the person you're helping, and the money will follow.”



Photo by Ryan Corvello

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# SAL RIHANI

BREAKING  
BOUNDARIES



Sal Rihani has a certain tenacity, an unrelenting courage that enables him to face challenges head-on. This courage, over the years, has grown into a voracious appetite for adventure, which he feeds both personally, with travel, and professionally, with every client he endeavors to help. His latest endeavor includes being a father to his new baby daughter, in addition to growing his brokerage, Nhabit Real Estate Co.

While there were a few key moments in Sal's life that directly contributed to his tenacious will and ultimate adventure into real estate, he was born with a certain amount of predetermined adventure in his soul. While Sal's father's family came to the U.S. in 1910, Sal was born in Jordan and grew up in Jeddah, Saudi Arabia.

Sal's father joined the rest of his family in the U.S. in 1991, arriving in Boulder, Colorado. Sal attended the University

of Colorado at Boulder with a triple major in small business entrepreneurship, marketing, and international business. He earned a bachelor's degree in finance and started his career in public finance/investment banking in Denver, Colorado, as an analyst.

After working at his first job for 18 months, putting in 12- to 18-hour days assisting a senior banker on a municipal bond deal worth \$17 million, Sal learned a valuable life lesson that changed his mindset. Of course, this lesson only occurred after catching a potential mistake he made at the eleventh hour that put his job in jeopardy.

Sitting down with the senior banker the next day, his heart racing with anxiety, Sal released a babble of profuse apologies. Seeing how distraught Sal was, the banker asked him a question. "Sal," he said, "what is the worst thing that could have happened today?"

"I would be fired," Sal responded. "Then what?" he asked. Sal paused and said, "I would brush up my resume and look for another job." The banker asked again, "Then what?" Sal said, "I'll find one eventually." Then, the banker said something that forever changed Sal's perspective.

"Sal," he said, "I would like to share a story with you to give you some context. I was infantry in Vietnam during the war. As you might imagine, I saw a lot of things during that time that I will never forget. What I learned is whatever doesn't kill you only makes you stronger."

That last statement stuck with Sal and created an almost fearless person who loves to explore and push his boundaries to improve each day. Sal and his wife have since hiked icebergs and volcanoes, driven 100-plus miles in blizzard conditions in the Arctic Circle,



...

dined with monks in Bangkok, and continually seek life-enriching experiences, including their latest — parenthood.

Professionally, Sal went on to become an assistant vice president with George K. Baum & Company and eventually transitioned into financial consulting, where he used his public finance experience to help land developers. Sal also created, owned, and sold several peripheral businesses, including an insurance brokerage, a consulting company, and a pest control business in both the United States and abroad.

Sal and his wife were living in Dubai when they made the decision to return to the U.S. and enter real estate. The intent, according to Sal, was to rekindle the connections he made, both stateside and in Dubai, to broker both individual and investment transactions in real estate.

“We were planning to move to Colorado after completion of my wife’s program at Georgetown University, but within three months of living in the area, we fell in love with the vibrant and diverse energy of the metro area and decided to make this home,” Sal explains.

“

As soon as anyone heard about my recent arrival from Dubai, followed by my background and the purpose of my Uber driving, they loved it, and it opened doors.”

After deciding to stay in the D.C. area, Sal pursued his real estate license in 2015 and began searching for the right brokerage. He recalls a discussion with his first broker, who, although he commended Sal on his abilities, asked him how he expected to guide his clients in this market without having ever lived in the area.



Sal Rahani, owner of Nhabit Real Estate.

Taking this question to heart, Sal remembered an article he read about someone who sold jewelry out of his car while driving for Uber and resolved to become an Uber driver to get more familiar with the area. While driving people to and from home or work, he’d ask questions about their neighborhood and the reasons they chose to live there.

“As soon as anyone heard about my recent arrival from Dubai, followed by my background and the purpose of my Uber driving, they loved it, and it opened doors,” he says. “Within only three months of Uber driving and putting 10,000 miles on my SUV, I picked up my first transaction for a purchase in Anacostia.”

Over the last five years, Sal has generated well over \$200,000 of direct revenue from commissions and management fees from the clients that jumped in his car and chose to work with him during that time. Sal has

used that same outside-the-box mentality and tenacious spirit growing Nhabit Real Estate these past two years.

A virtual brokerage (since 2020) of less than 20 agents that receive 100 percent of their commissions and exceptional branding and marketing, Nhabit Real Estate ranks within the top 50 brokerages in the area. While Sal says they still have a long way to go as they carefully select new agents, there is no doubt that, with Sal’s tenacity and hunger for adventure, they will continue to break boundaries.



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*delaney*  
**Burgess**



## Finding Herself through Real Estate

Delaney Irene Burgess has been in real estate for six years and has been a licensed agent for the past four. She is a member of the Gail Nyman Group at RE/MAX United Real Estate. For the last four years, the team consisted of just Gail Nyman, Gail's husband, and Delaney. But just a couple of months ago, the team grew to nine people and now includes Delaney's father, who followed her into real estate and joined her team. "Because he saw how much fun I was having," she laughs.

In her short career so far, Delaney has already won numerous awards and accolades. She made the Top 40 Under 40 for RE/MAX in 2020, Top 20 Up and Coming REALTORS® with Yahoo Finance, a top-five REALTOR® on social media in Maryland, and recently made the RE/MAX Hall of Fame. For the past three years, Delaney's been in the Platinum Club with RE/MAX but just recently was elevated to the Chairman's Club.

Coming out of high school, Delaney worked as a receptionist and as a server part-time. She was very unhappy and says she realized she had to make a change. So she started asking everyone if they knew anyone who was hiring. Her mother was working at a brokerage at the time, and an opportunity as an assistant for a new construction agent opened up. "I literally took the job right away and sat in the model homes. That's how I got started," she recalls. "And then I realized, I'm actually kind of good at this. Let me try to get my license."

Delaney would go on to get her license and found that real estate seemed to bring out the best in her. Five or six years ago, she says, no one would have believed she would end up in the service industry because she was so painfully shy. "But real estate got me out of my shell," she says. "In the last two years, I've found myself. I've definitely developed into who I think I'm supposed to be."

Delaney's day begins at 4 a.m. and starts with going to the gym for a workout, making a big breakfast, and taking her puppy, Franklin, for a walk. Then, she listens to motivational podcasts and relaxes while waiting for the workday to begin.

...



“When you’re happy and doing what you love, every day is a blessing.”



In just six years, Rising Star Delaney Burgess is a RE/MAX Hall of Famer.

Delaney sold \$29 million in 2020. This surprised her, she says, because she does not keep track of sales. “I’m not a very competitive person,” she says. Something Delaney says that does motivate her is the idea that “It’s you against you; I’m just competing against myself. I literally think about this every single day.”

Focusing on her clients rather than sales is what Delaney says is key to her success. And a game-changer for her business, she emphasizes, has been her team leader, Gail Nyman. “She really has been just amazing and a huge influence in my life.”

Delaney explains that what sets her apart is relationship building. “My clients become my friends, which is my biggest thing,” she says with a smile. “I go to their family parties and their cookouts. And that’s definitely something I pride myself on, that I’m able to become friends with all these people.” Success, she asserts,

is “doing what you love and being genuinely happy day to day. When you’re happy and doing what you love, every day is a blessing.”

One of Delaney’s short-term business goals that she’s excited about is to increase her client touch. “I would like to come up with a client loyalty program where I send yearly gifts, birthday gifts, Christmas gifts, a contractor list ... just stay more involved with the clients who have multiple transactions with me,” she says. “I’d also love to make the Top 30 Under 30 for the National Association of REALTORS®.” Long-term, Delaney would like to have a couple of investment properties and start her own team.

Delaney gives back to the community by donating to her church, NewLife Calvert, and works with End Hunger, providing food to the less fortunate. She also works with Christmas in April, which helps families with needed renovations to their homes.

One of her team’s plans in 2022 is to donate to a different charity each month. Delaney has chosen Project ECHO, a homeless shelter in her area.

Delaney’s ultimate goal, she says, is to continue to grow and to start her own team of successful, top-producing agents.

At the rate she is going, Delaney will very likely achieve this sooner than later.



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# TROYCE GATEWOOD

CREATING A CULTURE OF COLLABORATION



## cover story

By Zachary Cohen  
Photos by Angie Auth

“It began with a sweet little story,” Troyce Gatewood begins with a smile.

The year was 2004. After staying at home with her children for several years, Troyce returned to the workforce in 2001. By 2004, she was working as a corporate catering manager, a job that proved to be demanding for a mother of three. That’s when her father made a proposition that would reshape her life.

“My father asked me to take a real estate class with him. I thought, ‘Okay, I can do that.’ I thought he needed something extra to do because of his age. So I did it for him, but it turned out he was doing it for me.”

On the day of the final exam, Troyce’s father never showed up. Troyce passed her exam and promptly transitioned into a career in real estate.

“On the final exam day, he didn’t show. I was like, ‘What is happening?’ I didn’t put the pieces together until many years later. He saw something in me and got me started on my real estate path. He actually never planned to become a REALTOR®.”

### Rising to the Top

In real estate, Troyce dove in

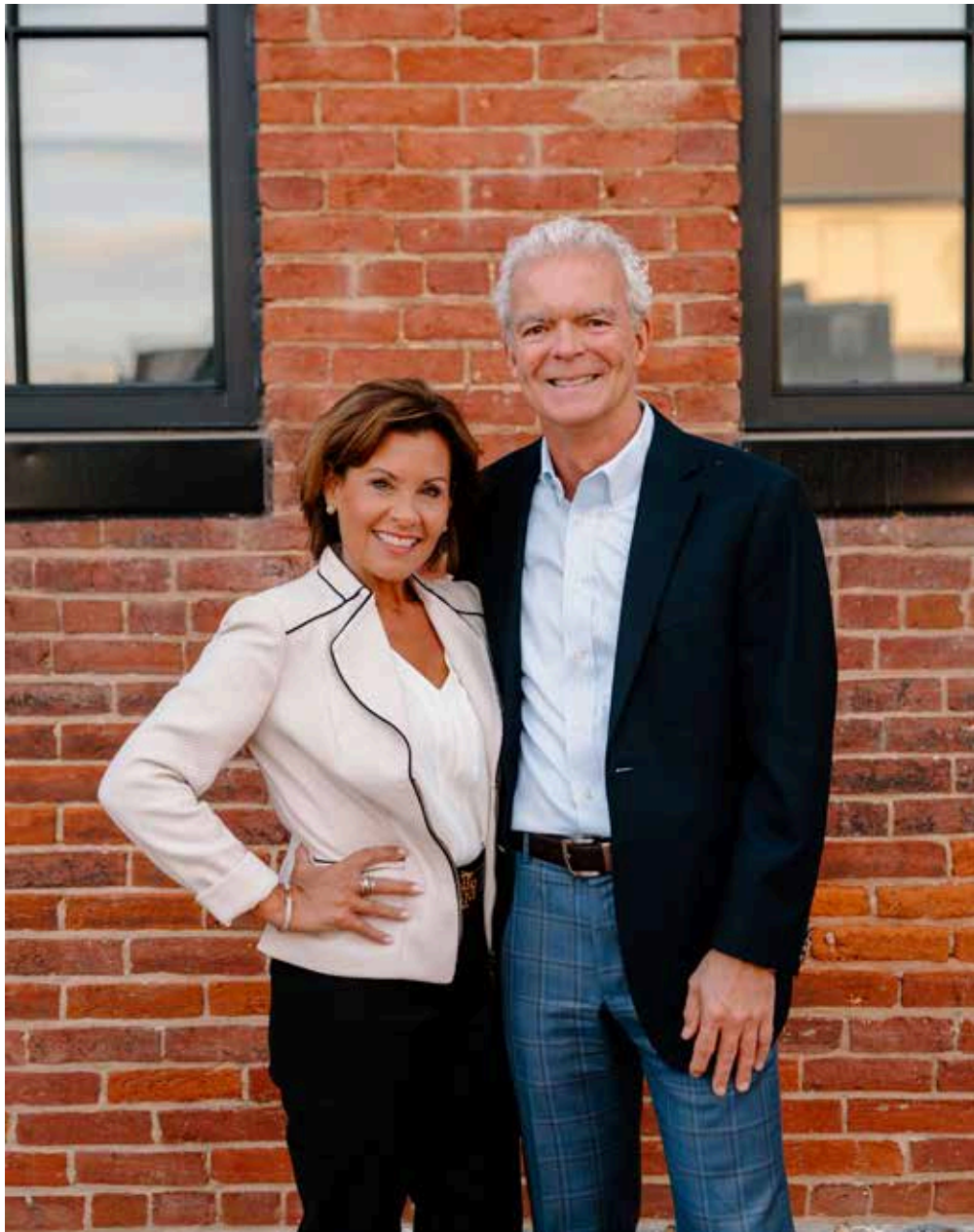
completely. She joined a team and found success as a buyer’s agent. Eventually, she became an individual agent, where she continued to earn recognition and accolades.

“One year, I went to an end-of-the-year party. The broker was giving out awards and saying all these accolades and accomplishments of the person being awarded, and they ended up calling my name for the top-producing award.”

Troyce was ecstatic with the recognition, but the following year, she missed the award by just a few hundred dollars. That lit a fire beneath her. She became determined to take her business to the next level. She got coaching and eventually started her own team.

“I was doing 50 transactions on my own, doing admin, working with





Troyce Gatewood founded Troyce Gatewood & Partners with her husband, Joe.

•••

buyers, and raising three kids. It was a lot,” Troyce says. “I missed the camaraderie of being on a team. I missed being around other people that were trying to crush it and learn and do the best they could.”

**Troyce Gatewood & Partners**

The first person Troyce recruited was her husband, Joe. Together, they built a business plan and hired their first administrative staff and agents.

“We made big mistakes along the way,” Troyce admits. “I was going so

fast that I didn’t think about what I really wanted from the team. Who am I? Why work with me?”

So Troyce began to home in on the culture she wanted to develop. She wanted to build a team that valued trust, care, and inclusivity. She wanted to treat her agents as partners, not subordinates.

Slowly, the culture of Troyce Gatewood & Partners began to take shape, and the sales volume has followed. In 2021, the team closed 288 transactions for

“

We’re all working side by side. I want to develop the agents and help them identify their brand within our brand. I want to create a culture that cares for one another.

\$125 million. The team now has 20 members (13 agents).

“I don’t cherry-pick leads. Everything here is fair. We’re all working side by side. I want to develop the agents and help them identify their brand within our brand. I want to create a culture that cares for one another,” Troyce explains.

Troyce has found a particular affinity for helping female agents develop thriving businesses. She sees real estate as an opportunity for women to empower themselves and be more present in their lives.

“It’s been so exciting watching the women on our team grow ... witnessing the changes in their lives, them flourishing. They come into a whole new person. It’s really impactful.”

•••





•••

**Living in Joy**

As the team has grown, Troyce has shifted her focus from her personal production to developing her agents. She's committed to helping those around her.

"Everyone on the team wakes up excited to come to work," Joe says. "Troyce always talks about this being her happy place, and she wants everyone to feel the same way."

Troyce and Joe have created a few auxiliary businesses to complement their work in residential sales. They own and operate TGP Homes, which helps sellers finance and renovate homes prior to being listed, and TGP Gives, a nonprofit organization devoted to giving back a portion of the team's proceeds to the community.

As Troyce and Joe look ahead, they imagine continued growth at a sustainable level.

"Our vision is becoming a reality," Joe says. "We started off in Frederick County and just opened a branch in Montgomery County. We started the nonprofit. We started TGP Homes. There are a lot of things we are looking forward to in the future. We want to grow very methodically."



The Troyce Gatewood & Partners team at Keller Williams Realty Centre.



Beyond Real Estate  
Troyce and Joe have three adult children. They enjoy playing games together, hiking, biking, and playing tennis. "We have a family tennis challenge. Our boys have been trying to beat us for years. We still win," Troyce laughs. "Joe was a tennis pro back in the day, so he's got a lot of tricks ... a slight advantage."

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# Stocking the Home Bar

A useful thing many of us have learned from a years-long global pandemic is how to *make do* — and even enjoy ourselves — with what we have at home. The familiar social act of grabbing a drink with friends was off-limits for months, leaving cocktail lovers ample time to hone their at-home mixology skills. Planning to show off your drink-mixing prowess this summer? Here are a few suggestions for stocking the home bar...

First, consider the drink-making occasions you have coming up to guide your selections. Do you need a versatile collection of spirits such that the most popular bar drinks can be whipped up with ease? Or are you mainly planning for intimate gatherings, focusing on favored drinks you want to perfect or a particular spirit you wish to explore?

Generally, according to most mixology experts, a well-rounded home bar should include at least one bottle of each core liquor:

- **Vodka:** Most home bartenders will benefit from having two bottles of



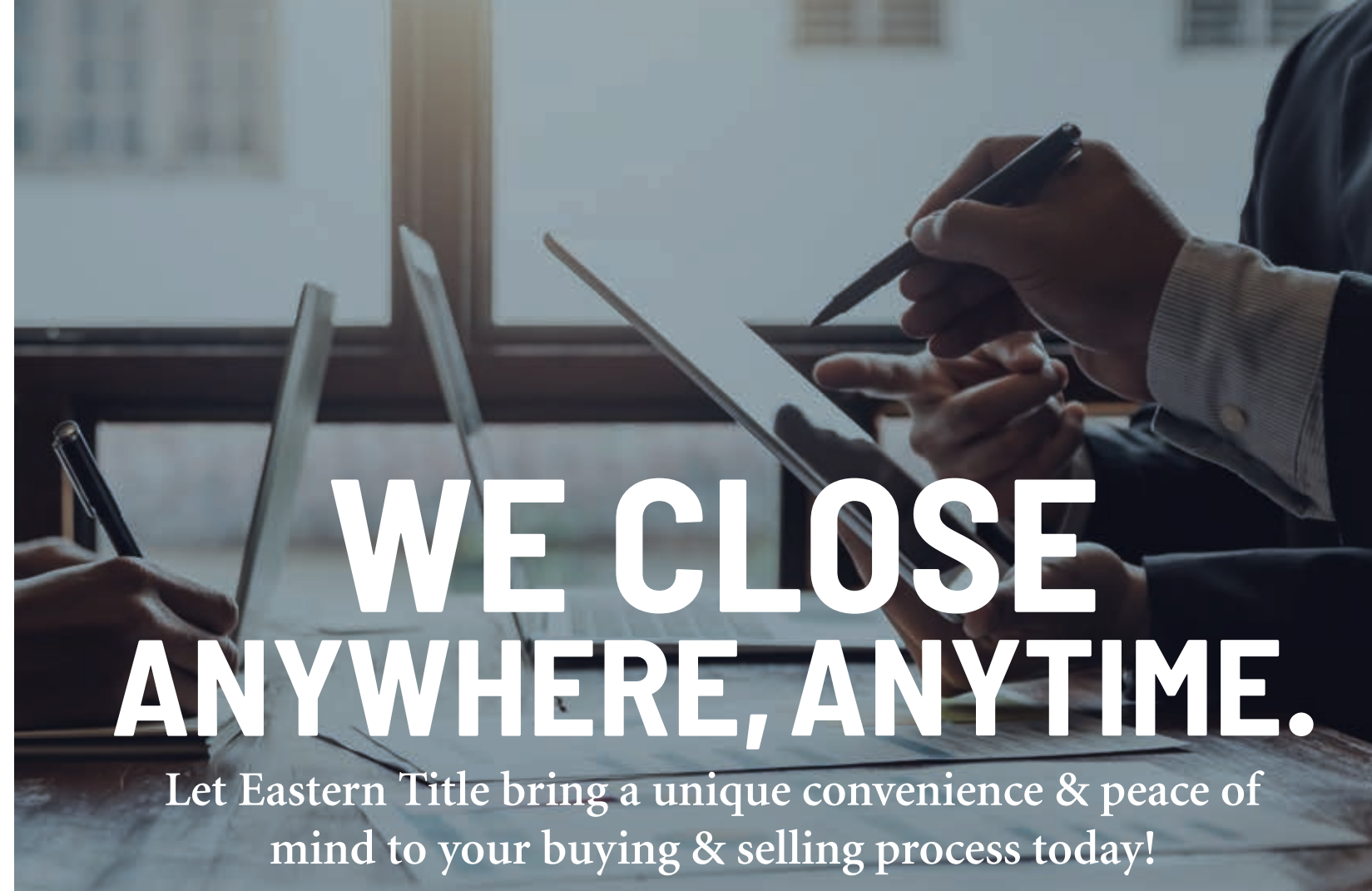
this indispensable spirit on hand — one budget-friendly bottle for mixing tall drinks, like bloody Marys, and a top-shelf bottle for smooth sippers like martinis.

- **Rum:** Two bottles of rum — one light and one dark — will make concocting summery daiquiris, mojitos, and mai tais a breeze.
- **Gin:** A high-quality bottle of dry gin is essential for beloved cocktails like the gin and tonic and dry martini.
- **Tequila:** Sweet summer sunshine and good tequila go hand in hand ... in a delightful margarita. A nice bottle of blanco (or silver) tequila is the best choice for your home bar.
- **Whiskey:** A premium bourbon and a blended whiskey are excellent options for both sipping and classic cocktails like an old fashioned.

**EXTRAS:**

- **Brandy:** Once considered a core spirit, brandy is the star in classic cocktails such as the sidecar and brandy alexander.
- Various liqueurs (choose one or many, depending on your preferences): amaretto, coffee, orange, Irish cream, vermouth
- Fruit juices, such as lemon, lime, orange, cranberry, and pineapple
- Sodas, such as club soda, tonic water, ginger ale, cola, and diet cola
- Citrus garnishes (twists, wheels, slices), such as lemon, lime, or orange
- Bitters
- Simple syrup

Cheers to cold drinks and sunshine this summer!



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# TOP 250 STANDINGS

Teams and Individuals Closed Data from January 1 to May 31, 2022

RANK	NAME	OFFICE	SELLING #	SELLING \$	BUYING #	BUYING \$	SALES	TOTAL
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Teams and Individuals Closed Data from January 1 to May 31, 2022

RANK	NAME	OFFICE	SELLING #	SELLING \$	BUYING #	BUYING \$	SALES	TOTAL
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RANK	NAME	OFFICE	SELLING #	SELLING \$	BUYING #	BUYING \$	SALES	TOTAL
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**Disclaimer:** Information based on MLS closed data as of June 6, 2022, for residential sales from January 1, 2022, to May 31, 2022, in Virginia, Maryland, and Washington, D.C., by agents licensed in our D.C. metro service area of Washington, D.C., and Frederick, Montgomery, and Prince Georges Counties in Maryland. 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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# TOP 250 STANDINGS

Teams and Individuals Closed Data from January 1 to May 31, 2022

RANK	NAME	OFFICE	SELL- ING #	SELLING \$	BUYING #	BUYING \$	SALES	TOTAL
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RANK	NAME	OFFICE	SELLING #	SELLING \$	BUYING #	BUYING \$	SALES	TOTAL
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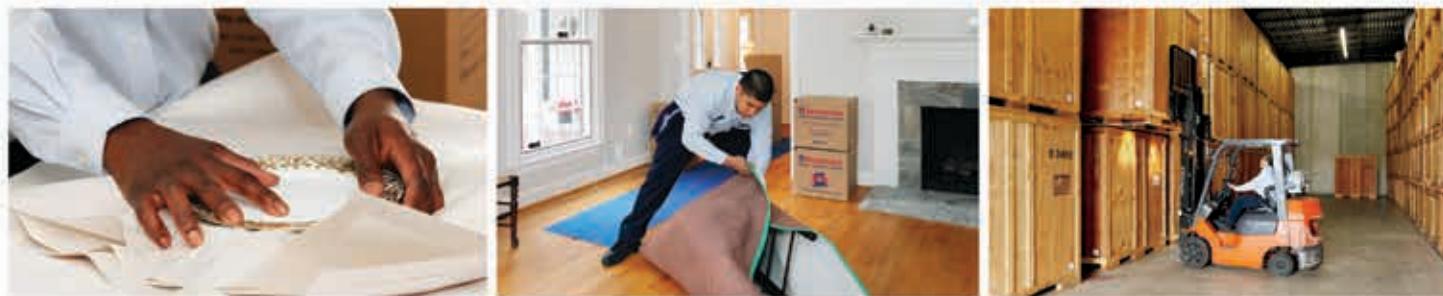


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