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HAPPY FOURTH!

Dear Real Producers of Richmond,

Welcome to the July issue of our magazine, where we are recognizing the spirit of independence and the vibrant world of real estate! As we celebrate America's birthday this month, a day synonymous with freedom and unity, I wanted to bring you a collection of features that also embody the essence of this special holiday.

Real estate, with its power to transform lives and create new beginnings, serves as a cornerstone of our publication. In this issue, we delve into the world of entrepreneurial agents and partners who go above and beyond to meet the call of duty for their clients. Through their inspiring stories, we witness the profound impact that real estate professionals and our preferred partners can have on individuals and communities.

During this time of national pride and BBQ celebrations, anticipation fills the air with a sense of camaraderie and patriotism. From the fireworks lighting up the night sky to the parades filling the streets, I hope you were able to reflect on and appreciate this festive occasion that unites us all, regardless of our differences.

Speaking of camaraderie, I am thrilled to also showcase the fun atmosphere of our May Lawnpalooza event in this issue!

Be sure to check out the photos on page 12 that capture the energy and excitement of our lively Real Producers event. I want to extend heartfelt thanks to everyone who attended, making it a resounding success and a testament to the power of our Real Producers community to show up and have fun!

Happy reading and happy Independence Day, Real Producers!

Warm regards,



Kristin Brindley
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LAWNAPALOOZA

MAY 4, 2023

Real Producers of Richmond, thank you for joining us at the unforgettable Lawnapalooza event on May 4th at the stunning property in Glen Allen, Virginia! Special thanks to **Jeannette Mock**, with The Steele Group SIR, for providing the perfect backdrop for a day of fun, connections, and friendly competition during the cornhole tournament!

We also extend our heartfelt appreciation to our amazing table sponsors: **River City Media; Renovation Sells; Tluchak, Redwood & Culbertson, PLLC; The Freedom Companies; and Dila Design** for their invaluable contributions. A big shout-out, too, to **River City Media** and **HD BROS** for capturing exciting photos and video of the event. We are grateful for everyone's attendance and continued support. You've made these Richmond Real Producers events a resounding success! Stay tuned for more memorable

gatherings in the future as we continue to strengthen our community of top industry professionals.

P.S. Don't miss the afterglow of the lawn games! Check out the captivating photos on our Facebook page or scan the QR code to relive the wonderful memories we created together.

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



▶▶ we ask ... you tell!

Where did you go on your favorite road trip ... and who were you with?



LAUREN RENSCHLER
Long & Foster Real Estate

My mom and I take a trip every year. Last year we got lost in Aruba and had funny stories after getting drunk.



MIKE BOONE
eXp Realty

My favorite road trip is the one I'm secretly planning to convince my wife to take in 2026, where we drive a camper to all of the U.S. cities hosting the FIFA World Cup! She's really excited.



ALINA ASAD
Keller Williams Realty

Not really a road trip, but I was with my parents and we had EU rail pass tickets to anywhere you want in Europe. We visited 18 countries in 15 days! We took night trains and our backpacks and just traveled to different countries.



JENN MCMURDY
Capitol Home Inspections

My favorite road trip was down the coast of California in an RV with our family. We started in San Francisco, explored the city and the giant redwoods, then made our way down the Pacific Coast — whale watching, visiting Big Sur, and then into Yosemite for rock climbing and exploring. Lots of bucket-list items checked off and tons of memories made!



JOHN THIEL
Long & Foster Real Estate

A trip to Nashville with Kevin Morris and a couple other agents. It was a 9+ hour drive, and we listened to these motivational/sales CDs that were outdated and laughed for hours on the way home.



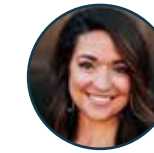
MARY GARNER DEVOE
The Freedom Companies

Hands down, the best was when my husband and I drove from Denver to move him to Baton Rouge, Louisiana. After four months of long-distance dating, we had gotten married, so there was lots of talking and laughing on that trip. Now, it's 20 years later and we are still smiling!



KACIE JENKINS
Real Broker, LLC

Always the Outer Banks and always with hubby! The best one was when we were dating, woke up at 5 a.m. to leave Richmond, got there at breakfast. Drove up to Carova, hung out on the beach for a bit, then drove to the National Park, hung out on the Sound beaches, where he proposed, and then drove back to Richmond. We used to day-trip there all the time.



NIKKI AXMAN
Venture Agency

I'm not sure what we were thinking, but my husband and I decided to take an RV to Florida with *three* children under the age of 5 during COVID... My kids and I enjoyed it, but I can't promise my husband would agree.



JARED DAVIS
eXp Realty

I did a road trip through Spain with one of my childhood best friends. I flew into Madrid and drove about five hours to meet him in Seville, then we spent the next couple of weeks meandering up the coast from Gibraltar to Barcelona, stopping at random beach towns and cities and staying wherever we could find a room. It was one of the best trips of my life.



JOSEPH LOWERY
Pillar to Post Home Inspectors

My friend Ron and I rode dual sport motorcycles across the Transamerican Trail, which is fire roads, dirt trails, backwoods and mountain trails from the plains of Tennessee to Moab, Utah. The trail actually goes all the way to Oregon.



KEVIN MORRIS
Long & Foster Real Estate

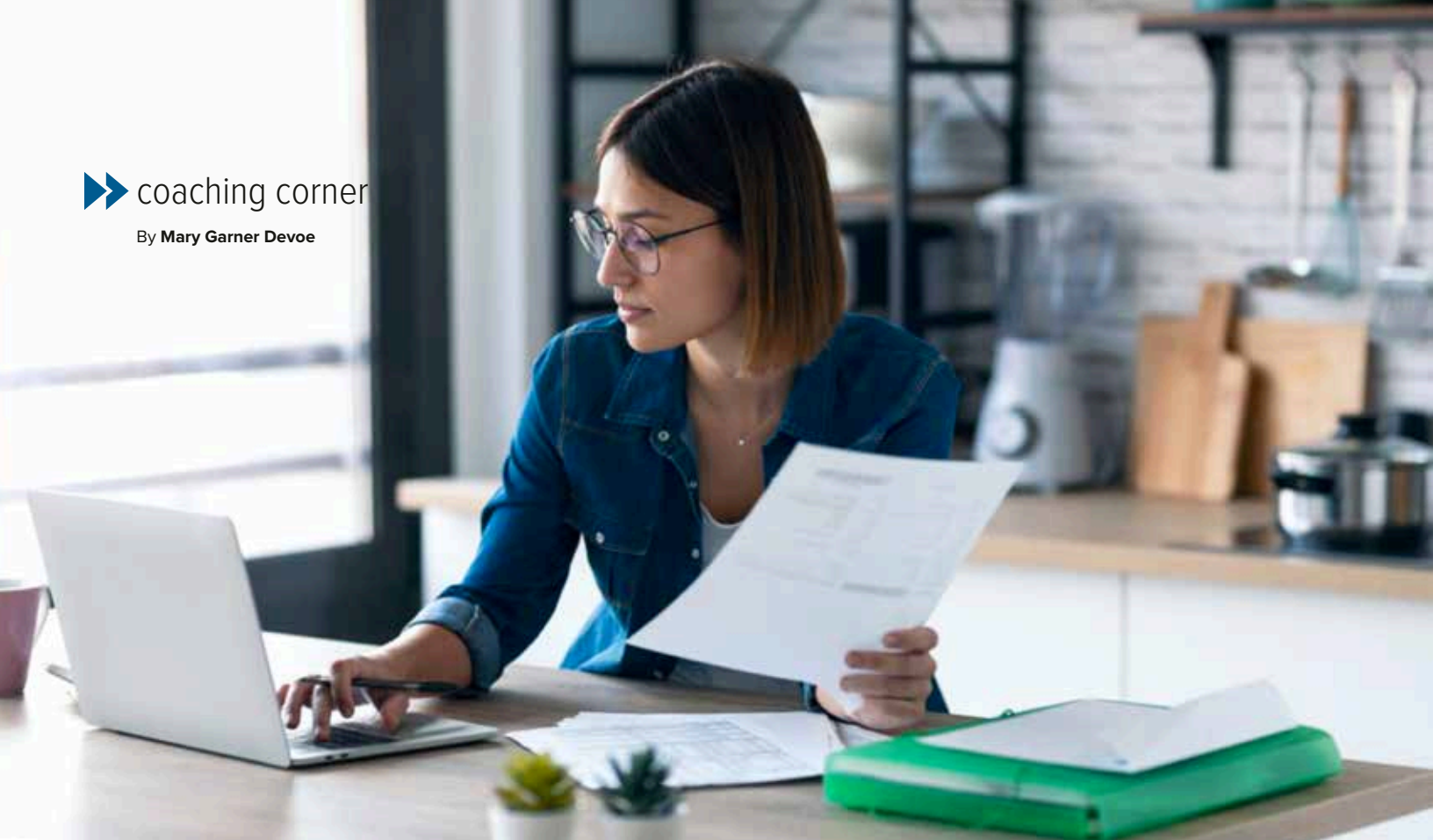
John Thiel and I were together and we drove to Nashville with a few others. A 9.5-hour drive and we had a blast listening to these motivational tapes!

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RESET PART TWO:

Tracking and Measuring Progress

Tracking and measuring progress is important in business, and mid-year provides that halftime in the game for resetting for the second half. Last month, I addressed the importance of checking the alignment of your business, processes, and outcomes with your foundation. It is time to ensure that we are staying true to our mission, vision, values, and beliefs and make adjustments where needed. Part Two focuses on your numbers and your activities.

1 GET THE NUMBERS. You will need to set aside some *uninterrupted* time to do this and to gather your year-to-date projections (January 1, 2023 to June 30, 2023) versus your actuals and the gap (over/under) for the following:

Data Categories	Projected 1st half 2023	Actual Results	Gap Over/Under	Projected 2nd half 2023
Closed units				
Closed volume				
Closed GCI				
Listings taken units				
Listings taken volume				
Pending units				
Pending volume				
Pending GCI				

It is important to separate the units, volume, and GCI. You can control your units more than you can control your volume. Your activities *influence* your volume. Your activities drive your units.

Volume is also an ego trap for agents. One big sale (or one small sale), an outlier, can distort the picture of what is really happening in your business. Commissions vary, and volume does not translate into the same income on each sale. You can't spend units or volume, so tracking your GCI at all times is important!

2 GET REAL WITH THE NUMBERS. Now that you have a picture of the current state of your business, it is time for some questions:

1. How far am I from where I need to be?
2. Do I need to revise my projections?
3. What is the impact of not meeting my projections?
4. Does my calendar reflect time on activities that drive my income?

I purposefully use the word “projections” as opposed to “goals.” I am all for goals and set them for myself. However, I find that, too often, agents set goals that are more like dreams. Your calendar and scheduled activities (lead generation and lead follow-up) either reflect your goals or are simply wishful thinking, hoping — like deciding you want to lose 25 pounds and then never exercising or changing your diet. *Projections are what you can expect based on what you are doing.*

3 MATCH MY CALENDAR TO THE NUMBERS. Now, with revised projections, determine what needs to be done to make the numbers fall into place. Then, schedule those activities on your calendar so they are consistent. Also, be aware of what must be done when people are available for face-to-face meetings or for phone conversations. For instance, notes and cards can be written at 7 a.m. or whenever. Determine your “prime time” for direct people contact and use it for that purpose.

4 GROWTH OPPORTUNITY AND IMPROVEMENT. Define activities that are the most effective. How could you do them better? (You would probably like doing them more if you got better.) Who could you learn from or who could coach you? What could you do to be even more effective?

Define sources of business that you have neglected and get back at it. Focus on your three best sources of business. Are your lead-generation activities too passive? How can you engage more with people? How can you better position yourself as their real estate expert and trusted advisor?

“The market is down” is not an excuse to not meet your projections. People are still buying and selling real estate. It is tough out there, and that is why buyers and sellers need you! The Game of 2023 is not over... Go and nail the second half!



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.



WHEN CAN I GET MY KEYS?

It is no longer the case that a closing for someone buying a house in the greater Richmond area from a person living in the greater Richmond area results in a local attorney or local settlement agent handling the transaction. Nor does it mean the agent is local, for that matter.

In these instances, we sometimes see confusion on when the client can take possession of the property.

First and foremost, possession should never be given without the permission of the Seller if funds are not available at closing. This is often referred to as a "dry closing," and a settlement agent should not consider settlement to have occurred without the funds. However, with the permission of all parties, it is possible to proceed to document signing and possession if all parties agree in writing. If a lender is involved, then their instructions will control.

Secondly, possession is contract specific. Fortunately, the Central Virginia Regional MLS contract is explicit with respect to Possession in Paragraph 9: **"Possession of the Property shall be given at settlement unless otherwise agreed in writing by the parties."** Fortunately, the definition of "Settlement" is the same across the state. It is defined in the Code of Virginia as follows: "Settlement means the time when the settlement agent has received the duly executed deed, loan funds, loan documents, and other documents and funds required to carry out the terms of the contract between the parties and the settlement agent reasonably determines that prerecordation conditions of such contracts have been satisfied."

There is a common misconception, even by some settlement agents and attorneys, that possession is not to be granted until recordation. While this is not the case under the express language of the Code of Virginia, if your client has reason to believe that recordation would be the best time to have possession occur, it is not unusual to add in the Additional Terms "Possession shall only occur upon recordation."

Keep in mind that once the settlement has occurred and possession has taken place, the settlement agent shall have a duty to record the Deed and disburse under the terms of the settlement statement unless there are newly discovered Seller liens that are revealed at the final run-down and recording.

Just keep in mind that if you are using a contract that is not the CVR MLS contract, you really need to read through it to make sure you know when your client can get the keys. Sometimes, recording doesn't take place until several days after settlement (Friday before Memorial Day being a prime example). You don't want your client left holding the bag while you hold their keys.



E. Sean Tluchak is the founding partner of Tluchak, Redwood & Culbertson, PLLC. He is a licensed attorney with over 23 years of experience in real estate transactions and litigation. He stays sane by fishing and surfing with his family in the Outer Banks.

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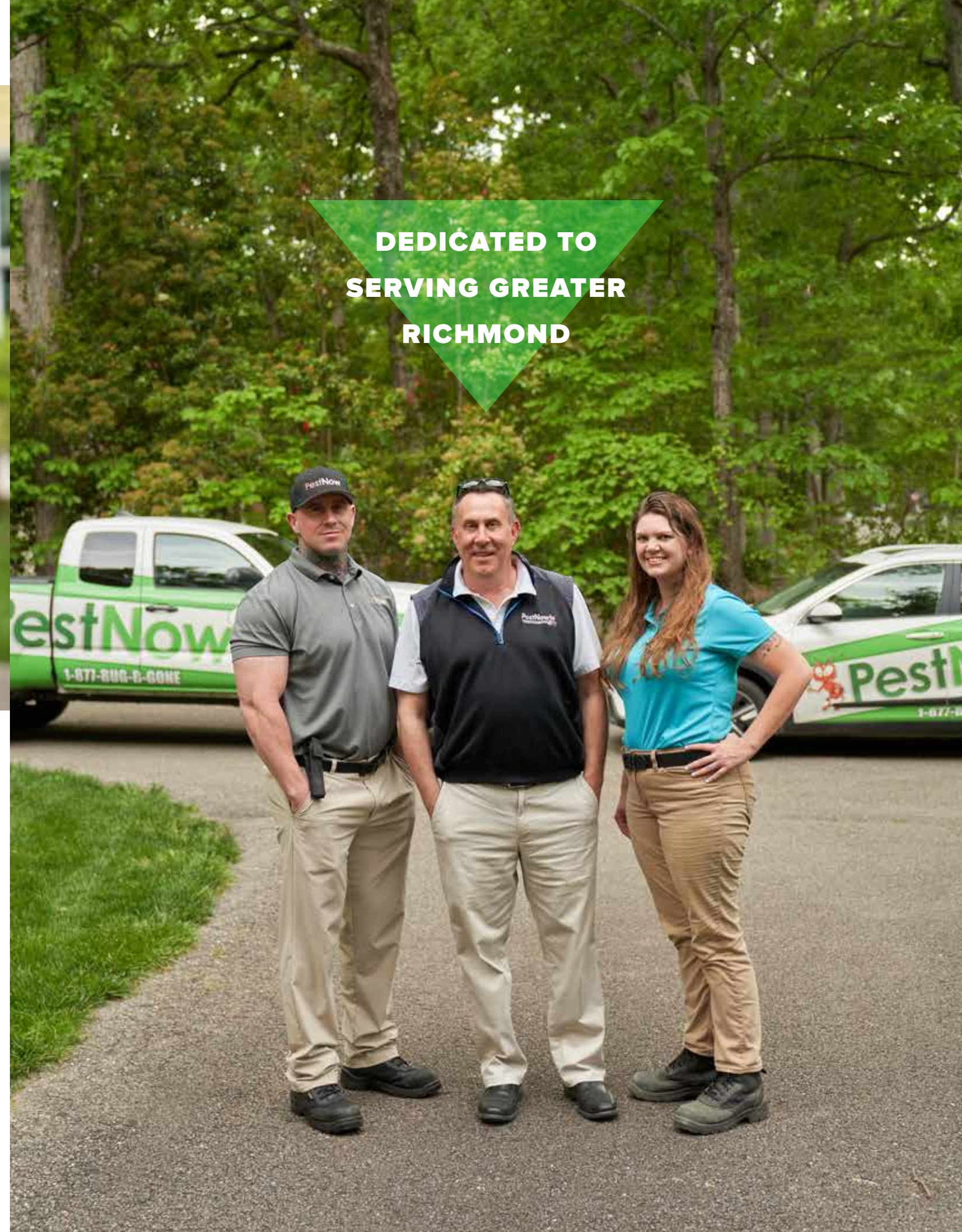
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JEFF ZALINSKI



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PestNow of Central Virginia

Jeff Zalinski is a respected entrepreneur and owner of PestNow of Central Virginia, a pest control company that has become a household name in the greater Richmond area.

Seven years ago, Jeff opened the first franchise branch of PestNow in the region, and since then, he has been providing exceptional pest control services to businesses and residents alike. Through his leadership and commitment to excellence, Jeff has grown his franchise business to become a reliable provider of pest control services in the community. His passion for customer service and attention to detail have earned him a

reputation as a trusted service provider in the industry.

From Military Officer to Entrepreneur

Jeff is a man who has dedicated his life to serving his country and his community. Following his military service as an infantry officer, Jeff began a new career in the pest control industry, now more than 20 years ago, with PestNow in the D.C. metro area.

People don't usually wake up one day and decide they want to work in the pest control industry, Jeff points out. But for him, although he was single when he started with PestNow, it proved to be a great opportunity to support his family.

"I soon realized that this was an industry that was not affected by economic downturns or global events because there will always be a demand for pest control services," Jeff explains.

Due to Jeff's excellent work in the company, he was quickly promoted to management. Then, about seven years ago, Jeff informed the owners of PestNow about his intention to relocate. The owners saw this as an opportunity to expand their business and proposed that Jeff establish the first franchise of PestNow serving the greater Richmond area.



Jeff Zalinski, owner of PestNow of Central Virginia (center) with Service Manager Eddie Palko (left) and Inspections Manager Jessica Milby (right)

Serving the Greater Richmond Area with Excellence

Jeff has a sign in his office that reads, “Do what you say you’re going to do, and be where you say you are going to be.” This motto has been a guiding principle for Jeff since his days in the military academy, where his TAC officer instilled the saying in him. Jeff believes that the message reflects his commitment to providing prompt and dependable service to his customers.

Interestingly, Jeff’s childhood experiences doing odd jobs such as painting houses and building decks in his small hometown in Pennsylvania have also contributed to his strong work ethic. He remembers people teasing him by saying they would call his mother — who is Italian — if he didn’t do a good job. Today, Jeff’s mother works with him on the administrative side of the business, adding a touch of irony to the story.

Jeff places great value on connecting with his clients and being present in the community. He emphasizes that in Richmond, the community holds great importance, and people anticipate being greeted and engaged with genuine interest. For him, customer service is a top priority, and he believes it makes a significant impact in the city.

Being accountable and taking ownership of any mistakes is also essential for Jeff, as he takes great pride not only in his business but also in his community. Jeff understands the effort his team puts in daily and is thrilled when their hard work is recognized by friends, family, and residents alike. It’s rewarding for him to see the impact of the team’s dedication to serving the community with excellence.

Supporting Veterans and Community Initiatives

Jeff and his business partners share a common bond as veterans, and they have become an important resource for other former service members in the area. Jeff notes they are very involved in Richmond’s Tech for Troops initiative, which provides veterans with laptops and training to help them navigate the digital world.



Jeff takes pride in being a part of Richmond’s close-knit community, where word of mouth plays a significant role in business. He believes that taking a personable approach to business is vital in this environment, and he exemplifies this by regularly participating in local activities. From playing poker on Friday nights to being actively involved in NGOs, Jeff and his family believe in giving back to the community that supports their business.

As the face of PestNow in Richmond, Jeff is also actively involved in various business activities, including seminars and networking events. He attaches great importance to building relationships with his clients and wants them to know that they can count on PestNow as a reliable resource for their needs.

Jeff believes that leading by example inspires others, and he sets a high standard for his team to follow. Jeff derives enormous personal satisfaction from giving back and is driven by the fact that the more successful his company is, the more of an impact he can have on the region. For Jeff, being involved and maintaining strong relationships with clients is not just a business strategy; it’s a way of life.

For more information on PestNow of Central Virginia, call 804-589-1009, email info@pestnow.com, or visit PestNowCVA.com.



Jeff and Julie Zalinski with their daughters, Cassidy (left) and Virginia (right)



Jeff’s daughters, Cassidy and Virginia, both play on the Midlothian High School girls volleyball team, which won its first state championship this year.



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CALEB BOYER

► agent spotlight

By Dave Danielson
Photos by Sarah Mattozzi



From left to right: Brandon Spurlock, Mollie Greenhill, Abby Moncrief, Ali Fogarty, Caleb Boyer, John McGurn, Owen Thatcher, Allie Spurrier, Brittany Heare

HOLDING NOTHING BACK

Caleb represents the spirit of service that knows no end — before, during and after closing. With his honest, straightforward approach and his selfless style of putting the needs of others first, it's little wonder that he continues to build with those around him.

As a REALTOR® and co-owner with Providence Hill Real Estate, Caleb holds nothing back when it comes to supporting the needs of his clients and team members.

“I’m one of four siblings. My youngest brother has lived with severe special needs since he was 6 months old. In my life, there has always been someone who has been 100 percent dependent on others. Through that experience, I realize my responsibility to help people,” Caleb says.

“I hope people see that I’m laying it all out there and that I’m doing everything I can to serve them and their interests.”

UNCOVERING HIS PASSION

Caleb co-owns Providence Hill Real Estate with his brother, Dawson, and Elliott Gravitt. Before joining the ranks of local Realtors, Caleb had pursued a different — yet very related — path.

After graduating from Virginia Military Institute, Caleb worked in residential and commercial construction for about six years. Through the process, he obtained his Class A contractor’s license. In time, he found it necessary to look at another path forward.



Caleb Boyer (right) co-owns Providence Hill Real Estate with his brother, Dawson Boyer (center), and Elliott Gravitt (left).

“Due to a back injury and surgery, followed by yet another injury, I knew that I needed to explore different career options,” he remembers. “At the time, Dawson had been in real estate for about six years, and he was ready to grow his team. So I joined him in 2016.”

A year later, the Boyer Group and Elliott Gravitt Team joined ranks to form the Providence Hill Real Estate team before striking out on their own and starting their own brokerage about two years ago.

BREAKING NEW GROUND

One of the parts Caleb has enjoyed the most about real estate is having the opportunity to create his own path.

“I love that you can make the job whatever you want. We enjoy being people-focused and working with people you have relationships with. I really enjoy helping people through such a big transaction and having the privilege to guide them on that journey. It has been such a joy.”

Caleb also relishes the role of being a valued resource that people look to during stressful times.

“There are such high stakes, financially and emotionally. That’s where the fulfillment comes from: getting to help them through one of life’s big decisions while helping them make the most of their real estate holdings and assisting them in building wealth along the way,” Caleb emphasizes. “I have been able to meet so many incredible people from all walks of life and different backgrounds.”

The results have been remarkable. Last year, Caleb recorded \$20 million in sales volume individually. At the same time, PH Partners, the team he leads, recorded \$55 million in sales volume.

FAMILY FOUNDATION

Family is a true, driving force in Caleb’s world. He treasures time spent with his wife of eight years, Michelle, and their children, Ellis, Adair, Luke and Reed.

In his off hours, Caleb spends as much quality time as possible with his family. He also likes to stay engaged, volunteering in a variety of ways in the community.



Caleb Boyer and his wife, Michelle, with their children, Luke, Ellis, Adair and Reed

Caleb has been involved with Young Life Capernaum, a ministry for teens with special needs. He also served on his alumni chapter board for several years until rolling off after serving as president in 2022. In addition, he serves as chair for the Fatherhood Foundation of Virginia.

“I always enjoy the opportunity to serve and give back ... and having other ways to meet new people,” he smiles.

LIFTING OTHERS

As Caleb thinks about his professional path and the road he enjoyed in real estate, he offers helpful advice for others who are just getting their own journeys underway.

“First, I think it’s very important to establish a long-term perspective, take one day at a time, and serve one client at a time. If you focus on that, you will have a long, sustainable business,” he advises.

“Also, don’t feel like you have to go it alone. You can have a personal board of directors, or a business partner, or an assistant, or a whole team around you to help you. The reality of humanity is, we can go further together. We all make up different parts of a unit. Know what you’re good at and acknowledge your weaknesses. Find out who can help you with your weaknesses. Also, always keep learning and soak up as much as you can.”



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LACEY KEARNEY

Faith Through Everything,
All At Once



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▶ rising star

By Rebecca
Lombardo

L

LACEY KEARNEY loves helping people — it's always been at the core of what motivates her. While she may have started out in the health-care field, she is now a rising star in real estate, with \$28 million in career volume, and is leader of her own team, Grace Homes Realty Group.

As someone who enjoys personal growth and life changes, Lacey celebrates the big moments all at once, from getting married and relocating to starting her own business and having children. Lacey approaches these things with optimism and grace — for herself and others — hence, the name of her real estate group.

On the cusp of her marriage to Patrick, she met a very successful broker in Richmond who tossed out the idea of real estate to Lacey as a career choice. Lacey admits the option had never crossed her mind. “But I thought, ‘What do I have to lose?’” Lacey shrugs. She was young and didn’t have children yet, so she continued her day job while working to get her real estate license.

She got married on September 8, 2018, and started working as an agent on September 11. “No time off,” she points out. “I was just pushing myself out of my comfort zone.”

At this point, Lacey, who was born in Lexington, Virginia, had only been in Richmond for a year. She learned from other agents on the team as quickly as

possible. “I hit the ground running and haven’t looked back since,” she says.

Lacey wasn’t afraid to get out and explore all that her new city had to offer, including a new career path. While some people shy away from change, Lacey embraces it with her whole heart as she aims to be empathetic for her clients during their struggles, going through some of the biggest life events, including moving, marriage and job changes. Each is stressful enough on its own, but Lacey tackled them all at once. “In my mind, I thought, ‘If I have this many things changing, it won’t feel like one stressful thing after another,’” Lacey recalls. “It will just feel like one trying thing and I’ll just knock it all out.”

In 2019, Lacey ran past the \$4 million mark in transactions. Then, in 2020, she ran past \$7 million in transactions — during a pandemic and having had her first baby that August. Lacey was seven months pregnant when masks became prevalent. She kept showing houses since real estate was deemed an essential service by the government and fearlessly continued to service her clients, taking her booties, gloves, and masks with her every day. The result was 25 transactions in 2020. Lacey also won an award in 2021 for the highest sales volume and highest units sold at Providence Hill.

“My faith, and being willing to take the leap of faith in these situations, is what has gotten me through,” she says. “I don’t think it’s luck. I think it’s being able to persevere through it and knowing that it might suck while you’re in it, but it’s going to be good when it’s done.”



I HIT THE
GROUND
RUNNING AND
HAVEN'T LOOKED
BACK SINCE.



Lacey and Patrick Kearney with their sons, Beckham and Tripp (Photo by Lindsey Martin Photography)

“The light at the end will be even better. And if there is still one thing remaining, it will seem like a breeze.”

“Purchasing a home is stressful,” Lacey continues. “Clients need someone alongside them to alleviate that, someone from the outside looking in as a sounding board, supporting them.”

Lacey had been on a team with Jenni & Company since 2018 when she got her broker’s license in 2021. Shortly after leaving Jenni & Company, she started her own team, Grace Homes Realty Group. Lacey was six months pregnant at the time with a

toddler — her son, Tripp — at home. Her second child, Beckham, was born in May 2022, the same year she received a third-place award for the top team sales volume. But in 2022, she realigned her goals to set her focus on the long game. “I had to give myself the grace I needed to take a step back. Hence, the name of the company,” Lacey explains. “It was okay to take a step back to propel into 2023.”

To Lacey, taking a step back only meant she was gearing up for bigger and better things. She wanted to host events and client appreciation efforts. “A lot of it was trial and error — what’s going to work, what’s not going to work,” Lacey notes. “We were just putting the infrastructure in place so we had a full calendar going into 2023, full of events, gifts, giveaways and social media, and all the things I hadn’t had to do on my own prior to then.”

Her goal for 2023 includes growing her team. “I would love to have four agents, including myself, by the end of the year,” she says.

Lacey’s husband, Patrick, is her biggest cheerleader and supporter. “We still love making our way into the city for dinner or to spend time with friends,” she states. This includes visiting The Tobacco Company Restaurant where she and Patrick first met.

Impressed by all the development and growth that has taken place in such a short time, the Kearney family enjoys calling Richmond home.

“We love living, working and growing our family in such a great city,” Lacey says with a smile.



Photo by Allison Dash Photography



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▶▶ cover story

By Zachary Cohen
Photos by Philip Andrews

ERNIE

CHAMBERLAIN



FINDING HIS CALLING

By 2015, Ernie Chamberlain had been an English teacher for a decade. It was a role he excelled in. At times, he found his work in education rewarding, but ultimately, he knew he needed to make a change.



Ernie Chamberlain's team, George: A Real Estate Group, is with Hometown Realty.



“Teaching was fine, and I enjoyed the students, but it wasn’t the right fit for me,” Ernie reflects honestly. “I had known that for a number of years. I knew it didn’t feel like where I belonged. It was just a job. It was just okay. I wasn’t particularly inspired by it. Don’t get me wrong, there were moments that were great, but ultimately, it was just a job for me.”

As the years passed, Ernie kept thinking there must be something out there that inspired his senses and captivated his mind.

“I got to thinking, what would my perfect job look like? I wanted to work with people and help people do something meaningful. Sales and marketing felt like a good fit. When I started to look into real estate, it felt like it might be right up my alley,” he recalls. “I really had the desire to work with adults, but I didn’t know a thing about real estate. I didn’t know what I was getting into, but I was intrigued by the chance to help others in a new way.”

“WE HAVE PEOPLE WHO ARE REALLY COMMITTED, WHO LOVE REAL ESTATE, AND WHO LOVE PEOPLE.”



From left to right: Melvin Jones, Ernie Chamberlain, Matt Jarreau, Jen Skrzypek



Ernie Chamberlain and his wife, Tawny

In 2015, Ernie took a leap of faith, stepping away from his teaching career to begin anew in real estate. He quickly discovered open houses would be a great way for him to meet potential clients. So he started calling other agents, asking to hold open houses for them on the weekends. One of those agents was Matt Jarreau, a seasoned agent with a stronghold on the listings in the city. Matt had been a local agent since leaving VCU, and his draw to city life was apparent; he had even completed a new urbanization study in college, opening his eyes to the inner workings of the city.

“I found I was drawn to the cityscape, the architecture, the homes, the clients,” Ernie reflects. “At the time, Matt had a lot of the listings in the city through Hometown, and that’s how I met Matt. I’d hit him up every week.”

Matt recognized Ernie’s go-getter attitude. The pair soon became friends and, eventually, business partners. In 2016, they teamed up to form George: A Real Estate Group.

Fast forward seven years, and George: A Real Estate Group is thriving. After adding Jen Skrzypek and, later, Melvin Jones, they are now a team of four agents. The group closed an impressive 328 sides for \$121.4 million in 2022.

Jen, a 2010 Penn State graduate, joined George: A Real Estate Group in 2017 after several years in property management. Melvin, licensed in 2016, leveraged his early success and recognition as a Rising Star award winner to join Ernie, Matt, and Jen in 2019.

“The slow-growth model has worked for us. We have people who are really committed, who love

real estate, and who love people. That, combined with a lot of hustle, has made us successful. And we just enjoy it so much. I’m not dreading Monday anymore. We love the hustle, meeting new people, and it’s fun,” Ernie smiles.

Ernie describes the team culture as easygoing and family oriented. The four agents are partners in business and friends outside it.

“I would imagine, over a period of time, we’ll get a bit bigger, but we don’t have aspirations to be a mega group. We like to be a little team with a big footprint,” Ernie says. “In the meantime, we’re having a great time selling real estate.”

FUN FACT
When Ernie and Matt created their real estate team, they didn’t want either of their names as the group’s name. They kicked around a handful of names, ultimately settling on George: A Real Estate Group, which was named after Matt’s dog, George.



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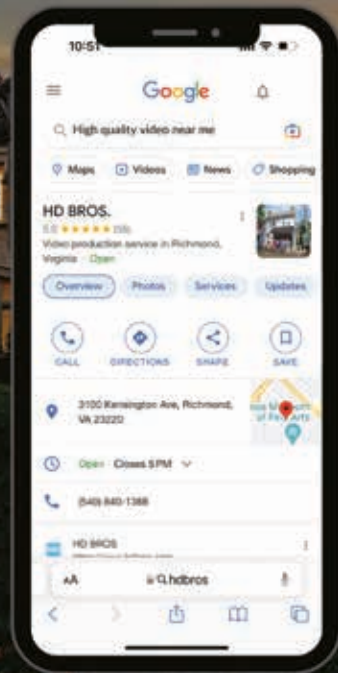


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Teams and Individuals Closed Data from Jan. 1 to May 31, 2023

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Rank	Name	Office	List Units	List Volume (Selling \$)	Sold Units	Sell Volume (Buying \$)	Total Units	Total \$
1	Kim Tierney	Virginia Colony Realty	170	\$100,525,627	36	\$22,584,969	206	\$123,110,596
2	John Thiel	Long & Foster Real Estate	188	\$80,201,150	2	\$883,000	190	\$81,084,150
3	Kim Sebrell	Keller Williams Realty	58	\$28,513,580	3	\$1,836,500	61	\$30,350,080
4	Jenny Maraghy	Compass	61	\$27,473,600	1	\$310,000	62	\$27,783,600
5	Martin Alloy	SM Brokerage	58	\$22,128,524	10	\$3,917,090	68	\$26,045,614
6	Kevin Morris	Long & Foster Real Estate	54	\$22,517,967	3	\$1,220,000	57	\$23,737,967
7	James Nay	River City Elite Properties	31	\$10,843,100	31	\$12,653,570	62	\$23,496,670
8	Stoney Marshall	Hometown Realty Services	53	\$19,669,401	6	\$1,567,500	59	\$21,236,901
9	Matt Jarreau	Hometown Realty	51	\$15,615,370	16	\$4,946,470	67	\$20,561,840
10	Cabell Childress	Long & Foster Real Estate	31	\$15,762,849	3	\$3,689,500	34	\$19,452,349
11	Ravi Gutta	Robinhood Real Estate & Mortgage	4	\$1,971,500	33	\$17,045,158	37	\$19,016,658
12	Kathleen Cassidy	DR Horton Realty of Virginia	37	\$18,735,790	0	\$0	37	\$18,735,790
13	Brian Busbee	Eagle Realty of Virginia	23	\$14,316,296	6	\$3,890,681	29	\$18,206,977
14	James Strum	Long & Foster Real Estate	28	\$13,189,100	9	\$4,794,463	37	\$17,983,563
15	Deane Cheatham	Hometown Realty	36	\$17,306,919	1	\$300,000	37	\$17,606,919
16	Margaret Wade	Long & Foster Real Estate	6	\$5,265,000	8	\$11,437,500	14	\$16,702,500

Disclaimer: Information based on MLS closed data as of June 7, 2023, for residential sales from January 1, 2023, to May 31, 2023, in Greater Richmond, Virginia, by agents licensed in our service area, which includes Hanover, New Kent, Henrico, Charles City, Chesterfield, Powhatan, Goochland, King William Counties. Numbers not reported to the MLS by the date the information is retrieved are not included. MLS is not responsible for submitting this data. Some teams may report each agent individually.

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TOP 100 STANDINGS

Teams and Individuals Closed Data from Jan. 1 to May 31, 2023

Rank	Name	Office	List Units	List Volume (Selling \$)	Sold Units	Sell Volume (Buying \$)	Total Units	Total \$
17	Grayson Hoffman	Lake Anna Island Realty	35	\$16,342,549	1	\$295,000	36	\$16,637,549
18	Deborah Reynolds	Keller Williams Realty	38	\$14,345,000	6	\$2,037,000	44	\$16,382,000
19	Brad Ruckart	Keller Williams Realty	30	\$15,131,415	0	\$0	30	\$15,131,415
20	Mike Hogan	The Hogan Group	55	\$14,369,819	0	\$0	55	\$14,369,819
21	Deelyn Robinson	Liz Moore & Associates	18	\$11,837,400	3	\$1,909,000	21	\$13,746,400
22	Matt Rutledge	Hometown Realty	14	\$10,061,297	7	\$3,388,533	21	\$13,449,830
23	Olyvia Salyer	RW Towne Realty	14	\$9,625,000	6	\$3,575,000	20	\$13,200,000
24	Ernie Chamberlain	Hometown Realty	11	\$4,702,978	20	\$7,855,900	31	\$12,558,878
25	Kyle Yeatman	Long & Foster Real Estate	11	\$8,534,972	5	\$3,881,686	16	\$12,416,658
26	Daniel Keeton	Keeton & Co Real Estate	37	\$12,334,149	0	\$0	37	\$12,334,149
27	John Martin	Shaheen Ruth Martin & Fonville	4	\$8,650,000	4	\$3,359,420	8	\$12,009,420
28	Marc Austin Highfill	EXIT First Realty	26	\$10,618,118	1	\$1,100,000	27	\$11,718,118
29	John Daylor	Joyner Fine Properties	17	\$11,113,719	1	\$475,000	18	\$11,588,719
30	Rick Cox	The Rick Cox Realty Group	17	\$7,477,000	8	\$3,657,000	25	\$11,134,000
31	Alexis Thompson	River Fox Realty	14	\$7,545,355	7	\$3,448,950	21	\$10,994,305
32	Alicia Soekawa	The Collaborative	17	\$7,829,100	5	\$2,984,030	22	\$10,813,130
33	Pam Diemer	Long & Foster Real Estate	8	\$10,414,050	0	\$0	8	\$10,414,050
34	R. Scott Shaheen	Shaheen Ruth Martin & Fonville	5	\$6,201,000	6	\$4,067,000	11	\$10,268,000
35	Taylor Jefferson	Jefferson Grove Real Estate	3	\$1,005,000	16	\$9,145,529	19	\$10,150,529
36	Erin Hungerford	Long & Foster Real Estate	14	\$7,763,000	5	\$2,199,890	19	\$9,962,890
37	Carolyn Rogers	Craftmaster Homes	13	\$7,024,590	5	\$2,822,390	18	\$9,846,980
38	Jeannette Mock	The Steele Group	6	\$5,111,500	6	\$4,576,990	12	\$9,688,490
39	Elmer Diaz	Cowan Realty	5	\$1,206,000	28	\$8,156,200	33	\$9,362,200
40	Shelly Blair	Village Concepts Realty Group	12	\$6,199,050	7	\$2,990,699	19	\$9,189,749
41	Katie Stiles	Joyner Fine Properties	4	\$2,322,000	11	\$6,735,466	15	\$9,057,466
42	Gayle Peace	Liz Moore & Associates	12	\$6,671,147	4	\$2,291,990	16	\$8,963,137
43	Martha Rose	LGI Realty -Virginia	24	\$8,769,600	0	\$0	24	\$8,769,600
44	Jim Dunn	Joyner Fine Properties	5	\$3,609,999	9	\$5,124,710	14	\$8,734,709
45	Kelly Blanchard	Nest Realty Richmond	6	\$4,166,000	6	\$4,549,500	12	\$8,715,500
46	Dave Seibert	Long & Foster Real Estate	17	\$8,674,350	0	\$0	17	\$8,674,350
47	Rebecca Winters	Shaheen Ruth Martin & Fonville	1	\$2,535,100	4	\$6,062,000	5	\$8,597,100
48	Brooke Barnard	Providence Hill Real Estate	10	\$3,952,383	8	\$4,634,504	18	\$8,586,887
49	Kaitlyn Gwaltney	Hometown Realty	10	\$7,634,944	1	\$915,806	11	\$8,550,750
50	Monte Todd	Long & Foster Real Estate	11	\$6,344,500	5	\$2,115,500	16	\$8,460,000

Rank	Name	Office	List Units	List Volume (Selling \$)	Sold Units	Sell Volume (Buying \$)	Total Units	Total \$
51	Kevin Currie	Hometown Realty	15	\$5,940,450	6	\$2,340,225	21	\$8,280,675
52	Sylvia Miller	Joyner Fine Properties	6	\$5,740,100	3	\$2,016,400	9	\$7,756,500
53	Debbie Gibbs	The Steele Group	6	\$4,836,250	5	\$2,848,900	11	\$7,685,150
54	Lauren Renschler	Long & Foster Real Estate	10	\$7,568,737	0	\$0	10	\$7,568,737
55	Richard Sena	Redfin Corporation	11	\$4,429,900	6	\$3,092,485	17	\$7,522,385
56	Sarah Bice	Sarah Bice & Associates RE	12	\$6,149,857	4	\$1,363,930	16	\$7,513,787
57	Chris Small	Small & Associates	7	\$6,146,000	2	\$1,300,000	9	\$7,446,000
58	David Ogle	RE/MAX Commonwealth	5	\$3,096,500	8	\$4,323,000	13	\$7,419,500
59	Jane Vick	Long & Foster Real Estate	4	\$2,713,000	6	\$4,579,000	10	\$7,292,000
60	Jessica Guerra	Market Square Realty	10	\$7,118,677	0	\$0	10	\$7,118,677
61	Tina Morris	Keller Williams Metro Center	9	\$7,054,000	0	\$0	9	\$7,054,000
62	Carrie Robeson	The Steele Group	6	\$7,041,005	0	\$0	6	\$7,041,005
63	Nancy Cheely	The Steele Group	3	\$3,175,500	4	\$3,718,400	7	\$6,893,900
64	Dianne Long	Napier REALTORS ERA	6	\$3,198,000	5	\$3,613,922	11	\$6,811,922
65	Tracy Whitley	Long & Foster Real Estate	7	\$5,095,325	4	\$1,618,360	11	\$6,713,685
66	Mahood Fonville	Shaheen Ruth Martin & Fonville	6	\$3,410,173	5	\$3,284,500	11	\$6,694,673

Disclaimer: Information based on MLS closed data as of June 7, 2023, for residential sales from January 1, 2023, to May 31, 2023, in Greater Richmond, Virginia, by agents licensed in our service area, which includes Hanover, New Kent, Henrico, Charles City, Chesterfield, Powhatan, Goochland, King William Counties. Numbers not reported to the MLS by the date the information is retrieved are not included. MLS is not responsible for submitting this data. Some teams may report each agent individually.

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TOP 100 STANDINGS

Teams and Individuals Closed Data from Jan. 1 to May 31, 2023

Rank	Name	Office	List Units	List Volume (Selling \$)	Sold Units	Sell Volume (Buying \$)	Total Units	Total \$
67	Chris Elliott	Action Real Estate	20	\$6,678,350	0	\$0	20	\$6,678,350
68	Will Hamnett	Keller Williams Realty	7	\$3,620,755	6	\$3,042,000	13	\$6,662,755
69	Heather Valentine	Valentine Properties	9	\$3,675,000	8	\$2,926,315	17	\$6,601,315
70	Beth Lane	Metropolitan Real Estate	7	\$5,236,749	3	\$1,360,800	10	\$6,597,549
71	Alex Belcher	Belcher Real Estate	15	\$6,571,900	0	\$0	15	\$6,571,900
72	Ryan Mabie	Long & Foster Real Estate	9	\$6,563,088	0	\$0	9	\$6,563,088
73	Charlott Sickal	Berkshire Hathaway HomeServices	9	\$4,520,400	6	\$2,028,300	15	\$6,548,700
74	Justin Reed	River Fox Realty	3	\$2,677,000	6	\$3,866,950	9	\$6,543,950
75	Eliza Conrad	Shaheen Ruth Martin & Fonville	3	\$1,281,700	12	\$5,253,500	15	\$6,535,200
76	Melanie Herring	Shaheen Ruth Martin & Fonville	12	\$5,405,892	2	\$1,124,877	14	\$6,530,769
77	Susan Krancer	Ford's Colony Realty	11	\$6,406,000	1	\$100,000	12	\$6,506,000
78	Richard Buckingham	Long & Foster Real Estate	6	\$2,675,500	6	\$3,785,000	12	\$6,460,500
79	Elliott Gravitt	Providence Hill Real Estate	5	\$2,533,000	8	\$3,913,717	13	\$6,446,717
80	Tiffany Stevens	Coach House Realty	9	\$3,497,500	7	\$2,878,500	16	\$6,376,000
81	Chelsea Newcomb	RE/MAX Realty Specialists	13	\$4,069,500	6	\$2,208,500	19	\$6,278,000
82	Tammy Johnson	Virginia Capital Realty	12	\$4,350,399	4	\$1,891,000	16	\$6,241,399
83	Shelby Ward	River Fox Realty	5	\$1,794,000	10	\$4,442,000	15	\$6,236,000
84	Kacie Jenkins	Real Broker	10	\$3,064,000	11	\$3,161,550	21	\$6,225,550

Rank	Name	Office	List Units	List Volume (Selling \$)	Sold Units	Sell Volume (Buying \$)	Total Units	Total \$
85	Beth Pretty	Keller Williams Metro Center	10	\$5,437,900	2	\$758,140	12	\$6,196,040
86	Albert Morgan	Long & Foster Real Estate	7	\$3,377,000	8	\$2,811,525	15	\$6,188,525
87	Tracy Kerzanet	The Kerzanet Group	10	\$3,706,900	5	\$2,476,903	15	\$6,183,803
88	Patrick Gee	Long & Foster Real Estate	4	\$1,927,500	8	\$4,248,284	12	\$6,175,784
89	Tommy Sibiga	Hometown Realty	10	\$3,067,200	8	\$3,093,000	18	\$6,160,200
90	Anne Soffee	Small & Associates	8	\$2,608,000	10	\$3,547,900	18	\$6,155,900
91	Joshua Lee	Keller Williams Realty	0	\$0	15	\$6,147,700	15	\$6,147,700
92	Andrew Smith	Long & Foster Real Estate	4	\$1,769,950	6	\$4,367,500	10	\$6,137,450
93	Teresa Melton	Berkshire Hathaway HomeServices	9	\$3,352,500	6	\$2,753,387	15	\$6,105,887
94	Cyndi Wyatt Blake	Hometown Realty	11	\$5,320,666	2	\$782,450	13	\$6,103,116
95	Marguerite Mankins	The Steele Group	3	\$1,182,000	7	\$4,779,450	10	\$5,961,450
96	Adam Carpenter	NextHome Advantage	5	\$2,185,500	9	\$3,771,490	14	\$5,956,990
97	Steve Van Kirk	Howard Hanna William E Wood	9	\$5,011,000	3	\$925,000	12	\$5,936,000
98	Jeany Garrido	United Real Estate Richmond	9	\$2,495,000	13	\$3,387,650	22	\$5,882,650
99	Catherine Ham	Keller Williams Realty	13	\$5,380,500	1	\$384,000	14	\$5,764,500
100	David Cooke	Long & Foster Real Estate	11	\$3,852,058	5	\$1,901,000	16	\$5,753,058

Disclaimer: Information based on MLS closed data as of June 7, 2023, for residential sales from January 1, 2023, to May 31, 2023, in Greater Richmond, Virginia, by agents licensed in our service area, which includes Hanover, New Kent, Henrico, Charles City, Chesterfield, Powhatan, Goochland, King William Counties. Numbers not reported to the MLS by the date the information is retrieved are not included. MLS is not responsible for submitting this data. Some teams may report each agent individually.

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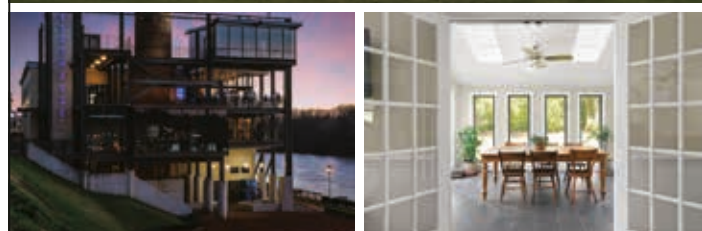
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