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# FAQ

## ALL ABOUT BLUE RIDGE REAL PRODUCERS

### Q: WHO RECEIVES THIS MAGAZINE?

A: The top 300 agents in Central and Southwest Virginia based on volume for the previous year and our Preferred Partners. There are thousands of agents in the region and you, in this elite group, are the cream of the crop. Just to be included in this group is an accomplishment that testifies to your hard work, dedication, and proficiency.

### Q: DO REAL ESTATE AGENTS HAVE TO PAY FOR MAGAZINES OR EVENTS?

A: NO! The magazine and events are FREE to agents and funded by the partners who advertise.

### Q: WHAT KIND OF CONTENT WILL BE FEATURED?

A: This is all about you. We'll do personal and unique stories on members in the community, providing you with a platform to inspire others. As we grow, we'll add fresh content focused entirely on you. It costs absolutely nothing for a REALTOR® to be featured. We are not a pay to play model; we write real stories, about Real Producers, and we're always accepting nominations. We will consider anyone brought to our attention-- we don't know everyone's story so we need your help to learn about them!

### Q: WHO ARE OUR PARTNERS?

A: Anyone listed as a "Preferred Partner" in the front of the magazine is funding and fueling

this community and is an essential part of it. They are the top professionals in their industry. They will have an ad in every issue of the magazine and attend our events. One or many of you have recommended every single Preferred Partner you see in this publication. Our goal is to create a powerhouse network, not only for the best REALTORS® in the area, but the best affiliates as well, so we can grow stronger together.

### Q: DOES Real Producers HAVE EVENTS?

A: Yes! Along with the magazine, we will host quarterly events exclusive to this community, where you--the best of the best--get together at local venues to socialize, mastermind, deepen our connections, and better our businesses. We will communicate about events through the magazine and on social media. Stay tuned for info on our launch party this Fall!

### Q: HOW CAN I RECOMMEND A BUSINESS OR FEATURE STORY?

A: If you are interested in contributing, nominating REALTORS® to be featured, know of top-notch affiliate partners who you believe should be a part of our community, or would simply like to network; email or call us. I look forward to hearing from you!

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# WELCOME



## TO THE BLUE RIDGE REAL PRODUCERS COMMUNITY

### » publisher's note

I'm excited to be addressing you in our very first issue of *Blue Ridge Real Producers*. I've already met many of you, but it seems only fitting that we begin with introductions in our premier publication.

Real Producers started as an idea in 2015 and is spreading across the nation like wildfire. We are now in over 140 markets and as we launch here in Central and Southwest Virginia the mission remains the same: to connect, elevate, and inspire the top leaders in Real Estate.

It's my honor to bring Real Producers to Central and Southwest Virginia and to celebrate everything that makes you all an outstanding part of The Region. I hope to interview each of you in the years to come so that we can share your success stories in future issues. I also look forward to connecting with you at our events, providing tools and a network to help you grow your business, and recognizing you for your continued excellence in serving your clients.

I would also like to give a HUGE THANK YOU to the Preferred Partners who jumped on board with us so that we could bring *Blue Ridge Real Producers* to life. Also, a huge shout-out to my team that shared their talents to pull this together.

I appreciate you all and I look forward to seeing you at our launch party coming soon!



**BETTY LEE**  
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▶ celebrating leaders

# Lynne CREASY

Story by Maddie Podish  
Photos by Rapid Imagery

*For 25 years, Lynne Creasy has been a beacon of professionalism and dedication in the real estate industry. Born and raised in Campbell County, Lynne's deep-rooted connection to her community has shaped her successful career. Throughout her life, she has excelled in anything she sets her mind to, building relationships while doing so.*

Lynne's journey into real estate was preceded by a diverse career path. Fresh out of high school, she took on dual roles, working as a cashier and front-end manager at Kroger while simultaneously holding a position at American Federal Saving & Loan for nine years. This period of hers, which she fondly refers to as attending the "college of hard knocks," provided her with invaluable customer service and financial experience.

After her daughters were born, Lynne spent the next nine years being a stay-at-home mom. Once her children started school, she was invited by a friend to work at a real estate office. Initially starting as a receptionist, Lynne found the work engaging while connecting with others. When her husband, Thomas, a third-generation custom home builder, wanted to start developing land for residential homes, he encouraged Lynne to get her license to help list and sell the lots. In 1999, Lynne was officially licensed and

*Karl Miller*  
*Realty*  
*Associate*  
*Broker and*  
*2024 LAR*  
*President*



together, they successfully developed two neighborhoods in Campbell County.

While Lynne has faced few major obstacles in her business career, she did overcome a significant personal challenge - breast cancer. Her faith in God, coupled with the unwavering support of her family and friends, saw her through this challenging time. "I know how fortunate I am for it to have been found early, and the course of treatment was what I needed to be cancer free," she shares.

As a seasoned REALTOR®, she is passionate about helping her clients achieve their goals and setting/maintaining a high standard of excellence and professionalism for the real estate industry. Lynne proclaims, "this is a reputation business, everything you do follows you in your career. Remember the Golden Rule - Do unto others as you would have done to YOU." As the 2024 President for the Lynchburg Associations of REALTORS® (LAR), she is enthusiastic about showcasing the benefits and value

the association brings to its members. One of the most rewarding parts of her business is solving problems for her clients and the opportunity to form lasting friendships with both clients and fellow REALTORS®. She adds, "This is a wonderful business to be in for so many reasons"

When asked what makes her unique, she sought out her friend and the CEO of the LAR for input. In great detail, Meredith describes Lynne as a reliable, trustworthy individual with a caring heart and an unwavering commitment to helping others. For Lynne, success is found in simple pleasures and the meaningful relationships she cultivates. She cherishes the time spent with her family, including her husband of 43 years, their two daughters (Ashley and Lauren), sons-in-law (Andy and Scott), and six grandchildren; Lucas (13), Matthew (12), James (10), Harper (8), Paisley (6), and Noah (5). Along with her involvement in LAR, Lynne's commitment to the local community can be seen through over 16 years of involvement with the Exchange.

▶▶ partner spotlight

Story by Maddie Podish  
Photos by Rapid Imagery

# IMPACT

## TITLE & SETTLEMENT

# Jay Vaughn

Jay Vaughn, the driving force behind Impact Title & Settlement, LLC, has been immersed in the real estate industry for over seven years. Opening the doors to Impact Title & Settlement in August of 2022, Vaughn brought not only his personal expertise but also a team boasting approximately 50 years of combined experience. This formidable foundation has enabled the firm to swiftly establish itself as a trusted name in real estate title and settlement services.

Impact Title & Settlement, LLC stands out for its attorney affiliations, providing clients with the confidence that their transactions are handled with the utmost professionalism and legal expertise. From the smallest land deals to large commercial transactions, the firm is equipped to manage a wide range of real estate needs.

This mission is reflected in every aspect of their operations. By offering an enhanced closing experience from start to finish, the firm ensures that clients feel supported and informed throughout the process. One of the standout services they provide to Realtors is the seamless handling of commissions, which can be deposited, delivered, or wired—eliminating the need for agents to waste time running around town.

Jay Vaughn's passion for real estate can be traced back to his childhood, influenced heavily by his father, Scott Vaughn, who was a successful Realtor and Loan Officer. "I've always been able to look to his experience for guidance and motivation," says Vaughn. This early exposure instilled in him a deep understanding and appreciation for the industry, shaping his career path.





Navigating the complexities of real estate transactions is no small feat. Vaughan identifies the ability to solve title problems that others deemed insurmountable as a true measure of success. “We are happy with a smooth, seamless closing,” he explains, “but true success is measured by solving challenging title issues.”

The rewards of Vaughan’s current role are manifold. Assisting Realtors and investors in achieving seamless closings and guiding first-time homebuyers through the process are particularly gratifying aspects of his work. These accomplishments underscore the firm’s dedication to client satisfaction.

Impact Title & Settlement, LLC’s process is built on the foundation of providing their clients with the most

advanced tools along with striving to maintain that personal touch that is so important in real estate. They employ a variety of technology-based solutions to streamline the client intake process, enhancing both efficiency and security. The firm utilizes Qualia Connect, a leading platform in the Title & Settlement industry, to securely collect client information and remotely process earnest money deposits. Clients can conveniently deposit funds via ACH or by writing a check and submitting a photo of it, similar to mobile banking. Additionally, Qualia Connect enables the verification of wire instructions to sellers through bank links, ensuring the protection of their funds. The platform also verifies mortgage payoffs against a continually expanding database of safe and verified lender accounts, further safeguarding the transaction process. Of course, along with all of this cutting edge technology, the team is always just a phone call away and loves the opportunity to connect with their clients in the office.

Jay Vaughan’s personal life is as dynamic as his professional one. Alongside his supportive parents, his wife and he are eagerly anticipating the arrival of their first child this July. Outside of work, Vaughan is passionate about real estate investing, family time, golf, and pickleball.

Looking ahead, Vaughan sees opportunities for improvement in the industry, particularly in the area of split settlements. “While I understand that many people have their preferred title agent, it adds an extra layer to the transaction if the seller closes elsewhere. I believe if these folks gave certain companies a shot, they would be pleasantly surprised.”

Reflecting on his journey, Vaughan wouldn’t change a thing. “Every step through life, no matter how small or large, is why we’re where we are now.” This philosophy drives his commitment to continuous improvement and client satisfaction.

Jay Vaughan and Impact Title & Settlement, LLC are making significant strides in the real estate industry. With a focus on innovation, client service, and a deep-rooted passion for real estate, the firm is poised for continued success and growth. “Our goal is to make a positive impact on our clients and community,” Vaughan concludes, a testament to the firm’s unwavering dedication to excellence.



» rising star

Story by Maddie Podish  
Photos by Rapid Imagery

# Jamie CRINER

## Gravity Real Estate Group

Nestled in the charming towns of Blacksburg and Christiansburg, you'll find Jamie Criner, a supervising broker on the rise at GRAVITY Real Estate Group. With a career in real estate spanning just five years, Jamie's journey to the top has been anything but conventional, driven by a passion for helping others and a relentless pursuit of her dreams.

Before Jamie Criner began her rise in real estate, she spent eleven years at a local university. Her career began, however, in the financial sector, specifically in loan underwriting at a local bank. It was here that real estate peaked Jamie's interest. "Handling loan underwriting gave me a unique insight into the real estate market," Jamie recalls, "I developed a keen understanding of the financial intricacies behind buying a home, which has been invaluable in my current role."

While her position at the university provided stability, Jamie's entrepreneurial spirit was ignited through her successful health and fitness - MLM business. "Running that business and watching it flourish was a turning point. It gave me the confidence to leave the 9-5 grind and pursue my real estate license," she explains. This pivotal moment was not without external challenges. "The negativity from others about leaving a steady job was tough," she admits, "but I learned to ignore the noise and stay focused on my goals and dreams for my family."



After getting licensed, Jamie started interviewing different brokerages to see where she best fit. It was through a mutual friend, she learned about and connected with now Principal Broker of GRAVITY - Austin Cummings. Five minutes into their conversation, she knew she had found her real estate home. She joined Austin's original small team and has been by his side since. When COVID-19 stopped the world, Austin took the leap of opening his own brokerage, allowing Jamie to grow within GRAVITY into her leadership role today. "None of us would be here at GRAVITY without his big vision, his courage, or his day in and day out hustle leading the way for us. I'm just following his example, and helping our team do the same!"

Jamie's transition into real estate was marked by her genuine love for helping people. Whether it's seeing the joy on a family's face when they receive the keys to their new home or watching her team of agents win, Jamie finds fulfillment in every aspect of her work. Over the past year, her role has evolved to now focusing on supervising and mentoring other agents within the brokerage. "I have personal goals, but helping our entire brokerage shoot for their goals, and helping each person get there is my passion! Leading the way, cheering them on, and watching them win - I love it all!" she beams.

The path to success is rarely smooth, and Jamie's journey is no exception. Overcoming skepticism and doubt from others required resilience and determination but what truly made



her successful was finding something she loves to do. "Waking up every day absolutely loving what you do, with the freedom of time to enjoy it, is the ultimate success," she explains.

As someone who has excelled and achieved so much in five years, she advises aspiring REALTORS®: "Stay consistent. Keep showing up. It will happen as long as you are putting in the work." Her hard work and perseverance is fueled by her goal of leaving a lasting legacy for her children and cultivating relationships that lead to thriving agents.

Along with Jamie's hard work and perseverance, it is her dedication to real estate that has skyrocketed her. "I live, eat, and breathe real estate," she declares. Looking ahead, she envisions expanding the brokerage, helping more families achieve homeownership, and delving into the design and construction side of the industry. Additionally, Jamie

has personal goals of investing in short-term rentals, further diversifying her portfolio.

Outside of real estate, Jamie enjoys a fulfilling personal life. Married for 18 years, she and her husband share two beautiful daughters. The family loves traveling and spending time on the lake. In her freetime, she is still highly dedicated to fitness, finding mental clarity and strength through time at the gym.

Above all, Jamie Criner is driven to leave a legacy. She emphasizes, "Selling real estate is so much more than most people think. It is not just a single transaction, it's becoming a resource for every client/colleague and building relationships for years to come." She further states, "Some of my dearest friendships have formed within this business, and I wouldn't change it for the world."



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# PEGGY OVERSTREET

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From a young age, Peggy Overstreet has always been drawn to sales, starting with selling the most tickets in her elementary school to get that coveted black & white TV prize to vegetables with her father to earn spending money. "At the time I didn't realize then that 33% commission was excellent," she chuckles.

cover story  
Story by Maddie Podish  
Photos by Amber Perdue

Before embarking on her real estate career, Peggy's professional background holds a diverse portfolio. While holding a long-term position at Leisure Media 360, she balanced raising her family, and starting businesses of her own. "I realized I was motivating and inspiring my friends through my own fitness journey which is what gave me the desire to open and co-own Ladies Fitness," she shares. Additionally, she co-owned 309 Winery, a business venture that allowed her to fill a niche in the Bedford area. Her longevity at Leisure Media 360 and her diverse experiences in owning her own businesses are what provided Peggy with a robust skill set and a unique perspective that she later brought to her real estate career.

After taking some time off to raise her family, she found herself in the perfect position to pursue her long-held interest in real estate in 2010. Her decision to enter the real estate market during a challenging economic period proved to be a strategic move. While others were exiting the market, she saw it as an opportunity to learn, grow, and gain a competitive edge. Her marketing background and entrepreneurial mindset played a crucial role in her success as she helped clients buy and sell homes.

Throughout her career, Peggy has faced personal and professional challenges, but her unwavering faith in God and her resilient attitude have helped her persevere. Starting a new career later in life required extra effort and dedication, but Peggy's philosophy of never giving up and exploring different avenues ensured her success. Her strong work ethic and willingness to face challenges head-on have been key factors in her accomplishments.

Today, Peggy is passionate about all aspects of real estate including matching buyers with sellers, facilitating negotiations, and managing sales to successful conclusions. The most rewarding aspect of her business is the lasting impact she has on her clients' lives. By going above and beyond for her clients, she's creating lasting relationships that leads to new connections being made.

As her business grows and expands, she's eager to add like-minded individuals to her team to provide exceptional service. Her goal-oriented mindset and business plan guide her yearly accomplishments, ensuring she stays on track and continues to make a positive impact in her community and the real estate industry. Though born and raised in Franklin County where her roots run deep, Peggy's extensive knowledge of all the surrounding areas allows her to service a variety of clients.



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“  
A LOT OF PEOPLE HAVE THIS IDEA  
THAT REAL ESTATE IS EASY BUT  
**YOU HAVE TO BE WILLING TO  
JUMP IN THERE AND WORK.**  
”

For Peggy, success is defined by happiness, balance, excitement, and making a positive difference in her company, community, and family. She believes that real estate is a rewarding career but emphasizes the importance of hard work and dedication. She states, “a lot of people have this idea that real estate is easy but you have to be willing to jump in there and work.” Her advice to aspiring REALTORS® is to develop a strong client base, maintain consistent communication, and follow through on promises. Building trust and going the extra mile for clients are essential components of success in real estate.

Peggy’s family plays a central role in her life. She cherishes time spent with her sons, Justin and Jake, her grandchildren Rosie and Emi, and extended family. The family enjoys summertime activities at the lake, traveling, and participating in the grandchildren’s activities, such as travel cheer and horseback riding. Although they recently lost their beloved dog, Foxy Lady, Peggy’s love for animals ensures that another furry friend will join the family in the future.

Along with being an active member of Eastlake Community Church, Peggy enjoys boating, jet skiing, traveling, pickleball, and reading. Her vibrant personality, unique ability to relate to people, and passion for her work make her a standout professional and cherished community member.

Feeling blessed, happy, and content, Peggy looks forward to the business endeavors that are on the horizon. Surrounded by her close-knit community including her supportive brokerage - Lake Home Realty, she’s sure to continue in connecting with others, follow her strategic approach to business, and provide unwavering service to her clients and community.

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