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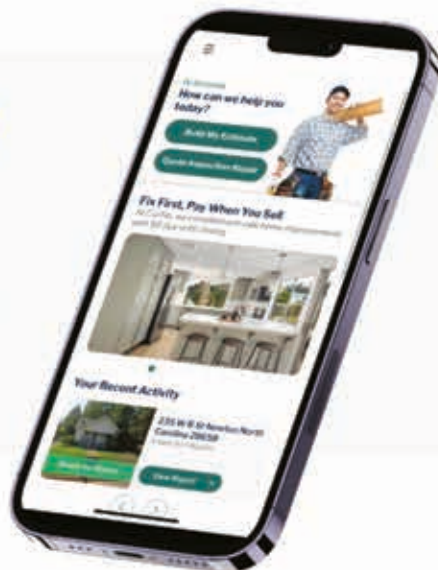
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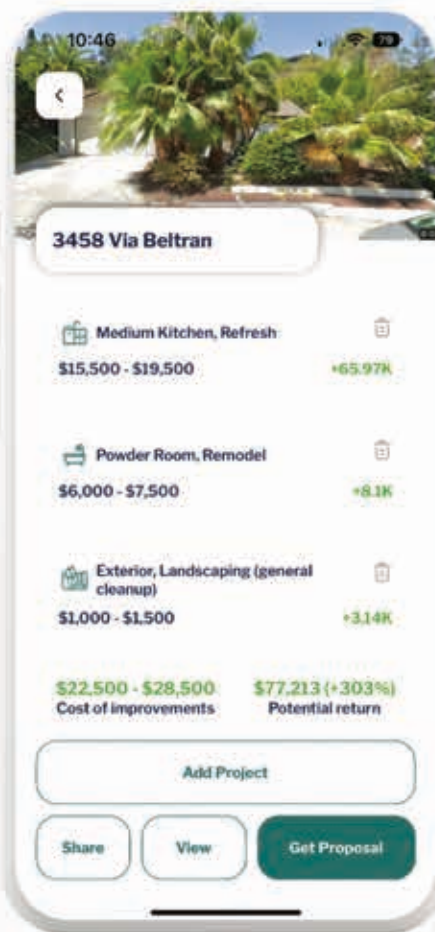
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TABLE OF CONTENTS



06

Index of Preferred Partners



12

Publisher's Note: Selling Sunset – The August Real Estate Market



16

We Ask: Do You Need to Drive a Luxury Car to Sell Luxury Homes?



20

Marketing Matters: Do Personal Cards Still Work?



24

Partner Spotlight: Wes Poole, BOSSCAT



30

Rising Star: Nwabueze "Eze" Okwodu



36

Cover Story: Corey Burr



44

Special Events: Photos from Our June Magazine Party



48

Top 250 Standings



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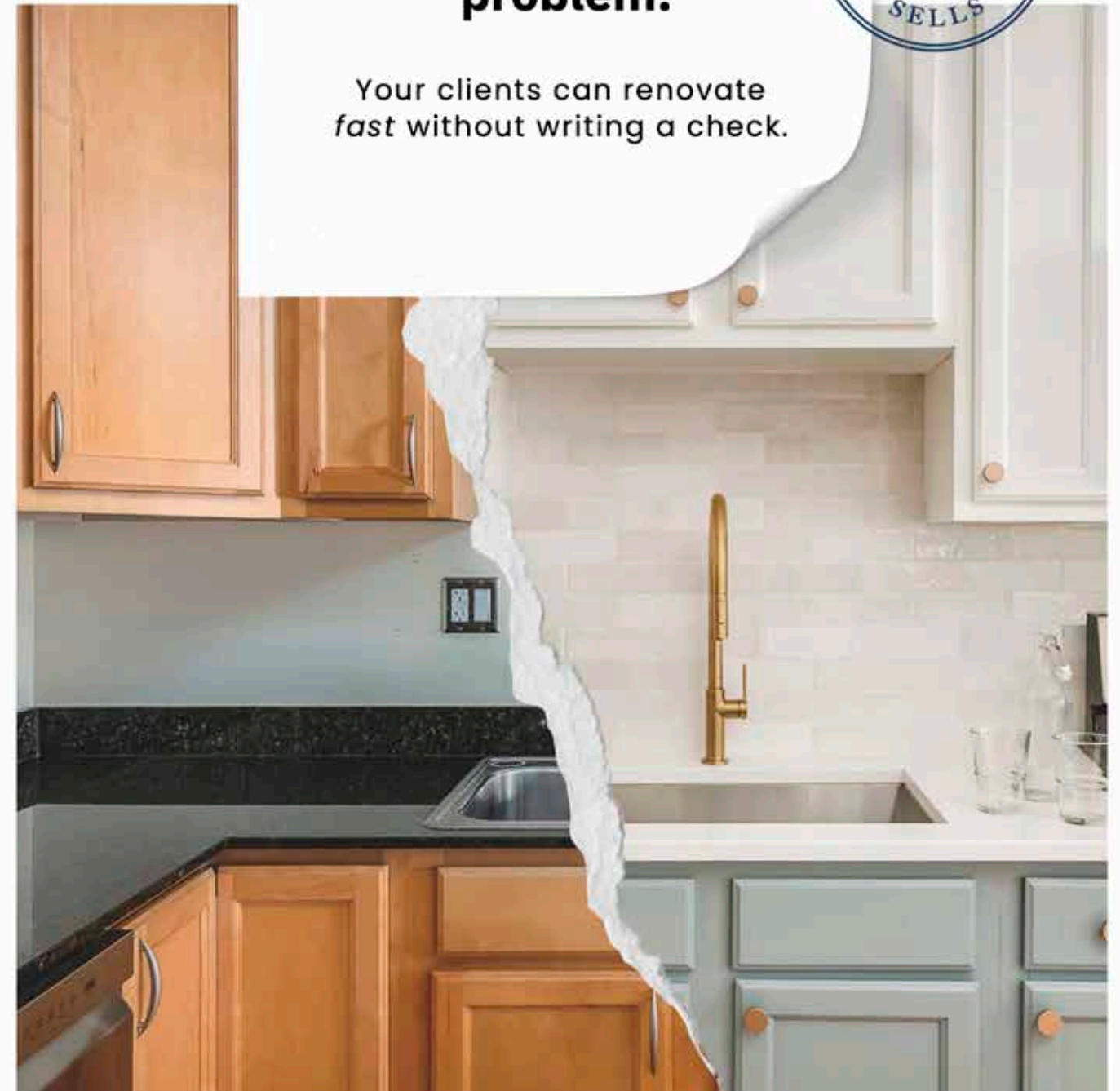
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SELLING SUNSET

The August Real Estate Market and You

Dear DC Metro Real Producers,

Is it really the tail end of summer already?! It feels like just yesterday we were eagerly anticipating the warm days and endless possibilities. As we navigate through August, I can't help but draw inspiration from an unexpected source, the Netflix hit series "Selling Sunset."

Just like the glamorous world of luxury real estate displayed on the show, our industry is dynamic and ever evolving. This month, I encourage you to channel your inner "Selling Sunset" agent and embrace the excitement and energy that comes with it. Adapt to the changing marketplace with agility and enthusiasm, just as these agents do when faced with new challenges and demanding clients.

While we may not have the Hollywood backdrop or the drama-filled moments, we DO share a common goal — to deliver exceptional service and create memorable experiences for our clients. Every transaction closed is an opportunity to make dreams come true!

With each passing day, let us reflect on the achievements we have already accomplished this year. Celebrate your successes, whether big or small, and let them inspire you to reach even greater heights.

Don't forget to take a moment for self-care amidst the busyness of this end-of-summer season. Find time to recharge and indulge in the joys of summer while it's still around. Whether it's a quick weekend getaway, a beach stroll, or simply relishing in the company of loved ones, nurturing your well-being will enhance your ability to serve your clients.

I'm really looking forward to seeing everyone at our big **2023 NFL Game Day** next month! Be sure to save the date for **September 10th**. Wishing you a sizzling August filled with growth and countless achievements!!

With gratitude,



Kristin Brindley
Owner/Publisher
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STACY ALLWEIN
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JOCELYN VAS
RLAH @properties
Unfortunately, yes!



RYAN DAVILA
Compass
You don't need to ... but I do think that people expect you to.



DAN HOZHABRI
Keller Williams
I think if that's your target audience, then your appearance says a lot. So yes, I do think you'd want a nicer car.



DINA THOMAS
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I don't think you need it, but I'm sure to some people it would give a certain look. I personally believe you should be able to win them over without a nice car!



GITIKA KAUL
Compass
No, but it's more fun.



KEVIN FRIEND
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I don't believe so. Some people might associate a luxury car with a professional; but really, most people are looking for connection and authentic knowledge, as opposed to what someone drives.



RICK WOLER
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As long as you keep your car feeling new and fresh, I don't think it matters. My experience with millennial buyers is that they're looking for a personal connection with the people they work with more so than someone who flashes their success.

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Do Personal Cards STILL WORK?

We all know how important mailings are to a solid marketing plan. From “Recently Sold” cards to seasonal mass mailings, keeping your name and brand image in front of potential and past clients is important. But what else can you do to set yourself apart? Many agents find success with taking a two-pronged approach, with one part focusing on quantity and another prioritizing more personal interactions. Handwritten, personal greeting cards can play an important role in the latter.

Greeting cards, at first glance, can appear passé. You might think of the birthday card your great aunt still remembers to send or the once-a-year winter greeting cards that get lost in the holiday shuffle. With so many other forms of communication, from email to social media, it’s no surprise that greeting card usage has fallen out of fashion. Year after year, the number of greeting cards sent out gets smaller and smaller, according to a 2022 IBISWorld Industry Report. What may be bad news for this industry is actually great news for agents.

GREETING CARD OCCASIONS

While homeowners are inundated with emails and overwhelmed by the billions of options social media presents, physical mail has become a less cluttered environment for getting your message across. Below are a few ways to take advantage of this medium with a handwritten, personal card or note.

AS AN INTRODUCTION

If you’ve received the name of someone that might be interested in your services, why not send a personal note of introduction?

TO SOLIDIFY A RELATIONSHIP

Maybe you’ve already had an initial meeting with a potential new client; a personal thank-you card can demonstrate your attention to detail.

TO CELEBRATE A MILESTONE

Whether it’s your client’s recent closing or an anniversary of their home purchase with you, recognizing these events can show your thoughtfulness and sincerity.

GREETING CARD BEST PRACTICES

- Strategically choose a limited number of recipients to send personal cards to each month. Since these are time-consuming cards to write, limit your total send to no more than a dozen or so each week.
- Always handwrite and personally sign your cards. Yes, this is much more time-consuming than simply printing out cards or stamping a signature ... but that additional effort is what makes this type of communication stand out to your recipient.

- Use a seasonal stamp and skip mass-mailing postage for personal cards.



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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"I've tried to live every day in the business as professionally as I possibly can. We are being interviewed by prospective clients who are weighing hiring somebody for the most amount of money that they've ever hired anyone for any job. We make a very handsome fee for handling purchases

and sales for our clients, and we need to bring them our best every day. It's important to do exactly what you say you are going to do. Don't over-promise. Don't exaggerate. Tell the truth. The more our industry does that, the more it'll be held to a higher level by the public."



MAYA HYMAN

Compass

"The more educated someone is, the more comfortable someone is with the decisions they make. That's what leads to change in the world."



NWABUEZE "EZE" OKWODU

Samson Properties

"You need to take this seriously as a job. It requires focus, discipline, and dedication to what you're trying to do. There are no short-cuts in America. That's what makes America great. If you put in the effort, you get rewarded."

A Word from Our Preferred Partner:



WES POOLE

BOSSCAT

"Our goal is to help REALTORS® and their clients complete any home improvement project with ease, whether it's before listing, after the inspection, or at any stage of home-ownership... Because we manage and coordinate every project, Realtors can save valuable time and focus on their businesses."





WES POOLE

The BOSSCAT Revolution: Simplifying Home Improvements



BOSSCAT, formerly known as PunchListUSA, has changed its name while changing the game in the real estate industry. As a proud partner of both the National Association of REALTORS® and Real Producers, this innovative company provides a one-stop repair, renovation, and maintenance solution that simplifies the home improvement process for Realtors and their clients.

“Our goal is to help Realtors and their clients complete any home improvement project with ease, whether it’s before listing, after the inspection, or at any stage of

homeownership,” explains Wes Poole, regional business development manager at BOSSCAT. “Our old name confined us because we’re no longer just a punch-list business; we now do everything short of building a new home — we even do full house remodels.”

Phenomenal Growth

Founded in 2018 in Charleston, South Carolina, as PunchListUSA, BOSSCAT has rapidly become a game changer for busy Realtors by saving them precious time. The company has expanded its reach to serve 14 major markets and has grown to roughly 100 employees, landing at spot number 774 on the Inc. 5000 list of America’s fastest-growing companies last year.



“We’re thrilled to be recognized as one of America’s fastest-growing companies,” remarks Wes. “We also have plans for further expansion in more markets. It’s a testament to the value we bring to our clients and the real estate community. Our growth is a direct result of our commitment to simplifying the home improvement process and helping Realtors and their clients navigate the challenges of repairs and renovations.”

Formerly in the home warranty industry, Wes says he jumped at the chance to join such a dynamic, fast-growing startup a year and a half ago.



“When I heard about BOSSCAT from a friend and was offered an opportunity to join the team, it was a no-brainer for me,” Wes recalls. “The value-add that we bring to real estate agents and their clients is undeniable, and I was able to hit the ground running, still working with the thousands of agents I have worked with over the years, just in a different capacity.”

Goodbye, Contractor Headaches

With BOSSCAT, Realtors can avoid the hassle of coordinating repairs and renovations with various contractors and searching for a handyman. Wes highlights their unique approach, explaining, “We are a one-stop shop that manages everything from start to finish. Our Realtor partners can simply upload the inspection report or project list, and we provide free repair or renovation estimates. We take care of finding the right pros for the project and ensure consistent quality results, no matter the circumstances.”

Wes also points out that speed and reliability are two key factors that set BOSSCAT apart from the competition.



“Because we manage and coordinate every project, Realtors can save valuable time and focus on their businesses,” he continues. “In many cases, you can get a repair estimate within a day with just a few clicks.”

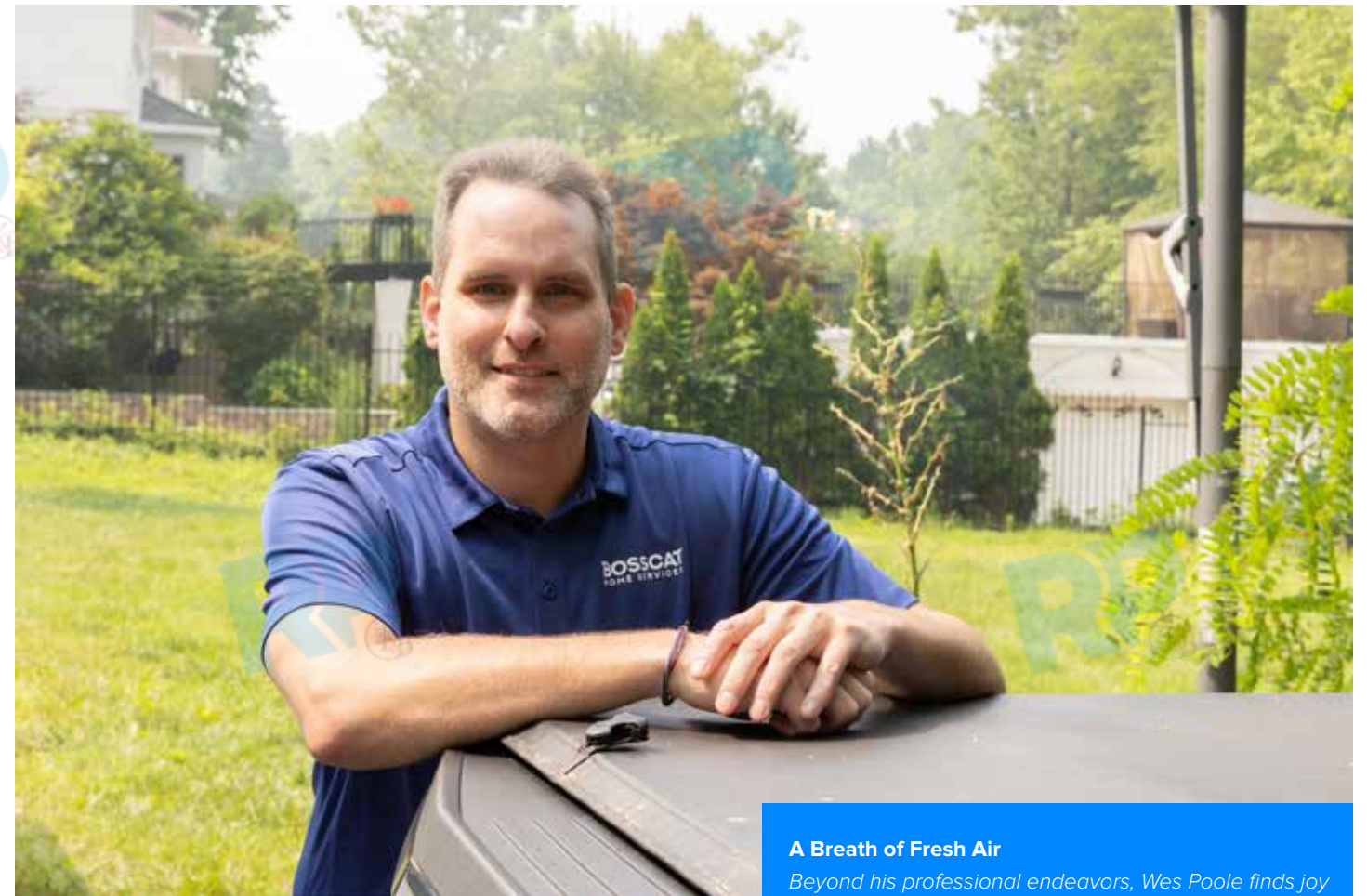
By streamlining the process, BOSSCAT enables Realtors to provide a guaranteed-quality solution,

regardless of the project’s size or complexity, so they can focus on their business and avoid headaches.

“We’re here to eliminate repair and renovation hurdles and help Realtors get to closing with ease,” Wes emphasizes. “We’re also committed to providing outstanding service.”



Formerly PunchListUSA, BOSSCAT is a one-stop solution that manages all home repairs, renovations and remodels, from start to finish.



A Breath of Fresh Air

Beyond his professional endeavors, Wes Poole finds joy in exploring the beauty of nature. He runs an outdoor group called The Cataracts, which organizes hikes to scenic overlooks, waterfalls, camping trips, kayaking adventures, and more. For him, nature is a treasure waiting to be discovered. Wes also enjoys playing guitar and piano and reading during his downtime.



For Wes, the most fulfilling part of his work is empowering real estate professionals to better serve their clients.

“We enable agents to overcome obstacles when buying or selling a home, shorten transactions, and enhance the overall experience. Seeing Realtors succeed and clients happy is what drives us,” he shares.

Always Evolving

Looking ahead, BOSSCAT is well-prepared to adapt to the constant whims of the real estate market. Wes reflects on the significant changes the company has witnessed already.

“From healthy markets to extreme seller markets, we have learned to adapt and change while still delivering exceptional service. Our outlook is extremely positive, and we are excited for continued growth and success alongside our real estate partners.

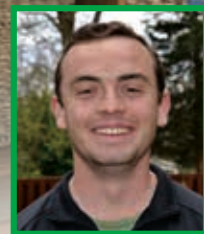
“BOSSCAT is the renovation and repair one-stop-shop top agents have been looking for,” Wes concludes. “We want to elevate your business and improve your service to clients.”

To learn more about BOSSCAT and their services, give them a call at (202) 601-3052, or visit their website: www.bosscathome.com.

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By Jim Shilander



The EZE Way Is Hard Work

Nwabueze “Eze” Okwodu was already the definition of a go-getter before he started as a REALTOR®, often working two shifts in different medical facilities in one day, all while starting to build a real estate portfolio. But he didn’t have his real estate license.

So when a friend asked for Eze’s help with a home search, Eze put him in touch with a Realtor who ended up finding his friend a home they were happy with... But Eze wasn’t happy with that Realtor.

“I was expecting to get \$3,000 or \$4,000 as a finder’s fee because my friend purchased a \$1,000,000 property,” Eze recalls. “But the gentleman he used didn’t give me anything.”

That incident, he said, was absolutely the impetus for the start of a new career as Eze discovered that, indeed, he needed to be licensed to receive any money in that situation.

“It made me so mad I needed to take a two-week vacation from my jobs,” Eze says. “And I was so mad that I took a real estate class at Georgetown and really studied hard.”

Eze says he now sees that Realtor’s actions as divine direction to get him on the road he was meant to follow.

“He changed my life because without that incident, I wouldn’t get my license. If he’d given me \$500 or \$1,000, I’m never going to get my license. It motivated me to see how to make those million-dollar deals. If I saw that man today, I would hug him. Studying sales books, proving myself, making speeches, going to churches. My whole life has changed because of that one incident.”

The number “one million” is an important one for Eze, who is part of the Samson Realty team in Bowie. It’s not just an inspirational dollar figure, but the number of families he’d like to put in homes over the course of his career. While not all of those home finds may come from direct sales, Eze (who did generate 111 sales last year) says he’s also made efforts to reach out to people in other ways, such as putting them on monthly real estate seminars and talks at local churches, as well as having a regular presence on social media, touting the “Eze Way” to buy a home. He hopes to get up to about 300 transactions in 2023.



Nwabueze "Eze" Okwodu is a Realtor with Samson Properties.

That work ethic started in his previous career as a medical administrator, where he'd often work at one hospital for one shift, then go to another hospital for a 3:30 p.m. to midnight shift nearly every day. He used the money to put down payments on investment properties with the goal of buying a home every year.

Eze was born in the United States but emigrated to Nigeria with his family only a few months later. He returned to the United States to study at Howard University. Much of his business today comes from helping those in a similar position.

"Thousands of people are coming to America, in particular to the DMV area, to start a new life," Eze says. "My goal is to be 'that guy' who they come to for help in their transition, to answer their questions about real estate, to help with homeownership and teach

them about the rules, financially. When I first came to the country, no one explained credit to me. And you get delusional, you think, 'I'm just going to go back to my country, so who cares about credit?' But no one ever does. Now, I get to see the smiles on faces when I help them achieve the dream — young couples and older people who dreamed of owning a home in America. I'm getting paid and I'm changing people's lives."

That work won Eze a "Man of the Year" award from the West Africa Times newspaper last year, a diaspora publication in the DMV area.

Eze spends most of his time focused on his business, typically rising early to make calls to prospects, then making videos of houses

or putting together social media posts to sell more.

"You need to take this seriously as a job," Eze notes. "It requires focus, discipline, and dedication to what you're trying to do. There are no shortcuts in America. That's what makes America great. If you put in the effort, you get rewarded."

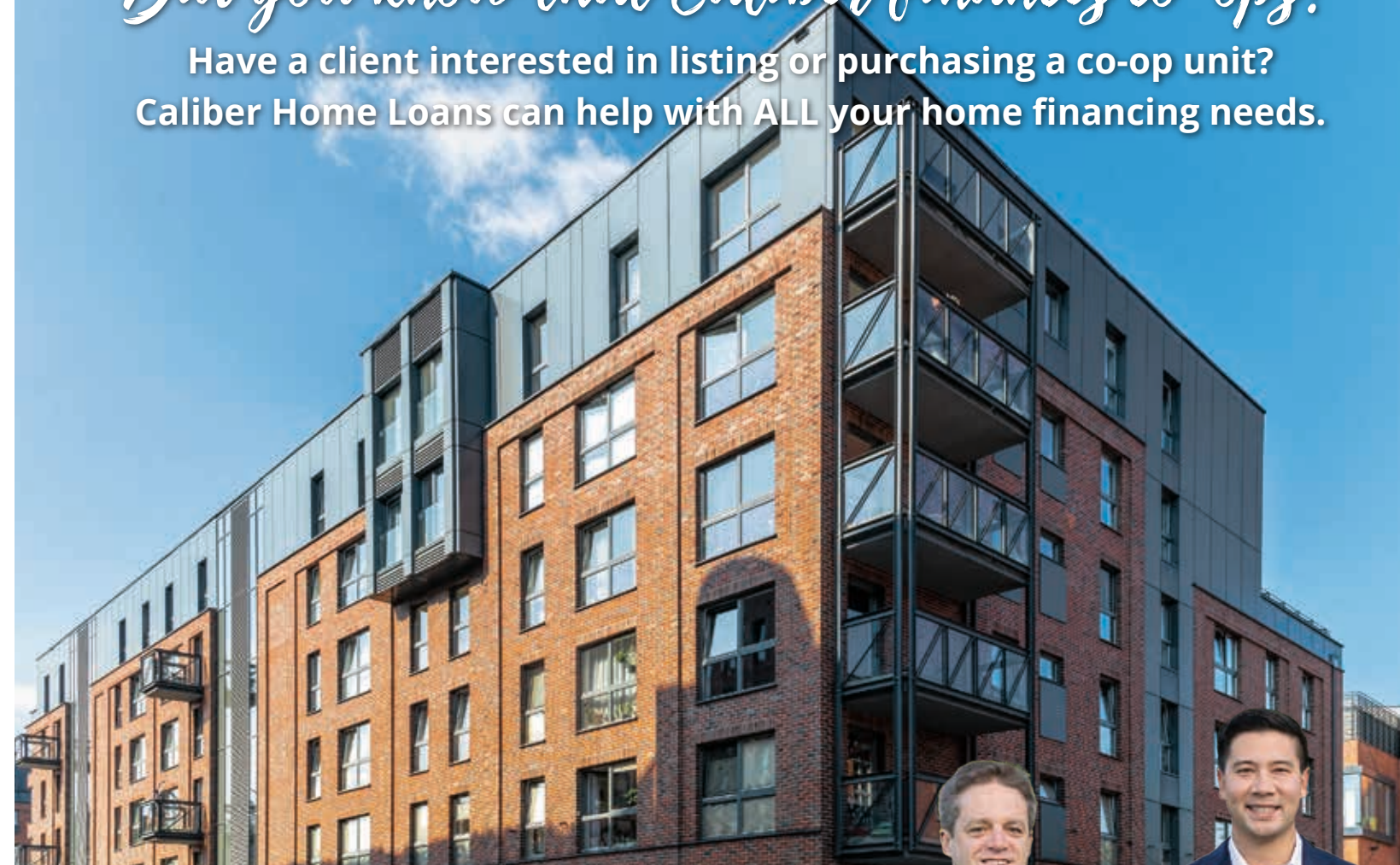


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▶▶ cover story

By Zachary Cohen
Photos by Ryan Corvello

COREY

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“
It's important
to do exactly
what you say
you are going
to do.”



Corey Burr is a consummate real estate professional. Over the past four decades, he's been a steady hand in an industry that has experienced many ups and downs. Corey has been a licensed agent since 1981, but his engagement with the real estate world dates back even further. He was introduced to real estate by his father, a highly respected professional in the business.

Real Estate Roots

Corey's father, Peter Burr, began his professional life working for IBM, but as he climbed the corporate ladder, he had an epiphany: he wanted to start his own business. So he made a life-changing decision, helping a friend launch a residential real estate brokerage. Burr, Morris & Pardoe was founded in 1968 when Corey was still just a boy.



Top producer Corey Burr is a Realtor with TTR Sotheby's International Realty.

"I grew up in a real estate household," Corey reflects. "I saw my dad work very hard while interacting with his clients. I was always around the business; it was part of my life."

Corey was licensed in 1981 at the age of 18, becoming the youngest licensed agent in the State of Maryland. He worked for condo developments during his college years while exploring other career paths and working for a startup. By 1987, he reached a fork in the road.

"The twist in my life came during my senior year of college when my dad was diagnosed with cancer, and it was coming on hard. He was undergoing chemo, radiation, the whole works," Corey reflects. "It was 1987, two years out of college, and my older brother and I spoke about my dad's health, the company, and dad wasn't doing

particularly well. My brother had zero interest in joining my father in business, but I thought it was a neat opportunity, so I went for it. The good ending is my dad got into remission, got a bone marrow transplant, and flew through it with flying colors. He was cancer free the rest of his life."

Over the ensuing years, Corey became a top agent and, later, the president of Burr Residential Properties. The boutique brokerage had around 20 agents at any given time and was thriving in the market. But with the popularity of the internet and the advancement of technology in the early 2000s, the business began to change, and Corey took notice.

"We did perfectly well, but about 11 or 12 years ago, I realized being a one-office company didn't give me the competitive advantage I could have with a

**“
I’VE TRIED TO LIVE
EVERY DAY IN
THE BUSINESS AS
PROFESSIONALLY
AS I POSSIBLY CAN.”**

bigger company. So I decided to join TTR Sotheby's International Realty. It's been a great move for us," Corey says. "I love being at TTR Sotheby's. I've gotten business opportunities I wouldn't have had otherwise."

Corey remains an active agent, selling properties at all price points, from one-bedroom apartments to multimillion-dollar estates. In 2022, his sales exceeded \$90 million.



A Consummate Professional

Corey is more than an agent and broker; he's a professional dedicated to sharing his expertise with real estate agents across the country. He's been a voice for real estate on local TV and radio stations and has been interviewed by national media outlets, including CNBC, The Washington Post, and Yahoo Finance.

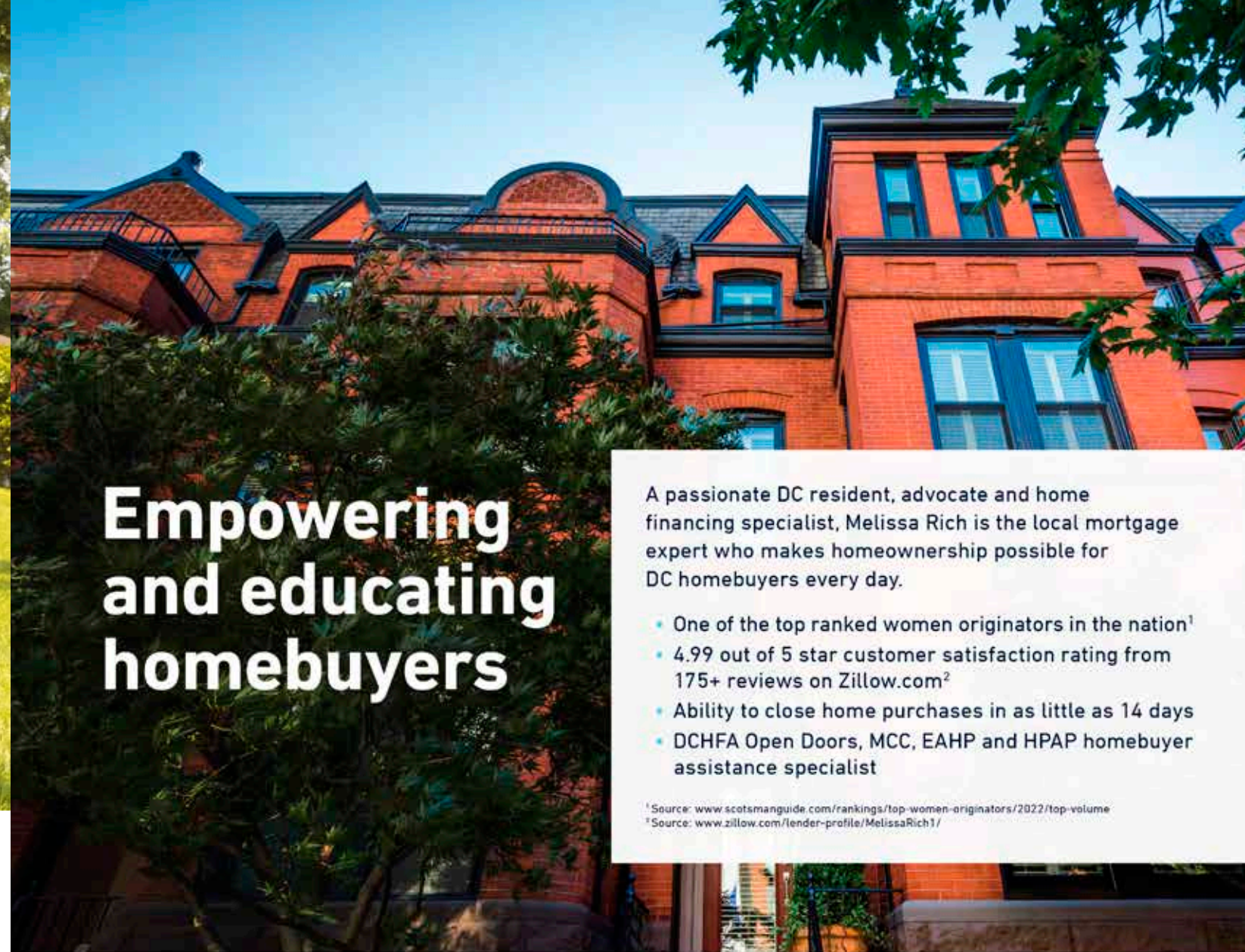
"I've tried to live every day in the business as professionally as I possibly can," Corey shares. "We meet with prospective clients who are weighing whether to hire someone who will guide them as they make the largest purchase of their life. We make a very handsome fee for handling purchases and sales for our clients, and we need to bring them our best every day... It's important to do exactly what you say you are going to do. Don't over-promise. Don't exaggerate. Tell the truth. The more our industry does that, the more it'll be held to a higher level by the public."

After nearly 40 years of selling real estate, Corey remains devoted to his craft. His passion for the business has never been stronger.

FUN FACT

Corey Burr's father, Peter Burr, made his first sale in 1968 to a young politician in the House of Representatives, George H. W. Bush, and his wife, Barbara. Corey has the record of that sale framed on his office wall.

"Why do I stay in it? Because I love helping people," he says proudly. "I work with people at a transitional time in their lives. Sometimes they are trying to find new properties, and other times, it's a lifestyle change. But it's all transitional, and it's emotional for folks. I love being a steady influence during that difficult time. I've got the experience, trustworthiness, and work ethic to get them through any situation they face."



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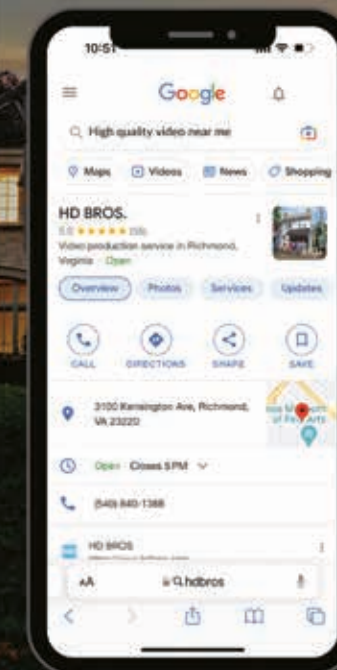


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JUNE MAGAZINE PARTY

JUNE 21, 2023

For those who attended the DC Metro Real Producers Magazine Party, we extend our sincerest appreciation for your presence. It was a pleasure having you join us at the exclusive gathering held at the beautiful property provided by **Christine Shapiro of Team Nurit**. We hope you had a fantastic time celebrating with us and partying down in the rain!

The Magazine Party was a resounding success, and we truly want to express our heartfelt gratitude for the participation of our featured agents and esteemed partners who graced this magazine's pages from March through July, as well as our 40 Under 40 Class of 2023! Your presence added an extra touch of significance to the celebration, and we are immensely thankful for your ongoing support.

We also wish to give a special shout-out to **Yelina of Curds & Cuts** for the delicious hors d'oeuvres and to **Ryan Corvello** for shooting such beautiful footage that captured the joyful essence of the celebration.

If you have any questions or feedback, please feel free to reach out to us, and we look forward to seeing everyone at our next Real Producers mega-event on **September 10th for NFL Game Day!!!**

Wishing all of you continued success and prosperity.

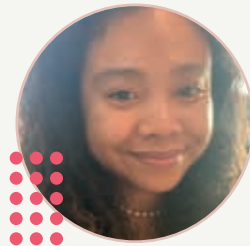
DC Metro Real Producers' magazine parties are smaller events to honor agents who have recently been featured in the magazine. For more information on all DC Metro Real Producers events, please email us at info@dcmetrorealproducers.com.





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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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Teams and Individuals Closed Data from Jan. 1 to June 30, 2023

RANK	NAME	OFFICE	SELLING #	SELLING \$	BUYING #	BUYING \$	SALES	TOTAL \$
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TOP 250 STANDINGS

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