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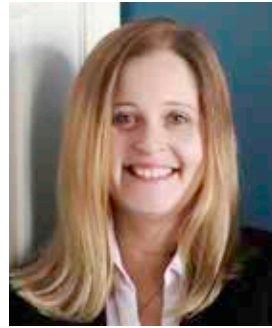
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▶ publisher's note

Stepping into

SPRING

Dear D.C. Metro Real Producers,

As spring blooms, we find ourselves in a season of new growth amid the warmer weather. When I think of spring, I'm reminded of the timeless expression "Carpe diem" — seize the day!

The spring market is also well underway, and what an exciting time for our industry! This busy period requires us to put our best foot forward with every client. Despite the challenges of continued low inventory and rising interest rates seen in many places around the country, here in D.C., we witness home values still on the rise and sales remaining robust. There's ample opportunity for Real Producers who hustle and stay focused.

Likewise, our platform is a celebration of the excellence that our amazing community exhibits day after day. At *Real Producers*, we strive to embody this mindset — always forward-thinking and moving to seize the day. All success requires is the recognition of opportunity meeting decisive action!

Speaking of recognizing opportunity, our "Best Year Ever" virtual event is coming up soon with Hal Elrod on April 18th. You should've received your exclusive invitation by now; if not, please reach out because *trust me*,

you won't want to miss this Zoom! And be sure to RSVP for some serious fun when we host our Summer Luau on May 14th!!!

Looking ahead, we also have many more incredible feature stories to share, showcasing inspiring agents and partners impacting our industry. And last but not least, a BIG DC Metro Real Producers' welcome to our newest preferred partner, LoanSteady! We're thrilled to have you aboard!

I encourage you all to embrace this season of renewal with extra pep in your step, and let's "carpe diem" in our own lives and businesses!!

With gratitude,



Kristin Brindley
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FOOD FOR THOUGHT

As we enter the spring market, what seeds of opportunity will you plant in your real estate endeavors?

SAVE THE DATE!

Luau

MAY 14, 2024 | 4 PM – 7 PM

Location TBD

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special events

Photos by Ryan Corvello

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FEBRUARY MAGAZINE PARTY

February 21, 2024

To all the fantastic folks who graced our DC Metro Real Producers Magazine Party in February with their presence — a big shout-out and heartfelt thanks! Your presence at 10800 Lockland Road in Potomac added an extra layer of joy to the festivities. The property, courtesy of **Hans Wydler**, of Wydler Brothers of Compass, added just the right touch.

The event hit all the right notes, and we can't thank you enough for being not just attendees but shining stars. Your involvement elevated the celebration, and we're truly grateful for the continuous support you show.

A round of applause for our sponsor, **Bargain Movers**, whose generous contributions made it all possible, and for your community support with the "Spread The Love" food drive. Special kudos to **Ryan Corvello** and **HD Bros** for skillfully capturing moments that vividly encapsulated the party's vibe in stunning photos and videos.

Your support means the world to us, and we're eager to keep the connection alive for future events and exciting ventures. Count on us to keep you in the loop!

Once again, thank you for being part of this extraordinary celebration. We're looking forward to more collaborations and more shared successes in the days ahead. Any questions or thoughts? Don't hesitate to drop us a line — we're all ears.

Here's to your ongoing triumphs and prosperity! Cheers!

DC Metro Real Producers' magazine parties are smaller events to honor agents who have recently been featured in the magazine.

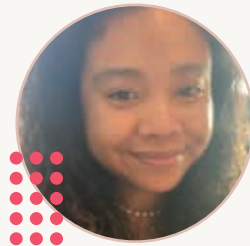
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Mastering the Art of Patience: *Handling Long-Term Leads*

As an agent, sometimes you gain a client out of the blue who looks at a few houses, puts in an offer, and sails through the closing. However, as most of us know, that's the exception to the rule. More often than not, you'll be managing long-term leads, everything from the aging couple not yet ready to sell to a first-time buyer who has analysis paralysis when choosing a home.

But whatever the finer details are, the end result is a prospect with potential who may require a longer-term approach to get them to the finish line. The following are some ideas for effectively managing these types of leads without getting too bogged down and distracted.

- Identify the long-term prospects.** It's important to first identify when someone is going to take longer than usual to make a decisive move. These very warm leads require nurturing; it's worth it to categorize them quickly as slow-burns so you don't apply too much pressure.
- Maintain regular communication.** So you don't forget about these slow bloomers, set up a schedule for reaching out, whether it's through personalized emails, informative newsletters, or texts. Keeping the conversation alive helps build trust and ensures you stay on their radar.
- Provide value with quality content.** Share industry insights, local market trends, and tips that may be relevant to your potential buyer or seller. By positioning yourself as an expert, you reinforce your credibility and demonstrate your commitment to their real estate journey.
- Leverage social media platforms.** Stay connected through social media to maintain a presence in your leads' digital lives. Share relevant content, engage in discussions, and showcase your achievements. But don't forget to make things entertaining and interesting by sharing parts of your life and personality!
- Adapt and personalize your approach.** People's circumstances and preferences can change over time. Be adaptable in your approach and take the time to understand any shifts in your leads' priorities. Personalizing your interactions shows genuine interest and increases the likelihood of converting a lead into a client when the time is right.

Handling long-term leads requires a delicate balance of persistence, adaptability, and strategic communication. By implementing these tips, you can nurture relationships, stay top of mind, and

ultimately, convert those long-term leads into satisfied clients.

Remember, success in real estate is often a marathon, not a sprint!



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

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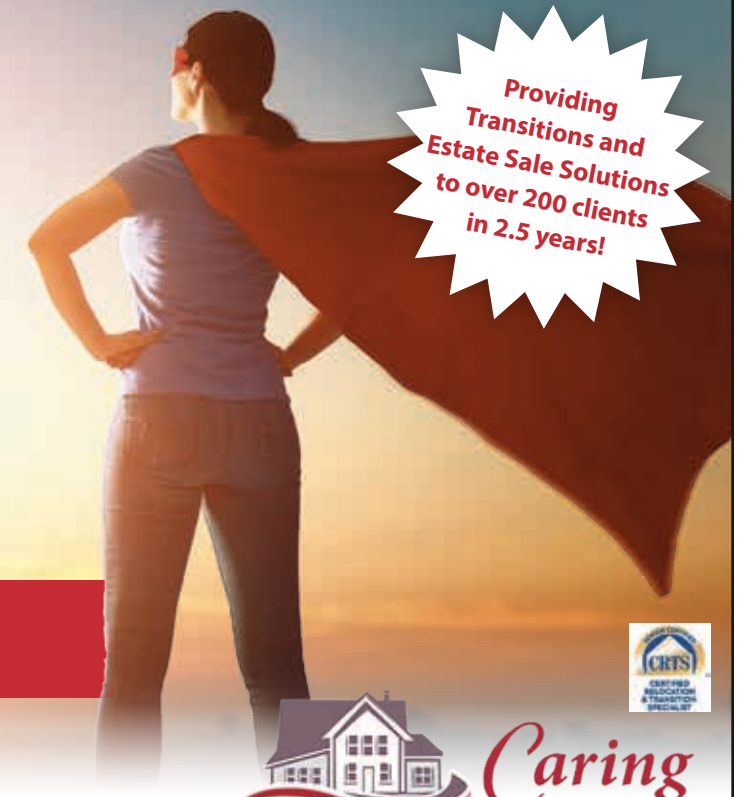
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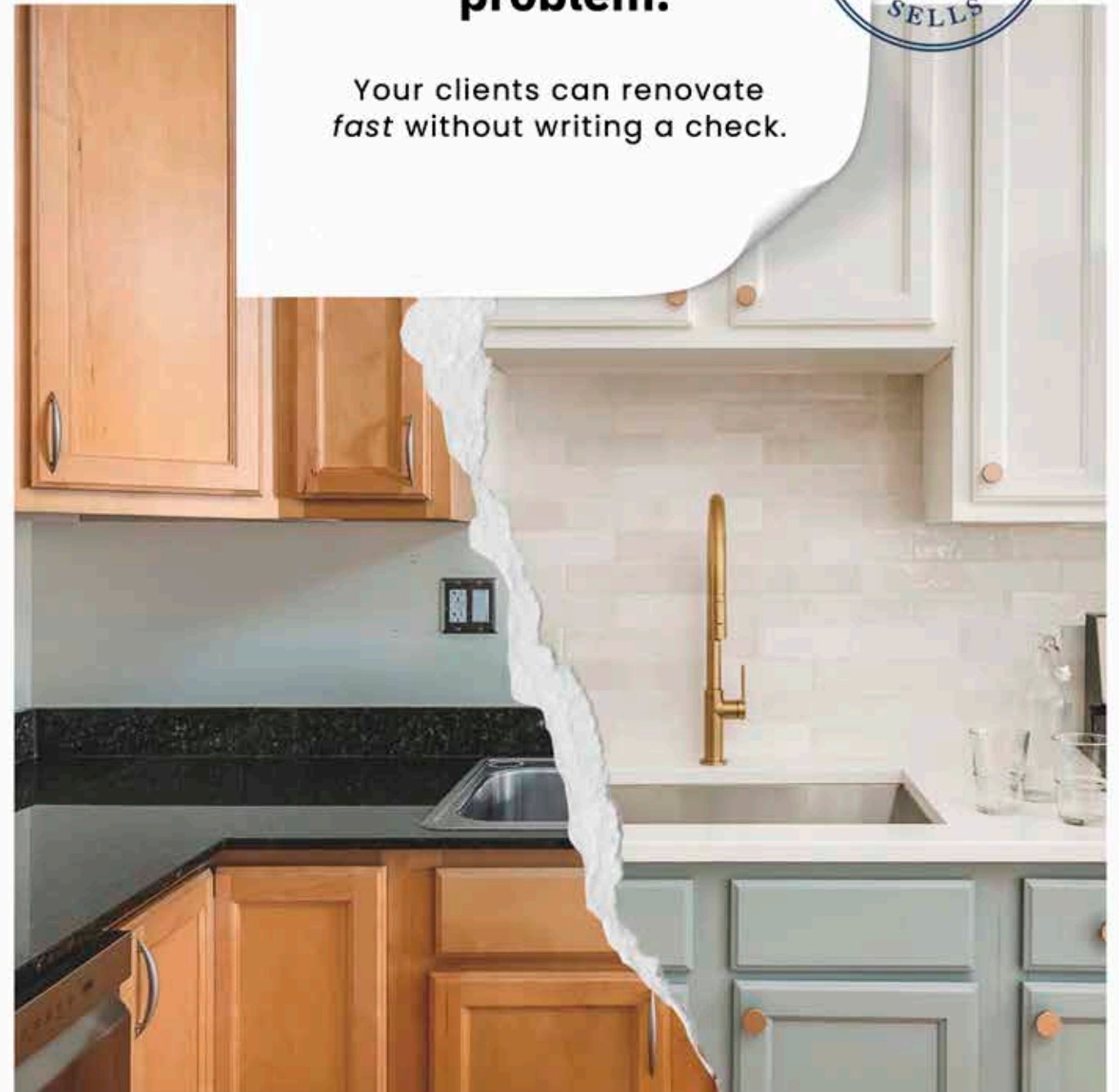
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Paul Deibler, who heads the Frederick, Maryland, mortgage division for Shore United Bank, distinguishes himself as a guiding light for personalized real estate financing and community engagement. As a seasoned loan officer, his approach is rooted in a genuine commitment to helping individuals and families make sound financial decisions that resonate with their unique circumstances.

“I am here to provide sound financial advice and numbers to support people to make the best possible decision for their families, based on data and numbers,” Paul says. I am not only a loan officer, but also a part of their local community as a family man and an investor. I don’t pressure anyone; I am here to help guide people to make their best possible long-term decision for their families and their future,” he notes.

Getting Started

For Paul, the path to becoming a leading figure in the mortgage

industry was marked by a profound connection to the field from an early age. His initial foray into the mortgage community was alongside his mother. A dynamic and competitive force in the industry, she became a significant role model for Paul, showcasing the possibilities for success within the industry.

“I grew up around mortgages. My mother opened the SunTrust Mortgage location in Frederick, in the Patrick Center at the time,” Paul reflects. “I first helped her on my days





“Our focus has always been on building our team and reputation correctly and building trust with our local agents and title companies, **one on-time closing at a time.**”



“We have a five-year-old daughter, Nora, who is also very active. And our passion is to be healthy and show her the best possible example of an active and healthy lifestyle growing up,” Paul shares.

The family enjoys going to the gym and spending time together with their three dogs. Paul and Kristyn also prioritize travel, aiming to expose Nora to new places and experiences several times a year.

Looking Ahead

Paul shares that he wants to continue growing his rental portfolio in the hopes of eventually being able to slow down and lean on his investment properties. “I have six properties right now,” he says, “and aim to have 40 in the next 10 years. My wife and I love the South and hope to move there one day. Our daughter is super active, so we just want to support her and watch how she grows.”

Professionally, Paul envisions his team at Shore United Bank continuing to be a hallmark of trust and excellence in the DMV. Their unwavering emphasis remains on growth and exceptional service, ensuring clients’ seamless journeys to closing.

“Our focus has always been on building our team and reputation correctly,” Paul emphasizes, “and building trust with our local agents and title companies, one on-time closing at a time.”

For a seamless mortgage experience, partner with the team at Shore United Bank. Call 443-388-6608 or email Paul.Deibler@shoreunitedbank.com for more information.



off from selling furniture, and would help her complete VOEs and assist her with marketing. I learned about the office, mortgages, and leadership watching her.”

Paul’s career took a significant turn when he seized a pivotal opportunity with Ameriquest Mortgage, rapidly ascending the ranks and breaking company records as the top performer nationwide. The subprime era’s challenges prompted a strategic shift from a national call center focus to a localized approach centered on referrals and REALTOR® partnerships.

The game changer for Paul came when he aligned himself with Severn Bank/ Shore United Bank, merging the strengths of a local bank with exceptional products and his call-center-derived marketing and sales expertise. Specializing in partnerships with

agents on platforms like Zillow and Realtor.com, Paul’s adept sales skills propelled his team to the top 1 percent in the country for four consecutive years, establishing them as a trusted name in local markets.

Shore United Bank

With a wide footprint covering Maryland, Virginia, Delaware, and Washington, D.C., Shore United Bank is a regional force in the lending industry, offering a range of services from checking and savings to specialized loan programs. The bank boasts a skilled team, including seven experienced loan officers, Paul Deibler, Don Deibler, Rob Schiller, Kevin Robertson, Clayton Arnold, Jason Bojonny, and Andrew Klank; four loan coordinators, Robert Miller, Arrington Stansbery, Paul Barrios, and Rebecka Myers; and three processors, Grant Moller, Bonnie Deibler, and Molly Deibler.

With 20 years of experience, Paul has not only shaped his team’s proficiency but has actively mentored local talents, fostering a robust and knowledgeable workforce. Shore United Bank’s expertise extends to unique loan programs, including construction and renovation loans, setting them apart in the industry.

Licensed to operate in all 50 states, Shore United Bank is a versatile partner for Realtors. The team is dedicated to filling the gaps other lenders may have, ensuring top-notch service and expertise.

Outside the Office

Paul shares a rich life with his wife, Kristyn, co-owning a CrossFit Gym that symbolizes their joint commitment to health. Their love story includes Paul’s unique marriage proposal surrounded by friends after a workout, a reflection of their shared passion for health and physical fitness.



Loan Officer Paul Deibler heads Shore United Bank’s Frederick Mortgage Division.

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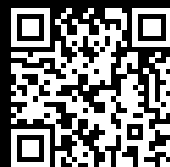
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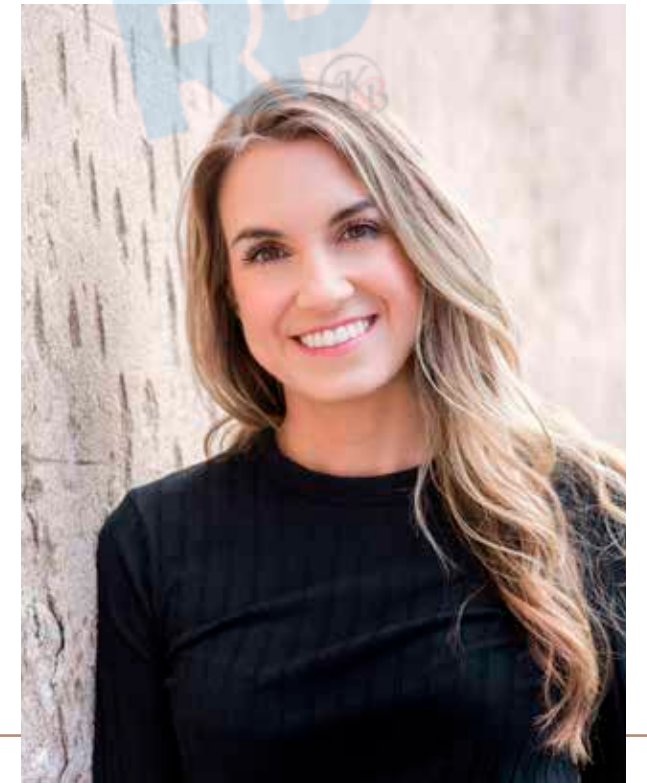
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ERIK ANA WILLIAMS



MATCHING VISIONS AND AMBITIONS

As dedicated and passionate REALTORS® with Keller Williams Realty Centre, Erik and Ana Williams envision their careers as a pathway to achieving ultimate personal fulfillment as the best versions of themselves they can be.

With a focus on faith and financial independence through sales and investments, the couple's commitment lies in helping individuals enhance their net worth.

"Our faith in Jesus has totally shaped our outlook on life and in our business," Erik explains. "He has given us the integrity and honesty we need to serve our clients the best we can."

ENTREPRENEURS AT HEART

Hailing from Middletown, Maryland, Erik's journey began with a solid foundation in business management with a golf scholarship at Shepherd University. His initial professional step post-college was as a sales representative for a moving company.

The experience proved transformative for Erik, with his boss imparting invaluable lessons that would shape his professional ethos — as well as his pivot to real estate, influenced by a desire for personal and professional growth through entrepreneurship.

"As a married man, I needed a career change because I didn't see any room to grow in my old job," Erik says frankly. "I became a real estate agent to own my business and work for my gain, not for someone else's. Also, I was attracted to the potentially unlimited income and flexible work schedule to play golf!"

Ana, on the other hand, had always had an eye for interior design, and notes that is one big reason she got into real estate in the spring of 2023. After graduating from the University of Maryland with a degree in broadcast journalism, she used her remarkable communication skills as an event organizer for several years before the appeal of real estate and design beckoned.

"I enjoy bringing out the special character in homes through my unique style, especially in older homes with a lot of charm," Ana smiles. "In Frederick, where we live, there are plenty of these older homes with lots of character that I find so exciting to work with."

Embarking on his real estate path in 2021, Erik swiftly became a key contributor to his team, Live Frederick Group of Keller Williams Realty Centre, closing 36 transactions in 2023 — a testament to his quick understanding of the field.



Rising Stars Erik and Ana Williams are members of the Live Frederick Group at Keller Williams Realty Centre.

“Helping people increase their net worth, whether it’s through owning one home or multiple investment properties is what I find fulfilling,” Erik emphasizes. “I think my knowledge, honesty, and not being pushy at all while genuinely having the client’s best interests at heart is what has gotten me to this level.”

BEYOND THE LISTINGS

Erik and Ana focus on family and personal passions when they step away from the real estate hustle. The couple loves exploring new cities and towns internationally and through local day trips together.

In her downtime from the office, Ana is focused on getting her new interior design business up and running. An avid golfer, Erik can usually be found hitting the links in his spare time and is a huge NFL and college football fan as well.

“I also run a golf league for my team where we play every Wednesday and invite our family, friends, and past clients,” he shares. “It’s a great way to get out and take a break from work, all while spending quality time with everyone.”

Beyond work and play, the Williams are actively engaged with impactful nonprofits to give back to their local community.

“My husband and I serve on the board of two tremendous nonprofits,” Ana affirms. “One is called the Showbread Table, which focuses on Christian-based mentorship, and therapy is free to the client.”

“The other one is Camp Ezri — a wilderness adventure program for at-risk kids who have been affected by human trafficking, gang violence, loss of a parent, extreme poverty, etc. They provide them with a three-to-four-day camp with mentorship, counseling, and outdoor adventure activities.”

LOOKING AHEAD

Given the scope of their ambitions, Erik and Ana have no plans of slowing down. Erik has set his sights on amassing over 35 investment properties in his quest for financial independence. Likewise, Ana aspires to consistently close 30 or more transactions annually with her husband and grow their business together.

On a personal level, the pair also plans to prioritize the importance of their nonprofit endeavors as they hope to see these initiatives grow and reach an even broader audience.

“We don’t just chase a paycheck,” Erik concludes. “New agents must remember to serve clients with integrity and honesty first and foremost — the paychecks will follow.”

“
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DISTRICT TITLE



▶ partner spotlight

Photos by Ryan Corvello

JEFF

DARRAH

DISTRICT TITLE

ELEVATING REAL ESTATE TRANSACTIONS

Jeff Darrah is a seasoned managing attorney at District Title. With a deep understanding of the intricacies of investor, commercial, and residential real estate dealings, he offers unmatched insight and expertise in every legal venture. Jeff's wealth of experience speaks volumes about his legal prowess, ensuring unparalleled service in navigating the multifaceted terrain of real estate law.

Jeff is a symbol of commitment to both legal excellence and civic stewardship. His unwavering dedication to upholding values of integrity and community engagement sets him apart, making him not just a legal professional but a true advocate for the well-being of his clients and the communities he serves.

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Seated left to right: Jeff Darrah, Brendon Shepard; Standing left to right: Julie Turner, Shonita Mason, Joel Gonzales

A CAREER PIVOT

After completing his studies at the University of Virginia, Jeff found himself in the dynamic setting of Washington, D.C., eagerly waiting to embark on a prestigious career in the U.S. Foreign Service. While awaiting his assignment, a fortuitous opportunity emerged that drew him into the profession of law instead. He assumed a paralegal role at a title company owned by a family friend. The fast-paced nature of this experience proved both thrilling and satisfying, igniting a newfound passion.

“I decided to defer my aspirations with the Foreign Service and pursue a legal education at Catholic University in D.C.,” Jeff shares. “After obtaining my law degree, I committed my career to real estate law, leveraging my expertise and enthusiasm to navigate clients through the complexities of property transactions with confidence and precision.”

With his newly obtained law degree, Jeff committed his professional endeavors to the dynamic world of real estate law. Leveraging his acquired expertise and unwavering enthusiasm, he set out to guide clients through the intricate landscape of property transactions with confidence and precision. And as his enthusiasm for serving the community professionally grew, so too did Jeff’s passion for community service. He regularly devotes time to volunteering for the Waterford Foundation, which prioritizes the conservation of historical buildings and open spaces.

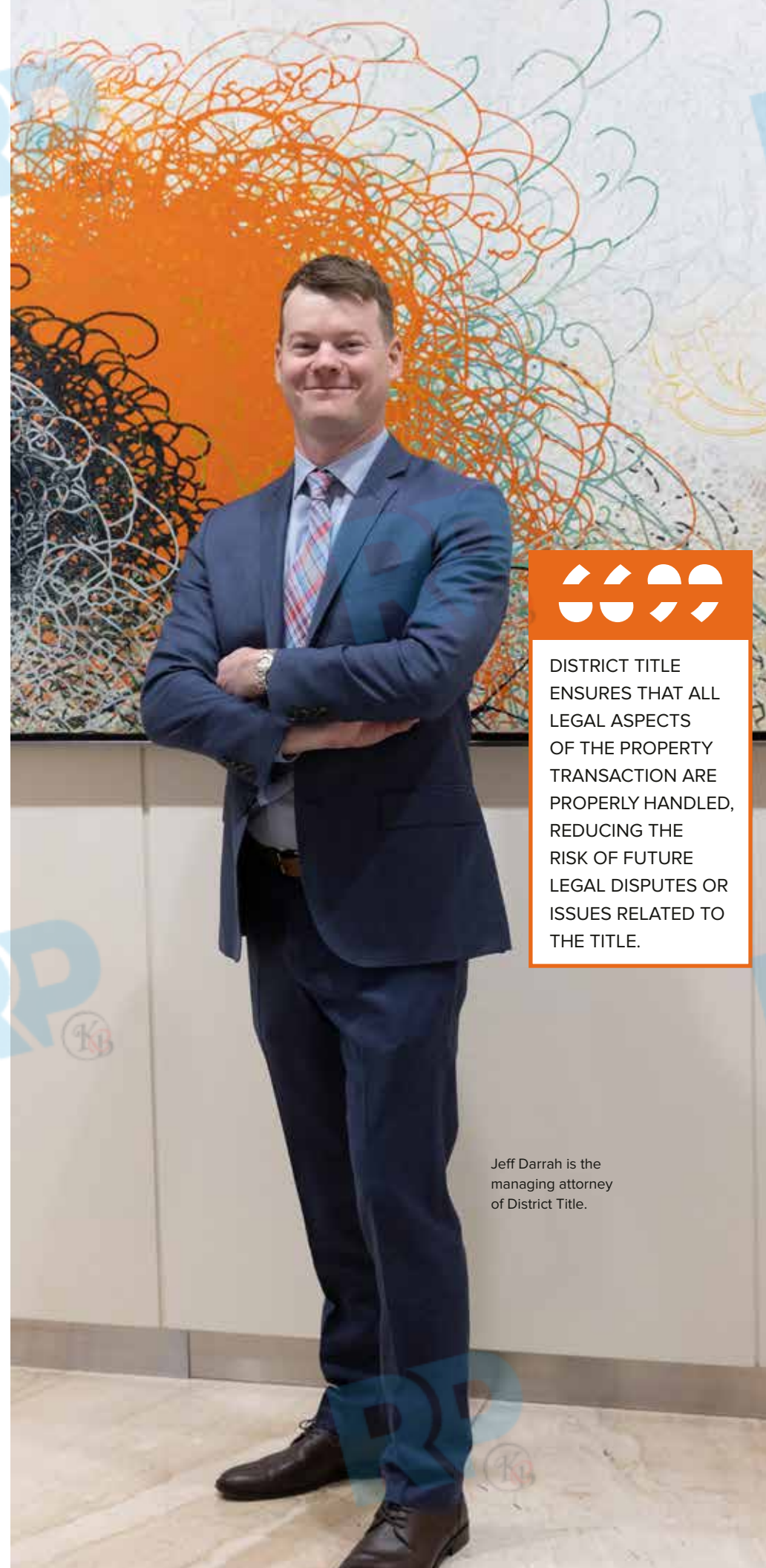
DISTRICT TITLE

District Title is an MBH Settlement Group company, part of Acrisure Real Estate Services. It has been a trusted leader in commercial, investment, and residential real estate transactions within the District of Columbia and its neighboring regions. Known for its unwavering commitment to excellence,

District Title delivers exceptional service with a team of seasoned professionals in 20 staffed locations across D.C., Maryland, and Virginia.

“We are often the ‘go-to’ title and settlement company for complex cases,” Jeff shares with a touch of pride. “Choosing the right real estate settlement and title insurance company is essential for protecting both parties involved and ensuring a successful outcome. District Title ensures that all legal aspects of the property transaction are properly handled, reducing the risk of future legal disputes or issues related to the title.”

The company distinguishes itself by offering unparalleled accessibility and localized expertise tailored to meet clients’ diverse needs. Its collaboration with Acrisure further amplifies its ability to cater to clients nationally, reflecting an expanded regional and national presence.



DISTRICT TITLE ENSURES THAT ALL LEGAL ASPECTS OF THE PROPERTY TRANSACTION ARE PROPERLY HANDLED, REDUCING THE RISK OF FUTURE LEGAL DISPUTES OR ISSUES RELATED TO THE TITLE.

Jeff Darrah is the managing attorney of District Title.

District Title streamlines the closing process with efficient procedures and extensive market knowledge. This approach minimizes delays and ensures a seamless ownership transition, providing clients peace of mind during a complex and stressful process.

“Our expertise and guidance are unparalleled. We offer support throughout the entire process, answering questions and addressing concerns to ensure a clear understanding of the transaction so buyers and sellers can have confidence that their real estate transaction is handled competently and ethically, providing peace of mind during what can be a complex and stressful process,” Jeff says.

Recent milestones, including integrating with MBH Settlement Group and subsequent partnership with Acrisure, have empowered District Title to leverage an expanded regional and national presence. Excited to share its expertise with a broader audience, it is committed to enhancing services beyond the DMV and West Virginia areas, offering an array of commercial, investment, and business-building educational initiatives. Moreover, the company is dedicated to expanding its charitable endeavors, solidifying its position as a go-to choice for supporting complex closings and transactions nationwide.



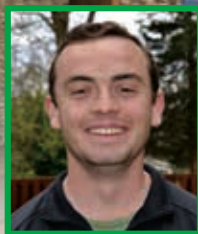
For more information, or assistance with complex closings, investment, or commercial or residential title and settlement services, contact District Title at (202) 518-9300.



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Dan Metcalf, a phenomenal REALTOR® and tri-licensed associate broker, serves clients passionately from his heart. From his time in the Peace Corps to becoming a prominent figure at Perennial Real Estate, Dan's career reflects how dedication to service can bring about positive change.

DAN METCALF

A LIFE OF SERVICE



“

My concern has always been the quality of the work, rather than the quantity/volume; to me, that aspect will always follow.

Dan Metcalf is a REALTOR® and associate broker at Perennial Real Estate.

Always Serving

Dan grew up in Takoma Park, Maryland, and graduated from Lewis & Clark College in Portland, Oregon. After college, he volunteered in Ghana and Côte d'Ivoire with the U.S. Peace Corps for over three years.

Dan graduated from high school on a Sunday, and was in real estate school on Monday. According to his mother, Meg Finn, a top producer, his license was “just a good thing to have!” Dan held various service-related jobs, including working in coffee and pizza places and a skate shop in the '90s. His diverse experiences, coupled with a passion for serving others, prompted him to explore assisting his mother on his return from the Peace Corps in 2006, when he went full-time.

“I always wanted to help people, but I envisioned a different path; I majored in international affairs and served in West Africa,” Dan recalls. “However, once it was time to come home, I was less interested in a career in development or diplomacy; I was ready to be home.

“Given that my mom was super busy, I thought I might help, maybe for a few years,” he continues. “It quickly became clear that, like many driven and dynamic real estate professionals, her workload wouldn't be reduced.”

It also became readily apparent that Dan had a natural knack for real estate.

“After about five years of working together, it became clear I was good at it and had been through an incredible amount of at-bats with great mentoring,” he shares. “We moved from ‘Meg & Dan’ to Finn Family Group (FFG).”

Building His Own Legacy

Since then, Dan and teammates Gali Sapir and Marci Wasserman have delivered exceptional service, assisting 114 client families in 2023. Dan's personal track record is impressive,

with 40 transactions totaling roughly \$35 million last year alone. As a perennial *Washingtonian* Top Agent, eight-time Five-Star Award winner, and leader of the number one team in Southern Montgomery County at his former brokerage, Dan has plenty of accolades under his belt. Nationally, Finn Family Group received the Side x Side Spotlight Award, ranking among the top three for small brokerages.

“My Finn Family Group teammates and I partnered to form Perennial Real Estate in order to both serve our clients better and apply the tools and knowledge gained from my mom's time in the business and make all the

success of FFG accessible to other agents and teams, creating a brokerage where established agents will be honored and that helps agents grow in their craft. My concern has always been the quality of the work, rather than the quantity/volume; to me, that aspect will always follow,” Dan notes.

Clearly an accomplished and seasoned Realtor, Dan's advice for aspiring top producers is fairly straightforward.

“Get a great mentor and as many repetitions in as you can,” he suggests. “Learn to love the process. Keep your effort steady in good and bad markets. Know the contract inside and out.





Dan Metcalf holds a black belt in jiu-jitsu and a brown belt in judo.



It's so exciting to put people in touch with their own power through dynamic principles, just like I do in my work life.

"After three years or so, go for your GRI," he adds. "Education is something that can never be taken from you. And lastly, partner with a strong loan officer and settlement attorney who will ensure that you and your clients are kept abreast of the latest developments."

Life Beyond the Office

Dan sees everything as stabilized by a tripod of work, family and training. His two lively boys, aged 10 and 12, have been a part of his growing a community around early morning jiu-jitsu and judo training and have their own pursuits, as well — one a keeper in soccer and the other an avid 'kendoka,' enjoying Japanese fencing. They attend the same Takoma Park schools that Dan did.

In his free time, Dan coaches judo and jiu-jitsu at Capital MMA – Team Takoma. He holds a black belt in jiu-jitsu and a brown belt in judo, and finds the martial arts' physical, cognitive, and social aspects enriching. Judo's principles of efficiency and mutual welfare and benefit — even for one's opponent — also guide his broader perspective on life.

"It's so exciting to put people in touch with their own power through dynamic principles, just like I do in my work life," Dan beams. "I started training in January 2011, and was recognized with the black belt in August of last year. Jiu-jitsu and judo, and the way we do it at Team Takoma, have been a big part of my success, providing a stabilizing force when work or the rest of life can be a little all over the place."

On the Horizon

Looking ahead, Dan envisions a future that blends personal fulfillment and professional commitment. On a personal level, he values the current stage of his sons' lives and wants to enjoy every moment with them. He's also working towards achieving a black belt in judo by the end of the year. Professionally, Dan is excited about his involvement with Perennial.

"Perennial has reinvigorated me, in the sense that I am excited to give back to the community that brought me up," Dan concludes. "It is important to me that agents have a place where their work and businesses will



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RANK	NAME	OFFICE	SELLING #	SELLING \$	BUYING #	BUYING \$	SALES	TOTAL \$
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Disclaimer: Information based on MLS closed data as of March 5, 2024, for residential sales from January 1, 2024, to February 29, 2024, in Virginia, Maryland and Washington, D.C., by agents licensed in our D.C. metro service area of Washington, D.C.; and Frederick, Montgomery, and Prince Georges counties in Maryland. 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 data under an individual agent's MLS ID.

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¹ TD Right Step Mortgage product requires satisfaction of Low-to-Moderate income requirements, or the Subject property must be located in a Low-to-Moderate income census tract. TD Home Access Mortgage product requires satisfaction of geographic and income requirements. Lender Credit of \$10,000 is available for purchase transactions only. The maximum cash back to borrower at closing is \$2,000. Homebuyer education may be required; please speak with your Mortgage Loan Officer for details.

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