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ISSUE

FEBRUARY 2024



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## ▶▶ power couple

Photos by Leah Wallace, Leah Ariel Photography

### *Navigating the Real Estate Journey Together*

**In real estate, where every transaction carries the weight of dreams and investments, Kevin and Debra Monette stand out as a testament to love, collaboration and a shared passion for helping others achieve their homeownership goals. Their journey from diverse professional backgrounds to becoming a power couple in the real estate industry is inspiring and insightful.**

Debra and Kevin have always been entrepreneurs who focus on serving others. Before venturing into the real estate realm, Debra enjoyed a successful career in print sales. Her journey began with designing and selling advertisements to local businesses, eventually leading her to create the first Yellow Pages book for Yorktown. However, the evolution of online advertising prompted her to shift her perspective. “I believe everyone needs a place to call home, so I dedicated my attention to real estate and helping others,” she shares. Debra secured her license in 2004 and

has been building strong and strategic relationships with real estate companies and real estate agents ever since.

Conversely, Kevin Monette, a seasoned 12-year Army veteran and proprietor of the esteemed life insurance sales agency Monette & Associates, encountered a pivotal juncture amidst the economic downturn of 2008. Reflecting on those testing times, he reveals, “In the wake of the economic downturn in 2008, I experienced a decline in sales, and clients began to disengage. Subsequently, I made the strategic decision to transition into the real estate market in 2009.”

Their professional paths converged when Debra hired Kevin after witnessing his business acumen during the closure of his insurance agency. This merger of skills and experiences laid the foundation for a successful partnership in life and business.

“Debra’s and my relationship grew during that time, and we decided to get married,” Kevin remembers. “It wasn’t always easy in the beginning, but as we grew together personally and professionally, we developed a system that worked for us, and we thrived.”

In 2016, their discerning choice led them to embrace



Better Homes and Gardens Real Estate Native American Group as their preferred brokerage. This decision was grounded in a culture defined by shared values and a forward-looking vision laden with opportunities. The couple found resonance in the brokerage’s unwavering commitment to business standards, ethics and ideology, presenting them with a robust platform to flourish in their evolving venture.

“During my tenure with Better Homes and Gardens Real Estate Native American Group, I have consistently secured a position in the top 1% of REALTORS® in Hampton Roads’ vibrant real estate market,” Debra expresses. “Nationally, my performance stands in the distinguished top 1.6%, earning me consecutive Diamond awards. I have had the honor of being a part of a relocation team that has obtained national recognition and awards for Champion Cups 2022 and Master’s Cup 2023.”

Working alongside a spouse can be challenging, but the Monettes credit their success to embracing the DISC Theory, a behavioral assessment tool. This tool helped them understand each other’s strengths and obstacles,



"Debra and Kevin are dynamic professionals who captured the true essence of partnership with their respective strengths. They are exceptional at serving their clients and delivering unparalleled results. Their knowledge, insights and understanding of the needs of their clients have made them one of the most successful partners in this industry. One reason for their success is they are people of faith, and that faith is part of their practice. I am honored to have them in our #tribe!"

—Dr. Susan Jenkins-CEO/ Founder-Principal Broker, Better Homes and Gardens Real Estate Native American Group



fostering open communication, reducing stress and increasing productivity. "DISC correlates the words dominance, influence, steadiness and conscientiousness to four fundamental behavioral styles," Debra reveals. "It provides valuable insights into individuals' behavioral tendencies and helps identify their predominant characteristics." Debra is a Maxwell DISC Certified Trainer and hopes to coach other couples in real estate through the same approach with Kevin by her side.

Their collaborative approach is built on celebrating each other's strengths and using them strategically. Debra focuses on building a business, leveraging her professional expertise. "As a certified speaker/trainer/coach with John Maxwell, I'm building a second business with my 20 years of experience as a REALTOR® to pour into the next generation," she says humbly. "I am a passionate, dedicated individual who unlocks hidden potential and maximizes individuals' and teams' performance by believing in and developing REALTORS® from the inside out."

Kevin is keen on becoming a team leader, training and motivating a new generation of real estate professionals. "Our three daughters are in real estate in different capacities; one is a Relocation Director, one is a Foreclosure Director, the other is a new agent, and all three are excelling," Kevin shares proudly. "I am working on building a team in 2024, and now is the time to start teaching new REALTORS® all the tips and tricks."

The Monettes set themselves apart by prioritizing genuine care for their clients, always putting their clients' best interests first. They adhere to the "Platinum Rule," treating others how they want to be treated, ensuring a personalized and empathetic approach to every transaction. Or, Debra elaborates, "communicate with others the way they want to be communicated to."

The Monettes believe in the power of kindness, authenticity and

problem-solving, values that have undoubtedly contributed to their success. In their downtime, they cherish family moments, enjoying activities such as fishing, camping and traveling. Their love for water-related activities reflects their appreciation for life's simple joys.

"I am most grateful for the love and support of my family, friends who have changed my life and Better Homes and Gardens Real Estate Native American Group for the opportunities they have bestowed on me and my family," Debra states. "I am grateful first and foremost to God for our relationship; His direction, guidance, protection, favor and word; and for giving me everything I have today and for all of the lessons learned." Kevin adds, "I am grateful for God, family and life, and as a 12-year Army vet, I have seen the best the world has to offer and the worst. I am thankful for what I have."

As the Monettes continue shaping their legacy in the real estate industry, they build a trail of wisdom and insights for aspiring real estate professionals. Their story underscores the transformative power of collaboration, adaptability and a genuine commitment to making a positive impact on the lives of others.

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# LONNIE & HEATHER BUSH

Lonnie Bush Real Estate

▶▶ power couple

Story by Danielle Kidwell  
Photos by Charles Townsend Photography

*Building Legacy and  
Success in Real Estate*



Heather and Lonnie Bush share a passion for real estate that goes beyond buying and selling homes. Their work is marked by a commitment to each other, their family and a vision of creating a legacy. “We are, and have been, extremely passionate about our agents’ growth,” Heather says. “Not just in real estate, but personal with goals like paying off debt and buying properties and not just personal, but also investment, giving them rehab opportunities, diversifying investments and realizing they have a great opportunity to build a life they envision through this career.” Lonnie adds, “We enjoy celebrating all of their successes every day, and our doors are always open for them.”

Before real estate, Lonnie spent a decade serving in the Navy while Heather brought a unique blend of skills from her background in ABA therapy and property management. Real estate became a shared dream as Lonnie strategically planned his transition from the Navy, getting licensed just before leaving the



service. Recognizing the growing demands of their successful venture, Heather worked on different parts of the business beginning in 2000. “I joined the business more deeply before opening a RE/MAX franchise in 2006,” she explains. “I was mostly project-oriented with the business until the opening of our Lynnhaven office.”

The couple’s commitment to excellence led them to their current brokerage, a decision they made with careful consideration. Joining forces with Robert Palmer’s vision of building a national brokerage proved to be a natural fit, providing their team with unprecedented opportunities for growth and success. Lonnie shares, “Their vision and execution are just a natural addition to all of the coaching, marketing, opportunities, support, training and tools we were already offering.”

Working as a couple in real estate comes with its challenges, but Heather and Lonnie emphasize knowing each other’s strengths, showing grace and being patient. They acknowledge the difficulty of fully turning off work at home but focus on not letting it consume every waking moment. Heather reflects, “Of course, the highs and successes are naturally the easy part to walk through together and enjoy, but being in the trenches together, whether creating and brainstorming new projects or working out ways to improve, is truly amazing.”



Reflecting on their journey, the couple would have been more mindful of financial aspects in the beginning, emphasizing the importance of understanding the numbers early on. It took

years before we took a deep dive into the numbers,” Lonnie comments. “Knowing which marketing is truly productive, the cost of acquisition, etc. — dialing all of that in was a game-changer.” Heather adds with a laugh, “Now, they joke about Lonnie at the office for his love of spreadsheets — not creating them, just looking at them.”

Heather and Lonnie distinguish their approach by treating real estate not as a job, but as a business that can provide the means to create a lasting impact. “Real estate is a tool to help build a legacy,” Heather expresses. “We have never treated this like a job but more like a business that can provide the income we could use to build a legacy.”

Looking ahead, Heather and Lonnie see themselves continuing to be pioneers, embracing innovative measures in an ever-changing real estate landscape. They emphasize the need for flexibility and adaptability to ensure continued success.

**“Of course, the highs and successes are naturally the easy part to walk through together and enjoy, but being in the trenches together, whether creating and brainstorming new projects or working out ways to improve, is truly amazing.”**

For the Bushes, success is a personal journey defined by individual achievements, well-being, giving back and a sense of peace and fulfillment. They encourage others to set their own ceilings in the limitless world of real estate.

Beyond their professional lives, the Bush family is a tightly-knit group that includes four adult children, bonus family members, grandkids and two loyal dogs. Their recent family trip to Disney reflects the chaos and joy of their close, rambunctious family. Heather says, “We love each other so big, and the fact that our kids are so close is the biggest blessing.”

The couple agrees they are most grateful for God, their family, their health and the opportunity to work together in a business they love. When not working, Heather and Lonnie indulge in their newfound love for pickleball and can be found at Virginia Beach Pickleball and the Cavalier Golf and Yacht Club and occasionally relaxing at Lake Gaston.

# Hard Rock

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### ★★★★★ CLIENT REVIEW

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### ★★★★★ CLIENT REVIEW

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# RACHEL SADDLEMIRE PHOTOGRAPHY

## ▶ partner spotlight

Story by Jacki Donaldson  
Photos by Rachel SaddleMire Photography

### CONNECTING AND CAPTURING THE EXTRAORDINARY

Rachel SaddleMire recalls the day she sent her photography mentor some photos from one of her shoots expecting to receive constructive feedback. Her mentor, Allie Miller, responded, “You knocked this out of the ballpark; these are amazing!” Rachel shares, “THAT is success to me. I am extremely self-critical, so having someone who inspires me, drives me and coaches me tell me my work is amazing is pretty much the cat’s pajamas.”

Rachel has been a college basketball player, food and customer service professional and physical therapist assistant for outpatient and inpatient clinics, as well as a rehabilitation director at an assisted living center, but never has she been as happy as she is now, traveling mainly throughout Virginia and North Carolina and along the East Coast, to capture the magic of her photography clients. “I am extremely empathic, and I have always been able to see people and feel their energy, and I wanted to be there for others more; I wanted to paint the world with color and light,” Rachel reveals. “I had dreamt of being a photographer, dabbled in it for years and finally took the leap after resigning my position as a physical therapist assistant and rehab director.

Rachel’s specialties are real estate and commercial photography, including professional headshots and branding, as well as weddings, families, parties, events and engagements. The abstract painter and



artist within strives to bring color, life and vibrance to every photo she takes. But her superpower is a knack for connecting with others. “I spend time with my people, my clients, but I never treat them like just clients,” she expresses. “I listen and learn; I am honest and sincere and show them what I see so they love their photos. People generally don’t like having their photos taken; everyone has a part of themselves they don’t like or try to hide. I am here to capture their world one shot at a time and help them see all the inner beauty, color, light — everything that is around them. I want people to start as clients, hang out like friends and part ways like family. I genuinely love seeing others smile and want to see people smile over and over.”

Part of Rachel’s process for real estate clients is staging her shots with the onlooker in mind. She sets the stage and sits or crouches to get just the right perspective that will give photos the WOW factor. “I want people to feel welcomed, to feel warmth and comfort through every photo no matter the subject,” she states.

One of the best feelings for Rachel is having a vision for a photo and seeing it come to fruition. “My heart literally drops when the light, the colors, the perspective culminate in perfect harmony,” she comments. Having just renovated a workable space for a studio, Rachel is offering indoor sessions for headshots and family portraits and is offering **20% off normal package prices**, along with an **extra 5% off for referrals**.



Originally from upstate New York, Rachel has a home on the Outer Banks, and when she is not behind the camera, editing or in her newly renovated studio, she loves traveling (especially to visit family), reading, walking, fishing, building Legos, sitting at the beach or hiking a trail. "I enjoy landscape and nature photography, which has become a catharsis for me," she mentions. "I need to recharge my batteries periodically, and the sound of nature helps."

Rachel is most grateful for her family's unwavering support and love, her fur kids and God for enlightening her to the path she was meant to travel. She has been blessed with some amazing mentors, namely Allie Miller with Allie Miller Weddings. "She has taught me so much,

believed in me and pushed me, not to mention saved me so much time and money so I didn't have to struggle to learn the ins and outs of the biz," Rachel comments.

Hoping to be THE East Coast go-to photographer, Rachel would love to be remembered for making people stop and take a breath to witness something truly extraordinary, and she imparts some wisdom for everyone: "Be the good you want to see in this world and put forth the energy and love you want to receive," she recommends. "Pay it forward. Breathe deeply, smile and laugh often."

**Rachel Saddle mire Photography**  
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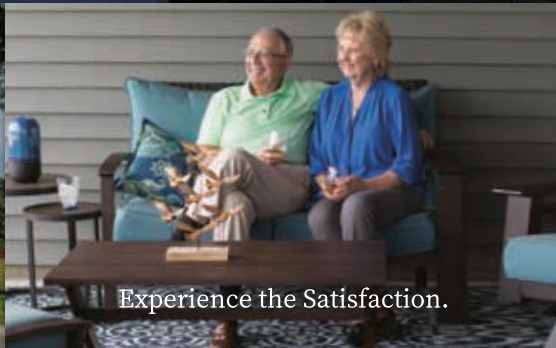
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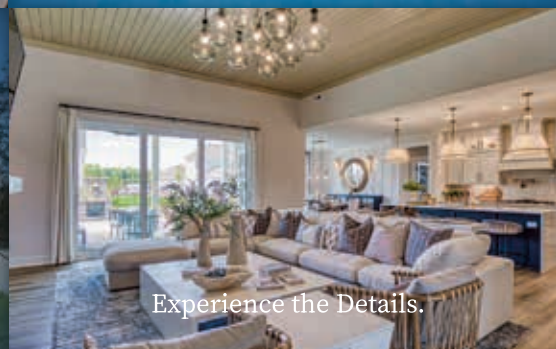
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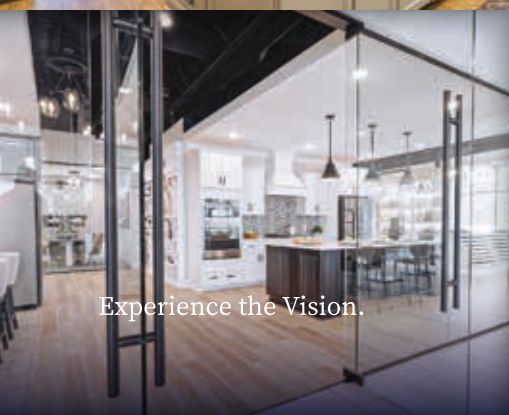
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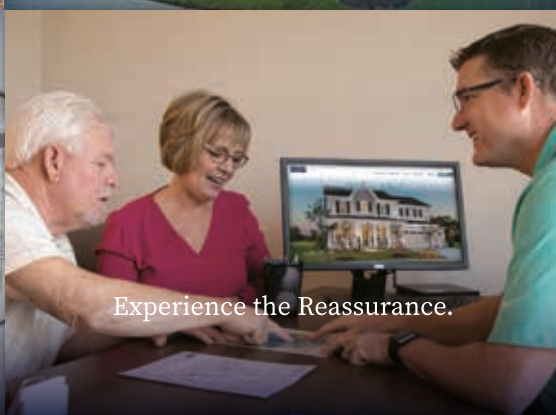
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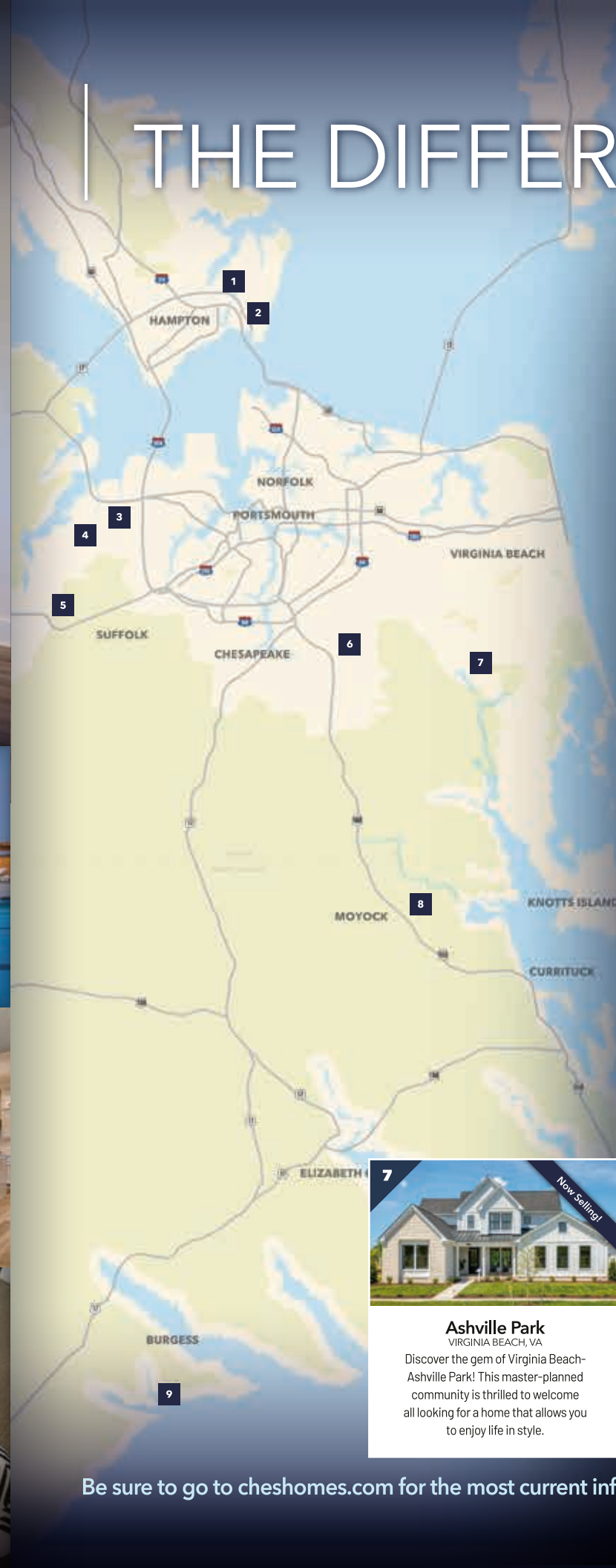


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# NICOLE GLOCKER & JIM BUTLER

## IRON VALLEY REAL ESTATE HAMPTON ROADS

### *Striking the Perfect Balance in Real Estate*

**“We have different work styles, but they complement each other to help us make a perfect team,” says Nicole Glocker of Iron Valley Real Estate. “Jim is an analytical thinker and very patient, and I like to get things done immediately with a much stronger approach.”**

Nicole Glocker and Jim Butler are a dynamic couple who share a life and have also found a thriving partnership in the real estate industry. “There is nothing better than watching and listening to one another overcome obstacles and implement creative strategies to conclude a successful transaction,” Jim explains. “Whenever one of us needs something from the other, there are no questions asked; we just jump in and take care of business immediately.”



Both Nicole and Jim graduated from First Colonial High School, albeit in different years. Nicole owned a professional in-home daycare business for 15 years and is a certified birth doula while Jim owned a landscaping company and engaged in real estate investing on the side. For Nicole, the transition to real estate came when her youngest child started school full-time, and she sought a way to care for people in a significant way during the home buying and selling process. She recognized that after working long and hard for many years raising and supporting his four sons and family, it was time for Jim to make a change. “One Christmas, I gave him a briefcase with a paid class



to Alpha Real Estate and asked him to partner with me,” Nicole recalls. “He earned his license and worked with a different firm for about a year before joining me on the team I was working with.”

Nicole chose Iron Valley Real Estate to break away from her team and establish herself as an individual businessperson. “I have the utmost respect for my former team leader, and without his guidance and influence, I wouldn’t be where I am today,” she shares. “But after nine years on the team, I was ready to go out on my own.” Jim followed suit, finding Iron Valley to be a perfect fit based on the leadership team, business model and overall atmosphere in the offices. “It was exactly what I was looking for,” he voices. “We share a home office, and neither of us is in charge or the boss; we are a true team.”

Respect, communication and aligned work ethics are the cornerstones of Nicole and Jim’s successful partnership. They emphasize the importance of listening, breathing and understanding each other’s strengths and weaknesses. As a team, they tackle challenges head-on and celebrate success stories together. “Right now, we are passionate about expanding our referral network,” Nicole comments. “We enjoy work events together with our firm and the community, as well as social events with our clients.” Jim elaborates, “We are dedicated to taking care of our clients in such a phenomenal way that they will want to share their experience with others.” The pair works their business with a relationship — not transaction — mindset. “Jim always steps in during walk-throughs while my strength is writing contracts on the fly,” Nicole mentions. “Both of us always answer our phones and strive to be available seven days a week.”

Nicole and Jim share a family with eight children, a Chesapeake Bay Retriever named Reagan and a kitten named Ace. Their favorite family activities include outings, vacations and quality time at home. Beyond work, they enjoy day trips, especially to Eastern Shore and Outer Banks, where Jim plays golf. Nicole favors spa days, and both enjoy concerts, Snoop Dog and Wiz Khalifa being their recent favorites.



Nicole's children, pictured left to right: Emma, Paul, Cole and Maci

Jim and his son Christopher

Jim and Nicole have been stellar additions to the Iron Valley family. They are both top producers who deliver a high-value customer experience. They're also my neighbors!

— Mike Little, Principal Broker-Owner, Iron Valley Real Estate Hampton Roads

"We want to be remembered for making a positive impact on people's lives during significant financial decisions," Nicole says. "We cherish our family, health and the blessings of friends and are grateful for our unique journey." Jim adds, "We see our future in

real estate as long-lasting and fulfilling, with a commitment to continuous growth and setting new goals."

In the world of real estate, Nicole Glocker and Jim Butler shine as successful professionals devoted to the power of love, loyalty and a shared vision for a bright future.

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# HRRA Carries On...▶ hampton roads REALTORS® association

By Dr. Dawn Kennedy, CEO, Hampton Roads REALTORS® Association



Kim Georges swearing in

**On Wednesday, December 20, 2023, the Hampton Roads REALTORS® Association (HRRA) installed its next President of the Board, Kim Georges, managing broker with Howard Hanna. The office of President-Elect is the only office that automatically ascends to the next highest office, which is the HRRA Presidency. The association installation of officers is largely ceremonial, with elections typically held in September (this year, they were held in November). REALTOR® President-Elects begin their training for office in mid-August at the National Association of REALTORS® (NAR) Leadership Summit held in Chicago. Every HRRA President has unique challenges and opportunities, but one thing is consistent — the desire to better the working environment for their members.**

The 2024 leadership year will be challenging as NAR faces legal battles on many fronts. Organized real estate appears to be the target of the day. When faced with situations that may have massive consequences, as the CEO of HRRA, I always ask myself two questions: “Who stands to lose?” and “Who stands to gain?” In the case of the Sitzer/Burnett verdict, the losers are the American homebuyer and seller. If this particular case’s verdict stands, currently, NAR has indicated that an appeal is forthcoming, that buyers may have to pay for their agent representation (for most, the largest singular purchase in their lifetimes) prior to closing or even upfront upon signing the agency agreement or that they may risk going without representation at all. Sellers may find a rapidly shrinking pool of qualified buyers. So, we know who stands to lose, but who stands to gain?

As is often the case in class action suits (as most cases against NAR are), the real

winners are the attorneys representing the class, often with the claimants splitting a pittance after exorbitant legal fees and court costs are paid. While this may seem the obvious answer to the question, that is a one-time payout, who stands to gain long-term? Real estate is an incredibly lucrative industry that gives every practitioner an opportunity to earn high levels of income, and it is not generally controlled by corporate conglomerates. Pricey university degrees are not necessary to enter the profession or experience success. Over the decades, there have been multiple attempts to disintermediate the REALTOR® from the transaction. All have failed due to the strength of NAR.

NAR advocates for the REALTOR®, its members, for home buyers and sellers and for private property rights. NAR wins are wins for everyone in the industry, even those agents and brokers who directly benefit from NAR efforts but withhold their support by refusing to participate financially in the organization that works to keep them in business and profitable. Some may view dues as a burden (although the monthly cost is less than \$60) rather than a cost of doing business, not unlike a cell phone payment or internet service. What would happen if the association’s sheer political might and policy influence were to be eroded? Who stands to lose then? Who stands to win?

Decades ago, physicians of any level of professionalism belonged to the American Medical Association (AMA). The AMA was held in high esteem and was a powerful group looking out for its members, protecting their ability to earn a living and protecting their image as necessary. Today, only 15% of all physicians are members of the AMA, most claiming that they do not need the association, can lobby on their own, believe it is a financial burden or do not understand or use the benefits or resources that their association offers them. Look at where that has led them. Who stood to gain and who stood to lose in this shift? Physicians, especially those in private practice, can no longer afford malpractice insurance, and they may opt for corporate hospital or clinic employment, losing the benefits and freedom of self-employment. Physicians are leaving states where they believe government regulations have too much control over their practice. Insurance conglomerates define how much the physician can earn. Then came the inexpensive urgent care centers (at least compared to an ER visit). Then, pharmacies began offering vaccinations and other services normally under the purview of a physician. Then came tele-med, where you can see a doctor for only \$25, and now artificial Intelligence (AI) has begun to replace tele-med and urgent care doctors. What did the physicians lose when they abandoned their trade association? Who gained from that shift? Food for thought.



▶▶ power couple: where are they now?

# TIM CHURCHWELL AND KIMBERLY PLOURDE

## EXIT REALTY CENTRAL

*Previous Power-Couple Story: February 2020*

Since their first power-couple story in 2020, Tim has taken on more of a leadership role in CCIM as RVP for CCIM and on the global Board of Directors for CCIM in 2024. He serves on the CCIM Membership, Regional Activities and Marketing committees and has also become more active on statewide and national levels for REALTORS®, serving the Research Advisory

Committee for both NAR and VAR. Kimberly continues to focus on training agents and is serving on the REIN Board of Directors and the VAR Risk Management Committee and NAR Broker Engagement and State and Local Issues Policy Committee for 2024. She is heavily involved with the major issues confronting the industry. Tim and Kimberly continue their love of travel and have visited all seven continents.



Jackson Hole, WY

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▶▶ power couple: where are they now?

# STEVE AND HEATHER HEISHMAN

VERITY GROUP, KELLER WILLIAMS COASTAL

*Previous Power-Couple Story: February 2020*

By Cameron Bocanegra, Content Marketing Associate, PLACE

In 2020, Heather and Steve Heishman set out with a goal: to be extraordinarily purposeful in everything they do to assist clients. The ensuing market whirlwind prompted the Heishmans to strategically expand their team, navigating the ebbs and flows to deliver exceptional client experiences as they had done for hundreds before. During the past four years since being featured in *Hampton Roads Real Producers*, their team's agent headcount has grown by 125%, and transactions have nearly tripled. Part of their success is thanks to their ability to identify the resources necessary to empower their agents, which is what led Heather and Steve to partner in 2022 with PLACE, a proptech platform that improves profitability and production to make running a real estate business easier.

Since partnering, the team's systems, infrastructure, marketing and operations are more streamlined than ever, heightening client and agent experiences. Heather and Steve now feel secure in their

business, having a real toolkit, built-in preparation and accountability ingrained in their technology and agent resources.

Today, they are taking the next steps in long-term growth plans, actively seeking resilient team members who weathered the challenges of recent markets

and are ready to level up. Heather and Steve's business revolves around the mission of "helping people live," not just through the power of real estate, but also by partnering with community organizations and awareness groups focused on mental health support and suicide prevention. Their heartfelt passion for partnering with people, be it agents, clients and communities, reflects their growth as an extraordinarily purposeful power couple.



Photo by Leah Wallace, Leah Ariel Photography

▶▶ power couple: where are they now?

# DUSTY AND TRACY THAYER

THE THAYER TEAM,  
OWN REAL ESTATE

*Previous Power-Couple Story: February 2020*

Since being featured in 2020, Dusty and Tracy's life and work have profoundly evolved. Navigating the real estate market together has strengthened their partnership significantly by not only facilitating their highest listing to date, but also proving instrumental in closing numerous transactions. This collaboration has garnered the duo several awards.

Dusty and Tracy's success is founded on prioritizing growing relationships over transactions and creating genuine connections. Expanding their business into northeastern North Carolina has been a success, showcasing this approach. Their belief in being faithful to the little has yielded much reinforces the significance of commitment and consistency in their journey. Their core values now encompass giving back, personal touches and community engagement.



Photo by Misty Prewitt, Misty Saves the Day

## LOOK WHO MADE A **BIG MOVE IN 2024!**



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Kimberly has been originating loans since 2011 with extensive knowledge of VA, first-time buyers, and self-employed borrower mortgage loans. Her expertise helps clients make smart and strategic financial decisions beginning with their mortgage loan. Kimberly works to build wealth through real estate for every family, every day.

When she's not helping her clients achieve their goals of homeownership, Kimberly devotes her time to serving as a member of the Board for the Women Against Violence and Development Committee of the Samaritan House.



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▶▶ power couple: where are they now?

# LAUREN AND NATHAN PRICE

RIGHT PRICE REAL ESTATE TEAM, OWN REAL ESTATE

*Previous Power-Couple Story: February 2021*

Lauren and Nathan Price have been navigating a whirlwind since their previous article was released, as 2021 and 2022 brought a unique market for buyers and sellers, which kept them on their toes, constantly adapting and coming up with creative solutions for their clients. Their focus has remained constant, which is to give their clients top-notch service before, throughout and after their real estate journey while

still having fun with their two young kids and family.

In 2023, Nathan was asked by OWN Real Estate to take on a role as its VP of Real Estate, Compliance Broker and Agent Development, where he's deeply involved with the training and development of agents within the company, along with overseeing incoming transaction compliance. This position taps well into Nathan's love and passion to train and grow agents and enforces OWN's mission

“to train and coach agents to grow successful businesses, build thriving lives and impact their communities!”

Lauren has continued to develop her service and knowledge with obtaining her REALTOR® Military Relocation Professional (MRP) designation while striving to be a friend, teacher and confidant to her clients. They have also decided to expand their reach and customer service with Nathan getting his license in North Carolina. “In this ever-changing market, we have to adapt and grow,” they share.



Photo by Misty Prewitt, Misty Saves the Day

▶▶ power couple: where are they now?

# JAY AND AMBER HASSELL

KEYRENTER COASTAL VIRGINIA,  
KELLER WILLIAMS SMITHFIELD

*Previous Power-Couple Story: February 2021*

In just a few short years, Jay and Amber Hassell have achieved remarkable milestones in the real estate and entrepreneurial landscape. Commencing their journey as full-time real estate professionals in 2017, the dynamic duo established Countryside Real Estate Group in 2019, which has since flourished into a thriving venture boasting 13 agents. Originating as a team under Keller Williams Town Center, their success led to the opening of Keller Williams Smithfield in 2022, now serving as the team's headquarters. The couple further diversified their ventures with the launch of Hamtown Mercantile in Smithfield, VA, providing support and opportunities for more than 50 aspiring businesses all located in one storefront. In 2021, they expanded their portfolio by founding Keyrenter Coastal Virginia, a property management company, showcasing their commitment to growth and excellence in the real estate industry. Jay and Amber's journey exemplifies a dynamic blend of real estate prowess, entrepreneurial spirit and community support.



Photo by Jerry Omo, Virginia Photography Co.

## ULTIMATE SUPPORT FOR SUCCESS IN ANY MARKET

### An Interview with the HRRRA 2024 Treasurer



**PHIL KAZMIERCZAK**  
2024 HRRRA TREASURER

The REALTOR® Association is an essential component of my business. Clients know and understand that as a REALTOR®, I adhere to a higher standard of conduct and ethics. In an increasingly competitive market, consumers are pickier about who they hire to represent them, and being a REALTOR® helps give me that competitive edge. Additionally, the REALTOR® organization offers education and resources that are not available to non-members. These opportunities keep REALTORS® on the leading edge of what's new in real estate.

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▶▶ power couple: where are they now?

# ALAN AND BETSY THOMPSON

THE AGENCY

*Previous Power-Couple Story: February 2022*

Alan and Betsy are thrilled to announce their acquisition of the Coastal Virginia region for The Agency. What started as a small venture with their boutique Lucky Realty has now blossomed into an expanding brokerage, with agents making waves from Williamsburg to North Carolina.

Their journey reached new heights with the conversion of their Chesapeake Office, and they are ecstatic to unveil their state-of-the-art oceanfront Virginia Beach office. Excitingly, they are gearing up for the grand opening of their Williamsburg location in 2024.

As they spread their wings, their commitment to community remains unwavering, but on a grander scale. *Coastal Virginia Magazine* has recognized them as the top real estate company, and they are proud to host even larger client events. Their office agents are actively engaged in a myriad of activities throughout the area, cementing their presence and making a positive impact. The future is bright, and Alan and Betsy are excited about the boundless opportunities that lie ahead.



Betsy and Alan with Mauricio Umansky, the founder and CEO of The Agency,

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▶▶ power couple: where are they now?

# BECKY AMOS-MOHRHUSEN AND BOB MOHRHUSEN

## ANNIEMAC HOME MORTGAGE

Previous Power-Couple Story: February 2022

Whoever said that the only thing constant is change was not kidding. The past two years have been full of change, and Becky and Bob have rolled with it. Their company, AnnieMac Home Mortgage, rolled out its Cash2Keys programs, which have been a game-changer for Becky and Bob, their buyers and agents. These two programs, CashOffer and Buy Now, Sell Later, have kept them very busy and put their buyers in the most competitive position possible to win against multiple offers.

As with most people in the real estate industry, 2023 was a challenge. Luckily, Bob and Becky have always been really good savers, which has allowed them to navigate the slower market with a sense of peace — at least financially. They have used this time to connect with their family, travel as much as possible and rediscover lost passions. Their kids are the center of their world, and they are all thriving as young adults. Two have graduated from college, one is still in college, and their baby boy is now a senior in high school.

Becky and Bob are looking forward to their next chapter as empty-nesters, and they have a sneaking suspicion that this chapter will be ridiculously exciting. As always, they are living a great story, and the best part is that they get to do it all together.



Greece / Photo by Sheri Pynn

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**Rebecca Amos-Mohrhuseen**  
Branch Manager | NMLS #: 916684  
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▶▶ power couple: where are they now?

# LISA AND BOBBY SINIBALDI

SWELL REAL ESTATE CO.

*Previous Power-Couple Story: February 2023*

Lisa and Bobby were so honored to be featured as a power couple in 2023 — the year of change, as they call it. Rates were higher, and inventory was down, but they stayed focused as if nothing had changed. They kept moving and never let up.

The couple was thrown a curve ball in August when Bobby was diagnosed with bladder cancer, so for now, they are concentrating not on growing their empire but kicking cancer's butt. They were blessed with helping 55 families in 2023 with more than \$17 million in sales. They are truly thankful for all the support and know God has a plan for everyone, and the future is bright.





▶▶ power couple: where are they now?

# MADISON AND VERNON MASON

## STEEL FORGED REAL ESTATE

Previous Power-Couple Story: February 2023

Madison and Vernon Mason have grown so much during the past year, both personally and professionally. They welcomed another baby and now have a beautiful family of four daughters.

Madison, the most followed Hampton Roads REALTOR® on TikTok, became a Certified Luxury Home Marketing Specialist and a Guild Member by selling several luxury homes in 2023 between \$1,005,000 to \$2,500,000, and she sold — on her own — \$21,000,000 in 2023, securing her the Circle of Excellence Diamond award. Vernon successfully flipped his most challenging but profitable project, purchasing the property for about \$245,000 and selling it for \$650,000.

Vernon and Mason, who have rebranded as Steel Forged Real Estate, are looking at moving into a newer and bigger office and are considering expanding across state lines. The growing brokerage, committed to serving the community, completely remodeled the teacher's lounge at Trantwood Elementary School as one of its charity projects.



Photo by Dave Schwartz, Coastal Exposures



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# FAQ

## ABOUT THIS MAGAZINE



Welcome to *Real Producers!* Some of you may be wondering what this publication is all about, which is why we have created this FAQ page. Here, we will

answer the most commonly asked questions from around the country regarding our program. My door is always open to discuss anything regarding this community — this publication is 100% designed to be your voice!

### Q: WHO RECEIVES THIS MAGAZINE?

**A:** South Hampton Roads Real Producers: The top 500 agents in South Hampton Roads (Smithfield to Sandbridge and into the North Carolina border). We pulled the REIN-MLS numbers (by volume) from January 1, 2023, through December 31, 2023, in the South Hampton Roads area. We cut the list off at #500, and this year's distribution was born. For this year's list, the production level for our group was between \$7.8 million and \$71 million in 2023. The list will reset at the end of 2024 for next year, and will continue to update it annually.

### Q: WHAT IS THE PROCESS FOR BEING FEATURED IN THIS MAGAZINE?

**A:** The process is simple. Every feature you see has first been nominated. You can nominate REALTORS®, agents, affiliates, brokers, owners or even yourself. Office leaders

can also nominate real estate agents. We will consider anyone you bring to our attention because we don't know everyone's story, and we need your help to learn more.

A nomination currently looks like this: Email us at joni@realproducersmag.com with the subject line "Nomination: (Name of Nominee)" and explain why you are nominating the individual. Maybe the person has an amazing story that we need to tell, or perhaps someone overcame extreme obstacles, is an exceptional leader, has the best customer service or gives back to the community in a big way. The next step is an interview with us to ensure a good fit, and then we put the wheels in motion for our writer to conduct an interview and for our photographer to schedule a photo shoot.

### Q: WHAT IS THE COST TO FEATURE A REALTOR®, AGENT OR TEAM?

**A:** Zero, zilch, zippo, nada, nil. **The feature costs nothing,** my friends, so nominate away! We are not a pay-to-play model. We share real stories of real producers.

### Q: WHO ARE THE PREFERRED PARTNERS?

**A:** Anyone listed as a preferred partner in the front of the magazine is a part of this community and will have an ad in every issue of the magazine, attend our quarterly events and be a part of our online community. We don't just find these businesses off the street, nor do we work with all businesses that approach us. One or many of you have recommended every preferred partner you see in this publication. We won't even meet with a business that you have not vetted and stamped for approval, in a sense. Our goal is to create a powerhouse network for the REALTORS® and agents in the area and for the best affiliates so we can grow stronger together.

### Q: HOW CAN I RECOMMEND A PREFERRED PARTNER?

**A:** If you have a recommendation for a local business that works with top real estate agents, please let us know. Send an email to joni@realproducersmag.com.

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