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TABLE OF CONTENTS

	06 Index of Preferred Partners		08 Meet the DC Metro Real Producers Team		10 Publisher's Note
	12 The Power of Neighborhood Targeting and Direct Mail for Realtors		18 Agent Spotlight: Matt Cheney		24 Rising Star: Dustin Cabrera
	30 Cover Story: Gali Sapir		38 Event Recap: October Magazine Party		43 Top 250 Standings

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Publisher's Note

Hello December, the Season of Celebration!

As we step into December, the air is filled with festive cheer and the twinkle of holiday lights. This is a month of celebration, a time to gather with loved ones, reflect on the past year, and look forward to the new one with hope and excitement.

December is a time of giving, of sharing joy and kindness with those around us. Whether it's through holiday traditions, thoughtful gifts, or simply spending quality time together, let's embrace the spirit of the season and spread warmth and happiness.

Mark your calendars for our Mastermind on March 20th for Series 1: Wisdom, Wealth, and Wellness! Stay tuned for more details—this event will be filled with insightful learning, valuable strategies, and great networking opportunities with top professionals.

We are excited to warmly welcome our newest preferred partners, **Jackson Appraisal Group** and **Taking Care of Business!** We're delighted to have them join our community and look forward to building great relationships and shared success together.

As we embrace the festive season, let's keep this quote in mind: "It's not

what's under the tree that matters, but who's gathered around it." Here's to cherishing our loved ones and making the most of this special time.

Wishing you all a December filled with joy, love, and memorable moments. Happy Holidays and Happy New Year to everyone!



Kristin Brindley
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*FEBRUARY MAGAZINE PARTY	*JUNE MAGAZINE PARTY	*OCTOBER MAGAZINE PARTY	
<small>*Magazine Parties are smaller events to celebrate recent features--invites only.</small>			



The Power of Neighborhood Targeting and Direct Mail for Realtors

marketing matters

By Todd Lebowitz

In today's fast-paced digital world, direct mail remains one of the most effective and personal marketing tools for realtors. By combining neighborhood targeting with direct mail, realtors can connect with homeowners in a meaningful, impactful way that cuts through the clutter of online ads and emails.

Why Neighborhood Targeting Works

Neighborhood targeting allows realtors to focus on specific areas where they want to build a reputation as the local expert. By sending targeted mail directly to homeowners, you're reaching people in the exact market where you want to gain listings. This hyper-local approach ensures that your message gets in front of the right audience, giving you a consistent presence in the neighborhood.

The Advantages of Direct Mail

While digital marketing is important, direct mail offers several unique benefits. First, it's tangible—people can hold it, keep it, and refer back to it, making it harder to ignore than an email. It also has higher open

rates than digital channels, which increases the chances your message will be seen.

Direct mail is also great for brand building. Sending out regular mailers—whether it's market updates, success stories, or new listings—keeps you top-of-mind with homeowners. When they think about selling, they'll think of you.

Finally, customization is key. With today's printing technology, you can create highly personalized mailers that speak directly to homeowners' needs and showcase your brand.

The HomeLife Marketing Subscription Program

The HomeLife Marketing Subscription Program developed by My Marketing Matters gives realtors a powerful edge in neighborhood marketing. The program offers exclusive access to specific neighborhoods, ensuring that no other realtor can market that area with the same product. This exclusivity makes it easier to dominate your local market.

HomeLife also features QR codes that allow homeowners to instantly view their property's market value, creating a seamless connection between

your mailer and their needs. These codes also generate leads by tracking homeowner interactions.

Additionally, each HomeLife product is fully customizable, helping you build brand recognition in the communities you serve. Also included is a neighborhood market report, intriguing articles and neighborhood event calendars. *For more information, contact Melissa at 301.590.9700 or homelife@mymarketingmatters.com*



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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M A T T

▶ agent spotlight

By Amelia Rosewood
Photos by Ryan Corvello

CHENEY



SUCCESS WITHOUT EXCEPTION

With over 21 years in the real estate industry, Matt Cheney is a seasoned professional known for his dedication and expertise in the competitive Washington, Chevy Chase, and McLean markets. Currently a Vice President and solo agent at Compass, Matt has built a business reflecting his passion for real estate and commitment to his client's success.

A Personal Path Shaped by Real Estate
Though Matt was born in Texas, he considers himself deeply rooted in the Washington metropolitan area. Raised in Bethesda, Maryland, he attended Wyngate, Tilden, and graduated from Walter Johnson High School before spending a PG year at the Frederick Gunn School in Connecticut. "I was originally from Texas, but my parents are from the Northeast. My mom is from New Jersey, and my dad is from Connecticut. I'm a northeasterner from here," he explains.

After college, St. Lawrence, Matt's journey took him into business-to-business sales, where he gained valuable experience working for a steel company

in New York City. "I was focused on wholesale sales of large volumes of steel, nationally and internationally, in the New York City metro area," he shares. From there, he moved on to Xerox in Manhattan, managing accounts for major clients like ABC News, Walt Disney, and News Corp.

It was during this period that a personal experience shifted his focus toward real estate. "What really got me thinking about real estate was the sale of my grandfather's estate in Litchfield, Connecticut," he recalls. "It had been in our family for 80 years, and when it was sold, it had a significant impact on me. I started becoming very intrigued by real estate development."

The leap from corporate sales to real estate was driven by personal interest and opportunity—Matt's growing passion for real estate aligned with a desire to pursue a more entrepreneurial path. After returning to Bethesda, he obtained his real estate license and began working with developers. "I started reading everything I could about real estate—there used to be a business

section in The Washington Post, and I would go straight to anything about real estate," he remembers.

In 2003, Matt formally entered the real estate industry, focusing on new condo developments across D.C., Bethesda, and Arlington. "From 2003 to 2014, I worked on about 12 to 14 large development projects," he notes, including his role as the primary agent for Donohoe Development's 650-unit condo project at White Flint Metro. After over a decade in development sales, Matt transitioned to general brokerage in 2014. "I wanted to work with any client—whether they were looking for a condo, a house, or a mansion," he explains, marking the beginning of his solo practice in real estate.

Matt has crafted a distinct real estate career as a Vice President at Compass and a solo agent, supported by a dedicated team of administrators. "I'm the sole agent, but I've built a strong support system around me that I call Cheney & Co.," he explains. His team includes a full-time executive assistant, a social media director, listing support, and a closing administrator, allowing him to focus entirely on his clients.

With over 1,000 properties sold and a 101.5% average sale-to-ask price over the last five years, Matt's expertise is particularly strong in Foxhall, Palisades, and Georgetown, where he's handled \$72 million in sales. Last year, he completed 18 transactions totaling \$12.6 million, and he's on track for \$25 million in sales this year.

Matt's career has also been marked by multiple accolades, including Salesman of the Year in the early 2010s and numerous volume awards during his years in new development. His client-first approach and deep





“

We handle a variety of sales—from condos to large homes to new developments—but no matter the project, we always find success for our clients.

market knowledge continue to set him apart in the competitive D.C. real estate market.

A Commitment to Community & Family
Matt's belief in the value of homeownership extends beyond his business—it's part of his philosophy. "I truly believe that families can grow their financial stability through real estate," he says. "The more homeowners we have, the better our communities are."

This commitment to the community is also reflected in his personal life. Now married with two daughters, Penelope and Charlotte (Charlie), Matt is a self-proclaimed "girl dad." His chocolate Labrador, Duke, completes the family. "Getting Duke back in 2015 was life-changing for me," he smiles. "He even helped me meet my wife, Natalia."

Matt and his family enjoy traveling in their free time, particularly spending

August in Connecticut and exploring New England. On weekends, they often run from church to birthday parties, spending time with Matt's mother, who still lives in his childhood home in Bethesda.

Looking Ahead

As Matt looks to the future, his goal is simple: to continue growing his business and serving his clients with the same dedication that has driven his career so far. "I'm focused on ensuring that my clients are well taken care of," he says. "Success isn't just about making a sale; it's about contributing to the community and serving clients in a way that builds trust and long-term relationships."

Matt's mantra, "Success Without Exception," perfectly encapsulates his approach. "We handle a variety of sales—from condos to large homes to new developments—but no matter



the project, we always find success for our clients."

With a career built on persistence, professionalism, and a deep commitment to his clients, Matt continues to leave a lasting impact on the D.C. real estate market—one satisfied client at a time.



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DUSTIN CABRERA



▶ rising star

By George Paul Thomas
Photos by Ryan Corvello



HUMBLE BEGINNINGS TO REAL ESTATE EXCELLENCE

Certain characteristics can significantly influence career success and personal growth in today's competitive professional landscape. Traits like motivation, dedication, humility, and a collaborative mindset shape how individuals approach their work and how they are perceived and valued by others. Dustin Cabrera, a rising star REALTOR® with eXp Realty LLC, is the perfect example of someone who embodies these traits and has translated them into a thriving real estate career.

SETTING SAIL

Dustin's journey begins in the heart of Mexico City, where he was born and raised. At 18, he made the life-altering decision to move to the United States, armed with nothing more than a suitcase and a fierce determination to carve out a better future. The transition was anything but easy. From mastering a new language to adapting to an entirely different culture, Dustin faced challenges that would have daunted many. But instead of discouraging him, these obstacles only fueled his ambition.

"I was driven by a burning desire to create a better future for myself," Dustin recalls. "The challenges were immense, from learning a new language to navigating an unfamiliar culture, but I knew I had to push through."

Dustin was fortunate to receive a scholarship that allowed him to attend college for two years, an opportunity that fueled his hunger for education. However, financial constraints forced him to set aside his academic dreams and focus on survival. This period of his life was marked by hardship—struggling to afford necessities, he had to rely on resilience and perseverance to push through.

Reflecting on those early struggles, Dustin says, "I thank God for every obstacle that came my way because they shaped me into a stronger, more grateful person."

Before venturing into real estate, Dustin worked as a bartender for over four years, a job that offered stability but not the fulfillment he sought. The birth of his daughter, Leanna, became a pivotal moment in his life. Determined to provide her with the opportunities and security he never had, Dustin knew he needed to take a bold step forward. With its blend of challenges, creativity, and growth potential, real estate is the perfect fit.

"When Leanna was born, I realized that to give her the life she deserved, I needed to embrace a bolder path," Dustin explains. "That was the moment I decided to leap of faith and dive head-first into the real estate industry."

Dustin began his real estate career in late 2019, and in just a few years, he has made a significant impact. He is a part of The Fine Living Group, a dynamic team of about 30 agents where collaboration and success go hand in hand. Beyond his role as a Realtor, Dustin also coaches other agents on being more productive and closing more deals, a testament to his leadership and expertise in the field.



Since starting in real estate, Dustin has closed over \$30 million in sales. Last year alone, he helped 27 clients achieve their real estate goals. His ambition for this year is to surpass his previous achievements, aiming to close over 30 deals. Dustin's dedication to his craft has not gone



WHEN YOU WANT TO SUCCEED AS BAD AS YOU WANT TO BREATHE, THEN YOU'LL BE SUCCESSFUL.

When Dustin isn't working or spending time with his daughter, he enjoys a variety of personal interests. A regular at the gym, he values staying fit and healthy. He also loves trying new restaurants, exploring cuisines, and hitting the golf course with friends. However, there's a side of Dustin that not many know about—his love for video games. "I'm a huge gamer, and I really enjoy doing it at night after a long day."

FUTURE FOCUS

Dustin lives by the motivational quote from Eric Thomas: "When you want to succeed as bad as you want to breathe, then you'll be successful." This quote perfectly encapsulates his approach to life and business—the relentless pursuit of success through determination and resilience. For Dustin, success isn't defined by easy wins but by the ability to persevere through challenges and never give up.

Looking ahead, Dustin is committed to continuing his personal and professional growth journey. His highest hope is to keep providing exceptional service to his clients, helping them achieve their real estate dreams while positively impacting their lives. Beyond his work, he focuses on self-improvement and meaningful contributions to his community.



Given his status and expertise, Dustin offers valuable advice to up-and-coming top producers in the real estate industry. "Believe in yourself and stay persistent, even when things get tough. Success isn't a straight path—deals will fall through, clients will hesitate, and the market will be unpredictable. Keep pushing forward, and don't give up. Challenges are opportunities to learn and grow. The most successful agents face adversity head-on and emerge stronger."

unnoticed; he has received several accolades, including the prestigious GCAAR Gold Award and being named Agent of the Year by his team for two consecutive years.

BEYOND TRANSACTIONS

Dustin is not just a dedicated real estate professional; he is also a devoted father and passionate about enjoying life to the fullest. His greatest joy comes from spending time with his 9-year-old daughter, Leanna. Whether they're traveling together or engaging in fun activities, Dustin treasures these moments. "I love spending time with Leanna. Traveling and doing fun activities with her makes me feel like a kid again," he shares with a smile.



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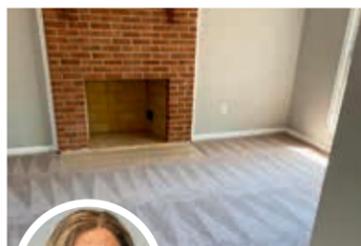
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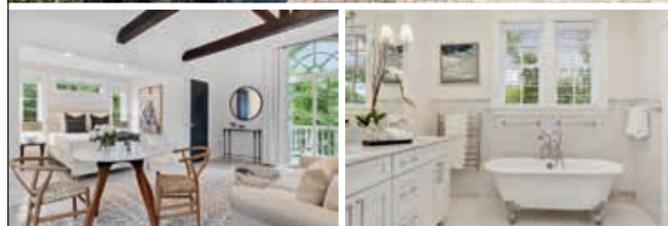
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GALI SAPIR

Bringing Passion, Energy, and Expertise



▶▶ cover story

By Amelia Rosewood
Photos by Ryan Corvello



Meet Gali Sapir, Founding Partner of Perennial Real Estate and a dynamic REALTOR® who is redefining the real estate experience in the DMV area. With her infectious energy, fierce dedication, and a clear vision for the future, Gali Sapir is not just a top Realtor—she’s a force to be reckoned with in the industry.

A UNIQUE PATH TO SUCCESS

Gali's journey into real estate is far from conventional. Originally from Jerusalem, Israel, Gali's life has been defined by her drive to succeed. After serving in the Israeli Defense Forces (IDF) and working as a pastry chef, Gali found herself at a crossroads. She was offered the chance to buy the bakery she worked for, but chose a different path—real estate.

"I wanted to be on my own and prove that I could make it," Gali recalls. This determination and her natural negotiating skills honed from her Israeli upbringing have been the foundation of her success. Since entering the industry in 2018, Gali has consistently demonstrated her ability to connect with clients, advocate fiercely on their behalf, and deliver outstanding results.



“

I WANT PEOPLE TO UNDERSTAND WHERE I CAME FROM AND HOW I'VE BUILT MY BUSINESS. FINDING THE RIGHT TEAM AND SUPPORT HAS BEEN CRUCIAL FOR ME, AND NOW I WANT TO OFFER THAT SAME SUPPORT TO OTHERS.

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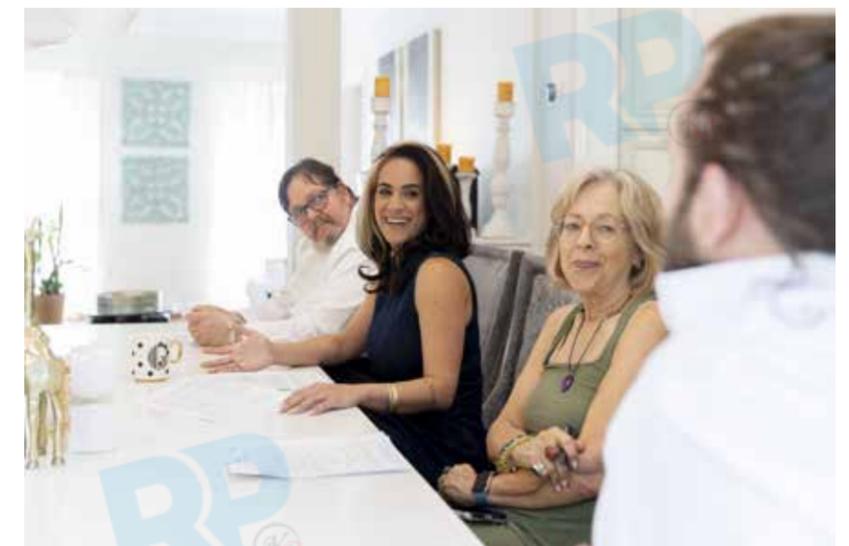
Gali's transition into real estate wasn't just about making a career shift but about finding the right environment to thrive. In 2020, she joined Finn Family Group, where she found invaluable mentorship from Dan Metcalf. Dan's philosophy of allowing agents to maintain their volume and identity while benefiting from team support resonated deeply with Gali. This unique approach was so successful that it inspired the founding of Perennial Real Estate, a brokerage designed to provide a supportive home for dedicated agents.

“Our brokerage runs uniquely. We ensure agents can reap all the benefits of being on a team without any drawbacks,” Gali explains. This collaborative, agent-first approach has been a cornerstone of her leadership at Perennial, where she is committed to helping other agents grow and succeed.

What sets Gali apart from other Realtors is her no-nonsense approach

to business. She is known for being direct and efficient, valuing her clients' time while working tirelessly to achieve their goals. Whether guiding first-time buyers through the complexities of homeownership or helping seasoned sellers maximize their returns, Gali's clients appreciate her honesty, transparency, and relentless work ethic.

“I'm very direct, and I think my clients appreciate that. I work hard to ensure they get the best possible outcome,” she shares. Gali's expertise, combined with her natural enthusiasm, makes her a standout in a crowded industry. Her focus on prospecting and continuous learning—especially in understanding every





detail of the contract—ensures that she remains at the top of her game.

Since launching her real estate career, Gali has earned numerous accolades, including being named a top 100 agent at her former brokerage and the #1 individual buyer’s agent for Montgomery County. In 2023, Inman recognized her as a Future Leader of Real Estate, a testament to her growing influence in the industry.

Last year, Gali closed 50 transactions, totaling \$38 million in sales



volume. She’s aiming to surpass \$45 million this year, continuing her upward trajectory despite a challenging market. Gali’s ability to adapt, innovate, and stay focused on client needs has been key to her ongoing success.

Having co-founded Perennial Real Estate with her partners in December 2022, Gali is committed to creating a brokerage that supports agents in thriving on their own terms. Her leadership role as ‘Chief of Party’ at Perennial reflects her vibrant personality and dedication to maintaining a fun yet focused atmosphere for clients and agents.

BEYOND REAL ESTATE

When Gali isn’t immersed in real estate, she’s focused on her family and personal passions. Her husband, Yoni, is a steadfast supporter of her career, and together, they are raising three children: Miley (12), Abigail (8), and Benjamin (4). The family is rounded out by their lively Doberman, Opie, a Westy named Bacon, and a collection of fish.

“I love my kids so much. Watching them train in jiu-jitsu, traveling together, and hosting are some of my

favorite ways to spend time when I’m not working,” Gali shares.

An unexpected passion of hers? Country music, which not many people know about her!

LOOKING AHEAD

Gali’s goals for the future are as ambitious as her track record would suggest. She’s excited about Perennial Real Estate’s continued growth and the opportunity that bringing on a new team of agents, Ciment and Shields,

presents to foster a culture of collaboration and success.

In the long term, Gali envisions owning a farm—complete with a cow, a bull, donkeys, and a llama. But for now, she remains focused on building her legacy in real estate, one satisfied client at a time.

Gali says, “We don’t say no to new business, and attitude is a little thing that makes a big difference.” With her unwavering dedication to her clients, team, and industry, Gali is poised to continue making a big difference in the real estate world.

“I want people to understand where I came from and how I’ve built my business. Finding the right team and support has been crucial for me, and now I want to offer that same support to others,” Gali reflects.

Before concluding her narrative, Gali’s advice to up-and-coming top producers is straightforward and candid: “You have to commit to this. Don’t go into it unless you know that you’re going to do it seven days a week and that you’re going to invest in your business. Prospect like there’s no tomorrow. And: read the contract!”

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DC METRO REAL PRODUCERS' OCTOBER MAGAZINE PARTY



events recap

Photos by Ryan Corvello



OCTOBER 16, 2024

We extend our sincerest appreciation to everyone who joined us at the exclusive *DC Metro Real Producers Magazine Party*, hosted at Jennifer Caterini's beautiful property. We hope you had a fantastic time celebrating with us!

The event was a tremendous success, and we are grateful for your participation as one of our featured agents and esteemed partners. Your presence made the celebration even more special, and we truly value your ongoing support.

A big thank you to our outstanding partner, CLA Title, whose contributions were essential to making the event such a success. We couldn't have done it without you!

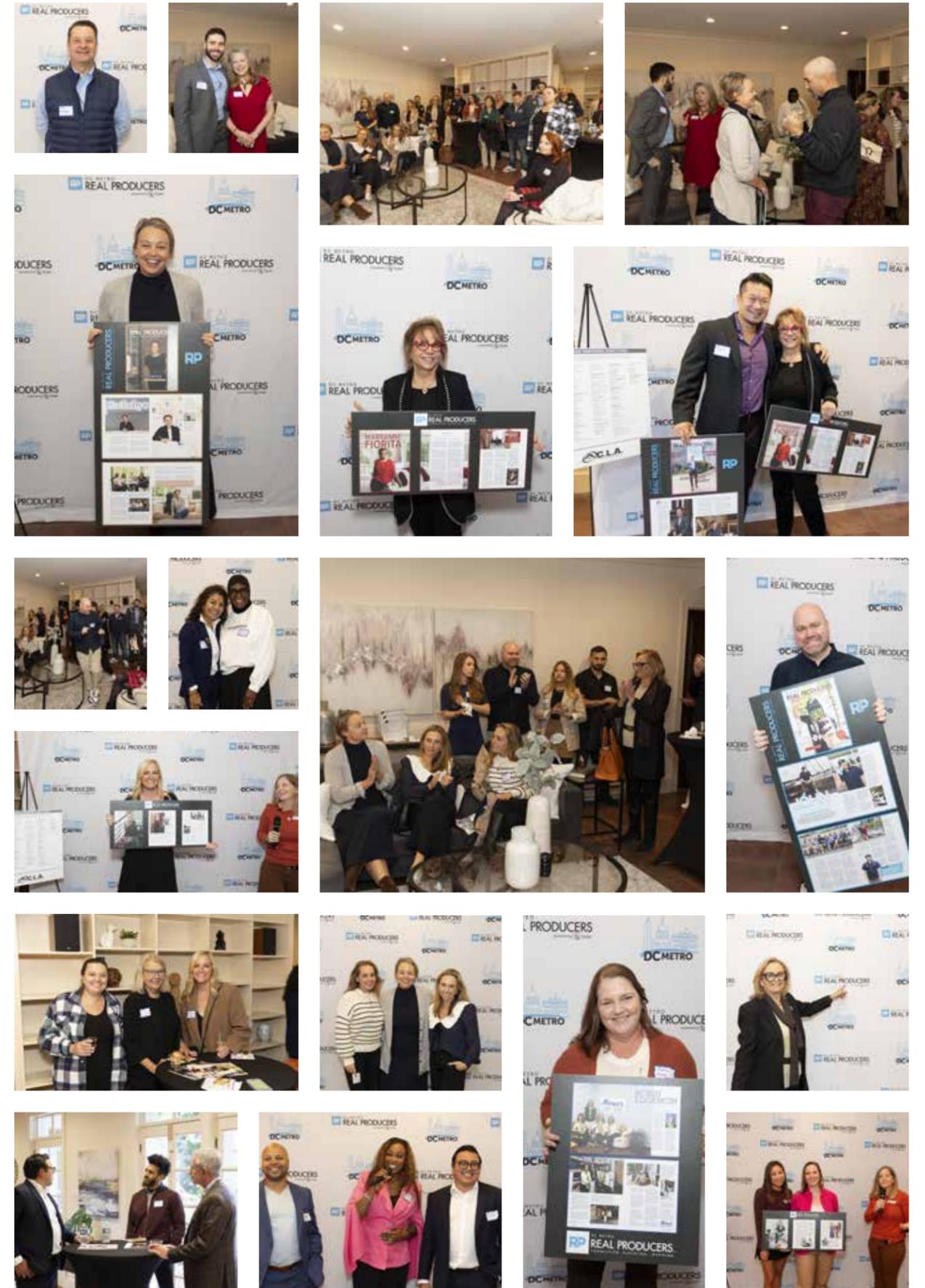
We also want to recognize **Ryan Corvello** for capturing stunning photos and **HD Bros** for their beautiful videography, perfectly capturing the essence of the party.

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 don't hesitate 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.

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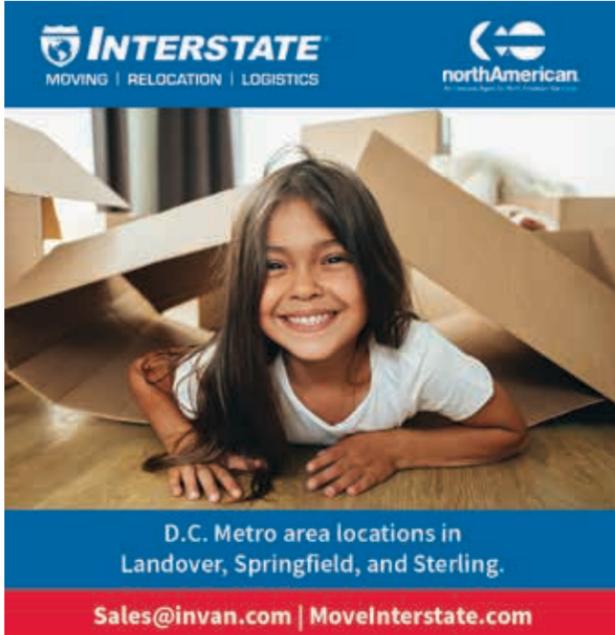
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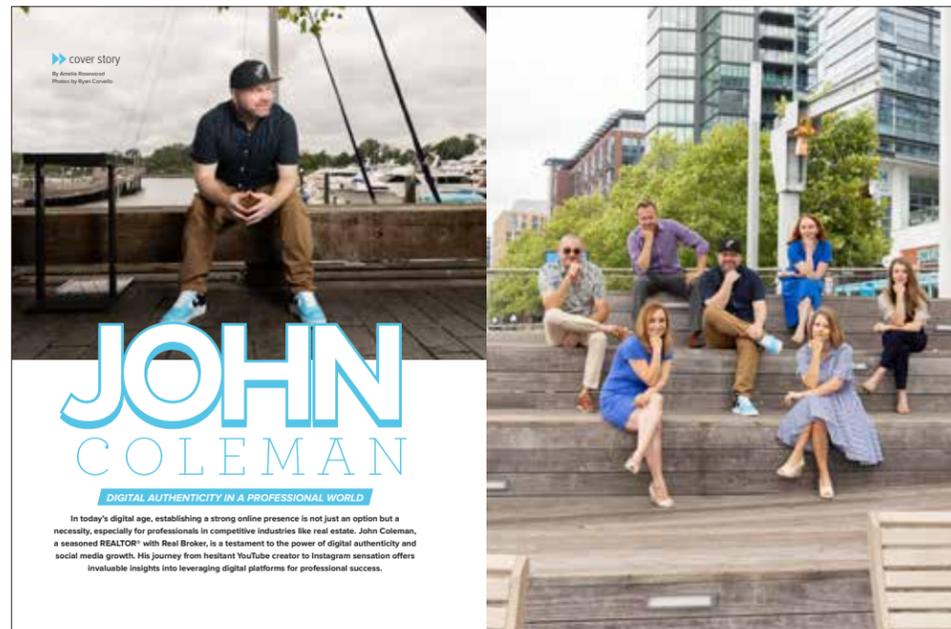
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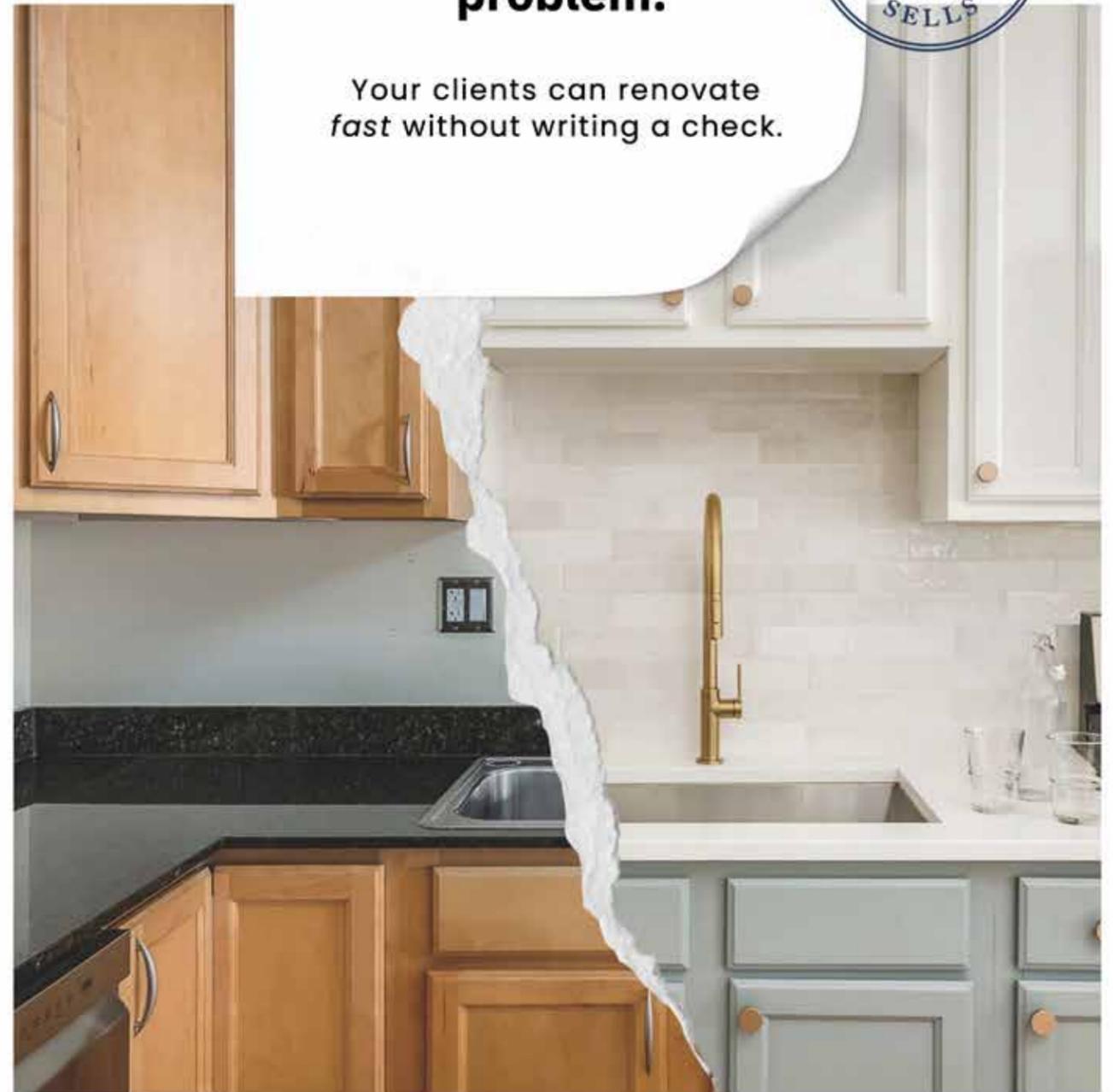
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