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TABLE OF CONTENTS

	06 Index of Preferred Partners		08 Meet the DC Metro Real Producers Team		12 Publisher's Note: Are You Ready to Spring into the Spring Market?
	16 We Ask: Who's Been the Most Influential Person in Your Life?		22 Coaching Corner: The Power of Consistency		26 What Does Your Online Presence Say About You?
	<i>Stay Inspired</i> 31 Words of Wisdom from This Month's Features		32 Partner Spotlight: João "John" Moreira, Caring Transitions, Inc.		38 Rising Star: Leslie Backoff
	44 Cover Story: Scott Sachs & Daniel Schuler		50 Healthy Living: Ground Yourself in Nature This Spring		53 Top 250 Standings



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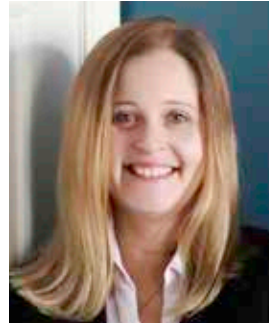
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Wendy Ross
Operations Manager



Jaime Lane
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Zachary Cohen
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Are You Ready to Spring into the SPRING MARKET?

▶▶ publisher's note

Dear DC Metro Real Producers,

As we emerge from another winter, it's time to start thinking about the spring real estate market. Despite the uncertainty and volatility of the past few years, there are many reasons to be positive and hopeful about what lies ahead.

Interest rates remain historically low, making it an ideal time for buyers to enter the market. Low rates can help spur demand and lead to increased competition for properties, which is great news for sellers. And even though interest rates are on the rise and can impact the real estate market, it's important to remember that they are just one factor among many. The economy, supply and demand dynamics, buyer motivation, investor demand, and local market conditions can all contribute to a robust real estate market, even in the face of rising interest rates.

The overall economy is still showing signs of strength and stability, which bodes well for the real estate market. With more people returning to work and consumer confidence on the rise, we can expect to see increased demand for homes in the coming

months. Overall, while a low-inventory market can create challenges for REALTORS®, it can also create opportunities for those who are able to adapt to the market conditions and leverage their skills and expertise to serve their clients effectively.

Moreover, there are a number of demographic trends that are driving demand for housing. As millennials continue to enter their prime homebuying years, they are driving demand for starter homes and entry-level properties. At the same time, baby boomers are looking to downsize and simplify their lives, leading to increased demand for smaller, more manageable homes.

In short, the spring 2023 selling market is shaping up to be a positive and hopeful one for real estate. With low interest rates, a strong economy, and demographic trends driving demand, there are many reasons to feel optimistic about what lies ahead. So get ready to spring into action and make the most of this exciting market!

Thank you to all of you who attended our Masquerade Sneaker Ball on March 22nd! We will have photos

from the event in next month's issue. In the meantime, please check them out on our social media pages and be sure to tag yourself and your friends! Next, we're excited to gather with everyone again on **May 2nd for our Lawnapalooza event**, which is going to be another great time together as a community. Keep an eye on your inbox for details and your exclusive invitation!

This month, we're pleased that preferred partner **Colonial Home Services** has joined the DC Metro Real Producers family. Welcome!

With gratitude,



Kristin Brindley
 Owner/Publisher
 DC Metro Real Producers
 313-971-8312
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▶▶ we ask...you tell!

Who's been the most influential person in your life?



ANA DUBIN
Long & Foster Real Estate

My dad. We are Portuguese, and I'm the first in my family to have been born here. My dad has only a third-grade education and has worked since he was 12. He has been very successful in everything he does and has a very inspiring story!



LAUREN DAVIS
TTR Sotheby's International Realty

My mom. I got into the business with her and she was 10 times harder on me than I think someone from the outside would have been; I learned so much from that!



LESLIE BACKOFF
TTR Sotheby's International Realty

My parents. They are the people I call for advice and look up to in life.



CARMEN FONTECILLA
Compass

My grandma.



MICHAEL HARGREAVES
TTR Sotheby's International Real Estate

My father.



MEGAN CONWAY
Compass

100 percent, my mom. She's a social worker and has always been so fulfilled by her job helping people. So when I left my corporate job to start real estate, it was so fulfilling to be in a career that had such a big impact as well.



ANNALISA CARTER
Keller Williams Preferred Properties

My husband. I would say that because the way I was raised, I have the immigrant backstory — you know, the mode is to come to this country to get educated and make a lot of money. I was in science and my husband helped me shift to real estate. I used to work for public health and he helped me realize I can be more impactful in an entrepreneurial aspect; and I saw how much benefit I could get financially while helping people in real estate. I owe that all to my husband for putting that in my mind.



KEITH JAMES
Keller Williams Capital Properties

My grandmother.



MIKE AUBREY
Berkshire Hathaway HomeServices PenFed Realty

My dad, overall. Also, George Steinbrenner since he was great at sharing everything that you can learn about loyalty and the ability to succeed.



ANDREW HOPLEY
Keller Williams Realty Centre

My mentor and first team leader, Ryan Donovan. He provided me with a lifeline when I would have surely been out of the business without him. He taught me what was possible when you get outside your comfort zone and have a growth mindset.



STACY DELISLE
Impact Maryland Real Estate

The most influential person in my life has been my son, Isaac. While he only lived for the sweetest 16 minutes, his life has taught, and continues to teach, me so much. He impacted my change in career from a public school teacher turned stay-at-home mom turned REALTOR/associate broker. He has taught me how to care well for people — my family, my friends, my clients, and those in my community. I am forever grateful for his little life and the profound impact he continues to have on me each and every day!



CHRIS CRADDOCK
eXp Realty

I'm going to have to go with the "Did he just go there?" response. But for me, it is Jesus. Growing up, I was always in sales ... selling stuff that puts you in jail, even as a young kid. Because of a couple of mentors through Young Life, the whole trajectory of my life changed. My life now is nowhere near perfect, but I'm so thankful for the life I am now able to live!



CASEY ABOULAFIA
Compass

My father has probably been the most influential person in my life. He taught me all about real estate, finances, and personal responsibility, and just modeled how to be a fair and kind person who does the right thing. He's also very undramatic and low key, which isn't the worst way to live your life.



MAYA HYMAN
Compass

My dog, Pepper. She makes every day better for everyone she interacts with.



RICHARD PRIGAL
Compass

The most influential person in my life was, without a doubt, my mother. Although my mother died when I was in my early twenties, she taught me the importance of family, hard work and, most of all, to live each day to its fullest.



LAWRENCE O. ELLIOTT JR.
Prime Title Group LLC

My mother. She made the decision, as a wife and mother of three, to go back to school and become a physician. She only had a high school diploma at the time. She went back to college, was accepted to GW Medical school, and now has the largest pediatric practice in Anson County, North Carolina.



JIM BROWN
Turning Point Real Estate

The most influential person in my life has to be my dad. He was a lifelong salesman whose goal was to deliver for his loved ones, friends, and clients, all of whom he treated the same. I always think, "WVDD?"



RICHARD EARLY
CrossCountry Mortgage

Coach Byron Embler got me started in gymnastics to keep me busy and keep my butt out of trouble.



ANDREW BLATE
Beautiful Home Services

The most influential person in my life is my mom, Toni Lee Blate. She overcame challenges in her life from being a military child moving every two years to receiving a master's degree in French literature from Brown. She raised two difficult boys while also teaching and being a loving wife. Her office hours never ended for her students ... or her kids!

Through ups and downs she stayed loyal to my late father through cancer and untimely death. She stood strong and never allowed her grief to limit her. Despite often being alone, she traveled the world, making friends along the way. She is a caring grandmother, always finding a new book, exhibit, or event to take her grandkids to. I've learned from her to never stop learning or exploring. I've learned you can never tell someone you love them too often. I've learned to be tough and kind at the same time. I've learned there are no strangers, just friends we haven't made yet. Most of all, she's been the best possible role model to be a parent and a friend you could ever imagine.



TINA DEL CASALE
Sandy Springs Bank

The most influential person in my life is my dad. By introducing me to lending in 1989, he changed the entire trajectory of my career.



MELISSA JAKES
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My mother!



KEVIN FRIEND
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My mother was the most influential person in my life.



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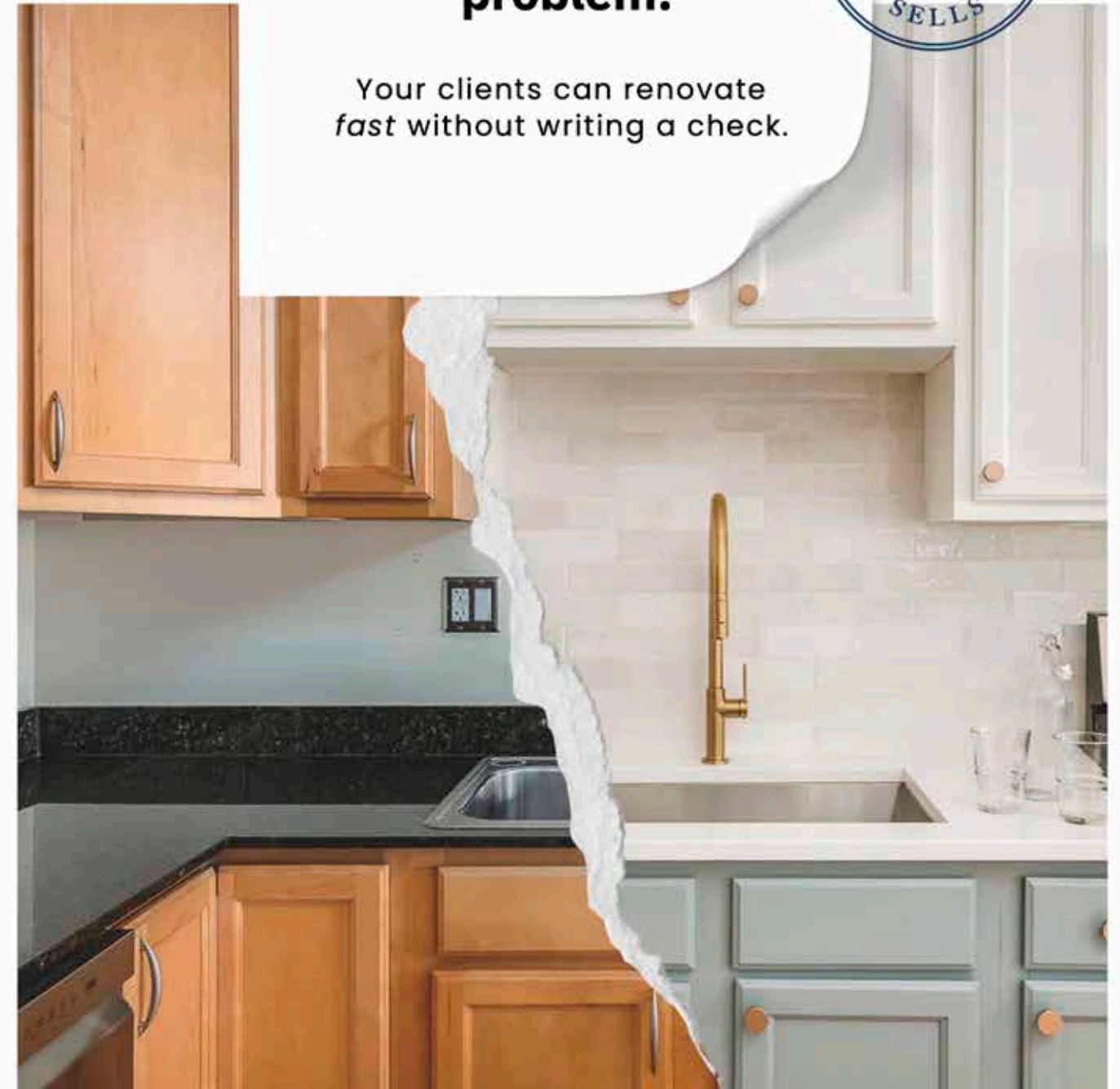



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By Mary Garner DeVoe

CONSISTENCY

A sign in the conference room of a friend's new office says: "Everything You Want Is on the Other Side of Consistency."

Sure, I know about consistency — don't we all? Who among us has not been taught about, or at least read about, the importance of good habits? I have taught the importance of repeating actions and the practice of "habit stacking." But the naked truth of that sign got me rethinking the meaning, application, and results of consistency. The sign changed my perspective, so I started doing a little research.

The Merriam-Webster dictionary refers to consistency as "harmony of conduct or practice with profession." Do my actions match my profession? Are my actions lining up with the reputation, results, and expertise I intend?

I googled consistency and quite a bit came up about Patrick Mahomes, the quarterback for the Super Bowl champion Kansas City Chiefs (and game MVP). He talks about consistency. Mahomes talks about what happens outside of and in preparation for the 60 minutes of actual

game time. He says, "No one really sees pro athletes behind the scenes. They don't know how hard they work. They don't see how you work on the basics. They couldn't possibly know. You wouldn't think that someone who hits like Alex Rodriguez needs to use a tee every day, but that's how he stayed on top of it."

An informal poll of top-producing agents confirms that the listing appointment itself takes about 45 to 60 minutes. But the preparation and practice that precedes an appointment is about eight hours. Top agents schedule role play and practice, market study and analysis, training, and coaching. They also review their performance to analyze what is working, what is not, what can be improved, and what needs adjustment.

An agent's role play, practice, and preparation are the football player's drills to improve speed, footwork, getting hit, weight lifting, and studying game film. Practice and preparation time *increases* for athletes as they increase their skill level. Drill sessions for peewee football (ages 5 to 9) run about 45 to 60 minutes; and for middle and high school (ages 10 to 17), the time runs about 75 to 90 minutes; while at the college and professional level, sessions can be two-plus hours.

The idea of increased practice and preparation time may seem peculiar to some REALTORS®, but the best business people and agents with whom I have worked schedule and dedicate time for this. They purposefully engage with other colleagues, both local and across the country (and the globe), to share best practices, challenges, strategies, and tools. They work with coaches and attend training to improve their effectiveness and efficiency. They practice dialogues and objection handling.



Mary Garner ("MG") DeVoe is the director of training for The Freedom Companies and has been in real estate leadership for over 30 years. She is passionate about adding value to her clients and helping them grow personally and professionally. When she is not training, MG enjoys her family here in Virginia and in Louisiana.

Agents who grow and maintain strong businesses understand that their daily activities must be purposeful, scheduled, and consistent. The results don't happen by themselves — the results are driven by the consistent, habitual activities.

If a garden or farm is not consistently fertilized, weeded, watered, nothing but weeds will grow. Physical fitness is not achieved by an annual workout. The best litigators spend more time litigating, honing their practice. The best surgeons spend more time doing surgery, perfecting their skill. This plays out in everything... Basketball players can dribble and shoot. Consistency is what made Michael Jordan special!

It is now April. It is time to assess where you stand in the game and determine your strategy for the next 12 weeks. Did you achieve your 12-week goal? What worked really well? What didn't work at all? And what needs adjustment? How much time did you spend practicing, taking a training or workshop, or working with a coach? What did you do consistently to drive results?

Please be clear: if you aren't *consistently* closing on transactions and meeting your goals, your schedule and your "routine" needs an overhaul. John Maxwell describes The Law of Consistency as "Motivation gets you going, but discipline keeps you growing."

So are you going, or are you growing? How will you bring into your life the consistency required to have what you desire?

To continue the conversation, join me on Facebook: Mary Garner DeVoe – Business Coach & Trainer or The Freedom Companies.



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▶ marketing matters

By Todd Lebowitz

What Does Your ONLINE AGENT PRESENCE Say About You?

If you're a real estate agent, you should be googling yourself routinely to monitor your online presence. When you do, are the results making you say, "This is an agent I need to work with!" If not, there are plenty of steps you can take to improve your online presence. Below is a quick checklist to give you a guide to all of the opportunities for greater exposure.

Who Do You Want to Be?

Before taking action, take a moment to self-reflect on your brand and what it stands for. Since your career evolves, it's helpful to do this on a yearly basis. What are the three things you want to be known for when someone finds you online?

What impression do you want to create? Don't try to be someone you're not. That's exhausting and won't bring out your best. The online world allows you to amplify what you most want to get attention. Combine your unique personality with your target market, location, and niche areas of expertise for a solid brand.

Recycle, Reuse, Repurpose Content

The key is in repurposing content for a variety of platforms. This not only exponentially saves time, but it also gives you a consistent agent brand. That photo you took for Instagram? Make a LinkedIn post with it and a Tweet.

LinkedIn

Easily position yourself as an expert in your area, thanks to their article-writing platform, tags, and networking capabilities.

Instagram

Show off photos of your homes and post graphics with testimonials. Keep it simple. Use a grid designer app to create a consistent rather than jumbled look.

Facebook

Cultivate connections using Facebook's extensive local groups. Set your Instagram account to automatically push content to your Facebook page.

Personal Website

Stand out from other agents with a website tied to your brokerage and one you create yourself. This personal one can be simple to make using WordPress and a real estate agent theme.

Google My Business

Double, no, triple-check that all of your contact information is right. Use review tools and incentives to encourage former satisfied clients to write reviews.

Listing Websites

Zillow, Trulia, Realtor.com. Make sure you have consistent messaging on all of these listing sites. They have the power of pulling in lots of traffic and you want to make sure your branding is spot on.

Review Websites

Don't overlook the continuous carousel of real estate rating sites. Although you don't want to break your budget by subscribing to their bells and whistles, it's worth taking advantage of free listings.



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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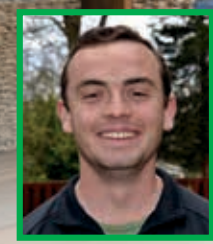
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WORDS OF WISDOM FROM THIS MONTH'S FEATURES



SCOTT SACHS and DANIEL SCHULER

The Synergy Group
Compass

Scott: "Honesty and transparency are the foundation of everything, whether working with clients or other agents. Those are the things that other people remember in the transaction."

Daniel: "Try to identify the pieces that you're not very good at and learn how to bring in help to aid in those areas."



A word from our Preferred Partner:

JOÃO "JOHN" MOREIRA Caring Transitions, Inc.

"A REALTOR® is in a position to come to us, and we do everything. We take the full house and leave it for them in an empty, broom-clean condition, ready to go to market. It's all about speed. We can get that house

in a position to get to market quicker.

Perhaps more importantly, we take care of their clients. Their clients will be happy with our service. We don't treat this just as a business. This is people's lives we're talking about, and we've become an intimate part of their lives."



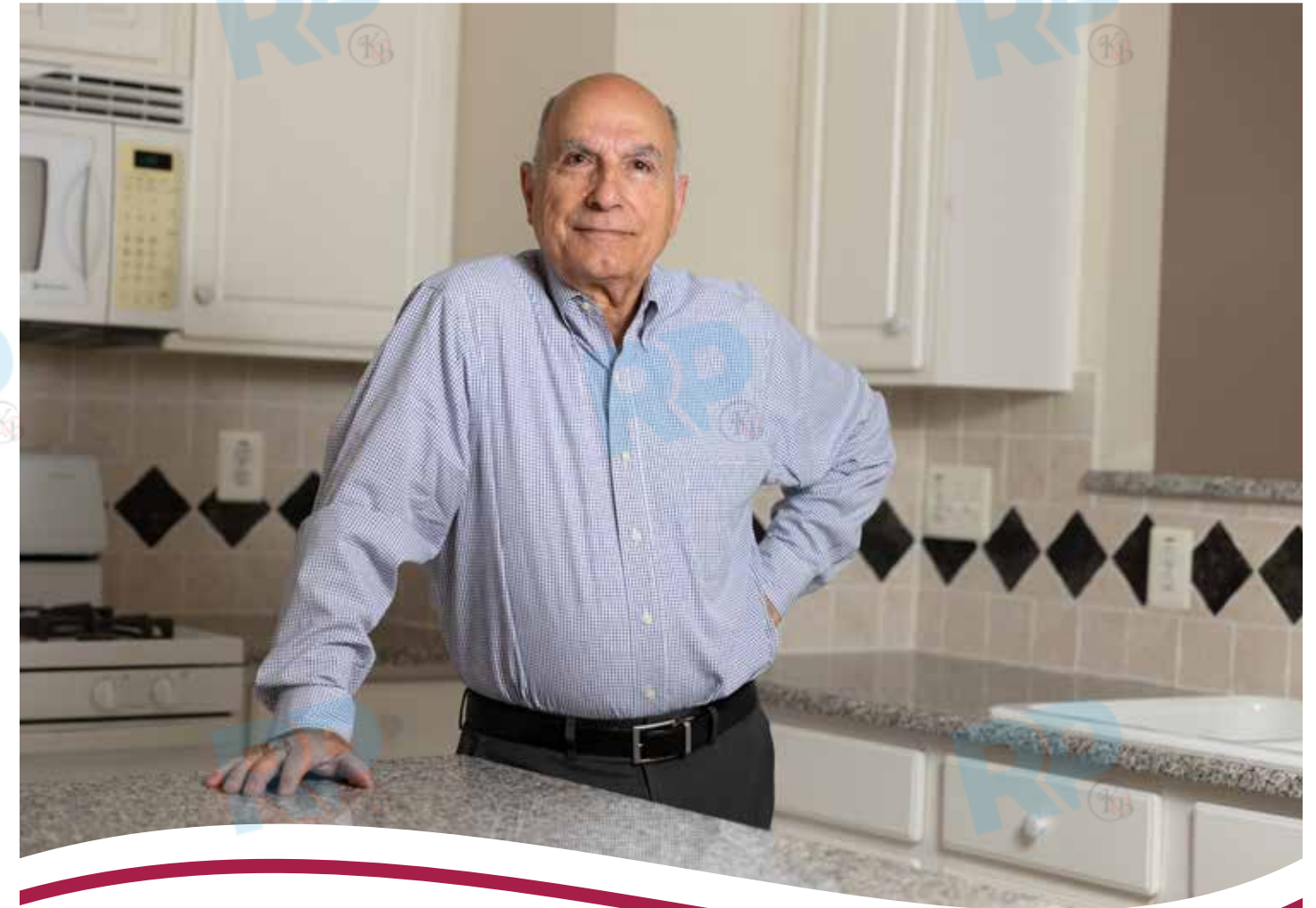
LESLIE BACKOFF

The Rob and Brent Group
TTR Sotheby's International Realty

"I've always been very service focused. That's also what really drew me to real estate — meeting and helping people get further toward their financial goals as they start a new chapter in their lives. That's very rewarding."

JOÃO “JOHN” MOREIRA

Caring Transitions of Rockville



Making Transitions Easy

By 2020, João “John” Moreira and his son, John Moreira, had been discussing the possibility of going into business together for many years. Both were already successful entrepreneurs; João ran an IT consulting business and John worked in international political consulting. But the father-son duo had the desire to work together in a way that would serve their community.

When COVID-19 upended the world, João and John sensed the timing was right to launch a new business.

“When the COVID-19 pandemic hit, John and I started thinking about the impact of the pandemic on our nation and, more specifically, our community, and what we could do to help,”

João says. “We looked at industries and services that might help us and others through the pandemic. When we ran across Caring Transitions, we realized there was something there.”

Caring Transitions is a franchise that seeks to help families and individuals, especially those in their later years, through what is often a challenging situation. That includes decluttering, disposal of household items no longer needed through online auctions or donations, home clean-outs, and everything else needed to get to the next stage of life.

João had firsthand experience with how challenging transitioning can be, having helped his parents and aunt,

who lived in New York, prepare to relocate to Maryland. João and his wife traveled to New York almost every weekend for six months to get the job done, so he knew how helpful a service like Caring Transitions would have been.

After careful research and deliberation, João and John opened Caring Transitions of Rockville in July 2021.

Caring Transitions of Rockville
João and John’s primary goal with Caring Transitions of Rockville is to serve their community. They understand the importance of their role and are determined to guide families through transition with care and efficiency.

“

We want to be the service provider Realtors think about first when they see a property where clients are overwhelmed and don't know what to do and need to move.



“It's not a cookie-cutter operation. Every project is different. We're assisting clients with a very specific need. Every personality is different. Every environment is different. It's exciting, dynamic, and different,” João explains. “These are really challenging situations people go through when they decide to move. It's not easy.”

“This is something we can do to help within our community, something that's a benefit to the community. We found there was a great need. There are people that really need this service, and doing it by themselves is overwhelming,” John adds.

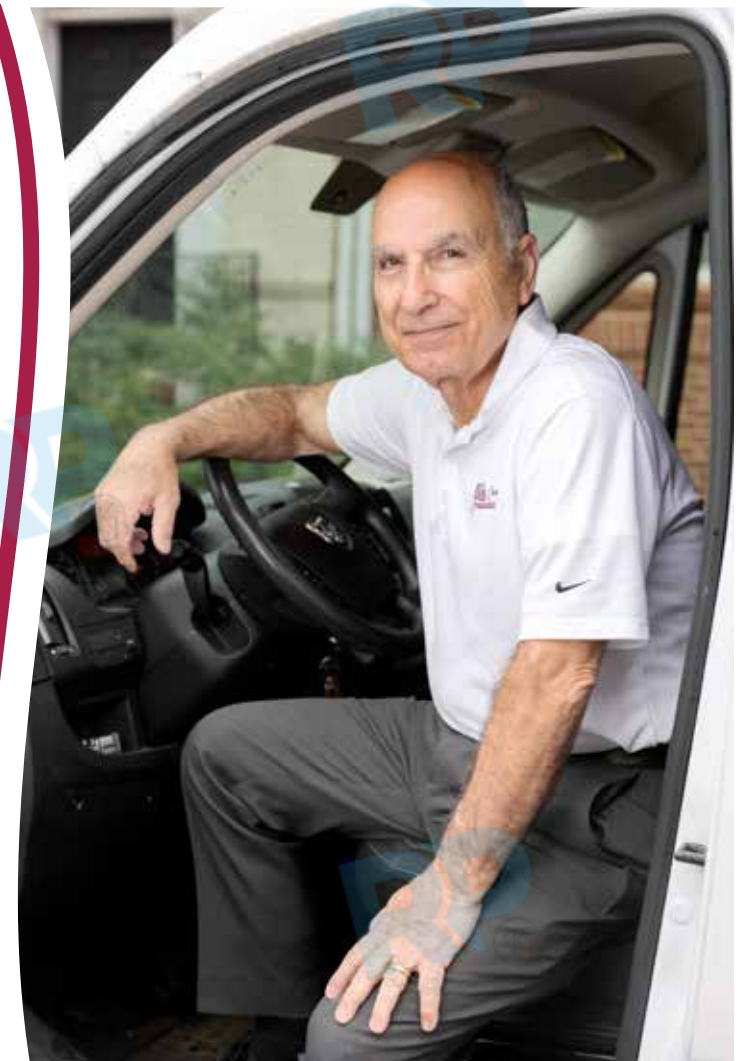
Caring Transitions of Rockville offers a complete, one-stop relocation and downsizing solution. They handle the details of decluttering, estate sales, and home clean-outs from start to finish.

“A REALTOR® is in a position to come to us, and we do everything. We take the full house and leave it for them in an empty, broom-clean condition, ready to go to market,” João notes.

“It typically takes families six to 12 months to go through a house and get it ready for market, where we can do that in one to four weeks. It's all about speed. We can get that house in a position to get to market quicker,” John explains. “Not only that, and perhaps more importantly, we take care of their clients. Their clients will be happy with our service. We don't treat this just as a business. This is people's lives we're talking about, and we've become an intimate part of their lives.”

Building Awareness

So far, João and John's biggest challenge has been brand



awareness. Many Realtors and clients simply aren't aware of all their services. They've found that once agents and clients become aware of what they do and how they do business, Caring Transitions of Rockville becomes one of their primary resources.

“When Realtors hear about us, they know they need this kind of service,” John says. “We want to be the service provider Realtors think about first when they see a property where clients are overwhelmed and don't know what to do and need to move. We want them to think, ‘I know who's going to take care of this — Caring Transitions of Rockville.’”



João “John” Moreira, together with his son John, own and operate Caring Transitions of Rockville.

Based in Bethesda, Maryland, Caring Transitions of Rockville offers stress-free relocation and downsizing solutions. Every job is customized to the client's needs, and every client is treated with the care they deserve. For more information, email Rockville@caringtransitions.com or visit www.caringtransitionsrockville.com.



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LESLIE BACKOFF

GETTING THE GOAL

One of the most rewarding parts of life is seeing the fruits of your dedicated efforts in your own life. But the feeling you get from seeing that impact on the lives of others is unforgettable. That's the kind of effect that Leslie Backoff has on those around her.

As a REALTOR® with TTR Sotheby's International Realty, Leslie cherishes her role of getting the goal for her clients and their families. "I get to work with people from all walks of life and help them find an investment or help them through a new phase of life," Leslie says.

"I've always been very service focused. That's also what really drew me to real estate — meeting and helping people get further toward their financial goals as they start a new chapter in their lives. That's very rewarding."

GETTING HER START

Leslie was born and raised in Toledo, Ohio. After high school, she went on to college at Boston University, where she earned a degree in hospitality administration. After her collegiate career was complete, Leslie started working for Hilton Hotels and was part of the Hilton Worldwide Management Development program in Boston.

STEPS FORWARD

After a time, she moved to Washington, D.C., and worked her way up to be a senior sales manager at the Washington Hilton and Capital Hilton, selling meeting space and guest rooms for meetings and conventions. In time, her career brought her to the company's corporate headquarters in McLean, Virginia. Her start in real estate was just around the corner.

"My way into real estate was a product of COVID. In March 2020, I had been put on furlough, and then, in June, discovered my position was eliminated. So I looked at other career options," Leslie remembers. "One thing I had always been interested in was real estate. Once I knew I wasn't going back into hospitality, I knew I should pursue getting my license. I had some connections in real estate. My uncle is a broker and my husband is in real estate development. Both of them are great resources that helped me get into the business."

BUILDING FROM THE GROUND UP

When Leslie started in the business, she served as director of operations on her current team, The Rob and Brent Group at TTR Sotheby's International Realty, where she learned the business from the ground up.





Leslie Backoff (back row, center) is with The Rob and Brent Group at TTR Sotheby's International Realty.

"That was a great chance for me to learn all about the back end of each transaction by getting listings ready for market, including working with stagers, photography, and other aspects that have all really helped me as I work with my clients," she says.

WRITING A NEW CHAPTER

Leslie earned her license in August 2020. Since then, she has spared little time in establishing her reputation for reaching results for her clients. During her first two years in the business, Leslie amassed \$10 million in sales volume, including over \$7 million in sales volume in 2022.

Away from work, family, including her husband Max Snider, enriches Leslie's day-to-day life.

In her free time, Leslie stays engaged in the community and in helping others around her in a number of ways. She volunteers for Girls on the Run, where she coaches a team of third to fifth-grade girls. "That is something I've really enjoyed," she says. "In the process, it helps me teach them about empowerment."

Leslie and the girls run for part of each practice that they have together ... all leading up to the group running together in a 5K event. In addition, Leslie runs half marathons. She also has a passion for travel and spending time with family.

COMMITTED TO GIVING HER BEST

When you talk with Leslie, it's easy to see her commitment to her clients' needs. She has a drive to serve their best interests with her optimistic, adaptable, and caring approach.

As she builds for the future, Leslie continues to bring her gifts and relentless drive to work for her clients.

Congratulations to Leslie Backoff for her selfless approach and drive to serve her clients and help them get their goals.



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cover story

By Zachary Cohen
Photos by Ryan Corvello

SCOTT SACHS & DANIEL SCHULER

GREATER THAN THE SUM OF THEIR PARTS



IN 2020, SCOTT SACHS TURNED TO HIS LONGTIME FRIEND AND COLLEAGUE, DANIEL SCHULER, AND TOLD HIM HE'D BEEN CONSIDERING GOING INDEPENDENT. AT THE TIME, THE PAIR WERE REALTORS® ON THE SAME REAL ESTATE TEAM. SCOTT HAD BEEN CONSIDERING SUCH A MOVE FOR YEARS AND FINALLY DECIDED THE TIME WAS RIGHT FOR A CHANGE.

Scott approached Daniel to inform him of his plan, and Daniel expressed interest in joining him. Scott's response was an easy and emphatic yes. It made all the sense in the world for the pair to join forces in bringing their real estate vision to life.

Just like that, The Synergy Group was born.

The Synergy Group: A New Vision

Scott and Daniel founded The Synergy Group with Compass right at the start of the COVID pandemic. Uncertainty was high, but they were confident in their timing and abilities. Three years later, they couldn't be happier with the results. Their leap of faith has paid tremendous dividends in terms of professional success and personal fulfillment.

The Synergy Group differentiates itself through its systems and unique take on real estate sales. The result is a business fueled by referrals and repeat clients.

"Our sincere focus on the systems and end result for our clients is what makes our business over 80 percent referral based," Scott says proudly.

The Synergy Group offers a wider breadth of services than the traditional real estate team. In addition to helping clients buy and sell homes, they handle property management and investment deals. Bringing all three real estate sectors together under one roof creates the synergy their team was born upon.



“

THE VISION IS TO STAY BOUTIQUE IN THE WAY WE INTERACT WITH CLIENTS BUT BE A ONE-STOP-SHOP FOR ANYTHING AND EVERYTHING REAL ESTATE RELATED. ”

FAMILY SPOTLIGHTS



SCOTT SACHS

Scott and his wife, Darden, have two children, Parker (9) and Logan (6). “Raising those kids is the most rewarding and challenging part of my life,” Scott says.



DANIEL SCHULER

Daniel and his wife, Kelci, have three children, Harvey (5), Cece (4), and Lydia (born in 2022). “Family is our driver,” says Daniel. “Our ‘why’ is providing and being a good example for our families and community.”

“We called our group The Synergy Group very intentionally because we saw there was a void between brokerage, property management, and investment/development deals,” Scott continues. “We brought our knowledge and experience from all of these facets together, along with the technological resources of Compass and our own marketing and operations team to create a truly unique real estate experience.”

Today, The Synergy Group manages over 40 properties (and growing). The Synergy Group has flipped, built from the ground up, acquired and managed multifamily properties, assisted investor clients with an array of asset types, and managed the acquisition,

lease-up, management, and disposition life cycle of various assets.

Scott and Daniel are team leaders, as well as industry leaders; Daniel is on the board of directors, and Scott is the chair of the property management committee for the Greater Capital Area Association of REALTORS® (GCAAR).

Friends and Partners

By the time Scott and Daniel partnered up to form The Synergy Group, they were both on the verge of being top-producing agents. Together, they are now actualizing their dreams of greater success. They currently have one agent on their team and are looking to grow to a team of five to six. The Synergy Group also has a full-time operations manager and a full-time marketing person to support their real estate brokerage, property management business, and investment division.



“

WE DON'T JUST TELL PEOPLE HOW TO NAVIGATE THE MARKET. WE ARE OUT THERE DOING IT OURSELVES EVERY DAY TO BE THE MOST EFFICIENT PRACTITIONERS POSSIBLE. ”

Daniel Schuler (left) and Scott Sachs (right) are founders and team leaders of The Synergy Group at Compass.

“The vision is to stay boutique in the way we interact with clients but be a one-stop-shop for anything and everything real estate related,” Daniel explains.

Perhaps the greatest gift of Scott and Daniel's partnership has been the joy they are able to bring as a team. They believe that, while real estate is a serious business, there is plenty of room for levity. Through their friendship and individual personalities, Scott and Daniel are committed to making real estate fun and professional.

“We met in real estate, but it's almost as if we're brothers from another mother,” Daniel smiles.

“We have similar family structures,

aligned interests outside real estate, and grew up similarly. Our mindset is to work hard and play hard, and we want to connect with people who are excited to work in an atmosphere promoting growth, support, and having fun in the process.”

“We're a boutique firm looking to grow across all facets of our team and add the right associates to realize a truly special and unique team experience,” Scott adds. “We believe in real estate as a means to achieve dreams and also build wealth. We don't just tell people how to navigate the market. We are out there doing it ourselves every day to be the most efficient practitioners possible.”



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GROUND YOURSELF in Nature This Spring

Bridge the gap between your body and the natural world through springtime mindfulness.

By Shauna Bryant, National Editor

As T.S. Eliot reminded readers in 1922, “April is the cruellest month.” Here, the famed modernist poet refers to, among other things, the liminal state between the cold and starkness of the landscape during winter and the promise of renewal and fruitfulness in spring, particularly for yesterday’s agrarian societies. However, the transitional nature of April remains difficult over a century later; the lingering pall of winter still chills our days, and serotonin and vitamin levels struggle, while the earth begins to warm and transform, impacting expectations and rhythms. How can we navigate the changing seasons in harmony with our bodies and minds? Try one of the following therapeutic techniques this month.

Forest bathing: Originating in Japan, forest bathing encourages connection to nature through our senses. Don’t worry, no actual bathing is involved — rath-

er, a slow, mindful walk in nature allows the bather to focus deliberately on their surroundings, tethered to the sights and sounds of the present moment. This practice has been linked to lower blood pressure, heart rate and levels of cortisol, depression, fatigue and anxiety.

Grounding: Also called “earthing,” grounding is the practice of realigning our energy with the earth’s natural electric charge, supporting the body’s ability to heal and regulate itself. This technique involves direct skin contact with the earth’s surface (e.g., walking barefoot, lying on the sand, swimming in natural bodies of water). Grounding has been shown to reduce inflammation and chronic pain and improve blood flow, energy levels, sleep and mood.

This year, celebrate Earth Day — April 22 — by getting your feet on the earth and your head in the forest. Your health will thank you!



“April is the cruellest month.”
—T.S. ELIOT



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Teams and Individuals Closed Data from Jan. 1 to Feb. 28, 2023

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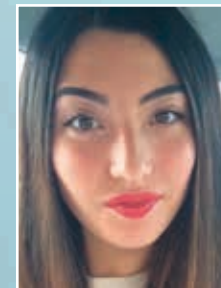
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