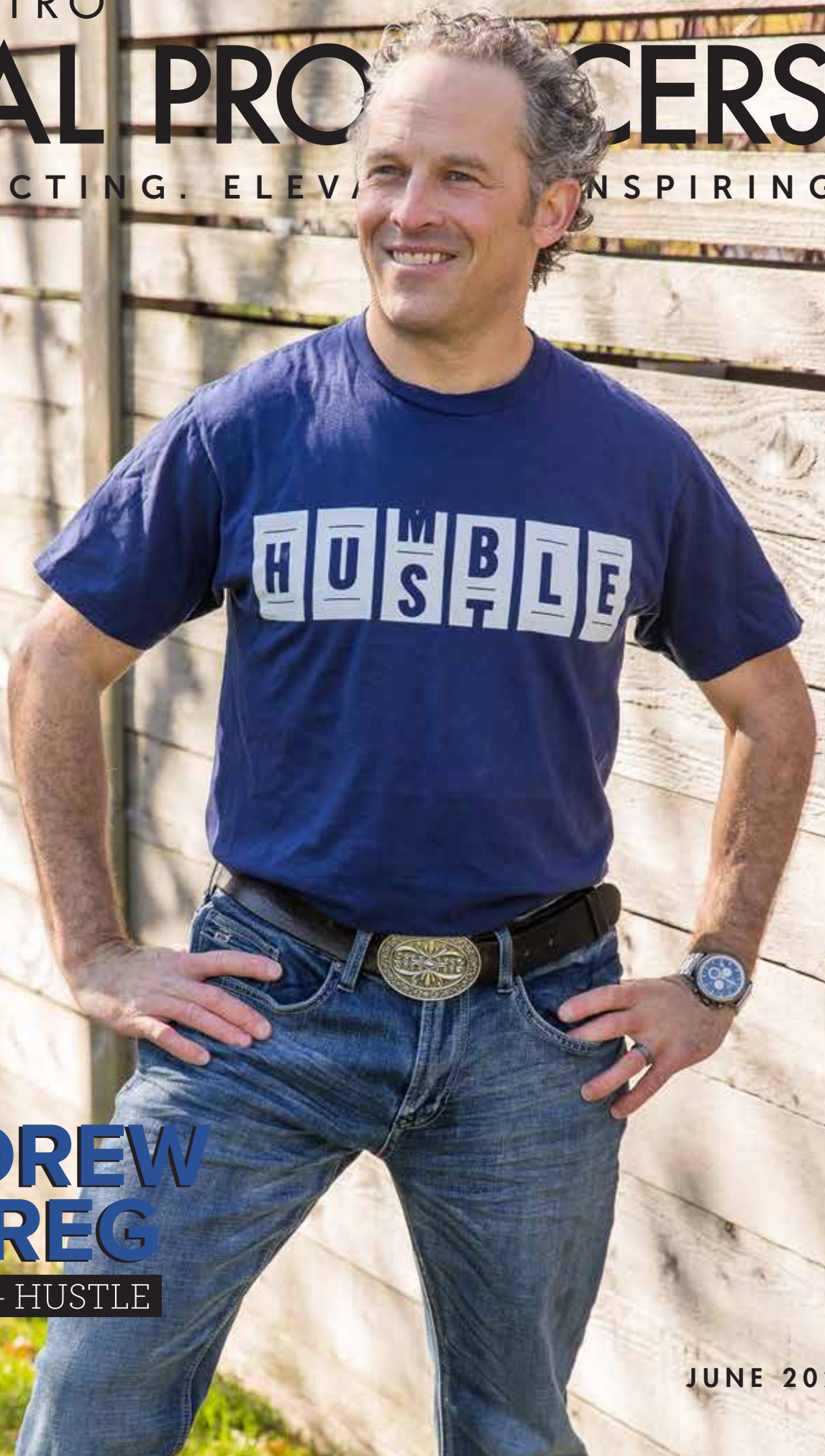


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TABLE OF CONTENTS




06
Index of Preferred Partners



11
Publisher's Note:



12
Save the Date: Casino Royale



14
We Ask: Which Book Has Impacted Your Life and Business the Most?



18
Special Events: Photos from Our April Magazine Party



22
Words by Wade: The Importance of Multiple Lead-Source Funnels



26
Legal Hotline: Solar Panels and Contracts in D.C. and Maryland




32
Partner Spotlight: Luis Cardenas Jr., Bargain Movers



38
Agent Spotlight: Sven Skarie



44
Rising Star: Isaiah Hazward



50
Cover Story: Andrew Esreg



59
Top 250 Standings



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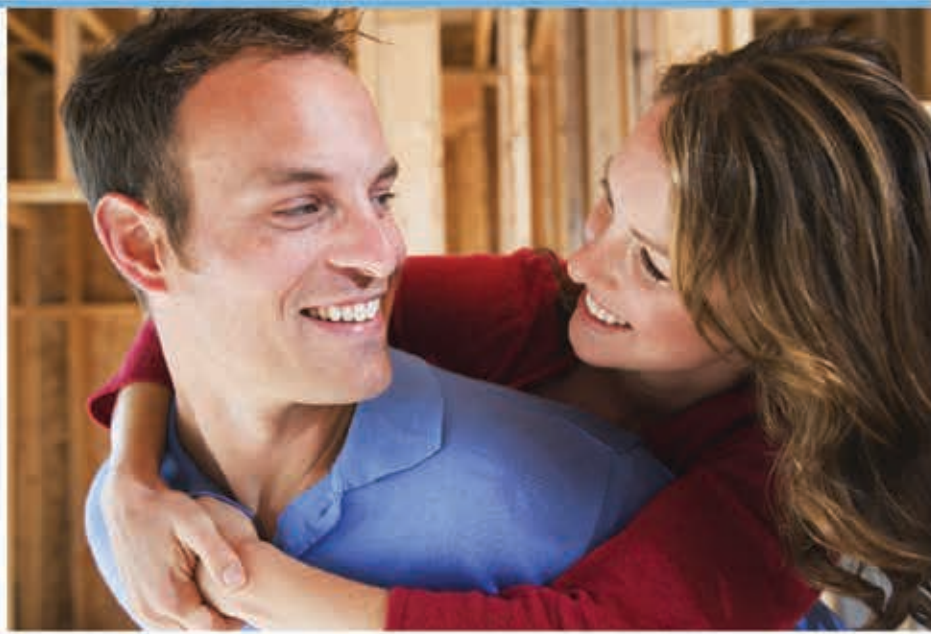
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HAPPY FATHER'S DAY!

► publisher's note

Dear DC Metro Real Producers,

Happy Father's Day! This month, we celebrate and appreciate the fathers, grandfathers, stepfathers, and all the other men in our lives who provide leadership, love, and guidance. Accordingly, we are featuring some truly amazing and inspiring superdads in this issue who also happen to be Real Producers!



Me and my dad, David Brindley

On page 16, be sure to check out answers to this month's "We Ask, You Tell" question, "*Which book has impacted your life and business the most?*" by members of our community! As a book lover myself, I personally enjoyed reading this month's terrific responses to add to my own "must-read" list. And if you haven't responded to one of our monthly "We Ask" questions lately, be sure to email us your responses so you can see yourself in print and other agents can enjoy your answers!

DC Metro Real Producers gathered at the Bethesda North Marriott for our Fourth Annual Mastermind event last month! We are SO thankful to Erik Van Horn, Juan Umanzor, Harrison Beacher, Dana Rice, Brandon Green, Troyce Gatewood, Nathan Dart, and Jason Martin for making this event so powerful and informative! We live-auctioned our panel and speakers throughout the day to raise funds for Love Justice International (LJI) to prevent human trafficking, and we appreciate everyone who participated and donated for such a worthy cause!

We especially appreciate Alchemy of Money, Intercoastal Mortgage, Town & Country Movers, Cinch Home Services, and Perry Moving & Storage for sponsoring this memorable gathering.

With the summer vacation season kicking into high gear, be sure to save the date for our upcoming Casino Royale event on July 12th! We highly encourage you to wear your best James Bond-inspired outfit to set the scene for a martini or two (shaken, never stirred) as we enjoy Texas Hold 'Em to raise more funds for LJI. Our goal is to save over 500 individuals from being trafficked this year and, just like we did at May's Mastermind, all proceeds will be donated to LJI!

In closing, I'd like to leave you with my highest hope: as you celebrate this Father's Day with your family, in addition to the many gifts of appreciation and dinner outings, let's focus on sharing words of gratitude and love!

Wishing you continued success, health, and much happiness!

Kristin Brindley

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FOOD FOR THOUGHT

What's your favorite "dad joke" or piece of advice imparted from your father or grandfather?

▶▶ special events

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▶▶ wealth building

By Brandon Green

THE ALCHEMY OF MONEY

Let's be honest: money is taboo.

Well, to be more accurate, talking about money is taboo.

Even though our world is “built” on it. Even though everybody has it, needs it, wants it, loses it. There’s a tremendous amount of shame and embarrassment that comes into play whenever anyone starts talking about their specific money situation.

And that's a big problem.

Because you’ll never be able to work through whatever’s holding you back from building your wealth if you don’t start getting specific – and honest – about your finances.

If you don’t have your numbers reported in real time, and understand what they’re telling you, that means you’re operating on luck.

Luck is a pretty lousy strategy, and can get you into big trouble.

Like, if you’re massively behind on taxes, or you feel like the financial advice you’re getting is somehow not quite right, how do you figure out what to do? How do you even know that you’ve got a problem? Or, in the case of tax debt, how would you ever find out that you aren’t alone and that there are clear and proven steps you can take to tackle it and come out on top?

What’s actually talked about – online or in polite society – is just the very tip of the iceberg. It’s nothing like the truth about money. And it’s definitely not giving you the whole story about what people are going through or what they’ve had to do to get to where they are today.

I didn’t start to see significant changes in my ability to build wealth until I took this “eyes wide open” approach to my finances and was able to get clarity about what I needed to do to move past my roadblocks.

After that, my life got a whole lot easier. I felt more confident in my decisions. I didn’t feel embarrassed talking about my increasing wealth or my prior struggles with money. It was almost like going through therapy.

Building wealth is a long-term endeavor, so you need more than just inspiration to go on. As you well know, it isn’t going to happen overnight—or even in a year (unless you’re incredibly lucky AND smart).

But it might happen in five years—if you’ve got a solid foundation, have a well-developed plan, and know where you’re headed.

That’s what **AlchemyOfMoney.co** gets right. **It gives you a plan and helps you take specific action.**

Whether you’re looking for more **clarity around systems**, wondering how to choose the right people to **add to your financial team**, or hoping to **avoid running into tax trouble** down the road, **AlchemyOfMoney.co** will help you move forward with confidence and make sense of your numbers.



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—Margaret Babbington, Founding Agent & Senior VP, Compass

The bottom line is: You can’t build wealth if you don’t know your numbers. Plan to get expert help in 2022!

For more information, please visit www.alchemyofmoney.co.



You might remember Brandon Green from his former

role as Principal Broker of Keller Williams Capital Properties. Brandon’s next act is helping agents know and manage their numbers, and he is now the Founder and Chief Alchemist at the Alchemy of Money®.

AlchemyOfMoney.co is the premier wealth-building platform and financial services firm for real estate entrepreneurs. Join the ultimate community of top Realtors committed to reaching—and sustaining—financial freedom. You’ll finally have the support you need to move through your roadblocks, make sense of your numbers, and set up systems that will build you real wealth.

▶▶ we ask...you tell!

Which book has impacted your life and business the most?



BLAKE HERING
The ONE Street Company
The Daily Stoic by Ryan Holiday.



LEXY BROUSSARD
ProTec Inspection Services
Extreme Leadership by Jocko Willink!



KYLE RICHARDS
Compass
The Compound Effect by Darren Hardy. It's about small actions that, when done over a long period of time, can yield results ... and is geared to real estate.



MARJORIE HALEM
Compass
Mitch Albom's *The Five People You Meet in Heaven*.



ELLIE SHORB
Compass
I read a LOT and have enjoyed books by Tim Ferriss, Mel Robbins, Tony Robbins, Daniel Pink, James Clear, Jim Kwik, Tom Ferry, Daniel Amen, and countless gurus. *The Obstacle Is the Way*, by Ryan Holiday, fascinated me. Based on the wisdom of the stoics, it challenges us to look at obstacles as the moments in life we will most remember — the ones that make us grow as a person.



WILLIAM FERRY
GAC Services
By far, my favorite book is *Think & Grow Rich* by Napoleon Hill.



HARRISON BEACHER
Keller Williams Capital Properties
Michael J. Maher's *The Seven Levels of Communication* impacted my life and business because it helped reinforce that the things we do with our community are effective and the correct strategy for growing the kind of business we want.



JORDAN CHRONOPOULOS
RLAH Real Estate
Relentless by Tim Grover.



SHANE FELDMAN
Alchemy of Money
The Talent Code, by Daniel Coyle, has been instrumental in the way I think about talent development — both when it comes to my own personal development and also the development of others. A fantastic book I could read a hundred times over!



KRISTIN BRINDLEY
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▶ special events

Photos by **Ryan Corvello**

Our most recent *DC Metro Real Producers Magazine* Celebration party was a phenomenal success! A very heartfelt *thank-you* to Goosehead Insurance for providing the wonderful space at 7200 Wisconsin Avenue in Bethesda, along with Perry Moving & Storage and Legacy Title Services, who sponsored this epic event. We had a terrific time connecting with our featured agents and esteemed partners over Caribbean fare with a savory French flair prepared by Chef La' Pierre, fantastic cocktails, and conversation. Thank you to all attendees for being a special part of our ever-expanding *DC Metro Real Producers* community!

Our photography crew snapped plenty of great pictures, which you can also find on our Facebook page: www.facebook.com/kristinbrindleyrealproducers.

And thank you to Ryan Corvello Photography and HD Bros for documenting such a memorable evening!

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. We appreciate you!

For more information on all *DC Metro Real Producers* events, please email us at info@dcmetrorealproducers.com.



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The Importance of MULTIPLE LEAD-SOURCE FUNNELS

One of the questions I ask REALTORS® in meetings is about how they generate their business. This is important because I need to know not only what they are doing to produce clients but how. Most of the time, the answer to this question involves how they get most of their business by referral. That's great, but it's only one lead-source funnel. Imagine if I owned a restaurant and only served food to the people I knew. Or if I was a dentist and only worked on the teeth of people in my sphere. Probably wouldn't own a restaurant or be a successful dentist for very long. Why? Not enough lead-source funnels.

Try this Exercise

Take all the transactions you did in the last 12 months and look at how those clients were generated. Are you heavy on one type of lead-source funnel or more diversified? Top Realtors in most markets have at least seven to 10 lead-source funnels that work pretty hard. They can be:

1. Referrals from sphere/past clients
2. Open House conversions
3. Social media posts and/or advertisements
4. Homebuyer/seller seminars hosted monthly
5. Farming subdivisions or school districts
6. Zillow/Trulia/Realtor.com purchase leads, etc.
7. Website leads, organic
8. Video leads through YouTube channel or short-form video
9. Client-appreciation events held quarterly or semi-annually
10. Calling FSBO, expired, canceled listings

These are just 10, but there can be many more. The key to growing your real estate business is growing your weak lead-source funnels. Look at this list, and if you have never generated business from half of them, it might make sense to make a goal of focusing on how you can gain an extra client (or more) out of each one per quarter.

Become Unguardable

I played college basketball. Imagine if the only way I could score was to shoot a three-pointer? That is all I did. Yes, you can have success if you are a great shooter, but you become a lot easier to guard as a one-trick pony. If I could score multiple ways, inside and out, and was a threat all over the court; well, that changes things quite a bit. The same applies to real estate. If your business is "referral only," you better be amazing at nurturing that database and getting those referrals. Even by doing that, you are limiting your business opportunities quite substantially.

Invest in You

Most agents would love to be in the *Real Producers* magazine, but the truth is, most don't get to that level due to their lack of diversity as to how they generate clients. Getting referrals from people you know is easy; shooting YouTube videos, calling FSBOs, converting open house leads, or investing thousands of dollars into other ways of generating clients is hard and not always fun. My message is to invest in you. Lean into what others won't do and capture those business opportunities by adding lead-source funnels to your real estate business. If you become unguardable, who is going to stop you?



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.

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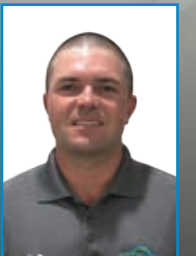
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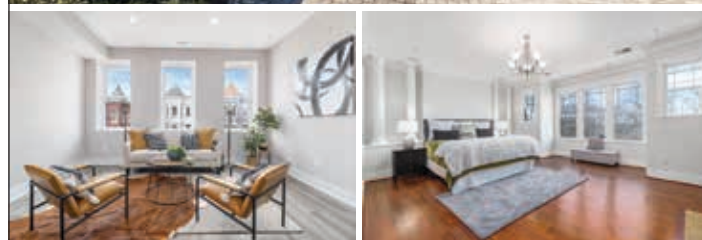
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By Kim Stepanuk, Esq.

Solar Panels & Contracts in D.C. and Maryland

The presence of solar panels on a house is a material fact that must be disclosed at or before the time of contract. Solar panels should not only be disclosed to the buyer but also the lender and the title company. Solar panels are usually considered a lien on the property because most solar panel companies will have the homeowner sign an installment contract which obligates the homeowner to pay back the full price of the solar panels, installation, and costs through monthly payments. Similar to a mortgage, when the amount due and owing is paid in full, the solar panel company will record a “release” with the land records department in the county where the property is located to show that no further money is owed. If a release has not been recorded in advance of settlement, the title company will need to clear the lien or ensure that the buyer has been approved and assumed responsibility for the payments.

The presence of solar panels should be disclosed in a few places and in a few ways:

In the GCAAR contract, disclosures should be made in the “Inclusions/Exclusions Disclosure and Addendum,” the “Solar Panel Seller Disclosure/Resale Addendum,” and the “Important Information for the Purchase of Real Estate” GCAAR forms, as well as in the “Notice to Buyer and Seller – Maryland Residential Real Property Disclosure/Disclaimer Act” form. The new GCAAR Solar Panel Seller Disclosure/Resale Addendum form was added to provide additional information and options for buyers regarding solar panels. Part 1 of that form is the seller disclosure, and part 2 is the resale addendum. In Part 1, the seller must

provide information about the solar panels (including whether subject to lease or loan or owned outright), provide the contact information for the lease and financing company, and attach any solar panel-related documents. Part 2 includes sections for buyer due diligence, a provision making the contract contingent upon buyer’s ability to assume the loan or lease, language regarding the buyer’s assumption of solar panel-related obligations, and a seven-day right to void the contract by the buyer.

In the Maryland REALTORS®’ contract, we typically see the disclosure made in paragraph 13 (inclusions/exclusions), paragraph 18 (addenda/disclosures) acknowledging the presence of a “Notice to Buyer and Seller – Maryland Residential Real Property Disclosure/Disclaimer Act” form, and a “Solar Panel Addendum to the Residential Contract

of Sale.” The disclosures will also be made on that Notice to Buyer and Seller and the Solar Panel addendum.

Maryland REALTORS® have two new solar panel-related addenda: the “Solar Panel Addendum to Exclusive Right to Sell Residential Brokerage Agreement” and the “Solar Panel Addendum to Residential Contract of Sale.” The former is made for a seller’s disclosures to their agent simultaneously with the exclusive right to sell so that a listing agent can properly disclose to any prospective buyers more information about the solar panel system and financing. The latter is an addendum to the contract of sale to be executed by the buyers and sellers.

Under both the Maryland REALTORS®’ and GCAAR forms, and similar to the HOA and Condominium resale package process, a buyer has a period during which they may review the solar panel documents and decide to either void the contract or proceed with the transaction in light of their review of this information.



Kim Stepanuk is a licensed real estate attorney with MBH Settlement Group Bethesda. Prior to joining MBH, she worked as a litigator at law firms in Montgomery County and Howard County, MD. If she is not at the closing table, you will likely find her hiking, baking, or chasing her 2-year-old daughter around, picking up the toys and socks left in her wake.



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WORDS OF WISDOM FROM THIS MONTH'S FEATURES



ANDREW ESSREG

RLAH Real Estate

"The dream is free, but the hustle is sold separately."—George Koufalis.

"Learn every point and angle of contracts/addenda really well... In this day of competing, multiple offers, you'd be surprised at what is available and misunderstood in those contracts.

Study them. The only cost of doing this is your time. It's 100 times more important than your last dozen social media posts, none of which are going to make you a more effective client advocate."



ISAIAH HAZWARD

Coalition Properties Group
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"Adversity is the key to success."

"My vision is to create 100 six-figure earners each year through Unfair Advantage, Inc., a financial literacy and workforce development nonprofit while encouraging them to become homeowners to build generational wealth for their families."

A Word from Our Preferred Partner:



SVEN SKARIE

Long & Foster Real Estate

"I think that when you go into a house, a lot of times people maybe don't have a vision of what it could be. Since many houses are older in nature, it's important to come up with a plan of what you can do to modernize it and create a plan to make it more comfortable for their needs."



LUIS CARDENAS JR.

Bargain Movers

"We really like to work with the REALTOR® community. They have direct communication with me to ensure the job gets done. So once they refer a customer to us, they know they are with Lou. They know they're in good hands. We are always accountable for the work and jobs we perform."

Favorite Quotes:

"It's better to light a candle than curse the darkness." (Chinese proverb)

"Do what you can with what you have from where you are."—Teddy Roosevelt





LUIS CARDENAS JR.

BARGAIN MOVERS

STEADY HANDS

When Luis Cardenas Jr. initially stepped in to take over Bargain Movers, his intention wasn't to lead the company long-term. His father, Luis Cardenas Sr., founded the company in 1982 as a retirement business, and when Luis Sr. fell ill with cancer in 2008, his son stepped in to help.

"In 2009, 2010, I was holding it together for him," Luis Jr. remembers. "But after a year and a half, I realized this company had the potential to be something greater and be able to provide for my family. So at that point, I said, 'Let's keep going.' I realized I didn't want to go work for somebody else again."





Luis Cardenas Jr. took over Bargain Movers in 2008 from his father, who founded it in 1982.

During this time, Luis Jr. realized he wanted to help his father continue his legacy.

BEGINNING AGAIN

By the time Luis Jr. stepped in in 2008, the business' systems were antiquated. He quickly recognized that he needed to bring the company into the 21st century.

"I got some mentors from some of the owners of larger companies. They helped guide me and show me what this industry was. I learned from my peers," Luis explains. "So I took a blue-collar labor industry that was run on early '80s technology and incorporated some corporate principles I learned in the corporate world. And it just worked. At the end of the day, I just wanted to be able to provide good, quality service at a fair cost and set expectations properly throughout the process."

Today, Bargain Movers remains a small, family-owned and operated business, but they've also grown since Luis Jr.'s early days. In the 13 years since Luis Jr. took over the company, he's gone from serving a few hundred customers per year to nearly a thousand per year.

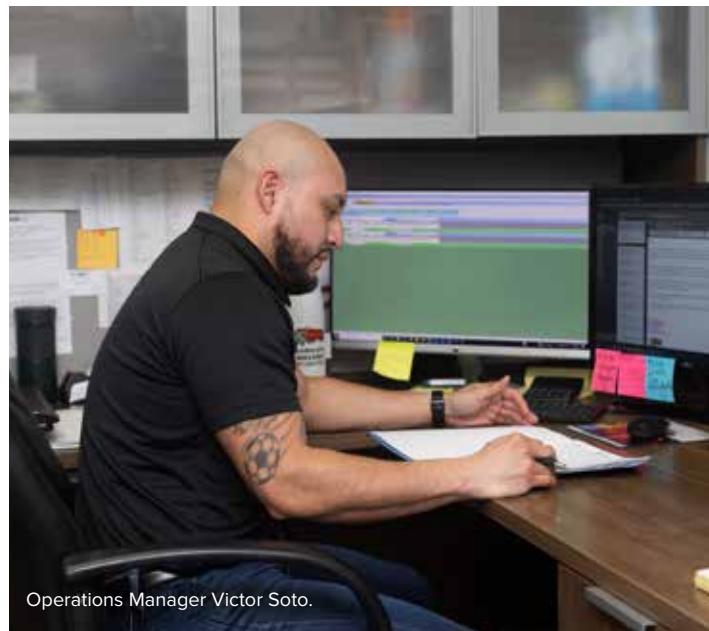
•••

"We began gaining a great reputation out in the marketplace. And the rest of the story wrote itself."

A SECOND-GENERATION BUSINESS

Luis Cardenas Sr. founded Bargain Movers in 1982 as a retirement business. He intended for Bargain Movers to provide good quality moving services and give back to the community he loved.

As a kid, Luis Jr. was never involved or interested in the moving business. He attended Shippensburg University for speech communication and, after graduating from college, got into corporate sales. But in 2008, he lost his job with the bank due to the housing market collapse, and his father was diagnosed with stage IV colon cancer just months apart.



Operations Manager Victor Soto.

CONTENT TO SERVE

Customer service is Luis' number 1 priority. He doesn't intend to grow the business into one of the area's largest. Instead, he's content to know that his clients are served well, his employees are taken care of, and his partners are supported.

"I've built this company to the point where I have seven trucks, 20 guys, and we're good. I look at it as I'm riding the wave. If you can ride that wave at a comfortable level, all my employees are taken care of and happy ... I don't need to be the next big guy. I don't want to manage that."

"For 2022, we've just come off an incredible year and a half of moving volume in the industry. I've never seen anything like this. My goal is to maintain the staff that I have and be able to provide jobs for them so we can continue to put food on the table and a roof over our heads, all while taking care of clients. We're steady, and I feel good about that."



For more information, please visit bargainmoversinc.com.



IN GOOD HANDS

"We really like to work with the REALTOR® community. They have direct communication with me to ensure the job gets done. So once they refer a customer to us, they know they are with Lou. They know they're in good hands. We are always accountable for the work and jobs we perform."



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SVEN SKARIE

Creating a Masterpiece

Sven Skarie's love of travel shines a light on his genuine passion for people. He's visited places like Norway, where he had the chance to visit relatives that run The Skarie Family Farm outside Oslo. More recently, he spent time with his wife's family in Quito, Ecuador, and he's visited countless other locations around the globe.

Sven has discovered that, regardless of culture, human beings have much in common; right alongside that, there are innumerable differences.

"We all get up and put pants on one leg at a time — but in different counties, different types of pants, or different types of clothing altogether," Sven jokes.

Sven's passion for learning about others has been a driving factor along

his professional path. He spent years as a photographer and filmmaker, documenting others' stories and experiences. Now, as a real estate agent, Sven has the opportunity to meet people from all walks of life ... and guide them through what may be the largest purchase of their lives.

The Road to Real Estate

Sven was born in Alaska. "The middle of Nowheresville," he adds, tongue in cheek.

He finished up his schooling in St. Louis, where his father worked as a real estate agent, before enrolling in film school in Florida. As a filmmaker, Sven continued to explore his passion for meeting people and telling their stories. He went on to work in the broadcast center on a

cruise ship, then moved to Austin, Texas, to dive deeper into the world of independent filmmaking.

"Austin, back then, had a very independent film scene — SXSW, Austin City Limits. It was a big, eclectic town at that time."

Sven worked hard to get his career off the ground but instead found himself working 60-hour weeks at Apple and in fine dining, making around \$40,000 per year. It was hard work for little reward. So when his stepdad called him and asked him to join him in real estate in Washington, D.C., Sven accepted.

"Chuck asked if I would come work with him and then quickly realized my value as a full-time agent partner

...

📷 @realproducers



...

exceeded being a personal assistant and that the business would be better served by my being an agent.”

Chuck, a Hyattsville native, helped Sven learn the ins and outs of the area and get his business off the ground.

Building a Business

Sven found a natural calling in real estate. “It’s such a relationship-driven business, and that’s in my DNA — building trust quickly with people. Meeting someone new, I approach them with a friendly demeanor and build strong relationships and trust. That came very naturally to me,” he says.

Sven began as a personal assistant for his stepdad, Chuck Bailey. After just a year, they became partners, and by 2018, Chuck retired, and Sven took over the business.

“I’ve been expanding, growing, learning all kinds of ways to do this business. Each year, I’ve gotten better and better.”

Finding His Groove

Sven has now been in the real estate business for over a decade. He currently closes 35 to 50 deals in any given year. Over 35 percent of his business comes from investor clients.

“I help them with selection, evaluations, and exit strategies. That’s been one of the pillars I’ve built the business on.”

In real estate, Sven continues to explore his creative side. While he doesn’t pick up the camera anymore, he continues to utilize his creative eye to benefit his clients.



“One of my strengths is to know most of the communities in the area. In our area, the historic homes are fascinating to me. It’s fun to experience each neighborhood and area,” Sven explains. “I think that when you go into a house, a lot of times people maybe don’t have a vision of what it could be. Since a lot of the houses are older in nature, it’s important to come up with a plan of what you can do to modernize them and create a plan to make them more comfortable for their needs. My creative side can help tell a story of what a house could be ... help people visualize what it



Sven Skarie and his wife Daniela have traveled extensively worldwide.

could be. That creative side of me connects me with people and their journeys, their stories. It allows me to be present, more available.”

Looking Ahead

Outside real estate, Sven continues to put focus on travel. He and his wife, Daniela, recently traveled to Ecuador, and they’ll be taking a post-COVID mini-honeymoon later this year.

“I love to travel. That’s my biggest passion and one of the deciding factors in choosing this industry. You can set your own path and build the business in a way that supports your life. Traveling has been one of my joys in my life.”

Here, in 2022, Sven’s business is in growth mode. He’s been working as a solo agent for years and is now focused on building a team of assistants and partners around him. He hopes to continue to touch the edges of what is possible.

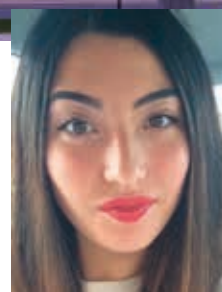
“My next edge is teaching others to do what I know. I want to have a couple of key people to help me with the operational stuff so that I can be focused on the relational part of the business. I want to take some of the stress out of business, to do business smarter. I don’t necessarily have a set number of deals in mind. I just want to learn the art of building and growing a team around me that I call partners.”



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ISAIAH HAZZWARD

▲ rising star
By Zachary Cohen
Photos by Ryan Corvello



BUILT ON COMMUNITY

“Real estate is nothing without the community. It starts there.”

Growing up in Prince George’s County, Isaiah Hazzward, a REALTOR® with Keller Williams Capital Properties, witnessed his parents build a contracting business, and the days of visiting job sites left a lasting impact on his life.

“I was at every project, boots on the ground, seeing how they were changing communities one door at a time,” Isaiah reflects.

Isaiah went on to study computer science at Morgan State University, but he continued to be drawn to the real estate world. When, in 2015, he found out he had a son on the way, he knew it was time to chase his dream.

“When I got to Morgan State, I was learning more about the power of real estate and the history of systemic disadvantages black and brown

communities faced at local and national levels. I knew homeownership could be the cornerstone of generational wealth, and I wanted to be the bridge that helped those that needed it most,” Isaiah explains.

So in 2016, Isaiah officially began his real estate career.

GETTING HIS BUSINESS OFF THE GROUND

Isaiah felt he had no other option other than to succeed.

“At that point, I had no clients, but I was full-time. It had to work ... or it had to work. No excuses, just results.”

In his first year, Isaiah found some success, closing six deals. The following year, when he transitioned to Keller Williams, his business began to really take flight. He found himself around more top agents and eventually met Harrison Beacher.

“Meeting Harrison allowed me to get into the D.C. market and learn the ropes from somebody doing it at a high level that shared the same values as me. That expedited the learning curve and helped me gain experience.”

As the lead buyer’s specialist for Harrison’s team, Isaiah began closing 40 to 50 deals per year. In 2019, his team merged with Keith James and Ryan Butler to become Coalition Properties Group.

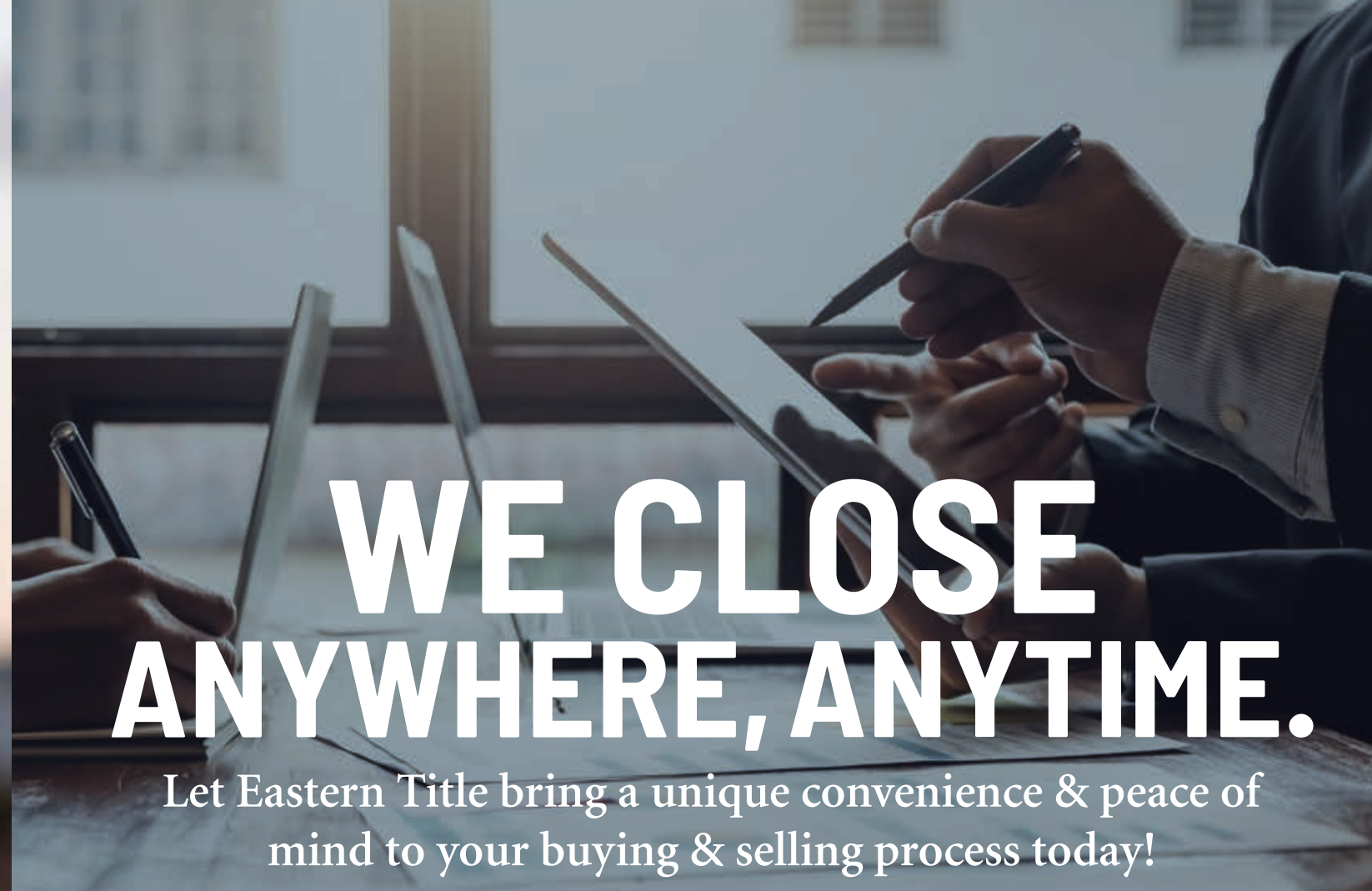
“I’m still in the lead buyer’s specialist role. We’re doing around 325 units a year, and I’m transitioning to a more director of sales role,” Isaiah explains. “It allows me to build scalable models for new agents that will expedite their learning curve and allow them to live their life by design.”

Along the way, Isaiah also founded AI Capital, a commercial, multifamily, and industrial investment business.



Isaiah Hazard founded Unfair Advantage, a financial literacy and workforce development nonprofit.

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COMMUNITY FIRST

Isaiah was drawn to the real estate business because of its ties to the community. That's why, as he's found personal success, he's doubled down on his commitment to his community.

"Prince George's County is home to some of the most talented individuals in the world. I want to continue to help elevate the community through strategic partnerships and accessible learning platforms," Isaiah says boldly.

Over the years, the ways in which he's added value have evolved. Early in his real estate career, Isaiah would take local business owners back to his alma mater, Eleanor Roosevelt High School, to speak with and mentor students. More recently, he founded Unfair Advantage, a financial literacy and workforce development nonprofit.

"We provide financial literacy, and then we fund our students so they can obtain IT certifications because it's a proven path where they can earn six-figure careers in as little as three to six months," Isaiah explains.

Unfair Advantage welcomed its first cohort of students in January 2022.

Six years into his real estate career, Isaiah has built the foundation for a long, prosperous future. Yet, his eyes aren't solely on his personal success. He is planning to lift his community up alongside himself.

"My vision is to create 100 six-figure earners each year through Unfair Advantage, Inc. while encouraging them to become homeowners to build generational wealth for their families. This is a lifestyle, and everything I build is for my son. He's that motor in my back that pushes me to keep on. This is for him. At the end of the day, I want to make the world a better place for him and allow him the opportunity to continue to pay it forward."

“

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ANDREW ESSREG



HUMBLE + HUSTLE

When *Real Producers* interviewed Andrew Essreg five years ago, he was a Rising Star on the D.C. metro real estate scene. Today, Andrew continues his meteoric success with a reputation among industry peers and clients as having pure hustle while staying humble. While Andrew didn't rattle off his own 2021 sales stats, we discovered this superstar dad and REALTOR® helped 53 clients and did just shy of \$46 million — amazing numbers for any regional or national team, but even more impressive because Andrew serves clients as an individual agent with no staff or contract help.

Real Producers sat down again with this enigmatic dad and Realtor to better understand his balanced, enthusiastic, and humble approach to guiding clients.

What is unique about your real estate approach and branding?

"I'm focused on client success, not mine. My brand is an extension of helping others, not centered around me. I don't do social media or email newsletters. My focus is on client relevance and action instead of broader communication about what I think people may want to hear. Honestly, I was a self-centered person growing up, needing to broadcast email updates to friends and family. Now, I've found more comfort through actions rather than words."

How do you set goals and measure success?

"I don't set sales goals or track stats. I don't consider myself a salesperson. I was never in sales before real estate; I was a business consultant. I enjoy advising and helping people, and real estate is the medium. Success is how

much impact I have helping others. That's what motivates me to give so much energy and makes me feel good each morning and night about what I do for a living. Buyers, sellers, investors ... folks expecting a child or lost a parent or partner ... getting married or divorced ... relocating to start a career, or retiring and downsizing. Newbies or real estate aficionados. My pro-bono projects are the most rewarding ... disabled veterans who have unselfishly served and protected our country ... individuals with special needs. My success is an organic extension of how I serve these clients to achieve an impact in their lives. It's not about me. Never will be in this business."

Your industry peers and clients use the term 'hustle' to describe you.

What does hustle mean to you?

"'Hustle,' in an urban context, means





“My own dad, Chuck, is a commercial Realtor in Cleveland. He treats his clients with such admirable care and respect. And has never been afraid to talk clients out of the wrong property. Wow, what a critical skill that is for engendering trust! I definitely have adopted that in my playbook.”

“And not to stray from the Father’s Day-issue theme, but I’ve learned a lot from and been very inspired by another practicing residential Realtor, my mom, Sally. As a child, I can vividly recall any contractor or client that my mom listened to with great interest and empathy telling her their whole life story from literally birth up until the present moment. Empathy, patience, and listening were never my strong skills growing up, but, ironically, have become some of the key aspects of being a Realtor that I enjoy the most.”

What do you like to do outside of real estate?

“Anything that involves exploring the outdoors, be it hiking boots, bike, scuba tank, camera lens, snowboard. I love live music.”

Do you have a favorite quote that motivates you?

“‘The dream is free, but the hustle is sold separately.’ Not sure if this

you work hard to sell things on the street, and you grind it out every day to improve your life. I’m glad we’re using the word hustle and not hustler [he laughs]. I’d say hustle, in a real estate context, means you give a lot of energy and work hard to help people improve their lives through real estate. And in my case, being committed to doing this has also improved my life on several levels. It means you do the things other people won’t do, and you do them with a sense of joy and purpose because you love the work itself. I will always put out my own open house signs because there is a pureness in the effort. And besides, you meet a lot of neighbors and curious passersby that notice you being hands-on! Inexpensive, pure marketing. Hustle means you look for enterprising ways to solve problems, but you rely on old-fashioned grit and determination to make things happen. I fondly remember building Ikea furniture and dragging it in several truckloads to my listings before I could invest in professional staging. You work hard, smart, with effort and enthusiasm that can’t be denied by anybody — whether client, collaborator, or competitor. I’m flattered to be described as someone with hustle.”

Who has inspired your work style and determination? It’s authentic.

“I’ve always had a special admiration for people that say what they do, do what they say, and always find a way to get it done even when the going gets super tough. My style isn’t totally authentic as I’m emulating my grandfather, Jack, who was a real hero of his day. One hundred and fifty percent Mensch. Whether he was busting his butt in South Philly selling groceries, women’s shoes, or eventually insurance ... people trusted him, they knew he had their best interests in mind, they relied on him, and they loved him. He always got it done while maintaining such a great sense of humor and a real zest for life. Both were contagious. I’ve inspired and molded myself around his traits as a person and, specifically, to how I’ve approached this second career as a Realtor. And in how I teach my 10-year-old son, Weston.”



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Andrew Essreg is a top performer with RLAH Real Estate.

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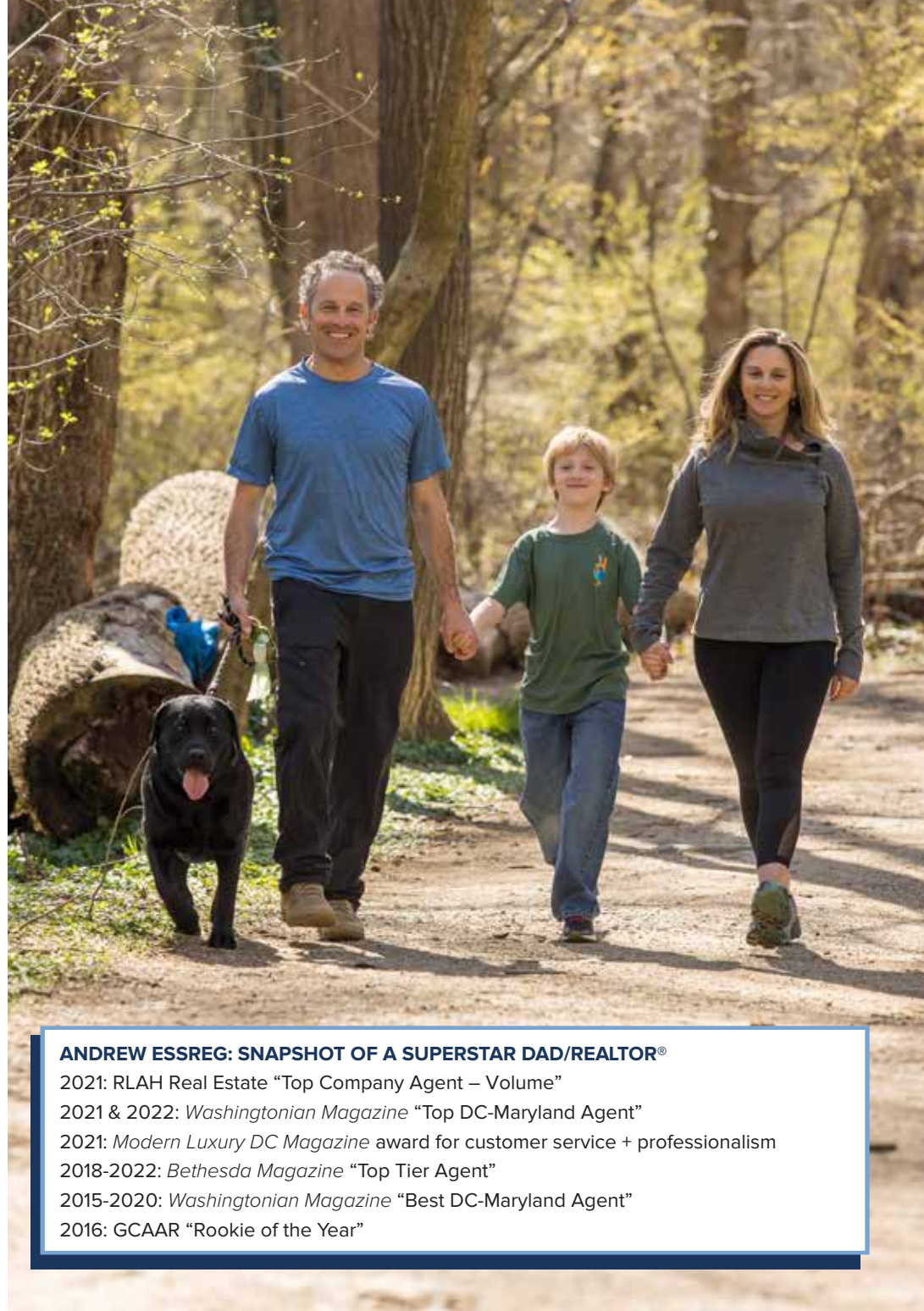
predates George Koufalis' book, but it was popularized by entertainers. Timeless message. So relevant to real estate. I share this with agents I mentor. Grind hard every day and really give it your all. It's one thing to think about it ... and quite another to do it, especially in the current market landscape. I have a zealous appreciation of life, and every day I try to channel that energy to others. It's how I guide clients, parent, treat friends, and motivate myself on challenging hikes and snowboard terrain. It may sound trite, but after a life-threatening mountaineering injury and nine months of learning to walk again, I try to live every day like it's my last. There's a lot of passion in that."

What communication and data tools do you use?

"I don't rely on social media, a website, email marketing, or drip campaigns. While it may work for others — and be core to their client attraction and retention — it's not the right fit for me. I need human touchpoints. I knock doors, meet clients at their offices, and will even ride a Metro with them to/from work. If I can't get face-to-face, I call people or Zoom. I love texts for convenience but never rely on them to guide clients or negotiate. Those are support tools for real communication. I crunch a lot of data using valuation software to help clients assess values of their homes, improvements, and market trends. And once you're a consultant, you can't get away from detailed spreadsheets, but I translate the information in ways my clients can understand and act on."

Given your status and expertise, what's some advice you can give to up-and-coming top producers?

"Learn every point and angle of contracts/addenda really well. Ask settlement agents, fellow agents, and brokers a lot of questions. It will help you write more creative, winning offers for your buyers, be able to review them more



ANDREW ESSREG: SNAPSHOT OF A SUPERSTAR DAD/REALTOR®

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- 2021 & 2022: *Washingtonian Magazine* "Top DC-Maryland Agent"
- 2021: *Modern Luxury DC Magazine* award for customer service + professionalism
- 2018-2022: *Bethesda Magazine* "Top Tier Agent"
- 2015-2020: *Washingtonian Magazine* "Best DC-Maryland Agent"
- 2016: GCAAR "Rookie of the Year"

critically with your sellers and gain the respect of more experienced agents in our field. In this day of competing, multiple offers, you'd be surprised at what is available and misunderstood in those contracts. Study them. The only cost of doing this is your time. It's 100 times more important than your last dozen social media posts, none of which are going to make you a more effective client advocate."

What would you like to be remembered for?

"As a Realtor, friend, brother, son, husband, and parent who was selfless, always could be trusted to help, and would stop at nothing to do so. Someone that valued kindness from others and paid it forward. I'm learning that life is rewarding when you have empathy for and work hard to help others."

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RANK	NAME	OFFICE	SELLING #	SELLING \$	BUYING #	BUYING \$	SALES	TOTAL
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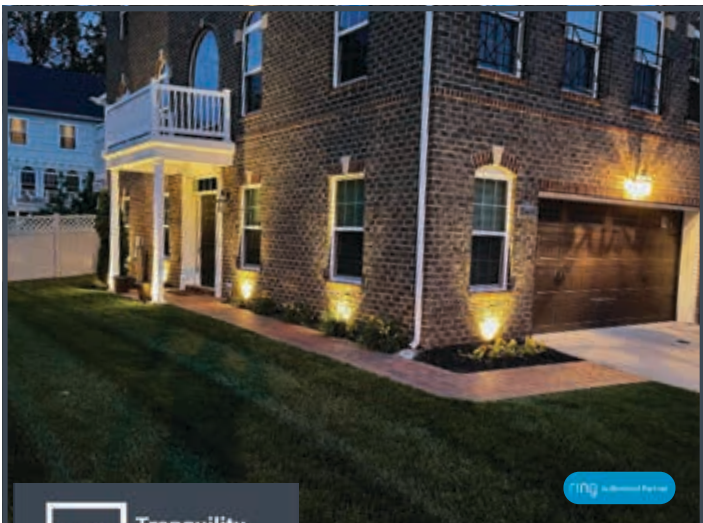





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