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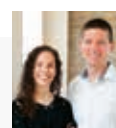
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▶▶ publisher's note

SELLING SUNSET

The August Real Estate Market and You

Dear Real Producers of Richmond,

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 **Midday Soirée** next month! Be sure to save the date for **Wednesday, September 20th**.

With gratitude,



Kristin Brindley

Owner/Publisher
Richmond Real Producers
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FOOD FOR THOUGHT

What are the most effective strategies for Realtors to adopt as the summer selling season draws to a close?

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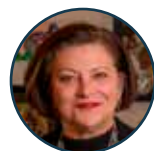
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It doesn't hurt, but the most important thing is how you present your own intelligence and tidiness. Iron your clothing, be precise with your language, use common courtesy, and whatever car you're driving — keep it clean.



JOSEPH LOWERY
Pillar to Post Home Inspectors

I don't think so. Some of us do it because we like luxury cars and some of us like what we like (Hondas, Toyotas, Nissans). Your professionalism, knowledge and customer service will speak for themselves.



MARY GARNER DEVOE
The Freedom Companies

Absolutely not — a clean vehicle in good condition is fine. There are plenty of high-end clients in Subarus and Toyotas.



NIKKI AXMAN
Venture Agency

I think it depends on the client you're working with!



KACIE JENKINS
Real Broker, LLC

Nope, you need to establish, know, like, and trust. That's how you sell anything. I wouldn't drive up in a hooptie, but you don't need a luxury car.



JARED DAVIS
eXp Realty

If I said no, I would be a hypocrite! Lol While it's possible, I think the luxury car certainly helps with impressions and marketing. I currently use either a 2018 Porsche 911 GT3 or a 2023 Porsche GT4RS for listings like these. The GT3 is currently being sold for a Ferrari 458 Italia, though, so that may take the new luxury listing car spot.

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THINGS AREN'T ALWAYS AS THEY SEEM

In "The 7 Habits of Highly Effective People," Stephen Covey tells the story of a Sunday morning on a subway in New York. It was peaceful and quiet with some people reading newspapers. The calm was shattered when a man and his children got on. The children were out of control, throwing things, yelling, and even grabbing people's newspapers. The man simply sat staring down, ignoring his children's behavior.

Passengers were in disbelief that the father did nothing. Covey finally asked the man to please stop the disruptive behavior and get his children under control. The man looked up, somewhat dazed, and said he was sorry. They were coming from the hospital where the children's mother had just died.

The passengers had all seen a lazy father with poorly behaved children, but what they really saw was a young family in crisis.

What we see may not really be what we perceive it to be. At all. Our eyes see something but our brain translates it into a "truth" or a "story." In the Covey story, it is about what he saw, and it works the same way with what we hear and read.

Home sales across the country are down year over year, yet people are still buying and selling homes. According to CVR MLS, there were **7,055** residential properties sold this year through May. This means that in a five-month period, agents closed opportunities and got paid **7,055** times!

Here is how things REALLY are:

- The three basic human needs are food, clothing, and shelter. No matter what interest rates are, no matter what inventory is like, the simple fact is, people need shelter.



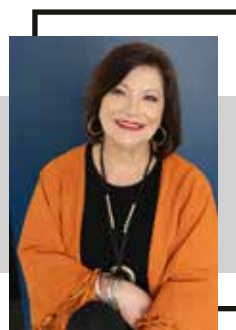
▶ coaching corner

By Mary Garner DeVoe

- Lives change and people move. People get married. People have babies. People die. People change jobs. People move to be closer to family. People get divorced.
- People seek professionals to help them with problems. If everything was easy and simple, no one would need us. Doctors solve health problems. Attorneys solve legal problems. REALTORS® solve real estate problems!
- There are fewer agents in the business. Dilettantes are getting out, which raises the level of professionalism ... which means more room for YOU, the pro!

Question the appearance of things...
You will likely find an opportunity!

*To continue the discussion, follow me on Facebook:
Mary Garner DeVoe, Business Coach and Trainer at The Freedom Companies.*



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 for her clients and helping them grow personally and professionally. When she is not training, MG enjoys her family here in Virginia and in Louisiana.



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▶ legal hotline

By **Katie Redwood, Esq.**

REMOTE CLOSINGS

Convenience has become an increased priority in the real estate industry. Buyers and Sellers want the flexibility of being able to sign documents in the comfort of their own homes, without having to travel to an office for settlement. For a local closing, this is usually not difficult to accommodate. A mobile notary can arrange to meet with the client, have the requisite paperwork signed, and return it to the settlement agent the same day so they can review and make sure everything has been properly executed. But what if one of the parties is not local?

A remote signing for an out-of-state Seller can be a straightforward process. If the Seller has access to a printer, the deed package can be emailed to them to print, sign in front of a notary, and overnight the originals back to their title company or attorney in advance of closing. One of the documents that is usually included with the deed package is a limited power of attorney, permitting an authorized agent to sign any additional, last-minute paperwork that may be needed to complete the transaction.

A remote signing for an out-of-state Buyer who is paying all cash for a property is also usually very simple. Assuming there are no documents that are required by the title company to be notarized, the Buyer can electronically sign the settlement statement and wire their closing amount to the settlement agent.

A remote signing for an out-of-state Buyer who is obtaining financing is a bit more complex as documents need to be signed on the day of closing (not in advance) and there are more sensitive timelines that must be dealt with. The following tips can help your client pull off a remote purchase:

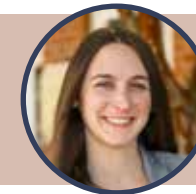
- Make sure the borrowers find a notary who is familiar with real estate closings! There are many signature lines in a loan package, and it is imperative that the Buyers sign in all the required places. If a signature is missed or a document is not notarized properly, it could delay funding approval, recording, and disbursement. If the mistake is not resolved in a timely manner, it may even result in the

transaction having to be re-closed. To avoid this disaster, ask the notary if they have the ability, immediately after the signing, to scan and email a copy of the executed documents to the settlement agent for review *prior* to overnighting the closing package back.

- Make sure the lender is notified early in the process that the Buyers will need to sign remotely. In order to give your client the best chance of executing a remote closing, the settlement agent should try to get the completed closing package from the lender a full day before closing. This will ensure they can get the documents to the notary in advance, go over any specific instructions, and accommodate the scheduled signing time.

- Make sure the Buyer can set up a same-day wire with their bank for closing. Virginia is a “wet settlement” state, meaning the Buyer’s funds have to be in the settlement agent’s escrow account when documents are signed.

Ultimately, an initial assumption of convenience can quickly turn into a nuisance. Have a heart-to-heart with your client about some of the obstacles they may have to face with a remote closing. With a clear picture of what it entails, they may decide it would be less stressful to arrange to come to their settlement agent’s office for closing.



Katie Redwood is a partner at Tluchak, Redwood & Culbertson, PLLC. She has been a licensed attorney practicing real estate law in Virginia for over seven years. Outside of the office, Katie enjoys golfing and eating at local restaurants in Richmond, and is an avid Hokie fan.

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SEAN TLUCHAK

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ALWAYS TRUST THE LOCAL

Need some sound real estate legal advice with candid, quick feedback? Sean Tluchak is your local law guru.

Sean is the managing member and founder of Tluchak, Redwood & Culbertson, PLLC, in Richmond, Virginia. Located near Innsbrook in the West End, the firm has three partners, Kathryn Redwood, Walter Culbertson and Sean, as well as four employees. Sean started the company a dozen years ago after working 11 years as a litigation attorney at Rothenberg, Streeter & Tluchak, PLLC.

When his law partner became gravely ill, Sean started to make a switch to real estate

transactional work. "I had grown disenfranchised with the judicial system anyway," he explains. "If you had money and hired certain law firms, you could tie up cases longer in court, which was difficult on the parties that had the better facts but a smaller purse. There were also times when I won cases, simply by being a better lawyer, and I just didn't like the way that felt."

At first, Sean tried to keep some of his litigation clients but quickly realized that he could not adequately represent both litigation clients and real estate clients regularly, so his practice shifted to real estate. He soon found that the switch was fortuitous.

▶▶ partner
spotlight

By Jess Wellar
Photo by
Philip Andrews



“I liked the fast-paced nature of it and enjoyed the satisfaction of having closure in 30 days,” he recalls with a laugh.

Sean notes his background and work ethic have played an important role in his success over the past 23 years. He was raised by a single mom and grew up relatively poor, so he started working at a young age and moved out when he turned 18. Law always seemed like the natural path for him since he was quick to see both sides of an issue but argued strongly only if he felt one was truly right.

ADVICE WITH ALACRITY

What sets Tluchak, Redwood & Culbertson apart from similar law firms is their commitment to quick responses by the attorney handling the file, Sean points out.

“I receive a lot of emails every single day and I like to get them all answered before I leave for the day. I call it ‘cleaning my queue.’ When I started handling real estate clients regularly, many of the agents were frustrated that they couldn’t speak to the closing attorney directly,” he notes. “Our office prides itself on quick responses by the attorney handling the file.”

Sean’s former litigation experience has also been invaluable in helping him explain to clients how a dispute might play out.

“My litigation background really gives me a unique perspective. For example, if someone breaches a contract, I can say with confidence that this is how this usually goes ... the case could get tied up for a year or, instead, we could settle this in an hour,” Sean explains. “The ability to think in terms of problem solving rather than reaction-based is a huge part of my expertise.”

CHANGES AHEAD

Sean believes strongly that his firm provides the best combination of communication and sound legal advice in the area. He’s seen quite a few changes in his profession over the years and notes it’s unfortunate that there’s a move to “out-of-the-area” title companies that don’t have the relationships and experience to really help buyers and sellers in Central Virginia.

“It’s going to be an industry-wide problem, I think. Clients that use these national companies simply are not getting the particular knowledge, service, and representation they would from local attorneys. Agents will need to explain to a client what benefit, if any, is being derived from their use.”

Despite the current challenges, Sean still sees a positive outlook for his real estate law practice.



E. Sean Tluchak, Esq.



Kathryn Taylor
Redwood, Esq.



Walter Culbertson, Esq.



Sean Tluchak's family (from left to right: Sean, Sophie, Lisa, Maya)

“The attorneys and title companies in our area have collegial relationships, and we strive to do things the right way. Most of the real estate agents in Virginia are focused on providing first-class, professional service to their clients so the attorneys that do that will always be in high demand,” he concludes.

“And in my experience, most local agents know that the biggest key to success in real estate is making sure you are surrounded by a team of professionals who take pride in what they do and are willing to go above and beyond to get the job done right.”

To learn more about legal services Tluchak, Redwood & Culbertson, PLLC, can provide you or your clients, visit www.tluchaklaw.com.



FAMILY TIME

When Sean’s not busy at his law firm, he enjoys surfing and fishing in Avon, North Carolina. He has been married 17 years to his wife, Lisa Rossi, who is an art teacher at Pemberton Elementary. The couple have two daughters, Maya (16), and Sophie (14).

“I also love watching my kids play sports,” Sean adds. “Maya plays soccer for Freeman and Sophie plays tennis for Tuckahoe. We all love spending time at the beach in Avon too.”

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▶▶ agent spotlight

By Dave Danielson
Photos by Philip Andrews

From left to right, Missy Hunt, Julie Crabtree, Melissa Karlson, Dawn Griles



MAPPING OUT THE MILESTONES

Each of us has visions and goals for the places where we hope to end up in the future. But how do we reach those lofty ideals? Where do we begin? When you know your goal and which direction you're heading, you have a much better chance of getting there. That's a truth that Julie Crabtree puts to work for her clients each day.

As a REALTOR® with eXp Realty, Julie excels in and thrives on mapping out those key milestones for those around her. Today, a big part of what she does is representing Perkinson Homes.

Perkinson Homes is a luxury custom homes builder located in Midlothian, Virginia. While specializing in building on a client's own land, Perkinson Homes also builds in the finest communities in the Richmond area, such as Henley, Tarrington on the James, Greywalls, Canterbury Farms,

Huguenot Manor, Chesdin Landing, Stony Point Green, Pinifer Park and Tuckahoe Creek. Perkinson Homes has an experienced team dedicated to building the most architecturally stunning and high-quality homes with exceptional attention to detail.

Julie also works with the full range of resale clients, from first-time homebuyers to move-up and downsizing clients.

"I work on a lot of land transactions. I enjoy walking a piece of property with people and helping them map out what that lot will be like with the structure ... going through the whole process with them so that they have a good idea of what to expect along the way," Julie says.

GROWING AND LEARNING

Julie grew up in beautiful upstate New York, near the border with

Canada. She graduated from high school and college there — earning her physical therapy assistant degree. After completing her degree, she was ready for a new path.

"It was too cold and I wanted to move somewhere else, and so I became a traveling therapist," she remembers.

"Richmond was my first stop as part of that job. When I came here, I absolutely fell in love with the area. I appreciate the way it is like a small, big town. This was also the place where I met Ryan, my future husband."

OPENING A NEW DOOR

In time, Julie and her husband, Ryan, started their family. She stayed home with them for six years. At that point, she was ready to take her next steps forward in her career.

Julie Crabtree and her husband, Ryan, with their children, Raven, Reese, and Cooper



“I was obsessed with houses,” she remembers. “As we were getting ready to build our third house, I said I want to be a REALTOR®. It made sense for me to go in that direction.”

So Julie earned her real estate license in 2014, dove in, and has kept building on her reputation for results ever since.

FAMILY FULFILLMENT

Julie cherishes time with Ryan, and their children, Raven, Cooper, and Reese.

In their free time, Julie and her family look forward to time at the beach. As she says, “We vacation in the Outer Banks.

We are also a very athletic family. One of the parts I really enjoy is coaching my daughter in travel softball.”

When it comes to giving back, Julie has a big place in her heart

for the ASK Childhood Cancer Foundation, as well as the Youth Life Foundation.

In addition, she serves as the chair for the MAME Sales and Marketing Excellence Awards annual event this year as part of the Homebuilders Association of Richmond — a prestigious event that recognizes the area’s top builders and sales agents each year.

SERVING WITH TRUE CARE

When you get to know and work with Julie, it’s easy to see her caring and compassionate nature and the passion she has for her clients.

“I love being a resource for my clients,” she says. “If they need anything, from a plumber to a painter, I like being that resource for them to help them and assist them ... to support them with various needs they have in life.”



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Mary

SELF

FISHING & FAMILY FAN(ATIC)

Asked about her favorite features of the Richmond area, Mary Self has a lot to say, but she keeps coming back to the fishing. She and her family own a SeaHunt, and they get out on the river as often as possible to enjoy the water and have a peaceful time together. When she isn't on the water, Mary is focused on expanding her business as one of Richmond's rising star real estate agents.

Sometimes You Have to Read the Signs

When Mary's three children grew closer to leaving for college, she decided rejoining the workforce after a decade as a stay-at-home mother would be important. She prayed for guidance, knowing only that she wanted to be of service in a way that emphasized relationships. The answer came to her in a roundabout way.

"I met a real estate agent named Rhonda Rost, and she suggested I consider this option," Mary recalls. "We kept running into one another in new, unexpected places, and the message finally sank in."

Mary obtained her real estate license, joined Keller Williams, and made Rookie of the Year in her first year. The rest is history.

It's All About the People

Mary describes herself as a "total extrovert," and she relishes the relationship aspect of her work. She believes you succeed by focusing your energy on your passion and working with a team to support the rest of your business. This is why she has been a part of a real estate team — The Dillon Group Real Estate at The Kerzant Group — for the past two years. With two other agents and a marketing "guru," Mary finds that she can focus on her clients. "We have made a second family, and I love having my team help my business grow and succeed," Mary shares.

The close relationship Mary has with her team and her clients has also been the key to her success. "I can hustle with the best, but my ability to connect makes the difference," she notes.



From left to right: Natalie Hudson, Mary Self, Jennifer Walker, Ainsley Dillon

“

*I can hustle with the best, but my ability to **CONNECT** makes the difference.*

Mary Self with her husband Larry and their children, Eli, Maclane, and Maggie



Mary’s business growth is almost exclusively referral-based, and she prides herself on an ever-increasing number of repeat clients. Before committing to real estate, Mary considered becoming a therapist, and she sees parallels in her chosen profession: listening, empathizing, and problem solving are each a big part of why she’s so passionate about her work. It’s the genuine connections she makes with people every day that keep her jazzed up.

Going the Extra Mile

Over the past seven years, Mary has seen some significant changes in the real estate market in Richmond, and she makes it a point to look at the big picture to ensure that she’s offering the best possible services. When she discovered that a significant portion of moves was occurring due to relocation, retirement, and divorce, she ensured she could offer value specific to these clients.

Change in family dynamics, whether a downsize or a divorce, can be even more challenging than other types of moves. Mary didn’t assume that she had all the answers. Instead, she and her team became licensed senior specialists and have their RCSD designation to offer additional support to people during a major life transition. She wants the best for her clients and ensures she can offer it to them.

Giving Back

Born in Richmond, Mary lived in various other places before realizing her hometown would be ideal for raising a family. She brings her close connection to the area, as well as her experience of moving back, to help people new to Richmond discover all there is to enjoy.

As a resident, Mary makes it a point to be of service as much as she can. From regular support of the Chesterfield Food Bank to microcommunity service, Mary and her team regularly give their time and energy to help. One of her favorite activities is an annual Easter egg hunt for 30 local families. “My kids are too old for the hunt, but it’s so much fun setting up a major hunt in the neighborhood so everyone can participate,” Mary smiles.

With her youngest getting ready to graduate from high school and the older two already graduated from college, Mary is thinking about the next phase of her life.

“The work I’ve been doing has been so rewarding that I see my business as a major part of my future,” Mary says.

With more time on her hands, she is considering a move to a farm where she can indulge her love of animals and nature. “We have cats and dogs, but Midlothian isn’t the right place for chickens and goats,” Mary laughs.

In the meantime, the family still enjoys time on the river with the fish.

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KIM WRIGHT SEBRELL

SHARING THE WEALTH



cover story

By Zachary Cohen
Photos by Philip Andrews



Before launching her real estate career in 2016, **KIM WRIGHT SEBRELL** ran a powerhouse direct sales business with home decor company Southern Living at Home. Over her 12-year career, she developed a team of over 500 women, helping countless others develop successful sales businesses.

After over a decade in direct sales, however, things were shifting in Kim's life. Southern Living at Home was taking a different direction under a new ownership group, and Kim was ready for a change. So she took three years away from the business world to teach yoga and focus on her next career move.

"I was looking for another business, and my choice to go into real estate wasn't so much about loving houses, which I do... It was about wanting a really good business opportunity — something I could commit myself to. I missed working," she offers.

Several of Kim's friends and colleagues encouraged her to consider a career as a REALTOR®.

"I knew I wanted to be my own boss. I knew I wanted a company that focused on personal growth. So when I came across Keller Williams, I fell in love," Kim reflects.

"The company is all about personal development, helping other people, growing a team, giving back, and mentorship. It was a similar model to where I came from, so it was a natural fit."

BUILDING HER DREAM

Fast forward seven years, and Kim is thriving in real estate. The Wright Group is a team of six women; they closed nearly 80 transactions in 2022 and are on track to far exceed that number in 2023.

"People who work with us stay with us for life. We're very personalized. We really get to know our clients. We're big on educating them so they can make their own decisions," Kim explains.

"I believe it's our role to help lay out the choices and give them the information they need to make informed decisions. We're detail-oriented and, at the same time, we're fun. It has to always be fun. Our office is always full of laughter."



Kim Wright Sebrell
Owner & Listing Specialist



Cindi Lucas
Buyer Specialist



Holly Bess
Buyer Specialist



Tara Keeven
Director of Marketing & Lead Generation



Mao Abratique
Transaction Coordinator

**I KNEW
I WANTED TO BE
MY OWN BOSS.
I KNEW
I WANTED A
COMPANY THAT
FOCUSED ON
PERSONAL
GROWTH.
SO WHEN
I CAME ACROSS
KELLER WILLIAMS,
I FELL IN LOVE.**

”

Kim's relationship with builder Eastwood Homes has become one of the keys to her business. Upon meeting with Amy Druhot, director of sales for Eastwood Homes, Kim knew it was a match, as their values and passion for their clients were in sync. At first, Kim's team was utilized as a resource for Eastwood Homes' clients looking to sell their former homes; but in recent months, the partnership has been greatly expanded. As Kim, her team, and Eastwood Homes continue to work together, they are finding innovative ways to blend their talents.

“They will probably sell 225-plus homes this year, and we will list 75 percent to 80 percent of those. That is drastically changing my business, and it's a relationship I've worked hard on,” Kim says proudly. “We've been able to step in and provide them with what they need. It's been a huge win-win.”

KEEPING IT REAL

Outside of work, you'll find Kim practicing yoga, traveling, spending time with her boyfriend, Lee, or paddleboarding. Her three sons, Jack, Henry, and Mac, are now 25, 23, and 18. With her youngest about to head off to college, Kim is looking forward to the next stage in her life.



Kim Wright Sebrell with her sons, Jack, Henry, and Mac



“My baby heads off to Montana State next year. It’s a new phase for me. I’m excited about that,” Kim smiles.

Another thing Kim is looking forward to is buying another house. In just seven years, she’s gone from being a single, stay-at-home mom to owning three homes (two are rentals) and running a top real estate team. Kim feels a sense of pride about what she’s accomplished, but she’s not resting on her laurels. She is inspired to continue serving her community and helping more women achieve the freedom she has experienced herself.

“I would love to be able to support my team and help more women. I want to offer more people this real estate opportunity. The one thing real estate has taught me is to be myself. I’m professional, but I’m real. The more I am myself, I’m happier, and other people around me seem to enjoy it. It’s my business that’s really helped me to do that, and I want to give that opportunity to others.”

Kim Wright Sebrell



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JUNE MAGAZINE PARTY

JUNE 20, 2023

For those who attended the Richmond 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 **Kacie Jenkins of Hometown Realty**. We hope you had a fantastic time celebrating with us!

The event was a resounding success, and we want to express our heartfelt gratitude for your participation as one of our featured agents and esteemed partners. Your presence added an extra touch of significance to the celebration, and we are immensely thankful for your ongoing support.

We would also like to extend our appreciation to our sponsor, **Dila Design**, whose contribution made this success possible. Additionally, a special thank-you goes to **Philip Andrews** and **HD Bros** for capturing stunning photos and videos that beautifully captured the essence of the party.

For those who couldn't join us at the event, we missed you! We understand that circumstances can change, and we hope to have the opportunity to celebrate with you in the future. We appreciate your support and encourage you to stay connected with us for upcoming events and exciting opportunities.



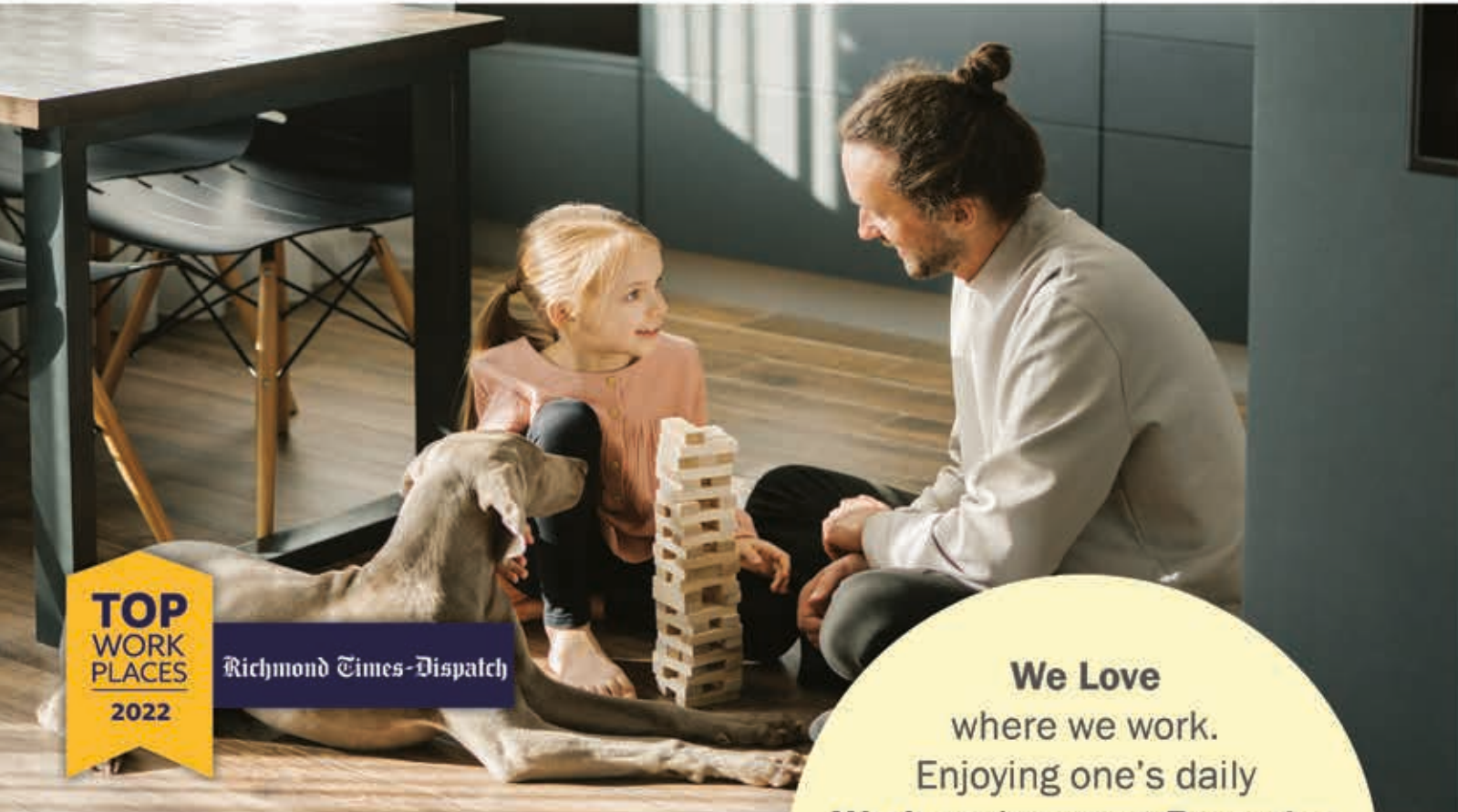
Thank you again for being part of this special celebration. We look forward to continuing our partnership and celebrating your achievements in the days to come. If you have any questions or feedback, please feel free to reach out to us.

Wishing all of you continued success and prosperity!

Richmond Real Producers' magazine parties are smaller events to honor agents who have recently been featured in the magazine. For information on all Richmond Real Producers' events, email info@richmondrealproducers.com.



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Disclaimer: Information based on MLS closed data as of July 7, 2023, for residential sales from January 1, 2023, to June 30, 2023, in Greater Richmond, Virginia, by agents licensed in our service area, which includes Hanover, New Kent, Henrico, Charles City, Chesterfield, Powhatan, Goochland, King William Counties. Numbers not reported to the MLS by the date the information is retrieved are not included. MLS is not responsible for submitting this data. Some teams may report each agent individually.

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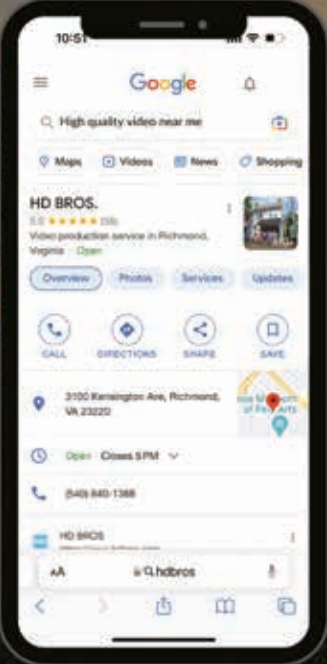


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