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► publisher's note

Stepping into

SPRING

Dear Real Producers of Richmond,

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 Richmond, 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 which, thank you to everyone who joined us at the powerful Industry Insights Mastermind in February! Be sure to check out the event photos in this month's issue. We also have more fun on tap: Next up is our "Best Year Ever" virtual event with Hal Elrod on

April 18th. You should have 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 "Havana Nights" May 22nd!

Looking ahead, we also have many more incredible feature stories to share, showcasing agents and partners impacting our industry. And last but not least, a BIG *Richmond Real Producers* welcome to our newest preferred partners, **Achosa Home Warranty** and **Blazer Heating & Plumbing**. We're thrilled to have you!

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,



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FOOD FOR THOUGHT

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are you in a HAPPINESS SLUMP?

► coaching corner • By Drew DeMaree

I recently read a book written by Oprah Winfrey and Arthur Brooks that changed my perspective on happiness. In the opening pages of *The Art and Science of Getting Happier — Build the Life you Want!*, Oprah references her experience when she hosted her talk show. She noted that when asked what was most important to people, the most common sentiment shared in all walks of life was the desire to be happy.

So I pose that same question to you: What do you want most in this world for yourself and your family? You may answer with a variety of responses, and yet I am willing to bet they are all rooted in happiness.

The book refers to a recent study concluding America is in a “happiness slump.” Ten percent of Americans claimed they were not happy in 2013, and this figure more than doubled to a staggering 24 percent in 2023! Their book also takes a deep dive into the rationale behind this concerning data, as well as some amazing strategies to take charge of your personal happiness. Needless to say, I would strongly encourage you to find the time to read this book or listen to it in audiobook form.

When we are coaching entrepreneurs here at The Freedom Companies, we often discover that personal happiness tends to be overlooked, or doesn't seem to be a priority when setting goals. Remember the airline adage, “You must put on your own oxygen mask first, before helping others.” That remains true for happiness as well! You must find your own happiness before you can make those around you happy.

So I dare to ask... Are you happy? Are you waking up every day seeking what makes you happy? Are you working to discover what you can do to make others around you feel and experience the happiness you possess?

These are not always easy answers to find. Like many of the challenges we face as entrepreneurs and as humans, there is no silver bullet or magic happiness pill. Finding it requires us to be intentional and deliberate in our choices and in our words. If you lose the happiness that connects you to your business, it is only a matter of time until you resent your career and the life around you; moreover, you will most likely be unable to sustain or increase your production and/or your key relationships... And as we all

know, productivity and relationships are the key to building and sustaining a successful business!

If this sounds familiar, below are my top three suggestions to get out of your happiness slump:

- 1. Finding work–life balance.** This is one of the biggest skills that an entrepreneur must master to find and maintain personal happiness. Equilibrium starts with setting boundaries and harnessing the power to say no while focusing on the things that are the most important.
- 2. Celebrate your wins.** This sounds deceptively simple; and yet, many entrepreneurs are so busy “building” the business that when they hit a milestone or goal, they often forget to pause and celebrate. It’s similar to climbing the tallest mountain but never stopping to take in the amazing views it provides!
- 3. Rely on a coach.** Professional coaches work hard to build your skills and the passion for what you do. They hold you accountable through mapping out a success plan and tracking your progress. This important partnership between you and your coach allows you to find the happiness that you may have lost along the way in building your business.

We all deserve happiness! Discovering what makes you happy is both the highest priority and accomplishment you can achieve in life. Happiness is a basic human need, no matter your past or your future. Everyone is deserving, and happiness is a gift you should always allow yourself to enjoy!



Drew DeMaree was born and raised in the Midwest and graduated from Johnson & Wales University. He has been a licensed REALTOR® since 2005 and a business coach since 2015. Drew has been recognized as a Top 20 MAPS coach for Keller Williams Realty offices throughout the country. He has also operated a brokerage that rose to number one in closed sales volume in the area for three consecutive years, and founded The Freedom Companies, an independent coaching, training and events business, in 2020.

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▶▶ legal hotline

By Katie Redwood, Esq.

GETTING AHEAD OF COURT ORDERS

You receive a referral — a friend of a friend is looking for a REALTOR® to sell their home. After making contact, you immediately list the house, and next thing you know, there's a contract with settlement scheduled 20 days out. Everything was on track today, but unfortunately, the closing attorney just contacted you with some shocking news: the seller, your client, has an active bankruptcy. If the seller has not made their bankruptcy attorney aware of the sale, the delay could be quite lengthy.

To start, the bankruptcy attorney must file a motion with the bankruptcy court. Notices of the motion to all parties who have an interest in the bankruptcy will be mailed, and those parties

will have an opportunity to object or respond to the seller's motion. After the motion is filed and all parties are afforded a chance to object, the seller and purchaser can only wait for the judge to sign the order. This process can take some time, and the anticipated closing date could be pushed back a month or more. Meanwhile, countless emails are sent back and forth checking on the status of the order. This can be a real headache for everyone involved in the transaction.

Also, the closing attorney will likely have some work to do when representing a seller in bankruptcy. It's possible the seller is behind on their mortgage payments and, at one point, the servicer may have initiated

foreclosure proceedings. While the seller is actively in bankruptcy, that servicer could be filing motions for relief from the automatic stay so they can foreclose. If relief from stay was granted, postponing a foreclosure sale at this point may be difficult. Further, getting a payoff statement from the foreclosure trustee takes time, and the payoff will unfortunately include trustee's fees and other costs your client does not anticipate.

The possibility of liens and judgments appearing on title is elevated. The closing attorney will, of course, work diligently to negotiate down the payoff balances, but this will cost your client, and everyone in the transaction, time and money.

There are other situations where a court order may be required to sell real property. Often, we receive contracts from Realtors that represent the "Administrator" of the estate. An administrator can only convey property pursuant to a court order. These orders will often take 60 to 90 days from the date of filing the initial complaint to obtain. You should confirm the power of sale with your closing attorney if you are selling property that was inherited. It is even possible that the executor does not have Power of Sale under the will, and if the heirs aren't on the same page, we are once again seeking a court order.

Another common situation is when an individual believes they have a Power of Attorney that

authorizes them to sell their parents' home. Unfortunately, often these are POAs that were bought online, and without the proper language, signature and notarization, these might be legally insufficient to sell the property. In that case, an Order of Conservatorship will be necessary if the loved one no longer has the capacity to sign the deed on their own. A settlement attorney can usually review these in a few minutes to see if the legal requirements are met.

It's essential to ask the right questions from the start and lean on the legal professionals in your corner. By properly screening the potential client and understanding the legal parameters, you can create reasonable expectations

and provide the necessary road map to get the sale to closing as quickly as possible. This not only creates a beneficial experience and better transaction but exemplifies knowledge and experience in the industry.



Katie Redwood is a partner at Tluchak, Redwood & Culbertson, PLLC. She has been a licensed attorney practicing real estate law in Virginia for over seven years. Outside of the office, Katie enjoys golfing and eating at local restaurants in Richmond and is an avid Hokies fan.

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RICHMOND REAL PRODUCERS' MASTERMIND



FEBRUARY 8, 2024

▶ special events • Photos by Philip Andrews

We had an incredible time at the *Richmond Real Producers' Mastermind* in February! Our top-producers community was buzzing with excitement, and the event surpassed all of our expectations.

A big shout-out to our incredible sponsors, **Andy Taylor of Junkluggers, Tammy Wilkerson of Designed 2 Sell, Philip Andrews of River City Media,**

Ryan Dey of Renovation Sells, and Jennifer McMurdy of Capitol Home Inspections, for their generous support — they were instrumental in making this event a grand success.

Our superstar panel of top-producing agents: **Dakia Knight, Daniel Keeton, James Strum, Matt Cullather, Beth Pretty,** and **Vickie Coleman** shared their success stories and invaluable insights.

And let's not forget the revolutionary speakers, **Clayton Gits** and **Rich Lennon,** who provided indispensable education for our attendees with a side helping of entertaining humor.

We appreciate your immense support for Real Producers and we look forward to future collaborations! It was a pleasure to learn and network with all of you!

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







TONDRA DEVAREL

▶▶ agent spotlight

As an associate broker at Shaheen, Ruth, Martin, & Fonville Real Estate, Tondra Devarel's career epitomizes resilience, dedication, and the tireless pursuit of excellence. Her transition from a successful corporate career to becoming a distinguished real estate professional reflects a deep commitment to empowering others.

Transformative Paths

Hailing from Richmond, Virginia, Tondra holds a master's degree in business administration from Strayer University. Tondra navigated the corporate landscape with roles at Circuit City's corporate office, where she served as an inventory analyst and associate buyer. However, when Circuit City closed its doors in 2009, Tondra transitioned to Verizon Communications as a consultant, solidifying her adaptability and

versatility in the professional arena, skills that would later define her real estate career.

The pivotal moment that led Tondra to the real estate industry was a personal experience during the subprime market collapse. A victim of a bad loan, Tondra found herself entangled in a mortgage situation that could have cost her her home. Recognizing the impact of this experience on her life and wanting to be of help to others who found themselves in similar situations, she decided to obtain her real estate license in 2007.

"I was sold a loan where I was paying 1 percent, but another 6 percent was being added to the back end of my mortgage, which meant that my actual interest rate was 7 percent at the time," Tondra explains. "I

was relieved to have been one of the ones who was able to get out of the situation and was able to refinance my home and stabilize this issue that would have blown up the following year."

Tondra firmly believes that setbacks should not derail dreams, that every challenge presents an opportunity for growth, and that homeownership is attainable even for those who have encountered difficulties.

"I wanted to make sure people understood what they were signing, that they understood the information thoroughly, and understood the process and commitment of homeownership. I wanted to be part of the solution, assisting people to become homeowners no matter what challenges



FACILITATING DREAMS

they had already faced, and I committed that I would always operate in integrity.”

Focused on Relationships

A valuable team member of The Beran Group, managed by Kristin Krupp, Tondra achieved a total dollar volume exceeding \$4 million in 2023 with a noteworthy 13 transactions. Her dedication in the field earned her the prestigious Circle of Excellence award, a testament to her commitment to achieving the highest standards in real estate.

Driven by her life experience, Tondra’s decision to become a real estate agent transcends accolades and personal gain. Her goal is to guide others through the complexities of the real estate process, instilling a sense of understanding, commitment, and responsibility.

“I want my subprime mortgage experience to be a lesson and a blessing for others,” she explains. “I was lucky that I realized I was paying on the back end of my mortgage before it was too late, but there were many others that couldn’t get out and they lost their homes. I was actually one of the lucky ones.”

Beyond Real Estate

In the quiet moments outside of work, Tondra finds happiness in family celebrations and traditions. She has two grown children, a daughter, Tiara, who gave her her first grandchild, Aiden; and a son, LeRon; along with a 12-year-old daughter, Raven, still at home. Tondra’s weekends are filled with socializing, church visits, and cherished family

Tondra Devarel is an associate broker at Shaheen, Ruth, Martin & Fonville Real Estate.

time. A resilient betta fish named Teeny adds a unique touch to their home life.

Tondra’s favorite pastimes include shopping, movie outings, and dining, providing fresh air in her downtime.

“We mostly enjoy celebrating one another’s successes,” Tondra adds with a smile.

As Tondra reflects on the future, both personally and professionally, she embraces the uncertainty with a resilient optimism that mirrors her approach to life’s challenges.

“I’m not sure of all that the future holds for me because I’ve had some life experiences that have changed some of my long-term goals. So I’m having to redefine them,” Tondra

shares candidly. “What’s next for me? I don’t have all the details, but I know my future will come, and everything will happen how it’s designed and meant to be.”

Known as the staff motivator around the office, Tondra says she will continue to cheerlead in an effort to inspire those around her on a daily basis.

“I choose to live my dreams, which is something that definitely takes inspiration,” Tondra finishes. “You have to be dedicated to who you are and you have to embrace the challenges that come with pursuing those dreams.

“If there’s something that someone wants to do, I’m never one to judge them. I’m always going to be the person saying, ‘Go for it!’”



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Alina ASAD

From a first-generation immigrant to a top-producing REALTOR® at Keller Williams Richmond West, Alina Asad has emerged as a shining example of the transformative power of perseverance and passion.

ESTABLISHING ROOTS

Born and raised in Pakistan, Alina was a gifted student, graduating with honors with a Bachelor of Science in Economics and Finance from Lahore School of Economics, as well as obtaining an MBA in marketing.

A pivotal moment arrived in 2015 when Alina and her husband made the significant move from Pakistan to the United States. This transition, as first-generation immigrants, ushered in not just a change in culture and lifestyle, but an entire learning curve.

“We had to learn how credit scores, financing, and real estate worked in the U.S. versus in our home country,” Alina explains. “Coming from a very well-off background added another layer of challenge for us, where my husband and I had to prove to the family back home that we were better off here so we could live the big American Dream and change the trajectory of future generations.”

Alina adds that her journey during these initial years called for grit, perseverance, and relentless hustle. However, in the process of settling down, she realized the vast potential in America, exposure to unparalleled resources, and the absence of judgment based on gender.

“I started educating myself on everything I could get my hands on,” Alina recalls. “In the quest and utter desire

to own a home, I started researching real estate, and that’s when I thought that instead of just sitting at home, why don’t I give it a shot and take the license exam? But not with the intention of a career, just more of an exploration of possibilities,” she adds.

A NATURAL

Alina obtained her real estate license in 2019 and noticed her business began to grow organically. As friends and acquaintances sought her advice, Alina’s genuine approach and commitment to relationships over transactions became evident. Trusted within her sphere for her honesty and integrity, she leveraged social media to connect with her audience, fostering trust and engagement.

“Once I started earning my income, I realized two things,” she notes. “Firstly, there was no ceiling of how big I could dream; secondly, it was a whole other feeling of being empowered, privileged, and your own boss.”

Over the past three years, Alina has consistently averaged \$6 million in transactions, completing 18 transactions annually. Her noteworthy achievements include being a KW Top Producer, receiving the KW Gold Award in 2022, and maintaining Cap status each year. Additionally, she has served as an ALC member for two consecutive years and led the growth committee at her brokerage.

Alina has also refined her operational efficiency since starting out five years ago by strategically incorporating a support team. Her collaborative approach includes a director of operations/marketing and a social media manager.

As a Realtor, Alina values the opportunities she’s gained and launched Empowering Women RVA. Through this private Facebook group, she hosts six yearly events covering essential topics, fostering education and inspiration to empower women in her community to break traditional roles and explore new possibilities.

“Once I started checking off big items on my goals list, like purchasing my own

home, I started thinking bigger, setting vision boards, and planning to give back to my community. I got through mentorship programs with Keller Williams, which I will be forever grateful for. It opened up new avenues of opportunities and living a life by design,” offers Alina.

OUTSIDE THE OFFICE

Despite her demanding career, Alina remains dedicated to her family and personal growth. As a mother of three, she understands the importance of balancing work and family life.

With a passion for travel, Alina has explored 32 countries around

the world, immersing herself in diverse cultures and traditions. Her most recent escapade was an impromptu 5-day vacation to Switzerland. Fluent in four languages — English, Urdu, Hindi, and Punjabi — Alina is currently honing her skills in Arabic, a reflection of her passion for lifelong learning. Whether making memories with her children or honing her entrepreneurial skills, Alina’s commitment to personal fulfillment shines through in all aspects of her life.

“My work is my passion, and I am living my dream,” she smiles. “I am very driven and motivated, and even in my off-time,





Alina Asad with her husband, Asad Pervaiz, and their children, Alisha, Eshan and Ameena

“

My work is my passion, &
I AM LIVING MY DREAM.

I find myself thinking about my business. I am passionate about decor and interior design, and am also a very learning-based person who just can't stop working. I think that is something that many entrepreneurs have in common.”

Looking ahead, Alina's vision for the future is as ambitious as it is inspiring. From expanding her team to building her personal investment portfolio, she is determined to leave a lasting legacy of success and empowerment.

“My business goal is threefold,” she concludes. “I would like to build my team eventually, continue building my personal investment portfolio, and nurture others in my industry, especially newer agents.”



Rising Star Alina Asad is a Realtor with Keller Williams Richmond West.



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MAKING COMPASSION COUNT

In a competitive field, Jeannette Mock sets herself apart from the crowd by distinguishing herself as a REALTOR® focused on genuine connections. A seasoned agent with The Steele Group at Sotheby's International Realty, Jeannette's remarkable track record is a testament to her prowess and the underlying spirit of compassion that shapes her distinctive approach.

ALWAYS LEARNING

Hailing from Herndon, Virginia, Jeannette's educational background includes attending the Madeira School, an all-girls boarding school, followed by studies at Randolph-Macon College and graduate school at VCU.

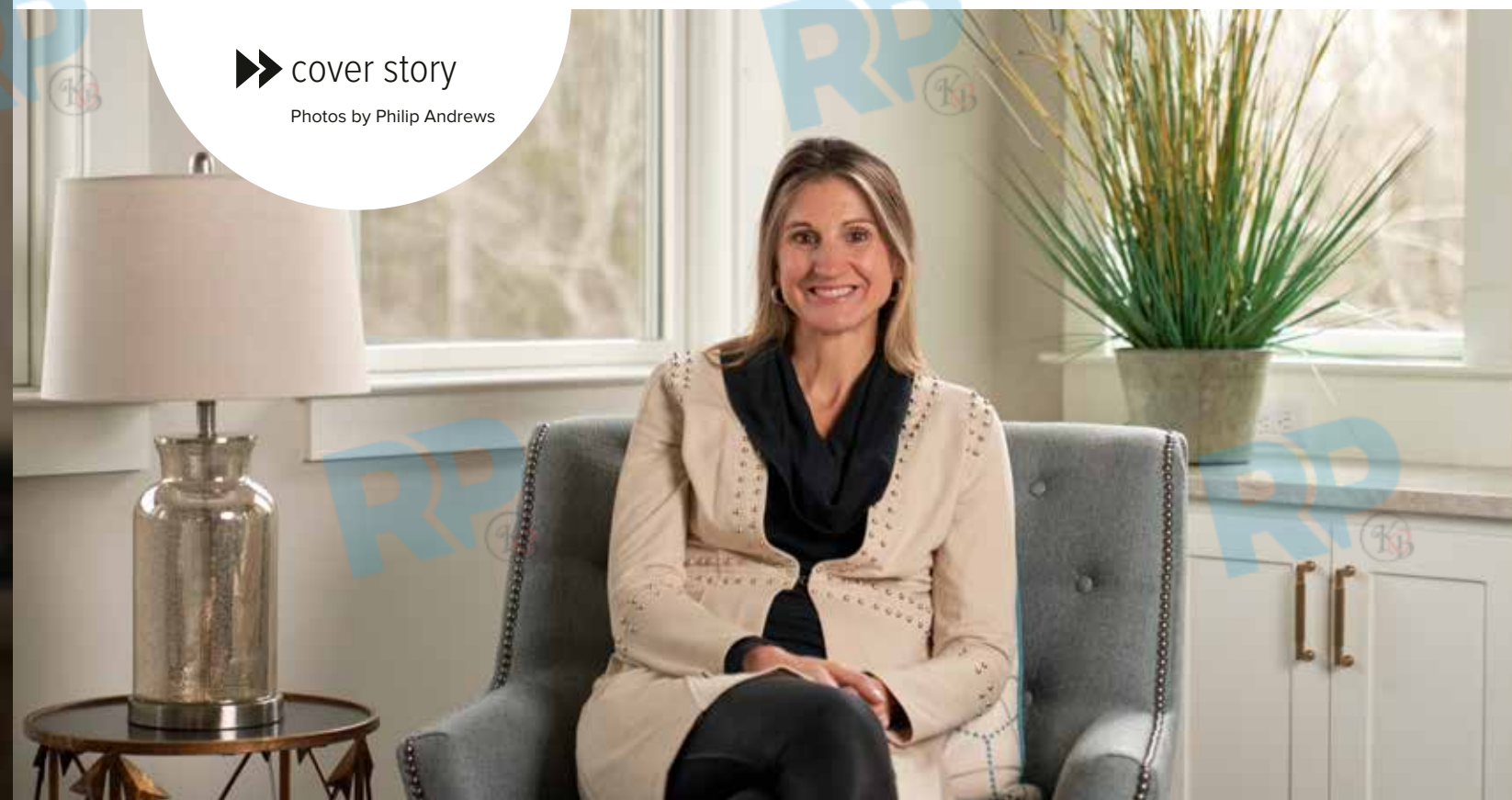
Jeannette earned a master's degree in criminal justice and spent nearly four years as a probation officer. However, the turning point came at the close of 2003, when she decided to make a career change, inspired by a desire for financial growth and a newfound interest in real estate investing sparked by Robert Kiyosaki's appearance on "The Oprah Winfrey Show."

"I wanted to learn how to invest in rental properties for passive income. That's what really drove me into the business," shares Jeannette.

Driven by the pursuit of more substantial financial opportunities and a genuine curiosity about the

▶▶ cover story

Photos by Philip Andrews



“
**DON'T CHANGE
YOUR VALUES**
JUST TO GET
AHEAD IN
THIS BUSINESS.



intricacies of the real estate market, Jeannette obtained her license in 2004.

“It has allowed me to pursue buying a house I love, take trips I want, and help support my son’s education,” Jeannette notes.

CELEBRATING CONTINUED SUCCESS

Last year, Jeannette closed a respectable 22 transactions, collectively amounting to an impressive \$15 million in volume. As she charts her course for the current year, her sights are set on a projected volume of \$16 million.

Beyond the figures, Jeannette’s excellence is not just acknowledged but celebrated. For the past dozen years, she has consistently earned the prestigious Circle of Excellence Award for production through the Richmond Association of REALTORS®, solidifying her position as a standout performer.

Real estate is not just a transaction for Jeannette; it’s about aiding people through significant life changes. Her advice for aspiring top producers resonates in a world where success can sometimes overshadow principles.

“Don’t change your values just to get ahead in this business,” she advises. “Always be upfront and honest with colleagues and clients.”

BEYOND THE DESK

When Jeannette steps away from the office, her focus shifts to family, personal interests, and a commitment to community.

Walter is in the heart of her personal life, a 12-year-old dynamo attending the Steward School with a passion for basketball and football. As a dedicated mother, Jeannette finds joy in spending quality time with her son and supporting his extracurricular pursuits.



Top producer Jeannette Mock is a Realtor with The Steele Group at Sotheby’s International Realty.

In her spare time, Jeannette prefers to unwind by the water.

“I love to read magazines for fun and go to the beach or pool,” she shares. “I am also involved with my church, St. James’s Episcopal.”

EMBRACING THE FUTURE

As Jeannette reflects on her definition of success, her vision is simple yet profound — freedom to spend time with her son without the constraints of a traditional nine-to-five job. Looking ahead, Jeannette remains committed to growth on all levels.



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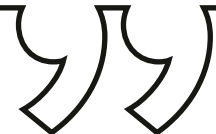


The Fenway - Clay Street Builders - Richmond Homearama 2021

“I aspire to become a trained yoga instructor or meditation teacher to engage in part-time,” she offers. “Professionally, my goal is to expand my high-end sales volume further. Short-term goals include working out more often, and long-term aspirations include retiring before age 65 and embarking on more mission trips with my son and our church.”

As the future unfolds, Jeannette notes she will also continue to help anyone in need, in both her business and in her personal life.

IF I CAN HELP SOMEONE,
I’LL DO IT, **REGARDLESS**
OF PRICE POINT.



“I have already helped people look for rentals in 2024 so I can sell their home due to a bankruptcy,” she concludes. “This is a major departure from where my business has been in the last few years. If I can help someone, I’ll do it, regardless of price point.”



Jeannette Mock and her son, Walter

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-William O.



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Rank	Name	Office	List Units	List Volume (Selling \$)	Sold Units	Sell Volume (Buying \$)	Total Units	Total \$
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Disclaimer: Information based on MLS closed data as of March 7, 2024, for residential sales from January 1, 2024, to February 29, 2024, in Greater Richmond, Virginia, by agents licensed in our service area, which includes Hanover, New Kent, Henrico, Charles City, Chesterfield, Powhatan, Goochland, King William Counties. Numbers not reported to the MLS by the date the information is retrieved are not included. MLS is not responsible for submitting this data. Some teams may report data under an individual agent's MLS ID.



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