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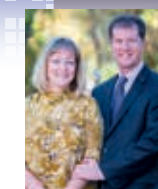
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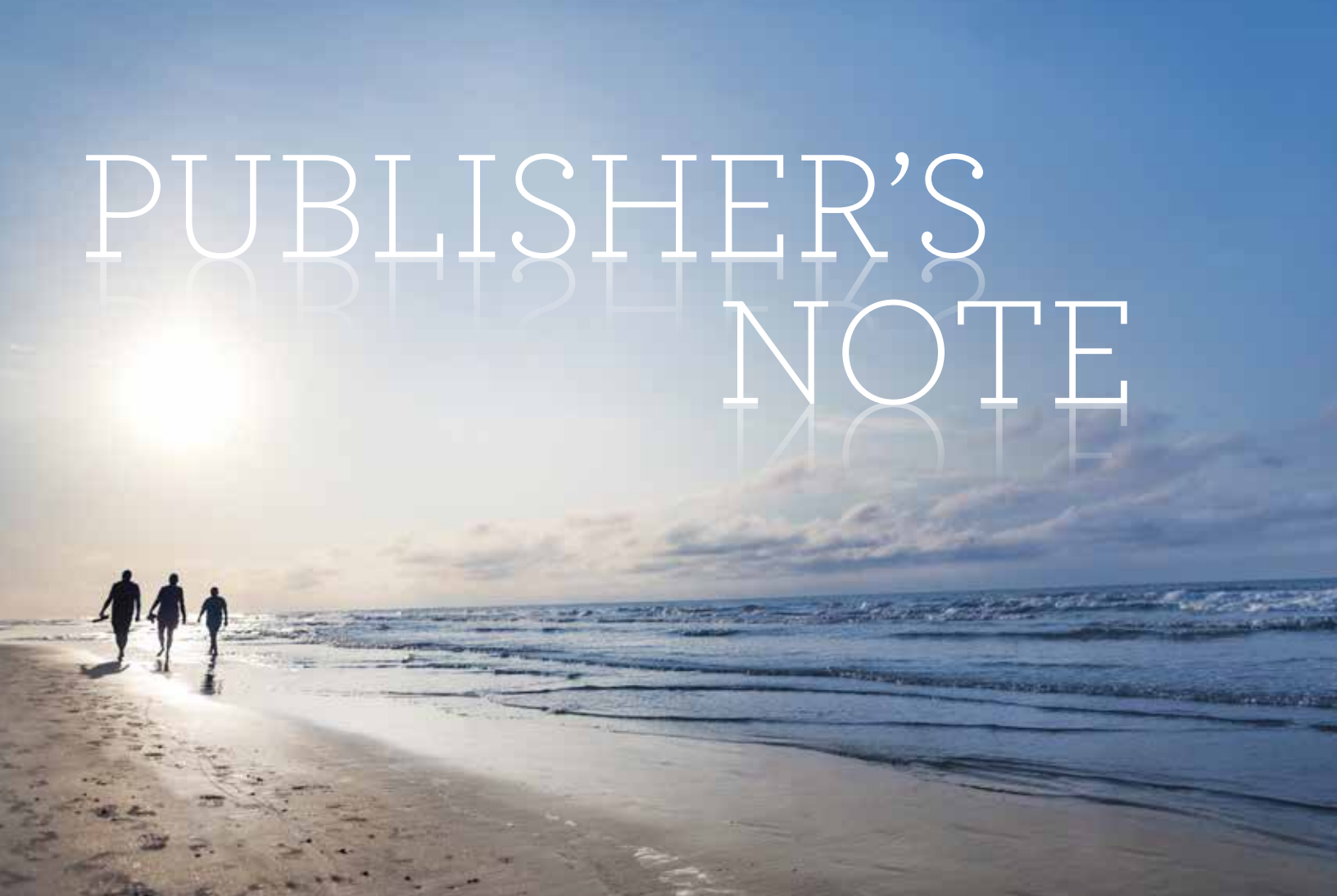
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PUBLISHER'S NOTE



Hey August, the Endless Summer!

As we step into the heart of August, we find ourselves in the midst of the dog days of summer, where the sun hangs high in the sky, and the air is thick with the promise of adventure. August isn't just another month; it's the grand finale of summer.

But as the days begin to wane and the evenings grow cooler, there's a bittersweetness to the air. So, let's make the most of these final days of sunshine and warmth, embracing every opportunity for joy and adventure before bidding farewell to summer's magnificence.

Mark your calendars for our next big event, Game Day on the Green, on September 10th! DC Metro and NOVA Real Producers will come together for rooftop

mini-golf. It's going to be an epic conclusion to an unforgettable summer. Will we see some friendly competition for the tournament? We shall see.

As we embrace the final days of August, let's keep this quote close to heart: "Every summer has its own story." Let's make sure ours is one for the books.

Here's to an August filled with laughter, adventure, and endless sunshine. Cheers to the end of summer and all the memories we've made along the way!



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» words by wade

How To Make Your INSTAGRAM REELS Worth Watching

By Wade Vander Molen

You have been shooting your Instagram reels the wrong way. Sorry, but it's true. Consumers watch Instagram reels mostly for entertainment and knowledge. The knowledge piece is for a narrower audience, and the entertainment piece is for a broader audience.

Many Realtors create informative reels about good topics, but the problem is they are boring most of the time, so the end watcher stays on for less than 10 seconds and leaves. So here is the formula: Hook, Problem, Easy Solution, Present Solution, and Call to Action. The goal is to do this while throwing in humor, entertainment, and knowledge. It seems like a lot, but let's break it down.

HOOK

You need to grab the watcher's attention in the first 6 seconds. Please don't say your name and company. That is a recipe for disaster. People will keep scrolling. The hook is a question, statistic, edgy, and maybe controversial. That will grab

people's attention. Without the hook, the rest of your reel will rarely get watched till the end.

PROBLEM (YOU SOLVE)

The hook sets up the message of the reel, which is the informative solution to a problem you either solve or can alleviate. You decide what these problems will be, but think about the issues you have already solved working with clients and during transactions.

If you wrote down all the problems you alleviate or solve, there is content that could be created for months. Know that the content you create doesn't have to be earth-shattering but does have to bring brand awareness to you and make the end watcher more informed.

EASY SOLUTION

We know that many of the problems you solve don't come with easy solutions. In many instances, the "easy solution" is a transition phrase that keeps the watcher

on the video longer and sets up the real solution. For example, you could say, "And all you need to do is" or "This worked for my last three clients." Your reels get more views and are pushed in front of people more if you know how the Instagram algorithm works. The easy solution phrases will help.

PRESENT SOLUTION

Since your reel needs to be under 1 minute, the real solution needs to be quick but also a solution. Present the solution in a confident way and then move to the call to action. The solution shows you have the knowledge, but the goal is to make the watcher smarter. Hopefully, you will also have them send you a DM to further the conversation.

CALL TO ACTION

The CTA is a quick ending. Don't say call me and flash your number. Make it easy for the watcher. "Drop me a DM" or "I would love to hear your comments below." Those are easy CTA's that work and convert. Notice you are not selling anything. You are asking to further the conversation and move things forward.

Creating consistent content that engages, informs, and entertains is a winning formula for Instagram reels. Bragging, showing off, and being boring does not move the needle. Give your followers a reason to care about your content and they will reach out. Happy posting!



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.

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NOVA Real Producers

JUNE MAGAZINE PARTY

JUNE 11, 2024

The NOVA Real Producers Magazine Party at 123 Junk was an absolute delight! We were thrilled to have you join us to celebrate the latest issues of Real Producers. We hope you had a fantastic time celebrating with us!

The event was a huge success, and we want to express our heartfelt gratitude for your participation as one of our featured agents and esteemed partners. Your presence added extra

significance to the celebration, and we are immensely thankful for your ongoing support.

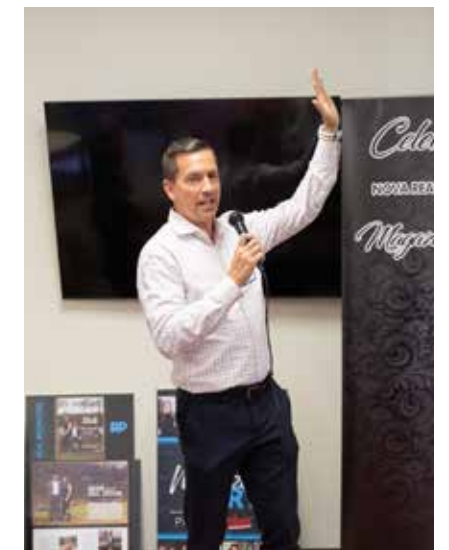
A big thank you to our amazing partners, Pruitt Title, 123 Junk, and Luka Home Services. Their contributions helped make this event such a success. We couldn't have done it without you!

Special thanks also go to Ryan Corvello for capturing stunning photos and to

HD Bros for the beautiful videography that captured the essence of the party.

Thank you again for being part of this remarkable celebration. We look forward to continuing our partnership and celebrating your achievements in the future. If you have any questions or feedback, please feel free to reach out.

Wishing you all continued success and prosperity.



*Magazine parties are smaller gatherings where we celebrate all of the rock star agents who have graced our pages in the past few months. For more information on all NOVA Real Producers events, please email us at info@novarealproducers.com.



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spotlight

By Holly Morgan
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KELLY KATALINAS

FAIRWAY INDEPENDENT MORTGAGE

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Kelly Katalinas can sum up her rewarding career in three words: “It’s about gratitude.” Remembering to be thankful, growing with and adapting to change, and being a resource for the community are all important on the road to success.

Kelly is the Branch Manager and certified military mortgage specialist at Fairway Independent Mortgage Corporation. She credits her blue-collar beginnings and large Italian family for instilling a strong work ethic and a drive to be the best at what she does—educating homebuyers and treating them with integrity, respect, and honesty.





After graduating from James Madison University with a degree in business management and a minor in economics, Kelly spent nine months in a Human Resources job but realized she was meant to change careers and help people in the housing market. “I met a woman in the mortgage industry who assisted a friend with a home purchase,” she says. “She and I talked for some time about her profession as a loan officer, and the next thing I knew, I was meeting with her manager.”

In the past 38 years, Kelly has built her reputation as a straight shooter. She aims for truthfulness but always listens patiently and works diligently to find the best solutions for homebuyers. “I try to be a true partner in the real estate transaction. Working together, we need to provide an excellent experience for all parties involved in the transaction. I take responsibility for my actions and the actions of all team members, from loan application to loan closing. We

can make a difference in someone’s life with every client we serve, and we need to serve them well.”

Kelly knows the real estate and mortgage industry is constantly evolving. The housing market has seen a lot of change since the pandemic began in 2020. Looking ahead to the rest of 2024 and beyond, new approaches and strategies to purchasing a home will occur when interest rates continue to increase. There is still an overall shortage of homes on the market to meet demand, regardless of the recent increases in mortgage interest rates.

“We must continually change and adapt to industry trends and challenge ourselves daily, especially with circumstances beyond our control,” Kelly says. “There is always room for growth and an opportunity to learn from others and improve.”

Kelly’s definition of success has also changed since starting her mortgage

career. In 1986, the housing industry was male-dominated, very competitive, and all about hitting your numbers. The focus now is on building and maintaining relationships, coaching people to be successful, and bringing others forward.

Kelly lives with her husband, Michael, in Springfield. They have been married for 33 years and have two adult children, Christopher and Jaclyn. The family enjoys traveling and spending time at their vacation home on Topsail Island, North Carolina.

“I love to spend time with my family,” Kelly says. “As my children have gotten older, I see them less frequently, so when I can spend time with them, those moments are most special to me. As my husband and I are both in mortgage lending, our work hours are often hectic, so it’s nice to take a breath and relax when we are together. Michael continues to make me smile daily, so those moments are extraordinary.”



One of Kelly’s biggest strengths is her ability to understand the importance of a seamless real estate transaction. “My team and I go to great lengths to effectively communicate often with all parties throughout the process,” she says. “We want to be sure our clients are comfortable with their financing choices, as we understand they might only go through the

home-buying process a few times. Buying a home is a special time, and we never forget that.”

Kelly plans to continue starting each day with gratitude. After three decades of originating home loans and managing teams of loan originators, she is thankful for her life and the work she has accomplished. Working

“““

BUYING A HOME IS A SPECIAL TIME, AND WE NEVER FORGET THAT.

at Fairway is perfect for her in many ways. “I love the name of my company because individually and as a team, we embrace a culture of treating our valued customers and clients, as well as teammates, fairly.”



Photo by Ryan Ladd Photography

Fairway Independent Mortgage Corporation, NMLS 2289, is a full-service mortgage lending company. Its experienced staff offers expertise in all areas of mortgage lending, including purchases, refinances, renovations, and reverse mortgages. The company is licensed in all 50 states. For more information, visit www.kellykatalinas.com, Kelly Katalinas NMLS 365493, Equal Housing Lender.



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ROBIN GEBHARDT

» agent spotlight

By George Paul Thomas
Photos by Ryan Corvello

Embracing the Real

Meet Robin Gebhardt, a dynamic force in the real estate industry whose journey is unique and inspiring. Robin brings a refreshing blend of warmth, authenticity, and expertise to every client interaction. Her story is one of resilience, determination, and a commitment to keeping it real in an industry characterized by glitz and glam.

A Journey of Resilience and Reinvention

Born and raised in the bustling city of Washington, D.C., and nurtured in the suburban landscape of Virginia, Robin's journey is a testament to the transformative power of life's experiences. The dynamic interplay of diverse cultures and perspectives shaped her early years.

During her college years at Old Dominion University, her passion for soccer converged with her innate gift for building connections. Recruited to the university's team through the serendipitous alignment of her high school and college coaches, Robin embarked on a journey that would lay the groundwork for her future endeavors.

After college, Robin immersed herself in the vibrant world of hospitality, a journey that spanned two decades and took her across five states. "Before real estate, I was in the food and beverage industry for almost 20 years," she recalls. The two big chains I worked with were The Palm Restaurant in Nashville and Orlando. Then I worked for Maggiano's and moved around to five different states, opening that chain."

However, amidst the highs and lows of her career, a pivotal moment of loss spurred Robin and her husband to reassess their priorities. "A pivotal moment for me was when my husband and I had a miscarriage in 2012," Robin reflects. "We traveled a lot, went on cruises, went internationally,



and just rediscovered myself," she shares, highlighting the transformative nature of that period of introspection.

In the wake of this experience, Robin was drawn to a new vocation—real estate. "We moved from Orlando back to the Northern Virginia area, where I'm from. I was born in D.C., grew up in Falls Church, and came back, and the family suggested real estate," she explains. "So I got my real estate license in the summer of 2013 while pregnant with my son and then hung my license in January 2014 with Coldwell Banker in Reston, Virginia."

For Robin, real estate isn't just a career—it's a calling that resonates deeply with her values and

aspirations. "Real estate fits into my dreams and goals more than I ever imagined," she reveals. "Being in real estate, the goals are bigger, but we can, and opportunities are there if we work and network with other successful people. It's pretty amazing."

When she joined Coldwell Banker, Robin quickly made her mark, completing over 150 transactions throughout her career. Last year alone, she closed 24 transactions totaling approximately \$17 million—a testament to her dedication and expertise in the field. As she forges ahead with her new venture, "Keepin' it Real with Robin," she remains committed to upholding the highest standards of service and professionalism.



Happen” and always sticks to her mantra “KEEP IT REAL.” Success, for her, means not just financial gain but also having the freedom to enjoy life’s special moments with her loved ones.

Looking ahead, Robin envisions a future where her Badass Bootcamp resonates far and wide, empowering individuals to embrace their true selves. She aspires to inspire and motivate others with each stride towards her long-term goals, fostering a real estate community grounded in sincerity and genuine connections.

Through it all, Robin’s commitment to genuineness remains the cornerstone of her personal and professional ethos. As she continues championing honesty and transparency, she paves the way for a brighter, more genuine future in life and business. Her advice to upcoming top producers: “Do all the networking, not just for a socialization piece, but to get to meet other people and have high-level conversations with others in the industry and to hear what they’re doing and saying.”

Family Adventures and Joyful Moments

The warmth and laughter of her beloved family color Robin’s life. She met her husband, Chris, in the restaurant industry, where his Samoan heritage and culinary talents added richness to their lives. Together, they delight in the company of their son, Sione, named after family tradition.

Their home is animated by two playful doodle mixes, Popcorn and Buzzy, who bring endless laughter to their days. When they’re not immersed in the busy real estate career, Robin and her family revel in the peacefulness of their beach condo in Ocean City. “We’re beach people,” Robin declares with a hint of nostalgia. “We love to go to the pool, and we just love to chill at home and watch movies, spending quality time together.”

From beach adventures to quiet evenings at home, every moment spent together reminds them of the love and joy that bind them as a family.

A Vision of Authenticity and Impact

Robin’s commitment to making a tangible difference remains steadfast as she strides into the future. Beyond her thriving real estate endeavors, her heart beats for philanthropy. Robin weaves compassion into every transaction through her charitable initiatives, allowing her clients to contribute to causes close to their hearts. Her dedication to organizations like Mobile Hope and Habitat for Humanity speaks volumes about her community-driven spirit.

This year heralds a new chapter as Robin embraces Archives for the Autoimmune Community, a cause deeply personal to her and her family. As she navigates this journey, her resolve to foster awareness and support within her local community shines brightly.

Robin believes in being true to herself, which guides her career path. She lives by the motto “Make it



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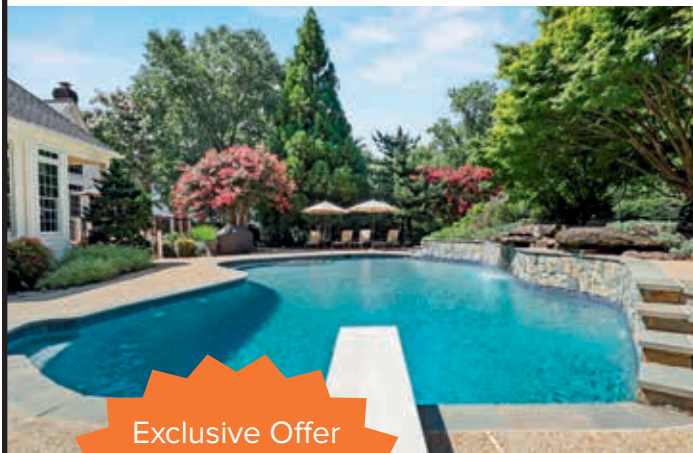
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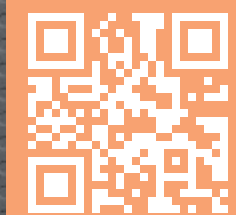
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CHANTAL WINSTEAD



EXCELLENCE IN ACTION

Chantal Winstead, a REALTOR® with Realty ONE Group Capital, stands out in the competitive real estate market for her unwavering commitment to client care and continuous improvement. Responsive and supportive, she's available at all hours, ensuring her clients feel reassured and guided throughout the transaction process. Her patience knows no bounds, extending her assistance long after settlement. But what truly sets Chantal apart is her dedication to learning and collaboration. She always

seeks feedback, cheers for fellow agents, and turns obstacles into opportunities. Chantal shines as an exceptional agent in an industry where success hinges on relationships and resilience.

CHARTING NEW COURSES

Before embarking on her successful career in real estate, Chantal Winstead's path is one of resilience, determination, and continuous reinvention. A former stay-at-home mom turned high school Special Education/English teacher, Chantal's journey is marked

by significant life events that shape her into the tenacious entrepreneur she is today.

Born in Belgium to a military family, Chantal's childhood was spent navigating different cultures and countries before settling in Los Fresnos, Texas (to complete her high school education). Reflecting on her upbringing, she shares, "My parents purchased our modest home when I was 14 and still own it. Homeownership is a powerful tool in the journey toward the American dream."

After a decade as a stay-at-home mom, Chantal enters the workforce as a high school teacher, significantly impacting Anne Arundel County, MD, and Loudoun County, VA. Recalling her teaching career, she states, "If you were ever a teacher, you are always a teacher." Her dedication leads her to be honored as a teacher who impacts students four years in a row.

Despite her successful career in education and sales, Chantal's path takes another turn when she decides to pursue real estate. Reflecting on her journey, she recalls, "When I divorced... I decided not to ask my ex-husband to support me with alimony or share his retirement. I was truly starting with nothing." Her decision to transition into real estate is fueled by her experiences navigating the housing market as a single mother.

For Chantal, real estate isn't just about closing deals; it's about making a meaningful difference in her clients' lives. Drawing from her background as a teacher, she approaches each transaction with patience and empathy. "If I can keep my clients calm and encouraged... it is truly a day worth celebrating," she affirms.

Throughout her journey, Chantal embraces every setback as an opportunity for growth. "Every scary, uncomfortable thing... has given me grit and resolute determination to find a way through it," she reflects. As she continues to chart her course in real estate, Chantal remains committed to helping others find their place to call home while staying faithful to her personal and professional growth path.

Since stepping into real estate in January 2020, Chantal Winstead's journey has been rapid ascension. Balancing part-time real estate work with a full-time role at MacMillan Publishing's high school division, she quickly established herself as a force to be reckoned with.

In her inaugural year, Chantal closed three transactions totaling \$1.69 million in sales. However, it was in 2022 that Chantal's career indeed took off. Closing 21 transactions, she achieved an impressive \$9 million in sales volume. This momentum continued into 2023, with 26 transactions and \$10.8 million in sales.

Recognized as a top producer by NVAR in 2022 and 2023, Chantal's dedication to excellence is undeniable. With a projected volume of 36-46 transactions this year, she remains at the forefront of the industry.

Beyond her stellar performance, Chantal's expertise extends to social media, where she recently presented "Getting Results from Social Media: Tell Your Story, Build Your Community" for NVAR.

LIFE BEYOND WORK

For Chantal Winstead, family isn't just about love and support; it's about growth and resilience. Reflecting on their journey together, she shares, "My kids and I had to grow up together to figure out everything... I think I have taught them, and they taught me to take chances and challenge ourselves." From learning the Foxtrot from her son for his Cotillion Grand Ball in a parking lot to conquering her fear of heights when she and her daughter jumped off the Nesso bridge in Como, Italy, their shared experiences have formed an unbreakable bond.

Their family extends to their beloved rescue dog, Emma, who brings joy to their home despite facing challenges with her vision. Chantal affectionately notes, "She's the sweetest friend we could have asked for."

Chantal indulges in her passions for reading, writing, and running when she's not immersed in real estate. She shares, "I read A LOT. I write. I run." These activities provide her with relaxation and fuel her sense of accomplishment and personal



growth. She completed her first marathon, the Marine Corps Marathon, in 2023 and is running three half marathons this year in NYC, Yellowstone, and Rome.

Beyond her career, Chantal gives back to the community. Her commitment to serving her community is deeply ingrained in her values. From her days as a Key Club sponsor to her ongoing support for organizations like the Wildlife Rescue League, she prioritizes giving back.

VISION FOR SUCCESS

Driven by the philosophy of "Amor Fati," Chantal approaches life with a mindset that embraces both joys and challenges. She defines success as "waking up every day inspired to do more, give more, and be more." With a commitment to self-improvement and goal-setting, she sets the course for her journey with purpose and determination.

As Chantal navigates her journey in real estate, she remains open to the possibilities ahead. She shares, "I have no idea what the future holds... I love the people and the opportunities that the industry has presented and hope to be one of the lucky ones who lasts." With an unwavering spirit and a belief in chasing dreams, Chantal embraces each moment, cherishing the journey surrounded by those who bring joy and fulfillment to her life.



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GAGLIARDI

CHANGEOVER MEDIA

ELEVATING AUTHENTIC PARTNERSHIP

Meet JJ Gagliardi, the visionary founder of Changeover Media. With a core emphasis on fostering partnerships, creativity, and authenticity, JJ steers his company away from conventional corporate norms. His commitment to individuality is unmatched. JJ seeks clients who share his values of authenticity and uniqueness, offering them a genuine partnership experience.

ONWARD AND UPWARD

JJ Gagliardi's journey into real estate marketing was unexpected but rewarding. Initially trained in video production, he worked as a lead photographer for a real estate marketing agency after college. Reflecting on this shift, JJ explains, "I kind of fell into the real estate industry... I always knew it was the direction I wanted to go in life."

Observing a need for better marketing support in the real estate sector. JJ's goal was to apply proven marketing principles to help real estate professionals of all sizes elevate their businesses. He emphasizes, "We decided to take the same marketing principles that work in other small businesses and apply them... from a solo real estate agent all the way up to full brokerages."

Changeover Media specializes in helping clients feel comfortable on camera, a critical skill for modern marketing. JJ notes, "One of our specialties is helping those clients get comfortable on camera and create content they're proud of." This personalized approach has earned them praise from clients who appreciate the stress-free experience provided by Changeover Media.

For JJ, the most fulfilling aspect of his work is the visible impact on his clients' businesses. "What I find most fulfilling is seeing my impact on my clients' businesses," he shares. Whether it's driving growth, facilitating recruitment, or enabling a better work-life balance, JJ finds joy in helping clients achieve their goals.

Additionally, JJ values collaborations on community-driven projects or with nonprofits, recognizing the profound impact that content creation can have. "You never know when one video can have this massive unforeseen impact on all different kinds of people," he remarks, highlighting the transformative power of their work beyond business endeavors.

PIONEERING REAL ESTATE MARKETING SOLUTIONS

In the heart of Leesburg, Virginia, Changeover Media is redefining the real estate marketing landscape with innovative strategies tailored to the needs of modern agents, teams, and brokerages. This dynamic agency, led by founder JJ, offers a comprehensive suite of services designed to elevate clients' online presence and drive tangible results.

Changeover Media specializes in crafting compelling video content that resonates with audiences and helps real estate professionals stand out in a crowded market. From batch-creating social media content to producing professional profile videos and case studies, the agency's



expertise spans various areas of real estate marketing.

Recently, Changeover Media introduced Growth Kali, an exciting partnership venture focusing on lead generation and comprehensive CRM solutions for real estate professionals. "Growth Kali is the lead gen part of the business," explains JJ Gagliardi. "It's an all-in-one

CRM that does everything from email, SMS deals, tracking automation, and landing pages. It's an all-in-one platform for real estate agents."

Comprising seasoned professionals like Creative Director Brittney Carter, Account Manager Damon Thompson, and Lead Real Estate Photographer Tori Treichel, Changeover Media



boasts a team of experts dedicated to delivering top-tier results for clients.

The agency stands out for its deep expertise in the real estate industry, commitment to quality, and innovative marketing approach. Changeover Media's partnership with Growth Kali further enhances its ability to provide comprehensive solutions encompassing content creation, lead generation, and CRM functionalities.

Throughout its journey, Changeover Media has achieved significant milestones, including expanding its service offerings and partnerships with industry thought leaders. However, the agency's ultimate success lies in its tangible impact on clients' businesses, driving growth and success through strategic marketing initiatives.

BALANCING BUSINESS AND PASSION

When it comes to navigating the complexities of entrepreneurship, JJ draws inspiration from the timeless wisdom of Jim Rohn. "We must all suffer from one of two pains," JJ reflects. "The pain of discipline or the pain of regret. The difference is discipline weighs ounces, while regret weighs tons." This profound quote serves as a guiding light for JJ, reminding him of the importance of facing fears head-on and embracing challenges in pursuit of success.

Beyond business, JJ finds joy in his personal life, surrounded by his beloved family and furry companion. With his wife, McKenzie, by his side and their playful golden retriever-yellow lab mix, Lucky, in tow, JJ embarks on adventures around the globe. From exploring vibrant music festivals to immersing himself in DJing and music production, JJ's passions extend far beyond the boardroom.

"I'm also a DJ and a music producer on the side," JJ shares with a smile. "I've had the opportunity to deejay



THE PAIN OF DISCIPLINE OR THE PAIN OF REGRET. THE DIFFERENCE IS DISCIPLINE WEIGHS OUNCES, WHILE REGRET WEIGHS TONS.

at some of the clubs in D.C. and even play a DJ at a couple of music festivals, which has been awesome." When he's not spinning tracks or creating beats, JJ indulges in his love for cinema, transforming his basement into a personal home theater haven.

Despite his busy schedule, JJ finds joy in life's simple pleasures, whether it's sampling craft brews at local breweries in Leesburg or honing his craft by analyzing the intricacies of cinematic storytelling.

LOOKING AHEAD

Looking ahead, JJ envisions Changeover Media as a comprehensive marketing solution deeply rooted in authentic partnership. Professionally, the company aims to become a go-to resource for clients' diverse needs,



while JJ personally explores real estate licensing and investment. Embracing authenticity, JJ prioritizes genuine connections over conventional norms, fostering a culture of creativity and collaboration. As Changeover Media propels forward, JJ remains steadfast in his commitment to empowering clients and embracing uniqueness.

Ready to transform your marketing strategy and elevate your brand to new heights? Partner with Changeover Media today and experience the difference authenticity and creativity can make in your business. Contact JJ Gagliardi directly at (703) 728-1230.



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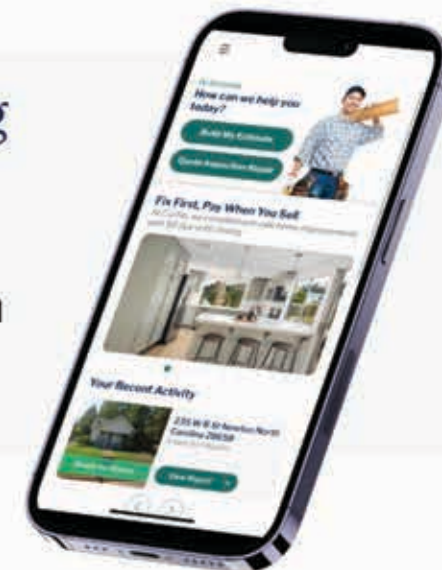
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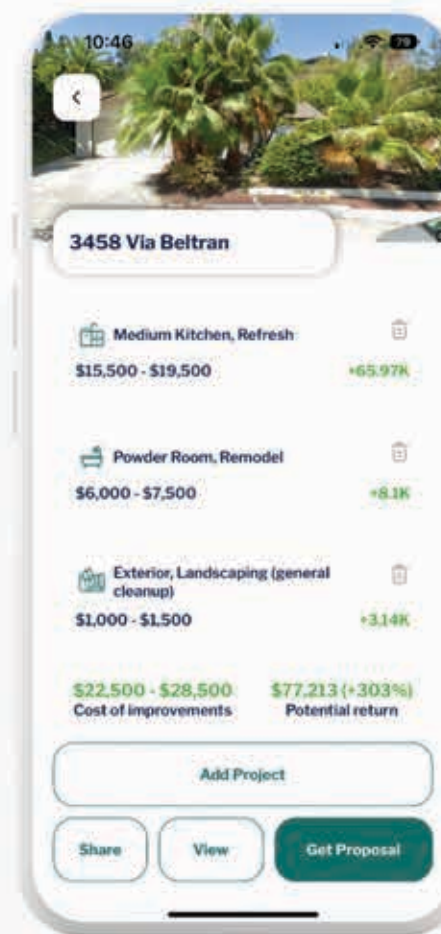
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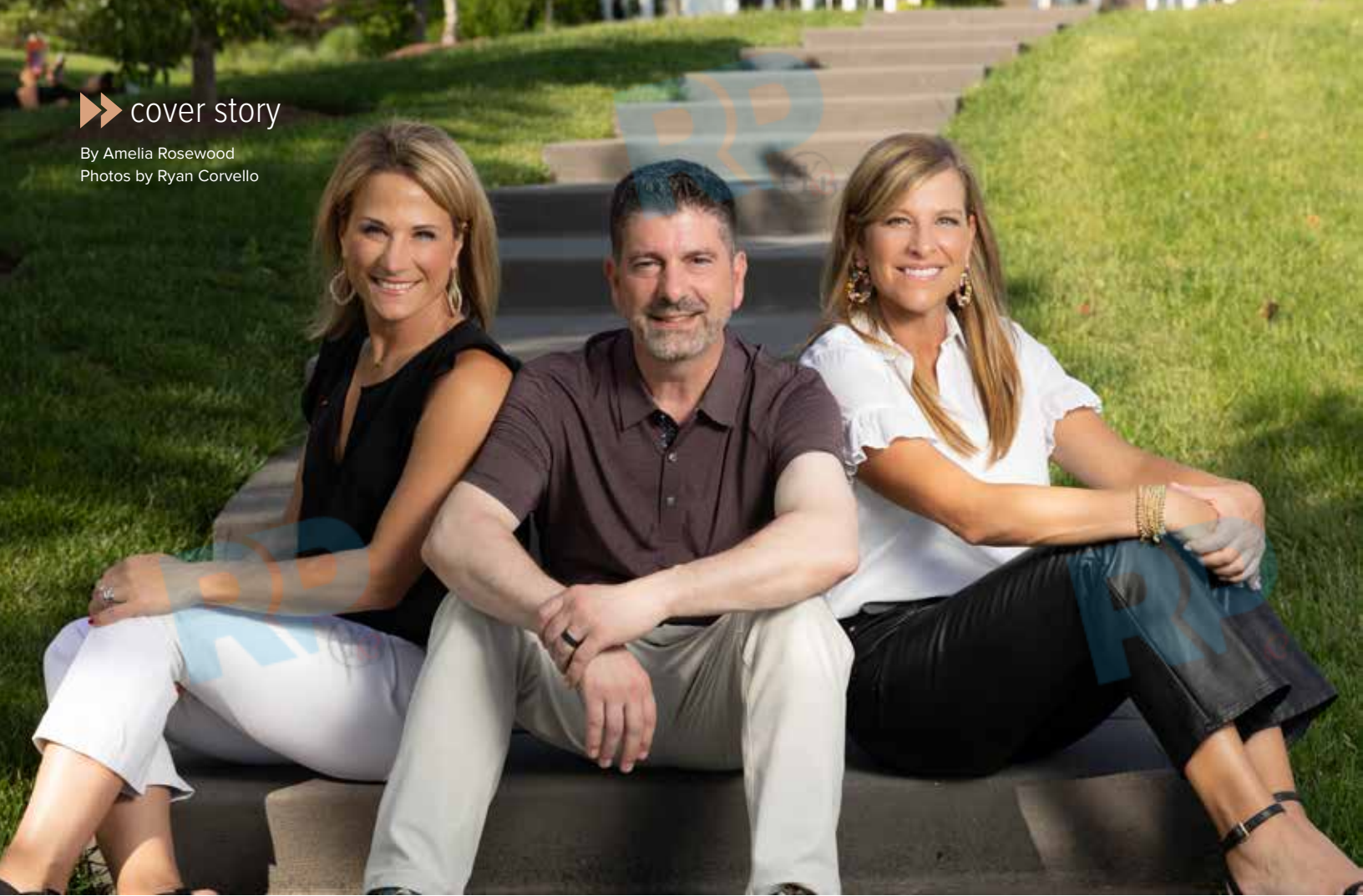
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A Trio of Diverse Paths

Success often finds its roots in a diverse tapestry of experiences and expertise. Paul, Megan, and Alison of Bedewi, Duke, & Associates' journey into the industry reflects unique backgrounds that have shaped their approach to serving clients with unwavering dedication and skill.

From Family Foundations to Thriving Partnerships

Megan's journey into real estate began with familial bonds and a firm educational footing. Hailing from Fairfax County, Virginia, Megan's early experiences instilled a deep sense of community and service. "My upbringing in a large Catholic family

taught me the value of prioritizing others," Megan shares, reflecting on how these values continue to resonate in both her personal and professional life.

After graduating from the University of Virginia in 2000, Megan swiftly entered the real estate arena, initially supporting her sister's burgeoning business. She is among the youngest recipients of the RE/MAX Lifetime Achievement Award and was inducted into the RE/MAX Hall of Fame.

Today, as a co-founder and partner at Bedewi, Duke, & Associates, Megan finds fulfillment in navigating the dynamic real estate landscape alongside her business partner, Paul, and their colleague, Alison. Together, they form a cohesive team committed to achieving exceptional results for their clients under the Keller Williams Loudoun Gateway banner.

Engineering Precision and Market Insight

For Paul, real estate represents a convergence of technical prowess and market acumen honed through a multifaceted career. With a Ph.D. in Biomedical Engineering and a background in automotive safety systems, Paul's transition into real estate in 2004 was driven by a desire to redefine industry standards. "I saw an opportunity to deliver unparalleled value to clients," Paul explains, highlighting his meticulous approach to market analysis and negotiation.

Accolades have marked Paul's tenure, but he focuses more on client satisfaction and the tangible outcomes he can deliver. At Bedewi, Duke, & Associates, he leverages his engineering background to offer clients a strategic advantage, ensuring they navigate transactions with informed precision and foresight.

Crafting Dreams with a Personal Touch

Alison's path to real estate is woven with a blend of career evolution and heartfelt passion. A graduate of Radford University with a background in Business Administration and Marketing, Alison initially pursued a career in IT project management across major U.S. cities. However, her innate talent for interior design and staging ultimately steered her towards real estate in 2015.

"My goal is to make the home buying or selling process a positive and stress-free experience," Alison affirms, underscoring her commitment to personalized client care. Her recent expansion into North Carolina's Outer Banks reflects her dedication to extending her expertise across diverse markets while maintaining the highest standards of service excellence. Alison has also been recognized as an NVAR Top Producer.

Collective Excellence

United under Keller Williams Loudoun Gateway, Paul, Megan, and Alison embody a shared commitment to excellence and client satisfaction. Their collaborative approach as Bedewi, Duke, & Associates epitomizes the synergy that emerges when diverse talents converge toward a common goal: delivering exceptional outcomes in every real estate transaction.

With a track record that speaks volumes, Bedewi, Duke, & Associates consistently achieves impressive results. They serve 50-60 families per year. Last year, their total volume amounted to \$52 million. These figures underscore not only their proficiency but also their unwavering dedication to guiding clients through significant financial decisions with integrity and expertise.

Beyond their professional endeavors, the Bedewi, Duke, & Associates are



“My goal is to make the home buying or selling process a positive and stress-free experience.”

deeply committed to giving back. They actively support various local charities throughout the year, including Shriners Hospital, Children's Miracle Network, and Run for Jamie.

Finding Balance

Paul, Megan, and Alison are not just passionate professionals but individuals deeply rooted in family values and personal pursuits that enrich their lives beyond the confines of their careers.

For Megan, life revolves around cherished moments with her husband, Drew, and their two children, Gus and Lanie. Nestled in Ashburn, VA, they find solace and joy in their community at Willowsford, a place they proudly call home. "We're a water-loving family," Megan shares with a smile, reflecting on their deep affection for the Caribbean islands and leisurely cruises aboard catamarans. In colder months, their adventurous spirit takes them on mini ski vacations and upcoming trips to the West Coast this winter.

Mornings often begin with coffee and invigorating workouts—a routine that sets Megan up for a day filled with positive energy. "Being self-proclaimed foodies, Drew and I love exploring new restaurants on date

nights or with friends," she adds. Their passion for sports, particularly football and baseball, frequently leads them to their home and Airbnb in Pittsburgh, where they catch Steelers and Pirates games, aiming to visit every ballpark across the USA—an ongoing quest for this baseball-loving duo.

While in the Bedewi household, laughter resonates deeply, fueled by Paul's wife, MaryKay, and their three remarkable children: Amira, Max, and Senator. "We're big on humor," Paul shares, emphasizing the family's penchant for bonding over shared jokes and quality time. MaryKay, a kindergarten assistant known for her nurturing demeanor, adds another layer of warmth to their home in Loudoun County.

Downtime for Paul revolves around cherished moments with loved ones, simply enjoying each other's company. An unexpected highlight from his past includes a brief stint as the Phoenix Suns mascot during his college years—an experience that still brings a smile to his face and a story to share.

For Alison, family life revolves around her two daughters, Madison and MacKenzie, who bring



vibrancy to their time together. When not immersed in their studies or summer internships, the Burke ladies enjoy spending time together, eating out at their favorite restaurants, and soaking up sun-drenched days on the beach.

Alison enjoys activities like walking, running, and spending quality time with family and friends. A lesser-known fact about her is that she is an identical twin—a unique bond that adds depth to her personal journey and connections.

Looking into the Future

Looking ahead, Paul, Megan, and Alison of Bedewi, Duke, & Associates envision futures guided by both personal fulfillment and professional excellence in Northern Virginia's real estate scene. Personally, they each aspire to see their families thrive and find happiness, while professionally, their goals range from solidifying their reputation as trusted experts to expanding their business footprint and mentoring the next generation of real estate professionals.

Megan emphasizes a commitment to exceeding client expectations with empathy and transparency, Paul aims to innovate and uphold integrity in every transaction, and Alison focuses on enhancing client experiences with honesty and organizational prowess. Together, they embody a shared vision rooted in integrity and a relentless pursuit of excellence, ensuring they remain leaders in their field for years to come.

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Individual Closed Data as reported to MLS from Jan. 1 to June 30, 2024

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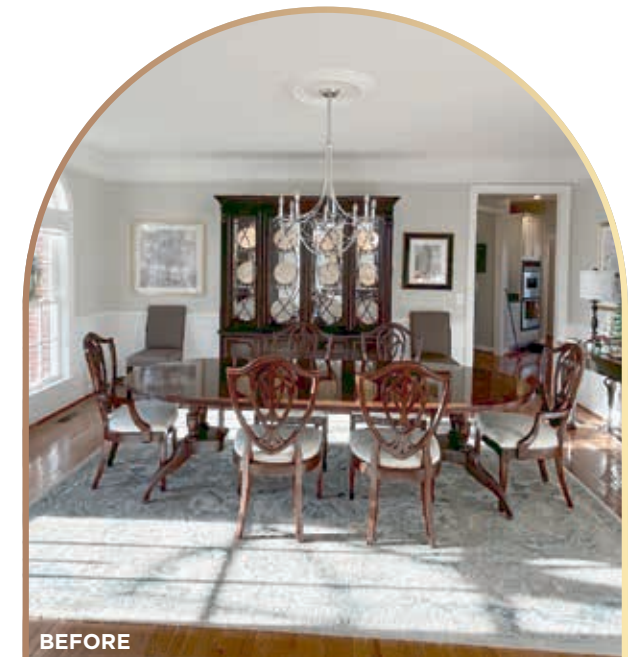
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