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hello, summer!

►► publisher's note

Dear Real Producers of Richmond,

As the summer season unfolds, I want to personally wish you a happy and refreshing June ... and a Happy Father's Day to all the hardworking dads out there! This month marks the start of warmer weather, longer days, and the perfect time to enjoy the great outdoors. Whether you're planning on taking a vacation, spending time with friends and family, or just enjoying some much-needed downtime, I hope that you make the most of this wonderful time of the year.

While you're enjoying your summer adventures, I wanted to take a minute to reflect on the importance of being empathetic and accountable. As you're in the process of assisting clients with buying or selling a property, you may be working with a number of parties who are responsible for getting that deal to the closing table. It's important to remember that these professionals are people, too, and they also deserve a break to recharge and refresh.

Top agents should also understand the importance of maintaining communication with their clients, especially

when they're 'OOO' for more than 24 hours. That's why they will always leave a designated, reliable agent who can assist with any urgent matters or concerns that may arise with a client while they're unplugging. This way, you can be assured that your clients are being taken care of, even if you are not physically present to show a house, for example.

This practice not only demonstrates a high level of professionalism and responsibility, but also shows your clients that you care about their needs and are committed to providing the best possible service. Nothing is more frustrating than trying to reach an agent who is on vacation and has not left a backup contact... But as top 500 real estate agents, you probably already understand this and strive to meet those expectations!

So as you embark on your summer adventures, I encourage you to communicate openly and honestly with your clients about your schedule. By doing so, you build a strong and trusting relationship with your clients that will help you achieve your real estate goals.

With this in mind, I hope that you can relax and enjoy your summer! We look forward to seeing you all again at our next big event in the fall.

This month, we're pleased that preferred partners **Atlantic Coast Settlement** and **Pillar to Post Home Inspection** have joined the Richmond Real Producers family. Welcome!



With gratitude,

Kristin Brindley
Owner/Publisher
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What do you like about where you live?



TATIANA BALANDIN
Long & Foster Realtors

I love the dynamic; I love that people are family-oriented and people work to live and not live to work. I love the nature, I love the houses and the real estate, and that it's attracting people from all over the country.



CHRIS ELLIOTT
The Elliott Real Estate Team

The schools and the general safety of the area.



ELMER DIAZ
Cowan Realty

It's quiet, safe and growing, and you get to know a lot of people. Most of the places you go, you see the same clients. Always do a great job because you never know when you are going to see one of your clients.



ANNA CATHERINE LAKE
Shaheen Ruth Martin & Fonville

I love so much about being here in Richmond! To start, my husband is an engineer consultant and we are completely surrounded by so much industry; therefore, he doesn't have to travel overnight for work almost ever!

Secondly, we are surrounded by a variety of outdoor life. We have the beach, the mountains, all the hiking, and the river. I love any outdoor activity! And lastly, I just love the diversity of people we have here!



ALICIA SOEKAWA
The Collaborative

What I like about where we live, in general, is that it's an easy place to live. There's no traffic, there're no jerks you have to battle every day, and no matter where you choose to live, you can live a good quality of life. Cost of living, traffic, diversity, culture, beach in two hours, city in two hours, mountains, James River, and it's rural.



LAUREN RENSCHLER
Long & Foster Realtors

I live in RounTrey, in a house of one of the builders I represent. I live 10 doors down from my parents — family is everything to me!



ALINA ASAD
Keller Williams Realty

I love this area for the really nice schools, and all of my clients are right off of this road. We are really close to the mall and all of the activities and the best schools. I love that this place is also super welcoming, especially for newbies. There's a mix of different cultures, the crime rate is low, and the education is top-notch... West End Henrico — I would not live anywhere else!



JOHN THIEL
Long & Foster Realtors

I love the neighborhood I live in, it's a great community with a lot of support. The schools are great, my neighbors are awesome, and just the overall convenience of it.



KEVIN MORRIS
Long & Foster Real Estate

The family friends that we've made in the community!



KACIE JENKINS
Real Broker

How quiet it is, growing up in Varina we were both used to quiet and space. Powhatan has given us just that. Plus, looking at a pond outside my office window doesn't hurt!



PAGE YONCE
C&F Mortgage Corporation

I love living in Manakin Sabot, with its close proximity to my Innsbrook workplace, shopping in Short Pump, quick access to restaurants and activities all over Richmond, and yet still has that rural feel while being a hop, skip and a jump off of 288.



BRADLEY GAMLIN
Advanced Home Inspection

I live next to Bryan Park, it is urban living with county taxes and schools.



KATHERINE HAWKS
Joyner Fine Properties

I live on a small farm in Hanover County southwest of Ashland. I have wanted to live on a farm since I can remember and finally realized that dream at age 49! I have horses, a dog, cats, ducks and goats. I LOVE being close to town, 20 minutes to Richmond, and have all the peace of my land and animals.



SETH SCHEMAHORN
Keller Williams Realty

My favorite thing about where I live is the easy access to the outdoors with city amenities nearby. Downtown RVA has over 20 miles of beautiful single track that makes you feel like you are deep in the woods, and you are only five minutes from a local brewery!



RYAN DEY
Renovation Sells

Lots of trees and wildlife, close to the mountains and the beach, an overall nice climate (although I love warm weather and the sun, so it could be warmer for me), lots of things to do and explore, supportive communities and organizations, and a great place to raise our family!



SARAH HOLTON
Providence Hill Real Estate

I live in Hallsley and just love the diversity of the houses and how beautiful the landscape is. I also love the community. I am not from Virginia, and love how our neighbors are from all over the globe.



JUDY KILGOUR
Long & Foster Real Estate

Our family resides in Hanover County, a place that's filled with wonderful history, lovely communities, beautiful rural housing, magnificent farmland, great schools and lovely people who are so proud to live in such a beautiful county!



SAM PLOTT
Keller Williams Realty

Magnolia Green! The question isn't where to find it. It's where to start! The most played 18-hole championship golf course in the state. State-of-the-art aquatic center. There's an 8-tennis and 2-pickleball-court center, and countless miles of recreational trails. The possibilities for fun are endless.



JAMES NAY
River City Elite Properties

I love being able to access all of the surrounding counties in 20 minutes or less.



ANNE SOFFEE
Small & Associates Real Estate

I absolutely love where I live — it's my dream home! The day it came across the MLS, as soon as I saw the words "sunken living room" I picked up my keys, jumped in the car and drove over. Called my husband from the sunken living room and told him we were moving.



DANIELLE BOWERS
Lifestyle Realty Group

Finding the perfect home that meets your family's needs is one thing, but to be on a peaceful lake surrounded by the best neighbors who you have a great time with and can grow together has been the biggest reason we stay right where we are. The basement with a theater and gym and the two-story deck are a couple of my favorites. Finally, the love that fills my home and how my older children know they are always welcome back for a meal and a good family game are the best things I love about our home!



APRIL PILLSBURY
eXp Realty

My family and I live in the Goochland Courthouse Area. We are fairly new here as of January. One of the things we love is how the people of Goochland have been so welcoming and friendly. Folks that have lived here their whole lives just can't wait to share with us what a great community they live in. Second best thing, we can walk to restaurants, the post office, library, the YMCA — and yet you can get in the car and be anywhere in Richmond within 30 minutes. I guess you can say we are a little bit country and a little bit city! Love it here, we have found our forever community.



ALBERT MORGAN
Long & Foster Real Estate

I live in Chesterfield County and absolutely love the area. I have lived here for over 37 years and it still fascinates me how much the area offers. So much to do and see. Truly a great place to live and work.



CABELL CHILDRESS
Long & Foster Real Estate

I love being in the county with its larger lot sizes and country feel while still being in close proximity to the city, James River, University of Richmond, and shopping; minimal traffic, birds and trees, and all the unique variations of architecture and home styles that we have.



SARA ERNST
Keller Williams Realty

What I love about Richmond is whether you want to go to the mountains, the beach, or the many lakes and rivers, you are only one or two hours away from a quick getaway!



TERESA MELTON
Berkshire Hathaway HomeServices PenFed Realty

I live in Powhatan County on 10 acres and we enjoy the privacy, yet we feel very connected to the community. Our home is designed for us to enjoy the outdoors and kids love to fish in our pond. It's great to come home and relax, or go out to dinner locally and say hello to people we've come to know — lots of them are clients!



ANDY TAYLOR
The Junkluggers, LLC

My wife Melody and I live in Ashland, Virginia. It's a small town about 15-20 minutes north of Richmond. We love Ashland for it's small-town feel, the friendliness of the residents, and the great location with easy access to I-95, I-64, and we can jump on the train to D.C. or New York anytime we want!



SHARON LIGON
The Steele Group | Sotheby's International Realty

I love living in the River Road corridor with the beautiful foliage and flowers and homes that I see on my drive home everyday. My husband and I have lived in this area for over 25 years now.



HEATHER VALENTINE
Valentine Properties

Being so close to everything but being able to look up and see the stars at night.



TINA MCCABE
eXp Realty

Enjoying time in the pool with family and friends.



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Ryan made sure I had all of the support and information at the ready and was very solution-oriented whenever we hit a roadblock. I never felt out of the loop and overall felt like I was making an informed decision when completing the loan process.



-Jessica

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RESET PART ONE:

Taking Stock of How Things Are

We have officially reached mid-year. The NAR Mid-Year meetings are being held in Washington, D.C. And typically things are heating up — both the temperature and the real estate market.

As business people, we all know the importance of tracking and reviewing our numbers — active leads, pending sales, closed units and volume, expenses, etc. Next month, we will look at that in Reset Part Two.



Part One addresses your foundation and your North Star. The RESET button begins with visiting them and taking stock of how things are. This is a critical part of business, yet we are rarely, if ever, challenged to do it. How easy it is to forget.

You chose to start a business and your business is a reflection of YOU, the owner. How aligned is your business with your values, beliefs, and principles? Do the people you work with know what you stand for and what is important to you? Do your business practices reflect your values and beliefs?

Reset Part One strips away the furnishings and reveals the structural integrity of our business. It requires the reflection and answers to:

*What is my Mission?
What is my Vision?
What are my Values?
What are my Beliefs?*

Polishing the lens on your North Star allows you to see what needs tuning up or repair. Perhaps you even detect some deferred maintenance and commit to tackle it.

How could we better connect our standards of service to our personal standards and values?

How can we better communicate and demonstrate our values and beliefs?

Years ago, I heard Brian Buffini say, “When your values are clear, your decisions are easy.” Those words have stayed with me and have empowered me. It is also why I believe RESET must begin with the foundation and at the heart of the leader.

The law is spelled out and applies to us all, so it is pretty easy to abide by it. There are many more situations that are not covered by law or by our REALTOR® Code of Ethics that require personal decisions which are closely tied to our personal values and beliefs. Next, how clear are your team members and your business associates about your Mission, Vision, Values, and Beliefs? We need the people who in some way represent us to reflect us as well. This only happens if we clearly and consistently communicate by our words and actions, who and what we are.

Reset Part One is brutally honest work that clears our path for a much easier journey.

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



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



▶▶ legal hotline

By E. Sean Tluchak, Esq.

DOMINO CLOSINGS

A “domino” transaction occurs when a client needs to sell their home to purchase another property. These back-to-back transactions can be tricky, as several events need to fall in line perfectly (hence the phrase “domino”).

Virginia is a “wet settlement” state — a real estate closing cannot occur unless the settlement agent is

in possession of all funds required on the transaction. In addition, a settlement agent cannot disburse settlement proceeds until the deed has been recorded in the land records (VA Code § 55.1-903). A settlement agent has a very tight window to pull off a domino and follow these rules. Below are some tips to help give your client the best chance at closing two same-day closings.

1 Communication is key — make sure all parties on *both* transactions are aware of the domino closing (REALTORS®, buyer, seller, settlement agent, and lender). A settlement agent has two businesses from settlement days to disburse under the Wet Settlement Act, so it is important to make sure everyone is aware of the need to expedite the release of funds.

2 If possible, try to have the same office close both transactions. This eliminates one of the wire transfers, as the settlement agent can hold onto the proceeds from the sale and apply them directly to the purchase.

3 If a different office is handling the end purchase, have the proceeds from the sale sent directly to the closing attorney. Be sure your client verifies any wire instructions that they may obtain through email or fax.

4 Ask the buyer on the first closing to close as early as possible that day. This will increase the likelihood of a same-day recording (keep in mind that certain jurisdictions take longer than others to record) and time to disburse funds. Make sure the lender is aware, as well, so they can get the loan documents to the settlement agent well in advance and are aware of the need for quick funding review/approval.

5 As stated in #3, the sales proceeds should go directly to the settlement agent on the purchase, but what about any remaining funds that the buyer may have to bring to closing? Make sure your client sets up their funds transfer for the outstanding amount well before closing.

6 Get your inspections done early! One delay means they all delay — so you do not want to be the one that has held everyone up because a termite inspection was scheduled the day before closing, and now there are issues to address!

7 Make sure you have a contingency plan! Advise your client not to schedule movers/contractors for the day of the domino so they have some flexibility instead of moving immediately into the home. If possible, ask for a possible rent back that would permit your client to stay in the home for a period of time after the sale is completed.

Back-to-back transactions can be difficult to manage, but with enough advanced planning you can better set your client up for the likelihood of a successful domino. In Central Virginia, many of the closing attorneys and title companies have collegial relationships that facilitate great closings, but this isn't the case everywhere. If you are attempting a domino in Central Virginia, it will be best if local settlement agents with prior working relationships are representing the parties. Don't hesitate to reach out to your closing attorney to help you and your client navigate the process.



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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WORDS OF WISDOM FROM THIS MONTH'S FEATURES



CHAD SEAY

Seay Real Estate

"I once heard a pastor say that when he'd get home, he would pull in the garage and sit there and give himself a pep talk before going into the house. 'Now is your most important job. Don't burden your family with the challenges you've had today.' You go in there with the idea of appreciating your wife, loving your children, and participating in family life. That's really stuck with me."

burden your family with the challenges you've had today.' You go in there with the idea of appreciating your wife, loving your children, and participating in family life. That's really stuck with me."



NOAH TUCKER

Hometown Realty

"Follow outstanding people. Find those people that sit on the same level of character and morals as you to see what you can learn from them."



JEFFREY FINN & JOHN FINN JR.

United Real Estate Richmond

"Our number one goal is to assist other Realtors in building their businesses. We take pride in upholding the values that have been passed down through our family over time too. It's truly rewarding to be able to help others succeed while honoring our family's legacy."

A Word from Our Preferred Partner:



TONY KILIC

Classic Granite & Marble

"We like partnering with real estate agents. It means a lot when we get referrals from our partners, and in return, we have a huge pool of networking that we can put to work to support their business. With the stone business, there aren't many companies as focused on real estate as we are."



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Let's get prepared for the New Year by evaluating your business and setting your 2024 goals.

So what are you waiting for?

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▶ partner spotlight

By Dave Danielson
Photo by Philip Andrews

CLASSIC GRANITE & MARBLE

ROCK-SOLID EXPERIENCE

When you get the chance to work with a true leader in an industry, it's natural to jump at it — knowing that the bond will leave you and your clients much better off.

That's what people across the Richmond region have discovered about President and Founder Tony Kilic and his team at Classic Granite & Marble — one of the continent's industry leaders delivering a true rock-solid experience.

"I love the interaction with customers. You won't see me sitting at my desk for too long. I like to go to the showroom floor and talk with customers and to be there with our team," Tony says with a smile.

MADE FOR THIS

After working in the furniture wholesale business in the early 2000s, Tony was approached by some friends from college who had started in the stone business. It didn't take him long after checking out their business to make a decision.

"I asked them for a week or two to check it out and see if I liked it. Right away, I knew I was hooked for life," he emphasizes. "I love it. The business is nonstop."

Tony and his wife joined as partners with his friends in 2006, eventually taking over the business in 2009. From there, the evolution of the organization continued.

In 2012, Classic Granite & Marble built its first showroom — a place it built business from for 10 years — a 35,000-square-foot facility with a 5,000-square-foot showroom.

"Our strength from that time on was providing good pricing, selection and customer service," Tony remembers.



MILESTONE PROGRESS

There were other landmark steps along the way, including a major investment in digital technology in 2014. In turn, Classic Granite & Marble brought on the first robotic cutting machine in North America.

"That changed our business dramatically. I knew it was positive, but didn't realize how much of an impact that would have," says Tony.

That was just the start. In 2016, Tony and his team added a second robot, which ended up opening additional doors with the company's doubled capacity.

By 2021, the company took the next step forward and became completely digital, reducing paperwork for the team and streamlining the experience for clients, who now complete the selection process using tablets in an even larger facility and showroom that the company calls home today.

"One of the most beneficial aspects of our new facility is the fact that

we have an in-line production flow. In the old place, we added machines wherever we could," Tony explains. "Now we have a very clean flow to our process, with staging materials, scheduling, segregating materials and jobs to different lines."





Tony Kilic, owner of Classic Granite & Marble



It makes me feel very good to know that people love their experience with us, from start to finish ... from the moment they walk in until we complete the job.

TRUE TEAMWORK

Tony and his wife, Rahsan, lead the company of 160-strong, including 40 in production, 40 in administration, 20 in sales/product management and 40 subcontractors.

Tony notes that he and Rahsan complement each other, with Tony focusing on the visionary side, and Rahsan centered on the creative side of the business, in addition to processes and backgrounds.

Today, they are increasing their focus on the real estate industry.

“I enjoy great partnerships with those in the industry. We offer a white-glove experience. They come in and they see our showroom. Plus, we add other touches to make being here an experience for our partners and clients,” Tony says.

“We like partnering with real estate agents. It means a lot when we get referrals from our partners, and in return, we



Tony and Rahsan Kilic

have a huge pool of networking that we can put to work to support their business. With the stone business, there aren't many companies as focused on real estate as we are.”

Tony and Rahsan are proud of their entire team, including their senior leaders — Director of Production Baha Ezici, Director of Sales Jeff Harrell, Director of Installations Alex Underwood, and Director of Operations Katherine Lynch.

PLANNING AHEAD

As Tony looks to the future, he does so with an approach that is rooted in continual growth and a focus on service.

“It makes me feel very good to know that people love their experience with us, from start to finish ... from the moment they walk in until we complete the job. The white-glove service we provide is at the heart of what we do.”

For more information, call 804-378-1100 or visit ClassicGranite.com.



Away from work, Tony enjoys deep sea fishing. He's also an accomplished scuba diver. Another passion of his is traveling.

“I really enjoy making new friends and experiencing different cuisines and cultures,” he says.





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▶ broker spotlight

By Jess Wellar
Photos by
Philip Andrews



Jeffrey Finn, principal broker of United Real Estate Richmond

Family is everything to John and his brother Jeffrey Finn, co-founders of United Real Estate Richmond, the largest Black-owned residential real estate brokerage in Virginia. Started in 2015 and named by Fortune Magazine as one of the fastest-growing privately owned companies in America, UREER currently boasts 250 agents under the Finn brothers' supervision — which certainly keeps life interesting.

“We are always learning something new from the younger generations and we both really enjoy going to conferences to keep up with the latest ideas and technology,” Jeffrey chimes in. “Technology moves so fast, you have to stay on top of it and keep up.”

Licensed for over 45 years, John relishes his role of managing senior broker while Jeffrey is UREER's principal broker. John has a history of serving in leadership positions, including as president of the Richmond Association of REALTORS®, and has received numerous awards for his contributions to the real estate community, while Jeffrey also brings plenty of business experience to the table. Licensed since 1999, Jeffrey turned around countless struggling franchises, such as Papa John's and Dominoes, and had a tow truck company for a while before he finally got a job working at Infineon Semiconductor.

“John and I were already selling and flipping houses together, and when the semiconductor company closed down, I decided to go full-time,” Jeffrey recalls.

A ROSY FUTURE

Though sales dipped in 2022, UREER estimates they sold close to 1,500 units last year and over 1,700 units for \$503 million in 2021. With offices in Atlee Station (Hanover) and The Arboretum (Chesterfield), the brothers are keen to continue expanding their territory while remaining the dominant brokerage in Central Virginia. There's certainly no shortage of ancillary irons in the fire, either.

“The future is bright for our brokerage, as we see a wealth of opportunities for professional growth and expansion. Along with venturing into the Virginia Beach, Hampton, Newport News, and Williamsburg markets, we are broadening our services to include title and escrow, mortgage, and construction,” John remarks. “Furthermore, we opened a real estate school last September, launched an insurance company, and are currently exploring avenues in home health care. It's all about servicing our clients, and our clients are our agents.”

“Our commitment to providing comprehensive services that exceed the expectations of a traditional brokerage is unwavering,” adds Jeffrey. “Our ultimate goal is to build a lasting legacy for the future, one that serves our clients and community for generations to come.”



John Finn Jr., managing broker of United Real Estate Richmond

JEFFREY FINN & JOHN FINN JR.

A FAMILY TRADITION OF SERVICE

“Every brokerage likes to say they're a big, happy family but we've been around and we know better!” John Finn Jr. laughs. “We're a big family though, and we like to train — day and night — and have fun in the process.”

Brothers John Finn Jr. (left) and Jeffrey Finn (right) co-founded United Real Estate of Richmond, the largest Black-owned residential real estate brokerage in the state.



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REWARDING TO
HELP OTHERS
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“Success in my life has been an ongoing journey,” he concludes. “It’s not so much about getting there; it’s about how you get there, achieving material things when you’re serving along the way. Success is all about reaching back and bringing others with you, sometimes even pushing them in front of you... It’s the most fulfilling thing in my life. Once I made a commitment to serve, my life got a whole lot better. The more people we help, the more successful we are.”

John Jr. is happily married to Lorri, his wife of 35 years, and they have two sons: Antonio (42) and John III (29). The family shares a deep love for Alabama football (Lorri’s alma mater) and VCU basketball. On Sundays, they often enjoy playing golf together. As a bachelor, Jeffrey adores spoiling his nieces and nephews to no end. Having been a college basketball player in his youth, he still has a passion for the sport and enjoys hopping into his vintage sports car to catch an NBA game in Charlotte, D.C., Philly, or New York.

In honor of their parents, John and JoAnne Finn, the brothers have established a charitable foundation that contributes to the Beta Gamma Lambda Education Foundation; in partnership with Alpha Phi Alpha Fraternity, they have endowed scholarships for deserving students. The brothers also provide support for organizations such as Cristo Rey High School, Autism Speaks, and MCV Foundation. John has actively served on the boards of The McShin Foundation, the Metropolitan Business League, Virginia Supportive Housing, and The VCU Foundation, demonstrating their family’s commitment to giving back to the community.

FIVE GENERATIONS OF SERVICE

Both brothers were quick to give credit to their parents and their long lineage of ancestors for helping them realize the importance of assisting others and giving back to the community.

“Our approach to providing support is inspired by the way our dad and grandpa ran their businesses; they really cared about their employees and their personal lives outside of work. That kind of support is not commonly found in our industry,” John points out. “We always thought everyone treated their employees that way... Then, Jeffrey and I got to the corporate world and found out our employers really didn’t care that much about our personal lives.”

The Finn family has a rich and inspiring multi-generational history in real estate, that begins with James Finn, a Civil War sailor who settled in Winterpock, Virginia, and became a farmer and carpentry repairman. Five generations later, John

and Jeffrey carry on the family tradition of providing great service.

“Our number one goal is to assist other Realtors in building their businesses. We take pride in upholding the values that have been passed down through our family over time too. It’s truly rewarding to be able to help others succeed while honoring our family’s legacy,” John beams. “That’s the way we grew up, and we also like to bring that approach to the agents — not to just look for a deal. They need to get out in the community and give back by getting involved with service work.

BEYOND THE LEGACY

As John and Jeffrey look to the future, the backbone of their business is training the next generation of agents to become top producers in the real estate industry. They are both quick to note it takes hard work, dedication, and persistence to reach the top.



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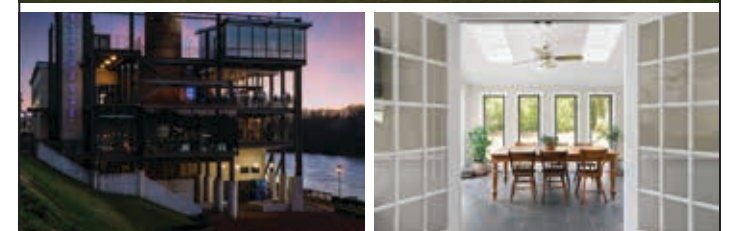


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Noah Tucker with his wife, Brecklyn, and daughters, Maggie and Maris

▶ rising star | By Hannah Soukup
Photos by Philip Andrews

New, up-and-coming real estate agent Noah Tucker has begun to show great progress within the industry. Noah began his career in July 2020 and his success is already notable. Within the last year, he completed 31 transactions and won a Rising Star award through the Twin Hickory area of Glen Allen, Virginia.

Although Noah has had individual success, he works on a team of three agents with the Hometown Realty brokerage and notes that he and his two colleagues support one another and often serve as one another's mentors.

"My team and I are very supportive of one another," Noah confirms. "We also have a transaction coordinator who keeps us on track and encourages us."

CAREER CHANGE

Noah loves working with people and helping them, whether it be from a physical or psychological perspective. Prior to becoming a real estate agent, he was a physical therapist. After COVID-19 hit, he was laid off from his physical therapist position and decided to test the waters in the real estate industry since he had a previous interest in it. Noah is grateful he took this leap of faith.

"I also wanted to try a different type of career path," Noah recalls. "I didn't like being in the physical therapy clinic for 40 to 50 hours a week, so COVID was a violent shove into real estate."

Noah wanted to allocate more time to his wife and two children, so when he got laid off from being a physical

therapist, he knew he needed a career with flexible hours. He enjoys that real estate allows him to prioritize his clients and family simultaneously.

"The nice thing about real estate is its flexible schedule," Noah points out. "I love that I get to work hard for the clients and my children. I get to schedule my career around my family's schedule, so I get to spend meaningful time with my family."

Besides the flexibility real estate allows, Noah says he also enjoys the challenge that comes with creating contracts for his clients. His history in physical therapy made him a good candidate for taking on the stress for his clients. The financial well-being of his clientele is important to Noah, and he aims to assist in any way he can.



Noah Tucker is a Realtor on the KINFOLK team at Hometown Realty.

“With physical therapy, I had to take on somebody’s pain and learn how to engage with people psychologically and physically,” Noah explains. “Now, I’ve strengthened a backbone for people making huge financial decisions.”

PRIORITIES IN REAL ESTATE

Based on his prior experience working with clients, Noah loves communication. He knows how important this is in real estate, and he aims to always be there for his clients and his family. Since he first began in real estate, Noah says he set high expectations for himself to communicate well with his clients. Creating a

connection between himself and his clients is an important component within his career, so he makes sure to emphasize this priority within his work.

Noah has learned lots of great skills and expertise from his fellow agents. While his previous job gave him the basics to succeed in real estate, his co-workers and mentors have taught him many valuable lessons that he now applies. Noah says he is grateful for what he has learned from others in his field and hopes she can also pass along useful advice to newer agents.

“Follow outstanding people,” Noah advises. “Find those people that sit on the same level of character and morals as you, to see what you can learn from them.”

PERSONAL HOBBIES AND GOALS

Noah remains an active person within his career, family, and personal life. Outside of real estate, he enjoys playing soccer, going for runs, and taking walks with his family. Noah says he strives to live a balanced life and be personally successful, not just financially successful.



Noah enjoys the investment side of real estate, renovating and flipping properties.

TO ME, SUCCESS IS NOT FINANCIAL.
I WANT TO MAKE SURE I MEET THE NEEDS OF
MYSELF, MY FAMILY, AND MY COMMUNITY.

”

“To me, success is not financial,” Noah elaborates. “I want to make sure I meet the needs of myself, my family, and my community.”

Noah adds that his main personal goal is to continue putting his family first and allow for more time to be spent with them.

“I want to spend a lot more time with my family and provide for them in the best way I can,” he concludes.

PROFESSIONAL GOALS

In terms of his fledgling career, Noah has lots of endeavors he wishes to embark upon. He enjoys the investment side of real estate and the passive income that can come with it, noting his

personal goals blend into his professional goals to continue balancing his work and home life.

“I would love to have a couple rental properties,” Noah says. “I hope to buy and sell houses with people in the community and make passive income. I want to purchase a home and renovate it as an investment.”

In the meantime, Noah will continue to work hard for his clients and his community to provide the best contracts and deals possible.

“I enjoy creating crafty contracts to win clients the best I can,” Noah says. “I just want to provide good homes to the community.”





Chad Seay

Photo by Jessica Robertson

▶▶ cover story

By Zachary Cohen

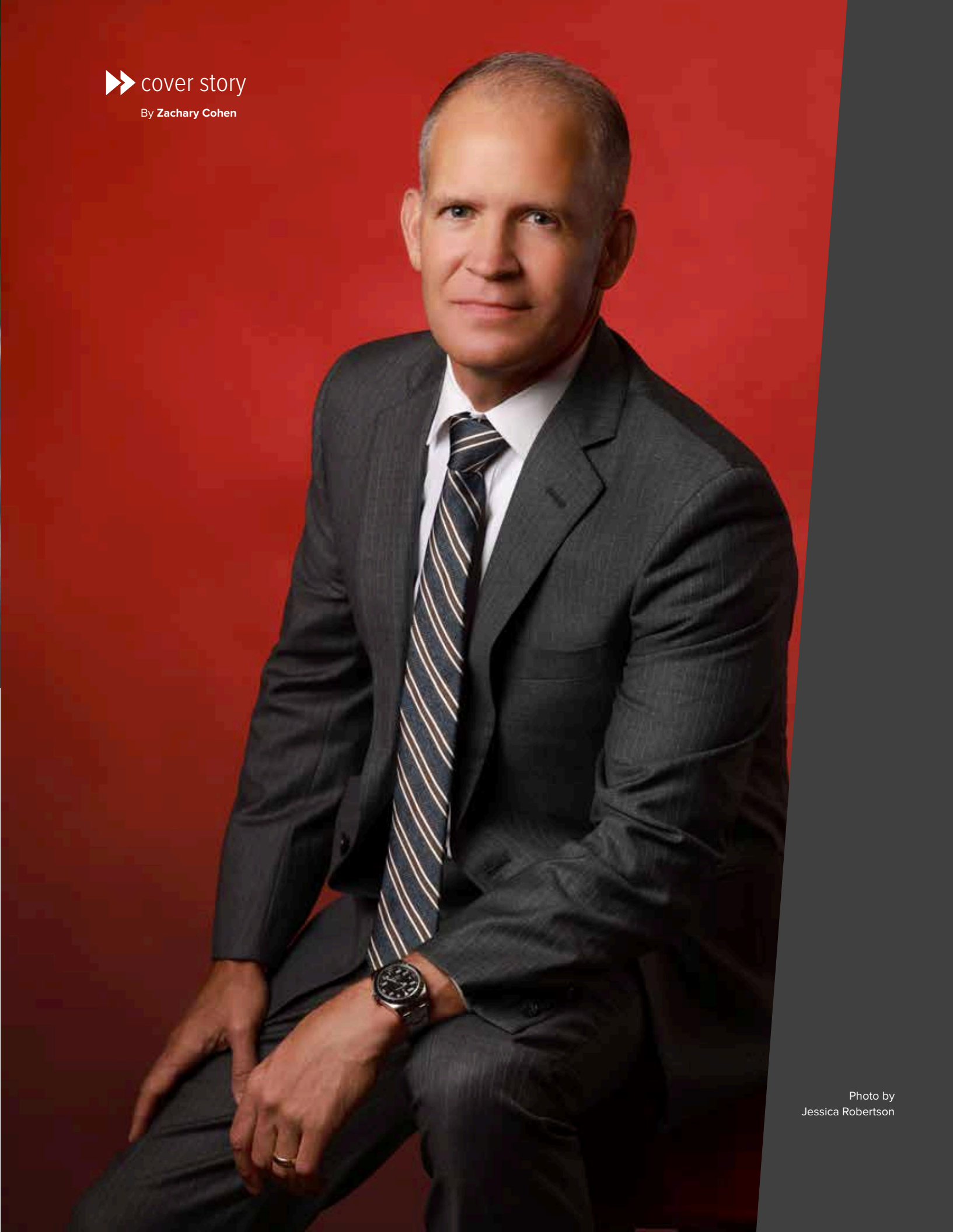


Photo by Jessica Robertson

THE LITTLE THINGS ADD UP

Chad Seay is a native Richmonder who grew up in Henrico County and served in the United States Marine Corps. After spending most of his four years in the Marines living on the West Coast, Chad returned home to Richmond and launched his real estate career in 1990, at the age of 23. He was particularly drawn to the freedom and flexibility a career in real estate promised.

“It’s the first time I’d ever worked in a job where success was all up to me. There are two sides to that, of course, but the more houses you sell, the more you get paid. That was exciting,” Chad reflects.

Chad was young but hungry, and he climbed the real estate rankings quickly, building a sustainable business model in the process. He got his broker’s license in 1993 and founded Century 21 Select Real

Estate alongside his business partners in 1996 — still shy of his 30th birthday.

“In the early ‘90s, I sought out the top producers in Richmond. One of them invited me to a seminar in California, so I went back out to the West Coast to learn some strategies and systems. That’s where I was first introduced to the team concept, before teams were really around. These top producers and I became friends and discovered we had the same business philosophies, which led to the founding of our company.”

SEAY REAL ESTATE

Twenty-seven years later, Seay Real Estate is still thriving. After 10 years under the Century 21 brand, Chad and his team went independent in 2006. He’s been managing a standalone brokerage ever since.



Front row, left to right: Debbie Bannister, Heather Baldwin; Back row, left to right: Patrick Seay, Chad Seay (Photo by Philip Andrews)

Chad continues actively serving buyers and sellers while leading the operations for Seay Real Estate. There are 14 agents in the group, including Chad, plus two licensed assistants, Debbie Bannister (associate broker and office manager) and Heather Baldwin (listing coordinator and property manager). In 2022, Chad closed 64 transactions for \$18 million, while the brokerage settled 97 transactions for \$28 million.

Seay Real Estate has evolved to take on property management in the last few years. Heather has managed the company's rental properties for some time; more recently, she's also

spearheaded the effort to offer tenant placement and management services to other property owners in the Richmond metropolitan area.

Chad describes Seay Real Estate as having a family-like atmosphere. The culture is one of the things he's most proud of.



Photo by Philip Andrews

“Our office is an old farmhouse; the last part was built in 1912. I’m in my office now, which, undoubtedly, was a bedroom upstairs at one time. The office itself has a homey feel, which I always felt was appropriate. The culture here is very much a family feel. We’re all business, but we’re also very close.”

THE LITTLE THINGS ADD UP

Chad is proud of his success as a REALTOR®; he’s even more proud of his roles as a husband and father. He’s been married to his wife, Karen, for 30 years. They have three children, Meredith (28), Maddy (26), and Patrick (23). Patrick, who has been talking about joining his father in real estate for many years, officially joined Seay Real Estate in February 2022, making it a two-generation family business.

“It’s rewarding to work with him,” Chad reflects. “He’ll go with me on appointments. He’s learning.

I really enjoy spending time with him. It’s been good to watch him learn and grow.”

Chad raised his three kids amid the growth of his real estate business. So what’s been the key to his success as a Realtor and father? He says it’s all about the little things.

“Everything we do produces an effect of some sort. A lot of things in life are easy to do, but also they are easy not to do. There is a cumulative effect,” Chad explains. “The same is true with children. It’s easy to slip into their room, say prayers, and read a book with them, but it’s easy not to do that, too — saying, ‘Oh, there is a game on,’ or something. The cumulative effect of small actions is something I’ve been cognizant of. I’m trying to make deposits in both business and family without neglecting either.”



Photo by Jessica Robertson

Chad and Karen Seays's children,
left to right: Meredith, Patrick, Maddy
(Photo by Philip Andrews)



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From left to right: Patrick Seay, Maddy and Tanner Croxton, Karen and Chad Seay, Meredith and Michael Good) (Photo by Philip Andrews)



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Disclaimer: Information based on MLS closed data as of May 4, 2023, for residential sales from January 1, 2023, to April 30, 2023, in Greater Richmond, Virginia, by agents licensed in our service area, which includes Hanover, New Kent, Henrico, Charles City, Chesterfield, Powhatan, Goochland, King William Counties. Numbers not reported to the MLS by the date the information is retrieved are not included. MLS is not responsible for submitting this data. Some teams may report each agent individually.

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2-1 Buydown Example


Q - HOW IT WORKS:

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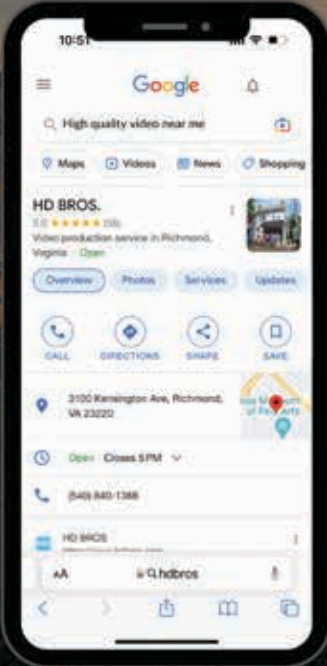



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