

RICHMOND

REAL PRODUCERS.®

CONNECTING. ELEVATING. INSPIRING.

A portrait of Daniel Keeton, a man with short dark hair, smiling and wearing a dark blue blazer over a light-colored patterned shirt. The background is a soft-focus indoor setting with a window on the left.

DANIEL KEETON

NAVIGATING
SUCCESS WITH
PURPOSE

RISING STAR
LAUREN GERARDI

AGENT SPOTLIGHT
SARAH HOLTON

PARTNER SPOTLIGHT
DREW DEMAREE
THE FREEDOM COMPANIES

OCTOBER 2023

KENSINGTON VANGUARD

NATIONAL LAND SERVICES

FORMERLY GRS TITLE SERVICES, LLC

ONE OF THE LARGEST INDEPENDENT FULL-SERVICE
TITLE AGENCIES IN THE COUNTRY PROVIDING

Commercial & Residential Title Insurance • Real Property & Cooperative Lien Searches
Settlement Services • Escrow Services • Recording Services • 1031 Exchange Services

Michelle Rogers

Executive Vice President • Co-Head DC Metro Division
(804) 486-9469
mrogers@grs-title.com

Elizabeth G. Steele, Esq.

VP - Business Development
(804) 486-9465
lsteele@grs-title.com

901 East Byrd Street, Suite 1510 • Richmond, VA 23219



Kensington Vanguard National Land Services | kv-dcmetro.com

Clutter causes STRESS.

The Junkluggers will take away both!



Clear your space *and* your mind with eco-friendly junk removal.

Big or small, we'll lug it all!

- ✓ Exceptional service and on-time arrival
- ✓ Residential and commercial service
- ✓ Same-day and next-day appointments
- ✓ Receipts for any items we can donate



Through a shared mission of keeping reusable items out of landfills, **Remix Market RVA** allows us to rehome items that cannot be donated or recycled. **Ask us about it today!**



Andy Taylor, Owner
804-585-2210 • andy.taylor@junkluggers.com

JunkluggersofCentralVA.com



Stephanie Gordon, Remix Market RVA Manager
804-299-3814

Tues - Fri: 10AM - 6PM
Saturday: 9AM - 3PM

625 N. Washington Hwy.
Ashland, VA 23005





This section has been created to give you easier access when searching for a trusted real estate affiliate. Take a minute to familiarize yourself with the businesses sponsoring your magazine. These local businesses are proud to partner with you and make this magazine possible. Please support these businesses and thank them for supporting the REALTOR® community!

CLOSING ATTORNEY

Dankos, Gordon & Tucker, P.C.
(804) 377-7421
DankosGordon.com

Tluchak, Redwood & Culbertson, PLLC
(804) 257-7255
Sean@tluchaklaw.com

CLOSING GIFTS

Strategic Gifting
(313) 971-8312
StrategicGifting.com

GRANITE & MARBLE

Classic Granite and Marble
(804) 378-1100
ClassicGranite.com

HOME INSPECTION

Advanced Home Inspection
(804) 349-3220
AdvancedHomeInspect.com

Capitol Home Inspections
(804) 615-7730
RichmondInspector.com

Pillar to Post Home Inspectors
(804) 690-1321
JosephLowery.
PillartoPost.com

Worsham Home Inspections
(804) 350-2164
WorshamInspections.com

HOME WARRANTY

ARW Home
Anne Lang
(703) 932-5754
ARWHome.com/RealEstate

ARW Home
Anne Lang
(703) 932-5754
ARWHome.com/RealEstate

Cinch Home Services
(800) 247-3680
CinchRealEstate.com
Cinch Home Warranty

Katie Williams
(804) 258-8832
cinchrealestate.com

First American Home Warranty
Jamie Cook
(757) 390-8785
HomeWarranty.FirstAm.com

Old Republic Home Protection
Georgia Pulliam
(804) 335-6102
My.ORHP.com/
GeorgiaPulliam

JUNK REMOVAL

The Junkluggers, LLC
(804) 585-2210
JunkluggersofCentralVA.com

MORTGAGE

C&F Mortgage Corporation
Page Yonce
(804) 356-7034
CFMortgageCorp.com/
Page-Yonce

C&F Select
Kenny Wallace
(804) 334-5115
CFSelectMortgage.com/
Kenny-Wallace/

Fancher Mortgage
Larry Nutt
(260) 571-0862
LarryNutt.com

First Home Mortgage
Perry Shelton
(804) 629-0631
FirstHome.com/Location/
Richmond-ii

George Mason Mortgage LLC
Joe Dunn
(804) 543-2261
GMMLLC.com/JDunn

Princeton Mortgage
(678) 365-0287
BrandonParkMortgage.com

PHOTOGRAPHY & VIDEOGRAPHY

River City Media
(804) 389-9884
RiverCity.Media

RENOVATIONS

Renovation Sells
Ryan Dey
(804) 601-0039
RenovationSells.com/
Richmond

REPURPOSED FURNITURE & FINE HOME DECOR

The Junkluggers, LLC
(804) 585-2210
JunkluggersofCentralVA.com

STAGING

Designed 2 Sell
(804) 640-4828
DesignedToSellRVA.com

Dila Design
(804) 840-1563
DilaDesign.com

TERMITE & PEST CONTROL

Hickman's Termite and Pest Control
(804) 282-8957
HickmansTermite.com

PestNow of Central Virginia
(804) 589-1009
PestNow.com

TITLE COMPANY

Atlantic Coast Settlement
Lori Kistner
(804) 541-6677
ACSettlement.com

Kensington Vanguard National Land Services
(804) 543-4266
MRogers@grs-title.com

Robinson Harris Title and Escrow
(804) 215-3401
RobinsonHarrisTitle.com

TRAINING & BUSINESS DEVELOPMENT

The Freedom Companies
(804) 937-0773
TheFreedomCompanies.com

VIDEO SERVICES

HD Bros
(833) 437-4686
HDBros.com

Trust the inspection company that RVA Realtors have been trusting for over 18 years!



New Construction Inspections

Think your clients don't need an inspection because it's a brand new home? You may think again if you saw our reports. We offer phase inspections, including Foundation, Pre-Drywall, Final Walk-Through and One Year Home Warranty

Do you have clients that have already waived inspections and are all moved in? We offer a

\$50 DISCOUNT

on post-closing inspections if done within 6 months of the closing date!

All inspectors are VA Licensed, members of ASHI and hold their new construction specialty certification!

804-639-1171 • RichmondInspector.com

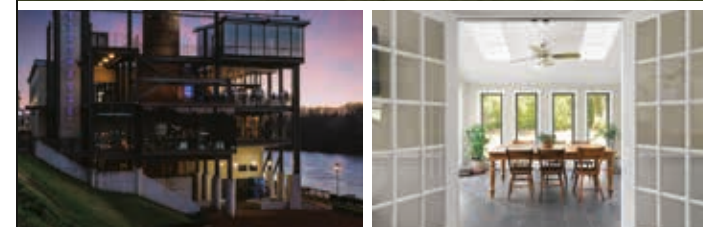
FAMILY OWNED & LOCALLY OPERATED BY RAY & JENN MCMURDY



RIVER CITY MEDIA

BOUTIQUE MARKETING CONTENT

Residential Real Estate Photography • Commercial Photography • Drone • Video • Product Photography



Contact Philip Andrews Today! (804) 977-1126



"Philip's real estate photo sessions always make my listings stand out from the rest."



Scan here to book!

OLD REPUBLIC HOME PROTECTION



Home Is Our Middle Name

We've been safeguarding home systems and appliances across the country since 1974.

Ensure your clients have the home warranty protection they deserve!

Order today!



Georgia Pulliam
Account Executive
800.282.7131 Ext. 1296
C: 804.335.6102
GeorgiaP@orhp.com
my.orhp.com/georgiapulliam



People Helping People

This is a paid advertisement.

TABLE OF CONTENTS

	06 Index of Preferred Partners		08 Meet the Richmond Real Producers Team		10 Publisher's Note: Embracing Resilience
	12 Coaching Corner: Charge The Storm!		14 Partner Spotlight: Drew DeMaree, The Freedom Companies		20 Agent Spotlight: Sarah Holton
	24 Rising Star: Lauren Gerardi		28 Cover Story: Daniel Keeton		35 Top 100 Standings

Cover photo courtesy of Philip Andrews.



Richmond Real Producers
@realproducersrichmond



Richmond Real Producers
@richmond_real_producers

Make Sure Your Buyer Is **CONFIDENT** In Their Property Transaction

Schedule a home inspection with the experienced and reliable team at Advanced Home Inspection so your client knows they've found a great property!

- Full Inspection
- Radon Testing
- Thermal Imaging
- Sewer Scopes
- Lead Testing
- Instant Reporting
- Inspection Completed with a Team of Two
- Weekends & Evenings Available



Advanced
Home Inspection

Brad Gamlin
Owner

804.404.2668

AdvancedHomeInspect.com
advanced804@yahoo.com

MEET THE RICHMOND REAL PRODUCERS TEAM



Kristin Brindley
Publisher



Ellen Buchanan
Editor



Wendy Ross
Operations Manager



Lexy Broussard
Sales Manager



Zachary Cohen
Writer



Philip Andrews
Photographer



To view our magazine online,
visit richmondrealproducers.com
and look for "magazine" or
scan this QR code. (Password:
connectthere@richmond)



If you are interested in contributing or nominating REALTORS® for certain stories, please email the publisher at Wendy@kristinbrindley.com.

DISCLAIMER: Any articles included in this publication and/or opinions expressed herein do not necessarily reflect the views of The N2 Company but remain solely those of the author(s). The paid advertisements contained within *Richmond Real Producers* magazine are not endorsed or recommended by The N2 Company or the publisher. Therefore, neither The N2 Company nor the publisher may be held liable or responsible for the business practices of these companies.

Helping you sell homes one staging at a time.
Serving the Greater Richmond area.

Call us for your next staging!
804-840-1563 | [@diladesign_](https://www.instagram.com/diladesign_) | www.diladesign.com

Keep Your Listings PEST-FREE! in the Home or Yard!

**WDI Inspection & Report
PLUS
1 Year Warranty
On All Inspections
ONLY \$39**

**ANTS • BEES • CENTIPEDES • MICE • CRICKETS
MILLIPEDES • SPIDERS • FLEAS
RATS • BED BUGS • ROACHES • STINK BUGS • TERMITES**

Call to schedule today!

804.589.1009

info@pestnow.com • PestNowCVA.com

Estimates for Commercial Properties: commercial@pestnow.com

» publisher's note

EMBRACING RESILIENCE

Dear Real Producers of Richmond,

As the vibrant colors of autumn paint the world around us, I am reminded of the beauty that comes with change. We all face seasons of transition and growth in our professional and personal lives. This October, let us recognize the power of resilience while embracing change — a quality that defines our top agents and preferred partners.

Resilience is not just a trait; it's a mindset that propels us forward, no matter the challenges we encounter. In real estate, where every day presents new opportunities and hurdles, resilience is our compass. Just as the leaves fall, creating space for renewal, resilience allows us to shed what no longer serves us and embrace new possibilities! With the changing real estate landscape, we rely on our collective resilience to navigate uncertainty and chart new paths to success.

October is also Breast Cancer Awareness Month — a time to honor the resilience of survivors and raise awareness about early detection and prevention. Please join me in supporting this vital cause, fostering unity among those who have battled breast cancer and those who stand by their side.

Speaking of unity, we recently came together for our Midday Soirée event on September 20th. We enjoyed a delightful wine tasting while celebrating camaraderie and connection. Photos from this delightful Real Producers event are now live on our social media accounts! Be sure to tag yourself and your friends, and anticipate these fun photos to be featured in our upcoming November issue.

Lastly, a warm welcome goes out to our newest Richmond Real Producers preferred partner, **Princeton Mortgage**. Your expertise enhances our Real Producers community, and we're excited to collaborate with you!

As October unfolds, let's channel the spirit of resilience in every endeavor as we continue to adapt, grow, and inspire each other!

Best regards,

Kristin Brindley

Owner/Publisher

Richmond Real Producers

313-971-8312

Kristin@kristinbrindley.com

www.richmondrealproducers.com



FOOD FOR THOUGHT

If you found the perfect “haunted” house, would you embrace the history and charm ... or take a pass?



Home Financing Made Easy

We pride ourselves on providing **excellent customer service** and focusing on your needs. Tell us your goals and we can use our knowledge, expertise and **innovative financing solutions** to fit your financial situation.



Kenny Wallace

NMLS# 1619319

M: 804.334.5115

E: kwallace@cfselectmortgage.com

www.cfselectmortgage.com/kenny-wallace



Kenny was always available and really helped me through the loan process. I called Kenny a lot if I didn't understand something and he always took time to explain things to me. He was always patient with me. I would definitely refer friends to him.



- Ester



NMLS# 1829931

Restrictions apply. This is an advertisement and not a commitment to lend.





►► coaching corner
By Mary Garner DeVoe

CHARGE THE STORM!

Unexpected events happen — life is filled with them. Natural disasters, illnesses, economic changes, you name it. Things often don't go as planned, and we face surprises and challenges over which we have little to no control.

In the face of uncertainty or fear, however, we can control our response; and it is often in our “problems” that opportunity abounds. Deciding our approach ahead of time will determine whether we succumb to our reactions and impulses or whether we respond with decisive action and strategy.

Interest rates, inventory shortages, fearful clients, crashes, bubbles. You cannot control these things, but you can expect and handle them. Problems are opportunities for you to shine!

What can we learn from cows and buffalo on the plains of Colorado? How can they teach us about our business practices and how to persevere through challenges?

Storms come over the mountains in Colorado and sweep across the plains. When the cows see a storm coming, they react by turning and running away from it. While this strategy may seem natural, the reality is that cows aren't very fast and cannot outrun the storm. When the storm catches up with them, they can't escape. In trying to outrun the storm, they are actually subject to it much longer. They are running with the storm, which increases their agony and prolongs their pain.

Buffalo, however, take a completely different tack. When they sense a storm

is coming, they gather. They wait until they see it rolling towards them and then respond by charging directly into the storm — and thus, straight through it! By responding head-on, the buffalo spends less time in the storm. Yes, it takes strength to charge the storm, but it is that extra effort that gets them through it faster and with less damage.

Expect and prepare for the unexpected. Life happens! By knowing who you are and deciding to take action, you will drive into and through any storm that arises. Sitting on the sidelines or running away is not how businesses and careers thrive.

Make the decision to charge the storm! The winners will be on the other side.



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

What's lurking inside???

Book your inspection

WorshamInspections.com
Red Worsham: 804-350-2164 / Mark Worsham: 804-304-3009

**Update Today
Pay Later**

*Design.
Construction.
Financing.*

How It Works

1. Discuss your client's project with Renovation Sells
2. We visit & quote the project
3. Your clients can request financing
4. We get to work. Our average project takes just 3 weeks!

TIM & RYAN DEY
RENOVATION SELLS
RICHMOND

RYANDEY@RENOVATIONSELLS.COM
(804) 601-0039

YOUR HOME WARRANTY EXPERTS

cinch
HOME SERVICES

Protecting homeowners for 45 years

CLAIMS PAID
\$1 BILLION+
OVER 6 YEARS

Can your buyers afford a major repair or replacement after closing?

Protect them with a Cinch home warranty.

Contact your local account executive and scan QR code to download their brochure:

Katie Williams
(804) 258-8832
katiwilliams@cinchhs.com

cinchrealestate.com | (800) 247-3680

©2023 Cinch Home Services, Inc. All rights reserved. Cinch is a registered mark of Cinch Home Services, Inc.

DREW DEMAREE

▶ partner spotlight

By Dave Danielson

OPENING THE DOOR TO THE FUTURE

In the churn of life and business, it's easy to become immersed in an everyday routine. With all of the requirements, time frames, appointments, and hurdles, one can lose sight of the big picture.

That's where Drew DeMaree and The Freedom Companies can assist with business training, coaching, and nonprofit events that open the door to the future by offering customized sessions to take businesses in the direction — and at the pace — that best suits the owner.

"About 98 percent of our business is with real estate agents, which is a natural connection," explains Drew. "I have had my real estate license for the past 20 years, and my entire family has worked in the industry."

GROWING WITH EXCELLENCE

Drew provides one-on-one coaching in five states, including Virginia, Kentucky, Texas, North Carolina and New Jersey, along with Canada. Founded in 2021, The Freedom Company's growth and success has been impressive over the past two years.

"Prior to starting the company, I was with Keller Williams as their in-house coach and trainer," Drew offers.

During his time with Keller Williams, Drew was among the top 10 percent of coaches within the organization. "I went out on my own during COVID. I was proud of what we had built but felt it was time to go independent," he recalls. "I was passionate and had a good base of clients that I was able to start working with right away."

Drew runs his business like any successful entrepreneur, always exploring opportunities to expand while providing value to his client base. As The Freedom Companies expands, so does its client base, which now includes mortgage companies and other business entities. But it's his passion for helping people find a breakthrough in life and in business that drives Drew in what he does each day.

"I love the lightbulb moment when you see the potential in someone before they do," Drew beams. "I love seeing their potential shine through. That gets me excited."

WHAT'S IN A NAME?

Thinking back on the start of his business, it's no coincidence that Drew chose the word "freedom" for his company.

"The word 'freedom' really represents the spirit of entrepreneurship — to be free and have flexibility and to be my own boss," Drew notes. "It's a lot of hard work and a lot of effort, money, and time invested. But it's cool to witness that strategic investment, and clients see the fruits of their labor. As their coach and advocate, it keeps me fueled."

Joining Drew's team as the director of operations is Denise Ramon.

"Denise, a former attorney, is tremendous at running the back-end of all of our systems, as well as tracking documents and onboarding our clients," Drew shares.

As director of coaching, Drew's day-to-day duties focus primarily on one-on-one coaching with clients, offering Zoom sessions, and team or group coaching with six to eight people.

"Through the process of what we do, we focus on the 'be, do, have and give' model," Drew explains. "We strive to foster a mindset of abundance for ourselves, our families and our communities. We recognize that our actions today can provide the freedom to pursue our passions in the future. We

encourage ‘doing the work’ to establish financial freedom and celebrate ‘paying it forward.’”

RESILIENCE

Drew and his family have faced difficult chapters as well. Drew’s wife of 25 years, Kimberley, passed away as he was launching The Freedom Companies. “She and I had always talked about having a training company,” Drew shares. “When she was diagnosed with cancer, I was focused on being there as much as I could be for the family. She encouraged me to focus on the new business and to grow it moving forward.”

Today, Drew’s life is fulfilled by hanging out with his daughter, Emma. They enjoy spending time together as she prepares to leave for college.

“Emma and I have always been close,” says Drew. “We started monthly daddy–daughter date nights years ago. She is also very committed to keeping her mother’s memory alive. When Kimberley passed away, we started Project Unicorn. We raised over \$40,000 last year, and we have future plans for two large fundraisers each year. It completes our company culture as we give back to the community.”

LOOKING AHEAD

As Drew looks to the future, he cherishes being able to build a business that is based on genuine bonds.

“I’m a long-term friend; I don’t do transactional relationships. I have coached many of my clients for the last 10 years,” he notes proudly. “Every time I go to an event, my intent is connection.



Photo by Philip Andrews



Drew DeMaree and his daughter, Emma, with their fur babies.

“If that turns into business, great. Otherwise, I like being a resource and connector,” he continues. “I want people to know I wasn’t in it for the money, but for the people. I want friends and colleagues to feel that connection and know I am a great resource for them.”

To schedule your training or coaching session, contact The Freedom Companies online at www.thefreedomcompanies.com or call 804-937-0773.



“
WE STRIVE
TO FOSTER A
MINDSET OF
ABUNDANCE FOR
OURSELVES,
OUR FAMILIES
AND OUR
COMMUNITIES.



Photo by Philip Andrews

GOAL SETTING WORKSHOP

- ✓ 4 Hour Training Event
- ✓ 30 Page Printed Workbooks
- ✓ Goal Tracking Tools
- ✓ Affordable Pricing Based on Size of Team/Brokerage

HURRY!
SPACES ARE LIMITED

FREEDOM
BUSINESS COACHING, TRAINING, AND EVENTS

Are You Ready for
2024?

Have You -

- ☐ ANALYZED YOUR 2023 BUSINESS
- ☐ SET UP LEAD GENERATION SYSTEMS
- ☐ CREATED TOUCH SYSTEMS
- ☐ SET YOUR UNIT/VOLUME GOALS

LET US GUIDE YOU!
Reserve a Business Planning Workshop Date for your business, team or brokerage now!

thefreedomcompanies.com
Drew - 804-937-0773

804-282-8957

Hickman's

Termite & Pest Control



- Wildlife Control
- WDI / WDO Inspections
- Termite Treatments
- Fungus/Mold Treatments
- Pest Control
- Free Pre-Sell Inspections
- Vapor Barriers



Family Owned and Operated Since 1986

Our licensed and state certified staff will help with any wood destroying or pest control needs that you might require.

(804) 282-8957

www.hickmanstermite.com
Serving the Richmond and Surrounding Area

"I inspect your home as if my mom was going to live there."
THE LOWERY TEAM

Pillar to Post is the premier choice in home inspections and the preferred partner of realtors in RVA.

Our licensed inspectors will give your clients a common sense, unbiased evaluation of the condition of a home, answer any questions they may have, and help give them peace of mind.

804-690-1321
Joseph.Lowery@pillartopost.com

Serving Hanover, Henrico, Chesterfield, Goochland, Prince George's, Tappahannock, and Powhatan counties as well as Richmond City, VA.

Your Local Resource

Jamie Cook
757.390.8785
jacook@firstam.com

"I'm your home warranty expert, so you don't have to be"

Here's a **SCARY** Fact...

Nearly half of our customers had a home system break in their first year with us.* Their spook-tacular First American home warranty coverage sure came in handy when they needed it!

Contact me for details

firstamrealestate.com
Phone Orders:
800.444.9030

First American Home Warranty®

©2023 First American Home Warranty Corporation. All rights reserved. *See 2022 First American Home Warranty Annual Report.

SARAH HOLTON

THE COMPASSIONATE GUIDE



► agent spotlight

By Jess Wellar
Photos by Shannon Mills
Photography



Sarah Holton (left) and Jaimee Fulton (right) are fellow Realtors on the Biringier Real Estate Team with Biringier Builders.

As an associate broker with Providence Hill Real Estate and a member of the esteemed Biringier Real Estate Team, Sarah Holton has established herself as a top performer in the Richmond area. But transactions and volume only tell half her story.

As a former military spouse, Sarah has experienced numerous deployments and the transient nature of military life, relocating 10 different times in 12 years. Needless to say, she certainly understands the emotional side of moving better than most.

“I was an adventurer in my 20s... I wanted to travel and see the world,” Sarah recalls. “I went to college at the University of Nebraska and studied business and marketing. I moved to Denver and worked in marketing for several dot-com businesses until they went bankrupt. After the third layoff, I decided to move to Germany and travel around Europe while working a marketing job at a U.S. Army base. I met my husband, Kevin, a year later in the gym on base and that changed everything!”

HOME SWEET HOME

After packing up in so many different places, Sarah said she was relieved when Kevin finally retired after 26 years of service and they ended up settling down in Richmond to raise their children.

“After we moved back to the States, though, I knew I wanted to get back into the workforce again. My brain was starved for something new, and I knew I loved sales,” she explains. “We had just bought and built our first home and I loved the process. I reached out to our agent, Kristin Krupp, to see how I could be an agent. She guided me through the process, and I then joined her team in 2013 ... and the rest is history.”

Having experienced numerous deployments and relocations, Sarah developed a deep understanding of the challenges faced by those seeking their own “home sweet home” and found quick success. Sarah also credits her former brokerage, Napier ERA, for the wonderful support she received when she was just starting out, as well as her parents for providing her with a strong work ethic.

“I have always admired how my parents ran a successful pizza business franchise while I was growing up,” Sarah shares. “They knew how to treat people and successfully run a business. If I could do what they did, that’s always in the back of my mind. But I also give credit to Jim Napier and Fran Hessler with Napier ERA. They taught me how to handle all different types of personalities and how to stand up for yourself assertively if someone takes advantage of you. I learned so much from them.”

TRUE TO HERSELF

Sarah’s genuine approach and ability to connect with her clients have been instrumental in her success. Despite initially feeling intimidated by not being from the Richmond area, she discovered her niche in relating to military families who had also experienced the challenges of frequent moves. This connection and understanding allowed her to provide a unique level of support and guidance to her clients, regardless of their background or circumstances.

“I could relate to what their lives were like and what they had gone through,”



Sarah explains. “Until you’re married to someone in the military, you just can’t understand the emotional side. I was living overseas with toddlers in Germany with no family living nearby. At one point, Kevin was gone 18 months, and you bond with the other military spouses — you become like family.”

When asked about the most fulfilling aspect of her work, Sarah lights up. “I love when you can help navigate and guide people through the maze and process of finding that dream home for themselves,” she shares. “That moment when the client has the keys to their dream home, and seeing how happy they are, that is the greatest joy I get from this job.”

Sarah’s professional achievements speak volumes about her

expertise. As a consistent Distinguished Achiever/Top Producer since 2015, she has consistently delivered outstanding results. Last year, she reached the esteemed Emerald level, showcasing her commitment to excellence. She has also been recognized as a Five Star Real Estate Agent and a Richmond Magazine Top Referred Agent. Her nine-year tenure in the Cartus Relocation program earned her a Platinum rating, a testament to her professionalism and ability to cater to the unique needs of military and corporate relocations.

A BRIGHT FUTURE

Looking ahead, Sarah aims to continue growing as an agent while nurturing her relationship with Biringer Builders, a custom builder in

the RVA area. Her recently acquired broker’s license opens doors for exciting opportunities, and she aspires to make the most of them.

When it comes to advice for up-and-coming top producers, Sarah emphasizes the importance of consistency. “Consistency is key!” she affirms. “But so is honesty. I mess up and make mistakes, and I will admit that when I do,” Sarah concludes. “People are drawn to that authenticity, and I try very hard to always conduct my business and relationships with people this way. But no matter what, treat everybody with respect — don’t let this business go to your head. We all started out somewhere and had our own journeys to get to where we are today.”

FAMILY FOCUS

Beyond her thriving career, Sarah Holton cherishes her role as a wife and mother. She and her husband, Kevin, have two children, Allison and Cayden, and two adorable cats: Chewy, a Himalayan, and Charlie, a Ragdoll. The family enjoys spending quality time together, whether it’s traveling, cooking, going to sporting events, or the movies. Sarah also has a soft spot for adopted animals and is a proud supporter of the Richmond SPCA.



LARRY NUTT
Branch Manager, NMLS# 1228056
(260) 571-0862
lnutt@fanchermtg.com

www.larrynutt.com

Life is Stressful, Mortgages Shouldn’t Be

Making the homebuying process efficient and easy

I’ve been helping clients in Indiana and Virginia navigate the mortgage world since 2016. I believe buying a home shouldn’t be complicated. Life is already stressful, mortgages shouldn’t be.

What I Do to Eliminate Stress:

- Focus on client communication and education
- Weekly file updates to clients and Realtors
- 24 hour underwriting turn times
- 7 days or less average on appraisals
- Real-time digital applications
- 20 days or less average clear to close

See what recent clients say...

“Larry was great! We’re so glad we met him.”

-Elizabeth, Homebuyer



© Fancher Mortgage Group, a division of GVC Mortgage, Inc. All rights reserved. NMLS ID# 2334 (www.nmlsconsumeraccess.org). 2920 West Broad St Ste 241, Richmond, VA 23230. This is not a commitment to lend. Borrowers must qualify. Program guidelines are subject to change without notice. Loans not available in all states. Fancher Mortgage Group is not acting on behalf of HUD, FHA, or any other federal or state government agencies. Call 260.571.0862 for details.

Killing It
with
Kindness

LAUREN GERARDI

Lauren Gerardi firmly believes that a client's real estate needs go far beyond just a transaction. An exceptional REALTOR® in the Richmond area, Lauren is a friendly and upbeat person who has a sincere concern for others and appreciates the value of building relationships.

"I believe that real estate is not solely about financial transactions; it encompasses creating positive impacts and leaving a lasting impression on people's lives," Lauren offers.

STARTING OUT

Lauren originally hails from Williamsburg and relocated to Richmond in 2010 after transferring from Radford University to Virginia Commonwealth University. After obtaining her degree in mass communications, Lauren embarked on an enriching two years abroad, exploring the captivating landscapes of Australia and New Zealand.

Initially planning to pursue a career as a gap-year specialist, her plans took an unexpected turn when

the global COVID-19 pandemic emerged. Faced with this unforeseen challenge, Lauren swiftly changed course and decided to obtain her real estate license in October 2020, ultimately embracing a full-time role in the industry.

Displaying promise right from the start, Lauren received prestigious accolades within her first year in the industry, including the "Rookie of the Year" and "Top Agent" awards from her brokerage, Liz Moore and Associates, as well as from the State of Virginia.

Drawing from her personal experiences, Lauren navigates the complexities of real estate transactions with a strategic approach, guiding clients through one of their most significant life purchases while compassionately addressing the emotions involved. Honesty, transparency, communication, and kindness have been the foundational pillars she has built her life on.

With a little under three years of experience in the real estate industry, Lauren has taken it upon herself to gain as much knowledge and insight as possible in both the commercial and residential sectors.

"My background in bartending, which I pursued while studying and traveling, significantly prepared me to navigate various aspects of client management. The ability to adapt to diverse personalities, a skill essential in bartending, has proven invaluable in real estate. Just as in bartending, real estate involves wearing multiple



hats, including managing people’s emotions and understanding how they perceive and react to feedback, whether it’s positive or negative news,” she shares.

Lauren’s foundation is built on the solid support of her family and faith. Complementing her 12 years of experience in the service industry, she has honed a strong work ethic, unwavering integrity, and relentless motivation that drive her to excel as a Realtor.

MAKING A DIFFERENCE

When reflecting on her new career thus far, Lauren emphasized her passion for helping others, the choice to show kindness daily, and keeping a positive mindset as contributing factors that set her apart. She aspires to make a meaningful difference in people’s lives and leave a positive legacy.

Lauren acknowledges that her success as a Realtor is attributed to the guidance and support she receives from her faith, crediting God for her achievements. Her deep-rooted belief in Jesus fuels her dedication to serving her clients with unwavering passion.

“My success also would not be possible without the exceptional support and collaboration of individuals like my outstanding managing broker, Jo Lewis, as well as the invaluable contributions of my dedicated transaction coordinator, Nealy Seibel.

“Moreover, the guidance and mentorship of Liz Moore, herself, along with the collective effort of all the agents in my office, have played an instrumental role in my achievements. I am so grateful to be a part of an incredible brokerage,” Lauren adds.

A few months ago, Lauren seized the opportunity to collaborate with a colleague in her office, venturing into the realm of commercial real estate sales.

provide enhanced service to clients as I gain firsthand insights into the dynamics of both markets,” Lauren explains. “Recognizing the interconnectedness between the two has made for an exhilarating journey of continuous learning and growth.”

Lauren’s steadfast dedication centers on her understanding of fulfilling her purpose on this planet, driving her to consistently infuse kindness into every aspect of her life. One of her proudest achievements was co-hosting a fundraiser that raised \$5,000 for the recent Australian wildfires, reflecting her passion for making a positive impact on the world around her.

Throughout Lauren’s journey, she’s drawn deep inspiration from Larry Kendall, the acclaimed author of “Ninja Selling: Subtle Skills, Big Results.” His words, highlighting how our energy and mindset shape our reality, resonate powerfully with her:

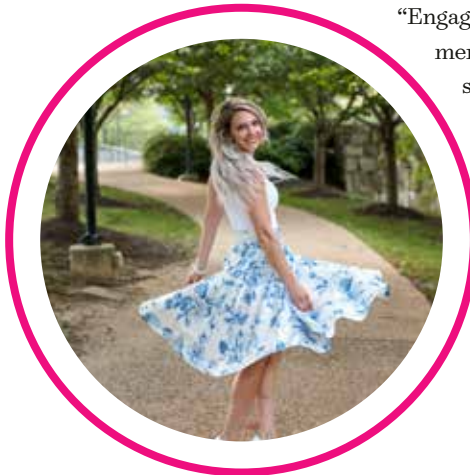
“Change your vibe, change your world.”

OUTSIDE THE OFFICE

Outside of her professional endeavors, Lauren is passionate about traveling, spin class, reading and quality time with friends and family. Lauren’s greatest passion is travel, with Iceland holding a special place in her heart as her favorite destination. When it comes to outdoor adventures, she finds pure joy in snowboarding and taking her miniature dachshund, Marshall, for walks along the river paths. Her go-to spot for relaxation and enjoyment is the Rooftop Bar at the Graduate Hotel.



Lauren Gerardi and her miniature dachshund, Marshall



“Engaging in both the commercial and residential sectors allows me to

I believe that real estate is not solely about financial transactions; it encompasses creating positive impacts and leaving a lasting impression on people’s lives.



Tammy Wilkerson
Owner & President

The **largest and most experienced** home staging company in central Virginia, Designed 2 Sell is a team of professional home stagers who assist realtors and homeowners in evoking an emotional response from buyers. D2S is known for their keen eye for design, attention to detail, and knowledge of the real estate market.

(804) 640-4828 | designed2sellrva@gmail.com

www.designed2sellrva.com |  [@designed2sellrva](https://www.facebook.com/designed2sellrva)  [@designed2sellrva](https://www.instagram.com/designed2sellrva)

DANIEL KEETON



Navigating Success with Purpose

Daniel Keeton's journey is a remarkable testament to the power of purpose, resilience, and the unwavering pursuit of one's dreams. Starting from humble beginnings, Daniel's story unfolds as a demonstration of his dedication, adaptability, and the transformative impact of his chosen path.

A Foundation of Grit

Daniel's entry into the professional world began in a most unexpected way — selling Valpack coupon envelopes. It was a role that would lay the foundation for his future success, teaching him vital lessons about facing rejection and the art of perseverance. As he cold-called business owners and visited their establishments, he braced himself for rejection, experiencing it a staggering 99 times out of 100 attempts.

For nearly a year and a half, Daniel immersed himself in this role, relentlessly reaching out to business owners in Lynchburg. The sheer grit he displayed during this time would eventually shape his mindset for the challenges he would encounter in his journey ahead. His daily encounters with rejection, while tough, cultivated a resilience that would become one of his defining traits.



The Keeton & Co Real Estate team



The Keeton & Co Real Estate leadership team. From left to right: Daniel Keeton (owner), David Giles (director of agent success), Amanda Boggs (director of operations), Scott Gibson (managing broker)

A Serendipitous Turn

During his time at Valpack, life took an unexpected turn that would set the stage for his future endeavors. The franchise owner of Valpack recognized Daniel's potential and offered him the opportunity to take over the market. However, he lacked the resources and financial backing to take over. This chapter in his life was closing immediately.

In a twist of fate, just as uncertainty loomed, Daniel received a call from a friend embarking on a new journey — starting a church in Goochland. The friend offered him the role of a youth pastor and worship leader, aligning with Daniel's passion and purpose in life. This providential opportunity seemed to arise at the perfect moment, coinciding with the day he lost his job at Valpack. The pieces of his life puzzle were falling into place, forming a path that resonated with his aspirations.

A Fresh Start

Daniel's journey in real estate commenced in 2011, driven by his desire to create a better life for his family. Motivated by his wife Tamara's night shifts as a nurse, he sought to provide his family with a more balanced and fulfilling life. His venture into the world of real estate began as a leap of faith.

The initial years in real estate weren't devoid of challenges. The effort he invested didn't always yield



The Keeton family (from left to right: Spencer, Tamara, Myra, Daniel, Helen, Lydia) with their golden retriever, Summer (Photos by Phillip Andrews)

the financial rewards he anticipated. Despite these hurdles, Daniel's resolve remained unshaken. Guided by his older brother's marketing expertise, he devised a strategic campaign centered around rural properties in Goochland County. This pivotal decision marked the turning point in his career, significantly altering its trajectory.

Transformation through Purpose

Daniel's approach to real estate distinguished him from his peers. His emphasis on rural properties resonated with clients, and his dedication to understanding their needs and serving them with compassion set him apart. He believed in a philosophy of service

founded on integrity and empathy, viewing real estate as a means to enrich lives.

Daniel's unique approach propelled him to sell 40 to 45 homes yearly as a solo agent. But his journey wasn't defined by transactions; it reflected his steadfast dedication to purposeful service. In 2015, he established a team, driven by a passion to support agents to serve their clients at a high level. Wanting to serve even more agents led Daniel to found his independent brokerage, Keeton & Co Real Estate, in March 2020, a company defined, as he says, by how they care for people. Recently, the firm earned the impressive rank of #531 on the Inc 5000 list of fastest-growing private companies in America.

Daniel's journey has been rooted in a profound mission — helping people discover their purpose and the essence of their existence. Real estate, for him, is a conduit for inspiration and upliftment. This mission radiates through his interactions with clients, as he aims to infuse love and care into every transaction. To Daniel, the true measure of success is the positive impact he imparts on the lives he touches.

Embracing Peace and Passion

Away from the bustling world of real estate, Daniel finds solace in the simple joys of life. With a family of six — including his wife Tamara and their four children — Daniel treasures the





Daniel Keeton and his family treasure their time outdoors, especially being out on their boat in the Chesapeake Bay on weekends. (Photos by Philip Andrews)

outdoors, particularly the serenity of the water.

“Being on our boat in the Chesapeake Bay is where I find peace,” he shares. “It’s a place where I can slow down, connect with my family, and put aside the noise of daily life.”

His love for fishing and outdoor activities reflects his upbringing on a farm. “I grew up immersed in nature — hunting, riding ATVs, and embracing the outdoors,” he recalls. “Those experiences shaped my connection to the world around me.”

Looking Ahead

As he looks toward the future, Daniel envisions a legacy marked by ongoing service, inspiration, and positive change. He aspires to leave a lasting impact, not only in his personal sphere but also in the lives of others.

“I am not actively in production, but my history of selling real estate has shaped our company’s business model and philosophy,” Daniel concludes. “The people I serve now are the agents and other real estate professionals at our company. Ultimately, real estate is a tool to inspire and elevate others. It’s about serving with integrity, empathy, and a genuine love for people.”



@realproducers



Superior Stone Solutions • Expert Craftsmanship • Precision Technology • Award-Winning Showroom • Largest Selection of Natural Stone & Quartz Products in VA

Get a free estimate today!
804-378-1100
ClassicGranite.com/RealProducers



The Fenway - Clay Street Builders - Richmond Homearama 2021

FIRST PAGE

Page Yonce | 27 Years with C&F Mortgage, a Top Producer, 2022 President's Club
C&F Mortgage was recognized by the Richmond Times Dispatch as a 2022 Top Work Place!



The pre-approval puzzle is the **FIRST STEP** in the homebuying process. Be your client's champion, refer Page! Experience matters! Think... **FIRST PAGE!**

Call today!



Page Yonce
NMLS# 320531
O: 804.673.2150
M: 804.356.7034
E: pyonce@cfmortgagecorp.com
www.PageYonce.com



NMLS# 147312 | This is an advertisement and not a commitment to lend.

We Love
where we work.
Enjoying one's daily
Work environment Promotes
Positive Minds and Positive
Lives. Our **Positive Vibes**
carry through into our
performance. Let us
Shine Our Light on
Your Clients.
Think First
Page

TOP 100 STANDINGS

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

Rank	Name	Office	List Units	List Volume (Selling \$)	Sold Units	Sell Volume (Buying \$)	Total Units	Total \$
------	------	--------	------------	--------------------------	------------	-------------------------	-------------	----------

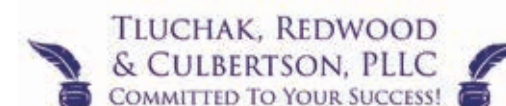
Disclaimer: Information based on MLS closed data as of September 7, 2023, for residential sales from January 1, 2023, to August 31, 2023, in Greater Richmond, Virginia, by agents licensed in our service area, which includes Hanover, New Kent, Henrico, Charles City, Chesterfield, Powhatan, Goochland, 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.

Our attorneys are committed to your success!



Katie Redwood, Esq. katie@tluchaklaw.com
Walter Culbertson, Esq. walter@tluchaklaw.com
E. Sean Tluchak, Esq. sean@tluchaklaw.com

We pride ourselves on providing the knowledge, experience and communication that is needed to ensure a smooth and successful real estate closing.



Call for your personal consultation! (804) 257-7255

tluchaklaw.com | @tluchaklaw | 3721 WESTERRE PARKWAY, SUITE E | HENRICO, VA 23233

TOP 100 STANDINGS

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

Rank	Name	Office	List Units	List Volume (Selling \$)	Sold Units	Sell Volume (Buying \$)	Total Units	Total \$
------	------	--------	------------	--------------------------	------------	-------------------------	-------------	----------

Rank	Name	Office	List Units	List Volume (Selling \$)	Sold Units	Sell Volume (Buying \$)	Total Units	Total \$
------	------	--------	------------	--------------------------	------------	-------------------------	-------------	----------

Disclaimer: Information based on MLS closed data as of September 7, 2023, for residential sales from January 1, 2023, to August 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.

A DIFFERENT APPROACH TO REAL ESTATE CLOSINGS



Title & Settlement Services in Central Virginia with **CUSTOMER SERVICE** being the #1 priority!



"Atlantic Coast is one of the most well-put-together and professional title companies that I've ever worked with, and I've been in the real estate industry for over 17 years. They are always on top of things and their level of customer service is amazing!"

- April Lane, Google Review



Call today to give your client's a FIVE-STAR homebuying experience!

804) 541-6677 • ACSettlement.com • 2405 Dovercourt Drive, Midlothian, VA 23113

TOP 100 STANDINGS

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

Rank	Name	Office	List Units	List Volume (Selling \$)	Sold Units	Sell Volume (Buying \$)	Total Units	Total \$
------	------	--------	------------	--------------------------	------------	-------------------------	-------------	----------

Rank	Name	Office	List Units	List Volume (Selling \$)	Sold Units	Sell Volume (Buying \$)	Total Units	Total \$
------	------	--------	------------	--------------------------	------------	-------------------------	-------------	----------

Disclaimer: Information based on MLS closed data as of September 7, 2023, for residential sales from January 1, 2023, to August 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.

Dankos, Gordon & Tucker, P.C.

We're the attorneys you can rely on for all seasons of your life.

From buying the first home, to starting a business, to planning an estate... We build client relationships that last a lifetime.

Contact us and let's start a relationship.

804-262-8000
DankosGordon@DankosGordon.com



WE ARE ON A MISSION TO DELIVER THE EFFORTLESS MORTGAGE™

We back it up with ***The Princeton Promise:***
\$1,000 back at closing if our customer is unhappy for any reason.

PRINCETON MORTGAGE

BRANDON PARK LENDING TEAM
POWERED BY PRINCETON MORTGAGE



BRANDON PARK Branch Manager • NMLS# 183765
BrandonParkMortgage.com • Brandon@princetonmortgage.com

YOUR PEACE OF MIND IS MY PRIORITY



ARW HOME

Home Warranty



Anne Lang

Territory Manager
(703) 932-5754

alang@arwhome.com

Industry Leading Coverage
From the Kitchen to the Curb™



External Water/
Sewer Coverage

Use Ours or Choose
Your Contractor

Call Center
in USA

REALTOR®
Concierge Service

703-932-5754 • arwhome.com/realestate

©2022 ARW Home 901 Yamato Road, Ste 100E, Boca Raton, FL, 33431.

From the Kitchen to the Curb™ is a trademark of ARW Home.

REAL
PRODUCERS
PODCAST

**Inspiring conversations
with the nation's
top real estate agents.**

Same Brand, New Reach –
Tune in for free today

Listen on
Apple Podcasts

LISTEN ON **Spotify**

Listen on
amazon music



podcast.realproducersmag.com

ARE RATES SPOOKING YOUR CLIENTS OUT OF THE MARKET?



2-1 Buydown Example

- 0 HOW IT WORKS:
- 1 Year 1 : Interest rate is 2% less than original note rate
- 2 Year 2: Interest rate is 1% less than original note rate
- 3 Year 3-30: Interest rate returns to the original note rate

Benefits of the 2-1 Buydown

- ✓ Enjoy two years of lower payments
- ✓ Grow your family and use the extra money to cover added expenses.
- ✓ Use the monthly savings to pay off other credit card or consumer debt
- ✓ Even if you can afford the final payment rate now, There's no reason you can't take advantage of this amazing loan to hold on to your hard-earned cash.

TAKE ADVANTAGE OF THE 2-1 BUYDOWN



AUDREY KIDD
SENIOR LOAN OFFICER
NMLS# 873803
(804) 814-2820
akidd@firsthome.com
15+ Years Experience



15871 City View Dr., Suite 300-B,
Midlothian, VA 23113

PERRY SHELTON
BRANCH MANAGER
NMLS# 861228
(804) 419-0623
pshelton@firsthome.com
18+ Years Experience



This is not a guarantee to extend consumer credit as defined by section 1026.2 of Regulation Z. Programs, interest rates, terms and fees are subject to change without notice. All loans are subject to credit approval and property appraisal. First Home Mortgage Corporation NMLS ID# 71603 (www.nmlsconsumeraccess.org)



HD BROS
REAL ESTATE MARKETING
MADE EASY

VIDEO PRODUCTION.
REAL ESTATE MEDIA.

IT'S TIME TO UPGRADE.

Are you ready to take your marketing to new heights? Unlock the potential of your brand with our creative, memorable, and high-quality content that leaves a lasting impression. Empower your brand identity and media strategy today! Connect with our team to discuss branding strategies and elevate your social media presence for exponential growth.



SAVE \$100 ON LISTING CONTENT!

Set up a call using the QR
code to redeem credits.





GEORGE MASON MORTGAGE
A SUBSIDIARY OF UNITED BANK

PATHWAY HOME GRANT

The path to homeownership may be shorter than you think! Don't let the potential hurdle of not having enough funds for a down payment or closing costs stop you from achieving your dreams of homeownership. **GMM's Pathway Home Grant¹** may be the perfect path for you.

UP TO **\$5,000** FOR DOWN PAYMENT & CLOSING COSTS

- Grant has no lien required on the property
- Primary residence
- This program is only available in select market areas
- Available for purchases and eligible refinances
- Gift funds can be used
- Household income limits apply
- Homeownership counseling certificate required prior to closing if a First Time Homebuyer
- Can be used in conjunction with other down payment assistance
- Fixed and Adjustable Rate financing options available
- No Mortgage Insurance required

For more information, contact **Joe Dunn** 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**

www.gmmlc.com/jdunn

"It's a DUNN Deal"

¹ Subject to Credit Approval. Not all applicants are eligible. Pathway Home Grant is a Lender Grant and is only available in select market areas. No cash back for the Grant funds allowed. Loan must be for purchase or eligible refinance of primary residence. For purchase transactions, Grant is capped at \$5,000, with up to 3% of the sales price or appraised value (whichever is less) applied towards down payment first and then any remaining funds applied to closing costs. For eligible Refinance transactions, up to 3% of appraised value, with a maximum of \$5,000 will be applied towards closing costs. 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. Grant program may be considered taxable income. 1099-MISC may be issued. You should consult with your tax advisor. Program rates, terms, and conditions are subject to change without notice.

George Mason Mortgage, LLC | NMLS ID #: 153400 (www.nmlsconsumeraccess.org). 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.

