

NOVA

REAL PRODUCERS[®]

CONNECTING. INSPIRING.

RITU DESAI

BREAKING BARRIERS

RISING STAR
ELLA CONTRERAS

PARTNER SPOTLIGHT
WADE VANDER MOLEN
PRUITT TITLE

SEPTEMBER 2023



Close with Confidence

Trusted Partner for Customers, Realtors, and Lenders



"As a Realtor, Cobalt is my go to settlement company because they make life easier. They are experts in handling the transaction, extremely detail oriented, always friendly and helpful in answering questions. I give my clients the BEST service possible and I look for the same in the settlement company. They have my complete confidence and are a 10+ in my book."
- Michelle Sagatov, with the Michelle Sagatov Group



Jeff Nowak
Founder & Principal Attorney

Attorney Owned | Independent Title and Settlement Company

Contact Cobalt for:
Residential or Commercial Title Insurance & Settlement Services
Seller Side Closing | REFI | Preparation of Legal Documents



703.646.1000
cobaltsettlements.com



Real Estate Professionals: There's a Home Financing Option Designed for Homebuyers Aged 62+ and Their Unique Needs

It's called a **Home Equity Conversion Mortgage (commonly called a Reverse Mortgage) for Purchase (H4P) loan** and it allows people aged 62 and older to buy a new home by putting as little as 30% to 60%* of the purchase price down from their own funds — the remainder is funded by the H4P loan.

Together, let's find out if an H4P loan is the best mortgage product fit for your client. Here's the 5-step process:

- 1) **Discovery** — Fill out the Home Equity Conversion Mortgage for Purchase Loan Case Study Form and give to Fairway Reverse Mortgage Planner
- 2) **Analysis** — Fairway Reverse Mortgage Planner runs proposals and does case design with analysis team at Fairway
- 3) **Discussion** — Present proposal and ideas to real estate professional without client
- 4) **Presentation** — Present to client with Reverse Mortgage Planner detailing action steps and benefits of an H4P loan
- 5) **Implementation** — Reverse Mortgage Planner will collect documents, application, order appraisals, etc. Closing takes approximately 3-4 weeks.



Five big advantages of using an H4P loan to buy a home are:

- 1) Your clients get to keep more of their assets to use as they wish (compared to paying all cash)
- 2) Your clients are not required to make monthly mortgage payments (must pay the property-related taxes, insurance, and upkeep expenses)
- 3) Your clients will have increased buying power to buy and better afford the home they really want
- 4) Your clients pay only one set of closing costs (compared to buying a new home with traditional financing and then taking out a reverse mortgage)
- 5) It is generally easier to qualify for than a traditional mortgage (minimal credit requirements)

*This information is provided as a guideline and does not reflect the final outcome for any particular homebuyer or property. The actual reverse mortgage available funds are based on current interest rates, current charges associated with loan, borrower date of birth (or non-borrowing spouse, if applicable), the property sales price and standard closing cost. Interest rates and loan fees are subject to change without notice. Following the closing of the home purchase, no further principal or interest payments will be required as long as one borrower occupies the home as their primary residence and adheres to all HUD guidelines of loan. Borrower must remain current on property taxes, homeowner's insurance (and homeowner association dues, if applicable), and home must be maintained.



Kelly A Katalinas

Branch Manager, NMLS 365493

Office: (703) 844-2060

Cell: 703-868-9103

kelly.katalinas@fairwaymc.com

www.kellykatalinas.com

3201 Jermantown Road, Suite 220, Fairfax, VA 22030



Copyright©2023 Fairway Independent Mortgage Corporation NMLS #2289. 4750 S. Biltmore Lane, Madison, WI 53718, 1-866-912-4800. All rights reserved. Reverse mortgage borrowers are required to obtain an eligibility certificate by receiving counseling sessions with a HUD-approved agency. The youngest borrower must be at least 62 years old. Monthly reverse mortgage advances may affect eligibility for some other programs. This is not an offer to enter into an agreement. Not all customers will qualify. Information, rates and programs are subject to change without notice. All products are subject to credit and property approval. Other restrictions and limitations may apply. Equal Housing Opportunity. Fairway Independent Mortgage Corporation is not affiliated with any government agencies. Materials are not from HUD or FHA. Licensed by the Department of Financial Protection and Innovation under the California Residential Mortgage Lending Act, License No 41DBO-78367. Licensed by the Department of Financial Protection



MOVING DAY Should Bring JOY

WHY CHOOSE HUBERWILMOT?

- Over 40 years of combined experience
- Fully licensed, insured, and bonded with ATA Certified and background-checked employees
- Family owned and operated
- FREE onsite and virtual estimates
- FREE boxes and packing supplies
- Long-distance moving and temperature-controlled storage



GET A FREE QUOTE TODAY!

(703) 488-7117 | HWMOVING.COM  

5% OFF

VALID FOR
SENIOR CITIZENS
AND ACTIVE/
RETIRED MILITARY.

Get to

Know Us

About loanDepot

Headquartered in Southern California, loanDepot is a nonbank lender offering home loans nationally. The company operates Direct and Retail business channels and is licensed in all 50 states, generating loan production from several operational centers and 200+ in-market locations across the country. loanDepot is an approved seller and servicer for Fannie Mae, Freddie Mac and Ginnie Mae.

 **\$499B+**
Funded in Loans
Since 2010

 **1.63M+**
Borrowers Served
Since 2010

 Ability to
Lend in All
50 States

Product Offerings

- Fixed and Adjustable Rate
- Government (FHA, VA, USDA)
- Conforming and Non-Conforming
- Down-Payment Assistance Programs
- Conventional
- Manufactured Housing
- Foreign National
- State Bond Programs
- Reverse Mortgage
- Jumbo
- Renovation
- Condo/Co-Ops

The best way to truly get to know us is by calling me today. I'd be glad to provide more information on the many loan programs we offer.



TIM KELLY Branch Manager • NMLS #376030

 (571) 308-3660

timkelly@loanDepot.com

www.loanDepot.com/timkelly

loanDepot
NMLS#174457



1900 Reston Metro Plaza, FL 5-6, Office #616, Reston, VA 20190 | This information is not intended to be an indication of loan qualification, loan approval or commitment to fund. Loans are subject to credit and property approval. Not all products available in all areas. Other limitations apply. Rates, terms and availability of programs are subject to change without notice. loanDepot.com, LLC NMLS ID 174457 (www.uneconsumersaccess.org). Licensed by the VA Bureau of Financial Institutions MC-5431, (050223 110372-7842)

TABLE OF CONTENTS




08
Index of Preferred Partners



12
Publisher's Note: Finding Balance in the Rhythm of Life



16
We Ask: What's the Most Useful Technology that's Made Your Work Easier?



20
Words by Wade: Video IS the New Real Estate Prospecting



22
Marketing Matters: Do Personal Cards Still Work?



28
Partner Spotlight: Wade Vander Molen, Pruitt Title



34
Rising Star: Ella Contreras



40
Cover Story: Ritu Desai



48
Top 250 Standings

OUR PROMISE TO YOU

We are dedicated to creating an effortless client experience. We believe that **communication is the crucial ingredient** that makes buying a home seamless, regardless if your client's first time buying a home or if you are a seasoned investor!

We know that buying a home is likely to be the most important financial decision of your client's life, so our value proposition is simple: **we will be with them every step of the process, and we deliver on what we promise.**



INTERCOASTAL MORTGAGE, LLC

JOHN LIN
SENIOR LOAN OFFICER
NMLS ID # 2013416
JLIN@ICMTG.COM
(650) 888-0892

FRANCIS ACEVEDO-HENRIQUEZ
LOAN OFFICER ASSISTANT
FACEVEDO@ICMTG.COM
(571) 458-8393



11325 Random Hills Road
Suite 600, Fairfax, VA 22030
(703) 342-4528
JLin.icmtg.com



THE JOHN LIN TEAM

YOUR HOME. YOUR DREAMS. OUR MISSION.

Company NMLS ID # 56323 (www.nmlsconsumeraccess.org)



NOVA Real Producers
@realproducersnova



NOVA Real Producers
@realproducersnorthernva

Cover photo courtesy of **Ryan Corvello Photography**.



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



If you are interested in nominating REALTORS® to be featured in the magazine, please email Wendy@kristinbrindley.com.

DISCLAIMER: Any articles included in this publication and/or opinions expressed therein do not necessarily reflect the views of The N2 Company d/b/a Real Producers but remain solely those of the author(s). The paid advertisements contained within the *NOVA 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 business practices of these companies.



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!

ACCOUNTANT/CPA

LeMay & Company
(703) 912-7862
LeMay&Company.com

CHARCUTERIE

Curds & Cuts
(301) 674-0501
CurdsandCutsDMV.com

CHIMNEY SERVICE/REPAIR

Winston's Chimney Service
(703) 283-2764
WinstonsServices.com

CLOSING GIFTS

Strategic Gifting
(313) 971-8312
StrategicGifting.com

DJ/ENTERTAINMENT SERVICES

Gold Event Group
(301) 613-1676
GoldEventGroup.com

ELECTRICIAN/ELECTRICAL CONTRACTOR

Pro Electric
(703) 225-8222
ProElectricVA.com

ENGINEERING - STRUCTURAL & SOIL

Soil & Structure Consulting
Ken Fraine, PE
Andy Fulambarkar, PE
(703) 391-8911
SoilandStructure.com

ESTATE SALES

Four Sales, Ltd.
(703) 256-8300
FourSales.com

FLOORING

PriceCo Floors
(703) 966-8719
PriceCoFloors.com

HOME INSPECTION

Biller & Associates
(571) 528-6817
BillerandAssociates.com

Hurlbert Home Inspection
(703) 830-2229
HHInsp.com

Rn HomeTech
(301) 221-0357
RnHomeTech.com

HOME RENOVATION

Curbio
(810) 300-9432
Curbio.com

HOME REPAIR

Innovative Realty Contracting
(571) 283-4919
InnovativeRealtyContracting.com

HOME WARRANTY

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

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

Old Republic Home Protection
Molly Flory
(800) 282-7131 x1428
ORHP.com

Super Home, Inc.
Jonathan Asfour
(703) 254-9628
HelloSuper.com

INSURANCE

Boizelle Insurance Partnership
Bret Boizelle
(301) 948-2010
Boizelle.com

JUNK REMOVAL

123JUNK
(800) 364-5778
123JUNK.com

It's Haul Good
(703) 646-9194
ItsHaulGood.com

MARKETING SOLUTIONS

My Marketing Matters
(301) 590-9700
MyMarketingMatters.com

MORTGAGE

ALCOVA Mortgage
Toni Hill
(703) 996-9705
ToniHillTeam.com

Atlantic Coast Mortgage
Melissa Bell
(817) 807-1616
MelissaBellMortgage.com

Fairway Independent Mortgage Corporation
Kelly Katalinas
(703) 868-9103
KellyKatalinas.com

loanDepot
Tim Kelly
(571) 308-3660
loanDepot.com/TimKelly

Movement Mortgage
Chris Shead
(703) 498-8235
ChrisShead.com

Primary Residential Mortgage Inc.
Aaron Matty
(443) 375-6466
PrimeRes.com/AMatty

The John Lin Team at Intercoastal Mortgage
(650) 888-0892
JLin.icmtg.com

Vellum Mortgage
Nathan Burch
(703) 350-4000
NathanBurch.com

MOVING - INT'L/LOCAL/ LONG DISTANCE

Shipping Solutions Worldwide
(301) 926-3600
ShippingSolutionsWorldwide.com

MOVING / STORAGE

Certified Master Movers
(703) 296-4528
CertifiedMasterMovers.com

HuberWilmot Moving & Storage
(703) 488-7117
HWmoving.com

Interstate Moving & Storage
(703) 226-3279
Moveinterstate.com

My Guys Moving & Storage
(571) 288-3840
MyGuysMoving.com

Town & Country Movers
(301) 670-4600
TownAndCountryMovers.com

PEST CONTROL

My Pest Pros
(202) 255-4886
MyPestPros.com

PHOTOGRAPHY

Ryan Corvello Photography
(757) 685-2077
CorvelloPhotography.com

PRINTING / PROMOTIONAL

Silverado Printing, LLC
(703) 407-0268
SilveradoPrinting.com

PRINTING, DIRECT MAIL SERVICES

National Lithograph, Inc
(703) 709-9000
NationalLitho.com

PROPERTY MANAGEMENT

Circle Property Management
(703) 592-6802
CirclePM.com

REMODELING/BUILDING/ HOME IMPROVEMENTS

Sauvage Design & Build
(229) 392-1446
Robert@sauvagedesignbuild.com

ROOFING

Cole Roofing
(703) 836-6679
ColeRoofSystems.com

DryHome Roofing & Siding, Inc.
(703) 230-7663
DryHome.com

SENIOR MOVE MANAGEMENT

Town & Country Move Management
(202) 997-3324
TownandCountryMovers.com/Move-Management/

STAGING

Inspired Home Design, Inc.
(703) 775-8777
InspiredHomeDesign.com

Preferred Staging, LLC
(703) 851-2690
PreferredStaging.com

Town & Country Staging
(800) 683-6683
TownAndCountryMovers.com/Staging

TITLE SERVICES

Cobalt Settlements, LLC
(703) 350-5157
CobaltSettlements.com
Eastern Title & Settlement
(240) 403-1285
EasternTitle.net

Kensington Vanguard National Land Services
(703) 637-9165
(703) 794-2101
KV-DCMetro.com

MBH Settlement Group
(703) 277-6806
MBH.com

Pruitt Title
(480) 203-6452
DCTitleGuy.com

TRANSACTION COORDINATOR

Scalable RES
(571) 445-4737
Facebook.com/ScalableRES

VIDEO MARKETING/BRANDING

Changeover Media
(703) 728-1230
ChangeoverMedia.com

VIDEO PRODUCTION & MARKETING CONTENT

Best Side Story Media
(305) 409-8118
BestSidestoryMedia.com

VIDEO SERVICES

HD Bros
(833) 437-4686
HDBros.com

VIRTUAL ASSISTANT

Cyberbacker Virginia
(703) 672-0687
Cyberbacker.com

CERTIFIED MASTER MOVERS
Let's Move!

Whether you are moving a whole house, a business or an office, or just a few items, our process to relocate anything anywhere in the world has been perfected with 40 years of experience as professional movers.

Contact us today for a free quote!
703.704.5127 | certifiedmastermovers.com

OUR SERVICES

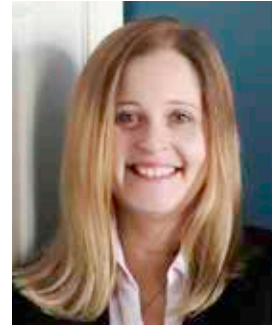
- WHITE GLOVE CONCIERGE SERVICES
- UNPACKING & ORGANIZING
- NEW HOME LAYOUT
- HANDYMAN SERVICES
- DONATE & DISPOSE
- AFTER MOVE CLEANING SERVICES

Best of Arlington 2023 A TOP VOTE GETTER

Best of Arlington 2023 WINNER

Gregg Day

MEET THE NOVA REAL PRODUCERS TEAM



Kristin Brindley
Publisher



Ellen Buchanan
Editor



Wendy Ross
Director of Operations



Lexy Broussard
Sales Manager



Zachary Cohen
Writer



Ryan Corvello
Photographer

Scan the QR code to view the rest of the Kristin Brindley Team.



Why settle for an off-the-rack real estate experience when you can have a "Bespoke" package tailored just for you?

SCALABLE
REAL ESTATE SOLUTIONS

Transaction and Listing Coordination.
Get the perfect fit today!

ALICIA BROWN | FOUNDER & CEO
703.639.4166 | info@scalableres.com | ScalableRES.com

Schedule a consult with our transaction coordination team.

SOCIAL MEDIA

HIT THE EASY BUTTON

when you let Changeover Media handle your social media content!

How does it work?

- 1) You book a shoot date with us.
- 2) We help you generate ideas and script content.
- 3) We capture your content.
- 4) We edit your content.
- 5) We give you a final video ready to post.

What is included?

- 12 videos created per month
- Monthly content strategy session
- Monthly filming session
- Jump cuts to grab the viewer's attention
- Captions with optional emojis
- Consistent branding across all videos

**That's it!
It's really that easy!**

Have questions or are you ready to get started?

Reach out to JJ!



Let us handle a month's worth of social media content!

ONLY \$1500/mo*

*3-month minimum



JJ Gagliardi
Owner & CEO
(703) 728-1230
jj@changeovermedia.com

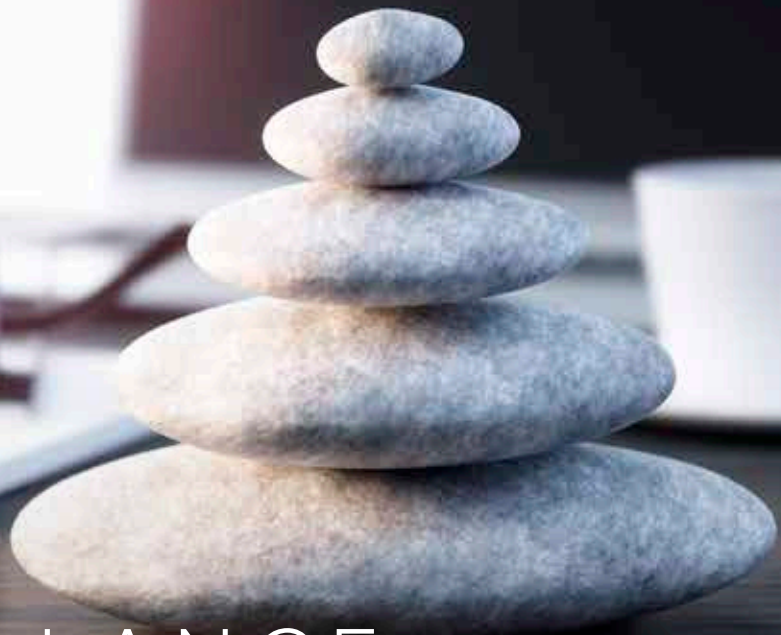


Brittani Carter
Creative Director
(202) 854-0104
brittani@changeovermedia.com



www.CHANGEOVERMEDIA.com





FINDING BALANCE IN THE RHYTHM OF LIFE

Dear Real Producers of Northern Virginia,

As summer draws to a close, we find ourselves transitioning from the carefree days of vacation and back into the frenzy of productivity. Now, more than ever, we must focus on maintaining a sense of balance as we navigate the demanding waters of work, life, and leisure.

Work-life balance is not just a buzzword; it's a crucial aspect of our well-being and success. In the fast-paced real estate industry, achieving this equilibrium can be a challenge, but it's a challenge that we must rise to meet.

Time management is a cornerstone of achieving this balance. Embrace productivity tools, prioritize tasks, and set realistic goals to make the most of your day. By focusing on essential tasks and delegating when needed, you can create space for both work and personal commitments.

Amidst the hustle, don't forget the importance of **self-care**. Nurturing your physical and mental well-being is not a luxury; it's a necessity. Whether it's taking short breaks during the workday or practicing mindfulness, self-care rejuvenates.

Finding joy in **leisure activities** is equally vital. Whether it's a scenic hike or enjoying a football game with friends, leisure activities recharge our spirits.

Speaking of football, we are **THRILLED** for our upcoming NFL Game Day 2023 event on September 10th!! Join us, our preferred

partners, and other top agents from DC Metro Real Producers as we cheer on the Washington Commanders against the Arizona Cardinals at FedEx Field on opening day! This exclusive event will kick off with food, drinks, and camaraderie at 9 a.m., followed by what is sure to be an exhilarating game at 1 p.m. It's an excellent opportunity to enjoy a day of well-deserved leisure!

Wishing you a fantastic and balanced September ahead, Real Producers!

Warm regards,



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



FOOD FOR THOUGHT

What do you do to anticipate market changes and manage through them?

INTRODUCING TOWN & COUNTRY MOVE MANAGEMENT

*A Division of Town & Country Movers



Concierge Move Relocation & Senior Move Management Services

Space Planning • Sort & Organize • Packing & Moving • Unpacking & Settling In
Clean Outs • Staging & Prep for Home Sale • Storage Solutions



Call today or request an estimate online!
(301) 450-2023 ■ TCmovemanagement.com

NOVA
REAL PRODUCERS.
PRESENTS
NFL GAME DAY 2023

**SEE YOU THERE!
SEPTEMBER 10, 2023
FEDEX FIELD**

For information on all DC Metro Real Producers events,
email info@dcmetrorealproducers.com.

**1031 EXCHANGE • INVESTMENT PROPERTY
WE'VE GOT YOU COVERED**



1031 EXCHANGE INTERMEDIARY SERVICES
SUPPORTING YOUR INVESTMENT GOALS WITH
» SECURITY » EXPERTISE » SERVICE

**FOR COMMERCIAL, RESIDENTIAL &
NOW! 1031 EXCHANGE INTERMEDIARY SERVICES**
Contact MBH at one of our offices serving
WV, VA, MD & DC.

MBH
Settlement Group

**Make sure your clients get the
absolute best in homeowners
insurance protection.**

Let's connect!

AUTO • HOME

BUSINESS • LIFE

We're an independent insurance agency offering you and your clients a wide range of providers to fit your needs. The best possible coverage. At the lowest possible cost.



**Erie Ranked
#1 in Customer
Satisfaction with the
Home Insurance
Claims Experience**



For J.D. Power 2023
award information, visit
jdpower.com/awards.



Bret Boizelle, CIC

(301) 948-2010
bret@boizelle.com
boizelle.com
2101 Gaither Road, Suite 270,
Rockville, MD 20850



▶▶ we ask ... you tell!

What's the most useful technology that's made your work easier?



JOHN RUMCIK
RE/MAX Gateway

iPhone. It allows me to be the most efficient and not have to deal with my laptop.



LINDSAY UNDERWOOD
Pearson Smith Realty

HomeSnap, by far!



ANNE LANG
ARW American Residential Warranty

ChatGPT is becoming very useful in marketing. It gives me ideas, mostly!



JASON CHERPERDAK
Samson Properties

Number 1: Self-driving cars!!! I do a lot of driving, and having a car that drives itself has been a game changer. It only does it really well on highways, but I'll be an early adopter of full-autonomy driving!



SETH HURLBERT
Hurlbert Home Inspection

That is a hard one. So much technology has come into this industry since I started doing home inspections... Laptop computer-generated reports (instead of paper reports in triplicate) have made my reports so much better and informative. GPS has made getting around easier and faster. Thermal imaging cameras, better moisture meters, and other advanced equipment has enabled me to gather more information so I can educate my clients better about the property they are investing in. And my handy flashlight has become smaller, lighter, and brighter.



LENWOOD JOHNSON
Keller Williams Realty

The most impactful technology I use in my business is BombBomb video. I use it to personalize EVERYTHING from listing appointment follow-up to offer presentations to personalized birthday greetings. Our clients love it!



Your Client Will Come in

FIRST PLACE

on the Home of Their Dreams When They Partner With Me!



Home Loans Aren't One Size Fits All
Call me today and let's discuss which loan program is best for your buyer!



TONI HILL

Loan Officer | NMLS ID: 1657634

(703) 996-9705

toni@tonihillteam.com

tonihillteam.com



ALCOVA Mortgage LLC | NMLS#40508 | (www.nmlsconsumeraccess.org) | 308 Market St SE, Roanoke, VA 24011



REALTORS,

Take a Load Off This Back-to-School Season!

Let Us Handle the Junk While You Focus on the Festivities!



Call the well-known and exceptional move-out cleanup team today!
(703) 646-9194 | ItsHaulGood.com

Serving Fairfax and Northern VA

YEAR-END TAX PLANNING

Don't let taxes spoil your successful year!

Let us work with you to evaluate what your current tax outlook is and what options are available to you to positively impact change.

Questions? Schedule a meeting.



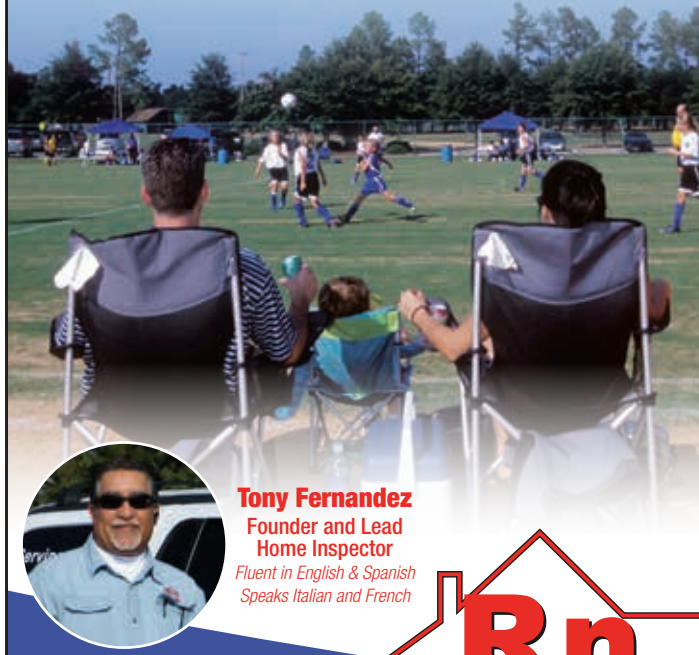
Robert LeMay, CPA
(703) 912-7862 ext. 210
rlemay@lemayandcompany.com
LeMayAndCompany.com



Accounting • Bookkeeping
Business Planning
Payroll • Tax Prep & More!

TAKE TIME TO ENJOY THE IMPORTANT THINGS

A Home Inspection by Rn HomeTech ensures you will!



Tony Fernandez
Founder and Lead Home Inspector
Fluent in English & Spanish
Speaks Italian and French

301-221-0357 | www.rnhometech.com
Schedule-me@RnHomeTech.com

Serving MD, VA and DC Metro area
21214 Delevan Way | Germantown, MD 20876



LUXURY *Moving*

LOCAL | LONG-DISTANCE | ESTATE
INTERNATIONAL | OFFICE-MOVES

We are a moving company that provides secure and reliable services to families, companies, and embassies in the DMV area since 1982. Our duty is to meet you with transparency and accountability at every step because you & your clients deserve nothing but the best.



QUALITY SERVICES

- Professional Drivers & Packers
- Climate Controlled Storage
- Customized Quotes & Accurate Surveys
- Utmost Quality Packing
- Residential & Commercial Moves
- Sturdy Boxes & Fully Stocked Supplies
- Realtor Deal Structure Available!

Upfront Costs. Accurate Estimates. Always Honest.



SHIPPING SOLUTIONS
WORLDWIDE

INTERNATIONAL & LOCAL MOVING AGENTS

301-926-3600

[KATH@SHIPPINGSOLUTIONSWORLDWIDE.COM](mailto:kath@shippingsolutionsworldwide.com)

SHIPPINGSOLUTIONSWORLDWIDE.COM

[f](https://www.facebook.com/shippingsolutions) [@SHIPPINGSOLUTIONS](https://www.instagram.com/shippingsolutions)



Video IS the New Real Estate Prospecting

To most REALTORS®, “prospecting” is, in a literal sense, dialing for dollars, reaching out to their sphere of influence, or going to networking events. Prospecting is also something many Realtors don’t like to do. When I hear this, I cringe a little; but I also remind them that video is the new real estate prospecting. This is when the Realtor usually cringes. If you don’t like to prospect or make video content, something has to give. The job of a Realtor is to help people buy and sell homes. But how do you generate interest and grow your brand to get people to buy and sell a home with you? In my opinion, the best way is to pick up the phone and make video content. Video IS the new real estate prospecting.

Video Sells For You

I ask Realtors in meetings, “How many people do you want as raving fans of you as a Realtor?” They usually say they want as many people as possible. Great ... and how are you going to make that happen? They usually start telling me about direct mail, making calls, and other items, but they aren’t suggesting ideas such as creating Instagram reels

or shooting videos for YouTube. The fastest way to spread information to the masses, or your target audience, is through online video content. The goal of my title business is to have people know, like, and, trust me (at some level) before they ever meet me. Video is a great way to increase that likelihood.

Video IS Prospecting

The difference is that it’s “reverse prospecting” because people are discovering or opting in to watch your content. Having your database and target audience watch, learn, and have you build credibility with them IS the prospecting. They convert themselves into potential clients via your educational video content. Now, imagine taking that part of your business away entirely — limiting your visibility and credibility that promotes your business 24/7? It makes things a little more difficult because now you have to make up for that lack of prospecting in other ways. And those other ways take up a lot more time and you lose that leverage.

Post Videos

Thankfully, with today’s technology, there are many platforms to post video content. You have to find your

own way, but I really like Instagram and YouTube. Instagram is the king of visual content for social media — at least for now — and it’s a great way to get shorter-form video content in front of your followers in the forms of “Stories” and “Reels.” YouTube is more macro since it’s on a platform owned by Google; therefore, you can reach people all over the country and even the world with the right content.

If you are looking for video content ideas, ask your sphere what videos you should create or think of the most frequent questions your clients ask you. Create video content about that! As you begin shooting, set a goal to shoot at least one video per week. By the end of the year, you will have made 52 videos, and with that amount of content prospecting for you on various platforms, you will start to see inbound leads that turn into clients!



Wade Vander Molen is senior vice president of business development at Pruitt Title LLC in the Northern Virginia/Washington, D.C., area and has been in the title industry since 2005. Wade helps real estate professionals with all facets of their marketing and teaches a new, sustainable business model to help them grow their businesses. You can visit Wade at www.DCTitleGuy.com.

HD BROS
REAL ESTATE MARKETING
MADE EASY

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.

VIDEO PRODUCTION.
REAL ESTATE MEDIA.



Do Personal Cards STILL WORK?

We all know how important mailings are to a solid marketing plan. From “Recently Sold” cards to seasonal mass mailings, keeping your name and brand image in front of potential and past clients is important. But what else can you do to set yourself apart? Many agents find success with taking a two-pronged approach, with one part focusing on quantity and another prioritizing more personal interactions. Handwritten, personal greeting cards can play an important role in the latter.

Greeting cards, at first glance, can appear passé. You might think of the birthday card your great aunt still remembers to send or the once-a-year winter greeting cards that get lost in the holiday shuffle. With so many other forms of communication, from email to social media, it’s no surprise that greeting card usage has fallen out of fashion. Year after year, the number of greeting cards sent out gets smaller and smaller, according to a 2022 IBISWorld Industry Report. What may be bad news for this industry is actually great news for agents.

GREETING CARD OCCASIONS

While homeowners are inundated with emails and overwhelmed by the billions of options social media presents, physical mail has become a less cluttered environment for getting your message across. Below are a few ways to take advantage of this medium with a handwritten, personal card or note.

AS AN INTRODUCTION

If you’ve received the name of someone that might be interested in your services, why not send a personal note of introduction?

TO SOLIDIFY A RELATIONSHIP

Maybe you’ve already had an initial meeting with a potential new client; a personal thank-you card can demonstrate your attention to detail.

TO CELEBRATE A MILESTONE

Whether it’s your client’s recent closing or an anniversary of their home purchase with you, recognizing these events can show your thoughtfulness and sincerity.

GREETING CARD BEST PRACTICES

- Strategically choose a limited number of recipients to send personal cards to each month. Since these are time-consuming cards to write, limit your total send to no more than a dozen or so each week.
- Always handwrite and personally sign your cards. Yes, this is much more time-consuming than simply printing out cards or stamping a signature ... but that additional effort is what makes this type of communication stand out to your recipient.

- Use a seasonal stamp and skip mass-mailing postage for personal cards.



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



Local, regional, and national: Mailing lists for every market!



Web-to-Print Platform

Easy and fast online ordering for all your marketing materials through our web-to-print platform.

- ✓ Choose from one of our customizable templates
- ✓ Upload your own designs
- ✓ Print, ship, and mail on-demand

New!



MyMarketingMatters.com

We’ve launched our new website to assist our clients in reaching their business goals.

- ✓ Find our full product and service offerings online
- ✓ Easily accessible pricing information
- ✓ FAQ’s, info, and support



List Manager

Our new list manager lets you create targeted lists for a neighborhood, or even from a single address.

- ✓ Create, maintain & edit lists right in our system
- ✓ Improved data = Better deliverability
- ✓ No charge access, FREE!

POWERING PRINT + PRODUCTIVITY SINCE 1982

Get started on your next project today!
mymarketingmatters.com | 301.590.9700

SILVERADO PRINTING

A Full-Service Print Marketing Company
If you can imagine it, we can print your brand on it.

CALL FOR ALL YOUR SPIRIT PACK ATHLETIC APPAREL!

TIM MCCARTHY | PRESIDENT
(703) 407-0268 | SILVERADOPRINTING.COM | TIM@SILVERADOPRINTING.COM

PROMOTIONAL PRODUCTS • EVERY DOOR DIRECT MAIL (EDDM) CLOTHING & APPAREL • SIGNAGE • & MORE!

Scan above & take your business to the next level.
www.nitooldreport.com

SUPER

WE'RE ON A MISSION TO MAKE CARING FOR A HOME COMPLETELY CAREFREE

hellosuper.com

Jonathan Asfour
703-254-9628
jonathan@hellosuper.com

my pestpros
We'll get rid of what's bugging you!®

KICK THOSE PESTS OUT OF YOUR LISTINGS!

FULL-SERVICE PEST CONTROL COMPANY SPECIALIZING IN ANTS • MICE • MOSQUITOES • TERMITES & MORE!

SAVE 10%
on any annual program
Must mention ad.
Exclusions may apply.
Inquire for details.

SCHEDULE YOUR WDI INSPECTIONS!

(703) 665-4455 | MYPESTPROS.COM

Members of the NPMA, Virginia & Maryland Pest Management Association • 10+ Years of Experience
Local, Family-Owned Business • Proudly Operated by Brett & Debra Lieberman • Serving VA, MD & DC

We'll be your long-term partner in property management so you can...

Enjoy Life
Grow Your Business
Dream Of The Next Adventure

- Vacancy Marketing • Tenant Screening • Rent Collection
- Property Maintenance • Financial Reporting • Eviction Protection



Patrick Page

Give me a call today, and let's start a great partnership!



703.592.6802
circlepm.com

CYBERBACKER

A GREAT Partnership Awaits!

Schedule a FREE business evaluation!

"I was referred to Cyberbacker by a real estate agent. I'm so glad I hired them! I'm closing more loans specifically due to the tasks I have them working on." - Steve K.

Amina Basic
(571) 410-0661
va@cyberbacker.com
cyberbacker.com

@cyberbackervirginia

View All Of Our Services!



NOVA
REAL PRODUCERS.

PRESENTS

Stay Inspired

WORDS OF WISDOM FROM THIS MONTH'S FEATURES



RITU DESAI
Samson Properties

"I'm all about making people laugh. Make the best of the time and place you're in. Enjoy where you are. No matter what, you have to adapt. Things may never be the way we want, but just follow your heart for who you want to be."



ELLA CONTRERAS
Casals, Realtors®

"Do the right thing for your clients. Always look out for their best interest. Clients aren't just a number. What's best for your client is best for your business. Most importantly, be authentic."



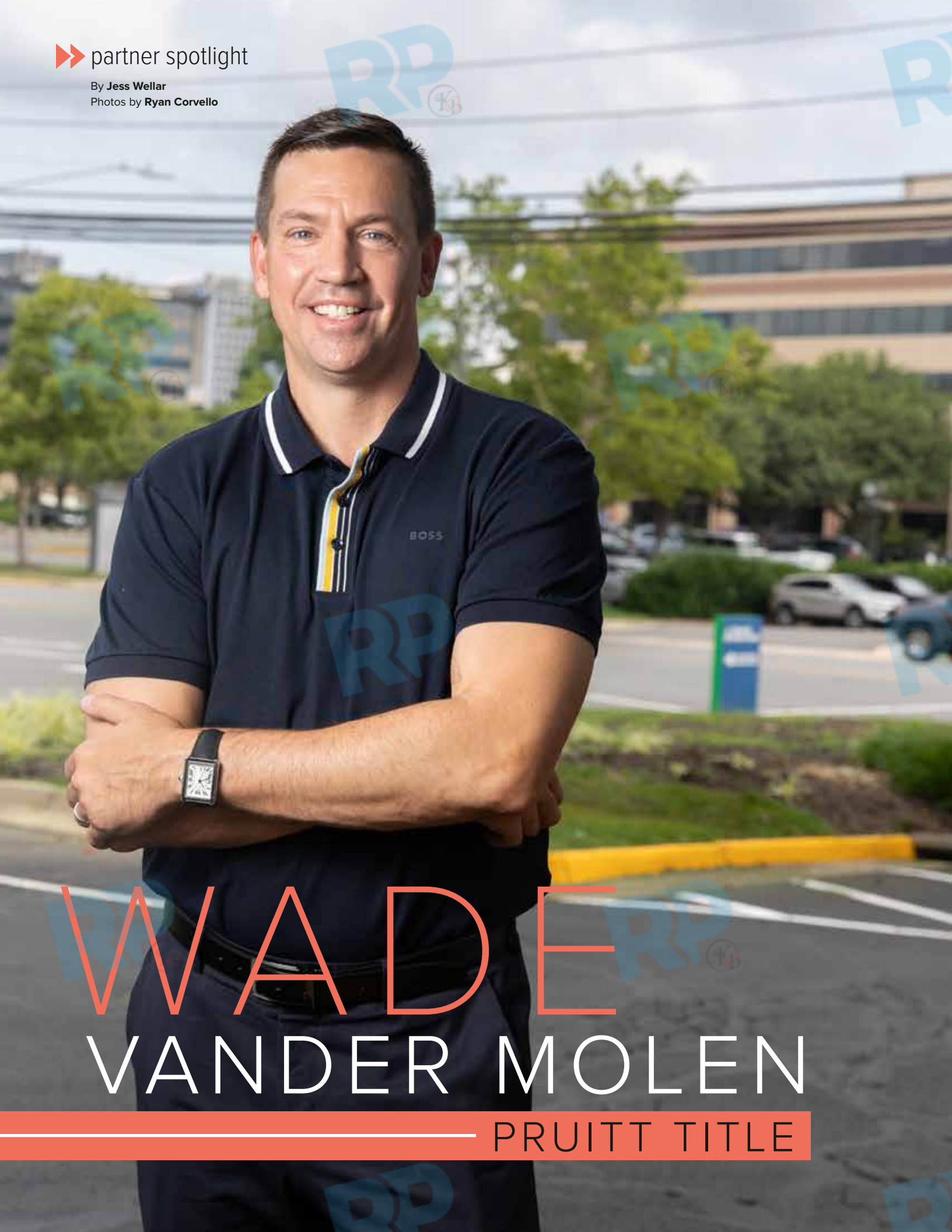
A Word from Our Preferred Partner:

WADE VANDER MOLEN
Pruitt Title

"What sets Pruitt apart is our commitment to our clients' success. We are far more than title and escrow services. When you form a working relationship with Pruitt Title, besides a rock-star escrow and closing team,

you partner with my 17 years of experience that can educate and teach agents winning strategies offline and online at no cost. That's a great bargain, in my opinion."





WADE VANDER MOLEN

PRUITT TITLE



THE ULTIMATE TWO-WAY RELATIONSHIP

Looking for a company that goes above and beyond the traditional role of a title and escrow business? Look no further than Wade Vander Molen, senior vice president of business development at Pruitt Title in Vienna, Virginia.

With their commitment to helping agents generate more business and gain more leads, Pruitt Title has truly created the ultimate two-way relationship with their clients. According to Wade, Pruitt Title not only processes and closes residential, commercial, and refinance transactions but also strives to support their clients' marketing and business needs.

"I love seeing the agents we work with create success and the happiness they have when they leave a Pruitt Title closing with their clients," Wade shares. "We help agents come full circle because when the transaction

ends, they get me hitting them up again asking what else can I be doing to help them gain more business."

CROSS-COUNTRY JOURNEY

Originally from Pella, Iowa, Wade found himself in Phoenix, Arizona, where he made a career shift from social work to becoming a loan officer. But fate had other plans for him, and he eventually found himself in the world of title and escrow. Wade's passion for education and helping others led him to create his website, ww.dctitleguy.com, and his YouTube channel, where he curates over 250 videos of valuable content for his REALTOR® and lender clients alike.

"I don't think anyone 'decides' to be in title, as the job sort of finds you," Wade reflects with a chuckle. "When I was new to the job, I was very green as training was essentially

nonexistent. You learn by failing forward and as you go."

He continues, "In 2010, I met my wife in Las Vegas, and we had a long-distance relationship. I moved to the D.C. area in 2012 and started my website and YouTube channel to better educate and help Realtors and lenders. I've been posting educational content on those platforms on a consistent basis since that time and it has really helped me create value and credibility with clients."

ALWAYS EDUCATING

Wade's dedication to empowering his clients sets Pruitt Title apart from its competitors. While their title and escrow services align with industry standards, Wade notes Pruitt Title takes it a step further by offering a wealth of knowledge and training to help agents grow their business by



Pruitt Title leadership team (from left to right: Jason George, lead attorney; Sara Bolton, owner; Wade Vander Molen, senior vice president of business development)



providing classes on lead generation and technology, giving them the tools to succeed in a digital world.

“Agents are notoriously bad at marketing... It’s like they want to be in the

federal witness protection program or something!” Wade laughs. “That’s where I can help promote their business with all the available tools out there. I can bring real value to agents by growing an online presence and filling an agent’s pipeline, even if we never do a deal together.”

“What sets Pruitt apart is our commitment to our clients’ success,” Wade emphasizes. “We are far more than title and escrow services. When you form a working relationship with Pruitt Title, besides a rock-star escrow and closing team, you partner with my 17 years of experience that can educate and teach agents winning strategies offline and online at no cost. That’s a great bargain, in my opinion.”

THE ONE CONSTANT IS CHANGE

Throughout the years, Wade has seen significant changes in the title

industry. He points out that the introduction of e-closings and remote online notarizations (RONs) has revolutionized the way transactions are conducted, making the process smoother for buyers and sellers nationwide.

“I believe that technology will continue to be the catalyst of how we do business as we move forward,” Wade remarks, “because our goal is to make the experience our clients have with Pruitt as smooth and easy as possible.”

In closing, Wade wants the top-producing Realtors to know that when they work with Pruitt Title, they gain a dedicated team that will do everything possible to maximize and support their business. From increasing their online presence to targeting specific homeowners who may have a need to list, Pruitt Title aims to create the ultimate, mutually beneficial interaction for both parties.

“”

I BELIEVE THAT TECHNOLOGY WILL CONTINUE TO BE THE CATALYST OF HOW WE DO BUSINESS AS WE MOVE FORWARD **BECAUSE OUR GOAL IS TO MAKE THE EXPERIENCE OUR CLIENTS HAVE WITH PRUITT AS SMOOTH AND EASY AS POSSIBLE.**



OUTSIDE OF WORK

Wade enjoys staying active by running 15 to 20 miles a week and playing in basketball leagues. He finds that staying active keeps him centered and ready to tackle the challenges that come his way. He also cherishes the time spent with his wife, Valerie, and their two daughters, Isla and Aria. Whether it’s going to the neighborhood pool or embarking on family trips to Long Beach Island, New Jersey, Wade values the importance of quality time with his loved ones.



“We believe in fostering a two-way relationship with our clients. We genuinely care about helping agents generate more business with more leads,” Wade concludes. “When they succeed, we succeed. It’s a partnership built on trust and shared goals.”



To learn more about Pruitt Title and Wade Vander Molen’s services, visit his website at www.dctitleguy.com or contact him directly at 480-203-6452.

**PROFESSIONAL ESTATE SALES
SINCE 1972**



- Full-Service Estate Sales
 - Live Auctions
- Auction Brokerage Charity Hauling
 - Disposal Hauling
- Paint and Chemical Removal
 - Piano Removals
- Personal Property Appraisals

Call NOW for a FREE Project Estimate!
(703) 256-8300 • (301) 580-9542
foursales.com • questions@foursales.com

ENERGY • INTEGRITY • INTELLIGENCE

34 Years Experience
Winston's
 CHIMNEY SERVICE

BOOK NOW!
703-379-5006

SUMMER'S HOTTEST DEAL! **SAVE \$100**
 On Chimney Sweeps
When You Book Before Sept. 30, 2023

SUMMER'S HERE! BUT CHILLY MONTHS ARE AROUND THE CORNER...
 Don't Let Winter Catch You Off Guard - Enjoy Limited-Time Discounts & Priority Scheduling. Book Us Now: 703-379-5006
 Visit Our Website: WinstonsServices.com

Choose the Best in the Industry!

- ▶ Top-quality workmanship, expertise, and satisfaction guarantee.
- ▶ Keep your chimney safe and efficient for years to come.
- ▶ Trusted by the highest elected offices in the country. Why settle for anything less?

5-Star Reviews and Satisfaction Guarantee
Yelp, Google, Facebook

Certified & Experienced Technicians
IBCF, NFI, IICRC

INSPECT | CONSULT | EDUCATE
 Proudly Servicing D.C., MD, VA, & WV Since 1995

Biller & Associates®

CERTIFIED INSPECTOR

5.0 ★★★★★ Google Rating

Pre-Purchase
 Pre-Drywall
 Final Walk-Through
 Radon Testing
 Thermal Imaging
 Mold Investigation

Detailed Report

Scott Biller
 Founder | ASHI Certified Inspector
 571-528-6817 • billerandassociates.com
scott@billerandassociates.com

Sauvage Design Build LLC
 Call Robert today to discuss your projects!
(229) 392-1446

HAVE YOUR GUYS, CALL MY GUYS!

- AWARD-WINNING SERVICE
- LOCAL & LONG DISTANCE
- RESIDENTIAL & COMMERCIAL
- SECURE STORAGE FACILITIES
- PACKING SERVICE & SUPPLIES

MyGuys Moving
 (800) 783-4897
MyGuysMoving.com

For a FREE Estimate, Call Your Guy Terry!



TERRY WILLIAMS
(703) 657-1407
MyGuysMoving.com



ELLA CONTINUES



▶▶ rising star

By Aja McFarland
Photos by Ryan Corvello

The Power of Consistency

Ella never expected to end up in real estate. Coming from a small town in Illinois with plans to work in politics, she's been an agent at Casals Realtors® for three years now and is doing well for herself in both sales and mentoring. Last year, Ella closed 36 transactions for over \$20 million in sales and is on track for a 14 percent conversion rate this year.

"I am originally from Illinois, from a small town of about 1,500 people. I went off to college as a double major in political science and communications," Ella recalls. "I moved to Virginia to work on a campaign. After the elections, my plan was to return to Illinois to continue my career in politics. During that 6-month period, though, I met my now husband and instead got a job in D.C. Then, COVID happened, and I found myself working from home. During that time, I felt that my job was unfulfilling and not challenging enough so I began to contemplate a career change."

FINDING HER PATH

On her daily run, Ella noticed signs for real estate classes with her now brokerage.

"Being the impulsive person that I am, I saw that as an opportunity for a career shift that would present a good challenge," she shares. "Getting started was scary, though."

I was nervous about not getting a traditional salary, and I hadn't really done anything remotely similar before.

"Thankfully, Casals has given me the training to transform me into the agent I am today," Ella continues. "They taught me that consistency is the guiding light."

Ella notes her previous work experience in politics came with some advantages. Cold calling and knocking on people's doors had given her confidence and the ability to feel comfortable speaking with strangers.

"My upbringing came with some advantages as well. My father is a business owner, and watching him taught me the value of a strong work ethic and a professional demeanor," Ella adds.

NURTURING GOALS

Outside the office, Ella says she has a lot of support from loved ones to keep her motivated and thriving.

"I have my husband, Eduardo, and my daughter, Elliana, who is 5 months old. I'm so blessed to have them. My husband is a huge supporter; he encouraged me to take the leap into real estate and is always encouraging me to improve and grow my business."





Outside of work, Ella Contreras enjoys being outdoors, running, hiking, traveling out of state to see friends, and spending time with her husband, Eduardo, and daughter, Elliana.

Ella says it is this support system that helps set her apart from her peers, as well as her consistency and honesty.

“This field is demanding. I have to hold myself accountable to putting in the work, making phone calls, doing consistent follow-up — the things that otherwise would fall through the cracks. Without consistency and discipline, success would be difficult to achieve.”

Ella breaks her approach down even further: “I think there are two types of honesty. First, I have to be honest with myself. I can’t just say I want to work hard and that I’m willing to put in the hours if it’s not true.

“Second, I have to be honest with my clients,” she continues. “I don’t pretend to be someone I’m not, and I don’t put on a persona of a salesperson. I don’t use sales tactics on my clients to get them to buy a house.”

PREPARING FOR THE FUTURE

As Ella plans ahead, she reflects on how she enjoys helping new Realtors get situated and excel in the business.

“My team is local to Woodbridge, but we serve all of Northern Virginia. I currently don’t have anyone underneath me, but I do help with the mentorship program,” she explains. “Towards the end of my first year, I was given the opportunity to help mentor new agents. Our team lead showed me the ropes on training and guided me in training new agents on follow-up, the home-buying process, and showings.”

Ella already has plenty of advice to offer new Realtors too.

“Be prepared to work hard — it’s not always an easy schedule and the hours can be long,” she points out. “However, if you have the right mindset and consistency, you will see success down the road. Most importantly, be authentic.”

But authenticity can be difficult when meeting with strangers, Ella admits.

“I try my best to be straightforward and give my clients all the information I would want if I were in their shoes,” she explains. “Being genuine helps make connections too. If you keep it buttoned up and corporate, it can be difficult to connect, and hard for clients to open up about their fears, wants, and goals.”



TOWN & COUNTRY STAGING
— Stage • Store • Move —

Realtor Loyalty Program | Experienced Team of Designers | 60 Days for 30 Days | Pay at Closing

Contact Us: 1-800-683-6683 | townandcountrymovers.com/staging

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:

 **Hope Marquart**
(703) 380-5774
hmarquart@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.

AWARD-WINNING ROOFING SERVICES

Cole Roof Systems has earned **Angie’s List Super Service Award** for the past five years.

ROOFING / GUTTERS & DOWNSPOUTS / SKYLIGHTS / SNOW REMOVAL / LICENSED & INSURED / OVER 45 YEARS IN BUSINESS / TOP-QUALITY EXTERIOR PRODUCTS



Call today for your **FREE** estimate!

(703) 836-6679
(703) 615-1094
ColeRoofSystems.com

cole
ROOF SYSTEMS, INC.

Angie’s list ACCREDITED BUSINESS

TOWN & COUNTRY MOVERS, INC.

Experienced, Reliable, Trusted | The DMV's top mover for over 45 years



Call today for a free estimate!

703-560-8600 | 800-683-6683
www.townandcountrymovers.com

WHY REAL PRODUCERS CHOOSE 123JUNK

JUNK REMOVAL MADE SIMPLE

OUR 1-2-3 PROCESS

We have a defined process for sorting and donating your items to a robust network of local municipalities and non-profit organizations. Our objective is to maximize what can be recycled and donated and minimize what ends up in the landfill. Our entire brand is built around this process!

LIGHTNING QUICK TURNAROUND

Our size allows us to turn around projects in hours or days, making you look like a hero to your client! Is your listing going to closing tomorrow? Don't worry - we've got you covered today!

HOME PROTECTION IS OUR PRIORITY

Our professional haulers will protect the doors, floors and banisters so that you don't have to worry about one project turning into multiple.

NO JOB IS TOO SMALL

Our volume based pricing means that you only pay for what we haul away.

WE'RE A REAL ESTATE FOCUSED BUSINESS

We understand how emotional and stressful a real estate transaction can be and we thrive in making our clients feel comfortable with letting their stuff go.

WE'RE A REFERRAL BUSINESS

Seventy percent of our business comes through referrals from previous clients and local business partners. We believe this is a testament to the quality of our services and our commitment to the client experience!

WE'RE LOCAL

We're a local, independently owned business servicing only the Washington DC Area.



If you would like to find out personalized coupons for you clients, please reach out to one of our team members:



Kevin Wheeler
301-798-6055
kwheeler@123junk.com



(703) 400-7645 - WWW.123JUNK.COM

INCREASE YOUR CLIENTS CONFIDENCE WITH A HOME INSPECTION



Hurlbert Home Inspection, LLC

Reports Delivered Same Day!

Pre-Purchase Home Inspections • Pre-Drywall Home Inspections
Final Walk-Through Home Inspections • Pre-Listing Home Inspections
• Radon Testing • We inspect 7 days a week!

SCHEDULE AN INSPECTION TODAY!

hhinsp.com | (703) 830-2229 | hhi@hhinsp.com

OLD REPUBLIC HOME PROTECTION

STAY COOL!

Your clients are covered.



ORHP covers the cost of adding refrigerant when completing an A/C repair.

Visit orhp.com for information today!

Exclusions and limitations apply. In some states, A/C coverage is an option and additional fees are required. See plan for complete coverage details. This is a paid advertisement.

People Helping People
www.orhp.com | 800.445.6999



When you need electrical service, you want professional and reliable experts who will treat you fairly.

That's why you should call ProElectric for your FREE estimate!



⚡ GENERAL ELECTRIC ⚡ CIRCUIT BREAKERS
⚡ INSTALLS & REPAIRS ⚡ E-VEHICLE CHARGERS
⚡ LIGHTING FIXTURES ⚡ SWITCHES & OUTLETS
& MORE!

10% OFF* w/ code NOVA10

*Offer valid for a limited time. Exclusions may apply. Must mention code during scheduling.

PROElectric

(703) 225-8222
contact@proelectricva.com
ProElectricVA.com

Experienced,
Licensed Electricians

LUXURY VINYL • HARDWOOD • CARPET



LIFE IS LIVED ON WHAT WE DO



PRICECO FLOORS
WWW.PRICECOFLOORS.COM
301-317-6220

CALL FOR A FREE IN-HOME ESTIMATE!

301-317-6220

PriceCoFloors.com

Family Owned & Operated



RITU

DESAI

cover story

By Zachary Cohen
Photos by Ryan Corvello

BREAKING BARRIERS



Growing up in central India, Ritu Desai faced an uphill battle for equality. Conservative Indian values still reigned supreme, making it difficult for girls and women to find equality in work and life. Luckily, Ritu was blessed with a mother ready to challenge the status quo and stand up for her three daughters.

“My mom, who is my rock star, fought everyone. She was a progressive thinker, a strong woman. She made sure my sisters and I got the best education. She put us in the top school in the city. She made sure we went to university and got our degrees,” Ritu reflects gratefully. “She is my role model for being who she is. She raised three daughters in times when no one would give us an opportunity.”

Ritu’s mother, Pratima, gifted her with the strength and grit to overcome obstacles, big and small. So when Ritu moved to the U.S. in 1998, barely knowing a soul, she was well prepared to face the challenge head-on.

I'm all about making people laugh. Make the best of the time and place you're in. Enjoy where you are. No matter what, you have to adapt. **Things may never be the way we want, but just follow your heart for who you want to be.**

"The transition to the U.S. was difficult. I didn't know the culture, and back then, we didn't have so much technology to learn and be prepared," Ritu recalls. "But my motto in life is to adapt. Change is inevitable. So when I immigrated as a young woman and didn't know anyone around me except my husband and his immediate family, I learned to adapt to this new culture. I learned many good lessons along the path of life,

becoming a wife, a mother, and eventually, a REALTOR®."

Building a Life

Upon arrival in Northern Virginia, Ritu landed work for Oracle, but she didn't have a passion for information technology. So after having her first child, she switched careers, launching her real estate career in 2003.

Ritu has now been thriving in real estate for over 20 years. It's become more than her career; it's her passion project.



Top producer Ritu Desai is an individual agent with Samson Properties.

"I never do anything my heart doesn't call for. I feel you should follow your passion, and that's what I have done in real estate," Ritu explains.

Ritu particularly enjoys providing families with the pride, stability, and financial opportunity owning real estate offers. She works with a lot of immigrant families, appreciating the chance to be their go-to person in a new community.

In 2022, Ritu closed 48 homes for \$30 million as an individual agent with Samson Properties.

"It's rewarding to wake up every day, even two decades later, striving to do the best thing I can for my clients," she says with a smile.

Giving Thanks

Outside work, Ritu lives a family-centered life. She and her husband, Arpan, have two children, Ayush (22) and Arnav (16). They enjoy traveling the world together, and have gone on safari in Tanzania, hiked to Machu Picchu in Peru, and have seen the Northern Lights in Iceland, among other memorable adventures. Ritu considers these sorts of trips non-negotiable. For her, family is everything.

As Ritu reflects on her journey, her family is also at the top of her mind. She shares how incredibly grateful she is for the gifts her mother gave her all those years ago in India.

“It makes me emotional when I think about this,” Ritu says. “It’s important to me to make my mom proud that she raised a woman who is strong, who can be a role model for her kids and community, that followed her dream. Especially in the era I was raised in, there were so many challenges being a woman, to fight constantly, to be recognized and achieve so much... I’ve broken so many glass ceilings to be where I am today.”



Ritu and her husband, Arpan, with their sons, Arnav and Ayush.

FUN FACT

Ritu met her husband, Arpan, on February 3, 1998. They were engaged on February 4, married on February 9, and moved to the United States that October. “It was a big risk, but I’m so blessed. We’ve been married for 25 years now.”



Ritu credits her mother, Pratima, with giving her the strength and courage to break through barriers in life.



curbio

FIX NOW, PAY WHEN YOU SELL.

Curbio is the pre-sale home improvement company that completes pre-listing updates quickly and without the hassle, stress, or upfront costs of working with a traditional home improvement company. With Curbio, your listing will be transformed into the move-in-ready home buyers are looking for, and sellers don’t pay anything until the home sells!



WHY CURBIO?

Leave the Closing Table with More Money

Homes that are outdated or in need of repair attract low-ball offers and can sit on the market. Instead of eliminating potential buyers or selling cheap, let Curbio help! Our pre-listing updates are designed to appeal to buyers, increase sale price, and maximize net proceeds.

Avoid the Stress of Typical Home Improvement

Curbio’s turnkey updates are easy and painless for everyone involved. Your Curbio Project Manager will oversee the work, so you won’t need to lift a finger - and, of course, you won’t pay a dime until closing.

Renovate Twice as Fast

Due to technology and national partnerships with suppliers nationwide, Curbio provides estimates quickly, condenses timelines, and finishes on time and to quality. Plus, Curbio keeps a curated portfolio of high-quality materials that are ready-to-ship, and appeal to today’s buyers.



LEARN
MORE



LUXURIOUS EVENTS

SCHEDULE TODAY AND LET'S MAKE YOUR
EVENT THE TALK OF THE TOWN.

(301) 613-1676
GoldEventGroup.com

Moving done their way.



Quality You Can Trust!

Need a little help or a lot? Interstate can help. We offer select-a-service to meet your client's needs.

- Packing/unpacking
- Moving labor
- Full-service move and pack
- Short term and long term storage
- Auto-shipping

For more information about preferred pricing and special programs for your clients, call Sherry Skinner at

703.226.3282



Learn More



Local | Long Distance | International
Moving & Storage Services

Sales@invan.com | MoveInterstate.com

YOUR PEACE OF MIND IS MY PRIORITY



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.

Preferred Staging Elevate Your Real Estate

463 CORAL CREST LN, VIENNA, VA



SCHEDULE AN APPOINTMENT WITH THE EXPERTS!
PREFERREDSTAGING.COM

TOP 250 STANDINGS

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

RANK	NAME	OFFICE	SELLING #	SELLING \$	BUYING #	BUYING \$	SALES	TOTAL \$
------	------	--------	-----------	------------	----------	-----------	-------	----------

RANK	NAME	OFFICE	SELLING #	SELLING \$	BUYING #	BUYING \$	SALES	TOTAL \$
------	------	--------	-----------	------------	----------	-----------	-------	----------

Disclaimer: Information based on MLS closed data as of August 3, 2023, for residential sales from January 1, 2023, to July 31, 2023, in Virginia, Maryland and Washington, D.C., by agents licensed in our Northern Virginia service area, including Alexandria City, Arlington, Fairfax City, Fairfax County, Falls Church City, Loudoun County and Prince William County. 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.

PRUITT TITLE GOES ABOVE AND BEYOND TO
MAKE SURE YOU CLOSE THE DEAL!

We offer the highest level of customer service for commercial, residential, and refinance transactions.



NEED TO OPEN ESCROW?
REACH OUT TO US TODAY!

WADE VANDER MOLEN

480-203-6452 | Wade@Pruitt-Title.com

DCTitleGuy.com

8221 Old Courthouse Rd. #101, Vienna, VA 22182

Offices in Northern VA, DC, and Maryland. Mobile settlements also available.



TOP 250 STANDINGS

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

RANK	NAME	OFFICE	SELLING #	SELLING \$	BUYING #	BUYING \$	SALES	TOTAL \$
------	------	--------	-----------	------------	----------	-----------	-------	----------

Disclaimer: Information based on MLS closed data as of August 3, 2023, for residential sales from January 1, 2023, to July 31, 2023, in Virginia, Maryland and Washington, D.C., by agents licensed in our Northern Virginia service area, including Alexandria City, Arlington, Fairfax City, Fairfax County, Falls Church City, Loudoun County and Prince William County. 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.

LET'S GROW YOUR BUSINESS

Mortgages Under Management is your ultimate post-closing game plan!

AARON MATTY Sales Manager
 NMLS# 1063170
 443.375.6466
 amatty@primeres.com
 primeres.com/amatty
 1220A E Joppa Rd Suite 118
 Towson, MD 21286

Give me a call to discuss how WE can increase your production throughout the year!

Top 1% Mortgage Originators in America - 2018 -2022

Don't get schooled by title issues,
close with

KENSINGTON VANGUARD NATIONAL LAND SERVICES

Kensington Vanguard is an independent title company closing transactions nationwide with local expertise and presence throughout the DC Metro area.

FOR A LEVEL OF CARE AND SERVICE DESIGNED WITH OVER 30 YEARS OF EXPERIENCE, CONTACT MARC WILTSHIRE OR JENNIFER MCCARTHY.

kv-dcmetro.com



JENNIFER MCCARTHY
 Vice President
 DC Metro Region
 703.794.2101 (O) | 703.801.5280 (C)
jmccarthy@kvnational.com
 7051 Heathcote Village Way, Suite 205
 Gainesville, VA 20155



MARC WILTSHIRE
 Executive Vice President
 DC Metro Region
 703.637.9165 (O) | 703.789.7654 (C)
mwiltshire@kvnational.com
 3441 Commission Court, Suite 104,
 Woodbridge, VA 22192



TOP 250 STANDINGS

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

RANK	NAME	OFFICE	SELLING #	SELLING \$	BUYING #	BUYING \$	SALES	TOTAL \$
------	------	--------	-----------	------------	----------	-----------	-------	----------

RANK	NAME	OFFICE	SELLING #	SELLING \$	BUYING #	BUYING \$	SALES	TOTAL \$
------	------	--------	-----------	------------	----------	-----------	-------	----------

Disclaimer: Information based on MLS closed data as of August 3, 2023, for residential sales from January 1, 2023, to July 31, 2023, in Virginia, Maryland and Washington, D.C., by agents licensed in our Northern Virginia service area, including Alexandria City, Arlington, Fairfax City, Fairfax County, Falls Church City, Loudoun County and Prince William County. 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.

**Let The Best Team
In Home Mortgages
Help You Score BIG**

The Bell Team
AT YOUR SERVICE WITH

ACM ATLANTIC COAST MORTGAGE

MELISSA BELL
Senior Vice President, Sales Manager
NMLS ID 450558
M: 817-807-1616
MBell@acmlc.com
TheMelissaBellTeam.com

LO NMLS ID 450558 | Atlantic Coast Mortgage, LLC is an Equal Housing Lender, Company NMLS ID 643114 (www.nmlsconsumeraccess.org) This information should not be considered an offer to lend. This communication is provided to you for informational purposes only and should not be relied upon by you. Contact Atlantic Coast Mortgage directly to learn more about its mortgage products and your eligibility for such products. This is not a commitment to lend.

TOP 250 STANDINGS

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

RANK	NAME	OFFICE	SELLING #	SELLING \$	BUYING #	BUYING \$	SALES	TOTAL \$
------	------	--------	-----------	------------	----------	-----------	-------	----------

RANK	NAME	OFFICE	SELLING #	SELLING \$	BUYING #	BUYING \$	SALES	TOTAL \$
------	------	--------	-----------	------------	----------	-----------	-------	----------

Disclaimer: Information based on MLS closed data as of August 3, 2023, for residential sales from January 1, 2023, to July 31, 2023, in Virginia, Maryland and Washington, D.C., by agents licensed in our Northern Virginia service area, including Alexandria City, Arlington, Fairfax City, Fairfax County, Falls Church City, Loudoun County and Prince William County. 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.

STRUCTURAL & DRAINAGE INSPECTIONS

Foundation Cracks
Damaged Wood Framing
Load-Bearing Walls
Basement Waterproofing

Wet Yards
Soil Erosion
Sloping Floors
Stream Stabilization



Licensed Professional Engineers
(703) 391-8911 / SoilAndStructure.com
info@soilandstructure.com / Licensed in VA, DC, MD & WV



TOP 250 STANDINGS

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

RANK	NAME	OFFICE	SELLING #	SELLING \$	BUYING #	BUYING \$	SALES	TOTAL \$
------	------	--------	-----------	------------	----------	-----------	-------	----------

RANK	NAME	OFFICE	SELLING #	SELLING \$	BUYING #	BUYING \$	SALES	TOTAL \$
------	------	--------	-----------	------------	----------	-----------	-------	----------

Disclaimer: Information based on MLS closed data as of August 3, 2023, for residential sales from January 1, 2023, to July 31, 2023, in Virginia, Maryland and Washington, D.C., by agents licensed in our Northern Virginia service area, including Alexandria City, Arlington, Fairfax City, Fairfax County, Falls Church City, Loudoun County and Prince William County. 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.

MORE THAN MORTGAGES

MM

MOVEMENTMORTGAGE

CHRIS SHEAD Loan Officer, NMLS # 1276733
(703) 498-8235 • Chris.Shead@movement.com • ChrisShead.com
 3701 Pender Drive Ste. 210, Fairfax, VA 22030

DC-ML0220441, MD-2002, VA-MLD-227641A | Movement Mortgage, LLC supports Equal Housing Opportunity. NMLS ID# 39179 (www.nmlsconsumeraccess.org) | 877-314-1499. Movement Mortgage, LLC is licensed by D.C. # ML000079, MD # 25914, VA # MC-5112. Interest rates and products are subject to change without notice and may or may not be available at the time of loan commitment or lock-in. Borrowers must qualify at closing for all benefits. "Movement Mortgage" is a registered trademark of the Movement Mortgage, LLC, a Delaware limited liability company. 8024 Calvin Hall Rd, Indian Land, SC 29107.

TOP 250 STANDINGS

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

RANK	NAME	OFFICE	SELLING #	SELLING \$	BUYING #	BUYING \$	SALES	TOTAL \$
------	------	--------	-----------	------------	----------	-----------	-------	----------

Disclaimer: Information based on MLS closed data as of August 3, 2023, for residential sales from January 1, 2023, to July 31, 2023, in Virginia, Maryland and Washington, D.C., by agents licensed in our Northern Virginia service area, including Alexandria City, Arlington, Fairfax City, Fairfax County, Falls Church City, Loudoun County and Prince William County. 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.



We're Ready to Close
ANYWHERE, ANYTIME
to Get Your Client *Home*

240-403-1285 | EasternTitle.com

112 E. Broad St.
Falls Church, VA 22046

3926 12th St NE
Washington, DC 20017

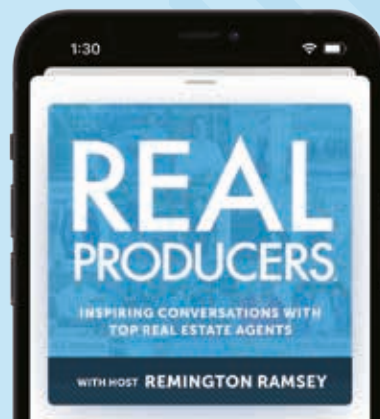
6100 Executive Blvd., Suite 410
Rockville, MD 20852

3 Research Place, Suite 201
Rockville, MD 20850

11113 Manklin Meadows Lane
Berlin, MD 21811

REAL PRODUCERS. PODCAST

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



Same Brand, New Reach – Tune in for free today



podcast.realproducersmag.com



EASTERN
TITLE & SETTLEMENT



Your Roof May Have STORM DAMAGE and you may not even know it!

Contact Us for a Free Storm Damage Inspection!

When it comes to exteriors trust the experts!
Roofing • Windows • Siding & Gutters

703-230-ROOF (7663) • DryHome.com/Storm-Damage

45921 Maries Rd, Suite 100 • Sterling, VA 20166 @DryHome

Fairfax County, Loudoun County, Arlington County and Prince William County



We keep you focused on what you do best...
Listing & Selling Homes

EXTENSIVE EXPERIENCE WITH EXCEPTIONAL RESULTS
SERVING NORTHERN VIRGINIA'S TOP PRODUCING AGENTS

VACANT & OCCUPIED HOME STAGING • MOVE PLANNING • DESIGN CONSULTING • ESTATE SALES • CONTRACTOR REFERRALS AND MORE



Leave the staging to us.
We put the luxury
in your listings.™

Book your **FREE Consultation Today!**
info@inspiredhomedesign.com • www.inspiredhomedesign.com



Quality

GENERAL CONTRACTING & CONSULTING SERVICES



SERVING REALTORS AND THEIR CLIENTS BY
ADDING VALUE TO THEIR HOMES SINCE 2008



INNOVATIVE REALTY SOLUTIONS LLC
INNOVATIVE REALTY CONTRACTING

VA LICENSE: 2705135404

SCHEDULE A CONSULTATION TODAY!

(571) 283-4919

InnovativeRealtyContracting.com

Licensed • Insured • Experienced • Full-Service General Contractor

RYAN CORVELLO PHOTOGRAPHY



Real Estate & Lifestyle Photographer
in Maryland, D.C., and Virginia

Fusion Photography
2D and 3D Floor Plans
Agent and Team Portraits

corvellophotography.com • ryancorvello@gmail.com • 757-685-2077



SIMPLIFY MORTGAGES FOR YOUR CLIENTS.

Elevate your business by partnering with a trusted mortgage expert with over 20 years of industry experience. Enjoy a stress-free process that leaves a lasting impression.



SCAN TO CONTACT ME



NATHAN BURCH, CMB
Senior Vice President
NMLS ID #: 231804

Direct & Text: (703) 348-2166
Email: nathan@vellummortgage.com
Website: www.NathanBurch.com



Our Experts. Your Advantage.

Vellum Mortgage, Inc. | NMLS ID#: 1657323 (www.nmlsconsumeraccess.org)

