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**Tim Kelly**

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Cover photo courtesy of **Ryan Corvello**.



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#### Q: Who receives this magazine?

**A:** The top 500 agents in the Northern Virginia (NOVA) area. When we launched *NOVA Real Producers* in 2018, we originally pulled 2017 MLS numbers (by volume) in the NOVA area and cut off the list at #500, and the distribution was born. The minimum production level for our group this year is \$16.5 million, based on 2022's numbers. The list will reset at the end of 2023 for next year and continue to update annually.

#### Q: What is the process for being featured in this magazine?

**A:** It's really simple—every feature you see has first been nominated. You can nominate other REALTORS® (or yourselves!), affiliates, brokers, and owners, and office leaders can nominate Realtors, as well. We will consider anyone brought to our attention because we don't know everyone's stories, so we need your help to learn about them. A nomination currently looks like this: You email us at [Wendy@kristinbrindley.com](mailto:Wendy@kristinbrindley.com) with the subject "Nomination: (Name of Nominee)." Please explain why you are nominating them to be featured. It could be that they have an amazing story that needs to be told—perhaps, they overcame extreme obstacles, are an exceptional leader, have the best customer service, or give back to the community in a big way, etc. The next step is an interview with us to ensure it's a good fit. If all works out, then we put the wheels in motion for our writer to conduct an interview and write the article and for our photographers to schedule a photo shoot.

#### Q: What does it cost a Realtor/team to be featured?

**A:** Zero, zilch, zippo, nada, nil. It costs nothing, my friends, so nominate away!

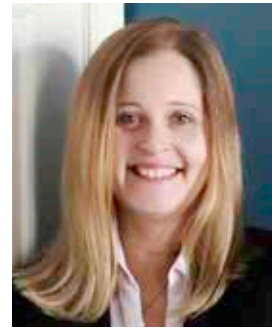
#### Q: Who are the Preferred Partners?

**A:** Anyone listed as a "preferred partner" in the front of the magazine is part of this community. They will have an ad in every issue of the magazine, attend our quarterly events, and be part of our online community. We don't just find these businesses off the street, nor do we work with all businesses that approach us. One or many of you have personally referred every single preferred partner to us that you see in this publication. We won't even meet with a business that has not been vetted by one of you and "stamped for approval," in a sense. Our goal is to create a powerhouse network, not only of the best Realtors in the area, but the best affiliates, as well, so we can all grow stronger together.

#### Q: How can I refer a Preferred Partner?

**A:** If you know and want to recommend a local business that works with top Realtors, please send us an email at [Lexy@kristinbrindley.com](mailto:Lexy@kristinbrindley.com), and let us know!

# MEET THE NOVA REAL PRODUCERS TEAM



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**Zachary Cohen**  
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**Ryan Corvello**  
Photographer



**Bobby Cockerille**  
Videographer



To view our magazine online visit [novarealproducers.com](http://novarealproducers.com) and look for "Magazine" or scan this QR code. (Password: connecthere#novarp)

@realproducers



"I decided to start my own company after having been in the business for over 30 years," says Gregg Day, Owner of Certified Master Movers.

"I wanted to bring the uniqueness of learning the business from the bottom up."

Day started in the business as a laborer and driver, then worked his way to estimator and manager. Certified Master Movers is the "Old School" type of company he says customers want—and that he would want to hire.

"I know what a laborer or helper needs to be successful. They need to love their jobs but also have the skills to give customers an amazing experience. It's the same with drivers, estimators and office staff. Having done every facet of the business myself I know how to train my people to succeed."



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# luck IS WHAT YOU MAKE IT

## ► publisher's note

### WELCOME TO ALL 2023 TOP 500 AGENTS!

First, let me say, welcome to all of Northern Virginia's 2023 Top 500 agents who are part of our NOVA Real Producers community. Some of you have been with us from the start ... others are just now joining us, having made it into the ranks of the Top 500 producing agents in Northern Virginia for their stellar performance in 2022. We determined the 2023 Top 500 list based on 2022 total sales volume of all agents who hold their license at an office in our NOVA Real Producers service area.

You guys rock! And we're so pleased that you're part of this community! Be on the lookout for your exclusive NOVA Real Producers Top 500 badge, coming to your inbox soon.

Dear Real Producers of Northern Virginia,

Have you ever known someone who just seems lucky? Or people who claim that they're definitely *not* lucky? Maybe you're one of them... But what's luck got to do with it, really?

"Luck" seems random and arbitrary... something that is bestowed fairly or unfairly, and is outside of our control. But the luckiest people have a set of attributes that make them *appear* to be lucky when, in actuality, they may just be deserving. Grant Cardone,

author of "The 10x Rule: The Difference Between Success and Failure" says:

**"Don't be confused by what looks like luck to you. Lucky people don't make successful people; people who completely commit themselves to success seem to get lucky in life."**

This is precisely what I believe — and what I imagine most of you believe as well. After all, you didn't make it into the Top 500 because you got

lucky, did you? No, you worked your butt off, strategized, planned and put in the blood, sweat, and tears needed to make your businesses grow, expand, and succeed.

So if you're looking to have continued good luck in 2023 ... or maybe improve your luck in 2023 ... keep doing what you're doing — putting the time and hard work into turning your vision into reality. And before you know it, Lady Luck

will smile on you, for sure!

We hope to meet many of you — both continuing and new Top 500 agents — at our **Masquerade Sneaker Ball**, coming up soon, on **March 23rd!** Save the date, too, for **Lawnapalooza**, a fun-filled, outdoor games event scheduled for **May 3rd.** Stay tuned for details!

This month, we're pleased that preferred partner **Cole Roofing** has joined the NOVA Real Producers family. Welcome!

With gratitude,



**Kristin Brindley**  
Owner/Publisher  
NOVA Real Producers  
313-971-8312  
Kristin@kristinbrindley.com  
www.novarealproducers.com



### FOOD FOR THOUGHT

What is the luckiest thing that's ever happened to you?

# 2022

## BY THE NUMBERS

HERE'S WHAT NOVA'S TOP 500 AGENTS SOLD...



Information is based on 2022 residential sales in Virginia, Maryland, and Washington, D.C., by the top 500-producing agents licensed in Alexandria City, Arlington, Fairfax City, Fairfax County, Falls Church City, Loudoun County, and Prince William County.



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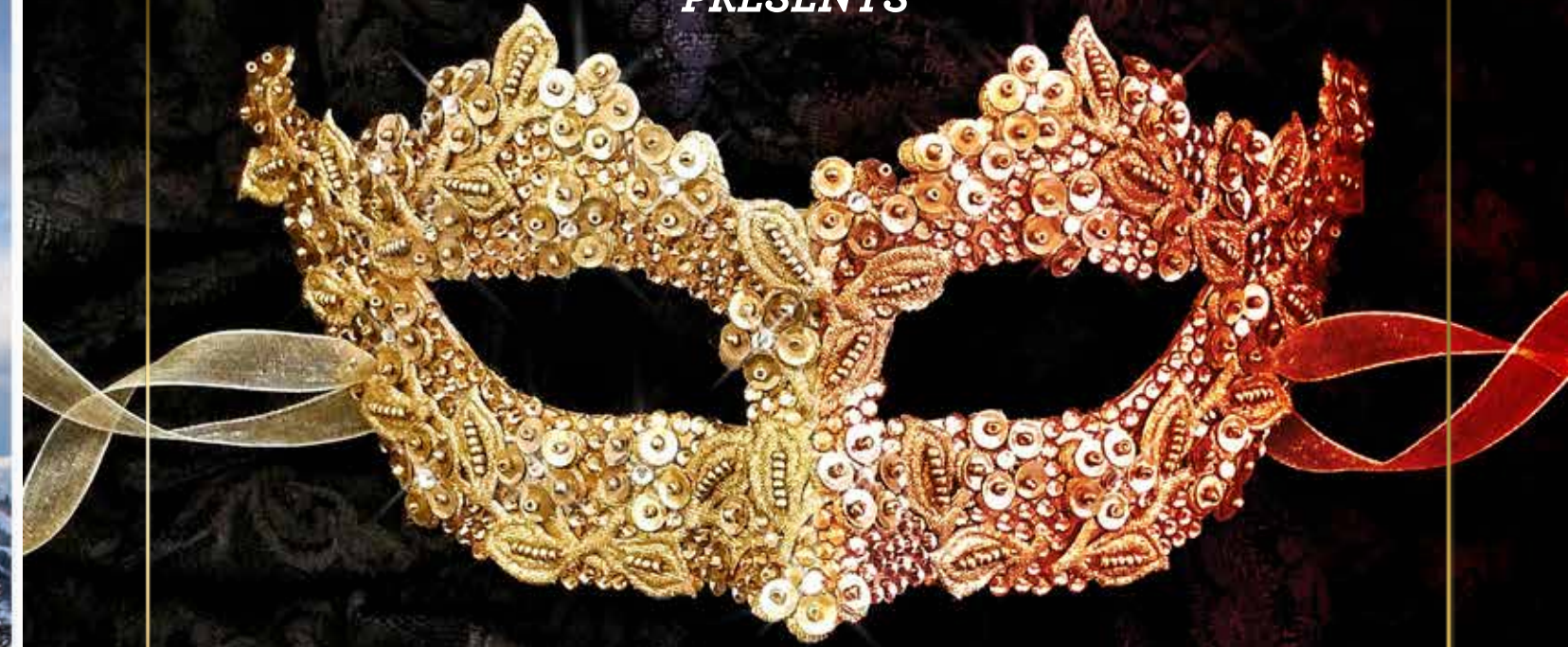
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# MASQUERADE SNEAKER *Ball*

THURSDAY, MARCH 23, 2023  
6:30 PM – 10 PM



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KRISTIN BRINDLEY  
ENTREPRENEUR, CONNECTOR, PUBLISHER

▶▶ we ask...you tell!

# Where is your favorite place to go on vacation?



**SANEVA ZAYAS**  
Keller Williams Realty Centre  
Punta Cana, Dominican Republic.



**JENNIFER MACK**  
eXp Realty  
We go to Estes Park, Colorado, for a month every summer. The hiking is amazing and it is nice and cool with no humidity or bugs!



**RITU DESAI**  
Samson Properties  
I am blessed to have had an opportunity to travel to quite a few beautiful places around the world. My favorite is Iceland. I have been to Iceland both in winter and summer to truly enjoy a heaven on earth. From the Northern Lights to the Blue Lagoon, road trips around the Golden Circle, icebergs floating, glacier hiking, ice caves, black sand beaches, to Eurasian tectonic plates, this tiny land of fire and ice has something for everyone. Plus, IcelandAir has deals to fly to Reykjavik that are cheaper than flying to the West Coast. After real estate sales, I can be a spokesperson for Iceland!



**JIN WICKWIRE**  
eXp Realty  
Kauai! It's just so beautiful. My favorite place to be!



**JASON CHERPERDAK**  
Shepherd Homes Group  
My favorite vacation is an adventure that's planned by someone else! Everything is a surprise and you don't have any expectations, so everything ends up being better than you thought! Make sure you have a good planner, though, that you're traveling with!



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Long & Foster Real Estate  
All things Disney — but Walt Disney World, and if I had to choose ... either Magic Kingdom or Epcot!



**KENNY HOWARD**  
Dry Home Roofing & Siding, Inc.  
My favorite vacation to go on is to the OBX on the Fourth of July. We have gone seven years in a row now. We all get our own house on the same street, and it's the best week of my life.



**ANNE LANG**  
ARW Home  
My go-to vacation spot is Laguna Beach, California, and specifically Heisler Park. It is such a beautiful spot, and one where I recently got engaged. Being an East Coaster most of my life, I recently discovered the natural beauty of the West Coast — it's a must-see destination!



**SAM RICHARDSON**  
It's Haul Good  
The Rocky Mountains! Anywhere remote with no cell service, a hot tub, and a beautiful landscape of nothing but mountains!



**LYSSA SEWARD**  
TTR Sotheby's International Realty  
My favorite place to go on vacation depends; every year I must, must, MUST go to the beach to settle my soul and slow down. But I also love to visit new places for a long weekend (e.g., European and U.S. cities that I haven't spent time in before). Any travel is great.



**CHRIS SHEAD**  
Movement Mortgage  
Ocean City, Maryland, and Bethany Beach, Delaware.



**GREG WELLS**  
Keller Williams Realty  
My favorite vacation includes sightseeing and golf. My best yet was Pebble Beach and the California coast. We started in San Francisco, headed south to Monterey and Carmel, then back north, ending up in wine country.



**WADE VANDER MOLEN**  
Stewart Title & Escrow  
My favorite vacation was to the Amalfi Coast in Italy. A very beautiful place and, of course, amazing food! Highly recommend it!



**JOSH FRIEDSON**  
Guaranteed Rate  
My family vacationed in Aruba every year during the Christmas/New Year's holidays. We stayed at the Hyatt and met the same families there, year after year. We built lifelong friendships that continue to thrive to this day. I actually dated a girl for three years that I met at the Hyatt in Aruba. We're still really close friends! This is such a special place with so many great memories. I know all the best restaurants there if anyone wants the experience!



**TIM KELLY**  
loanDepot  
We went to Hilton Head, South Carolina, for the first time in 2022. The beach was perfect for families with young kids. We loved Hilton Head so much we went back over New Year's and are planning another trip this summer.



**SETH HURLBERT**  
Hurlbert Home Inspection, LLC  
Favorite vacation? That is not hard. I just want to relax. Go to the beach and watch the waves. Not too many planned activities, just chilling. But the best is to be out on a sailboat. You can enjoy the view, the wind and sun, be away from all the worries, and just unwind.



**DESIREE REJEILI**  
Samson Properties  
My favorite vacation spot is anywhere in the Caribbean, 100 percent.



**SUE SMITH**  
Compass

My favorite vacation spot (so far) is Jackson, Wyoming, which includes the Grand Tetons National Park, Yellowstone National Park, and the beautiful community/town of Jackson Hole, Wyoming! There is whitewater rafting, hiking, biking, horseback riding, fishing, dude ranches, great food, restaurants, shopping, and excellent skiing in the winter months! The history of the buffalo, the Indians, and the land is fascinating! If you haven't traveled to this part of the country, I encourage you and your family to plan your next trip! There's so much to explore!



**KATHERINE ZAMBRANO**  
Shipping Solutions Worldwide, Ltd.

Urubamba, Peru. It's peaceful, and the views of the mountains and river are amazing! It's a small town located in the Sacred Valley of the Incas and only one hour away from Cusco.



**JOHN LIN**  
Intercoastal Mortgage Company

My favorite place to go on vacation is Spain. I confess that I've only been there twice, but each time has made me want to spend my retirement there. The incredible food, the beaches and mountains, and the culture and history make me yearn to go back. The one caveat to my answer is that there are many places on my bucket list that I still have to visit... So ask me next year and see if my answer changes!



**RAY GERNHART**  
RE/MAX Executives

Italy, by far, is my favorite place to go. Actually, we purchased a small home there about 12 years ago and make sure we're there at least four times a year.

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# 25

## Video Content Ideas for Your YouTube Channel in 2023

As I teach video marketing and other content creation classes in the Northern Virginia area, the most frequent questions I receive revolve around what to create content about. Content can be whatever you want it to be, but the goal is to educate, inform, and be authentic. People want to see you being you, not some fake version.

REALTORS® think that posting content has to be some professionally done video that costs lots of money. It doesn't. I tell my Realtor clients that content can be a simple Instagram story or reel, all the way up to a professionally done YouTube video. I would suggest creating more content that is free in order to engage and grow an audience. So what do I create content about to grow my YouTube channel? Use these content ideas to get started educating your target audience,

1. Top 5 Reasons to work with you as a Realtor
2. The one large problem you solve for buyers/sellers
3. How interest rates affect buying power
4. Video with your lender — What is a 2/1 buydown?
5. Video with your title partner — What is title insurance and why do you need it?
6. State of the market (where you do business)
7. Should I buy new construction in this market?
8. Stop by my open house this weekend!
9. Why *who* you work with matters! (Tell a story.)
10. A story on how you helped a seller get top dollar
11. A story about how you helped a buyer get an amazing deal!
12. How you minimize stress and anxiety during a transaction
13. The one thing your real estate team does that others don't
14. What it's like living in your farm or city
15. Testimonials from your top clients
16. Your listings coming to market!
17. Why doesn't every buyer didn't know this about X?

18. Interviews with business owners in your market
19. Check out our upcoming client appreciation event!
20. Tips to getting your home ready for the Spring Market!
21. 3 tips to getting your offer accepted in the Spring Market
22. Look for these traits when interviewing agents to sell your home
23. Why the news has buyers worried when they shouldn't be
24. Why NOW is one of the best times to purchase a home ever!
25. Do home inspectors really scare buyers? The real story!

These 25 video topic ideas will help you get your YouTube video channel off the ground. In the end, the video content topics are a starting point; it's

the execution of creating, posting, and sharing the content to your database and the world that will get you "discovered" by your next buyer or seller customer. Many agents will read this article and say, "Yeah, I might start doing this at some point," and others will jump in with both feet. As we move forward, there will be two types of Realtors — ones who use and implement video into their business to attract clients and market homes ... and agents who choose not to.

Your past clients and database are looking for answers and education in this current real estate market. This is a great opportunity for you to be seen as the thought leader in your market area going forward. Good luck!



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

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# Nurture Your Blog Content *EFFICIENTLY*

As a real estate agent, blog writing can be a thankless job. Between all of your other monthly tasks, blogging can feel like the last thing you want to do at the end of the day. That's why it's essential to work smart, not hard, when it comes to your blog content. You don't want it to be a distraction or something that takes you away from more profitable ways to spend your time. Here's how to maximize your online content output.

### Outsource Your Content

Nope, you don't need to write your own content. As we've all had to learn, time is money, and it's the only commodity we'll never be able to make more of. If you're a writer at heart, then feel free to indulge your passion for the written word, but otherwise, this is one task you can easily outsource, thanks to gig sites like Fiverr and Upwork.

### Make It Unique

You don't want to look at your competition and write articles just like they have. Instead of talking about mortgage applications and FICO scores, pose questions that your audience wants to know. Use sites like AnswerThePublic for ideas on what people are searching about. Make sure to keep it local, however. There's no use getting inquiries from states you aren't licensed in.

### Know Your Audience

Before just writing blog content willy nilly, you want to have a plan in place. Who are your clients and what information are they searching for online? If your client base is families with children, maybe you can write about local events geared toward children. If they are relocating single professionals, focus on moving topics and area guides that give newcomers the inside scoop on your region.

### Use SEO Best Practices

It's easy to waste time and energy writing blog content that just doesn't lead to more traffic to your site. Since this is the point of blog content, make sure you're formatting your blogs to be found. Install Yoast on your blogging site, which is an easy way to grade your writing and SEO quality of each blog. Focus on one keyword, use it in your headline, your opening sentence and some of your subheaders. Include at least three outside links in your article, but never link them to your keywords. Don't forget to include some images in your article that have keyword alt tags added to them.



With more than 25 years of experience, Todd Lebowitz is CEO and owner of My Marketing Matters, which he runs with his business partner Ram Devaguptapu. Together, they have grown the company to be a recognized leader in real estate marketing with more than 20,000 clients locally, regionally, and nationwide.



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**CATHY POUNGMALAI**  
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“Never give up on your dreams. Get started, get excited, and never quit.”

“Sometimes you have to slow down to speed up. Take the time to work on processes and systems. Build a strong foundation.”



**VERONICA SEVA-GONZALEZ**  
 COMPASS

“I hope I can be an inspiration to newer agents, whether or not they’re in the same situation as I once was. I barely knew any English when I started taking my real estate classes... I just knew that I had to work harder

than anyone else to make it. If I can make it, then they can absolutely make it.”



**CASI CAREY**  
 EXP REALTY

“When I think about what I do day to day, I love the people part of it. Building relationships is my favorite part of what I do. That’s what it’s all about.”

“I really want to create a legacy for my children that helps them in their future. I really want to leave that for my kids.”



**DANIEL SANDERS**  
 FOUR SALES, LTD.  
 Estate Sales Services

“There’s nothing we cannot do to help our clients empty a home. We can sell virtually anything. The on-site estate sale, at the heart of Four Sales’ operations since 1972, is our traditional selling format. We convert

our client’s home into our store and sell the items from there. In situations where clients have 30, 40, 100, or even just 200 items, we have off-site options available. The best part is that, thanks to our sizable and experienced team, we can get most jobs done in a relatively short time frame.”



**SCOTT BILLER**  
 BILLER & ASSOCIATES  
 Home Inspection Services

“I am passionate about my role to help individuals understand the condition of one of their largest investments. As a result, I recognize my associates are the key to success. Providing an excellent user experi-

ence is paramount, and being recognized as a thought-leader and is why clients contact me to be a trusted advisor when it comes to inspecting a property’s condition.”





▶▶ partner spotlight

By Kierstynn King  
Photos by Ryan Corvello



**DANIEL SANDERS**  
FOUR SALES, LTD.



Four Sales Operations Manager, Mark Slone (left), and President & CEO Daniel Sanders (right).

## Helping Families in Transition, Five Decades & Counting

Four Sales has proudly helped families in transition for over 50 years. As experts in the field, Four Sales assists families to sell items they no longer use or need through estate sales and other personal property sales channels.

Each liquidation plan is custom-designed for the client, easing the transition from one chapter of a family's story to the next. Four Sales develops these plans to be cost-effective while providing the greatest potential for economic return for the client. In addition to various resale services, Four Sales also offers tangible personal property appraisal services on an hourly basis through its affiliated company, Inventory Inspector, LLC.

"There's nothing we cannot do to help our clients empty a home," says Daniel Sanders, President and CEO of Four Sales. "We can sell virtually anything. Past sale items include crystal, china, silver, porcelain, figurines, glass paperweights, stamps, coins, artwork, jewelry, antiques, collectibles, tools, vehicles — classic and contemporary, good hardwood furniture, hunting and sporting goods, and anything else that is legal, moral, and ethical to sell," Daniel explains.

"Back when Chrysler sold the PT Cruiser, we used to joke that we could sell 'everything from the TP (unused, of course!) to the PT.' Of special note in the past year-plus is vintage sports

memorabilia. We have consistently realized exceptional sales results for good condition baseball cards from the 1970s and earlier."

The volume, value, and variety of items a client is looking to sell, donate, or otherwise dispose of drives the tailored plan Four Sales develops to best meet the client's needs. "Best" simply means to conduct the project at the lowest possible cost and to maximize every possibility of achieving a positive economic return, according to Daniel. If there are enough items, in enough categories, worth enough money, the preferred solution is a Four Sales-operated, on-site estate sale solution.



Daniel Sanders with his wife Karen Corbett Sanders and daughter Annelieske Sanders at the company's 50th anniversary celebration on November 15, 2022.

“The on-site estate sale, at the heart of Four Sales’ operations since 1972, is our traditional selling format,” Daniel says with a touch of pride. “We convert our client’s home into our store and sell the items from there.”

An on-site estate sale in the Greater D.C. area, with 60 percent or more of the physical contents left in place, typically delivers 600 to 1,200 resalable items. These items comprise all of the categories of items found in the average home. The minimum gross sales value of Four Sales on-site estate sales is \$10,000. Four Sales can, however, run a slightly smaller on-site estate sale. Four Sales always makes sure that the client understands that, in this case, the project carries the risk of an event with a lesser, and potentially unreliable, economic return.

“In situations where clients have 30, 40, 100, or even just 200 items, we

have off-site options available,” Daniel says. “We can manage a project like this in several different ways. Most often, we will pick up the salable items and move them for auction out of the Charlottesville-area auction center.”

At the end of an on-site estate sale or auction pickup, there is always a percentage of items that are unsold or unsuitable for resale. Four Sales provides a complete suite of donation, recycling, and disposal options to empty the physical space. “Those services include handling of specialty items like pianos, stairlifts, paint, chemicals, and hazmat materials,” Daniel elaborates. Four Sales can help provide any services necessary to empty a home for settlement or to get the house on the market. “The best part is that, thanks to our sizable and experienced team, we can get most jobs done in a relatively short time frame,” Daniel notes.

Four Sales also offers online resale services. “Unlike other companies, we don’t look at online sales as a cure-all solution,” Daniel says. “We use our online sale solutions to target specific items with clearly defined shopping audiences. For example, if a client has a specialty collection, like model trains, we might host a standalone online sale.”

Several times a year, Four Sales also holds high-end or specialty auctions. They maximize the results of these auctions by employing a hybrid structure, beginning with an online component. The online portion of these hybrid auctions runs for a set period, typically seven to 10 days, before the live auction begins. Online bids become the floor bids for the live auctions. Since these auctions run in a simulcast format, the in-house bidders can bid against one another, as well as against online bidders, and vice-versa.

Our support services are simply a means to our end goal of helping families in transition.

Occasionally, Four Sales will offer whole house, online-only estate sales. These online sales use an auction format. As with any resale solution, there are inherent risks and benefits of the selected approach. For example, online-only, whole-house estate sales have generally lower selling prices for more common items and categories, but are also often able to help reduce clearance expenses associated with the project.

Four Sales is committed to transparency throughout the estate sale process, Daniel emphasizes. Company representatives always discuss the risks and benefits of any considered approach with the client to allow them to make an informed decision about the best fit for their individual needs.

Four Sales is always compensated on a commission basis for items they sell, and they provide support services around cost. “This model ensures that we only benefit when our client does,” Daniel concludes. “Our support services are simply a means to our end goal of helping families in transition.”

For more information or a free project estimate, call 703-256-8300 or visit [FourSales.com](http://FourSales.com).





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Photo by Malek Naz Freidouni

# VERONICA SEVA-GONZALEZ

## LIVING OUT HER DREAM

### ► agent spotlight

By Kierstynn King

Veronica Seva-Gonzalez was born in Barcelona and raised in two small towns, Premiá del Mar and Montgat, in Barcelona, Spain.

“Premiá and Montgat are about 10 minutes away from the beach, and I could see the ocean far away from my window in Montgat,” says Veronica. “My four sisters and I were swimmers. We were always in the water. Our pool was right at the beach, so we spent many hours there.”

When Veronica was 14, she attended a sports boarding school to help her with her swimming career. There, she followed a rigorous swimming schedule. “I was practicing five to seven hours a day in between going to school and the gym regularly,” she explains.

Veronica pursued her swimming career, became a professional swimmer, and was a part of the Spanish National Swimming Team for a few years. While she was swimming, Veronica was also going to school. She attended the University of Barcelona, where she obtained her degree in labor law. “I had reached a point in my life where work and swimming were becoming too much,” says Veronica. “I decided to stop swimming professionally and put my focus on my career.”

She began working as a labor law consultant for Deloitte, and was there for three years. Veronica then received



Photo by Ryan Corvello

an opportunity through a friend, to come to the United States and become an au pair. “My best friend was in the States attending university and swimming, when she heard about this opportunity... She knew I wanted to learn English for my job, and they needed an au pair who spoke Spanish, so she reached out to me,” Veronica recalls. “I talked with my boss and he allowed me to take the opportunity for a few months and come back.”

Originally intending to only stay in the States for three months, that

all changed when Veronica met her husband of almost 20 years on her very first day in the States. Veronica continued to work as an au pair for a year, and once she and her husband got married, she went to work in finance.

“I’ve always liked numbers, and business. However, one of the challenges I had while working in finance was that I didn’t have any vacation days,” Veronica says. “Back then, my family was in Spain and I wasn’t able to see them as often as I would’ve liked.”



Veronica Seva-Gonzalez, originally from Barcelona, Spain, is a Realtor with Compass. (Photo by Ryan Corvello)

“I think I’m able to read people pretty well and also able to adapt to them and their situations,” says Veronica. “I’m also very honest and upfront with my clients. I let them know my thoughts on the pros and the cons about the house. I think my clients can really appreciate that. I want them to be happy and know that they come first.”

Veronica has served on the board of directors for the National Association of REALTORS® for two years. Currently, she is the Meetings and Conference co-chair, and is involved with her local association as well. She prides herself on knowing what’s going on with the market locally, nationally, and internationally, thanks to her involvement.

Veronica is constantly learning and expanding her skills. “I’m a part of several different groups, including Tom Ferry Coaching and Compass Connected. Both of those groups allow me to be in touch with other agents around the U.S. and the world, and I find it extremely helpful,” Veronica explains. “I also love listening to podcasts and love learning anything new about real estate.”

When Veronica isn’t working, she loves being able to swim, going on hikes with her family, and helping her husband and kids cook. Recently, Veronica and her family just got into skiing and are looking forward to when they can take their next ski trip.

“I hope I can be an inspiration to newer agents, whether or not they’re in the same situation as I once was,” says Veronica. “I barely knew any English when I started taking my real estate classes. I had 100 flash cards with the vocabulary because it was all new for me ... and I passed everything on my first try. I just knew that I had to work harder than anyone else to make it. If I can make it, then they can absolutely make it.”

Veronica decided she was ready for a change. She was on vacation in Spain visiting her family when she had the idea of getting her real estate license. “My father is an entrepreneur; he’s owned several businesses, including his own real estate company with my mom,” Veronica explains. “He’s where I got my entrepreneurial spirit from.” Veronica obtained her real estate license in 2004 and started doing real estate part-time while still working as an executive assistant and in finance. After five months, she made the switch and entered real estate full-time. Originally with Prudential and Keller Williams, Veronica was with Lindsay Reishman Real Estate until they

sold their company to Compass. She was the one of the first 24 agents in the D.C. Compass office.

Over the 18 years Veronica has been in real estate, she has achieved several specialty designations, including Certified International Property Specialist, Luxury Real Estate Specialist, Senior Specialist, GRI, ABR, and At Home with Diversity.

“I think I have a different perspective than others in business because I’m from Spain,” she asserts. “Having an international background, I feel like I get along really well with people, no matter what culture, country, or background they’re from.”



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# CASI CAREY

rising star

By Dave Danielson  
Photos by Ryan Corvello



With her husband in the State Department and the family moving every few years, Casi is a perfect resource for relocating families.



## Building with Her Best

Those who create lasting success in real estate tend to create it with an ongoing focus on the needs of those around them.

Casi Carey is a prime example of that dynamic.

As a real estate agent with eXp Realty, Casi has done so by putting families first.

“When I think about what I do day to day, I love the people part of it,” Casi says. “Building relationships is what it’s all about.”

### Drawing on Her Own Experience

Through her personal experience raising a family in the foreign service and relocating every few years, Casi understands the challenges her clients are facing as they plan for their next move.

“My husband works for the State Department. In the 12 years we’ve been married, we’ve moved our family five different times. After deciding to stay in Virginia long term, I was led to real estate through our most recent home purchase,” Casi says.

### Following Her Own Path

“Previously, I found fulfillment in helping others through health and wellness because it was a career I could take with me from place to place.”

Casi and her husband started their family while she simultaneously obtained multiple fitness certifications, managed a yoga studio, and promoted a holistic lifestyle. After moving to Thailand for three years for her husband’s job, they returned to Virginia and purchased a home while in temporary housing.

“Through that challenging process, I decided I could make other families’ lives easier,” Casi says.

“It was something that felt important to me because I could make a difference in others’ lives. With my past experience and knowledge of the homebuying process, I was determined to build a brand around helping other government-employed families. I know the stress, and I know I can help.”

### Stepping Through a New Door

Casi earned her real estate license in October 2021 and joined eXp Realty. Since then, she has continued building forward. In fact, during her first full year in the business in 2022, she recorded \$13.2 million in sales volume on 18 transactions. Casi credits joining The Hive at eXp and their support and mentorship for her success.

### Family Fulfillment

Away from work, Casi treasures time spent with her husband, Tom, their children, Owen, Kennedy, Fitz, and



Casi Carey with her husband, Tom, and their children, Kennedy, Fitz, and Oskar

Oskar — and their Bernedoodle, Buckeye. Family is her priority. “I like being home when they get off the bus and am at all of their activities,” she says.

**Community Love**

“One of the reasons I chose this career is because I feel so lucky to love where I live. The Vienna community is incredible. My kids are super involved in sports, and I truly enjoy watching them grow up and build friendships in Vienna.”

Each day, Casi is driven to make an impact on the lives of others — including her family.

“I really want to create a legacy for my children that helps them in their future,” she emphasizes. “I really want to leave that for my kids.”

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As Casi looks to the future in her real estate career, she looks forward to continuing to have the chance to help others reach further in their own lives.



“The biggest thing, for me, in what I do each day is to be able to genuinely help families,” she says with a smile.

Those who have the chance to work with Casi see that impact and that heartfelt passion for her work. She continues to reach higher on behalf of others ... in the meantime, building with her best.

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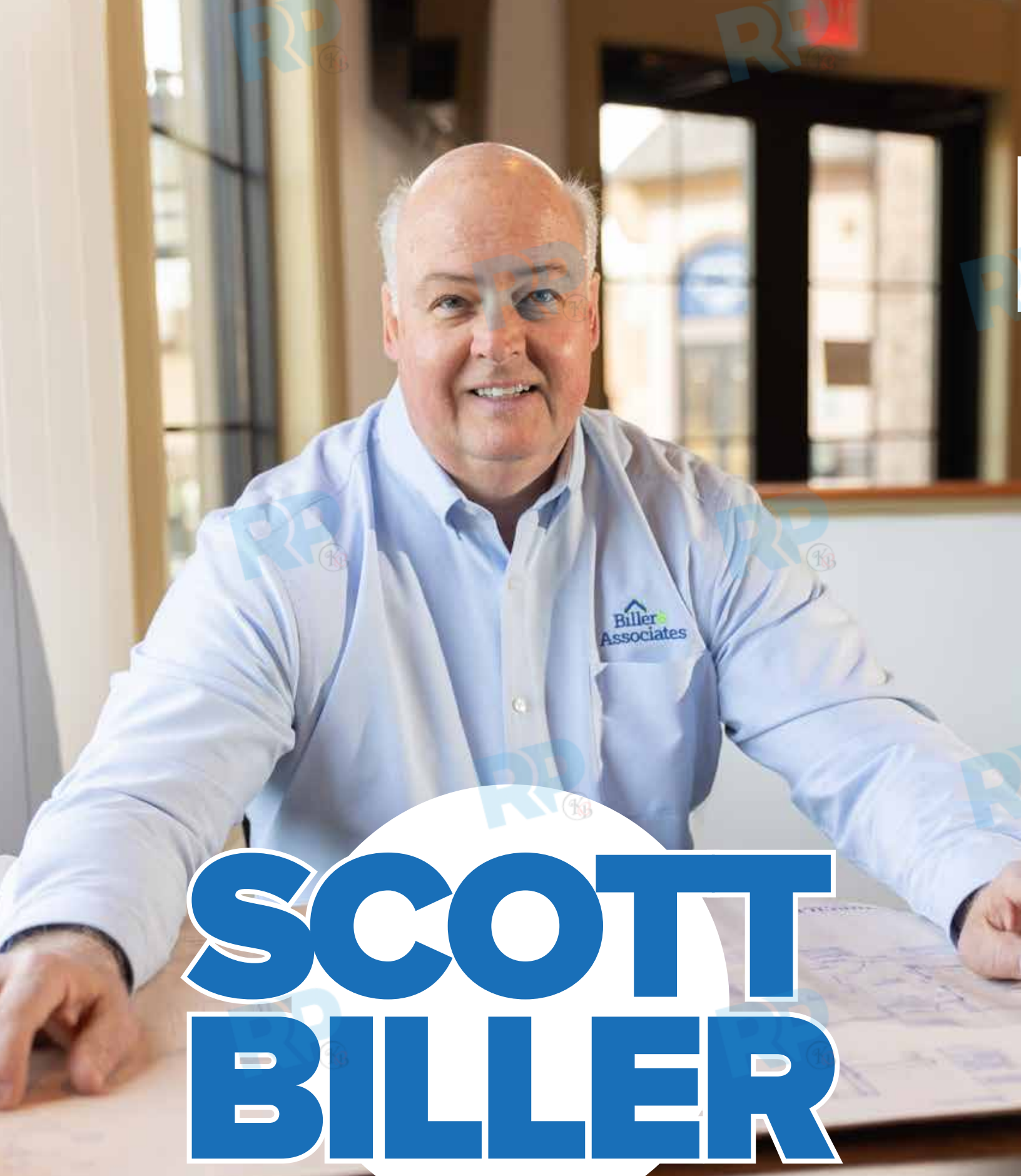


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# SCOTT BILLER

**BILLER & ASSOCIATES**

## Expert Home Inspections in Northern Virginia



▶ partner spotlight

By Holly Morgan  
Photos by Ryan Corvello

Scott Biller, owner and founder of Biller & Associates, might be the hardest-working home inspector in Northern Virginia. He doesn't have a staff or a crew to delegate the small projects or advise on the large ones. His business is a one-man operation, providing personal, superior service to every client.

Scott started his company as a general contracting business in 1995, leading the day-to-day operations in custom renovations while also working as a project manager for Freddie Mac. Balancing two careers was the impetus behind his commitment to excellence and perfection in home inspecting.

Born in Washington, D.C., but growing up in Sterling, Virginia, Scott was a bank teller throughout high school and college, taking an early interest in finance. He thought he would work at a bank after graduating from George Mason University with a degree in economics. Instead, he got a job at Freddie Mac in treasury cash management. Scott advanced through the company to become part of a project management team that created Freddie Mac's Loan Prospector Automated Underwriting Service, a system that evaluates borrower creditworthiness and determines a loan's eligibility for insurance.

After 19 years at Freddie Mac, Scott shifted to project management, consulting for the Department of Homeland Security,

Fannie Mae, Airlines Reporting Corporation, and the Federal Home Loan Banks Office of Finance. As he was gaining his wealth of corporate experience, Scott was also completing a master's degree in business administration at Averett University, as well as leadership and project manager certificates from Massachusetts Institute of Technology and Stanford University.

Scott's passion for architectural design and expertise in custom millwork led to a trim carpenter position for Woodlea Mill Estates in McLean, Virginia. His attention to detail and ability to deliver extraordinary designs impressed builders and homeowners alike, and it was then he decided to apply his years of experience in construction to helping homeowners get the benefit of one of the biggest transactions of their lives.

Biller & Associates opened for home inspections in 2018, helping Northern Virginia homeowners feel confident that they are protecting and enhancing their property. Scott knows that not all homes come complete, and he is experienced



Scott Biller, owner of Biller & Associates, still has his first car, a 1968 Chevelle SS.

...

to help with new home construction and major renovation inspection services, including pre-drywall inspections to postcompletion and warranty inspections.

In 2022, Biller & Associates became licensed for home inspections in West Virginia, expanding their existing servicing area of D.C., Maryland, and Virginia. Its portfolio of services includes both residential and commercial inspections, radon testing, and mold sampling.

When scheduling an inspection or construction consulting appointment with Biller & Associates, clients can rely on Scott's expertise, attention to detail, and availability in getting the job done. "There is no mystery to solve regarding who will perform the work," Scott says. "My goal is to help individuals understand the condition of one of their largest investments — their home or office space."

Biller & Associates is proud to be a primary source for inspections, consultations, and education. As someone who knows every step of the construction process, Scott is certified to testify as an expert in residential construction cases in the Northern Virginia area. He also is a board member at the Dulles Area Association of REALTORS® and a secretary/treasurer on the board for the NOVA chapter of the American Society of Home Inspectors, ASHI.

Scott lives in Ashburn with wife, Susan, who works in underwriting quality control at Navy Federal Credit Union. Married for 35 years, they have two adult children — Kevin, who lives in Arlington with his wife, Grace; and Lexy, a nationally ranked lacrosse player for Lindenwood University in Missouri.

As a family, they enjoy golfing, attending Lexy's lacrosse games, and



spending time with Kevin and Grace. Scott recently refurbished a 1972 Chevrolet Cheyenne pickup truck, a project he was able to do with his father and his son. He still has his first car from high school, a 1968 Chevelle SS.

Biller & Associates plans to keep pursuing excellence for its clients and strengthening relationships. "I am passionate about my role to help individuals understand the condition of one of their largest investments," Scott says. "As a result, I recognize my associates are the key to success. Providing an excellent user experience is paramount, and being recognized as a thought leader is why clients contact me to be a trusted advisor when it comes to inspecting a property's condition."

**For more information, call 571-528-6817 or visit [www.billerandassociates.com](http://www.billerandassociates.com).**





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# Cathy

POUNGMALAI



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“WHATEVER YOU DO IN LIFE, I BELIEVE YOU SHOULD DO YOUR BEST, WHETHER YOU’RE A DOCTOR, AN ENGINEER, WAITING TABLES, OR SWEEPING FLOORS,” CATHY POUNGMALAI BEGINS.

Licensed in 2001, Cathy has been thriving as a REALTOR® for over 20 years. She is passionate about providing best-in-class service and exceeding her clients’ expectations. As a listing expert, she is supported by the staging company she owns and operates, Inspired Home Design.

“We get great results for our clients,” Cathy says. “What sets me apart is my attention to staging, pricing, and getting top dollar for listings. Whenever I price a property, I get a butterfly feeling. I think it’s so important. It’s not something to be winged. And that’s why 70 percent of my listings have sold with multiple offers for over list price for almost two decades. Anyone can list a home in a hot market. Knowing how to price in any market is another thing, and I’ve done that.”

...



Cathy Pongmalai is a top producer with eXp Realty.

...

### FINDING HOME

Cathy's story begins in Thailand, where her mother met her biological father. When Cathy was 6, her mom married her stepfather, who then raised her. Cathy's childhood was like that of many military families. She moved many times and lived in places such as Alaska, Hawaii, and the Philippines, where she graduated from high school. The idea of "home" was different for Cathy than for most.

"As much as I hated leaving, I fell in love with every place I lived," Cathy reflects. "I also learned to let go — of a place, of friends — and to take a risk to find something new."

Cathy's stepdad was a great role model, teaching her a strong work ethic, honesty, integrity, and joy.

"He taught me to love what I do and to strive to improve on whatever I set my mind to," Cathy recalls.

As Cathy entered adulthood, she forged her own path forward. Love brought her to Virginia. She thought, "How can you go wrong with a state with the slogan 'Virginia is for Lovers'?" Cathy has now called Virginia home for nearly three decades.

### STAGING A SUCCESSFUL REAL ESTATE CAREER

Before Cathy developed a proven system for selling real estate, she had been developing her sales skills while selling environmental products for a network marketing company in her twenties. Later, Cathy worked evenings as a waitress, continuing her love of serving people. When a

“

**I'M PASSIONATE ABOUT TEACHING OTHER AGENTS THE POWER OF LEVERAGING HOME STAGING. I WANT TO SUPPORT OTHER AGENTS WHO WANT TO SERVICE THEIR CLIENTS AT THE HIGHEST LEVEL TO HELP THEM UNDERSTAND THE IMPORTANCE OF THINGS LIKE PROPER PREPARATION, STAGING, PRICING, AND NEGOTIATION.**

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coworker at the restaurant mentioned that a local title company was looking for help, she jumped on board, but she had no inkling that this would eventually lead to a thriving real estate career.

"When I was given that opportunity, I did my best," Cathy recalls.

Cathy's approach has been a big success in the real estate industry; she finished 2022 with over \$30 million, and closed 2020 and 2021 with between \$43 million and \$45 million, all while expanding her staging business.

Cathy's a big believer that sometimes you have to slow down to speed up, so she takes the time to work *on* her business rather than *in* her business. In 2022, her focus has been on building robust systems, growing her staging business, and after many years as a solo agent with an administrative assistant, Cathy has been developing a team of partner agents.

"I'm passionate about teaching other agents the power of leveraging home staging," Cathy says. "I want to support other agents who want to service their clients at the highest



Cathy owns and operates her own staging company, Inspired Home Design.

... level to help them understand the importance of things like proper preparation, staging, pricing, and negotiation. My goal is to grow a network of partner agents coming together to fill a void in the industry that's needed and teach other agents how to become diversified entrepreneurs. In essence, I want to share with others the valuable knowledge I have acquired through the systems I've built and the lessons I've learned along the way. Never give up on your dreams. Get started, get excited, and never quit."

Outside of work, Cathy enjoys traveling and spending time with her daughter, Mia, who is now 14. She also has a passion for gardening and personal development.

"In another lifetime, I could cultivate and own a flower field. I love plants and flowers. It's my happy place," she beams. "Each year, just like gardening, we must water and nurture our soil, learn new things, and weather the storms. Just as in life, there are seasons for growing. If we plant deep roots, our skills can flourish and can last us a lifetime. Never stop growing!"



Cathy Pongmalai with her daughter, Mia



#### FUN FACT

In the early 2000s, Cathy set out to find her biological father; she found him in 48 hours. It turned out he lived in Arlington and had been working as a Realtor and appraiser for 18 years. Apparently, real estate is in Cathy's genes.



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Real Producers Magazine Parties never have a dull moment! It was an absolute honor networking with our featured agents and top-notch partners. A very BIG thank-you to our wonderful sponsor, **Town & Country Movers**, who hosted this enjoyable event at a fabulous luxury listing at 22694 Creighton Farms Drive in Leesburg, provided by **Janet Brink of Dwellus Group**. We had such a wonderful time connecting with the best of the best!

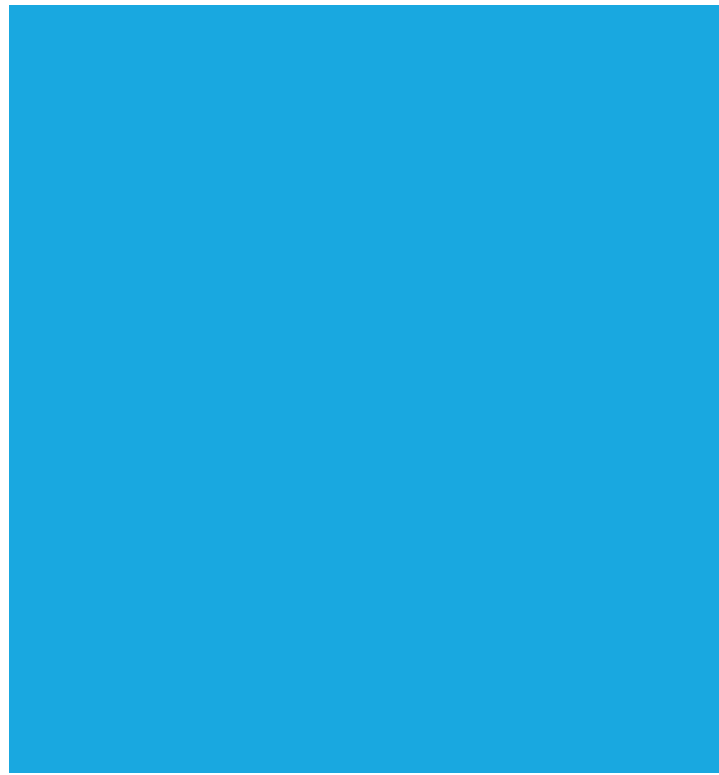
We can never express enough gratitude for our premium partners; we simply could not do what we do without your tremendous support. Thank you again for being part of our special NOVA Real Producers community. We appreciate you and can't wait to see everyone again at our next event, the **Masquerade Sneaker Ball**, coming up on **March 23rd!**

Our event photographer, **Ryan Corvello**, snapped plenty of lively moments, which you can find on our Facebook page: NOVA Real Producers Top 500. If you were one of the special attendees and have not already done so... **Be sure you join the private FB group and tag yourself and friends in the pictures!** Scan the QR code below to see the gallery!

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







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

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

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

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

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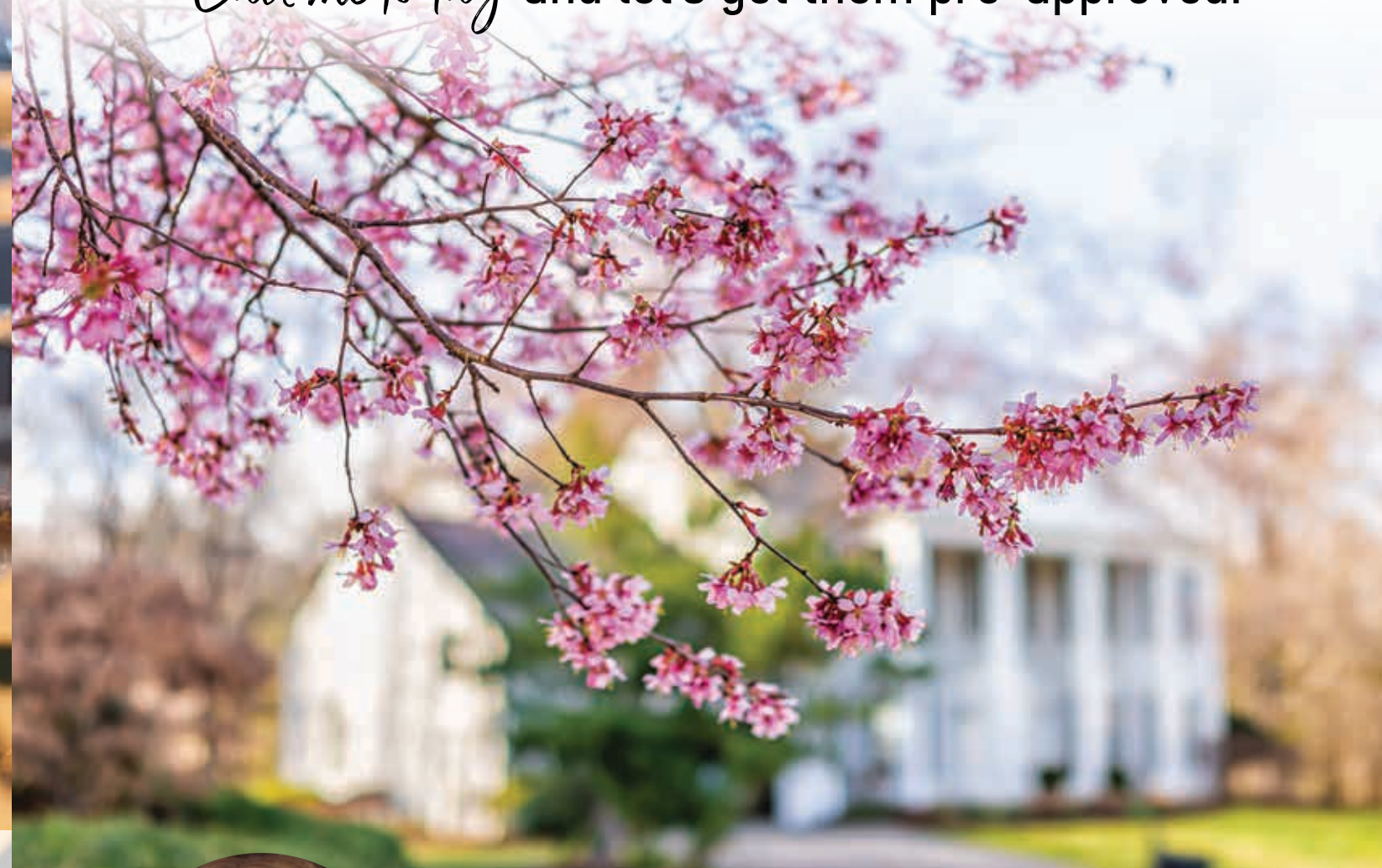
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