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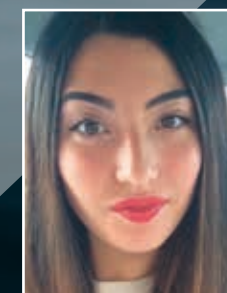
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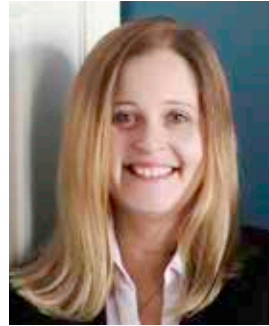
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► publisher's note

# Nurturing Your SPHERE



Dear DC Metro Real Producers,

A happy May to you, especially to all the hard-working moms out there! With Mother's Day just around the corner, take a moment to reflect on those relationships in your life you cherish the most, and which ones could be worth the time and effort to nurture a bit more.

Nurturing a sphere of influence, or SOI, is crucial for REALTORS® as it can often lead to increased referrals and repeat business. Here are some timely tips for our Top 500 community to nurture their SOI for years to come.

### Personalize your communication!

Don't underestimate the importance of personalized communication with past clients, friends, and family members — it's essential. Send them personalized messages, pick up the phone, and schedule in-person meetings to keep in touch.

### Give regular updates!

Keep your SOI updated about your professional and personal life. Share your real estate business achievements, new listings, or market updates with them on a regular basis.

### Get comfortable with social media!

Stay connected with your SOI by engaging with them on social media.

Commenting on their posts, sharing interesting content, and promoting your own real estate business are great ways to stay top of mind.

**Organize an event!** Organizing events is an excellent way to stay connected with your sphere. Consider hosting client appreciation parties, annual holiday gatherings, or community programs to build stronger, lasting relationships.

**Send a newsletter!** A monthly or quarterly newsletter can keep your SOI informed about the ever-changing real estate market, new listings, and help them stay informed. A newsletter also shows your circle that you're paying attention to market trends.

### Start a referral program!

Offer referral incentives to your SOI. This encourages them to refer you to their friends and family members who are looking to buy or sell a property if there's something in it for them too.

Using one or more of these tips with your SOI is a great long-term investment that can really pay off BIG down the road in the form of referrals and repeat business!!

Thank you to all who came out in late March and joined us at our first-ever

Masquerade Sneaker Ball! We had an amazing time! Check out the photos on page 24 and on our social media and be sure to tag yourself and your friends! We're looking forward to seeing you all soon at our next event. Keep an eye on your inbox for your exclusive invitation, coming soon!

This month, we're pleased that preferred partners **Primary Residential Mortgage** and **Curds & Cuts** have joined the DC Metro Real Producers family. Welcome!

Happy Mother's Day, DC Metro Real Producers!



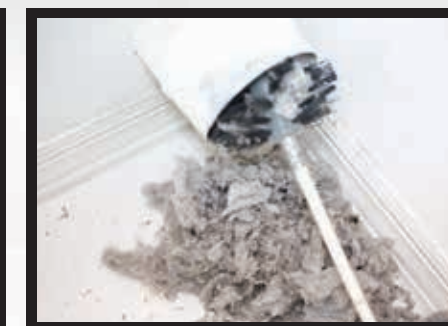
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# What is your funniest high school memory?



**ERIK WILLIAMS**  
Keller Williams Realty Centre

I almost passed out in athletics. It was weight lifting, and I almost passed out and went to the nurse's office.



**LESLIE BACKOFF**  
TTR Sotheby's International Realty

I graduated in 2010 from the area of the flash mob, so my senior prank was a flash mob. It definitely wasn't a surprise since we had to tell the admin and none of us knew how to dance. It's just cringey.



**CARMEN FONTECILLA**  
Compass

We had a little hill we used to run down instead of using the stairs, and we also wore jumpsuits. One time, a girl was falling down the hill and grabbed my skirt to hold onto. She ended up pulling my skirt completely off, rolling down the hill with it in her hands.



**MICHAEL HARGREAVES**  
TTR Sotheby's International Realty

I was in German club, and we'd beat everyone. We were at a high school dance and we thought we were so cool, making complete fools of ourselves because we were complete nerds.



**ROBY THOMPSON**  
Long & Foster Real Estate

Going to the Grateful Dead show for our senior trip!



**MEGAN CONWAY**  
Compass

My husband and I started dating in high school and his ex-girlfriend threatened to harm me physically when he broke up with her to date me!



**ANNALISA CARTER**  
Keller Williams Preferred Properties

I went to a school called a "school without walls," and the idea was, you can learn outside of the classroom. I'd learn in museums and different universities. We were a very liberal school and they would help us fight for different social issues. We, as a class, decided we would leave the school for who knows what, and it was a MESS. We were crawling out windows and creeping out, and after that, we made a community to actually organize it. We'd be running out saying, "WHERE are we going?!" And we all somehow met at a community pool.



**KEITH JAMES**  
Keller Williams Capital Properties

Dropping like 40 points in a high school basketball game.



**ARINA VOZNESENSKAYA**  
Long & Foster Real Estate

Coming to the United States and not really speaking a lot of English made for a lot of fun stories!



**LUIS SOLANO**  
Compass

I was a part of a group of seven girls, and I was the only guy. There's a song in Spanish that says "Seven Crazy Ladies and One Guy." We all felt that this should be our own song and would always sing and dance around to it!



**MELISSA EBONG**  
Keller Williams Capital Properties

The car breaking down on the way to prom and having to get my boyfriend's mom to pick us up to take us to prom.



**DONNY SAMSON**  
Samson Properties

Funniest high school memory is probably when we were playing our rival in varsity baseball. I was so fired up in the dugout and cheering that I got light-headed and "passed out in the on-deck net." I think my friends have exaggerated it a little overtime... But that's the story, as they tell it.



**DANIEL SCHULER**  
Compass

Getting stink-bombed on Freshman Friday the first week of school and having to spend the rest of the day in class essentially shirtless because the smell was absolutely horrible. Nothing is more welcoming in high school, as a freshman, than walking around shirtless with a backpack on!



**DAWN FRATTARELLI**  
Town & Country Movers

Back in the day, during gym class, boys were lined up on one side of the gym and girls on the other. On this particular day, everyone was asked to line up after gymnastics. A boy I had a crush on was in the line. Not paying attention while jogging into the girls line, I tripped on the mat and went sliding across the gym floor. Complete silence... Everyone looking at me splayed out on the gym floor. Mortified then, but funny now.

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# Condominium

## Limited Common Elements

Condominium real estate transactions involve the purchase and sale of individual units within the building. These units would consist of the four walls, the floor, the ceiling, and everything in between. Less well understood are additional items known as “limited common elements” (LCEs). These are items legally owned by the condominium association but reserved for the exclusive use of one or more of the individual units. These are most commonly balconies, roof decks, and parking and storage spaces. Balconies and private roof decks are often reserved as LCEs instead of being included as part of the attached unit so the association can require the unit owner to make repairs, and to enforce a consistent aesthetic in the building. Parking and

storage spaces are the most common LCEs encountered in D.C. contracts.

Alternately, the condominium developer could choose to “separately deed” the parking and storage. In this scenario, parking and storage would be assigned their own tax ID number and they would thereafter be referred to as “units” instead of “spaces.” These units would be transferred by their own deeds and would otherwise be treated like any other unit in the building, except they would not be used for habitable purposes.

Should the developer choose to designate parking and storage as LCEs, they would not have their own tax ID numbers. The spaces would exist within an established square but

would not have their own lot numbers. Unit owners would pay a single real property tax bill, and the assessment for their units would include their assigned LCEs.

An LCE comes into existence by being identified in the condominium declaration that will be recorded in the land records (e.g., “Seven LCE parking spaces exist.”). There are then three ways those LCEs may be assigned to a particular unit. In the first option, the declaration expressly makes the assignment (e.g., “Parking space 2 belongs to unit 2.”). In the second option, the declaration states that the developer will file an amendment to the declaration identifying which LCEs will belong to each unit. The declaration may also simply state

that the spaces are “to be assigned,” in which case an amendment to the declaration is required to be recorded to accomplish the assignment of the spaces. In the third option, the declaration states the spaces will be assigned in the conveyance of the first deed from the developer. In this scenario, the LCE will be identified specifically in the legal description of the first deed transferring the condominium unit. The LCE should not appear in any subsequent deed in the chain of title. The LCE is included in the first deed solely because the declaration requires it. Once

assigned, those spaces, for all intents and purposes, are irrevocably tied to their units unless the association later amends the declaration.

Unlike a unit, LCEs are not insured under title insurance policies. LCEs are owned by the association. They are exclusive rights of use under the declaration and are not real property. Title insurance coverage extends only to real property and not to personal property or rights.

It is permissible for LCEs to be swapped out or sold between different

units. These transfers are not accomplished by deeds. Instead, they are accomplished by recording an amendment to the declaration, which first requires the review and approval of the association’s board of directors.

Please note that there are jurisdictional differences in how condominium LCEs are handled across different states and you should consult a local real estate professional for advice. For additional information regarding D.C. condominiums, please reference the District of Columbia Condominium Act §42-1901.01 et seq.



Jeff Darrah is a licensed real estate attorney with District Title, part of the MBH Settlement Group, which has a specialization in condo conversions and other investor transactions. When not at the closing table, you will likely find Jeff volunteering for his local foundation focused on the preservation of historic buildings and open spaces.

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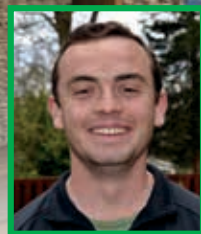
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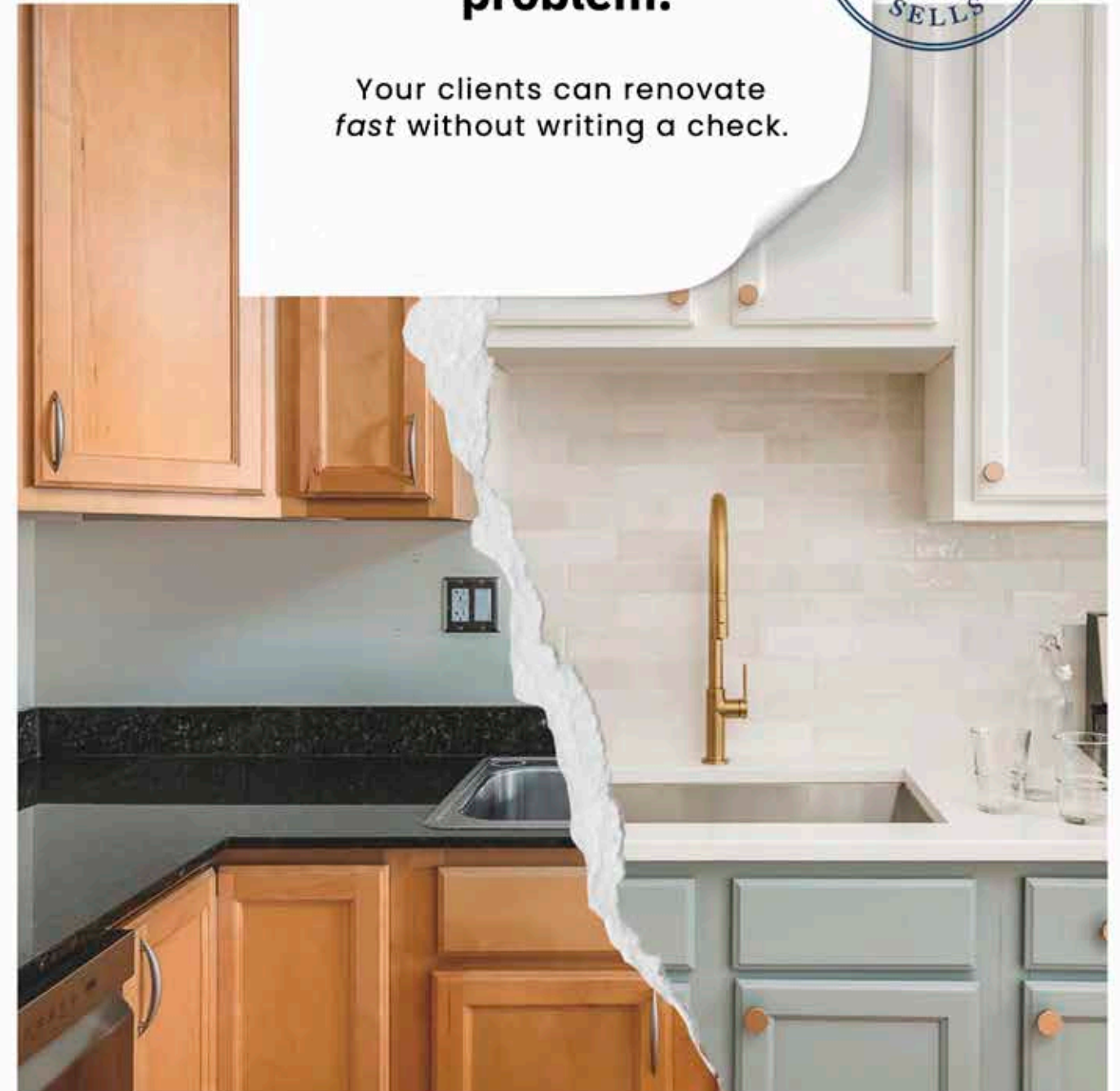
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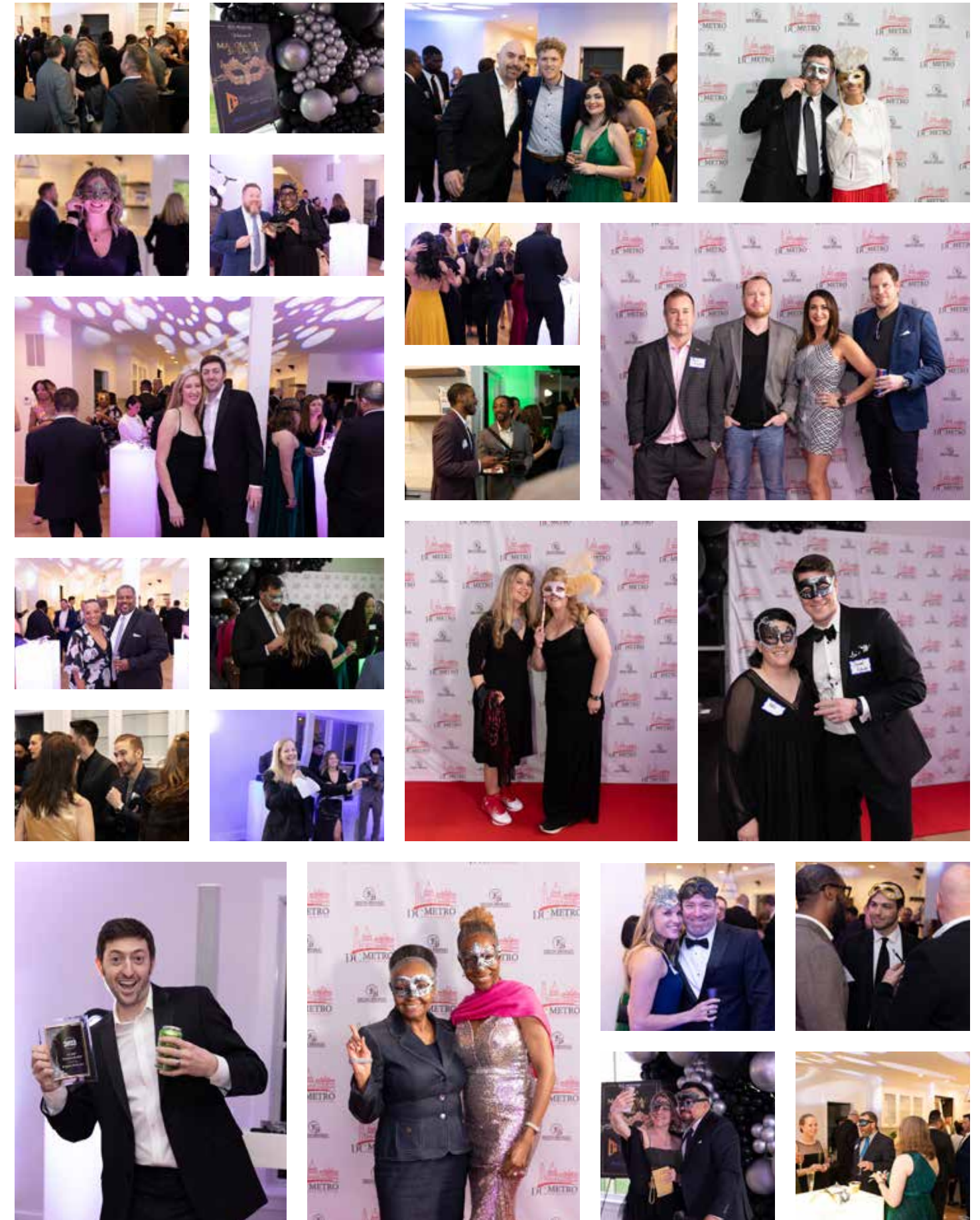
Our Masquerade Sneaker Ball event at 7704 Holiday Terrace, in Bethesda, Maryland, was a big HIT (shout-out to **Andres Serafini** of The Washingtonian Group for the gorgeous property!). Thank you to our community who joined in on the fun!

A special thank-you to our valued sponsors: **Beautiful Home Services** and **Moyer & Sons Moving**. To our partners: **Ryan Corvello Photography**, **HD Bros** — this

event's success was made possible because of you! Thank you to Yelina of **Curds & Cuts**, who provided the delicious food for the evening. Another big thank-you to the amazing DJ team from **Gold Event Group** and for the beautiful decorations from **Popped by Dominique**.

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






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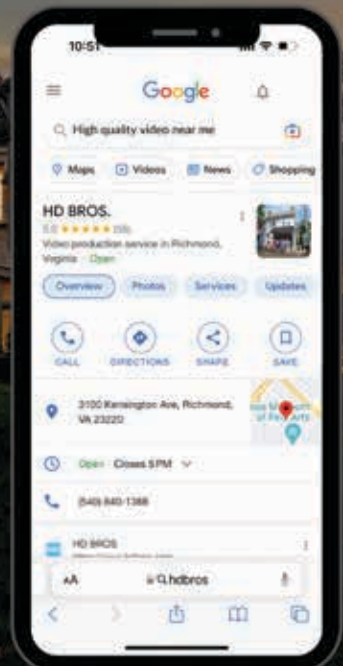

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“We pride ourselves on being a solutions company. A lot of home inspectors like to find problems. **We try to offer solutions.**”

The ProTec Inspection Services team (Photo by Dorin Lawless)

“With ProTec Inspection Services, you have a partner on your side who carries that same, tireless approach into their work with you and your clients,” notes Michelle.

**Sharing the Same Path in Life and Business**

Michelle Hopkin and her husband, Rob, head the business, along with their leadership team that includes a general manager, director of services and director of operations.

For them, the mission in their work is straightforward.

As Michelle says, “We take the role that we have in this process very seriously ... and that is to help people understand the property that they’re buying.”

**Reliable Resource**

Those who work with Michelle, Rob, and the team find a true resource.

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“We pride ourselves on being a solutions company. A lot of home inspectors like to find problems. We try to offer solutions — who to call, what to do, and how to go about rectifying the situation. That’s all about reducing the friction in the transaction.”

ProTec also offers infrared scanning on every inspection, in addition to drones wherever possible.

**Growing Success**

Today, ProTec Inspection Services is the largest home inspection company in the mid-Atlantic region, with inspections carried out in Washington, D.C., Virginia, Maryland, Pennsylvania, and New Jersey.

Teamwork is an essential part of achieving success, and a big part of that is the bond that Michelle, Rob, and the team enjoy with their REALTOR® partners.

“Our mission is to make the Realtors look good. We work with most of the top Realtors in the region. That’s our focus ... doing what we can to make them look good,” Rob points out. “We understand when someone recommends us, that it is a reflection on them. We honor that by doing the best job we can. We want to go beyond what is expected.”

**Like Family**

There is a true family feel at ProTec Inspection Services. In fact, at one point, there were 13 family members who were part of the team.

“In addition, we also have a lot of families who work here — sisters and brothers and those who bring their best friends in,” Michelle explains. “We have a great culture. We want everyone to be partners and not employees.”

In their free time, Rob and Michelle like to stay active. Michelle enjoys hiking and walking their dogs. Rob has a passion for playing golf. Together, they look forward to time by their pool with family.

In addition, Rob and Michelle give back to the industry they love by coaching 300 inspection companies around the country to run their own businesses.

“When you need a partner who will do their best to educate your clients and inform their decisions, look to ProTec Inspection Services,” Michelle concludes.

For more information, visit ProTec Inspection Services at [www.protec-inspections.com](http://www.protec-inspections.com).



Photo by Ryan Corvello



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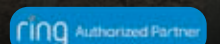
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# Lindsay Lucas



## ▶ agent spotlight

By Cory Templeton  
Photos by Ryan Corvello

## Finding Dream Homes

Chevy Chase, Maryland-based REALTOR® Lindsay Lucas' professional accolades speak for themselves. Since becoming a full-time agent in 2010, Lindsay has been consistently recognized in Washingtonian Magazine's "Top Agents," and has been featured multiple times as a Top Producer in Bethesda Magazine.

Lindsay was also promoted to senior vice president at Compass, based on her sales volume of more than \$40 million in 2022.

### It All Started with a Starbucks

Born and raised in Potomac, Maryland, Lindsay has always had a unique passion for looking at the wide variety of home designs in the area. Her love for — and eventual career in — real estate started with some special one-on-one moments with her father at a Starbucks in the Potomac Village area years ago.

Lindsay and her father would frequently go out to dinner in the area. Afterward, she would beg him to take her to the local

Starbucks for her favorite treat — hot cocoa with extra whipped cream.

"I would then have him drive through a new neighborhood every night. I was fascinated by the exterior of homes and loved seeing new designs," Lindsay recalls. "For Christmas, he would take a picture of my current favorite home and wrap it up and put it under the tree."

### An Authentic, Original, Passionate Approach to Real Estate

Lindsay eventually left the area to attend college at the University of Richmond, where she earned her degree in business administration. But she always knew she'd come back home.

Shortly after graduation, Lucas returned to the D.C. metro area to work at a large private equity firm in Washington, D.C., and at her family's insurance agency for a short stint.



But Lindsay's passion for the homes in the area never wavered, which is why she dove into real estate full-time back in 2010.

Today, Lindsay prides herself on helping people find their own version of their dream home throughout the many diverse communities in the area. In addition to her extensive knowledge of the many established areas she's had her eyes on since her youth, Lindsay has also cultivated extensive knowledge of the ever-changing landscape of new construction, thanks to the relationships she has forged with builders across the city — something she learned through her experience with building her own custom home in the area.

"I love helping people find their next home. There is always a reason why people are looking for a new home," says Lindsay. "Whether it's a job relocation, expanding their family, or simply downsizing, I love each reason and each person. But most of all, I love finding their next home and helping them get to the next chapter in their life."

Lindsay's lifelong passion for homes isn't just about the architecture or what's on the outside. For her, it's also about helping her clients find the right space to have lifelong memories — something she finds most fulfilling about being a Realtor.

"I love my home and I love decorating. I love hosting friends over and gathering. I love having a place that houses my family's and my friends' memories. My goal is to also help families envision this and to find their own home that is filled with love and



Lindsay Lucas is a senior vice president at Compass.

laughter," Lindsay says. "It's so gratifying to help people get to their next chapter of life, whatever that may be."

When asked how she balances her expansive real estate career and her personal life, without hesitation, Lindsay notes that she lives by this famous quote by author Mark Twain: "Find a job you enjoy doing, and you will never have to work a day in your life." It's a mantra that motivates her with every client she has, and something she would tell any up-and-coming agent to also be mindful of too.

In addition to being one of the top real estate experts in the area, Lindsay can be found spending time with her two sons, playing tennis, and giving back to her community through her position on the Sibley Hospital Young Professionals Board and her children's school.



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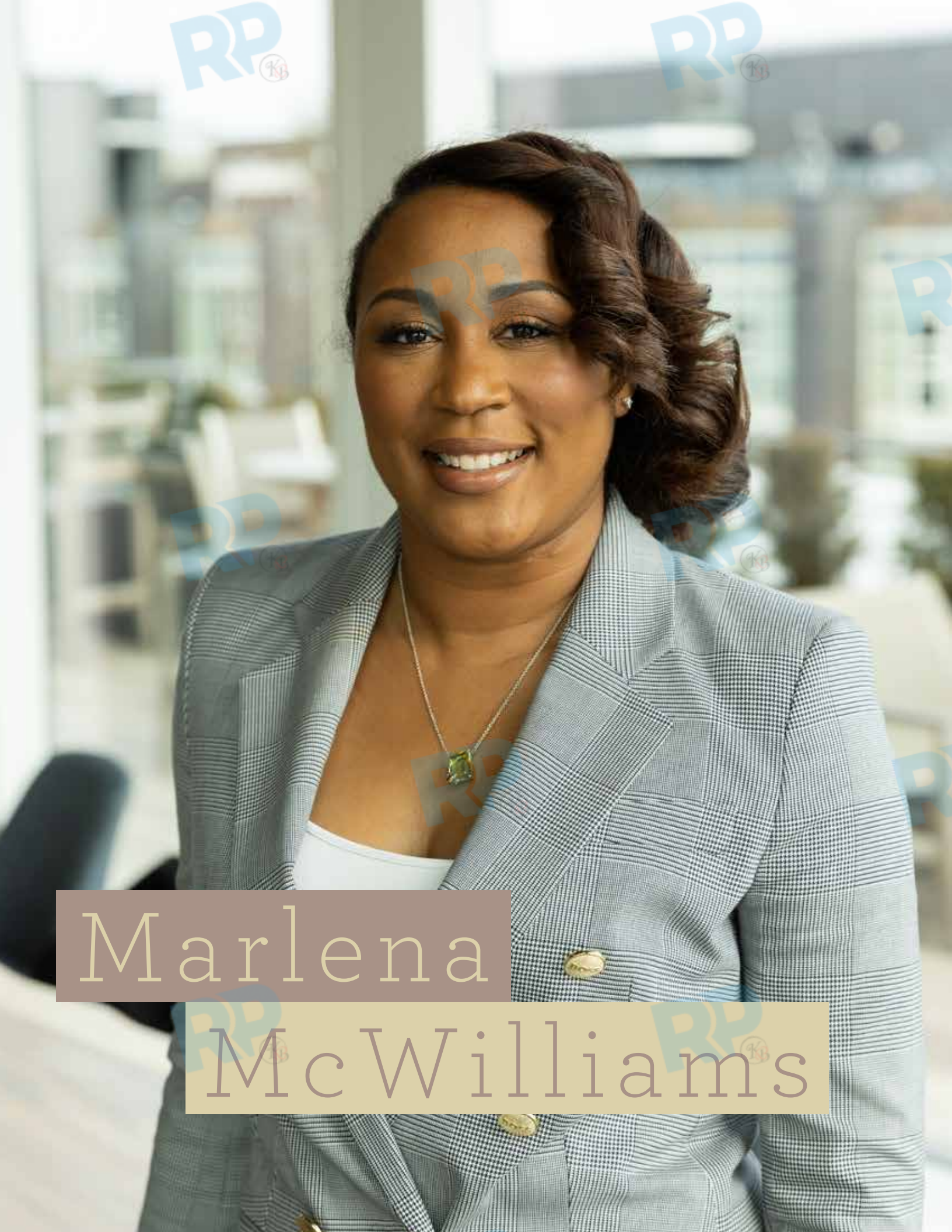
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# Marlena McWilliams



## Family First

► rising star | By Jim Shilander  
Photos by Ryan Corvello

Marlena McWilliams remembers the exact moment she decided real estate was her true calling.

After years of working for firms like Lockheed Martin and other government contractors in finance, while owning investment properties on the side, Marlena began helping friends, family, and neighbors with their home searches, putting her knowledge of finance to work yet again.

“I had an older woman that I helped,” Marlena says. “She never thought that she could own. She just didn’t think that was in her purview. I helped her secure a nice townhouse — and seeing her cry at the closing was life changing. You know, when you’re in government, I had some of my budgets end up on the

president’s desk. But they never met me. Being able to touch, feel, and essentially see your direct effect on helping somebody accomplish the American dream ... it was life changing.”

While she was licensed in 2013, Marlena didn’t go full-time until 2019. Before making her career change, she had an accomplished career at Lockheed. However, her family’s ties to real estate (her father owns an appraisal company in Colorado) and the desire to help others led her to finally make the change.

“We like to say we’re building generational wealth, brick by brick, for individuals. We want to teach them not just how to purchase a home and live in it, but how to maintain it.”

Marlena now manages the Mascotti & Company Keller Williams team in northeast D.C. and has four agents working under her, along with three back-office personnel. The company, named after her grandmother, had approximately \$30 million in sales last year with 70 transactions.

Marlena hopes to use her platform at Mascotti as a way to help others. She notes she’s worked hard to create a culture that encourages a sense of entrepreneurship on her team, even among interns.

Her office participates in a Breast Cancer Awareness walk each year, as well as a similar autism event. Mascotti also hosts annual Easter egg hunts and Christmas events, along



“People have named me the ‘pitbull in a skirt,’ in the industry,” Marlena says. “Because I can negotiate really hard, but I’m still nice.”

“My mother told me when I first started, ‘You know, we don’t try to put anybody in the house that we wouldn’t buy ourselves, or where we wouldn’t live in on our own.’”

Marlena McWilliams leads the Mascotti & Company team at Keller Williams Capital Properties.

with regular volunteer work at soup kitchens, neighborhood cleanups, and other charitable opportunities. On a personal level, Marlena also coaches her son, Isaiah’s, basketball team.

“We treat every client like an extension of our family; we provide value, and then we repeat,” Marlena explains. “I think the familial feeling we have with everybody is what sets us apart.”

of the process, as well as the things they’ll need when they’re in their new space. “It’s all about creating an experience for clients where they want to become a part of your business for a long time,” she explains.

“It’s been a good thing to be able to positively affect other people’s lives,” Marlena smiles.

That extends to educational efforts, as well, especially for first-time buyers, Marlena points out. Her team has created materials to make sure new buyers know all the ins and outs

“You really realize we’re here to love and to be loved and to create those relationships,” Marlena concludes. And that’s why I fell in love in real estate. That’s what it’s about — relationships.”

Growing up in a family of strivers, Marlena credits her mother with wrangling a group of siblings who were “all chiefs, no Indians.”

“My mother was very strong,” Marlena notes. “She taught me to be as such, and very early on, she put me in those immersion programs that, when you’re a kid, you hate going to, but as you’re older, you realize how much you appreciate them.”

That experience, Marlena recalls, has encouraged her to keep up the effort with her clientele.



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▶ cover story

By Zachary Cohen  
Photos by Ryan Corvello

# MARGIE HALEM

FAMILY IS EVERYTHING



Margie Halem is the founding agent of Compass Bethesda and leads The Halem Group.



Margie Halem's professional dreams began with an aspiration to help others. She studied criminology at Penn State University in the early '80s, hoping to use her degree to work with troubled children. Soon after graduation, when Margie was 22, a new door opened to allow her to serve others in a way she hadn't imagined.



The Halem Group (front row: Janet Pitt, Margie Halem, Harrison Halem, Courtney Halem; back row: Matt Gloger, Benjamin Pate, Elizabeth Meltzer. Not pictured: Ashley Townsend, Lori Silverman)

It's all about the people I meet.  
I'VE BUILT LIFELONG RELATIONSHIPS.

"My older sister was working in D.C. for a small boutique company on M Street in Georgetown. The two women that owned the company needed someone to fill my sister's shoes as an assistant as she went on to become an agent, and they suggested I work for them," Margie reflects.

Margie moved to D.C. in 1985 to begin her real estate career. After six months, she was licensed, launching what has now become a nearly 40-year career.

**It's All About the Relationships**

Today, Margie leads The Halem Group of Compass, a group of eight agents, including her son Harrison Halem, her daughter-in-law Courtney Halem, her

sister Lori Silverman, her longtime family friends Elizabeth Meltzer and Matthew Gloger, her neighbor Janet Pitt, and her operations manager of nine years Ashley Townsend. The team's career sales are impressive, exceeding \$1 billion.

Margie is the founding agent of Compass Bethesda and is the D.C./Maryland representative for Compass's Private Client Network, an unrivaled network of top real estate professionals that operates in over 70 luxury markets across the country. Margie was also named a Top Vote Recipient in Bethesda Magazine's "Best of Bethesda" every year since 2010 and was selected as readers' choice for "Best Real Estate Agent" in 2022.

What's kept Margie in the business for so long are the relationships she's built along the way.



Margie Halem's son Harrison and daughter-in-law Courtney with grandchildren Addison and Ryan.

"It's all about the people I meet... I've built lifelong relationships. I continue to enjoy the extended family I have, which includes my clients, colleagues, and team-mates," Margie says.

The early part of Margie's real estate career coincided with her time as a young mom of three energetic boys. Now, she's entered a new stage of life as a grandmother; her three sons are 33, 33, and 29, and they've blessed her with two daughters-in-law and three grandchildren under the age of two. She's been married to her husband, Mitch, for 36 years.

"We are super close. Family is everything to me," Margie beams.

**Mom & REALTOR®**

As a real estate veteran and mom, Margie has a unique perspective on what it takes to build a business and be a standout parent. She begins with humility, which propels her to be the best she can be.

"As a Realtor, you are pulled in many directions," Margie offers. "Back then, it was even harder without cell phones and email. When I started in the business, I was home with my children, and I'd put them to bed and then go back out to work until 11:00 p.m. if I needed to write a contract. Thankfully, I had the incredible support of my husband. When my kids were really young, my parents and sisters were hands-on with my kids. I had a ton of support, but my kids were always my priority."



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- Ability to close home purchases in as little as 14 days
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<sup>1</sup> Source: [www.scotsmanguide.com/rankings/top-women-originators/2022/top-volume](http://www.scotsmanguide.com/rankings/top-women-originators/2022/top-volume)  
<sup>2</sup> Source: [www.zillow.com/lender-profile/MelissaRich1/](http://www.zillow.com/lender-profile/MelissaRich1/)

Contact Melissa anytime with your home financing needs.



**Melissa Rich**

NMLS ID #1124764

SVP of Residential Lending

O: 202-768-7131

M: 703-927-2626

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By Shauna Bryant, National Editor



1. Dedicated dining rooms 2. Sustainability 3. Natural stone finishes 4. Vintage furniture 5. Statement lamps  
6. Maximalist rugs 7. Performance fabrics 8. Warm woods 9. Micro luxury 10. Jewel box laundry rooms

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# TOP 250 STANDINGS

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

RANK	NAME	OFFICE	SELLING #	SELLING \$	BUYING #	BUYING \$	SALES	TOTAL \$
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From Left to Right: Andrea Gilchrist, Jordan Dobbs, Rachel Needle and Mickey Waggoner



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