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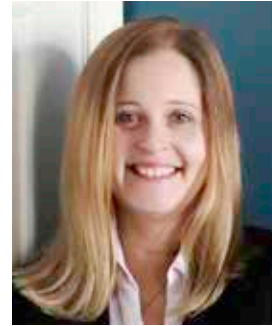
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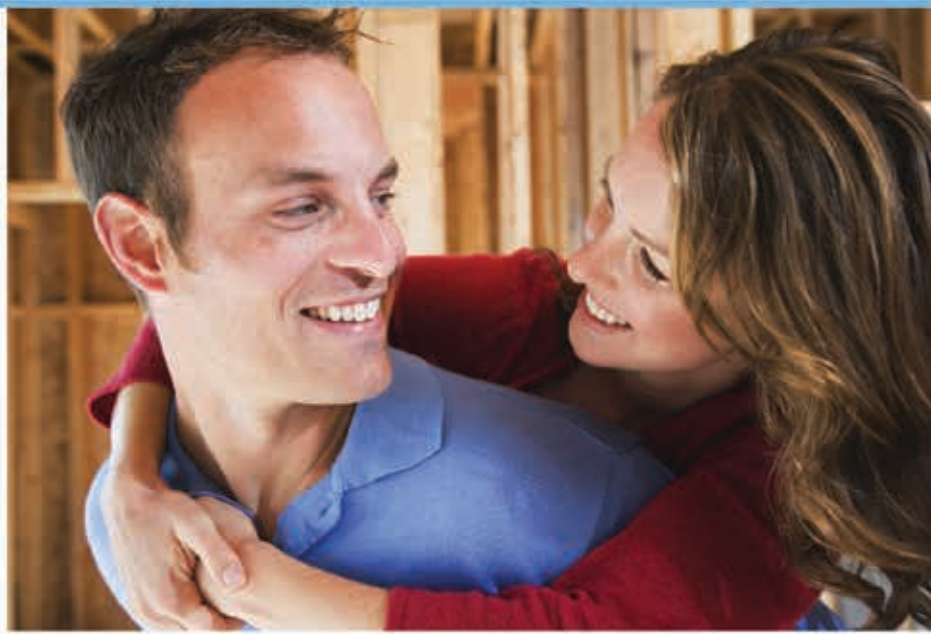
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## a note from THE PUBLISHER

Dear DC Metro Real Producers,

Happy October — and welcome to Q4! Can you believe it? We've had an amazing year so far and know that you have as well.

This month, we had some fun and asked the community to name the scariest movie they've ever seen. For me, personally, it was “Scream.” The first time I watched it, I couldn't sleep for about a month! (And my mom teased me about it.) Check out which movies scared our community the most in our “We Ask, You Tell” article on the next two pages.

Well, we had a wonderful time at our big Game Day 2022 last month, and were so happy to see and be with everyone who came out to FedEx Field with us! We've got photos up on social media and will have them in next month's issue as well. Be sure to check them out!

We have some big news to share with you all... After five-plus years since we launched *DC Metro Real Producers*, and all the success we've had with this publication and this community (thank you, thank you!), we're about to launch our fourth and fifth *Real Producers* magazines. Four years ago, we split the DMV into *DC Metro* and *NOVA Real Producers* to be able to bring in and recognize even more top producers in our market. And then, in December of last year, we also launched *Richmond Real Producers*. We're proud to announce that we have now acquired *Charlotte Real Producers*, as well, and will launch a brand new *Real Producers* franchise in Long Island in the new year. We're super excited to bring *Real Producers* to even more communities... And it all started right here with you!



I'd like to extend a warm welcome to our new preferred partner, **Hunter's Property Management, LLC**. We're so glad to have you in our *DC Metro Real Producers* community and will look forward to seeing you at upcoming events!

With gratitude,



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**KRISTIN BRINDLEY**  
ENTREPRENEUR, CONNECTOR, PUBLISHER

### FOOD FOR THOUGHT

From “The Top Five Regrets of the Dying,” by Bonnie Ware:

1. I wish I'd had the courage to live a life true to myself, not the life others expected of me.
2. I wish I hadn't worked so hard.
3. I wish I'd had the courage to express my feelings.
4. I wish I had stayed in touch with my friends.
5. I wish that I had let myself be happier.



▶▶ we ask...you tell!



# What is the scariest movie you've ever watched?



**CARA PEARLMAN**  
Compass

"Hellraiser." I was 11 or 12 and watched it with my stepmom. I thought she was the coolest for letting me stay up late and watch scary movies (might have been the beginning of my tense dreams, but it was fun nonetheless).



**JENNIFER STEVENS LONG**  
Cinch Home Warranty

Without question, the scariest movie I recall watching would be "Silence of the Lambs." I still remember sitting on the couch with my neck buried deep into my shoulders and both eyes peeping between the fingers covering my face.



**ROBY THOMPSON**  
Long & Foster Real Estate

"Jaws" and "The Exorcist." I saw "Jaws" with family.



**JOAN CROMWELL**  
McEneaney Associates, Inc.

By far, the scariest movie I ever watched was "The Exorcist." I was 13 years old and had never seen a scary movie. I had nightmares for days! I watched the film again as an adult and just laughed at how *not scary* it was. It's all about perspective...



**PENNY LATIMER**  
Long & Foster Real Estate

"The Wizard of Oz the Wicked Witch," (watched with the family), Alfred Hitchcock's "The Birds," and "The Shining."



**BARAK SKY**  
Long & Foster Real Estate

"The Exorcist."



**NADIA AMINOV**  
Long & Foster Real Estate

I'm a big fan of scary movies and loved Bruce Willis in "The Six Sense."



**EDDIE SUAREZ**  
Compass

"Se7en" was an amazingly scary and freaky movie. The fantastic cast (Brad Pitt, Morgan Freeman, Gwyneth Paltrow, and Kevin Spacey) will scare you to death while teaching you about the 7 deadly sins. Do you remember this movie from 1995? OMG!



**MAYA HYMAN**  
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"The Sixth Sense."



**KARA SHEEHAN**  
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"The Invisible Man."



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# There's More Than Meets the Eye When Selecting Flooring

## How hard could it be to help a client choose flooring?

Actually, it's more complicated than you would think. Flooring today goes beyond choosing a look or style. According to Joseph Jovinelli, general manager of FLOORMAX, the D.C. area's largest independent flooring retailer, if the client just chooses what looks better than what is already there, then some significant factors are being ignored.

Jovinelli reminds REALTORS® that there are six important items that need to be considered when selecting flooring:

### TRAFFIC

Certain rooms and spaces are going to have more foot traffic than others, just by the nature of their location. Entrances, kitchens, and central hallways are examples. If a flooring option can't stand up to the traffic, then it is going to deteriorate and look shabby sooner than it should. You want to make sure the flooring can take heavy daily pounding. For this, luxury vinyl and laminate are good bets. If the rooms are less trafficked, then you can consider hardwood or carpet.

### WET OR DRY SPACE

Bathrooms and spaces that endure a lot of moisture benefit from ceramic and luxury vinyl. According to Jovinelli, for these damp

spaces there are some durable and water-resistant luxury vinyl plank flooring (LVP) designed to withstand splashy bathrooms, spill-prone kitchens, and muddy mudrooms.

### PET FRIENDLY

You will need a floor with superior wear resistance to accommodate pet wear and tear. Keep in mind that some flooring that appears to be wear-resistant may not be. Site-finished solid hardwood can easily scratch, even though scratches can be sanded out. Instead, try durable flooring like ceramic or porcelain tile, laminate flooring, plank vinyl flooring, or even carpeting.

### MAINTENANCE

For ease of maintenance, any form of resilient vinyl flooring is best, such as tile, sheet, or plank. Laminate flooring is a close second, but only because it calls for special cleaning methods. Wet mops can ruin laminates, so use an extremely damp mop or a system like a Swiffer Wet Jet. With solid hardwood, you trade beauty for maintenance. No matter what the manufacturers say, it takes work to keep solid or engineered wood looking good, but it can be worth the trouble. Keep high-traffic areas covered with throw rugs and runners to cut down on maintenance.

### APPEARANCE

Most homeowners place this question at the top of their list, but many experts place it at the bottom, below the more pragmatic issues listed above. Oddly enough, the look of your flooring is becoming less critical as the years go by, as flooring manufacturers have become more adept at reproducing the look of natural stone or wood in both laminate and resilient flooring versions. But it's hard to reproduce the warmth of solid hardwood or the solidity of stone.

### BUDGET

Jovinelli advises Realtors to be mindful of the value of the property as they and their clients work up a budget. According to Jovinelli, "A more expensive dwelling can support a more expensive flooring option, like hardwood. But if you are working with a starter condo or townhouse, you're going to get more bang for your buck by choosing something at the price point of laminate or carpet."

So while visual appeal is probably the most important factor in the eyes of homebuyers, Realtors can provide a real service by advising them on the practical aspects of flooring they may overlook. Your clients will appreciate it.

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▶ words by wade  
By Wade Vander Molen

# Create These Instagram Stories for *AWESOME ENGAGEMENT*

As a REALTOR®, is creating Instagram “Stories” part of your marketing plan? If not, you may want to reconsider. One of the main goals of using social media in your business is to create engagement. Getting the ability to have others interact with you on social media is another great way to leverage your relationships that can lead to business and referrals. When I speak to my Realtor partners about shooting consistent Instagram stories, in many instances, they either don’t know what to post or are a little nervous about being in front of a camera. Remember, when the message is good and gets people interested, the opportunity for engagement dramatically increases. Here are great ways to create effective engagement for your Instagram stories.

### Custom Content for Target Audience

What makes Instagram stories so great is that consistently doing them keeps you on the mind of your followers. As a Realtor, your followers are more than likely your database, SOI, and farm. If you know who your target audience is, then create content tailored for them. What

information are they seeking to know more about? Perhaps they are new to following you, so you create a video of you reintroducing yourself and who you are. Whatever the content in this space, make sure it is educational, interesting, and, if possible, features you in the stories. You are the product and the brand, so being in the Instagram stories is very helpful to get people to know and like you.

### Creating Polls and Questions

A great way to create engagement on Instagram is to use the feature that allows you to either create a poll or ask a question where your followers can select an answer. People like to provide their input on a variety of topics, so create polls or questions that will most likely incentivize people to react and engage. For instance, you can ask your followers what they think of your latest listing or to guess the list price on a new listing inside your farm. Instagram will tell you not only who watched your stories, but which people clicked on the poll or answered a question. What a great opportunity to follow up with those people to see how you can be of service or get to know them better.

### Story Collaborations

To boost even more engagement, create Instagram stories with others, such as your lender, Title rep, or a

business owner where you work, that have an Instagram following as well. Being in the same video and tagging each other plus the location of the video will get even more people to notice you. Throw in some great calls to action for your followers to reach out with questions or do a giveaway prize to someone who sends you a direct message with the answer to a question. This is just an example, but since the end goal is engagement with your followers through stories, it can be very effective.

Many Realtors don’t like participating in social media because they feel it can be a waste of time, and in some instances they are correct. On the other hand, there are strategies they can use to create the right engagement they are looking for that can lead to stronger relationships and business. Good luck!



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 [DCTitleGuy.com](http://DCTitleGuy.com).

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# 6 KEYS

## to a Successful Direct Mail Marketing Campaign

Direct mail marketing campaigns can be a beneficial resource for real estate agents. Focus on these key tips for success when planning your next mailing.

### 1. Choose Your Target Audience Wisely.

One of the first steps to a successful direct mail marketing campaign is to choose your target audience wisely. Choosing the right target audience will make sure your mailings are well received and valuable to the recipients. Typical target audiences include specific home types, homeowners at a specific tax-assessed value, homeowners who have lived in their homes over a certain number of years, or particular streets and neighborhoods.

### 2. Include a Clear Call to Action.

To make your direct mail marketing campaigns useful, be sure to include a clear call to action. A clear call to action will encourage your potential clients to pick up their phones, visit a website, or interact with your content. To secure those interactions, be sure to make your call to action catchy, low risk, and beneficial to your clients.

### 3. Use Clean and Modern Design to Your Advantage.

Clean and modern design will help show your clients that you're professional, knowledgeable, and competitive. Use high-quality photos that

showcase the properties you work with, and use simple, clean fonts for a top-quality feel.

### 4. Make Your Contact Information Easy to Find.

If you're sending out mail, you must include your contact information in an easy-to-find spot and in an easy-to-read font. You don't want recipients to feel like they have to work too hard to get in touch with you.

### 5. Personalize Your Content for Your Clients.

An effective way to create an eye-catching and successful direct mail marketing campaign is by

*These well-rounded mailings and messages will help you make stronger connections and develop a solid and trustworthy brand for your business.*

personalizing content for your clients. You can rely on variable data, personalized URLs with personalized landing pages, and more to make your clients feel like you're specifically looking to get in touch with them.

### 6. Create a Well-Rounded Campaign.

Another great way to ensure your direct mail marketing campaign is successful is by creating a well-rounded campaign. Link your direct mail campaigns to your business websites and social media pages using QR codes to guide the consumer to more information quickly. These well-rounded mailings and messages will help you make stronger connections and develop a solid and trustworthy brand for your business.



With more than 25 years of experience, Todd Lebowitz is CEO and Owner of My Marketing Matters, which he runs with his business partner Ram Devaguptapu. Together, they have grown the company to be a recognized leader in real estate marketing with more than 20,000 clients locally, regionally, and nationwide.

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



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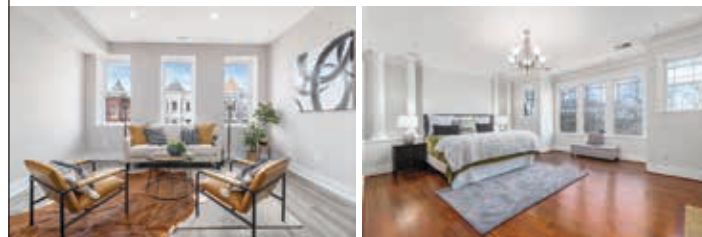
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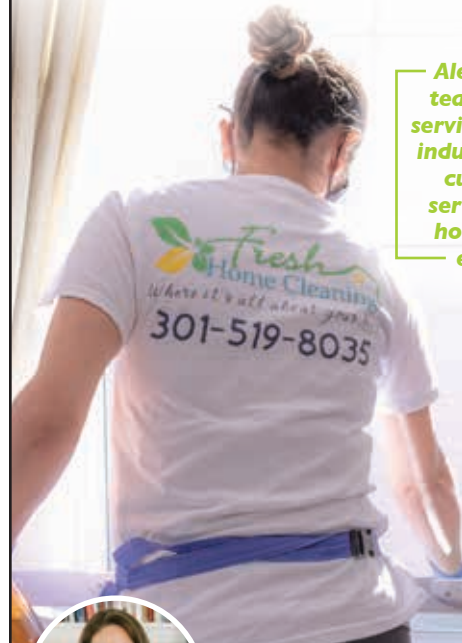
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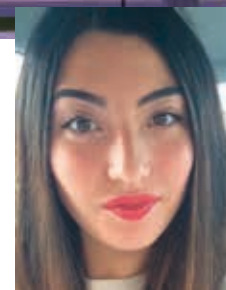
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"One of my favorite quotes is from the movie *Van Wilder* — 'Don't take life too seriously, you'll never get out alive.' That quote has always resonated with me from the first time I saw that film. Especially in real estate, people tend to take themselves so seriously... I've realized that we

should just enjoy life. We only get one chance at it."



**BRIAN MARZO**

**Keller Williams Preferred Properties**

"Everyone wants to get paid, but we have to have a basic understanding and care about the other side... Showing basic care and looking out for their best interests goes a long way."

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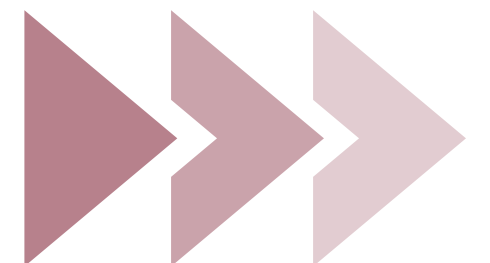


**MEGAN MEEKIN**

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"Just sit and visualize for a moment... Who do you want your ideal client to be? Really picture them and then go after them. And then take that same advice for yourself: who do you want to be in 10 years? 15 years? Visualize ... and keep at it until you grow into that

person you wish to become. It will happen."





# MORGANE BARRY

LEGACY SETTLEMENT SERVICES

## *From Fashion to Real Estate*

Morgane Barry grew up in quaint suburbs of Raleigh, North Carolina, but found herself often bored by life in the suburbs. Most of Morgane's family is from New York City. They would travel back and forth, which left Morgane craving the city life as she got older.

Morgane graduated from North Carolina State with a degree in fashion design and a minor in art design. "Originally, my plan was to move to New York and become a fashion designer," she explains. "Becoming a fashion designer right after college is an extremely difficult thing to do. Starting out, you get hired for low-paying, entry-level jobs, sometimes even an unpaid internship. I realized that's not what I wanted to do."

Morgane then thought she would take the retail fashion route, since she worked retail at Victoria's Secret during her time in college. Between her junior and senior year of college, Morgane got a visual merchandising internship with Nordstrom in Las Vegas. "After I graduated, I briefly got a job in Alabama, which is not where I wanted to move to. I wanted to be in a big city," Morgane says. "I applied for a bunch of jobs up north and got a job with Vince Camuto in Baltimore."

After working at Vince Camuto, Morgane got a job at Ann Taylor Loft as a store manager. "At that time, I was around 24 to 25, and I realized I didn't want to do retail long-term," Morgane explains. "The hours were terrible, and I was dealing with so much as a store manager. I was HR, I was creating the schedules, dealing with loss prevention (stealing), and employee drama." Morgane decided to







Morgane Barry, her husband John, and their huskies, Maverick and Nala, frequent Bark Social dog park in North Bethesda.

...  
make a change in her career. She got a job at Centric Business Systems selling copiers and software.

“It was not something I wanted to be doing. My experience in retail didn’t translate into outside sales,” Morgane says. “I wound up trying to sell a copier to the now-owner of Legacy Settlements, Michael Ruder. At the time, he was a title agent at Masters Title. I didn’t end up selling him a copier... He wound up recruiting me to work at Masters.”

Morgane decided to make another career change and became a title agent at Masters Title. While at Masters Title, she dealt with sales, marketing, and her own settlements. At the end of 2021, Masters Title transformed into Legacy Settlement Services, and Morgane has continued her work as title agent, but now helps with legal review, contracts, and company operations.

Morgane wants to become a real estate title attorney at Legacy Settlements. In the fall, Morgane will be going to the University of Baltimore Law School part-time, and begin taking night classes to become a title attorney. “The legal aspect of being a title agent was something that interested me and that I enjoyed,” Morgane says. “I already help my clients with some of the legal aspects, but some topics like estate planning and taxation are beyond my scope. I want to be able to elevate in this industry and be as full-service to my clients as I possibly can.”



“One of my favorite quotes is from the movie *Van Wilder* — ‘Don’t take life too seriously, you’ll never get out alive.’ That quote has always resonated with me from the first time I saw that film, until now,” Morgane says. “Especially in real estate, people tend to take themselves so seriously. From that quote, I’ve realized that we should just enjoy life. We only get one chance at it, it goes by so quick. I try to have the best balance between work and my personal life that I possibly can.”

Morgane credits her team at Legacy for allowing her to have that balance. “My team is very supportive. I was in France redoing my honeymoon, and we were also visiting my mom’s family during that time. While we were there, my grandmother unfortunately passed away. My team was there for me, and I was able to stop thinking about work and just be there with my family,” Morgane explains.

When Morgane isn’t working, she can often be found at Bark Social with her husband and their two huskies, Maverick and Nala. “We go there about three to four times a week. It’s a dog park, but also a very social scene. It’s a whole experience,” Morgane says.

Morgane also loves painting, sewing, traveling with her husband, going to music festivals, and cooking. “I’m big on experiences,” she explains. “The things that I enjoy about life, I try to incorporate into my business, but I also know that buying a house can be stressful, which is why I try to make their experience as fun as I can.”

Once Morgane graduates from law school, she wants to be able to break the mold as a title attorney. “There’s not a lot of female title attorneys in the industry, so breaking the mold is something that’s really important to me,” she says. Morgane hopes she’ll be able to get to a point in her career where she’s helping 500 families a year close on their homes, and possibly become a partner at Legacy Settlement Services in the future.

For more information on Legacy Settlement Services, call Morgane Barry at 919-441-1848 or visit [www.legacyfortitle.com](http://www.legacyfortitle.com).







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▶ agent spotlight

By Zachary Cohen  
Photos by Ryan Corvello



# BRIAN MARZO

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## FOR THE BETTERMENT OF HIS FAMILY

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Before entering the real estate industry, Brian Marzo was a government contractor. He worked hard to get where he was in life, following the steps laid out by his parents, teachers, and mentors. However, Brian was still struggling financially. With one kid and another on the way, he was earning just \$35,000 per year.

“I was 30-plus years old, but the story that you’re told by most people — go to college, get a degree, just work hard — I found out it just wasn’t working. The situations have changed from that era to this era. Coming to that reality, I realized I had to do something different, and it came down to being an entrepreneur.”

In 2013, Brian started his entrepreneurial journey. He got his real estate license, intending to work part-time, but soon after, he was laid off from his full-time job.

“At the time I lost my job, we had just bought a house, I found out my wife was a couple of weeks pregnant, and I had a three-year-old at the time. So we had a lot going on,” Brian explains. “It was stressful. It was a struggle.”

With perseverance, Brian survived the struggle. He didn’t close a deal for over a year, but in 2014, his business steadily picked up. With the support offered by Keller Williams Preferred Properties, he was able to find his way to success.

“My success wasn’t automatic. Most definitely not,” Brian says with a telling laugh. “It was hard on the family, being on one income. It was a rough year, but I stayed with it. It started to pick up. When I had a breakthrough, it just happened when it was supposed to.”

### RISING TO THE TOP

Brian was on a team through the end of 2019. 2020, the year that COVID-19 descended upon our world, was his first as a solo agent.

“I had an open house for an over half-a-million-dollar listing the day before they made the federal announcement about quarantining. I had to choose — I could run and hide or buckle up and go through it.”

Brian buckled up for the ride, and he’s grateful he did. In 2020, he was number one out of over 600 agents at Keller Williams Preferred Properties. In 2021, he was in the brokerage’s top 10.

“That’s been my story — hustling, grinding, and building.”

Brian has found success by valuing relationships above sales. As his former team leader and mentor says, “Relationships take you places that money can’t.” Brian focuses on building relationships with clients, partners, and even fellow agents.







Brian Marzo with his wife Sheena and daughters Summer (left) and Mya (right).

Outside of work, Brian's time is devoted to his family. He and his wife, Sheena, have two daughters, Mya (11) and Summer (8). Thankfully, a real estate career allows him to control his schedule and block out large chunks of time for his family. Although he's found tremendous success, Brian always remembers why he started his journey into real estate: it was always for the betterment of his family.

"I do my best not to lose sight of that," Brian says. "I'm very competitive in real estate, but being the best father and the best husband are two of the highest goals I strive for. My family comes first."



...

"Everyone wants to get paid, but we have to have a basic understanding and care about the other side. I've dealt with a lot of divorcées and probate sales with distraught families. I've had people lose their jobs in the middle of the deal. I think showing basic care and looking out for their best interests goes a long way."

**THE FUTURE IS BRIGHT**

Brian continues to run his business, The Rock Consulting Group, as a solo agent, but he's added more layers; he

currently has an assistant, a transaction coordinator, and a part-time inside sales agent. He's also actively coaching and training 20 other agents in his brokerage and building his personal investment portfolio.

"I'm expanding my portfolio of rental properties every day. I'm looking to grow a team and maybe add a showing agent or buyer's agent to grow my brand and group. I'm even looking at potential business opportunities in other areas."



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# MEGAN

▶ rising star

By Jess Wellar  
Photos by Ryan Corvello

## Real Estate Is in Her Blood

# MEEKIN

Megan Meekin knows that when a family decides to purchase a home, it is often one of the largest decisions they will ever have to make.

No stranger to big decisions, Megan boldly decided, one day in 2015, after seven years of schooling and five years invested as a physical therapist on the fast track to upper management, that she was going to make the leap from

health care to real estate. Her family and friends were in disbelief.

“I was working 60 hours a week, 10 to 12 hours a day in an office. I loved helping people with their injuries and loved the team I was working with. But I felt I hit a wall for growth and felt unfilled. I had just gotten married, but didn’t have kids yet ... and I knew that I eventually did want to start a

family, but my career was so demanding that I felt like it would be hard to work full-time and raise a family.”

Thankfully, Megan’s father-in-law, who is also in real estate, was supportive of her decision and offered to introduce her to Margaret Babbington at Compass. Megan says the two met for the first time and immediately clicked.

“I will always be grateful to Margaret for taking a chance on me,” Megan says. “She took the big risk and hired me with zero experience, and I will forever be thankful for the opportunity.”

### GETTING STARTED

Megan notes it was extremely daunting to let go of a stable, secure income and go into sales, something she had never really done before, as her father readily pointed out. She decided to dip her toes into the market, going part-time as a physical therapist and part-time as a REALTOR® in 2016, but that didn’t last very long.

“I worked both jobs part-time for about three months before I realized I needed to devote myself to real estate full-time if I was going to succeed,” Megan recalls. “And luckily, I had plenty of experience with quickly building trust, multitasking like crazy,

and educating people quickly from my previous career.”

### FINDING HER NICHE

In 2018, Megan decided to join the Casady Allison Group at Compass since she admired both team leaders for being young mothers who managed to balance a successful career, something she aspired to herself. The move paid off, as Megan was able to organically grow her business from \$10 million to \$12 million per year to \$30 million in sales last year with 52 transactions.

Megan’s success could also be rooted in her DNA, as she notes there’s a long history of real estate in her family.

“At the time I made my decision, my brother, who is also my best friend, was a loan officer and was really supportive, and I knew I could rely on him

for advice. My husband is also in real estate construction and development, my cousin is a settlement attorney, and my aunt and uncle are in the mortgage industry as well. And going way back, too, my grandfather owned his own real estate brokerage in Bethesda — Jack Foley Real Estate.”

### LOOKING AHEAD

Megan acknowledges her ability to build lasting relationships with her clients is key to growing her business with each passing year.

“Once I work with you, I automatically adopt you as a part of my family. I really take pride in helping my clients and keep the relationship going throughout the years,” Megan explains.

As Megan looks to the future, she says she doesn’t plan on slowing down any time soon, but would be



“

Once I work with you, I automatically adopt you as a part of my family. I really take pride in helping my clients and keep the relationship going throughout the years.







Megan Meekin with her husband, James, and children, Jack and Ella.



content to keep her volume consistent and focus on other endeavors, namely her family.

“In 2022, I’m hoping for a ‘rinse and repeat year,” she laughs. “I’m from a big family and I always enjoy being around people. I love my team and am very happy at Compass... I recently got promoted to vice president, so I’m just focused on staying constant with my business and want to work on growing my family.”

Originally from Olney, Maryland, Megan and her husband James currently call Rockville, Maryland, home with their two children, Ella (4) and Jack (1), as well as a giant schnauzer, Fritz. Megan says her family keeps her busy when she’s not chasing deals, and she loves running and working out on her Peloton treadmill,

but is also content to be a homebody with James and the kids. The couple also enjoys wine tasting and mini getaways, and are budding entrepreneurs as they recently purchased a local restaurant, Mexicali Blues, in Arlington, Virginia, and their community pool in their local community, Woodley Gardens.

As Megan’s star continues to rise, she offers some terrific advice for agents, young and old alike.

“Just sit and visualize for a moment... Who do you want your ideal client to be? Really picture them and then go after them. And then, take that same advice

for yourself: who do you want to be in 10 years? 15 years? Visualize your ideal mentor that you’d like to be, and find them and meet with them. And keep at it until you grow into that person you wish to become. It will happen.”



Megan and her husband recently purchased the community pool in their Woodley Gardens community in Rockville.

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▶▶ partner spotlight

By Zachary Cohen  
Photos by Ryan Corvello

## *It's a Family Affair*

At Moyer & Sons Moving & Storage, it's a family affair.

"Tiny" Gordon Moyer founded the company way back in 1969, and over the ensuing decades, the company became a nationally recognized brand. Today, the company is led by three of Tiny's grandchildren, Jason Moyer, John Moyer, and Dee Burke.

When Tiny Moyer started the business 53 years ago, he intended to treat every customer with respect, care, and dedication.

"And we continue to carry out this value today," Jason says.

### Blending Old and New

With Jason, John, Dee, and Marketing Director Dan Cumberland at the helm, Moyer & Sons Moving & Storage is bridging old and new.

"Now, the third generation is in charge, and we can build on what our fathers and grandfather started, bringing new ideas to the table," Jason says. "It's been a little bit of a reboot, a new perspective."

...



“We have over 50 years of experience, but we are not resting on those laurels,” Dan adds. “We’re pushing forward, finding new and exciting ways to grow while maintaining the family values and customer service that Moyer & Sons has always been known for.”

Moyer & Sons Moving & Storage has two locations, one in Clarksburg, Maryland, and another in Elkridge. However, their services aren’t limited to the DMV; they have trucks and crews stationed throughout the country.

“Our Moyer & Sons baby-blue trucks are all over the nation. So that also means it’s a Moyer & Sons employee. You always get that service,” John explains. “We’re still a family-run business, and we are still just a phone call away.”

**Getting to Know Marketing Director Dan Cumberland**

The first point of contact for real estate professionals is Marketing Director Dan Cumberland. Dan joined the Moyer & Sons team five years ago, although he’s been friends with Jason and John for over 30 years.

Dan, a former loan officer, initially joined on as a salesperson and transitioned into the role of marketing director. He has been committed to the Moyer & Sons vision since day one.



Dan Cumberland Jr.

“Jason and John gave me the opportunity to prove myself in marketing, and it’s worked. It’s my job to help people get to know who we are and to help them understand how important community is to us. I love the people. I love the community,” Dan says.



Jason Moyer.



John Moyer.



**FUN FACT**  
 Dan is involved in the haunt community. In 2012, he started working for Markoff’s Haunted Forest, one of the top haunted attractions in the nation. Dan’s role is to teach the employees how to scare guests. “The reason I’m good at it is because I still get scared,” Dan laughs.

Outside of work, Dan is a family man. He and his wife, Summer, have a four-year-old son and recently welcomed their second son this September.

“My world is simple,” Dan smiles. “I’m a happy guy, and I love being a part of this community.”

**A Fresh Perspective**

Today’s leaders at Moyer & Sons are focused on taking the company into the future. That means providing the same high level of moving and storage services, as well as adding new ancillary services to their repertoire.

They’ve recently founded Moyer Move Management to assist with services beyond packing and storage. This team helps seniors downsize, manages donations and disposal, and helps strategize how to arrange items in new spaces. The company has also recently added junk removal services.

“We are expanding services within the frame of what we know, which is moving,” John explains.

Whether moving a family across the country or helping a senior downsize locally, the Moyer & Sons team remains committed to doing business with care and integrity. For over 50 years, that’s been the backbone of their company.

“We treat everyone like family, so each move is very important to us,” Dan says. “That’s the Moyer name. The client is getting the best of the best, people who have been here for decades. With Moyer & Sons Moving & Storage, you get the best of everything — the best crews, the most experience, and the best customer service.”

*Moyer & Sons Moving & Storage is a full-service moving company with over 50 years of knowledge and experience. For more information, visit [www.moyerandsons.com](http://www.moyerandsons.com).*



Founded in 1969 by their grandfather, Moyer & Sons Moving & Storage today is led by John Moyer (left), Jason Moyer (right), and Dee Burke (not pictured).





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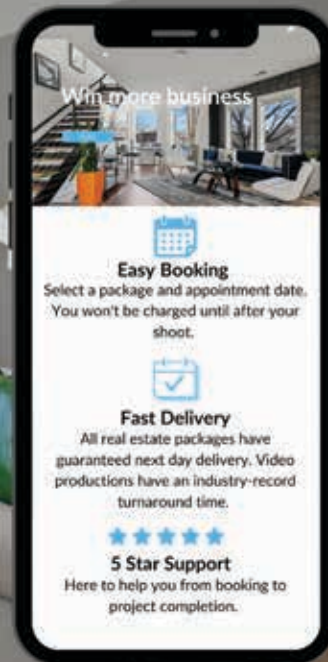
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# ROBY THOMPSON

## 35 YEARS & COUNTING

cover story

By **Zachary Cohen**  
Photos by **Ryan Corvello**

“I’m not your typical REALTOR®,” Roby Thompson begins with a gentle laugh.

Since starting his real estate career in 1987, Roby has made a name for himself in the D.C. metro real estate world. And yet, Roby’s path to the top has been anything but average. He began his career in the late ‘80s as a young adult searching for direction, worked his way to the top of the local rankings, and today, he continues to run one of D.C.’s most consistent real estate businesses.

...







With a busy career still going strong, Roby Thompson enjoys every chance he gets for some golf and fishing in his downtime.

With a commitment to honesty and a preference for acting in the moment over setting detailed business plans, Roby is both quirky and incredibly reliable. In real estate, he's found joy, challenge, and the rewards of seeing a career through for over 30 years.

#### Seeking Direction

As a young man, Roby held aspirations of becoming a lawyer. He worked as a paralegal for two years.

"I realized it was not my cup of tea," Roby reflects, "but I had no idea what I wanted to do from there."

Roby's father ended up connecting him with a gentleman from his VMI college days. That man happened to

be Wes Foster, co-founder of Long & Foster Real Estate.

"So that's how I fell into it," Roby continues. "I started my real estate career in 1987 with Long & Foster. I didn't have a whole lot of direction, and it seemed like a viable thing to try."

Roby struggled through his first two years in the business, waiting tables on the side to pay his bills. After attending a motivational seminar in year three, his business finally gained some traction.

"To do well in this business, you have to be able to look people in the eye and talk to them with some sort of confidence. If they see you

being scared and clueless, they know pretty quickly," Roby reflects. "That class helped me put a plan in place to be successful."

#### Finding His Niche

Eventually, Roby's commitment to networking and building relationships led him down a fruitful path. He was referred into a circle of friends and colleagues that worked in the press and began assisting these families.

"From there, I got into a niche with writers, in particular. I've worked with a huge group from the Washington Post to the New York Times. They all have been extremely loyal clientele. They network a lot in their business, and they have been the

bedrock to my success in establishing a self-perpetuating client base."

Roby's business rose into the upper echelon of D.C. real estate businesses, and it's stayed there. He's been the number one agent in his office for 28 years running.

"One of the primary reasons I get so much referral business is that I tell people not always what they want to hear, but what is truthful. I'll always be truthful. I'm straightforward and candid, and I think people appreciate that."

#### The Next Stage in His Evolution

Roby closed over \$60 million in 2021 and is tracking to close over \$50 million once more in 2022. He averages

around \$50 million to \$55 million in sales each year.

At 59, Roby is beginning to think about slowing down.

"People ask, 'Don't you want to go farther?'" To be honest, I think I've achieved what I want to achieve, in terms of financial success. I'm at a point where I'd like to go fishing, spend more time working in my garden, play more golf, or take time with my kids rather than make more money. I am more than successful and earn a very good living," Roby says. "I've been at it for a long time."

Roby has worked as a solo agent his entire career. He brought his son,

“  
I'LL ALWAYS BE  
TRUTHFUL. I'M  
STRAIGHTFORWARD  
AND CANDID, AND  
I THINK PEOPLE  
APPRECIATE THAT.”





Roby Thompson has a career spanning over three decades with Long & Foster Real Estate.

Calvin, into the fold as his assistant three years ago. Roby plans to eventually hand the business off to his son, but that is still several years down the road. In the meantime, he continues to seek a balance between real estate and the other things he enjoys — fishing, traveling, and sports are some of his favorite pastimes.

“I’m one of those people that has a lot of trouble sitting around doing nothing. I definitely have a lot of energy. I like to go hiking and fishing. I love sports like golf and tennis and attending sporting events. I have season

tickets to the Caps and Nats and take clients to games or give them tickets. I like to travel as well. I just got back from a three-week safari in Africa with my kids.”

As Roby looks ahead, he sees his eventual retirement on the distant horizon. Yet, his plan isn’t etched in stone; he plans to simply take things day by day.

“I’d like to retire in the next six or seven years, but I’m a bit of a workaholic, so that may be easier said than done,” Roby laughs.

“  
I’D LIKE TO RETIRE  
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## Home Organization Tasks for Fall

Fall is upon us, and with it, this season brings change: changes in leaves, changes in temps, and changes in our routines and activities. We're busily (and maybe reluctantly) trading our sun-soaked summer days for sweater weather, hot cocoa and football games. As we transition to this coziest of seasons, let's take a look at four fall organization tasks that will prep your home for the chilly days!

### 1. Swap Out Your Closet

Time to trade those strappy sandals and tank tops for cozy sweaters, scarves and boots! Use this time to put your hands on each piece you own and ask yourself whether you've worn it in the last year and whether it still brings you pleasure. Donate items you're finished with to your favorite charity or consignment shop.

Then, organize what's left by use, such as tools and sporting equipment. Storage is key. Use hooks, pegboards and wall shelves to lay everything out in a way that makes sense for your family.

### 2. Pack Up the Patio

Pack away all outdoor kids' toys (wipe them down first!), outdoor cushions and pillows, umbrellas and hammocks. Cover your outdoor furniture with waterproof, heavy-duty material to protect it from the cold-weather elements.

### 4. Prime the Kitchen for the Holidays

For many of us, the kitchen is the heart of the home, and many of our fondest holiday memories revolve around time spent cooking and eating with family and friends. Now is a great time to organize and swap out seasonal appliances and linens; move the dishes you'll use most, such as mugs, roasting pans and casserole dishes, to convenient locations. Take the time to replace any expired, essential spices.

### 3. Organize the Garage

Start by pulling everything out into the driveway and cleaning the floor well. Next, get rid of anything you haven't used in two years, that you no longer want, or that is broken.

While these tasks may seem overwhelming at first, remember, the sooner you get them done, the more time there will be to sit back with some apple cider or a hot toddy and enjoy the season with those you love.

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# TOP 250 STANDINGS

Teams and Individuals Closed Data from Jan. 1 to August 31, 2022

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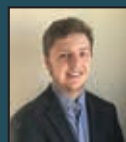
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