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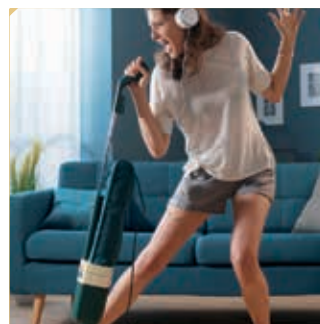
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Cover photo courtesy of **Ryan Corvello Photography**.



If you are interested in contributing or nominating REALTORS® for certain stories, please email us at Kristin@kristinbrindley.com.

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FAQ

By Kristin Brindley

ABOUT THIS MAGAZINE



We realize that *Real Producers* is a new concept here in Richmond, and some of you may be wondering what it's all about. That is why we have created a "FAQ About this Magazine" page. Here, we will answer the most commonly asked questions around the country regarding our program. My door is always open to discuss anything regarding this community — this publication is 100-percent designed to be your voice!

Q: WHO RECEIVES THIS MAGAZINE?

A: The top 500 agents in the Richmond area. We pulled the MLS numbers by volume from Jan. 1, 2021, to Dec. 31, 2021, in the Greater Richmond area. We cut the list off at #500, and the distribution was born. For this year's list, the minimum production level for our group is \$8.14 million in 2021. The list will reset at the end of 2022 for next year and continue to update annually.

Q: WHAT IS THE PROCESS FOR BEING FEATURED IN THIS MAGAZINE?

A: It's really simple — every feature you see has first been nominated. You can nominate other REALTORS®, affiliates, brokers, owners, or even yourself! Office leaders can also nominate Realtors. We will consider anyone brought to our attention because we don't know everyone's story, so we need your help to learn about them.

A nomination currently looks like this: you email us at wendy@kristinbrindley.com with the subject

line, "Nomination: (Name of Nominee)," and explain why you are nominating them to be featured. It could be they have an amazing story that needs to be told — perhaps they overcame extreme obstacles, they are an exceptional leader, have the best customer service, or they give back to the community in a big way. The next step is an interview with us to ensure it's a good fit. If it all works out, we put the wheels in motion for our writer to conduct an interview and for our photographers to schedule a photo shoot.

Q: WHAT DOES IT COST A REALTOR®/TEAM TO BE FEATURED?

A: Zero, zilch, zippo, nada, nil. It costs nothing, my friends, so nominate away! We are not a pay-to-play model. We share real stories of real producers.

Q: WHO ARE THE PREFERRED PARTNERS?

A: Anyone listed as a "preferred partner" on our Index of Preferred Partners page is part of this community. They will have an ad in every issue of the magazine, attend our quarterly events, and be a part of our online community. We don't just find these businesses off the street, nor do we work with all businesses that approach us. One or many of you have recommended every single preferred partner you see in this publication. We won't even meet with a business that has not been vetted by one of you and "stamped for approval," in a sense. Our goal is to create a powerhouse network, not only for the best Realtors in the area but the best affiliates, as well, so we can grow stronger together.

Q: HOW CAN I RECOMMEND A PREFERRED PARTNER?

A: If you have a recommendation for a local business that works with top Realtors, please let us know! Send an email to jennifer@kristinbrindley.com.

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▶▶ publisher's note

The Value of SIX MONTHS

Hello, Real Producers of Richmond!

We're pleased to bring you the fourth issue of *Richmond Real Producers*. I can't believe it's been over six months since we started this journey to create a platform connecting the top 500 producers in the real estate community and build a stronger sense of community within the upper echelon of the industry. Six months ago, we had no product, no sponsors, no events planned, no social media presence ... but we had a mission! We had a burning desire to not only create this platform but also to build it into something significant in the lives of our agents, sponsors, and brokers.

Fast forward six months, and we have over 20 sponsors, had over 80 attendees at our first magazine release party (who collectively did over \$2 billion in business in 2021!), and have four issues already in print.

One of my mentors always taught me that "When you light yourself on fire, people will come to watch you burn." For the last six months, my team and I have been on fire - vetting dozens of vendors weekly, meeting with brokers, interviewing agents, coordinating photo shoots, planning parties, and designing this publication. We're excited that you're along for the ride and can't wait to see where the next six months take us!

When you look at the next six months of your life and business, here are three questions to ask yourself: 1) Where would you be six months from now if you KNEW you could not fail? 2) What would your goals be? and 3) What level of activity would you have? Oftentimes, we overestimate what we can do in a year, but significantly underestimate what can be accomplished in six months. Remember this: "Work expands to the time we allocate to it." If you have a BHAG (Big Hairy Audacious Goal) for the next six months, we'd love to hear about it (and see how we can help out). Feel free to shoot me an email and let me know what you're working on. It would be my pleasure to do anything I can to help!

Our first magazine release party was held on February 10th. Look for photos from the event in next month's issue!

P.S. Our big Launch Party will be held on May 11th!! Keep an eye on your inbox for more details coming soon!

TRADITIONAL GAELIC BLESSING

May the road rise up to meet you.
May the wind always be at your back,
May the sun shine warm upon your face;
the rains fall soft upon your fields and until we meet again,
May Gold hold you in the palm of His hand.

With gratitude,



Kristin Brindley
Owner & Publisher
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For information on all Richmond Real Producers events email info@richmondrealproducers.com

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Stay Inspired

WORDS OF WISDOM FROM THIS MONTH'S FEATURES



MIKE HOGAN
The Hogan Group

"One thing that's benefitted me in my career is building a network of people who think bigger than myself. I found I had to get out of my own little bubble and go national to find people doing the things I wanted to do at an incredibly high level. Those are the people I've surrounded myself with. So that's the advice I'd give agents — find people who have the businesses you do and network with them, talk with them, become friends with them."



PATRICK SULLIVAN
One South Realty

"Be committed to the process, not the result. You can't control the market, and deals may fall through, but if you work hard, keep your head down, and don't get lost in your own success, it will all work out."



KAREN LOEWEN
Jenni & Co.

"When I leave this Earth, what I want people to know is they mattered ... and I cared enough."

Favorite Quote: "Go to bed with a dream and wake up with a purpose."

A Word from Our Sponsor:



MARY GARNER DEVOE
Old Republic Home Protection

"I understand time kills deals. I understand that the quicker you can hop on an issue, the better it is. I understand problems are going to happen. It's about how you respond to them that matters."



mary garner DEVOE

Old Republic Home Protection



▶▶ partner spotlight

By Zachary Cohen
Photos by Ryan Corvello



Mary Garner DeVoe spent 30 years as a Realtor and Keller Williams area director before joining Old Republic Home Warranty.

PEOPLE HELPING PEOPLE

In her 30 years in the real estate industry, Mary Garner DeVoe accomplished everything she set out to. She began as a REALTOR® in Louisiana in the late '80s, and later helped grow a title company to become the largest in the state. In 2000, she launched one of the first Keller Williams franchises in the Gulf States. She went on to open six more franchises from Louisiana to Raleigh-Durham to Washington, D.C., and by 2018, she was an area director with five offices and 1,000 agents under her guidance.

But after three successful decades, Mary Garner was ready to retire and return home.

"I was riding back from a real estate event and my brother called. He was so serious. He said, 'Dad's in cardiac ICU at the hospital.'"

Mary Garner traveled back and forth from D.C. to Richmond for several weeks, and thankfully, her

father was nursed back to health. During this time, however, she had another realization.

"I found that Richmond is where I wanted to be. I was tired of the pace of real estate and wanted to come home. I really missed my brother and sister and family. So I retired and was planning to move back here."

Coming Home

As Mary Garner closed out her time in D.C., she was visited by a friend and partner in the home warranty business. As the pair got to talking, Mary Garner discovered that her friend was looking for a leader in Central and Southern Virginia.

"I asked her to tell me more. As she talked, she actually said, 'You wouldn't be interested in this, would you?' And I said, 'Maybe.'"

Mary Garner eventually agreed to join Old Republic Home Protection.



...

"I loved what I did with Keller Williams because I loved working with agents and helping them build their businesses. But the area director job was much more corporate. And there's nothing wrong with that, but I wasn't enjoying it. I wanted to get back to working with people, coaching people, and that's what I'm good at," Mary Garner explains. "I knew the company because, for 30 years, that was the company I had always used for home warranties, that most of my agents had used. So I knew the integrity of the company and of the product."

Thinking Like an Agent

Mary Garner is able to leverage her extensive experience in the home warranty business by being able to take on the real estate agent's perspective and understand their needs.

"I understand time kills deals. I understand that the quicker you can hop on an issue, the better it is. I understand problems are going to happen. It's about how you respond to them that matters. I listen. I'm an excellent problem solver."

Mary Garner remains committed to Old Republic Home Protection's slogan: "People Helping People." It's this culture of helping others that pulled her away from her retirement plans, and it's precisely this culture that inspires her to continue to show up for her partners and clients.

"When people call, the people that answer our phones and handle our claims are employees of Old Republic Home Protection in the United States. They are taught a culture. One of our bullets is that we understand the difference between customer service and company policy. And I think that's a really strong example of who we are."

For more information, visit <https://my.orhp.com/marygarnerdevoe>

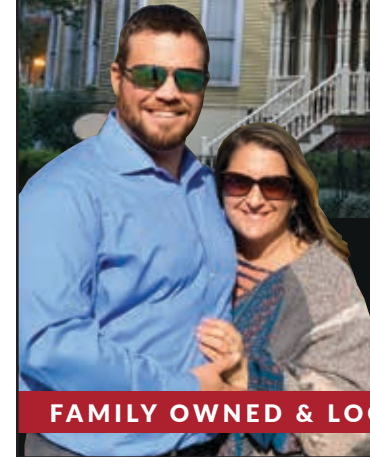


FAMILY HIGHLIGHT

Mary Garner DeVoe and her husband, Bob, live in a condo on the James River in Rocketts Landing with their dog, Wally. "My bliss is waking up every morning, looking out the window, and seeing the river and the skyline," Mary Garner beams.



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▶▶ agent spotlight

By Chris Menezes
Photos by Ryan Corvello



PATRICK SULLIVAN

A Real Estate Renaissance Man

When it comes to real estate, there isn't much Patrick Sullivan and his team, reRVA at One South Realty Group, can't do. His specialty though, the thing that resonates with his soul, involves construction. And the strongest force that drives him today is the love he has for the Richmond community.

"I truly love this city for its unique character, charm, architecture, and amazing history," he explains. "As a fan of all things RVA, it has been important to me to have a role in helping to protect and improve the fabric of my city."

Preserving historical homes through renovation and restoration is just as important to Patrick as building new, quality homes — homes that are not only environmentally sustainable but will stand the test of time to be preserved someday as well.

Patrick has always loved solving problems, ever since he was a kid growing up in Rochester, New York. "I wanted to be an inventor like Benjamin Franklin and Leonardo DaVinci. I was always taking things apart and building things. I loved LEGOS, building forts, and just seeing what I could do with a few boards and some nails."

Patrick's father owned a construction company, so thankfully Patrick always had access to materials. He remembers being on the jobsite with his dad at a very young age. When he was old enough, he started working for his dad so he could buy cool things like surfboards, snowboards, and guitars. While he played a variety of sports, he especially enjoyed playing hockey. "Hockey really rewards your efforts," Patrick explains. "You don't

have to be the most talented to do well. You can still achieve it if you work hard. No other sport is like hockey in that way."

Patrick has always valued hard work, a lesson that was instilled in him by his father, who still works in construction today. "My dad is the hardest-working person I know," Patrick declares. "I remember him saying things like, 'Put in all your effort and you'll see the return,' and, 'If you stick with it, things will prove to work out every time.'" Those paternal sayings resonated with Patrick as he left home to pursue a degree and eventual engineering career.



Patrick worked for two years as an engineer for a design-and-build firm in New York. However, after two years in a highly charged environment, Patrick was compelled to leave New York and reset somewhere else. At that point, Patrick had been buying and flipping properties for several years and really enjoyed the entire process. After talking with his wife, Melissa, they decided to up and move to Richmond, where Patrick could start a new career in real estate. "Richmond had all the key interests ... and it was also as far as my wife would let me go," Patrick laughs.



Patrick Sullivan has a longstanding love of construction and a special interest in preserving and restoring historical homes.

showed me that I would have a real mentor, that I would be challenged, and that was important to me.”

As Patrick began learning about the different aspects of real estate, he'd incorporate them into his business, and then hire someone to continue the work to develop his team. He notes one of the proudest moments in his career occurred a few years ago when he was presented with the Golden Hammer Award for Best Project and Finest Business Professional.

“ Be committed to the process, not the result.
You can't control the market ... but if you work hard and keep your head down, it will all work out.

Today, Patrick is fully enjoying being a mentor to his team — helping colleagues find their place and their voice. “This brings me the most satisfaction,” he notes. “We have a higher requirement of professionalism and knowledge.”

Outside of the business, Patrick and Melissa enjoy going out on their boat, wakeboarding, paddle boarding, hiking, and being in nature. They also love the Virginia Museum of Fine Arts, attending plays, and going out on the town.

After everything Patrick has put into building a successful real estate career, he offers the following advice to those who share the same ambition: “Be committed to the process, not the result. You can't control the market, and deals may fall through but if you work hard, keep your head down, and don't get lost in your own success, it will all work out.”

Patrick jumped into real estate full-time in 2012, working as an individual agent. He figured his first year was going to be hard, going cold turkey by jumping into a new endeavor full-time; but he went about it the way his dad always taught him to be in business — taking no shortcuts. “I didn't even care if I made money. I just wanted to make sure that I met the right people and that I did all the right things,” he says.

Patrick soon outpaced himself and had more work than he could handle on his own. He decided to start interviewing at different brokerages where he could find more support and start a team. His search stopped after meeting Rick Jarvis and Tom Rosman, who had recently started One South Realty Group. “I liked that they grilled me like a real job interview,” Patrick explains. “That experience

“ I highly recommend Moxie Movers. When I say they are efficient, I mean they are efficient. Quoted us 7 hours and it was completely finished in 3.5 hours. I was blown away with how fast they worked, especially in the heat. The crew was amazing. Booking was also very easy. The company sent an email of rules and standards, which I really appreciated. Made the process even more smooth.
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➤ rising star

By Zachary Cohen
Photos by Ryan Corvello

KAREN
LOEWEN

FOLLOWING PURPOSE

“Go to bed with a dream and wake up with a purpose.” This quote hangs over Karen Loewen’s bed, acting as a daily reminder of what’s important to her.

“What am I dreaming? Am I living my purpose?” Karen asks.

For Karen, purpose is everything. It’s what led her into the real estate business in 2017, and it’s what continues to drive her to success, both professionally and personally. “So my purpose,” Karen continues, “...when I leave this Earth, what I want people to know is they mattered, and I cared enough.”

THE ROAD TO REAL ESTATE

Before becoming a real estate agent, Karen spent 16 years in the retail

arena, most recently as a store manager at a large department store. She loved her work, yet she recognized that something was missing. She worked long hours and lacked the balance in her life that she sought.

In 2016, Karen and her husband, Brian, were building a new home. That’s when they first met Jenni Comer, owner and broker of Jenni & Co. Residential Real Estate. “The first time I met Jenni, she knew that she had to get me into real estate. Jenni realized she wanted me in her world and lifted it up to God, ‘How do we get Karen in our world?’”

During her home building process, Karen and Jenni became closer. Initial

discussions about a business partnership soon began to crystallize into solid plans. By 2017, Karen left her work in retail to join Jenni’s team. “It came to, why not try? It’s not that I wasn’t happy, but I wasn’t fulfilled. I wasn’t living my purpose. So I went for it.”

THE PATH TO SUCCESS

Karen’s business was slow to get off the ground, but by 2018, she was in full swing. That year — her first full year in the business — she closed 25 transactions. That number increased to 32 homes in 2019 and 38 homes in 2020. In 2021, she closed fewer homes than in 2020, but her volume increased from \$13.764 million to \$14.7 million.



Karen and her husband, Brian.

...

"It's been amazing," Karen beams. "I give huge thanks to Jenni. Finding the right place to be is super important. She has been such a blessing in my life."

Karen has relied on her unique combination of care, customer service skills, and competitiveness to get the job done. As she points out, "If you said you wanted to have a contest to see who can fold the laundry the fastest, I'll work my butt off to win."

MAKING AN IMPACT

One of the primary reasons Karen became a real estate agent was to achieve more balance in her life. She describes the relationship with balance as a dance that requires a constant ability to shift and change direction.

Karen's real estate career has already offered tremendous benefits to her personal life. She's been able to enjoy the holidays with her family, devote more time to her niece, and give more energy to her community.

"I'm happier, I'm healthier, I have better relationships, and that sense of community I long for ... I'm there."



In 2017, Karen Loewen (right) joined Jenni Comer (left) at Jenni & Co.

“MY CALL IS TO HELP PEOPLE. IN REAL ESTATE, YOU HAVE A FRONT-ROW SEAT TO SOME OF THE HARDEST TIMES IN PEOPLE'S LIVES. I'M BEING CALLED TO DO SOMETHING. I'M CALLED TO LEAVE AN IMPACT.

As a Richmond native and a VCU graduate, Karen has had the unique opportunity to see the shifts and changes in Richmond for several decades. She and her husband have considered living in other places, but always return to their love for Richmond.

"Richmond is rich in history and geographically close to nearly anywhere you want to go — the capital, the beach, the mountains. It's a great place to be. Richmond is where we want to be," she says.

So what's next for Karen Loewen? Professionally, she has aspirations of building her own team. Personally, she strives to continue to make an impact in the lives of others. She dreams of one day starting a nonprofit

but that's not the only way she plans to make an impact.

"I want there to be an impact with my work. I want there to be a purpose. I'm a huge empath, and I love and feel deeply for others, especially in tough situations. My call is to help people. In real estate, you have a front-row seat to some of the hardest times in people's lives. I'm being called to do something. I'm called to leave an impact."

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cover story

By Zachary Cohen
Photos by Ryan Corvello

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MIKE HOGAN

BUILT TO LEAD

...





From left to right: Alicia Chappell (The Hogan Group's director of sales), Ben Devar (CEO of Journey Settlements), and Mike Hogan (broker/owner).

homes was no longer a viable career choice. So he made up his mind and dove headfirst into real estate sales.

Building an Empire

In late 2010, Mike began building his business around Zillow leads — an uncommon strategy at the time. With hard work and good timing, his business began to explode.

“In 2010, I closed maybe 50 properties. This year, we’re around 1,000 properties. It’s been a fun ride for sure,” Mike beams.

Today, Mike is the owner and broker of The Hogan Group, a brokerage and team of 65 agents.

“We’re still very much an internet lead-based team,” Mike continues. “We’re an independent brokerage but run as a team. We have 65 or so agents, a director of sales, operations, a series of mentors, team leaders, on-staff marketing, event planners, runners, and more.”

Mike has big goals as a business owner and broker. Rather than comparing himself to other brokerages in the area, he has extended his reach nationally. He believes that is what allows him to continue to push the boundaries of what’s possible.

“If you look in our area, 65 agents on a team is a really big team. But if you look nationally, if you look around the country, there are a lot of teams that are much bigger than mine. A long time ago, I stopped comparing myself to local competition and started comparing myself to my peers across the country. And that’s been my motivation.”

Built by Leaders, For Leaders

As his business has matured, Mike has also found ways to step back from the business. He relies on leaders within his organization to drive the business forward.

“The way I manage the business is, I have great people that help me run it,” Mike explains. “Gone are the days of 100-hour weeks showing homes and managing people. I have an amazing leadership team that does everything that I need. My

leadership team really runs the company at this point.

“One thing that’s benefited me in my career is building a network of people who think bigger than myself. I found I had to get out of my own little bubble and go national to find people doing the things I wanted to do at an incredibly high level. Those are the people I’ve surrounded myself with. So that’s the advice I’d give agents: find people who have the businesses you do and network with them, talk with them, become friends with them.”



Both of Mike Hogan's children, Kyle (left) and Kellie (right), work in real estate.

In addition to the real estate brokerage, Mike runs multiple HomeVestors of America franchises. Earlier in 2021, he also opened a title and settlement company.

“Realistically, my kids are grown now, so a lot of my focus is on business,” Mike says. “I see a lot of growth ahead. There is a lot of change happening in real estate, so my focus is staying two steps ahead of what’s going on in the industry. I see the future as growth. I’m a big believer that if you’re not growing, you’re dying.”

Mike adds that one of his greatest joys is seeing his kids join the business. Both his daughter, Kellie, and his son, Kyle, work in real estate. Mike envisions their roles expanding as their skill sets continue to evolve.

Over the next several years, Mike aims to grow the real estate business by three or fourfold. He also hopes to launch a few more ancillary companies in the real estate industry to allow him

more time with his wife, Christine, and more time doing what he loves.

“Even though my business will be much larger, I’ll probably be working less in it. I’m a huge believer in developing leaders so they can run it, which will allow me and my wife to have more time. There is a whole lotta world we haven’t seen.”

“THAT’S THE ADVICE I GIVE AGENTS — FIND PEOPLE WHO HAVE THE BUSINESSES YOU DO AND NETWORK WITH THEM, TALK WITH THEM, BECOME FRIENDS WITH THEM.”

In the early 2000s, Mike Hogan found himself at a professional crossroads. For 10 years, he had built a successful career in corporate America. He helped companies like Capital One, Wachovia Bank, and General Electric improve their operations and processes.

“I would take an existing process and analyze it from a statistics point of view to see where we could put in better systems and improve,” Mike explains.

Yet, after Mike completed his master’s in business at Virginia

Commonwealth University, he co-founded a marketing company. This led to a chain of events that would forever alter his professional path — and for the better.

Changing with the Times

In 2004, Mike sold his company to one of his most prominent clients. After six months of contract work to aid in the transition, Mike was left to determine his next career move.

“I knew that going back to corporate wasn’t an option after working for myself. I wouldn’t have made a very good employee,” Mike laughs.

Mike had been investing in real estate since the late ‘90s. In 2005, he decided to take his engagement in the industry a step further; that year, he got his license and began to take the real estate business more seriously. However, Mike’s primary goal was still to be an investor.

“I was selling a little but wasn’t focusing heavily on selling real estate. I was focused on investing. I would sell a few houses now and then, but it wasn’t an area I focused on,” Mike notes.

After the housing market crashed, however, Mike was forced to change his game plan. By 2010, he realized that flipping

A Spring-Cleaning CHECKLIST

By Shauna Osborne

► home matters

Ah, spring cleaning. Let's face it: It's difficult for most of us to get excited about any activity that has "cleaning" in the name ... and it's not like we *don't* clean every other season of the year! Indeed, cleanliness and sanitation have been ever-present in our minds over the last two years, and a deep cleaning undeniably makes the home environment healthier – removing harmful dust, microbes, mold, and mildew – thus boosting the immune system and reducing illnesses and allergies.



The month of March, in particular, has always been an ideal time for an intensive home scrub. Why now? To answer that, look back to 19th-century America: In many areas of the country, March was the perfect time for intensive dusting because we could open windows without getting too cold but also not worry about insects; the windy weather March is known for was perfect for drawing dust up and out of homes.

Now that we have more modern conveniences, this process is less a necessity, yet we cannot deny the lingering desire for a deep and satisfying clean. Get started on your spring clean with this preliminary checklist of tasks, applicable to every room in your home:

- **Wash baseboards, windows (inside and out), doors, and walls:** Always moving from the top down, dust/vacuum first, then wipe or wash down. Don't forget windowsills and tracks.
- **Replace air filters and clean air vents.**
- **Reseal grout:** The grout between the tile on your floors and countertops is porous and shows stains easily. Scrub and then apply a grout sealer to protect.
- **Wash window treatments and screens and dust blinds.** Many draperies and curtains are machine-washable (check labels). Most blinds and screens can be wiped down with warm water and mild dishwashing soap.
- **Ensure fire safety:** Changing/checking the batteries in your smoke detectors should be completed twice per year. It's also a convenient time to confirm every family member knows where extinguishers are located and how to operate them.
- **Sanitize light switches, door handles, and knobs.**
- **Vacuum/shampoo rugs and upholstered furniture:** Use a shampooing machine or have rugs professionally cleaned, depending on whether they have a waterproof backing. Take cushions outdoors to beat them; use the crevice tool on your vacuum to collect hard-to-reach dirt in corners and cracks.
- **Wash light fixtures, dust fans and lampshades, and replace burnt-out bulbs.**
- **Dust shelves and contents thoroughly:** Remove everything and wipe or vacuum shelves clean. Dust items as you replace them on the shelves, using a clean, soft cloth to wipe down leather-bound books or valuables. Don't miss the undersides of nearby chairs and tables!

It's been a long winter. Throw open the windows and welcome in the sunshine ... to a clean and sanitary home! Happy spring!

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|------|------|--------|------------|--------------------------|------------|-------------------------|-------------|----------|
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