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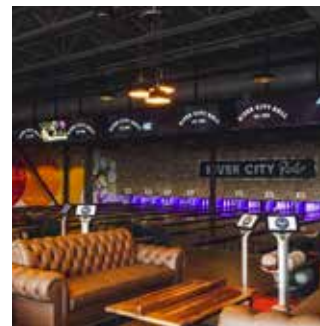
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If you are interested in contributing or nominating REALTORS® for certain stories, please email the publisher at [wendy@kristinbrindley.com](mailto:wendy@kristinbrindley.com). To view our magazine online, visit [richmondrealproducers.com](http://richmondrealproducers.com) and look for "magazine" or scan this QR code. (Password: connecthere@richmond)



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**Ellen Buchanan**  
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**Wendy Ross**  
Operations Manager



**Jaime Lane**  
Executive Assistant &  
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**Jess Wellar**  
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**Zachary Cohen**  
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**Christopher Menezes**  
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**Ryan Corvello**  
Photographer



**Philip Andrews**  
Photographer



**Bobby Cockerille**  
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- Frank Cava, Cava Companies



**Tammy Wilkerson**  
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# HAPPY FATHER'S DAY!

## publisher's note

Dear Richmond Real Producers,

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



Me and my dad, David Brindley.

On page 19, 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 too!

Richmond Real Producers gathered together at The Rec Room on Broad Street last month for our marvelous May Launch Party! This was an extra special occasion as it was officially the first time we were able to get the entire Richmond Real Producers community together in person for an event! We truly appreciate our generous sponsors, Tammy Wilkerson, of Designed 2 Sell; Joe Dunn, of George Mason Mortgage; and Strategic Gifting for making this event possible. Thank you to everyone who turned out to celebrate our successful launch of Richmond Real Producers last December!

Our quarterly events offer Real Producers like yourselves a chance to meet other top agents in person and make lasting connections in an ever-expanding digital world. Relationships are key (especially in multi-offer situations!), and these are amazing opportunities for you to network with your friends and colleagues, as well as meet with preferred industry partners within the local market. I look forward to meeting each of you at a Real Producers event soon, as we have our Richmond Casino Royale event coming up on July 14 at xxxxx, as well as our Richmond Mastermind event on November 10th! Keep an eye on your inbox for your exclusive invitations!

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



Owner and Publisher  
Richmond Real Producers  
(313) 971-8312  
Kristin@kristinbrindley.com  
www.richmondrealproducers.com



### FOOD FOR THOUGHT

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



▶▶ special events

# SAVE THE DATE JULY 14, 2022

RICHMOND REAL PRODUCERS PRESENTS

# CASINO ROYALE

6 PM-9 PM  
LOCATION TBD

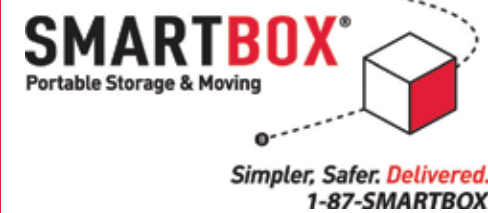


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For information on all Richmond Real Producers events,  
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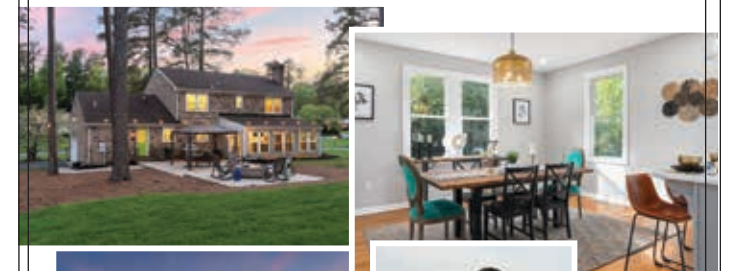
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# Which book has impacted your life and business the most?



**PETER PETRAS**  
One South Realty Group

*Ego is the Enemy* by Ryan Holiday. I've read it a couple of times. Good wake-up call and easy to look back and reflect on stressful and challenging moments.



**ELIZABETH HAGEN**  
Joyner Fine Properties

*Just Mercy* by Bryan Stevenson. It's a reminder of the importance of fair housing and treating everyone fairly.



**HEATHER VALENTINE**  
Valentine Properties

*Profit First* by Mike Michalowicz provides a great way to set up your business.



**TINA MORRIS**  
Keller Williams Midlothian

*Atomic Habits* by James Clear changes your mindset. Gives you a better appreciation for the simple things in your day-to-day life. Don't think of what you are doing as a means to an end. Enjoy that part too.

Hands down, the book that has influenced me the most is *Rich Dad Poor Dad: What the Rich Teach Their Kids About Money That the Poor and Middle Class Do Not!* by Robert Kiyosaki! It's what made me start my career in real estate. After purchasing my first investment property with a real estate agent who provided very little guidance and lackluster customer service, I figured it made sense for me to get my real estate license and work for myself. Eight years later, I have my own small team of agents and professionals that served over 60 friends and clients last year and produced over \$24 million in volume. I definitely didn't see that coming!



**MAHMUD CHOWDHURY**  
Freedom 1 Realty

*Steve Jobs* by Walter Isaacson. He wasn't pleasant, but we got all these great inventions.



**JAMES NAY**  
River City Elite Properties

*Good to Great* by Jim Collins.



**ERIK COLLEY**  
ERA Woody Hogg & Assoc.

I do a lot of Audible books. I listened to *The Book on Rental Property Investing* by Brandon Turner six times. It will change your life.



**SARAH HOLTON**  
Napier ERA

*The Soul of an Entrepreneur* by David Sax. This book inspired me that I could own my own business, choosing entrepreneurship over the corporate rat race. This came at a time in my life when I was just moving back to the U.S. from being overseas as a military family, allowing me the flexibility I needed to be there for my family.



**KATY A. RICHARDS**  
Cinch Home Services

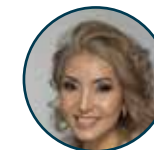
There are so many wonderful business books available to us; my first one, years ago, was *The Little Red Book of Selling: 12.5 Principles of Sales Greatness* by Jeffrey Gitomer. I have read several of Gitomer's offerings. Another favorite is *Customer Satisfaction is Worthless, Customer Loyalty is Priceless*.

There have been so many "self-help" and great books on selling over the years, but my all-time favorite writer is Mitch Albom. *Tuesdays with Morrie* made me take a different look at life and apply it to any profession. This, of all his books that I have read, is my favorite, but *The Five People You Meet in Heaven* is a close second.



**PHILIP ANDREWS**  
Virginia Architectural Imagery

*Profit First* by Mike Michalowicz.



**ALICIA SOEKAWA**  
The Collaborative

The book that has most impacted my life would be *The Laws of Success* by Napoleon Hill. I read this with a mastermind group, and it is truly the book that every other business and success book is based on. Originally published in 1928, it is amazing how all of it really still applies today!



**SUNDRRA JOHNSON**  
J & S Real Estate

The book that has most impacted my life is The Bible. Not only am I the principal broker and owner of J & S Real Estate, but I'm also an ordained minister. Many of my clients are by referral from the church congregation of Mt. Gilead, which streams out to the world every Wednesday and Sunday. I live my life by the "Golden Rule" of treating my clients as I would like to be treated.



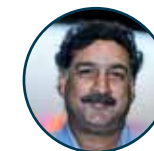
**JENNIFER MCMURDY**  
Capitol Home Inspections

*Atomic Habits* by James Clear. This book has taught me that if you want better results, your focus should not be on goals but rather on systems. Habits are the "compounded interest" of self-improvement.



**JOE DUNN**  
George Mason Mortgage

*The Go-Giver* by Bob Burg and John David Mann.



**RAVI GUTTA**  
Robinhood Real Estate & Mortgage

Panchatantra is a collection of Indian animal fables. The stories in Panchatantra offer us the possibility of making our lives richer and more meaningful. Through the wisdom of its fables, the book offers a vision of ourselves, warts and all. In doing so, it makes us aware of the fact that solutions lie within ourselves.





**MARY GARNER DEVOE**  
**Old Republic Home Protection**

Over 20 years ago, I read John Maxwell's *21 Irrefutable Laws of Leadership* and continually return to its truth. Many people have heard me quote it, mention it, recommend it, or have received it as a gift from me. It stands the test of time and is especially relevant now, when we have so many people talking over one another and trying to "manage" and "control." The world does not need more managers, but it does crave true *leaders*.



**ROBB MOSS**  
**Long & Foster Christie's International**

The book that continues to influence my life and career is *The Secret* by Rhonda Byrne.



**KATIE WILLIAMS**  
**First American Home Warranty**

*The Power of TED*\* (*The Empowerment Dynamic*) by David Emerald. It is a wonderful book that falls into several categories: self-help, relationships, and growth. It allowed me to see the relationship I have with myself and others in a new light. It is also one of those books you can read again and again to gain new insights.



**KRISTIN BRINDLEY**  
**Richmond Real Producers**

*Miracle Morning* by Hal Elrod.

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PRESENTS

# Stay Inspired

WORDS OF WISDOM FROM THIS MONTH'S FEATURES

*A Word from Our Preferred Partner:*



**MATT RUTLEDGE**  
**HOMETOWN REALTY**

"I believe in the old adage that the harder I work, the luckier I get. Getting started, I felt I needed to work as hard as I did when I was in the restaurant business. If I had to work 55 to 60 hours a week with a strict schedule, living paycheck to paycheck, why would I not do this as

a REALTOR®, when there is truly no cap to one's income potential?"

"Listen. Sometimes you have just to ask the question and let them answer. The key is to listen."



**ROBERT KFOURY**  
**GUARANTEED RATE**

"The most important thing to me is relationships, both personal and business. In my opinion, having good relationships with the people you surround yourself with is the key to happiness and success."

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**PETER PETRAS**  
**ONE SOUTH REALTY**

"I really do try to keep emotion out of it, which is difficult when you care so much about your clients ... so just treat every deal as if it was the home you were buying for your own family."



# ROBERT KFOURY

GUARANTEED RATE



▶ partner spotlight

By Chris Menezes  
Photos by Philip Andrews

## A Commitment to Love, Generosity, and Providing Value



***The most important thing to me is relationships, both personal and business. In my opinion, having good relationships with the people you surround yourself with is the key to happiness and success.***



Robert Kfoury, Senior Vice President of Mortgage Lending with Guaranteed Rate strives to provide a high level of service, speed, and quality to the mortgage experience, allowing his real estate partners to focus on their businesses rather than worry about the mortgage piece of the puzzle. Guaranteed Rate aids him in his mission to help customers buy their perfect home through a painless and seamless mortgage process.

Last year, Guaranteed Rate ranked as a top 3 retail mortgage lender according to Scotsman Guide's 2021 Top Mortgage Lenders Retail Volume.

“Guaranteed Rate offers low mortgage rates and a streamlined experience that puts our customers first,” Robert explains. “Whether you’re buying a home, refinancing, or seeking a second mortgage, Guaranteed Rate has you covered. They help both seasoned

homeowners and new buyers, using a combination of digital mortgage technology and human touch for an outcome suited to their needs.”

Guaranteed Rate prides itself on providing white-glove service from the beginning to the end of the mortgage process. They offer fast closings (as quickly as 14 days to the closing table) and a dedicated appraisal panel that works with their clients using an appraisal waiver tool to quickly let clients know if they’re eligible for an appraisal waiver.

“We have competitive jumbo rates and access to over 18 different jumbo lenders, offering a breadth of products, programs, and pricing,” Robert says. “Our programs are designed to maximize options for doctors with high student debt, low down-payment options, and asset-based mortgage needs.”

...



“  
**Guaranteed Rate**  
*helps both seasoned homeowners and new buyers using a combination of digital mortgage technology and human touch.*  
 ”

Robert Kfoury is Senior Vice President of Mortgage Lending with Guaranteed Rate.



Above all, it's Robert's passion for people and his commitment to providing value to those he works with that really sets his business apart. One of the most impactful experiences in Robert's life occurred when he was 12 years old after his mom was diagnosed with a rare, potentially life-threatening illness, forcing him to face the unthinkable — that his mom may not be around for much longer. Luckily, his mom overcame the illness, but the experience stuck with him and made him infinitely more appreciative of all his parents did for him.

@realproducers

“My parents always stressed the importance of having a good work ethic and acting with integrity in everything that you do. I live by those values today and strive to bring real value to others through the work I do, ensuring that everyone I work with feels like they are in good hands and can trust me. My parents' love and generosity are endless, and I'll consider myself successful if that's how I am remembered as well,” he says.

Originally from Northern Virginia, Robert attended Langley High School in McLean, Virginia, before heading south for college. He graduated from the College of Charleston in South Carolina with a degree in business administration and worked several odd jobs in various industries before diving into the mortgage business 11 years ago.

Robert currently lives in Richmond with his wife, Jesse, and their dog, Burkie. In their free time, they enjoy exploring the city, finding live music, and taking Burkie to the park. They also love spending time outdoors and playing golf and tennis.



Robert Kfoury NMLS 828303 Guaranteed Rate NMLS 2611 www.nmlsconsumeraccess.org



realproducersmag.com



 rising star  
 By Jess Wellar  
 Photos by Philip Andrews



A TRUE FAMILY MAN

# Peter

P E T R A S

PETER PETRAS REMEMBERS THE EXACT MOMENT HIS LIFE CHANGED FOREVER, BOTH PERSONALLY AND PROFESSIONALLY.

“My wife had just told me I was going to be a dad,” Peter recalls with a chuckle. “This was just before COVID-19 reached America ... and my mind started racing a thousand miles an hour thinking of everything that would be changing in my life with a new family member on the way. I tried to anticipate, but I had no idea how different life would become.”

Born and raised in Richmond, Peter graduated from Virginia Tech in 2014 with a degree in marketing management and interned for a company that did historic renovations, infill projects, and

new construction in his hometown. He says he admired the owners of the company for their savvy to snap up homes to remodel in less-popular neighborhoods while the market was still recovering from the Great Recession.

As the economy continued to gain steam, Peter decided to pursue the same career path and moved to Northern Virginia to become a project manager in training with Ryan Homes. After three years working in NOVA, though, Peter decided it was time to return home to Richmond, where his wife Blair is also from, so the two could raise a family there.

“Blair and I were actually in the same preschool class together and began dating our senior year of high school,” Peter notes with a smile. “My mom





somehow managed to unearth a picture of us in preschool ... it was actually pretty cool to see some photo evidence of the two of us sitting next to each other as kids.”

“There was always a big draw to come back to Richmond,” Peter continues. “You can travel anywhere here in under 30 minutes — which is rare for a city. It’s also incredibly affordable for the quality of life, great local restaurant scene, and my parents still live in my childhood home in Bon Air.”

#### Bitten by the Sales Bug

Back in Richmond, Peter took a project manager position with HHHunt Homes in 2017; he enjoyed working for the company so much that after two years passed, he decided to learn the sales side of the business in hopes of eventually getting into a management position there. But it didn’t take long for Peter to “get bit with the sales bug,” as he describes it.

“I loved my company, but I also loved sales. After I found out my wife was pregnant, I decided it was now or never to strike out on my own. And as my brother-in-law pointed out when I told him the big news just pre-pandemic lockdown in March of 2020, ‘Peter, it’s either going to be the best decision of your life ... or the worst decision you ever made!’ Turns out he was right.”

Peter interviewed with a few brokerages and thought he had his mind made up before going to talk to One South Realty.

“Once I met the team at One South, I just knew in my gut it was the right fit. I started in early May 2020 ... and that brings me to where I am today.”

Although still a relatively new agent, Peter is already enjoying fledgling success and notes his construction experience has helped him considerably to understand the inspection process and how best to navigate what can often be an emotional process. Peter closed \$6.5 million in 2021 with 23 transactions and hopes to close \$8 million to \$12 million in sales in 2022.

Peter Petras with his wife, Blair, and their son, Brady.

#### Finding His “Why”

With a second child due in June, Peter credits a Simon Sinek podcast for helping him find his deep “why” in his real estate business and notes he is more motivated than ever to up his transactional volume to create a lifestyle that affords him the flexibility to enjoy his young family, just like his dad’s schedule did when he was growing up.

“My dad ran his own business as an ophthalmologist. While he worked incredibly hard and put in many long days, it also afforded him the flexibility, as his own boss, to take time off for a vacation, go to my baseball tournaments, or anything else he wanted to be there for. I realized my desire to make the transition into life as a solo agent was driven by this desire to do the same for my family.”

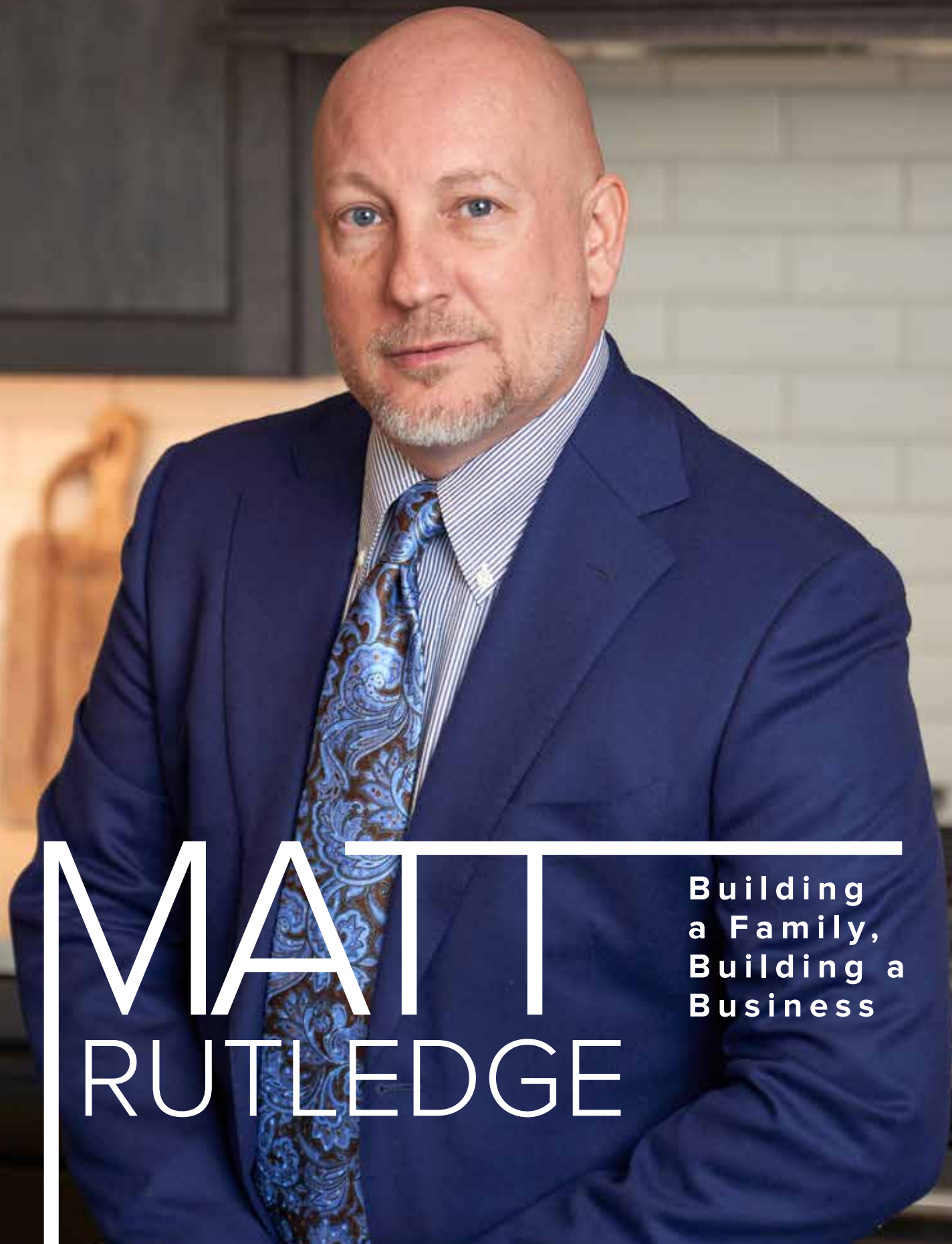
“My career started on the construction side of real estate,” Peter continues. “And it’s always been a goal of mine to get into the development/investment side of things while that knowledge is still fresh. I’ve been lucky because that goal has come to fruition over the past six months as I’m actively working on a couple of projects, and I’m excited to see how that portion of my career grows in the years ahead.”

When Peter isn’t focused on his burgeoning business, he loves spending time with Blair and their now toddling son, Brady, and says he enjoys taking their 90-pound Catahoula leopard dog, Griffey, on walks to the local park.

Two years on, Peter is quick to point out he still has a lot to learn as an up-and-coming producer but offers some sage advice to any would-be agents: “I really do try to keep emotion out of it, which is difficult when you care so much about your client ... so just treat every deal as if it was the home you were buying for your own family.”



“ I REALLY DO TRY TO KEEP EMOTION OUT OF IT, WHICH IS DIFFICULT WHEN YOU CARE SO MUCH ABOUT YOUR CLIENT ... SO JUST TREAT EVERY DEAL AS IF IT WAS THE HOME YOU WERE BUYING FOR YOUR OWN FAMILY. ”



# MATT RUTLEDGE

Building  
a Family,  
Building a  
Business



**H**aving kids often catalyzes profound changes in the lives of parents. Values, careers, and hobbies are all re-evaluated as children reshape daily life. Matt Rutledge's transition into real estate was the direct result of his growing family, and his new career has set him on a path to achieve more than he could have ever imagined.

## TOUGHING IT OUT

Before becoming one of Richmond's top real estate agents, Matt spent 20 years in the restaurant business. In that world, he was faced with a regimented schedule, long hours, little flexibility, and mediocre earnings potential.

"When we had our third and fourth child within a two-year period, I looked around at folks in my industry, and I realized that if I wanted to know my kids and stay married, I needed to come up with something else to do."

Matt stepped back from the restaurant industry and played Mr. Mom for the next four years. During this time, he built and scaled an online sales business that replaced his restaurant general manager's salary while allowing him the flexibility and time to enjoy his growing family.

"While my youngest two were toddlers, I changed careers to provide myself time to go to all the kids' doctor's appointments, volunteer weekly in their classrooms, assist the PTA and WATCH D.O.G.S.® programs, and help coach their youth sports teams," Matt reflects.

That all changed when Matt's youngest entered elementary school.

## FINDING HIS CALLING

Matt had long held an interest in real estate. He remembers hearing at a young age that real estate sales and investing were a good way to secure his financial future. As his schedule opened up, he realized he was finally ready to pursue his dream. In early 2019, he got his real estate license and set off on a new professional adventure.

Matt found immediate success. He had five deals under contract in his first month, and he closed 35 deals during his first seven months in the business. In 2020, he closed 55 homes, and in 2021, he closed 65. As he looks ahead, he hopes to build more robust systems, automate processes, begin investing in real estate, and always look for more quality time with his clients.

"I believe in the old adage that the harder I work, the luckier I get. Getting started, I felt I needed to work as hard as I did when I was in the restaurant business. If I had to work 55 to 60 hours a week with a strict schedule, living paycheck to paycheck, why would I not do this as a REALTOR® when there is truly no cap to one's income potential?"



Seventy-five percent of Matt Rutledge's business is new construction.

Matt's work ethic allowed him to generate the luck that has become his success.

"As I was getting started, I prided myself on being the first one in the office every day. I was a firm believer in getting out to do three open houses every weekend. I then realized I was busy on the weekends but had lots of time during the week to find some leads. My brokerage is connected to a building company, and I was able to start subbing in and covering some of their model homes on those weekdays. Eventually, the builder offered me a spot marketing one of their neighborhoods with 140 sites. That was really the start of it all for me."

Matt has since grown his new construction business; he represents and markets for three builders and manages/markets five neighborhoods for that original builder. Today, 75% of his business is new construction.

Whether he is selling new construction, resale homes, or land, Matt is committed to working hard for each and every client. He keeps himself accessible from 6 a.m. to 11 p.m. every day, and his team has the systems and processes to support his clients during their time of transition.

"You're not going to come across a Realtor that works harder for his clients than I do," Matt beams. "I'm boots on the ground, ready to work anytime."



#### FAMILY FIRST

Matt is, first and foremost, a husband and father. He and his wife, Lindsey, have four children: Kayeleigh (18), Dawson (16), Jackson (11), and Sawyer (9). Most of his time outside real estate involves juggling his kids' youth sporting events, cooking family meals together, and finding quality one-on-one time with his wife or kids.

You're not going to come across a REALTOR® that works harder for his clients than I do.

**I'M BOOTS ON THE GROUND, READY TO WORK ANYTIME.**







# RIVER CITY ROLL



Photo by Ryan Corvello

## Let the Good Times Roll!

*Richmond Real Producers* wants to express our deepest thanks to River City Roll for hosting us for our inaugural *Richmond Real Producers* pre-launch magazine party in February!

We enjoyed boutique bowling, a seasonal menu from Chef Brad Slemaker, trendy cocktails, and a dog-friendly patio that was, thankfully, heated and covered for our winter merriment!

Located in the Scott's Addition neighborhood, River City Roll is Richmond's social spot for live music, as well, with one of the city's best live concert venues and a full-service bar. River City Roll is also proud to offer 20 lanes of "hyperbowling" to keep the fun rollin' all evening long!

What is "hyperbowling," you ask? Hyperbowling is a fun and colorful twist on the usual game, and it also multiplies your pinfalls. River City Roll is one of only eight bowling facilities in the world to offer hyperbowling, and don't be fooled ... it may look easy at first glance, but watch out — each level increases in difficulty!



Photo by Ryan Corvello

River City Roll, located at 933 Myers Street, off Arthur Ashe Boulevard, is owned by Richmond natives who are proud of their amazing city filled with cool, creative people. The owners wanted to create a place where everyone could come enjoy a great meal, have a blast with their friends, and simply "let it roll."

River City Roll can also host your party and make sure it's one to remember. They specialize in corporate events, private concerts, holiday parties, networking conferences, special occasions, happy hours, and so much more. Bring the entire gang to River City Roll and see why they're raising the bar of what a night out on the town in Richmond can be!



Photo by Ryan Corvello

Not in the mood to hit the town? No problem! River City Roll now offers carry-out and delivery options for a quiet night in, so you can Netflix and relax with upscale cuisine.

For more information on how you can let the good times roll and reserve a lane, a table, or catch an upcoming concert, call River City Roll at 804-331-0416 or check out their website today! [www.rivercityroll.com](http://www.rivercityroll.com).

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## TOP 100 STANDINGS

Teams and Individuals Closed Data from January 1 to April 30, 2022

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 May 4, 2022, for residential sales from January 1, 2022, to April 30, 2022, 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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• MA: Mortgage Lender & Mortgage Broker License #MC2612 • ME: Supervised Lender License #SLM12302 (20220221-1148470)

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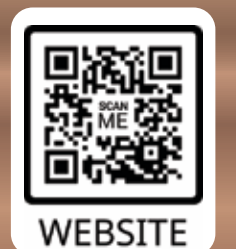
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