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TABLE OF CONTENTS

	06 Index of Preferred Partners		10 Meet the NOVA Real Producers Team		12 Publisher's Note
	16 Words by Wade: Leverage Instagram as a Prospecting Tool		18 Rising Star: Katie Grieco		22 Partner Spotlight: Sylvia Bae
	28 Cover Story: Jillian Hogan		34 Event Recap: October Magazine Party		36 Top 250 Standings



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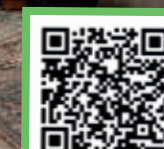
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Publisher's Note

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 18th 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 **Lighthouse Floors** as our newest preferred partner. We're delighted to have them join our community and look forward to building great relationships and sharing 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!



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How to Leverage Instagram as a Prospecting Tool

Instagram is a powerful platform for Realtors looking to connect with potential clients, showcase listings, and build a recognizable brand. To prospect effectively on Instagram, you can blend targeted content, engagement tactics, (DM's) and strategic outreach to build a following that includes potential prospects. Here are tips to get started with Instagram prospecting.

1. Optimize Your Profile

Your Instagram profile is your digital business card. Your profile should include:

- A Professional Photo: Use a clear, high-quality (up to date) headshot
- Bio: Briefly describe your services, location, and value proposition. Include keywords that prospective clients may use, like "Real Estate in [McLean]" or "Helping you find your dream home in [Vienna]."
- Contact Information: Include your email and phone number so prospects can easily reach out.

The goal is to ensure that your profile makes it easy for potential clients to identify your services and contact you.

2. Content Creation and Curation

To attract followers who may be potential clients, Realtors should mix various content types:

- Showcase Properties: Post high-quality photos, videos, and tours of properties, focusing on making the listings stand out.
- Neighborhood Highlights: Highlight the local community by showcasing popular restaurants, schools, parks, and local events. This appeals to prospective clients interested in relocating to our area.
- Educational Content: Post tips on the buying/selling process, financing options, and market trends. Educational posts establish you as an expert and help prospects understand complex topics. Be in your content!
- Client Testimonials and Success Stories: Social proof can be highly effective. Sharing testimonials builds trust and provides a window into the positive experiences of previous clients.
- Be You: Show the human side of your business with "day in the life" posts or stories. These can make you more relatable and approachable to others.

3. Engage and Build Relationships

Instagram favors accounts that actively engage with other users, so it's essential to interact with your followers and prospects.

- Comment on Posts: Engage with posts from local businesses, influencers, and individuals in your target area. Avoid generic comments; instead, make genuine observations or ask questions.
- Respond to Comments and DMs: Promptly respond to comments on your posts and answer questions in your DMs. This builds rapport with potential clients.
- Use Instagram Stories and Polls: Stories are a great way to stay at the top of your followers' feeds. Use polls, questions, and other interactive features to learn about your audience's preferences and interests.

4. Leverage Hashtags and Location Tags

Hashtags and location tags expand your reach on Instagram. By using specific, relevant hashtags like #ViennaRealEstate or #FirstTimeHomeBuyer, you increase the visibility of your posts. Location

tags on posts and stories help you target local people in your farm and where you do business.

5. Run Targeted Ads

Instagram's advertising platform allows you to run ads targeted to specific demographics, locations, and interests. Video ads can showcase properties, while carousel ads can tell a more detailed story about a neighborhood or listing.

6. Analyze and Adjust Your Strategy

To understand which posts and strategies work best, use Instagram Insights to track engagement and audience demographics. Metrics such as likes, shares, comments, and saves provide valuable feedback that can guide your content strategy.

By combining these tactics, you can create a strong presence on Instagram, connect with potential clients, and grow your business!



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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KATIE GRIECO

PLANTING THE SEEDS OF SUCCESS

Meet Katie Grieco, a trusted professional who has built a reputation over the years for her genuine approachability and honesty in the world of real estate. Her clients repeatedly share how much they appreciate the open, transparent discussions Katie provides, whether it's about buying, selling, or investing. With no pretenses, just authenticity, Katie instills confidence by ensuring clients feel supported and secure in their decisions. It's not just about business for her—it's about having your back every step of the way.

A JOURNEY OF TRANSITION

Katie's journey to becoming one of the local rising stars in real estate begins far from the bustling Northern Virginia market. Born and raised in a small agricultural town northwest of Gettysburg, Pennsylvania, Katie's roots are grounded in her family's fruit farm, where hard work and community ties were a way of life. "If you've ever purchased Musselman's Applesauce," she says with a smile, "it could have been apples from my family's farm." Growing up in a farming town taught Katie valuable lessons about dedication, discipline, and the long-term benefits of nurturing a project to its fullest potential—qualities that would later serve her well in real estate.

Katie attended Penn State University, following in the footsteps of her older sister. Penn State would go on to shape her life in more ways than just academically. She met her future husband, Jeff, who was also a Penn State graduate, though their paths first crossed in Arlington.

Before venturing into real estate, Katie started a successful career in Washington, D.C.'s prestigious events industry. Working for Design Cuisine, a high-profile catering company known

for serving Presidential Inaugural Luncheons and other prominent events, Katie gained valuable experience handling complex, high-stakes projects. But after several years, she reached a crossroads. "I felt like I either had to go all-in with events or make a change," she recalls. That change came when she realized that her long-held interest in real estate could become more than a passing thought.

One day, while driving through Arlington at the intersection of Wilson Boulevard and George Mason Drive, Katie had a moment of clarity. She called her parents and told them it

was time to shift gears. "I've always admired a close family friend who was a successful agent back home," she explains. "I wanted to pursue a career that would have a meaningful impact on people's lives and the community."

In 2014, Katie leaped into real estate. Over the past decade, she's built a reputation as a dedicated professional known for her personalized approach to helping clients buy and sell homes. As Vice President of TTR Sotheby's International Realty, the Arlington, Virginia brokerage, she's cemented herself as a leader in the industry, focusing on authenticity and results.



Katie's career numbers speak for themselves. Since starting, she has sold over 250 homes, more than \$180 million in total sales volume. In 2023 alone, Katie completed 22 transactions with a total sales volume of \$17.8 million. For 2024, she's on track to meet her projection of \$20 million in sales, a testament to her relentless work ethic and commitment to her clients.

FAMILY, FUN, AND FOOTBALL

Katie and her husband, Jeff, have been together for eleven years and have been married for six. They enjoy exploring all the spots around their Vienna neighborhood. "We love grabbing a cocktail at Bear Branch or Patsy's or date nights at Sushi Yama," she says. Jeff, ever the optimist, is still working on turning Katie into a golfer, though she admits with a smile that he has "some work to do."

The Grieco household also revolves around their English bulldog, Barkley. Named in honor of their favorite Penn State running back, Barkley has become the star of their lives, and Katie often shares lighthearted stories about their jolly companion. When not working, Katie enjoys spending time with friends and family, hosting gatherings at their home in Vienna, where their yard and screened-in porch has become the go-to spot for get-togethers.

A dedicated Penn State alum, Katie frequently travels back to Happy Valley for football games, a tradition Jeff's



family has upheld for generations. Season tickets to Penn State games have been in Jeff's family for as long as he can remember, and game days serve as a time for the couple to reconnect with old friends and revel in the energy of the university that played such a formative role in their lives.

SUCCESS WITH PURPOSE

Katie has a clear perspective on success in life and business. For her, success is about winning—and not just in terms of deals closed, but in the joy and satisfaction that come from genuinely serving her clients. Whether securing a client's dream home in a competitive market or earning the trust of a family that has chosen her for multiple transactions, Katie's

approach to real estate is deeply personal. "Winning a hug from a client's shyest child on a home tour," she says, "is just as meaningful as winning a multiple-offer scenario."

Her favorite business motto, "Unlock What's Next," perfectly

encapsulates her approach. She helps her clients unlock new chapters in their lives, just as she and her husband have done with their own homes. To Katie, it's not about a transaction but rather serving as an advisor to help her clients find 'home,' build wealth, and create more enjoyable lives.

Looking forward, Katie is focused on growing her business and helping others do the same. As a founding board member of TTR Sotheby's NextGen program, she's committed to mentoring the next generation of agents. "I'm passionate about paying it forward," she says, "and helping others succeed in this business."

Before concluding her narrative, Katie gives simple but meaningful advice to up-and-coming agents: "Stay curious and true about what matters to you and how you define success. Success may mean something different to you than the next agent, and that's okay. Surround yourself with the right people and leaders who support your goals. Find a way to run your business that brings you everyday fulfillment and allows you to serve your clients at the highest level."



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A COMMITMENT TO CREATIVITY AND INTEGRITY

Sylvia Bae, VP, Originating Branch Manager at CrossCountry Mortgage, LLC, is a dedicated professional known for her creative problem-solving, honesty, and deep commitment to helping clients achieve their homeownership goals. With more than 15 years of experience in the mortgage industry, Sylvia approaches each challenge with a fresh perspective and an unwavering focus on customer success.

“It’s not just about closing deals,” Sylvia explains. “It’s about working tirelessly to ensure my clients have the best possible experience, no matter the complexity of their situation.”

A Journey of Passion and Purpose
Sylvia’s journey in the mortgage industry began in Richmond,

Virginia, where she interned on the operations support team of a mortgage company. That internship laid the groundwork for a career that would later take her to Northern Virginia. Over the years, Sylvia has held various roles in the industry, from Post-Closing Suspense Manager to Loan Officer. These positions gave her a deep understanding of the business, from behind-the-scenes operations to client-facing roles.

Her career progression was also driven by personal circumstances. When her father was diagnosed with cancer, Sylvia became the primary provider for her family. This life-changing event fueled her desire to find a stable and fulfilling career where she could make a meaningful impact.

“That experience motivated me to excel,” Sylvia shares. “It wasn’t just about finding success for myself—it was about helping others find security and stability through homeownership, especially during life’s most challenging times.”

A Team Dedicated to Excellence
Sylvia is a franchise owner of a dynamic team at CrossCountry Mortgage, LLC. This company employs over 7,000 employees and over 600 branches and is one of the nation’s largest and fastest-growing retail mortgage lenders. Licensed in all 50 states, a direct lender, and approved seller and servicer by Freddie Mac, Fannie Mae, and Ginnie Mae. Locally, she is based out of Reston, Virginia, where she works alongside crucial team members,

▶ partner spotlight

By George Paul Thomas
Photos by Ryan Corvello



including Processor Sue Hartflett-Del Mar. Together, they offer a range of home loan solutions, including options for refinancing.

“With the Bae Team, we are committed to guiding clients through every

step of the mortgage process, from start to closing,” says Sylvia. “Our goal is to provide personalized mortgage plans that are tailored to each client’s financial situation, ensuring a smooth and stress-free experience.”

Standing Out Through Integrity and Creativity

What sets Sylvia apart in the competitive mortgage industry is her commitment to creative problem-solving. Whether it’s helping a first-time homebuyer secure a loan or finding ways to assist clients facing financial challenges, she thrives on discovering innovative solutions that make homeownership possible.

“I find it incredibly fulfilling to navigate financial hurdles and present clients with options they didn’t think were possible,” Sylvia says. “It’s all about finding the right approach for each individual situation.”

Sylvia’s guiding principle in business is integrity. She prides herself on clear communication, transparency, and always putting her client’s needs first. This client-centric focus has earned her a reputation as a trusted partner for Realtors, who appreciate her responsiveness and dedication to getting deals done smoothly.

“The most important thing I want Realtors to know is that I’m here to support their success by offering tailored solutions for their clients,” she explains. “When you work with me, you can trust that I’ll handle the financing side effectively so that you can focus on closing more deals.”

Family, Faith, and Personal Fulfillment

Outside of work, Sylvia finds joy in spending time with her family. She and her husband, Josh, are the proud parents of four children—Elijah (8), Isaiah (5), Samuel (3), and Sarah (1). Family time often includes outdoor activities like cooking marshmallows around a campfire or playing football with the kids.

“We love being outdoors and making memories together as a family,”

Sylvia says. “It’s a great way to relax and enjoy the little moments.”

In her downtime, Sylvia also enjoys photography, a creative hobby that helps her unwind after a busy day. “Photography allows me to capture beautiful moments and appreciate the world from a different perspective,” she shares. “It’s my way of stepping back and finding peace.”

Sylvia’s faith also plays a central role in her life. She is guided by the Bible verse 1 Thessalonians 5:18: “Give thanks in all circumstances; for this is the will of God in Christ Jesus for you.” This verse reminds her to approach each situation with gratitude, whether at work or in her personal life.

Looking Ahead

As Sylvia looks to the future, she is focused on both personal and professional growth. Over the next five to ten years, she hopes to leverage her extensive experience to mentor other mortgage professionals and help improve workflows within the industry.

“My goal is to create a more efficient and supportive environment for both clients and colleagues,” she explains. “I want to use my experience to help others succeed and to make the mortgage process as seamless as possible.”

As an Asian woman in the mortgage industry, Sylvia also brings a unique perspective to her work. She is passionate about embracing diversity in the industry and is committed to fostering strong relationships with local real estate professionals.

“I want top-producing agents to know that I’m here to offer creative solutions and exceptional service,” says Sylvia. “I believe in clear communication, responsiveness, and helping everyone involved in the transaction succeed.”

For more information, contact Sylvia Bae at 571-251-9854 or email her at sylvia.bae@ccm.com.



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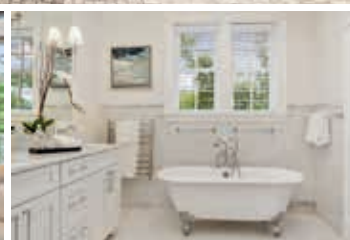
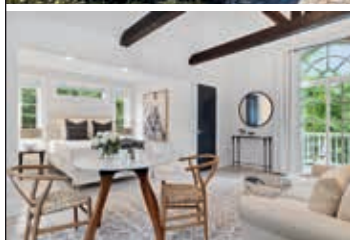
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BUILDING A
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▶▶ cover story

By Amelia Rosewood



JILLIAN HOGAN

Jillian Hogan, a trailblazing real estate professional with more than 15 years of experience, brings an unmatched depth of understanding, empathy, and innovation to the ever-evolving world of real estate. As the founder of a team under McEneaney Associates, Jillian isn't just helping clients buy or sell homes—she's building long-lasting relationships and turning life milestones into memorable experiences.



“ I MOVED TO ALEXANDRIA READY TO START FRESH AND BLAZE MY TRAIL. ”

CHARTING A NEW COURSE

Jillian’s journey into real estate started long before she closed her first deal. Raised on a working cattle farm just outside Richmond, Virginia, Jillian’s entrepreneurial spirit was shaped by her grandfather’s example, who balanced farming with a career in commercial real estate.

“Watching his entrepreneurship from a young age through both farming and commercial real estate motivated me to be just like him,” Jillian reflects. “I was born to be an entrepreneur.”

This early exposure to hard work and business acumen laid the foundation for her future career. After graduating from James Madison University, Jillian moved to Old Town Alexandria, ready to start her professional life. The move marked the beginning of her real estate career and fostered a deep connection to the community.

“I moved to Alexandria ready to start fresh and blaze my trail,” she says. It quickly became the center of her life. Alexandria is where she bought her first home, built her career, and now raises her two children.

Jillian’s career in real estate began in 2009 when she joined a local team. By 2016, she had ventured out on her own. Then, in 2018, she founded her team under McEneaney Associates. Over the years, she has become one of the area’s most respected real estate professionals, known for her strategic approach and community involvement.

With a team of 3 producing agents, including

herself, Jillian’s team consistently hits production levels of \$50m and beyond. Her achievements also haven’t gone unnoticed. Jillian has earned several prestigious awards, including the Best of Washingtonian Top Agents every year since 2019, the NVAR Top Producers Platinum Club (2020, 2021), Northern Virginia Magazine’s Top Producer (2022, 2023, 2024), and Arlington Magazine’s Top Producer (2021, 2022). She was also honored with the Alexandria Chamber of Commerce 40 under 40 Award in 2019 and has been recognized by Real Trends America’s Best Real Estate Professionals from 2020 through 2024.

But it’s not just about accolades for Jillian. Her greatest reward comes from giving back. In honor of her childhood best friend who passed away from leukemia, she donates teddy bears to the Children’s National Hospital Oncology Department for every transaction closed. This tradition, which Jillian continues with her team, speaks to the heart of her business: a deep commitment to her clients and her community. They also

support several local and national causes, including K9s for Warriors and The Fund for Alexandria’s Child. For Jillian, success in business is only meaningful when it leads to meaningful contributions to the community.

BEYOND REAL ESTATE

When she’s not closing deals or strategizing the next big move for her clients, Jillian is all about family. Married to Casey, a lifelong Alexandrian, the two are raising their children, four-year-old Cameron and two-year-old Keswick, in the city that Jillian has called home for more than a decade.

“Cameron is an awesome big sister,” Jillian shares with a smile. “She’s obsessed with water slides right now, while Keswick is all about any sport involving a ball—golf being his latest fascination.”

The Hogan family enjoys soaking up all that Alexandria has to offer, whether it’s days at the pool, boating, or visiting the city’s many playgrounds. Weekends often include road trips to Jillian’s family farm in Richmond, where Cameron and Keswick love





helping with the animals, from cows and sheep to pigs and horses.

“Timing the drive right, we can make it in under two hours,” Jillian laughs. “The kids love it, and it’s such a special connection to my roots.”

Outside of work, family time is a top priority for Jillian, who balances the demands of her thriving career with the desire to enjoy her moments at home fully. “This job often extends beyond standard working hours,” she admits, “so I try to live fully in the windows of time when we all get together.”

STRATEGIC GROWTH AND A LEGACY OF SERVICE

Looking to the future, Jillian centers her ambitions around three guiding principles: Be Intentional. Be Strategic. Be Thoughtful. Known as “The Three B’s,” these ideals have shaped her approach to real estate and driven her to build a thriving business. “I credit these simple words with giving me the drive and strength to push my business to its position today,” Jillian explains. Her recently published book, *Your Daily Driver*, is a testament to this mindset, offering insights into the meticulous planning and strategic thinking that fuel her success.

Looking ahead, Jillian’s goals are both professional and personal. She hopes to continue growing her business while positively impacting those around her, whether as a mom, wife, boss, or mentor. “I hope I served you all well and brought you joy,” she reflects. “Whether it be under the title of Mom, Wife, Sister, Daughter, Friend, Boss, Author, or Realtor—each title means the world to me.”

Jillian’s advice is straightforward for those looking to rise in the competitive world of real estate: stay focused on the fundamentals. “Don’t let all the noise of our job distract you from what you know you need to do,” she emphasizes.



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NOVA REAL PRODUCERS OCTOBER MAGAZINE PARTY



events recap 
Photos by Ryan Corvello



OCTOBER 15TH, 2024

We had an incredible time at the recent *NOVA Real Producers Magazine Party*! Our heartfelt thanks go to everyone who joined us at the fantastic venue provided by Vellum Mortgage. Your presence made the event truly memorable, creating an atmosphere of celebration and connection.

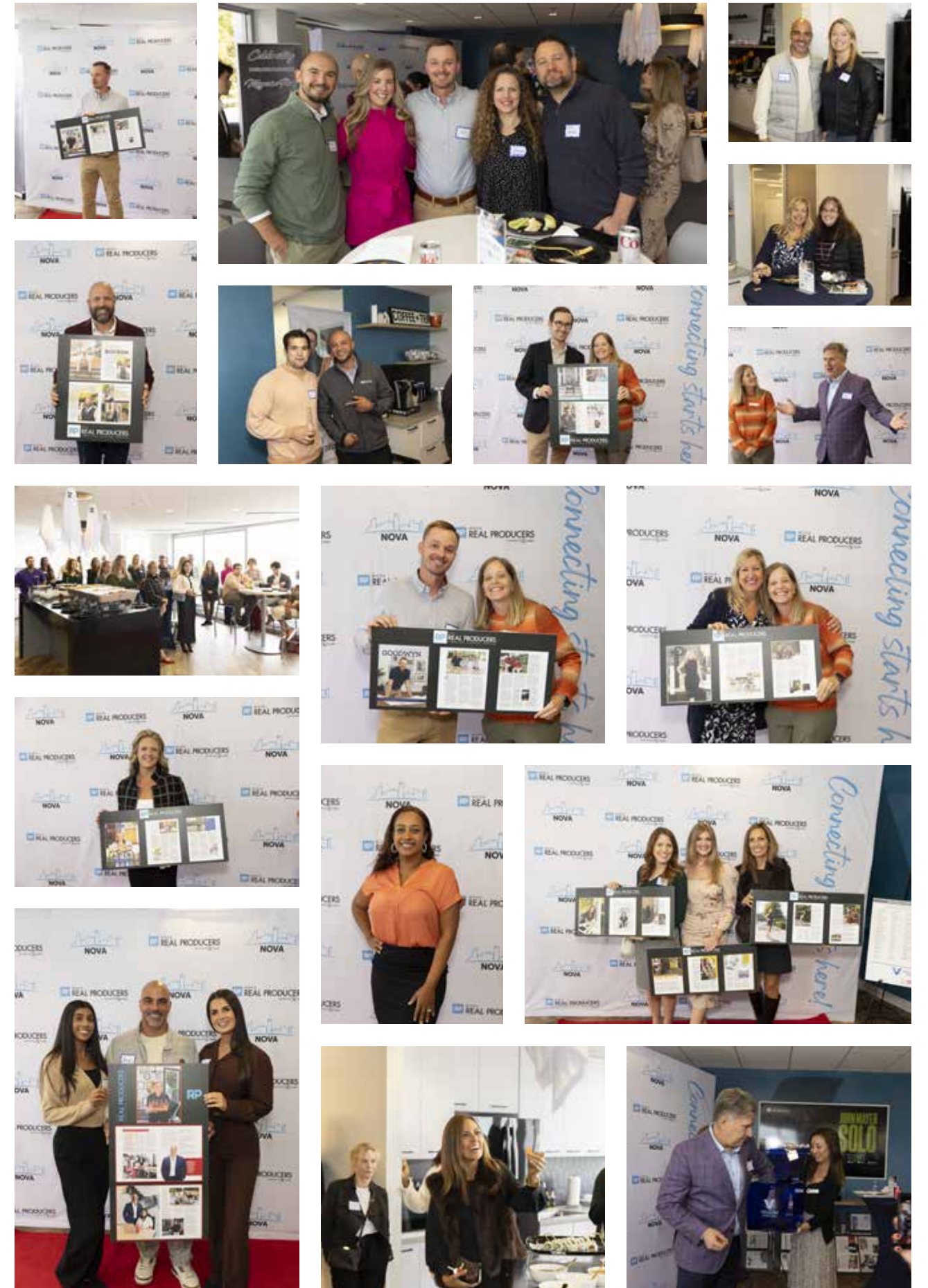
We're especially grateful to our event partners, Vellum Mortgage and Inspired Home Design, whose support was instrumental in making this gathering a success. A big thank-you also goes to Ryan Corvello and HDBros for capturing the spirit of the celebration through stunning photos and videos that beautifully highlight the event's energy and excitement.

This gathering brought together top-producing agents, industry leaders, and like-minded professionals, fostering valuable connections essential to growing successful businesses. We deeply appreciate your ongoing partnership and dedication to this thriving community.

Here's to your continued success—thank you for being part of the *NOVA Real Producers* family!

*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 reach out to us at info@novarealproducers.com.



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RANK	NAME	OFFICE	SELLING #	SELLING \$	BUYING #	BUYING \$	SALES	TOTAL \$
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Giving Back Special Issue:
THE RIPPLE EFFECT OF KINDNESS

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Giving Back Special Issue:
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Ripples of Change: David Adams

Inspiration to Give Back: David Adams, with the Dave and Jackie Adams Group at Coldwell Banker Realty, has been in the real estate industry for 15 years and is driven by a deep desire to give back to those in need. Along with Jackie, David is committed to making a positive difference in the lives of others.

Most Rewarding Aspect of Charity Work: For David, the most fulfilling part of charity work is knowing that he is helping to improve the lives of individuals in his community. "SPARC's mission to provide a safe and engaging environment for young adults aligns with our values and desire to make a positive impact."

Advice to Other Real Estate Professionals: David encourages others to get involved, saying, "Giving back will always come back tenfold."

Encouraging Participation: David actively promotes the charitable organizations he supports, encouraging colleagues and clients to get involved.

Legacy of Charity: David hopes to leave a lasting impact on those less fortunate in his community, asking for nothing in return.

Favorite Quote: "Kindness is universal. Those who are happiest are those who do the most for others in need."

How You Can Help: To support SPARC, visit www.sparcva.com.

Current Charitable Involvement: David and Jackie are proud members of the Board of SPARC, an organization dedicated to supporting adults with severe and profound disabilities. In addition, they actively support HomeStretch, an organization helping homeless families.

A Personal Connection: "Everyone has the right to live their best life," David believes. Being asked to join the SPARC Board was an honor, giving him and Jackie the chance to contribute to the well-being of individuals with special needs and help create a more inclusive community.

Believing in Giving Back: David and Jackie make it a priority to dedicate part of their week to charitable commitments, ensuring that their professional responsibilities align with their desire to give back.

Integrating Business and Charity: David has integrated his real estate business with his charitable efforts by nominating SPARC and HomeStretch to the Coldwell Banker CARES Foundation, which has resulted in donations to both organizations.

Proud Charitable Projects: David is particularly proud of SPARC's public-private partnership with Fairfax County and its planned expansion.

Thank you for your dedication and for showing that real impact comes from caring for others.

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