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Ellen Buchanan
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Wendy Ross
Operations Manager



Jaime Lane
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▶ publisher's note

Nurturing Your SPHERE



Dear Real Producers of Richmond,

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 new listings, the ever-changing real estate market, 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 18 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!

Happy Mother's Day,
Richmond!



Kristin Brindley
Owner/Publisher
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▶▶ we ask...you tell!

What is your funniest high school memory?



TATIANA BALANDIN
Long & Foster REALTORS

When we took a group tour to St. Petersburg. Huge case of beer at the school.



CHRIS ELLIOTT
Action Real Estate

I bumped a car slightly when I was backing out of my driveway and the neighbor called the cops. They stuck me in a cop car in front of the high school.



WENDY ROSS
Kristin Brindley Team

I had a clothing class right before the school daycare would open each day (young kids would be dropped off so students could practice for early childhood education). I didn't like kids back then... There was a large sandbox in the room, and I used to bury and hide all the sand toys so they couldn't find them.



ANNA CATHERINE LAKE
Shaheen, Ruth, Martin & Fonville Real Estate

I was in biology class and wondered if this little electric socket would just impact our room right now or the whole upstairs power. So I stuck my tweezers in it ... and luckily had on rubber-soled boots. It took out the power for the entire school, and we got to go home early because the school was worried it was a major electrical issue.



ALINA ASAD
Keller Williams Richmond West

I was a "hostelite student," living in dorms. We made our own rules and would boss the other kids around!



JESSICA WELLAR
Kristin Brindley Team

Not funny at the time, but in retrospect, my funniest memory was getting canned from McDonald's in 11th grade with a 'McPink slip' after 30 days for not being perky enough about my fry girl duties... My fledgling career (and self-esteem) could only go uphill after that! LOL



BRADLEY GAMLIN
Advanced Home Inspection

I stood on the table at lunch with a friend and rapped the entire song "Rappers Delight" and got the whole cafeteria cheering before the teachers made us get down.



ELLEN BUCHANAN
Richmond Real Producers

I've worn glasses since the 3rd grade. In high school, when we were all horribly self-conscious, I wanted to look cuter, so I took them off and approached a group of boys who were friends with the boy I had a crush on. I asked, "Have you seen (him)?" And to my horror, he was standing right there with them. (Face palm!)

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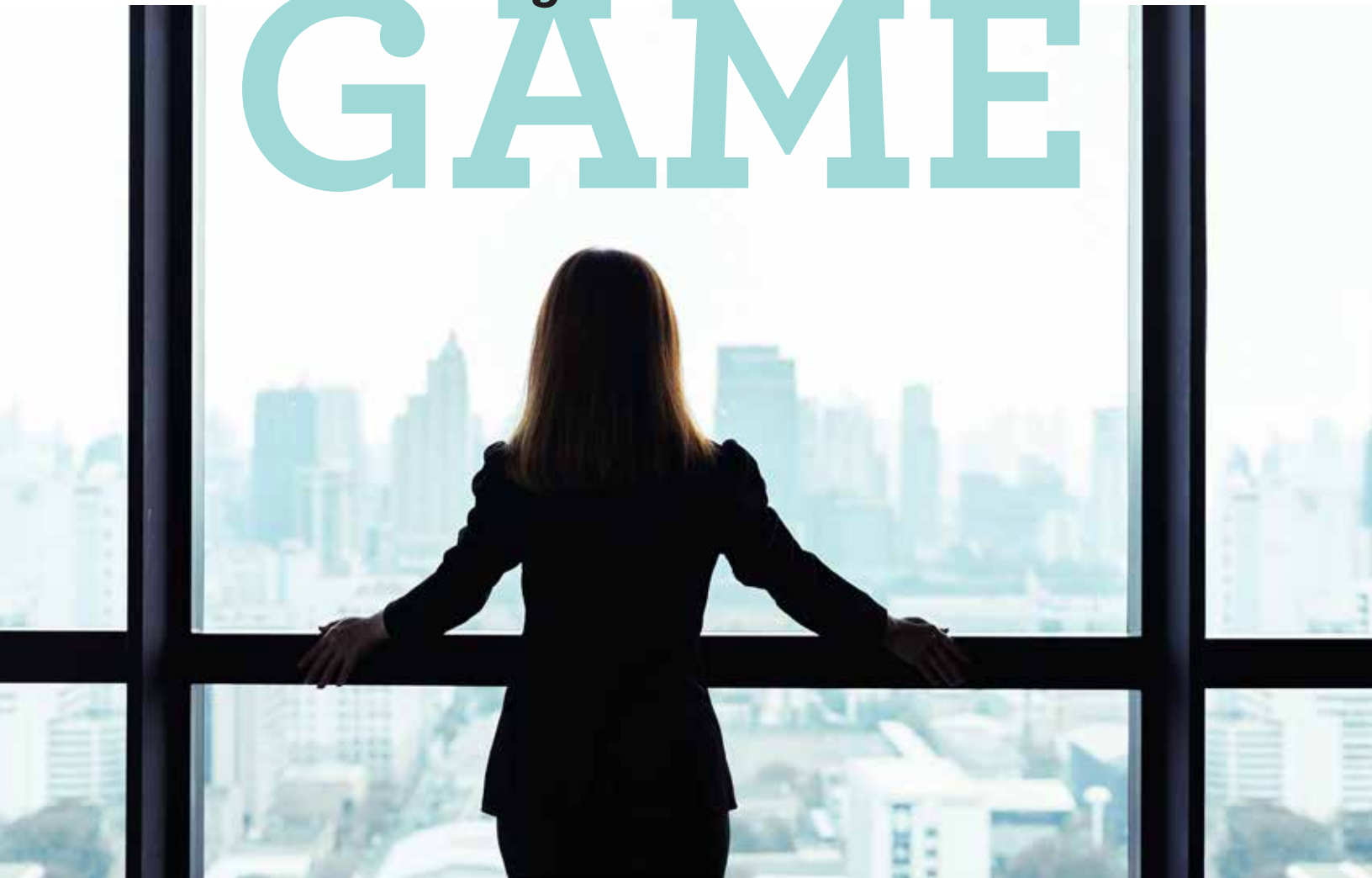


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get in the GAME



► coaching corner | By Mary Garner DeVoe

The barrage of messages bombarding us can seem like heavy traffic and honking horns is taking place in our heads. Interest rates, inflation, recession — these are just a few of the concerns challenging our clarity. The noise causes our thoughts to collide.

Then, add the worries about what to feed the family tonight, preparing for the listing appointment, filing taxes, getting the car inspected (who has time for that?), and a tightening real estate market. I can feel the anxiety mounting just writing about it!

BREATHE. Take a few slow and deep breaths. Decide to step away from the clamor for a moment and get clarity. (You may remember in an earlier column we discussed perspective.) We must *pause* in order to assess our situation and make purposeful decisions.

Get FOCUSED. Get INTENTIONAL. Get real about FINDING SOLUTIONS. The first step is to determine what we can and can't control. And we still have power in how we respond to things beyond our control! The

key is to respond and not to react. This requires **FOCUS**. And we must determine who we are as professionals. Decide what kind of agent and fiduciary you choose to be. Then, be **INTENTIONAL** in making sure that your actions align with that vision.

Having a real estate sales business is work. Servicing buyers and sellers is demanding, and that's why we get paid to do it! If real estate sales were simple and problems never happened, then no one would need us. Embrace the opportunity to sharpen your skills

and raise your level of expertise and service. Go **FIND SOLUTIONS!** This will require scratching below the surface, digging deeper. Put another way, you will have to play offense, not defense. Winning requires planning, preparation, and execution. Shake the bushes and find what you need!

For instance, we cannot control the economy or interest rates, but we can make sure that we have lenders who are problem solvers and can offer numerous loan products to our clients. We must have lenders who can analyze a client's situation, provide the best options for them, and focus on a comfortable monthly payment rather than an interest rate.

With inventory still tight, we cannot simply rely on what is available in the MLS for our buyers. (And I am not talking about mailing a letter to a neighborhood, although that is better than nothing.) Which agents are active in the area or type of housing your client wants? Call them and tell them what you are looking for. Ask them who might be thinking about selling or would consider selling. Shake the bushes! Putting together an "off-market" sale takes some work, but you will reap benefits with your clients and with your colleagues.

Call your clients and sphere of influence. Ask who they know that

may be considering buying or selling real estate. Tell them you are working to generate business! They will be flattered that you think enough of them to ask for their advice. And they will appreciate the fact that you understand the market and are digging for inventory for your clients. Who wouldn't want an agent like that working for them?

Do you have a listing coming and are concerned about how quickly it will move? Call other active agents and ask them to take a look at it. Tell them you want them to know about it firsthand. This kind of networking and collaboration will be a game changer for you. You will know more and have better relationships with co-op agents.

We Can Control BEING PRESENT. Whatever you are doing is the result of a choice, so be purposeful about your choices and decisions. When you are with someone, you must be present. There are tremendous benefits to giving someone undivided attention and focusing on them. It is a gift people are not often given, and they yearn for it.

People feel important and respected when they know they have our attention, and it distinguishes us. Ask great questions and then **LISTEN**. We hear and learn far more when we

are present. Connected communication will save us time and improve the quality of our relationships. This does mean your phone is silent and out of sight. Also, beware of your Apple watch!

Know YOUR MARKET. Read the local business journals and reports. You must know what is going on in your industry and community! What new developments are being proposed? What commercial projects are happening? What businesses are expanding or departing?

Know your market stats — absorption rate, average price, what price points and areas are in highest demand. To be a trusted advisor and an expert, you don't have to know all the answers, but you do need to be able to speak with knowledge about your business.

We are in a real estate market that is not for the faint of heart. Now is the time for sharpening skills and knowledge. Take classes, attend workshops, mastermind with other REALTORS®, read books to improve your mindset and habits. Get off the bench and play offense!

Continue this conversation by following me on Facebook at Mary Garner DeVoe, Business Coach & Trainer.



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.



HOW TO HANDLE A NAUGHTY NEIGHBOR

Do you have a client that wants to sell their house but their neighbor is the proverbial pain in the \$%^&?&?

A nuisance occurs when a property owner engages in an activity that significantly interferes with the use or enjoyment of another's property, or that affects the health, safety, welfare, or comfort of the public at large. Generally, a nuisance that violates an individual's right to quiet enjoyment is referred to as a private nuisance, while a nuisance that affects the health and safety of more than one person is known as a public nuisance. Nuisance actions can involve unpleasant smells, sounds, or other hazards that disturb the lives of surrounding property owners.

In Virginia, you can proceed on an action for damages for the nuisance, in addition to asking the court to issue an injunction to stop it. The landowner is not limited to just diminution of their land value, but could be entitled to compensatory damages. In some cases, the court can even award punitive damages (damages that are solely calculated to punish the guilty party). This gives them great leverage in convincing the offending neighbor to change their behavior prior to filing suit.

A common example is the pollution of a shared waterway. It could be a common-area pond or a flowing river, but if a neighbor is polluting the water, then an action may be appropriate.

Some other examples are drug use, disorderly/lewd conduct and barking dogs. These are not things that the client must endure. Virginia courts have been willing to have dogs removed from premises and have

even upheld a property owner's right to protect his own property through the use of force against a neighbor's domestic animals that have attacked their livestock.

Often, a client will complain of an encroaching tree. These offending, woody perennials have the nerve to drop sap, seeds, branches, and all other forms of detritus on a neighboring property. Keep in mind, you can always cut the tree or shrub back to your property line. However, one must be careful not to cut past the line or kill the tree. If the nuisance arises to the level where the encroaching tree is actively causing harm to the adjoining property, then the court will find that the neighbor has a duty to remove the offending roots or branches, or even remove the tree in its entirety. The Supreme Court has not extended the responsibility for compensatory damages for property damages to personal injuries as a result of a falling tree.

Some courts have found that the failure to properly maintain a building may present a claim for public nuisance. This claim may be warranted in instances where there is no proper drainage or the building is showing signs of structural failure. This means that the homeowner has another option instead of just asking the local government to address the neglected structure.

Some neighbors are just too loud. This has been recognized by the Supreme Court as a basis for a nuisance claim. Just be prepared to have an expert on hand to record the decibel level, in addition to providing physical evidence.

There are also several local ordinances in each jurisdiction that will afford a remedy. Some will provide decibel levels that will assist in any private action. Because each county is different, the client should consult with a local real estate attorney about the governing law in their area. The important thing is to let them know that there are options to get the neighbor in line so they can get the most for their property.



Walter Culbertson grew up in a

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

RICHMOND REAL PRODUCERS MASQUERADE SNEAKER BALL

MARCH 24, 2023

Richmond Real Producers — you look good in luxury! Our Masquerade Sneaker Ball on March 24th at Classic Granite & Marble, who graciously hosted the event at their space at 1355 Anderson Highway in Powhatan, was a big HIT! Thank you to our community who joined in on the fun!

Check out all the action on our FB page, scan the QR code!

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

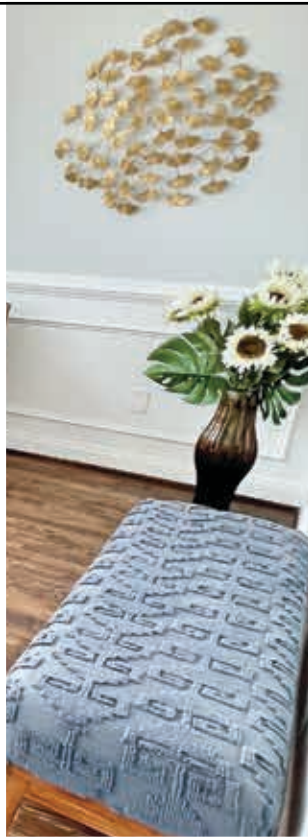
A special thank-you to our valued sponsors: **Classic Granite and Marble, Renovation Sells, and Dila Design.** This event's success was made possible because of you! To our partners **River City Media** and **HD Bros** — thank you for your wonderful work capturing the evening on film and video! The music provided by **Gold Event Group** provided the dancing vibe all night. Our community had a blast connecting throughout the night. We enjoyed the awards presentations and seeing all of you enjoying yourselves. It takes a village to strengthen our community... To everyone involved, we adore you!





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Stay Inspired

WORDS OF WISDOM FROM THIS MONTH'S FEATURES



KRISTIN BERAN KRUPP

Shaheen, Ruth, Martin & Fonville Real Estate

"Never, never, never give up! Keep growing. It's okay to hit a plateau, just don't stay there."



STEPHANIE BROWN

Keller Williams Realty

"Success, to me, is being able to car-pool my kids to their sporting events, be at home with them in the mornings until they leave for school, spend the weekends with them, and never miss a chance to be present with them."

A Word from Our Preferred Partner:



ALLI TAYLOR

Keller Williams Realty

"This is an industry that can be plagued by comparison. Numbers only tell half the story. For me, what's most important is pulling back the curtain and seeing how someone is doing personally. That's the bigger indicator of success."



MICHELLE ROGERS

Kensington Vanguard National Land Services

"On the problem-solving side, I like the challenge of putting the pieces together of a title search and resolving issues that may exist. Three years ago, we were purchased by Kensington Vanguard National Land Services, and are now one of the largest residential and commercial offices in the country. We are very responsive and willing to bend over backwards to get the deal done, no matter what it takes."





MICHELLE ROGERS

Kensington Vanguard National Land Services

PUTTING IT ALL TOGETHER



From left to right: Elizabeth Steele (vice president of business development), Lisa Isbell (commercial/residential underwriter and escrow), Michelle Rogers (executive vice president and co-head of the D.C. metro region), Brian Carr (vice president and senior underwriting counsel), Cara Torney (national commercial title officer).

Just think about the record of achievement you have built through time. Each transaction along the way has included a world of moving parts.

In the process of helping your clients reach the closing table, it makes all the difference to have a client on your side who shares the same level of commitment that you have.

That's exactly what you get when you partner with Kensington Vanguard National Land Services.

Michelle Rogers is executive vice president and co-head of the D.C. metro region. Michelle was born and raised in Mechanicsville, a small town in the

suburbs of Richmond. After graduating from high school, she headed off to college with aspirations to become a social studies teacher.

Driven to Serve

Those who work with Michelle see the way she and her team put it all together for their commercial and residential partners and clients alike.

"We are very responsive and willing to bend over backward to get the deal done, no matter what it takes," she emphasizes.

"In our business, customer service is what sets you apart... The client always comes first."

Experience and Expertise

Michelle has built an impressive career with extensive experience and expertise that she continues to build on.

"About 25 years ago, I was working as a deputy clerk in the Henrico County Clerk's office in the records room," Michelle says.

"I was offered a job as a title examiner and decided to join Commonwealth Land Title. Commonwealth merged with Lawyer's Title and became Land America. With the exception of two counties, I have searched title in every county and city in Virginia. After about a year, an underwriting position opened with Land America, and I took the

“

On the problem-solving side, I like the challenge of putting the pieces together of a title search and resolving issues that may exist.

opportunity to learn another side of the title business.”

Gaining Ground

“In early 2000, Chicago Title decided to open a national commercial office in Richmond, and I and seven others left Land America to open this office,” Michelle explains. But during the economic collapse of the late 2000s, she was laid off.

“During that time, I learned that if you’re in the title business, you can become pigeonholed. I freelanced searching title for a year and a half. It was while freelancing for former clients when I was offered an underwriting position with Old Republic, when they decided to open national commercial offices,” she remembers.

“After a year and a half there, Old Republic closed all their national commercial offices and we opened GRS Title Services LLC in Richmond. Three years ago, we were purchased by Kensington Vanguard National Land



Michelle Rogers is a longtime Red Sox fan and, prior to COVID, would go see them at their spring training camp in Fort Myers, Florida, every year.



Services, and are now one of the largest residential and commercial offices in the country.”

Winning Teamwork

Today, Michelle leads a team and is proud to represent an organization that handles title work and closings all across the nation. She and her team are licensed in 38 states but have contacts all across the country.

The majority of their business is commercial, though they are taking on more and more residential work as they have added a residential underwriter and closer in their office.

Away from work, Michelle has a variety of fun pursuits. She enjoys playing

golf and reading and also likes to play cards. She also is kept busy by her two shih tzus, Henry, who is 13, and Jack, who is 8 months.

Rising to Each Challenge

One of the most rewarding parts of Michelle’s work is working with clients and problem solving.

Each client has different needs, and it is important to be sure they know you are working to make their deal go as smoothly as possible and to close on time.

“On the problem-solving side, I like the challenge of putting the pieces together of a title search and resolving issues that may exist,” Michelle says.

When you’re looking for a partner who is there at your side to help you put all of the pieces together for your clients, look to Michelle Rogers and her team at Kensington Vanguard National Land Services.

For more information, call 804-486-9469 or email MRogers@KVNational.com.



► broker spotlight

By Cory Templeman
Photo by Philip Andrews

STEPHANIE BROWN



SBRG Real Estate
(Photo by Philip Andrews)

PEOPLE FIRST

Midlothian-based REALTOR®
Stephanie Brown always knew she wanted to be in the business of helping people.

Even during her college days, Stephanie was attuned to what set her apart from her peers — connecting with others, building relationships, and helping people connect in a meaningful way. So it makes sense that her innate knack for helping others would make for a seamless transition into the world of real estate. But Stephanie's leap into real estate didn't happen overnight. And if you ask Stephanie, it wouldn't have happened without a subtle nudge from someone close to her.

Thanks to that nudge years ago, Stephanie's career has now catapulted her into becoming one of the most successful agents in the greater Richmond area ... and leader of a

thriving, people-first brokerage, which she attributes to something she dubs 'the Chick-Fil-A mindset.'

THE CHICK-FIL-A MINDSET

One of Stephanie's earlier gigs was working as a birth doula for nearly four years — a role that is the epitome of helping and guiding people through one of the most important moments of their lives.

Like most people, when Stephanie graduated from college, she didn't have a specific job lined up. But armed with a Bachelor of Science degree, Stephanie knew she wanted a career, not just a job, that focused on helping people. "After graduation, I wanted to figure out a way to help people but also build relationships that would last," says Stephanie. "At the time, I was waiting tables, barely getting by. But someone recommended I look into real estate. So I worked a double shift

one Friday to earn enough money to pay for and sit for the exam."

The rest is history.

Today, Stephanie leads the SBRG Real Estate group in Midlothian, a team of a dozen women from different backgrounds and lifestyles. And while Stephanie may be SBRG's head honcho, according to Stephanie, what sets SBRG apart is that there really is no true hierarchy within their firm. "We are a brokerage, but work together to collaborate on ideas and transactions. There is no hierarchy at our office; we are a team of equals," she says.



Stephanie Brown with her husband Jason, son Koi, and daughter Ruby. (Photo by Meghan McSweeney)

balanced in other areas of their lives — like their families and their health—which are top priorities.”

This mantra of creating a great life for her colleagues and clients is also something that Stephanie aspires to in her own life; and she attributes it being possible to her career in real estate. “Success, to me, is being able to carpool my kids to their sporting events, be at home with them in the mornings until they leave for school, spend the weekends with them and my husband, and never miss a chance to be present with them,” says Stephanie.

However, this doesn’t mean Stephanie has any plans to stop growing and hustling in the real estate space any time soon. When asked where she sees her real estate career headed, Stephanie says it’s all about growing her personal connections.

“I would love to collaborate on a business venture with my broker friends. I have a close-knit group of friends who are my ‘Broker Tribe.’ We meet at least monthly for lunch or coffee or just a quick catch up. We hold one another accountable in our businesses and goals,” explains Stephanie. “We love to talk about upcoming business ideas and things we can do together in the future.”

The non-negotiable cornerstone of her business, for Stephanie, is putting the client first. “Our client-centered approach to caring for our people sets us apart. In our written standards and values, it states we have a ‘Chick-Fil-A’ mindset,” explains Stephanie. (According to the American Customer Satisfaction Index, Chick-Fil-A has led the ACSI for eight years running, which makes it a great model to follow — even in real estate.)

“We are constantly thinking, how can we make this an enjoyable experience for everyone, while making all of our clients feel supported, heard and understood? We want our clients to feel like we exceeded their expectations, every time,” Stephanie says.

This same approach also spills over to her growing team. According to Stephanie, she wants everyone she works with to not only feel welcomed and heard, but to also grow and thrive in their respective careers. “One of my favorite things about what I do now is helping agents grow their businesses,” she says. “When I meet with an

agent, we discuss goals and, then, our standards and values and make sure those align. If it is a fit and they decide to join our team, we then reevaluate their goals and work together to create a business plan to help them achieve them.”

The goal of this hands-on, one-on-one approach isn’t just to create a great business or a solid bottom line, it’s also designed to create a balanced life. “I want our agents to hustle, work hard, and feel fulfilled in all things real estate,” emphasizes Stephanie. “But I also want them to feel fulfilled and

“**OUR CLIENT-CENTERED APPROACH TO CARING FOR OUR PEOPLE SETS US APART.**”



Photo by Philip Andrews

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Alli

TAYLOR

*Prioritizing
Family*



Alli Taylor, a REALTOR® with Keller Williams Richmond West, found her way to real estate out of a desire to help others.

“I come from a family of helpers. My mom is a nurse and my dad and brother are firefighters. I knew I wanted to make an impact on others, and while I’m not aiding people back to health or fighting fires, I get to help people with one of the largest financial investments or sales of their lives. That is not something I take lightly.”

A Need for Change

Alli got her start in real estate in 2018, after years of working in alumni relations and fundraising. “It felt like I was just fulfilling someone else’s goals, and it didn’t really matter if I had my own goals or not,” she reflects.

When thinking about a new career path, the thought of an entry-level desk job was less than appealing. Searching for inspiration and guidance, she looked to the women in her life who had what she ultimately wanted: a successful work life and a prioritized family life. She discovered both of these possibilities existed in real estate.

Alli reached out to her college mentor, a former educator turned Realtor, and shadowed her while working on getting her real estate license. “I’d go with her to showings, sit with her while she wrote offers, and help her stage houses. Anything she wanted to teach me, I took in like a sponge. I loved every bit of it,” she says.

Getting Started

Making the switch to real estate was not an easy decision. At the time, Alli and her husband Alex were living paycheck to paycheck. “I didn’t really have an option to fail,” she points out. Despite the risk, Alli jumped in with both feet.

“I will never forget that I quit my job on Friday the 13th and was so worried that date would be an indicator of what’s to come. But I started my new career in real estate that Monday and I haven’t looked back since,” she recalls.

Alli still has the piece of paper with the goals she wrote for herself on her first day in real estate: 1) get out of debt, 2) buy a house, and 3) start a family.

“THE ABILITY TO SERVE MY CLIENTS AT A HIGH LEVEL & PRIORITIZE TIME WITH MY FAMILY IS MY NUMBER ONE GOAL.

“Although all fairly simple and normal goals, they all seemed so far out of reach at the time,” she remembers.

Alli and her husband were traveling out of state shortly after she got into real estate, and she brought her car in for a state inspection. She learned they would need to replace all four tires. “We didn’t have the money at the time. I had two closings coming up but couldn’t wait until then.” A mentor in her office offered to loan her the money, but she didn’t take it.

“We put the tires on a credit card instead, and four days later — when I



Alli Taylor and her husband Alex are expecting their second child, a baby boy, in June.

was paid for my closings — I immediately paid it off. I never wanted to financially be in a place where I had to rely on someone else to pay my bills. It was an incredibly kind gesture, though one I ultimately refused, but I don’t think she’ll ever realize the motivation her gesture gave me,” Alli says.

Five years later, Alli and her husband have a 2-year-old daughter named Arlee and a son on the way in June. They own a home in Chesterfield and an investment property in Glen Allen. “If I’m not working I’m spending time with my husband and daughter. We love checking out new places in Richmond. We also enjoy traveling and visiting friends,” says Alli.

Measuring Success

Last year, Alli closed \$12 million in volume, but that is not how she gauges the success of her business. “The ability to serve my clients at a high level and prioritize time with my family is my number one goal.”

Alli grows her business through her focus on family and relationships, estimating 95 percent of her client

base is through referrals and word of mouth. “I knew it would take a bit longer and involve some heavy lifting in the beginning, but setting that foundation would lead to me being able to grow my business organically.”

“This is an industry that can be plagued by comparison. Numbers only tell half the story. For me, what’s most important is pulling back the curtain and seeing how someone is doing personally. That’s the bigger indicator of success,” she adds. “Looking back, I never could have imagined all of the things this career has afforded me, both financially and personally.”

According to Alli, this all stems from having a clear vision of the future she wants for herself.

“The key to any agent’s success is knowing their motivation and what they find joy in and building lead-gen sources from that. I looked around at my daughter’s birthday party, and over 50 percent of the people there were past clients. I don’t think I could have asked for a better representation of my goals being brought to life.”



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KRISTIN BERAN KRUPP



cover story

By Zachary Cohen
Photos by Philip Andrews



THE BERAN GROUP: A NEW MODEL

When Kristin Beran Krupp graduated from Virginia Commonwealth University in 2003, she set out to build a career in public relations. She had lined up a paid internship with a large corporation that was sure to streamline her path to a long and successful career; but, as Kristin discovered, even the best laid plans don't always pan out.

"After I graduated, they canned the whole program, so I had to pivot," Kristin reflects. "Although it didn't feel like it at the time, it was truly the best thing that could have happened to me. It was the beginning of a long string of lessons. You have the best plans laid out, but things happen. You have to bounce back and fail forward. That's what my whole career has been."

With her job canceled, Kristin began to brainstorm her next move. She had always been inspired by her aunt, who had built a career as a successful real estate agent at Smith Mountain Lake. "I always admired her business," Kristin continues.

"Hard work had always been modeled to me by my parents, aunts, and uncles, and she didn't sugarcoat that it was extraordinarily hard work. But she had this sense of making a difference helping people, and that mattered to me."

Kristin convinced her mom, Sherry, to join her in real estate. So in 2004, the mother-daughter duo launched their business together.

THROUGH THE YEARS

Kristin began her real estate career in a booming market. With so many agents in the business, it was hard to gain market share, but her 'never-give-up' attitude helped Kristin through the first few difficult years. When the 2008 recession hit, she viewed the change as an opportunity. She put her nose down, kept working hard, and doubled her business through the down market. As market conditions improved, her business began to soar. "We just focused on building a business for the long term," Kristin offers.



Kristin Beran Krupp's mother, Sherry, joined her in real estate in 2004.

Kristin and Sherry began growing their team slowly. Kristin's sister, Casie Woodfin, joined the team a few years in, and they later added three more agents. The Beran Group was a team of around six for about a decade.

In 2018 and 2019, Kristin spearheaded a fundamental shift in the group's business model. She sensed a gap in the market and set out to fill it. "I saw there were strong, experienced agents in the \$3 million to \$10 million annual sales range that wanted to grow but wouldn't consider a team because it would mean giving up too much. Teams were either for new agents learning to sell or required agents to sacrifice their own business and go work for a team leader. Most of us got into this business to work for ourselves," Kristin says. "So we decided to grow the group around this model. I knew there were agents in Richmond who wanted to maintain their individual real estate brand and book of business but sought connectivity with like-minded agents ... all while keeping their hard-earned money. So we created a model to support them."

"We're not for brand-new agents. When an agent joins our group, it's usually because they've hit a plateau and want to



Kristin's sister, Casie Woodfin, is also a member of The Beran Group.

grow beyond it. People stuck at a plateau need to be exposed to others who have already broken through those barriers to learn from them. It works because we aren't a top-down team. We are a circular group of agents whose strengths benefit each other. Regardless of the learning, in our group, your individual business remains yours to run."

Today, The Beran Group is made up of 20 members who each bring extensive skills to the table. There are two state-certified instructors, an appraiser,

a commercial agent, a former lender, four former managing brokers, and a former new construction VP. Agents had past careers as accountants, designers, copywriters, and more. Everyone brings their current and past strengths to the table.

"We encourage agents to reach out to us if they feel they might benefit from this environment. We are passionate about our approach and hope to continue to add the right agents to the mix in 2023," Kristin says.

WE ENCOURAGE AGENTS TO REACH OUT TO US IF THEY FEEL THEY MIGHT BENEFIT FROM THIS ENVIRONMENT. WE ARE PASSIONATE ABOUT OUR APPROACH AND HOPE TO CONTINUE TO ADD THE RIGHT AGENTS TO THE MIX IN 2023.



FAMILY FIRST

Family has long been Kristin Beran Krupp's priority. She's worked alongside her mom and sister for years. Seven years ago, she became a mom herself. Her son, Anders, is the center of her world. Kristin's husband, Bryan, left his corporate position to join The Beran Group four years ago. He now runs the company's operations.

"I waited a really long time to have my son," Kristin says. "Earlier on, I couldn't picture how I would balance having a child and running this business. I almost decided not to have kids, and I would have missed out on the best thing that ever happened to me."

Kristin's role as a mom has helped her realize the importance of boundaries. Real estate has allowed her the flexibility to be there for her family, but actualizing balance takes daily practice too.



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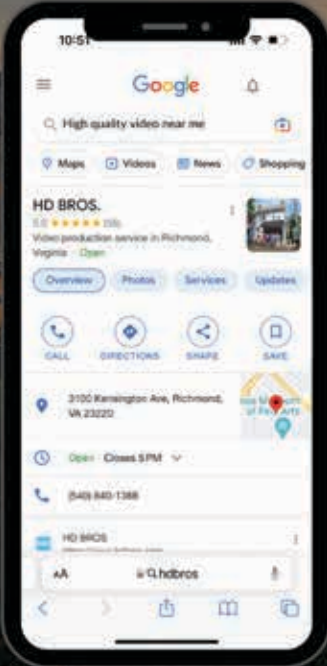



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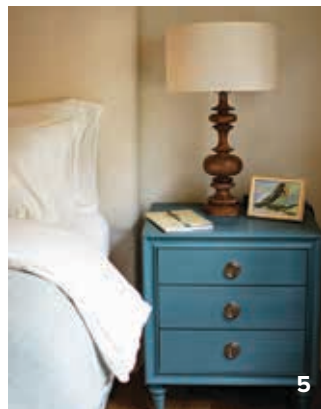
By Shauna Bryant, National Editor

Comfort. Color. Style.

Top interior design trends this year accentuate the elegance and character of your home.

For 2023, the hottest interior design trends are all about comfort, color and style. Bold window treatments, lamps and rugs make a personality-packed statement, while earthy color palettes, vintage pieces, and warm woods cozy up the kitchen and other living areas. Options for sustainable and performance fabrics and furnishings are ever-growing, making your home a serene, timeless space that's kinder to the planet and your peace of mind.

1. Dedicated dining rooms
2. Sustainability
3. Natural stone finishes
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7. Performance fabrics
8. Warm woods
9. Micro luxury
10. Jewel box laundry rooms



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Rank	Name	Office	List Units	List Volume (Selling \$)	Sold Units	Sell Volume (Buying \$)	Total Units	Total \$
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Disclaimer: Information based on MLS closed data as of April 6, 2023, for residential sales from January 1, 2023, to March 31, 2023, in Greater Richmond, Virginia, by agents licensed in our service area, which includes Hanover, New Kent, Henrico, Charles City, Chesterfield, Powhatan, Goochland, King William Counties. Numbers not reported to the MLS by the date the information is retrieved are not included. MLS is not responsible for submitting this data. Some teams may report each agent individually.

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PATHWAY HOME

The path to homeownership may be shorter than you think!
Let George Mason Mortgage's **Pathway Home**¹ lead the way.

GMM's Pathway Home program provides a mortgage program for homebuyers that offers a **lower down payment** and **no mortgage insurance** for eligible properties¹.

Contact Joe Dunn for more information today!



JOE DUNN
Executive Vice President
NMLS ID: 160856
4401 Waterfront Drive
Suite 240
Glen Allen, VA 2306

Direct: **(804) 543-2261**
Email: **Jdunn@gmmlc.com**

Visit my website at:
www.gmmlc.com/jdunn



¹Subject to Credit Approval. Pathway Home is not available in all market areas. Property type and location limitations apply. Loan terms and conditions apply, including but not limited to, maximum loan-to-value of 97%, maximum loan amount, minimum credit score, and maximum income limits. Homebuyer education may be required. Program rates, terms and conditions are subject to change without notice. George Mason Mortgage | NMLS ID: 153400 | Advertising Notice - Not a Commitment to Lend - Subject to Program Availability. All loan applications subject to credit approval. Annual Percentage Rate (APR), programs, rates, fees, closing costs, terms and conditions are subject to change without any notice and may vary depending upon credit history and transactions specifics. Other closing costs may be necessary. Flood and/or property hazard insurance may be required. To be eligible, buyer must meet minimum down payments, underwriting and program guidelines.