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Cover photo courtesy of **Philip Andrews**.



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# Wishing You an INTENTIONAL NEW YEAR!

Dear Richmond 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 24th** and can't wait to see everyone decked out for an evening of serious fun! Your exclusive invitation will be coming soon!

This month, we're pleased that preferred partner **Adila McGhee, of Dila Design**, has joined the Richmond Real Producers family. Welcome, Adila!

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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# **MASTERS MASQUERADE** *Ball*

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# What was your proudest moment in 2022?



**LACEY KEARNEY**  
**Providence Hill Real Estate**  
I gave birth to my second son on May 9th, but a few months prior to that, I officially launched my own team, Grace Homes Realty Group. So those are my two proudest moments of 2022.



**JULIE CRABTREE**  
**eXp Realty**  
I am very active in the homebuilders association and I have served on their board of directors. I have also been the head chair of the MAME (Major Achievements of Marketing Excellence) awards and host the MAME awards, where we celebrate agents, builders and marketing professionals and all their hard work.



**ROBERT RANSOME**  
**Ransome Realty Group**  
Just getting my broker's license in California!



**ALLI TAYLOR**  
**Keller Williams Realty**  
I did close my first \$1+ million sale this year, which is pretty exciting! I also feel like this is the first year that I had a nice balance between work and spending time with my family.



**CALEB BOYER**  
**Providence Hill Real Estate**  
My wife and I have always talked about having four kids, and we found out, in July 2022, that we are expecting the fourth! That is my proudest moment this past year.



**KIM WRIGHT SEBRELL**  
**Keller Williams Realty**  
So 2022 is the year that we totally changed directions as a team, and IT WORKED!



**NICOLE REED**  
**eXp Realty**  
I would say I had several proud moments, but two that stood out the most! The first one was bringing a vision and mastermind to life that would bring all agents together to help grow and build an influential and profitable real estate business! Being able to impart and offer experience and knowledge to agents from top-producing agents from all over and hearing how it changed agent's lives was priceless! The second proudest moment for me was being given the opportunity to be featured on HGTV's "House Hunters," episode 211, season 12! The experience itself was amazing, but being able to share my passion and my brand to the world was something I never thought I could do ... but I did! Overall, 2022 was a great year, and I'm looking forward to 2023.



**BRANDON SPURLOCK**  
**Providence Hill Real Estate**  
Honestly, it was watching my daughter run her first track meet. It was really fun to see her do something that was hard physically and mentally. It was a super-proud dad moment!



**OWEN THATCHER**  
**Providence Hill Real Estate**  
My wife and I had our first daughter at the end of 2021, but I did get my broker's license in April of 2022. It's been a goal since day one.



**VENUS BOLTON**  
**Blue Ocean Realty**  
This has been a hard year to transition into after suffering and navigating life after a TBI. I'm thankful for completing therapy successfully and mapping out a plan for continued success. I'm most proud this year of taking a leap of faith to partnering and launching a small, concierge brokerage.



**STEPHANIE JOHNSON**  
**eXp Realty**  
I was able to purchase my sixth rental property in August.



**KATHRYN RICHARDS**  
**Cinch**  
The best of 2022 for me was Top Producer for nine years with Cinch Home Services. Working with Real Producers and getting to know the team and, of course, the wonderful layout RP did on me.



**BRADLEY GAMLIN**  
**Advanced Home Inspection**  
Taking my kids to our motherland, Norway, and finding our family's farm that dated back to 1382.



**NOAH TUCKER**  
**Hometown Realty**  
My wife and I welcomed our second daughter into the world!

...





**PAGE YONCE**  
C&F Mortgage Corporation

My proudest moments in 2022 have been meeting each short-term weight-loss goal throughout the calendar year. I am down 103 lbs. and counting. Set short-term goals with an end date for achievement. Amazing things can happen. You can do it! Put your mind to it.



**MATT CULLATHER**  
eXp Realty

I grew my eXp organization to over 150 agents in just over two years with the company.



**KACIE JENKINS**  
REAL Broker, LLC

My proudest moment of 2022 was starting a team and taking two weeks of vacation!



**JEANNETTE MOCK**  
Sotheby's International Realty

It was when I turned down a \$1+ million listing because the seller wasn't someone I was comfortable doing business with or being known to represent.



**GEORGIA HOLMAN**  
Commonwealth Real Estate Co.

This year, my business partner, Diana Morris, and I had the privilege to list a local restaurant that represented one of the oldest businesses in Amelia County. It had been a gas station that was converted to a diner and was family owned for over 65 years. The charm this building possessed made it a local stop not only for the famous cheeseburgers, but a place to catch up on the local happenings and get a little socializing in. The owners really hoped to see the business continue, but knew it would take a special kind of buyer to give it the love and devotion their family had for so many years. Not only did we find a buyer who was excited to continue the family tradition, but the new business is thriving and wholeheartedly embraced by the community. Running a small business can be so hard... It's so heartwarming to drive by the "new" diner and see a packed parking lot most days and know the heart of the business lives on!



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# CHOOSING YOUR PERSPECTIVE

## How to Shape the New Year

► coaching corner

By Mary Garner DeVoe

As we enter a new year, many — if not most — of us have set goals for 2023. Perhaps these goals are heavily numbers focused, because numbers are specific and measurable. Numbers are important and can be clearly shared and articulated. But as important as numbers are, they do not create urgency, passion, or actions.

We cannot control facts such as interest rates, the economy, pandemics, and natural disasters. The landscape of January 2023 is very different from the landscape of 2022 or 2021; and we certainly did not control those. We can, however, control our attitude and mindset, which will drive action — our **PERSPECTIVE**. Frankly, this is one

of the most powerful tools we have. While we may naturally default to the viewpoint or lens the news or multiple voices preach, we each have the power to change that lens — to clean it and take on a new perspective. Think about this:

**PERSPECTIVE** determines **THOUGHTS**  
determine **FEELINGS** determine **ACTIONS**  
determine **RESULTS** determine **PERSPECTIVE**  
determines **THOUGHTS** ... and the cycle continues.

What a cycle, and we can *decide* our perspective, thus changing everything else!

The typical talk around real estate these days has to do with the market being “down,” “bad,” ... about interest rates being “high.” These negative words depress personal perspectives. There are two great truths that we can embrace and elevate our conversation above the average.

The first truth is that there are three basic needs for humankind: Food, Clothing, and Shelter. We are in an industry that provides one of these three basic essentials. Everyone needs a place to live, and we are their key to that need.

The second truth is that we are not average, and can adopt a **PERSPECTIVE** of opportunity and thriving in any market. This may sound a little Pollyanna, so please let me share a story...

In 1988, I moved from Texas to Baton Rouge, Louisiana. Unbeknownst to me, the real estate market was “bad.” All I knew was that the agent who sold us our house was so incompetent, I thought, “Well, if she can do this, then I certainly can.” I was 28 years old when I started in real estate. I did not realize that it was a disadvantage that I did not know anyone, that I was not from the area, that interest rates were high (bond money was 12.5 percent), and that the market was terrible (11 percent of what was listed was selling each month). So I started selling real estate. My first year, I sold a little over \$1 million in volume. That does not seem like much now, but with sale prices of \$39,900, \$42,500, \$45,000, \$67,250, it was quite a bit of real estate at that time. Seasoned and experienced agents in my office were stunned and asked me what I was doing to sell so much. It seemed like magic to them, but it wasn’t ... it was my perspective! I did not know that I wasn’t supposed to be able to do it. I did not carry the baggage of expectations or average. What a gift.

The point of my story is that we believe what we tell ourselves. What we tell ourselves becomes our perspective, and there, again, begins the cycle. Each of us has the power to change the message we tell ourselves and to adjust our lens.

The truth is, everyone needs a place to live, and we are their vehicle to getting it. We can choose to realize that external headlines and messaging are most often for average ... and we can easily choose to ignore average. We can empower ourselves by knowing that we will prevail and thrive in our businesses while the dilettantes drop out of business. A year ago, buyers, discouraged by losing out in crazy multiple-offer situations, and by not having cash to pay way over asking price, were leaving the market. Even though inventory supply tells us we remain in a seller’s market, buyers can actually negotiate now. They do not have to waive inspections or appraisals. They may even be able to negotiate closing costs or a rate buydown. A buyer can get an accepted offer with an FHA or VA loan and they don’t have to pay way over list price to win a home. It is up to us to help solve these issues for our clients, and our highest level skills are required.

So as we visit our goals and launch into 2023, I invite you to make an honest evaluation of your perspective. What skills need to be sharpened? What tools can be updated and improved? If you are clutching negative messages from “average” thinkers, then release them. Clean your lens and choose the mindset that will create a **PERSPECTIVE** of opportunity!



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



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# NEW YEAR, NEW AGENT...

## *Mistakes to Avoid with Contracts*

It's a new year — you are thrilled about the potential commissions, connections, and professional development in the upcoming year. You have made several resolutions to ensure that this is your best year ever. Your goal should be to increase income, but also to avoid costly mistakes that result in delay, and even potential liability. A great place to start is with the contract.

The contract memorializes the intent of the parties and is the road map for your transaction. Understanding your client's needs and expectations, and then correctly putting them on paper to protect your client can be difficult. The following are a few common mistakes you must avoid.

**1. Include the proper parties, their capacity, and ensure you have the correct name.** You want the contract to match what Buyers want on the Deed and what the lender has on the loan application. Always use a middle initial if the party has one. Make sure the full Seller name is used to eliminate possible confusion on the

title search. If the seller has changed their name, make sure this is reflected on the contract using a “now known as” designation. If the sellers are not the record owner, speak with a real estate attorney to determine who has an interest in the property and who should convey the property

**2. Seems like a no-brainer, but know what property is being sold.** Ensure you have included all parcels and that all TAX IDs are included in the contract. Do *not* add an additional parcel in the additional terms — identify it in the subject property section where the primary parcel is described. The title examiner uses the contract to run their search. Misleading them from the beginning can result in delays and additional costs.

**3. Understand the deposit paragraph carefully and discuss in advance.** Stress the importance of dropping off the EMD within the agreed timeframe. Any carelessness here could create an out for the seller.

**4. When a client is seeking to sell the home as is, avoid the ambiguity and inevitable debate regarding payment/opportunity for inspections by including the “As Is” addendum.** This addendum specifically deletes those paragraphs that require the seller to make termite, well, and septic inspections, and properly explains what “as is” means to all the parties. However, make sure your Seller understands there is an *automatic out* for the Buyer in the first 10 days if this is used. If the Seller does not want to provide that “out,” then make sure you line-through and initial *all* inspection paragraphs, in addition to using the “As Is” language. Eliminate doubt.

**5. If the property is situated within a property owner's association, make sure the purchaser is aware of the three-day provision to terminate the contract.** The purchaser should never claim they were unaware of this contingency. Confirm receipt by your Buyer of the HOA disclosure and their understanding of the three-day window. Further, make sure *you* review the Compliance Inspection report in the Closing Disclosure. The Buyer only has five days to address any issues that are not in compliance with the HOA.

**6. Identify the loan information as specifically as possible by completing and checking all the boxes.** Checking the wrong box can result in a client having to get a loan they did not want (conventional versus FHA). If you represent the Seller, make sure your client understands the loan that is identified and consequences of same (FHA loans may

require repairs regardless of the “As Is” language in the contract).

**7. Less is *not* more. When you are preparing the wording on your “Additional Terms” section, write plainly and cover everything that needs to be addressed.** This is not the time to worry about saving space. When in doubt, run it by the attorney — they would rather help you now than later when it becomes one of those dreaded “gray” areas.

The mistakes listed above are just a few of many that can be costly. Don't hesitate to reach out to your closing attorney for advice and more information about the process as you and your client navigate your way towards settlement.



Walter Culbertson grew up in a military family, where he lived primarily in Virginia and North Carolina. After graduating from high school in Morehead City, North Carolina, Walter attended Longwood University, where he studied history and political science with a concentration in prelaw. After graduating from Longwood in 2014, Walter worked as a title examiner. He then pursued law school and attended the University of Richmond School of Law where he graduated cum laude in 2020. Walter passed the Virginia State Bar in 2020 and immediately started practicing law with a focus on title and real estate. In his spare time, Walter enjoys golf and is a member of Brandermill Country Club.



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## WORDS OF WISDOM FROM THIS MONTH'S FEATURES



**JOHN PACE**  
The Pace of Richmond  
Keller Williams  
Richmond West

"I realized it wasn't about me. It was about who comes onto the team that can add more value than I could ever provide. In my opinion,

most REALTORS® who build teams hire agents to be a backup or support role. I wanted to create a platform where agents could grow their businesses alongside mine. That was a big shift for me."



**ELIZABETH HAGEN**  
Joyner Fine Properties

"Being the local expert for people is important to be a trusted professional. Stay up-to-date with current trends. The more you know, the better you can serve your clients. Also, remember that business can come when you least expect it, so don't

rule out anybody or any opportunity. And above all, always retain your sense of humor."

*A Word from Our Preferred Partner:*



**TODD BOYD**  
Boyd Realty Group

"Whether it's a big sale or a small one, each client deserves the same level of care."

"I enjoy my work so much ... it doesn't feel like I need to have a work-life balance. Because we enjoy what we do so much, it feels like there's nothing to balance. We love what we're doing because we're building something."



**BRITT LALIBERTE**  
Dunmar Moving Systems

"We try to cover the full spectrum of moving and storage so we can do the turnkey moves for somebody that doesn't want to touch a thing, but we're also an option for the DIY-type of person or anyone on a budget that wants to do everything themselves and just use us for storage."

"At the end of the day, moving companies all have the same boxes, same pads, the same trucks, just painted different colors. But the thing that makes Dunmar different is the people. We wouldn't be in this business for over 50 years without the right people."





► partner spotlight

By Jess Wellar  
Photos by Philip Andrews

Britt LaLiberte (left) and his father, Dennis, who's been with Dunmar Moving Systems for 45 years.

# Britt LaLiberte

## DUNMAR MOVING SYSTEMS

### GENERATIONS OF MINDFUL MOVES

“I can’t think of any other business where a customer pays you to return their stuff back to them ... in the same condition,” Britt LaLiberte remarks with a chuckle. “But at Dunmar, we understand that moving is stressful and we really try our best not to add to that stress.”



As vice president of Dunmar Moving Systems, Britt proudly notes it’s a family-owned business and has been in operation since 1970. Britt recalls working for Dunmar from the time he was in high school and every summer that he was home from college. Now headquartered in Richmond, Dunmar was originally founded in Petersburg, Virginia, and has three additional offices in Chester, Norfolk, and Roanoke.

“We try to cover the full spectrum of moving and storage so we can do the turnkey moves for somebody that doesn’t want to touch a thing with Dunmar, but we also have Smartbox as an option for the DIY-type of person or anyone on a budget that wants to do everything themselves and just use us for storage,” Britt explains. “Within the last year, we also added MobileDumps as a DIY junk removal option for people to clean out their home prior to moving.”

With so many moving companies to choose from, Britt says one thing that Dunmar customers are always quick to compliment the company on is the multigenerational workforce of employees.





The Dunmar Moving Systems team

Various crew members used to work for Britt's father, Dennis, who is now the owner of Dunmar and has worked there for over 40 years; and some of the original crew member's sons have joined the company as well.

"Even though we're an agent of Allied Van Lines — a national van line — we're still a small, central Virginia business with around 100 employees ... and I think it's pretty neat to have such a tenured workforce," Britt says. "But we also do background checks because we wouldn't let just anybody come into your house."

Britt gives a lot of credit to his hard-working movers, too, pointing out it can be a very physically grueling job, especially in extreme weather conditions.

"I don't know too many other jobs that are so demanding... Lifting heavy items is tough in the intense heat of summer and the dead of winter, and yet so many of our people come in every day with a smile on their face," Britt says. "It's very challenging working with people during a stressful time in their lives, but our employees try to make that difference in terms of the experience and exceeding expectations."

When you get those appreciative emails, those nice phone calls, or a great review online, you really see how you've made the difference in someone's life during a difficult time. That's the most rewarding thing to me, that we've altered their perspective on the moving experience.

”



Britt LaLiberte is vice president of Dunmar Moving Systems.



In addition to Dunmar's full suite of moving services, they offer Smartbox and Mobile Dumps for do-it-yourselfers.

Britt notes it's been a "crazy two years" with the mass exodus of moves due to the pandemic shifting America's demographics, but he sees things starting to normalize a bit. He points out that, in addition to the physical demands of the job, current labor shortages, and frazzled customers, costs are also starting to rise along with everything else. So why does he continue to stay in such a tough business?

"When you get those appreciative emails, those nice phone calls, or a great review online, you really see how you've made the difference in someone's life during a difficult time. That's the most rewarding thing to me, that we've altered their perspective on the moving experience."

When Britt isn't busy coordinating moves, he loves spending time with his wife of 14 years, his 4-year old daughter (aka "the center of attention") and the family's German short-haired pointer, which he claims is "basically a velociraptor, but with a different level of unconditional love." Britt is also an avid outdoorsman who enjoys being in nature, fishing, and, as a Virginia Tech alum, is a "real diehard Hokie" sports nut.

"At the end of the day, moving companies all have the same boxes, same pads, the same trucks, just painted different colors," Britt concludes. "The thing that makes Dunmar different is the people. We wouldn't be in this business for over 50 years without the right people."



Dunmar Moving Systems is a top-rated Virginia moving company offering various moving services across the state, the country, and even overseas. Dunmar also provides complete storage and packing solutions and is a proud agent of Allied Vans Lines. For more information, please visit [www.dunmar.com](http://www.dunmar.com). Smartbox and MobileDumps are DIY options for moving and storage and junk removal. For more information, please visit [www.smartboxmovingandstorage.com](http://www.smartboxmovingandstorage.com) and [www.mobiledumps.com](http://www.mobiledumps.com).





# TODD

## B.O.Y.D

► broker spotlight

By Kierstynn King  
Photos by  
Philip Andrews

## Creating a Space for The Finer Things

Todd Boyd has been in the business of real estate for over 19 years, and has accomplished a lot in those years. He received his broker's license in 2006, during his third year in the business, and founded Boyd Investments, Inc. (dba Boyd Realty Group), which currently has 11 agents. He renovated and designed houses for his clients, became his own boss, and created his business with other like-minded individuals.

"I've never enjoyed sales or seen myself as a salesperson. I don't try to talk people into buying something," Todd says. "I don't think of myself in that way. I view myself as a facilitator. People want a home, I try to help them find the home that they love, and then I guide and protect them through the process."

Todd's priority has been, and will always be, his clients.

"Whether it's a big sale or a small one, each client deserves the same level of care because the person always comes first," Todd says.

Todd makes sure he negotiates the best possible terms of the purchase or the sale for each one of his clients. Todd explains that, at the end of every transaction, he'll always receive a thank-you or even a hug from his clients.

"I tell my clients that they can call me for anything; I'm the agent that never goes away," Todd jokes. "I've seen my clients start their families in the home that I sold them, and have worked with several generations within a family."

With all his success, Todd has decided it's time to take the next step in his career. He is in the midst of creating a new space for Boyd Realty Group, which, at the time of this writing in late fall 2022, he anticipated moving into by mid-December. A grand opening is planned for January 2023 which will have a fully curated art show. The space will combine Todd's love for the finer things — art, design, food and, of course, real estate.



Todd Boyd is broker/owner of Boyd Realty Group





Todd Boyd (back right) is designing a new, 4,300-square-foot commercial space for Boyd Realty Group.

At 4,300 square feet, “it’s a bigger space than what one would typically need for a real estate office,” Todd admits. “One of the first things we’re going to do is plan events to recruit new agents because we have such a large space.”

Aside from a traditional office space for agents, Todd is planning to incorporate a design showroom called Boyd Realty Group Home Center, and gallery space for local artists.

“Over the years, I’ve designed more than 50 houses,” Todd says. “My first degree in college was in fine arts. I didn’t pursue a career in the arts because, at the time, I didn’t feel it would be lucrative. So I went back to school and received a degree in math/computer sciences. I worked as a programmer analyst for almost 15 years. After returning from living in Florida, where I worked as director of a Microsoft training center, I decided to take my time selecting my next move. A friend suggested real estate, so I gave it a try. I loved it, and soon will be celebrating my twentieth anniversary. About five years in, I realized that almost every client I worked with asked for help doing ‘something’ to their house.”

“Whether it was designing kitchens, baths, changing the floor plans, or working on the exterior, I realized that doing these renovations helped reignite my love for art and design.”

Todd plans to have installations throughout his showroom. There will be several different styles of kitchen and bathroom installations, along with laundry and organization solutions. The showroom will showcase different cabinetry, countertops, flooring and various types of lighting. An outdoor section will also include different types of decking and hardscaping. There will be a design desk where clients can sit with a designer and have their plans sketched out.



“Along with the office and showroom, I’m planning on having some of the wall space be dedicated to displaying work from local artists.” Todd explains. “Ezie Junkala, a dear friend from college who was an art major, as well, just relocated to Richmond. She’s going to be my director of operations and help curate the art for our shows. We have partnered in business before, in Richmond and Northern Virginia, and always seem to inspire each other. Every month, there will be new art displayed, and we will host an event that will be open to everyone.” Todd says the goal is to support the artists and the community.

“Food has been involved in anything I’ve ever done,” Todd explains. “When we do our monthly art events, we’re going to have amazing food. Food is a labor of love for me. Having someone on the other side of my kitchen island while I cook is one of my happiest moments.”

Todd and his husband, Christiam Pravia, cook together, listen to music, and enjoy the outdoors. They shared a condo in Costa Rica for three years until Christiam immigrated to the U.S. last April. They love to travel and are planning a trip to Greece sometime in 2023.

Christiam and Ezie’s husband, Jim, a licensed contractor who has renovated historic homes, are partners in JCM Renovations, a remodeling business that is part of Boyd Realty Group, and are helping with renovations of the commercial space.

“I enjoy my work so much,” Todd says, “and now that my husband works with me, it doesn’t feel like I need to have a work-life balance... Because we enjoy what we do so much, it feels like there’s nothing to balance. We love what we’re doing because we’re building something.”



Todd with his husband, Christiam, and their rescue Lab mix, Lucy



“Food is a labor of love for me.”







# Elizabeth Hagen

## *Approachable Luxury*

Combine the warmth of southern hospitality, a solid sense of luxury home investment, and genuine caring for clients, their lives and families, and you have Elizabeth Hagen, a REALTOR® with Joyner Fine Properties. Her down-to-earth style, expert knowledge of the area, and deep commitment to helping every one of her clients realize their dreams in choosing a luxury home right for themselves and their family has earned Elizabeth her place among Richmond's "Rising Stars." Astonishingly, the accolade comes to her in only her second year of business. Here's a quick look at her totals: In 2021, Elizabeth closed 30 transactions representing a whopping \$11 million in sales. And in 2022, she closed 33 transactions for just under \$22 million in total sales, nearly doubling her sales volume in just one year.

...



Since the early 2000s, Elizabeth Hagen has performed with her jazz group, Emme St. James and Her Jazz Gentlemen.



• • •

### A Grandmother's Legacy

Elizabeth hails from Roanoke, and cherishes the memory of her grandmother, her namesake, as a source of lifelong inspiration. “People just loved her because she cared for them,” says Elizabeth. In a poignant moment, Elizabeth offered more insight into her bond with her grandmother when she described the privilege of having witnessed the moment she passed away. “She was born in 1912! Her passing was very special and meaningful.” Her grandmother’s example of empathy and helpfulness is a theme that surfaces many times in Elizabeth’s life’s choices and career.

### Sophisticated Lady

Another of Elizabeth’s early inspirations came from her dad who, as she grew up, introduced her to his favorite jazz records. Young Elizabeth romanticized the lyrics, finding solace in the poetic lines. Those jazzy refrains made such a lasting, formative impression on Elizabeth that, after graduating from college, she moved to Richmond and started a jazz group. Since 2000, Elizabeth’s group, Emme St. James and Her Jazz Gentlemen, have performed at some of the area’s local and regional favorites, like the Downtown Hilton, the Greenbrier, the Homestead, Keswick Hall, and CCV. Elizabeth admits that her busy real estate schedule keeps her from singing as much now as in the past, but music remains her favorite outlet for relaxation outside the office. The group has recorded several CDs of popular songs, including tunes of Cole Porter, George Gershwin, and Christmas favorites. You can find Emme St. James and Her Jazz Gentleman at online listening sites like Apple Music and Spotify.

### A Career Switch — And Immediate Success

Elizabeth graduated from Randolph Macon Woman’s College in Lynchburg, Virginia, with a degree in psychology. She refers to her degree studies as “not being too far removed” from her



In the business just two years, Rising Star Elizabeth Hagen doubled her sales volume between 2021 and 2022.

professional practice of listening to people’s stories, learning about their families and dreams, and figuring out how to help them. After graduation, Elizabeth became certified by the Gemologist Institute of America (GIA) and entered the workforce in luxury jewelry sales. Two jewelry clients,

Jenny Maraghy and her husband, were Realtors and had also become friends. Knowing she could trust them to tell her the truth, Elizabeth confided her interest in a real estate career to Jenny, who assured her that she had the perfect personality and the right professional perspective for the job.



Elizabeth immediately regrouped, enrolled in a real estate course and became an agent. Relying on her knowledge about how luxury investment can change the course of someone’s life, Elizabeth became a valued member of The Jenny Maraghy Team at Compass for the next two years, and an expert in all of the Richmond market neighborhoods. Elizabeth’s popularity as a Realtor grew instantly — and her success skyrocketed with her customer service-focused brand of “approachable luxury.”

For up-and-coming Realtors who would like to break into top-producer status as Elizabeth has so quickly done, she advises to never stop learning and stresses the importance of becoming an expert in your area.

“Being the local expert for people is important to be a trusted professional. Stay

up-to-date with current trends. The more you know, the better you can serve your clients. There’s always business for those who know more! Also,” she adds, “remember that business can come when you least expect it, so don’t rule out anybody or any opportunity. And above all, always retain your sense of humor.”

### Limitless Love at Home

At home, Elizabeth devotes her time to tending to a very happy quartet of senior rescue dogs. Within her canine huddle are three poodles and a Maltese. Two are blind, another is deaf, and the fourth “just wants to be in my lap all the time,” Elizabeth says with a smile. Yet, she exclaims, “They’re perfect!” She knows she’s helping them, and the love they return to her is immeasurable. With her usual compassion, she adds, “They wouldn’t have anywhere else to go!”

### Relationship Driven

Success is more than money. For Elizabeth, success is about the relationships she makes with those for whom she finds homes. She knows the house is where they live their lives — engagements, weddings, children — and all of life’s events. On Thanksgiving, she sends all her former clients a cake to express the gratitude she feels in simply being part of their lives.

“I’ve always been a relationship, sales-driven person. My clients become my friends! Homebuying is a very personal, emotional experience. Having the luxury of that, and also the respect of being part of that, is personally very meaningful. Being attuned and empathetic to life experiences — the joys and the sorrows — is very important for building trust and longevity. People know when you care about them.”

When asked if she has a phrase or a slogan that sums up her business approach, Elizabeth says that while she enjoys selling high-end homes, she doesn’t want to seem unapproachable. She refers to her business and brand as “approachable, elegant luxury.”

“I’ve sold a lot of high-end properties,” she says, “and I enjoy that. But I also want to be approachable and down-to-earth.”







## MOXIE MOVERS

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- Kelly M., Facebook Review

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# THE PACE OF RICHMOND

Bringing Dreams to Reality

By Zachary Cohen | Photos by Philip Andrews

“We want to be known as the place where you plug into our platform and we help you create the life you want to live. We use real estate as a tool to help people live the life they want and build wealth for the future. That’s our culture. While we love real estate and work hard, who we are is bigger than just real estate. We use real estate as a vehicle to achieve our dreams.”

—REALTOR® and Director of Sales Seth Schemahorn



Over the past eight years, The Pace of Richmond, with Keller Williams Richmond West, has developed a culture centered on growth and wealth building. That culture takes varying forms, from supporting clients in their quest for generational wealth to helping agents build top real estate businesses. As team leader John Pace says, the group is out to “change the trajectory of people’s lives.” And there is no better business to do it in than real estate.

## BEGINNINGS: JOHN PACE

John’s first dip into real estate came in 2001 as an investor. Over the next four years, he significantly improved his financial situation, and in 2005, he left his software development job for a career in real estate sales.

Despite a slow start (John sold one home in his first six months), John’s business steadily grew. He moved to Keller Williams in 2009 and started his first team in 2012. Over the next two years, he tripled his business.

“I had a structured plan. Keller Williams taught a model with a plan behind it to stay profitable. But I was still afraid to do it,” John reflects honestly. “It was scary to let go of that control of ‘These are my clients.’ Letting someone take care of my clients — that was scary.”

Once John transitioned to a team model, however, his business took off.

## A NEW MODEL

John’s first team hit a ceiling, so in 2015, he decided to start over and build a team from scratch. His vision for creating a new group was clear.

“I realized it wasn’t about me. It was about who comes onto the team that can add more value than I could ever provide. In my opinion, most REALTORS® who build teams hire agents to be a backup or support role. I wanted to create a platform where agents could grow their businesses alongside mine. That was a big shift for me,” John explains.

...

John Pace, team leader of The Pace of Richmond







The Pace of Richmond leadership team  
(from left to right: Director of Sales Seth  
Schemahorn, Team Leader John Pace,  
Director of Operations Jessica Thomas)



IN MY OPINION, MOST REALTORS® WHO BUILD TEAMS HIRE  
AGENTS TO BE A BACKUP OR SUPPORT ROLE.

**I WANTED TO CREATE A PLATFORM WHERE AGENTS  
COULD GROW THEIR BUSINESSES ALONGSIDE MINE.**



...

Today, The Pace of Richmond includes seven active agents, one referral agent, a director of operations, a director of sales, a transaction coordinator, and an assistant. The group offers three distinct paths for Realtors. Agents can build out their own team within the team, have a solo agent business, or be a referral agent, allowing the team to handle sales. The Pace of Richmond's platform provides all the support agents need to succeed and grow a thriving business, regardless of the path they choose.

The results of this unique approach are impressive. The team closed 145 transactions for \$54 million in 2021, and, at the time of this writing in late November 2022, was tracking to come close to that number by year end. Eighty-five percent of their business is sourced from referrals and repeat clients.

Two of the team's cornerstones are Director of Operations Jessica Thomas and Director of Sales Seth Schemahorn. After a career in healthcare operations management, Jessica transitioned to the real estate business in 2021, helping The Pace of Richmond reach new heights. In addition to being director of sales and a team leader of his own small team, Seth is one of the teams' top agents.

"The reason we are successful is because of Seth and Jessica, Theresa, our transaction coordinator, and Hazel, our assistant. The value they provide is beyond anything I could do on my own," John says.

...



Seth Schemahorn



Shana Lowry



Jessica Thomas



Nick Ungerleider



Anthony Logan



Charlotte Shirey



Catherine Ham



Theresa Borkowski



Lizzy Pass





The Pace of Richmond group, with  
Keller Williams Richmond West

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## MAKING AN IMPACT

As John, Seth, and Jessica look ahead, they aspire to continue positively impacting the lives of everyone they touch — agents, clients, and the broader community.

“When it comes to impacting and serving our community, we also donate time and money to charity — almost \$15,000 to local charities last year. So we’re really big on giving

back to this community that takes care of us,” John says.

John and Seth also lead a local investment group, GRID, in an effort to build a community around wealth-building through real estate. As Seth says, “We want to be known as a place that makes millionaires.”

Despite a down market, John and the entire The Pace of Richmond are

looking forward to continued growth in the months and years ahead. Their goal remains to uplift the dreams of those around them.

“As far as real estate goes, we want to keep doing what we’re doing — find people aligned with our values and help them build their businesses. More than that, we want to help people build wealth, and change the trajectory of people’s lives.”





# RICHMOND REAL PRODUCERS' FIRST MASTERMIND NOVEMBER 10, 2022

Photos by Philip Andrews

What an inspirational and educational event our first Richmond Real Producers Mastermind was! We had an amazing time at Meadowbrook Country Club raising money for a great cause, and simultaneously learned about influence, leadership, and leverage in our market. Thank you, from the bottom of our hearts, to all the Richmond Real Producers, preferred partners, and our brilliant speakers who participated!

Through the live auctioning of our speakers, Richmond Real Producers raised over \$15,000, and saved over 50 lives, with all proceeds going to Love Justice International to prevent human trafficking. Our goal is to save 500 lives through LJI in 2023, and we appreciate your continued support!

An earnest thank-you to our event sponsors: **Classic Granite and Marble, The Freedom Companies, Designed 2 Sell, Kensington**

**Vanguard, Cinch Home Services, ARW Home, and Capitol Home Inspections;** as well as to **HD Bros** and **Philip Andrews** for capturing this event on film. Our auctioneer, **Tim Dudley**, was a blast on stage and helped raise money for our charity. You are all absolutely amazing and sincerely appreciated — we couldn't have done this without you!

For more information on all Richmond Real Producers events, please email us at [info@richmondrealproducers.com](mailto:info@richmondrealproducers.com).









# 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 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" outstanding. How can we adopt this ritual of release as we march forward into a brand-new year?



Start with the right mindset. 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 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. 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.
- Last, remove stains from your home, whether on the furniture, carpet or grout. Old stains have no place in a newly purged space.

You will be surprised at how much lighter you feel! If possible, every family member should be involved in your cleansing practice, benefitting from this fresh start. Happy New Year!

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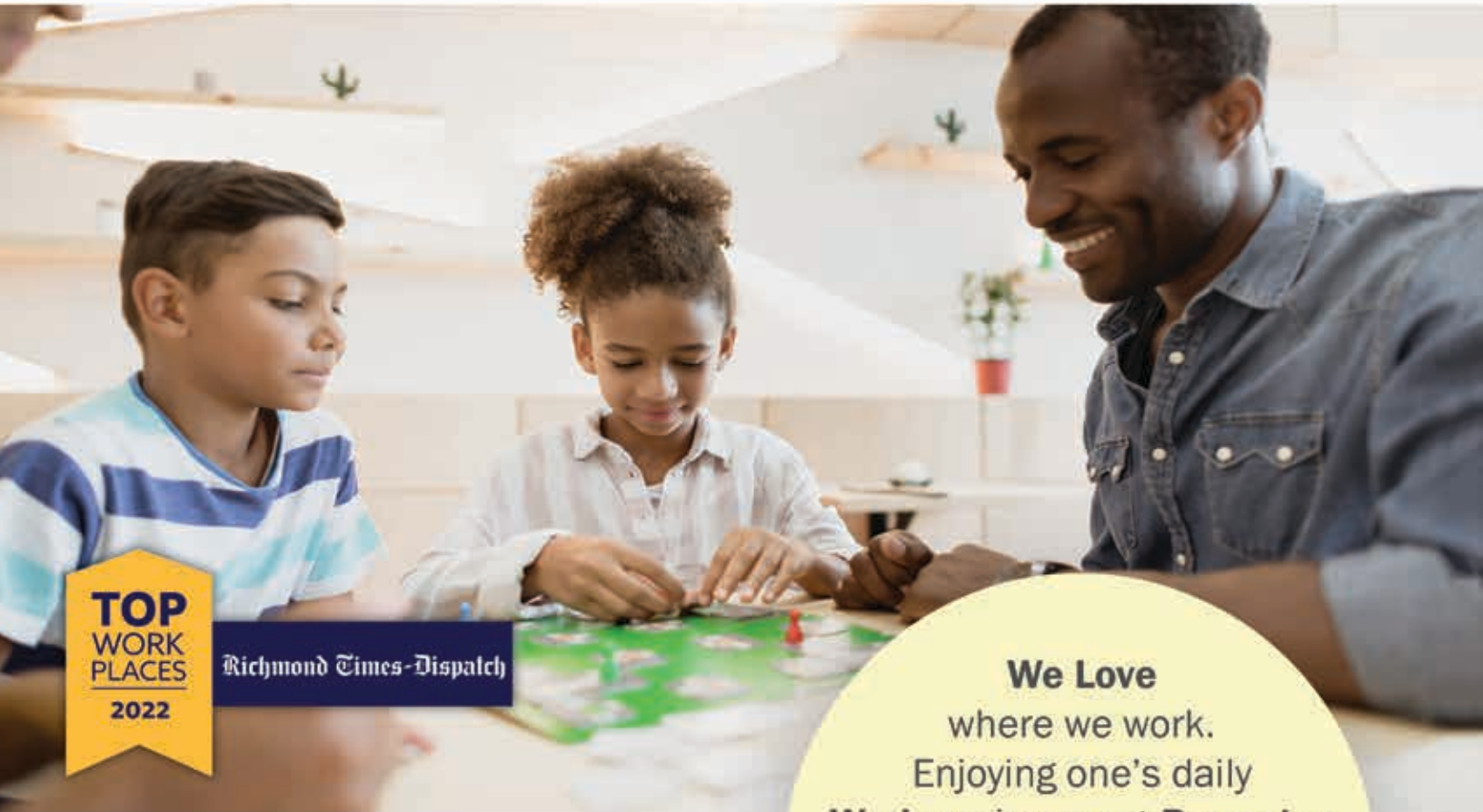
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TOP 100 STANDINGS

[Teams and Individuals](#)
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