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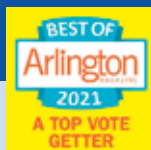
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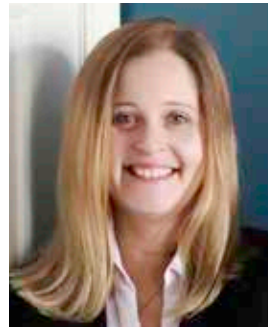
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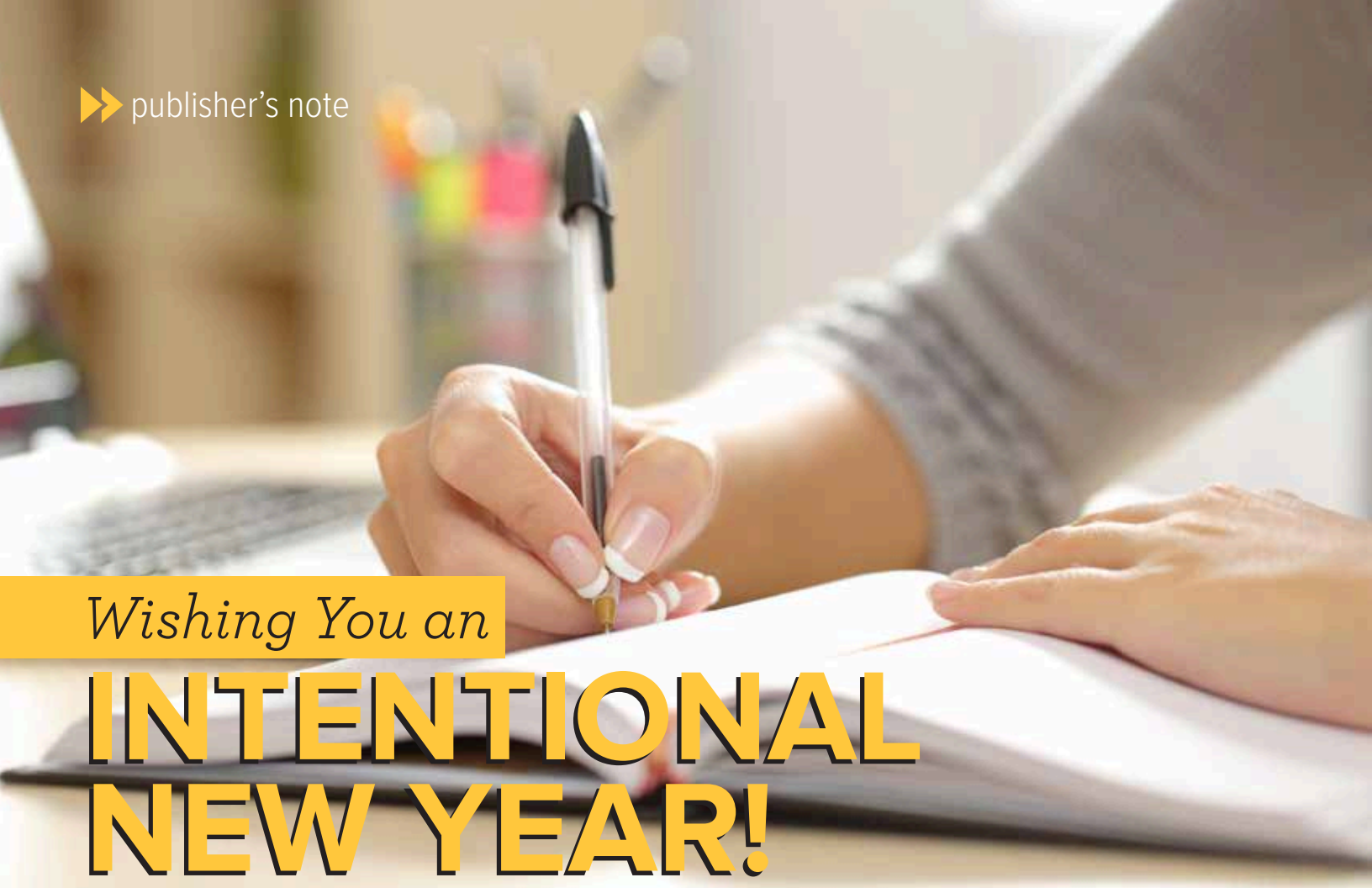
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Wishing You an INTENTIONAL NEW YEAR!

Dear NOVA Real Producers,

Happy New Year! I hope your holidays have been happy and healthy, full of family, friends, laughter and love. As we launch into 2023, I wanted to share some thoughts on how to create the year that you want by optimizing intentionality.

Putting pen to paper and writing out your goals is impactful because the act of writing something cements it in your brain. And since our brains accept what we tell them without question ... written or verbalized goals and affirmations are empowered to manifest in our lives. I encourage you to find a quiet moment to sit with yourself and write out your hopes and dreams for this year and into the future.

A boss of mine, years ago, had a pretty cool, personal New Year's tradition. Each New Year's Eve, instead of partying, she would have a 'Me' night, where she would get out the goals she'd written a year ago, on the last New Year's Eve, and check off how many things on the list she'd accomplished

in the past year. She would cross off what no longer seemed important, keep the things she'd still like to achieve, and add new goals for the coming year. (A boat, she said, had been on her list a dozen years; she just kept moving it forward.)

Another intentioning activity is creating a vision board. Same concept. Taking the time to think about and then physically put together a board with powerful images, messages, dream locations, and bucket-list stuff cements your intentions, percolates them in your consciousness, and helps bring them to life.

Whether you write them out, make a vision board, or



choose some other tangible way to clarify and reinforce your goals, taking the time to do this is a very worthwhile effort for those who want to be in the driver's seat of their lives.

With the market poised to have significant changes yet again, self-awareness and intention will play a big role in helping navigate whatever the new year may throw at us. Here, at Real Producers, we plan to continue to connect this community so that we can draw strength and inspiration from each other, continue to learn tips and tricks and share best practices, and get together to blow off some steam with some of the nicest, most inspiring people we know! We're excited about the **Masters Masquerade Ball coming up on March 23rd** and can't wait to see everyone decked out for an evening of serious fun! Your exclusive invitation will be coming soon!

Wishing you a happy, healthy, prosperous New Year, and one in which the clarity of your intentions — and the actions you take to further them — help you have one heck of an awesome 2023!

Sincerely,



Kristin Brindley
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▶▶ we ask...you tell!

What was your proudest moment in 2022?



JOHN GOODWYN
Pearson Smith Realty

I had a goal to flip 10 houses, and I just bought number 10 in August of 2022, so I hit my goal.



MICHELLE DOHERTY
RLAH Real Estate

I was so honored to get the call from Tracy Casper to be her vice chair. But also it's being able to keep my daughter happy, healthy, and alive during this past year. [As of the time of this writing in mid-2022] She's 15 months old and she wants to do everything! Being able to do my business and also be with her as much as possible makes me proud.



JONATHAN ASFOUR
Sampson Properties

Becoming a REALTOR® and passing the \$5 million threshold!



FELICIA BREWSTER
RLAH Real Estate

That's a hard question. I think it is realizing that I made the right decision to change brokerages because of the support that I have received in real estate and outside of real estate. I have a small hot sauce company, called Bradshaw Sauce Company, that they are very supportive of.



MATT LEIVA
Keller Williams Chantilly Ventures

Getting invited to Gary Keller's top group.



KHANEISHA PAGAN
KW Metro Center

My office doing an event called "Meet the Mega" and invited me to be on the highlighted "Mega Agents."



BRITTANY FLOYD
Pearson Smith Realty

For me, it was just seeing myself have the opportunity to do some things in real estate that I had not done before. To do real estate my way.



CATHY POUNGMALAI
eXp Realty

Stepping into being more of a mom. Working on my health. I stopped drinking coffee and wine and eating meat.



CASI CAREY
eXp Realty

I think it's that I hit my first-year-in-real-estate goal in eight months!



STEVE MCILVAINE
KW United

Completing my first triathlon in September 2022.



MERCY LUGO-STRUTHERS
Casals, Realtors

I'm part of the Zillow board — I meet with Zillow quarterly and advise Zillow on strategies. It helps to make me think of the industry as a whole. At one of the last meetings, there was an issue. I talked with the president of Zillow and came up with an idea based on the book *The Pumpkin Plan*. The industry is changing, and we all really need to pay attention to the people that really deserve it. Zillow loved the idea and gave away the book. I loved that I impacted a big company like that. On a team level. I saw two particular agents that weren't going to make it and I gave an opportunity for them to make it, and they turned it around.



KELLY STOCK BACON
ERA Teachers, Inc.

On the business side, I'm delighted to get back to the basics after the pandemic. Getting back to a normal routine and seeing all of my clients in-person and comfortably at home.



RITU DESAI
Samson Properties

Beating the odds of breast cancer. Between the madness of the 2022 housing market and dealing with a personal emotional health challenge, two abnormal mammograms, an inconclusive biopsy that went terribly wrong, needing six weeks to recover post-biopsy, and the strongly conclusive MRI that I have breast cancer. Without knowing what the final outcome or where life will take me, I fought through the numerous doctor's appointments without letting them impact my personal or business life. In fact, I did not share about my surgery with my family until 48 hours prior to my lumpectomy. With God's grace, I was stage zero. The strength came from my very supportive husband who stood by me during the rollercoaster of emotions at work and with health. Balancing work-life was a challenge, but I am very proud to have sailed through the darkest/hardest time.



DIEGO ABREGU
Keller Williams Realty

I would say it was right around May 2022. The business was slowing down and I didn't have as much in my pipeline or under contract as I had hoped. I felt like I was not on track to hit my goals. I decided to change my mindset and stop trying to live up to my past expectations. I started to focus on taking action and providing continued great service to my clients. When I did that, my business quickly started to ramp up again.



RENEE CONRAD
Keller Williams Realty

I was able to get my client an accepted offer for a home not yet on the market. She was selling a renovated property in California and was given four weeks to list that home as part of the contingency. Negotiating that extended home-sale contingency was really exciting for me!



CRISTINA DOUGHERTY
Long & Foster Real Estate

I would say it is that my daughter is pursuing Division I track and field at college.



DIANE NORTHERN
Coldwell Banker Realty

September 21, 2022, which is also my daughter's birthday, is my second anniversary of being cancer free!



JIN CHEN WICKWIRE
eXp Realty

I am very happy that I "iconed" with eXp (you have to do a certain number of transactions and you get back in stocks some of the money you put in). I felt a little stuck with work and started doing longer videos of the communities I lived in, and that helped me to get out there and push out of my comfort zone. Then, I hired a real professional videographer.



JANET BRINCK
The Dwellus Group

Having the courage to take the leap of faith and make the decision to leave KW, even though I loved it there.



LAURA SCHWARTZ
McEneaney Associates

I recently did my numbers. Sixty-five percent of my buyer sales were multiple offers that were won. Four were off markets that I won because of agents I know who like to work with me.



VERONICA SEVA-GONZALEZ
Compass

The president of NAR nominated me for co-chair of the Meetings & Conference Committee this year.



TAMI REKAS
Pearson Smith Realty

My proudest moment was at our company awards ceremony in March, where I learned I was Pearson Smith Realty's Top Producing Agent in 2021. It was my third anniversary in the business and one of my greatest achievements.



GEORGE MRAD
Red Door Metro

Proudest moment would be that each team member individually, and the team cumulatively, reached and exceeded our 2022 yearly goals in just 10 months.



MEG CZAPIEWSKI
Keller Williams Realty

My proudest moment in 2022 would have to be the birth of my twin grandsons, Aiden and Ari, born March 31, 2022!



KARA V. RICHETTI
KW Metro Center

Having identical twin boys, Rocco and Renzo!



ROBERT SAUVAGE
Sauvage Design Build, LLC

My proudest moment in 2022 has been the continued building of the most qualified team of professionals by welcoming a new electrical group, JP Electrical Solutions, LLC; OverHead Door Company, Inc.; and Fox M & Sons Carpentry Solutions, LLC. The success of Sauvage Design Build, LLC, of Arlington, Virginia, is completely dependent on each of the highly qualified and extraordinary people within the organization.



ANNE LANG
ARW Home

My proudest moment in 2022 was celebrating my father's ninetieth birthday with him. I was honored to read his life memoir, specifically his career as an Air Force fighter pilot during the Vietnam War, before his passing a month later.



DILYARA DAMINOVA
Samson Properties

My oldest son, who is a licensed Realtor after over a year of hard work in the business, closed his very first transaction, and my daughter got admitted to the professional ballet division.



RACHEL VAN ZANTEN
Liberty Properties

Helping my clients navigate this incredible market! It was changeling and rewarding, and with any market shift, you learn how valuable we, as Realtors, are!



SANEVA ZAYAS
Keller Williams Realty Centre

Both of my kids graduated; my daughter graduated from high school, and my son from college.



IRBY "DEE" FOGLEMAN
HuberWilmot Moving & Storage

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4 Must-Dos

TO GROW YOUR DATABASE IN 2023!

Having a strong database has always been important, but maybe not as important as it is right now. With the real estate market essentially doing a 180 over the course of seven months, shoring up those strong relationships is a must, but so is adding new people to your database all the time. There are several ways to expand your database right now and over the course of the next few months to really hit the spring market running. Hopefully, you find these strategies valuable to your business.

1. Adding the Other Side of the Transaction

Look at your real estate business since 2020. How many homes have you sold from either the buyer side or seller side? Once the transaction closed, did you think to put the people on the other side of the transaction into your database? According to NAR, roughly only 16 percent of people use the same REALTOR® twice. If you know that 84 percent of homeowners are going to use a different Realtor the next time they buy or sell, it makes sense to send them home sale anniversary cards and invite them to all

your client appreciation events. By adding in these additional people, your database could go up by over 100 people overnight.

2. Client Appreciation Events — Bring a Friend!

When I speak to my Realtor clients, I always ask them when their next client appreciation events will be. These are very important in order to get back in front of your sphere of influence and top prospects. Go to your top 10 'A' clients and have them personally invite either a co-worker, friend, or neighbor to your client appreciation events. This is a great way to have someone from your sphere who thinks of you as a rock star "sell" you to potential clients to add to your database. If you are doing two to three client events a year and get 10 to 15 extra people to attend every single time, your database will really grow.

3. Download LinkedIn Contacts

As a busy working professional, you more than likely have a LinkedIn account. Did you know you can download your LinkedIn contacts into an Excel spreadsheet? I realize many of these people may not be direct relationships, but we do know these people are choosing to be connected to you professionally and they have jobs — and in many cases, good ones. Take these downloaded contacts and put them into your real estate CRM. Add these people to your drip campaigns and, of course, invite them strategically to your in-person client appreciation events.

4. Mayor Campaign

If you are in the Brian Buffini program, you may already know about the "Mayor Campaign," but it can be very effective. How many people do

you interact with in a given week who are outside of real estate? Set a goal of adding five people a week to your database. Here it goes:

"If you were buying or selling a home or had a friend or family member who was, do you have an agent you would refer them to?"

[No]: "Well, I'd like to be that person, and from time to time, I come across valuable real estate information that everyone finds helpful. Would you like to receive that? [Sure]"OK, great. Where's the best place to send it?" [Probably my home address] [123 Main Street]

Use these four ways to strategically grow your database in 2023. Good luck!



Wade Vander Molen is the director of sales/marketing for Stewart Title in the Northern Virginia/Washington, D.C., area and has been in the title industry since 2005. Wade helps real estate professionals with all facets of their marketing and teaches a new, sustainable business model to help them grow their businesses. You can visit Wade at www.DCTitleGuy.com.

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BATTLING BURNOUT *IN A HOT MARKET*

▶ marketing matters

By **Todd Lebowitz**

Historically low interest rates, pandemic moves, and scarce inventory... The last few years have been *wild* for real estate agents. Homeowners have jumped into the market to become sellers to take full advantage of rising home prices, while buyers spend months searching for a home as offers pour in as soon as a home hits the market.

For agents, this can create an exhausting work schedule that demands lightning-fast reflexes and long hours. But that type of work life is unsustainable, and in the past few months, we've watched

as agents across the country feel exhaustion and burnout set in.

Let's face it, we all want to make the most of a hot market. That goes without saying. But it's far better to take a long-term approach, remembering that this is a marathon, not a sprint. By working on strategies that support the elusive "work-life" balance, you can be a high performer with staying power. It's a continuous process, but you'll reap the benefits of better mental resilience that can support your overall life and relationships.

SET SPECIFIC WORK HOURS. We all know how work can bleed into our downtime. Set a realistic work schedule and make an effort to stick to it. Set an alarm for the end of the workday. If you aren't commuting, take a 15-minute walk around the block to signal to your brain that work is over.

TURN OFF YOUR APPS AND NOTIFICATIONS. How many times have you heard an alert on your phone and you stopped listening to the person across the table from you? Notifications can become 24/7 for agents, and no one wants to miss a critical update. Sometimes, we complain about constant texting, for example, but have never told others the best way to reach us. So give clear instructions like, "I typically respond back

to emails in under one business day. For emergencies and urgent actions, please text my cell."

BE CHOOSIER WITH YOUR CLIENTS. More clients doesn't mean more revenue. If you are feeling like your workload is too much, identify which clients have taken up a disproportionate amount of time. Identify and learn to say no in the future.

DELEGATE OUT TASKS. Social media management, article writing, scheduling... There are many tasks that budget-friendly freelancers can help you with. Utilize a virtual assistant for a variety of tasks that don't require your expertise. Assess where you can outsource other tasks, like grocery delivery, lawn maintenance, and housekeeping.



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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WORDS OF WISDOM FROM THIS MONTH'S FEATURES



LAUREN KIVLIGHAN

Northern Virginia Real Estate

"Know your business, know your properties and know your clients. You should also enjoy a good relationship with your competition."

"You can be financially comfortable without losing yourself in the process. Be honest, be fair and be true. Serve

the under-served, and be grateful and generous in your life. Most importantly, take care of people and they will take care of you."



A Word from Our Preferred Partner:

MOLLY FLORY

Old Republic Home Protection

"People are paying top dollar to get into their homes right now," Molly says. "Let's say, two months after someone moves into their home, the heat pump goes out, that's where Old Republic would come in, and we

would repair or replace that heat pump. We walk hand-in-hand with REALTORS® to protect them and their clients."

"I'm real honest with agents on the services we provide, and if we don't offer a certain service, I'll let them know who does."



EMILY MARENTETTE

Keller Williams Loudoun Gateway

"Communication is one of the most, if not THE most, important things in this business."

"Advice for those looking to get into real estate: Do not give up. Find and stick with the people who support you and keep you accountable. Do one

percent better every day, and never stop learning."



▶ partner spotlight

By Kierstynn King
Photos by Ryan Corvello

MOLLY FLORY

OLD REPUBLIC
HOME PROTECTION

Flory RD.
SR0651



Taking Care of Homeowners

With interest rates and prices on the rise, agents are trying to convince clients that homeownership is the way to go.

"If REALTORS® don't have homeownership, they don't have a job," Molly Flory explains.

Molly is a senior account executive with Old Republic Home Protection. In an article by CNBC, roughly two thirds of homeowners had to fix an unexpected home issue within the first year of living in their home. They reported spending more than a \$1,000 to fix the issue.

"People are paying top dollar to get into their homes right now," Molly says. "Let's say, two months after someone moves into their home, the heat pump goes out. That's where Old Republic would come in, and we would repair or replace that heat pump."

After providing the service, Old Republic follows up with the agent to let them know that they are taking care of their client after closing.

Molly explains that, while agents deliver homeownership, ORHP is there to take care of homeownership.

"We walk hand-in-hand with Realtors to protect them and their clients," Molly adds.

In 2021 alone, Old Republic spent over \$178 million on claims and processed over 900,000 service requests.

"We're helping people purchase the most expensive purchase of their lives. It's serious business, but it's something people are going to remember for the rest of their lives," says Molly. "We can get so bogged down in everything else that we forget to have fun. I like to have fun, but I also like to see others have fun. I truly love what I do."



Molly Flory is a senior account executive with Old Republic Home Protection.

...

Molly's job is to be aware of what other companies like Old Republic are up to and what their limits are.

"I'm real honest with agents on the services we provide, and if we don't offer a certain service, I'll let them know who does," says Molly. "I did a trade show not too long ago with my competitors, and we're great friends."

Molly was born in New York, but grew up in Alabama, and is one of five children.

"We're very close, even though we're scattered across the country, and I'm really thankful for that," says Molly.

Molly lives in Nokesville, Virginia. She owns two acres of land, and when she isn't working, she can be found gardening or flower gardening.

"Gardening is my stress relief. My dad actually got me into gardening," Molly explains. "My dad was really into yard work and took pride in making sure the yard always looked nice. I'm the same way now. It's a lot of hard work, but I really do enjoy it."

Molly is big on touching people's lives. Whether it's a client or a friend, Molly believes that she's here to help others.

"I think it's due to how I was raised," she explains. "I have a big heart, and firmly believe that I'm here to help someone else out. And I love that I'm able to do that through real estate."



“

I have a big heart, and firmly believe that I'm here to help someone else out. And I love that I'm able to do that through real estate.

“

I truly love what I do.





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Lauren
KIVLIGHAN

FOR THE THRILL

As the broker/owner of Northern Virginia Real Estate, Lauren Kivlighan has climbed the real estate rungs and learned the business inside and out in the three decades since she sold her first condo to a friend.

“One day, I will retire, but for now, I enjoy what I do too much,” Lauren says with a chuckle. “My family has always been interested in property; it’s in our Irish blood. There’s not much about real estate that I do not thoroughly enjoy! But the thrill is putting the right people with the right property, knowing it will have an impact on their lives and that they are investing successfully.”

Originally from the small town of Waynesboro (near Charlottesville) in Shenandoah Valley, Lauren attended an international college in London for two years and graduated from Rollins College with a degree in business administration and marketing, but she wasn’t sure where she was headed after a stint working as a flight attendant for a major airline carrier. She just knew she loved to travel.

“I moved to Washington at 24 years old, and real estate gave me the opportunity for financial independence. I had watched my parents develop property in Virginia my entire life, so I was always around real estate and saw my parents enhance their properties. I had lived abroad in college for two years and traveled much of the world. And when I came back, my mom told me to get my real estate license. Luckily, I listened!”

After taking her mother’s sage advice and getting her real license in 1986, Lauren immediately gravitated to the stimulation and excitement working with Long & Foster in Reston, Virginia.

“I basically sold one condo and that was it... I found that selling that unit to a friend of mine was exhilarating and fun. I was thrilled by the success of it and never looked back.”

“I very quickly was selling \$30 million a year on my own, with no team, which funded my travel bug and also taught me that I needed to become financially self-sufficient. I took classes in investing, I talked with every successful investor that I could find in the

late ‘80s and ‘90s and I learned how to buy and sell real estate. I also signed up with real estate coach Brian Buffini in 1989 and still belong to his organization. I moved to Tyson’s Corner in 1995 and founded Northern Virginia Real Estate in 1997.”

Now based in McLean, Virginia, Lauren is the principal broker of NVRE and continues to rack up sales accolades selling single family homes in the \$2.5 million to \$3 million range. But when pressed, she doesn’t know her sales volume from last year off the top of her head, let alone the number of transactions. To her, that’s not as important as making clients happy and being true to herself.

“I was a platinum top producer every year at NVAR, and a Washingtonian top producer every year,” Lauren notes. “But I really just love helping other people ... especially to get into homeownership. My goal is to just be happy with my career and be self-sufficient. I’m a people person, and I think I’ve been





When Lauren Kivlighan isn't busy renovating, brokering for clients and flipping houses herself, she enjoys working out, traveling more than ever, and loves to entertain at her home. She is also a devoted animal lover and heavily involved in many local charities.

"I believe in giving back. I served as chair for the Salvation Army Advisory Council in Fairfax from 2019 to 2021 and am currently the treasurer. I am also very active with substance abuse individuals. I mentor and guide individuals in hopes of helping them seek a better life; I've owned three Oxford houses — all self-run, self-supported recovery houses helping hundreds of individuals in recovery."

"And I volunteered for a golden retriever rescue organization for 10 years. I

am a voracious pet lover. Many pets have come to me from individuals selling their homes and abandoning them. To be specific, two shelties, one golden retriever, one chocolate Lab, a Pomeranian, and six or seven cats. I currently have a Malinois, a Yorkie, and a Maine Coon. I will never walk past a pet or person in need."

... successful because I genuinely want the best for buyers and sellers. With me, it's not fake — it's real."

Lauren is also highly diverse in her real estate activities; not only does she broker deals, she is a savvy investor and devoted renovator herself.

"I invest a lot of money back into the real estate market. I'm extremely diversified," Lauren explains. "I built a \$2 million house last year in Arlington, and am building another house now. I'm also a K-1 partner with Classic Cottages, LLC, and they built over 40 homes in 2021. And that is a result of maintaining fabulous relationships."

Lauren has also done over 35 renovations since 2003 and is currently building two new single family homes with NDI in North Arlington. But she says the people keep her going as much as the thrill of flipping the next house.

"I love working with the same people over and over. I am now on to second generations, and I enjoy being a part of the growth of the community. I'm also extremely grateful for all the wonderful people in the business — I have long-term, fabulous relationships with people that have put me on the map."

"I work on 100 percent referral and have never really farmed or solicited

business. My ability to invest has helped me tremendously in doing the same for my clients, and I also listen to them. I am genuinely interested in what my clients have to say and what is going on in their lives...

They are like family to me. I have attended more graduations, weddings, funerals, birthdays and christenings than I can count." Lauren also has some terrific advice for newer agents that are just getting their feet wet in the midst of a turbulent market.

"Know your business, know your properties, and know your clients. You should also enjoy a good relationship with your competition," she advises. "Success is about being authentic and unveiling the soul... Success, to me, is an obedience to something greater than myself. So many gifts are reaped from this attitude."

"You can be financially comfortable without

losing yourself in the process. Be honest, be fair, and be true. Serve the under-served and be grateful and generous in your life. And most importantly, take care of people and they will take care of you."



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Melinda Estridge
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▶▶ rising star

By Holly Morgan
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EMILY



“I cannot think of a better career to suit my personality, goals and dreams,” she says. “I always knew I wanted to become a real estate agent. No question about it. The only big question was when.”

Emily spent the beginning of her career as a media manager with Discovery Communications in Silver Spring, Maryland, where she analyzed data, scheduled on-air promotions for television shows on the Discovery Channel and TLC networks, and provided marketing recommendations for improved viewer outreach. When Discovery Communications announced it was moving its headquarters to New York City in 2018, Emily decided it was time to start her next chapter, embarking on her real estate career. Jumping in with both feet, she has never looked back since.

Emily says her media position was constantly evolving and she was always learning something new, two aspects that are similar to real estate. She also learned the value of responsiveness. “Communication is one of the most, if not *the* most, important things in this business,” she says. Having a background in analytics is helpful too. “I have a deep relationship with numbers and understanding statistics surrounding the evolving market and pricing strategies.”

Although real estate, as a profession, doesn’t run in her family, Emily says she feels like the industry is in her blood. “When I was little, my dad took me through open houses and new homes being built,” she says. “I quickly developed a passion for real estate.” Since her parents moved around a lot when Emily was growing up, the opportunities to check out different housing markets were plentiful.

Born in Dallas and raised mostly around Charlotte, North Carolina, Emily earned her competitive streak by keeping up with older twin brothers. Emily attributes her grace, grit, and strong work ethic to her parents, Craig and Sandy Buffie, who live up the street from her in Great Falls.

Earning a communications degree with a concentration in public relations from East Carolina University, Emily gained independence and a sense of comfort in connecting with people while studying abroad in Sweden for six months and then moving to Washington, D.C. to complete an internship for

Creating Clients for Life

Three words someone might use to describe Emily Marentette are energetic, passionate, and focused. Tirelessly working for her clients, fervently finding the perfect home, and intentionally establishing lifetime relationships with each of her buyers and sellers, Emily is a full-service, top-producing REALTOR®.

As a solo agent with REAL Broker, LLC, Emily is impressing her clients with her patience, credibility, and availability. She closed 15 deals in 2021, totaling just over \$12 million in sales; as of this writing in late 2022, she had closed 30 deals for over \$21 million in volume. These statistics earned her the Top Producing Agent for DAAR in 2020 and 2021.





Rising Star Emily Marentette with her daughter Camille (Millie)

National Geographic. She also met her husband, Joey, whom she credits as her biggest supporter, in college. “Even in the early days when the frustration kicked in and I felt I had made a mistake, he told me to just keep going, that he knew I would be great,” she says. “This is a simple, but not easy job. We push each other every day to be the best version of ourselves, both professionally and personally.”

Joey is a native of Herndon, Virginia, and works for Visa. The couple welcomed daughter Camille (Millie) in April 2021, giving new motivation to Emily’s career and relationships. “I have been able to connect on a deeper level with people since becoming a mom,” she says. “I can attribute a lot of my success to Millie. I found an inner strength and drive to want to be the best version of myself.”

Motherhood also gave Emily a deep passion for helping other women and mothers get involved in real estate careers, hoping to be an advocate for women to own their own business while also having a family. Millie is already going through the early stages of real estate training by attending showings, inspections, and door knocking. Her next step just might be assisting mom at some open houses.

Being a Realtor allows Emily to shape her own path and achieve her goals on a timeline that benefits her and her family. The plethora of opportunities to help clients achieve their goals is another fulfilling part of her job. Everything from investing in, buying, selling, or renting real estate to helping clients pick out paint color ... she is a trusted source for the entire process.

“I see myself in the business of building relationships through real estate,” she says. “When you agree to work with me, you become a client for life. The buying, selling, renting portion of my job are the things people think of when they hear the word ‘agent,’ but I consider myself so much more than that.” People choose to work with Emily because of her authenticity and willingness to put clients first.

Emily says she hopes to keep expanding her business and adding to her family in the future. She also dreams of traveling more, giving back to her community, and investing in properties to build wealth through real estate.

Her advice for those looking to get into the real estate industry: “Do not give up. Find and stick with the people who support you and keep you accountable. Do one percent better every day and never stop learning.”

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CATCHING UP WITH OUR RISING STARS

WHERE ARE THEY NOW?

NOVA Real Producers caught up with a few of our past Rising Stars to see how they are doing and what's new in their personal and professional lives since we first featured them in the magazine.

We are pleased to reintroduce you to **Joan Reimann**, with McEnearney Associates; **Maggie Hatfield**, with 15 West Homes; **Marietta Jemison**, with KW Metro Center; **Lyndsey Daigle**, with Weichert Company of Virginia; and **Jay Caputo**, with Keller Williams Realty.

Like everyone else, these rock stars have been navigating the tumultuous

changes of the past few years — at first, dealing with no open houses, juggling work from home, some managing work with children homeschooling, and still tackling a very busy market, which only got busier as home sales skyrocketed in 2021 and 2022. We had a feeling our Rising Stars rose to the challenges and continued to thrive ... and we were not disappointed!

On the following pages, check out what these Rising Stars have been up to since they were first featured and where they're careers are headed. We can hardly wait to see what they'll do in 2023!



▶▶ special feature

JOAN REIMANN

MCENEARNEY ASSOCIATES
JULY 2018 RISING STAR

What are you doing differently in your business today than when you were featured?

When I was featured as a Rising Star, I was a solo agent with annual sales of \$20 million. I now have a small team: myself and two other dedicated and stellar agents, Mina Aidun and Collin Banks. In 2021, we were able to help 77 families and generated \$68 million in sales. Also, I switched brokerages, and I am now with McEnearney Associates, a brokerage that shares my team's commitment to providing an exceptional client experience.

What is happening now in your personal/family life?

My husband and I are now "empty nesters." We enjoy hiking on the many trails throughout the DMV with our two doodles. We also purchased a home in Montana that has become

a wonderful retreat for our family.

Additionally, I have committed to maintain a healthier lifestyle by being mindful of healthy eating habits and working out with a trainer three times a week. My goal is to be "Down 60 by 60" — to lose the 60 pounds I have gained since becoming a REALTOR® by my 60th birthday in May! The struggle is real, but I have lost 30 so far!

What are your personal and professional goals for 2023?

Personal: To lead a

healthy and more balanced lifestyle with an emphasis on creating fun and memorable moments with family and friends.

Professional: To continue offering exceptional, boutique-quality service to our clients while implementing tighter organizational systems and operations to further enhance the client experience.

With your experience, what is the best advice you have for other up-and-coming top producers?

In the quest to become the best Realtor you can be, don't lose sight of your own health and happiness. It isn't selfish to set boundaries.

This career is infinitely more rewarding and fun when shared with other agents that you admire and respect. Develop a network of Realtor buddies to laugh with, cry with, learn from, and provide mutual support.



Be the agent you would like to have on the other side of the transaction.

Don't compare yourself to other agents' social media highlight reels; the same transaction can be posted 100 different ways!

...

▶ special feature



MAGGIE HATFIELD

15 WEST Homes
AUGUST 2018 RISING STAR

What are you doing differently in your business today than when you were featured?

I was a BOL finalist the last two years and a *NOVA Real Producers* magazine top real estate agent. I have started my own independent brokerage and am working with my partner to build that out. Our goal is to build out our brokerage to provide agents who are serious about building their real estate business a place to be supported, coached, and held accountable to be as successful as possible. We also want to build a culture focused on support and encouragement. There is plenty of business for everyone, and if we lift each other up, we will all be more successful.

What is happening now in your personal/family life?

I am a soon-to-be empty nester (begrudgingly) who is working on the next phase of what that means.



I am spending the downtime I have re-engaging with my passions and trying to get used to not having my kids and their friends around. This is a struggle for me, to be sure.

What are your personal and professional goals for 2023?

Personal goals are to continue to explore my personal passions and build on them (horses, painting, health and wellness). For my business, it's to create a real estate business that offers like-minded business people a place that challenges them to grow and be better people to themselves, their clients, and other agents.

With your experience, what is the best advice you have for other up-and-coming top producers?

We are experiencing a big shift in the market, which will require agents to get back to the basics and polish foundational skills so that they can better serve clients, other agents, and the community at large. There is much opportunity that comes from shifts like this, so taking the time to revisit the fundamentals and honing those skills will pay dividends and help you survive.



▶ special feature

MARIETTA JEMISON

KW METRO CENTER
AUGUST 2020 RISING STAR

What are you doing differently in your business today than when you were featured in the magazine?

I am more consistent with my outreach to my farms and sphere, using direct mail, hyperlocal events and social media communication. Also, I'm engaging more with my fellow agents to network to make deals happen.

My business now is very referral-based, thanks to consistent outreach efforts. I'm focused on my "referral champions" with gratitude and appreciation efforts. I'm more intentional on marketing

open-house events through circle prospecting, setting events for open houses to gain prospective sellers and grow my sphere.



What is happening now in your personal/family life?

As my job has gotten bigger and busier, balancing family time and support between a teenage son, a husband, and a 90+-year-old mother continues to be a focus.

I'm learning to be patient with a physical recovery process from foot surgery.

I'm working to let go of "perfect" to give myself some grace, both at home and with my expectations of myself.

I'm working on it being okay to rely on others to help me.

I'm getting back together with friends and family in-person, post-pandemic.

What are your personal and professional goals for 2023?

My professional goals are:

1. Setting and sticking to a time-blocking schedule with true intention
2. Reading five professional time- and goal-management books (I've got *Atomic Habits* and *Getting to Yes* sitting on my bedside table!)
3. Intentional lead-generation efforts and building more meaningful sphere relationships
4. Holding steady on my annual sales and units-closed goals

My personal goals are:

1. To continue on focus on keeping strict family time blocks
2. To be more present with my family
3. Surgery recovery and exercise
4. A big vacation trip to Australia!

With your experience, what is the best advice you have for other up-and-coming top producers?

Understand that real estate is not a job only; it's a lifestyle. It can and will take a lot of your time, energy, focus, and demands, which affect your personal life. Being aware of this will help you better plan your time and schedule intentions.

This is a relationship business. You *have* to like to make new friends and stay in touch with your database and spheres.

Polish up on your social media skills. You'll need social media to promote your business.

Systems matter!

Have fun and be grateful!



▶▶ special feature

decided to put my business on hold and spend that time with him. It was the best decision I could have ever made. I was at the peak of my career, and I knew I would have to work to build it back, but that time with him was worth it.

What are your personal and professional goals for 2023?

Since his passing, I have taken my time this year to spend with my family and help myself and my children through the grief process. I am back to work, on a part-time schedule, for now. I plan to come back completely in time, but truthfully, I am just not ready for that, and my little ones need me more. Personally, I hope to continue my healing and helping my children heal. Professionally, my goal is to pursue management training.

With your experience, what is the best advice you have for other up-and-coming top producers?

My biggest key to success is keeping my values my top priority. A people-first mentality is always best, and keeping your focus on your clients and who they are and really listening has always led me to the closing table. Don't be afraid to jump in a conversation when you are out in the world and you have knowledge to share. I have found leads in the strangest of places by just talking to people! Never assume there isn't a lead in the room with you. I can promise, from the grocery store to the mall to church to anywhere ... they're there!

LYNDSEY DAIGLE

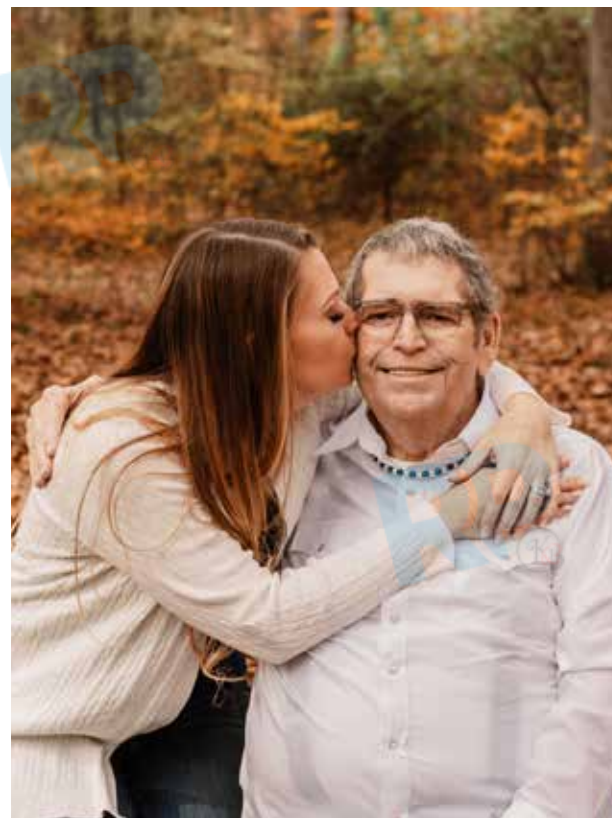
WEICHERT COMPANY OF VIRGINIA
AUGUST 2020 RISING STAR

What are you doing differently in your business today than when you were featured in the magazine?

Due to family circumstances, I have had to step down (at the peak of my career!) to part-time. I did obtain my broker's license and plan to come back stronger than ever in time.

What is happening now in your personal/family life?

Last year, on December 10, 2021, I had to say goodbye to my hero, my dad. Prior to his passing, we spent his last few months together, and I was able to be with him every day. When the doctors let us know that the end was inevitable, I



▶▶ special feature

JAY CAPUTO

KELLER WILLIAMS REALTY
DECEMBER 2020 RISING STAR

What are you doing differently in your business today than when you were featured in the magazine?

I'm not doing too much differently ... just really scaling the whole process. We have a team now, and are servicing D.C., Maryland, and Virginia. We are light years ahead of where we were, in terms of servicing our clients and the ability to have a seamless transaction, as well as post-close relationship with

our clients. All around, just much better at what we do.

What is happening now in your personal/family life?

My family has moved to Great Falls, and things are glorious! My son is an amazing human, and is growing too fast! We have since added our golden-doodle, named Camp, to our family. Lots of travel and human improvement too!

What are your personal and professional goals for 2023?

Personally, I have committed to a much more holistic approach, eating healthy, daily meditation, more mindfulness... The same is true for my family, as we are on this journey together. We also would like to add two to three rental properties to our portfolio this year.



With your experience, what is the best advice you have for other up-and-coming top producers?

My best advice is to listen to people who are doing things that you want to do, at a higher level. Whether that is a coach or a mentor, dive deep and emulate what they do in order to scale. In addition, I believe a lot of times, agents get caught up in image and branding and forget to generate leads. Lead gen is life in this business. No matter how you do it, *do it!*

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Photos by Ryan Corvello

NOVA REAL PRODUCERS' NOVEMBER 3, 2022 NOVEMBER MAGAZINE PARTY

Real Producers Magazine Parties never have a dull moment! It was an absolute honor to enjoy networking with agents we have featured in the magazine in the last several months and top-notch partners. A very BIG thank-you to our wonderful sponsor, **Vellum Mortgage**, who hosted this gorgeous event at a luxury listing provided by **Matt Leiva**, of Keller Williams Chantilly, at 40543 Courtland Farm Lane in Aldie, Virginia. We had a wonderful time connecting with the best-of-the-best over first-class cuisine and cheers!

We can never express enough gratitude for our preferred partners... We simply could not do what we do without your tremendous support. Thank you, again, for being part of our special NOVA Real Producers community. We appreciate you all and can't wait to see everyone again at our next event!

For more information on all NOVA Real Producers events, please email us at info@novarealproducers.com.

Thank you to **Ryan Corvello** and **HD Bros**, our event photography crew, who captured plenty of key moments on film and video, which you can also find in our Facebook group: NOVA Real Producers Top 500. If you were one of the lucky attendees and have not already done so, **be sure you join the private FB group and tag yourself and friends in the pictures!**




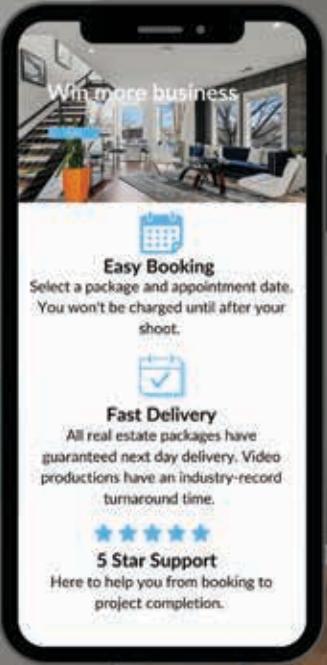
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By Shauna Osborne

Observing Oosouji: Out with the Old

It's a new year, a transitional time to embrace the sentiment of "out with the old, in with the new." There's something about turning over the calendar page (hello, 2023!) that feels fresh and invigorating, like anything is possible.

In Japanese culture, the concept of *oosouji*, which literally translates as "ooo" (big) and "souji" (cleaning), presents a similar notion, with an emphasis on clearing out the old. In fact, it is considered inauspicious to welcome a new year with any "old business" (including dirt and clutter!) outstanding. How can we adopt this ritual of release as we march forward into a brand-new year?

Start with the right mindset. We often view cleaning as a dreaded task to be procrastinated as long as possible. Try to reframe this problematic mentality as one of forward-looking productivity. Much like a ritual, clearing out the physical dust of the old year means also clearing out the emotional and mental dust, wiping the slate clean for what is to come.

With that liberating viewpoint in mind, it's time to get your hands dirty:

- *Oosouji* is, traditionally, a top-to-bottom cleaning, so start at the top by dusting ceilings and fans, wiping down walls and dusting furniture and then vacuuming, sweeping or mopping floors.
- Designate several boxes in each room for items that are no longer meaningful, beautiful or loved, and when you've finished with your task, pass them along however is appropriate. Eliminating what you no longer use creates space for new ideas and frees you from unnecessary burdens. Also, include a bag or box for waste, removing it (symbolically taking out the mental "trash") from the house as soon as you finish that room. You will be surprised at how much lighter you feel!
- Last, remove stains from your home, whether on the furniture, carpet or grout. Old stains remind us of the past and have no place in a newly purged space.

If possible, every family member should be involved in your cleansing practice, making careful decisions about their individual possessions and benefitting from this fresh start. Happy New Year!



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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 Nov. 30, 2022

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

Teams and Individuals Closed Data from Jan. 1 to Nov. 30, 2022

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

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