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# TABLE OF CONTENTS

	<b>07</b> Index of Preferred Partners		<b>10</b> Publisher's Note: Lead with Love!		<b>12</b> 2023 by the Numbers: What the Top 500 Agents Sold
	<b>14</b> Coaching Corner: Part 3 of 3—The Failure Cycle		<b>16</b> Legal Hotline: REALTOR® Compensation		<b>18</b> Agent Spotlight: Jenn Hart
	<b>22</b> Rising Star: Cary Ridenhour		<b>26</b> Cover Story: Cabell Childress		<b>33</b> Top 100 Standings



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Cover photo courtesy of Philip Andrews.



If you are interested in contributing or nominating REALTORS® for certain stories, please email the publisher at [Wendy@kristinbrindley.com](mailto:Wendy@kristinbrindley.com).

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# FAQ

By Kristin Brindley

## ABOUT THIS MAGAZINE



Ever since we launched *Richmond Real Producers* two years ago, I have heard some of the same questions from many of you. I figured it would be most efficient to publish the answers here in case more of you had the same questions. Remember, my door is always open to discuss anything regarding this community — this publication is 100 percent designed to be your voice!

### Q: WHO RECEIVES THIS MAGAZINE?

A: The top 500 agents in the Greater Richmond area. We pull the MLS numbers each year (by volume) for agents licensed in our service area, which includes Hanover, New Kent, Henrico, Charles City, Chesterfield, Powhatan, Goochland, King William counties. We cut off the list at number 500, and the next year's distribution is born. We did this again in January, based on the new top 500 agents in sales volume for 2023. The minimum production level for our group, based on 2023's list, is \$6.6 million. The list will reset again at the end of 2024 for the following year and continue to update annually.

### Q: WHAT IS THE GOAL OF THIS MAGAZINE?

A: We believe that we are better together. When we surround ourselves with other successful, like-minded people, we grow to new heights. Real Producers is a platform that brings together the most elite individuals. We take the top 500 real estate agents and our preferred partners and we build an exclusive community around that group. We share their stories, successes, and upcoming events — really, anything that will connect, inform, and inspire, we put in our monthly publication.

### Q: DOES REAL PRODUCERS HAVE EVENTS?

A: Yes! We will have specific networking events throughout the year.

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

A: It's really simple — every feature you see has first been nominated. You can nominate other REALTORS® (or yourselves!), affiliates, brokers, owners, and office leaders can nominate Realtors as well. We will consider anyone brought to our attention because we don't know everyone's stories, so we need your help to learn about them. A nomination currently looks like this: you email us at [wendy@kristinbrindley.com](mailto:wendy@kristinbrindley.com) with the subject "Nomination: (Name of Nominee)." Please explain why you are nominating them to be featured. It could be that they have an amazing story that needs to be told — perhaps they overcame extreme obstacles, they are an exceptional leader, have the best customer service, or they give back to the community in a big way. The next step is an interview with us to ensure it's a good fit. If all works out, then we put the wheels in motion for our team to write the article and for our photographer to schedule a photo shoot.

### Q: WHAT DOES IT COST A REALTOR/TEAM TO BE FEATURED?

A: Zero, zilch, zippo, nada, nil. It costs nothing, my friends, so nominate away! The only small fee you may incur would be for professional lifestyle photos for the article.

### Q: WHO ARE THE PREFERRED PARTNERS?

A: Anyone listed as a "preferred partner" in the front of the magazine is part of this community. They will have an ad in every issue of the magazine, attend our events, and be 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 personally referred every single preferred partner you see in this publication. Our partners hold a special piece to this puzzle since their partnership helps support our monthly publication. Without them, we wouldn't be able to feature our top agents or host our social events.

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

A: If you know and want to recommend a local business that works with top Realtors, please email [Lexy@kristinbrindley.com](mailto:Lexy@kristinbrindley.com), and let us know!

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Scan the QR code to view the rest of the Kristin Brindley Team



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▶▶ publisher's note

# Lead with Love!

Dear Real Producers of Richmond,

February is synonymous with love, and it's the perfect opportunity to examine the connections we cherish in our daily lives. Considering our nation and industry are navigating considerable upheaval, the importance of nurturing relationships has never been more paramount. **Now** is the time to step up by offering encouragement and support in every way we can. In the good times, leading with love is a powerful practice, and in challenging times, it becomes even more impactful!!

With Valentine's Day on our radar, let's seize the chance to elevate our expressions of love. Beyond romantic gestures, consider creative ways to bring smiles to the faces of your loved ones and your professional network. Is it the right moment to send notes of appreciation to past and prospective clients? Perhaps it's time to break the digital mold and pick up the phone for a heartfelt conversation, a simple yet exceptional act in today's tech-driven society.

As top producers, you hold a special place in the community, and many of you are already giving back in various ways. It doesn't have to be a massive time commitment; find a cause you're passionate about, and contribute in a way that feels genuinely good for you and makes a significant impact for others.

Speaking of genuine connections, we encourage you to attend our upcoming Real Producers events! These gatherings are a celebration of your achievements — a chance to let your hair down, have fun, and network with the best of the best in our local real estate market!

Looking ahead, we can't wait to see everyone soon at the Industry Insights masterclass on February 8th! It's not just another panel — it's an opportunity to learn from and collaborate with local leaders in the industry. You should have already received your exclusive invitation (and hopefully signed up!) If not, please reach out to us at [info@richmondrealproducers.com](mailto:info@richmondrealproducers.com).

Lastly, a warm welcome goes out to our newest Richmond Real Producers preferred partner, **Lighthouse Visuals**. Your expertise enriches our community, and we're eager to embark on this journey together!

Wishing you a February filled with much love!!



**Kristin Brindley**

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**KRISTIN BRINDLEY**  
ENTREPRENEUR, CONNECTOR, PUBLISHER

### FOOD FOR THOUGHT

How can you infuse love and appreciation into your daily interactions, both personally and professionally, to create meaningful connections this month and beyond?



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# 2023

## BY THE NUMBERS

HERE'S WHAT RICHMOND'S TOP 500 AGENTS SOLD...

### 14,745



TOTAL TRANSACTIONS

### \$6.9 BILLION

SALES VOLUME

LISTING SIDE  
TRANSACTIONS

### 8,847



### 5,898

BUYING SIDE  
TRANSACTIONS



### \$13.8 MILLION

AVERAGE  
SALES VOLUME  
PER AGENT



### 29.5

AVERAGE  
TRANSACTIONS  
PER AGENT



Information is based on residential sales in 2023 in Greater Richmond, Virginia, by the top 500-producing agents licensed in our service area, which includes Hanover, New Kent, Henrico, Charles City, Chesterfield, Powhatan, Goochland, King William Counties.



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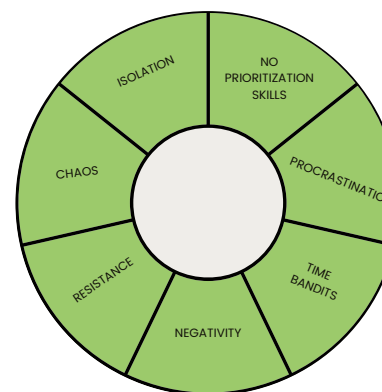


**4. ISOLATION:** Ahh, the final stage in the cycle of failure is often the hardest to identify and also the most difficult to break! It's interesting that many sales people are introverts camouflaged as extroverts. Thus, isolation may actually be welcomed or chosen unintentionally. Skipping the latest happy hour

or family event can be a healthy choice, but isolation runs deeper. Retracting from meaningful daily interaction with others, essentially just 'going through the motions,' contributes to failure because humans are designed to thrive together. While the dynamics may look different, everyone relies on a 'tribe' or

'community' in some form or fashion. Connection is essential and fuels our ability to navigate success in the midst of life's disappointments. So get dressed and make it happen!

### 7 HABITS OF THE FAILURE CYCLE



Drew DeMaree was born and raised in the Midwest and graduated from Johnson & Wales University. He has been a licensed REALTOR® since 2005 and a business coach since 2015. Drew has been recognized as a Top 20 MAPS coach for Keller Williams Realty offices throughout the country. He has also operated a brokerage that rose to number 1 in closed sales volume in the area for three consecutive years, and founded The Freedom Companies, an independent coaching, training and events business, in 2020. Drew DeMaree, 804-937-0773, drew@thefreedomcompanies.com

# THE FAILURE CYCLE

## PART 3 OF 3

Welcome back to the final installment of "The Failure Cycle." Last month, we identified the seven habits most likely to contribute to the failure cycle and dove deep into the top three. Now, let's discuss the last four in depth.

**1. NEGATIVITY:** I think we can all agree that negativity surrounds us; simply turn on the news, answer the call from a friend having a bad day, or tune in to the thoughts swirling within our own heads. How do we drown out all the noise so we can thrive rather than fail? The first step is to add positive resources to our daily lives. Select a favorite mindset podcast, or grab an uplifting e-book and listen while preparing for the day! Intentionally 'filling our cups' with positive resources allows us to find perspective and maintain a healthy mindset to counteract

that newscast, phone call, or even your own thoughts.

**2. RESISTANCE:** How do we know if we are caught up in the failure cycle? Resisting change is extremely telling. Whether good or bad, change is a part of our everyday lives. Yet, sometimes we are hesitant to make difficult choices; we hold back during conversations, or maybe we feel frozen when completing daily activities. Resistance prevents us from choosing a path. This internal hesitation is synonymous with a 'temper tantrum' response to the outside world. Failure thrives in resistance, and the only way to conquer resistance is with direct action. So trust your instincts and make the hard choice, voice your opinion, and block out the noise.

**3. CHAOS:** When a client mentions feeling overwhelmed, we say: "Show me your desk." Invariably, the desk is in some degree of chaos. So we ask that they own it, take direct action, and clean up the mess. While the deconstruction and organization process may be less than enjoyable, once completed, a sense of accomplishment arises. Suddenly, the client feels so much better. There are two reasons why cleaning a workspace is the first step to controlling chaos. First, the focus is on something within our control versus variants outside of our control. Second, clarity creates a clear path to both the physical utensils necessary for next steps and to the broader picture within our life and business. Chaos is a trap that steals our full potential. Chaos can also be the mindset or the physical manifestation of failure. So go clean your desk — it's a start.

2024

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# REALTOR® COMPENSATION

By Katie Redwood, Esq.

The recent National Association of REALTORS® lawsuit has put the real estate industry under a magnifying glass. While the lawsuit could eventually lead to significant changes in how agents are paid and who is responsible for those fees, it really doesn't change much in the short term. What this legal action should do is drive home the importance of *transparency*, i.e., making sure that you are having an informative and candid conversation with your buyers and sellers about your fees and commission sharing.

Effective October 2, 2023, sellers no longer have to offer a minimum cooperative commission in the Central Virginia MLS. This isn't a significant change on its face (the minimum amount was formerly \$1). Commissions were and continue to be negotiable, but cooperative compensation is no longer mandatory.

On the listing side, make sure your seller understands that they have a choice in the amount of cooperative compensation to provide a buyer's agent and the implications of offering

an amount that is less than the current industry standard. Offering a lower amount may result in the buyer having to cover the difference to use their own agent at closing, or it may result in a buyer choosing to proceed without the use of an agent if they are unable or unwilling to cover the difference. Have a conversation about how that might impact the transaction and the number of buyers who submit offers if they are coming out of their own pocket for their agent. A lender may not permit a buyer to finance any portion of the

buyer's agent's commission, so it could affect the ability of the buyer to obtain necessary financing.

On the buyer's side, it is extremely important to explain the buyer brokerage agreement (a document that is a legal requirement in Virginia), which states that an agent will get a percent commission regardless of what the seller is offering. Make sure the buyer understands that if the seller does not offer a commission split, or offers an amount less than what is in the buyer brokerage agreement, the buyer will be responsible for the difference *unless* you agree to waive that compensation (and be sure to put that in writing). Have this discussion prior to showing a client any properties so that your compensation is already established. Failure to do so has already been a prime reason for delay and frustration in our industry.

Of course, Realtors are bound by a code of ethics to act in their clients' best interests, which includes showing homes that meet a buyer's search criteria regardless of the amount of cooperative compensation offered in the MLS. It is permissible for a buyer to ask the seller to pay for their agent's commission at closing. However, as the agent, you cannot make this request directly to the seller — it must be the decision of the buyer and asked through the purchase agreement.

If a buyer is going to pay any portion of their agent's commission at closing, or if an agent chooses to give their buyer a credit at closing for reduced compensation, be sure to let your closing attorney know in advance of settlement so that they can make sure it appears

accordingly on the settlement statement to avoid delays.

This lawsuit should not deter you from discussing your value with clients and what your professionalism brings to the table in a real estate transaction. Continue to rely on your experience and knowledge as you guide them through the home-buying and selling process.



Katie Redwood is a partner at Tluchak, Redwood & Culbertson, PLLC. She has been a licensed attorney practicing real estate law in Virginia for over seven years. Outside of the office, Katie enjoys golfing and eating at local restaurants in Richmond and is an avid Hokie fan.

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▶ agent spotlight

Photos by Philip Andrews

# JENN HART

*The Hart of the Deal*

**A REALTOR® with a unique blend of creativity, perseverance, and genuine heart, Jenn Hart stands out within the industry. Fondly known as “Manhattan Jenn” to her friends, Jenn transitioned from a career as a high school English teacher and administrator to the dynamic world of real estate in 2014.**

“I started teaching high school right out of college and tried so hard to love my work, but it was never a perfect fit,” Jenn shares candidly. “I explored other avenues in education beyond the classroom, but it always felt like a grind.”

“That all changed the year I turned 40. I decided life was too short to feel that way, and I wanted to be intentional about finding purpose and balance in my life,” she continues.

## A LEAP OF FAITH

Jenn’s professional pivot was not a hasty decision but a conscious search for happiness and purpose.

After exploring every area of education, from teaching to curriculum creation and, ultimately, school administration, she realized that the complex world of real estate was a better fit for her interests and skill set.

“Real estate allows for so much creativity with marketing, design, and social media while also requiring technical skill with contract writing and negotiating,” Jenn explains. “To be good at this job, you need emotional intelligence and people skills too. Creativity and executive function were the parts of my previous profession that I enjoyed, which made for a smooth transition.”

As a solo agent with Virginia Capital Real Estate, Jenn successfully recorded 26 sales for \$9.7 million last year, but she doesn’t measure success with statistics. Her consistent pursuit of excellence and relentless work ethic set her apart.

“Last year was a tough year in real estate, and I had to work harder than ever to close the sales that I did,” Jenn remarks. “I am extremely grateful for the business I have amid a withering year in our industry.”

Navigating the challenges currently facing the real estate industry will require problem-solving skills. Identifying and resolving potential problems before they become major issues has always been a personal key to success for Jenn. Her commitment to a smooth process defines her approach, and she is happiest when working “behind the scenes.”

“I enjoy a good challenge,” she asserts.

Jenn’s advice to aspiring top producers is rooted in her own experience. She emphasizes the importance of working hard, going the extra mile, and consistently running your business like a business. However, beyond the practical advice, she believes that success in real estate is about lasting connections.

“The long game in this business is building relationships. Do good things for others because it’s the right thing to do. It almost always comes back to you eventually, but not if you’re waiting for reciprocation,” she says.

## OUTSIDE THE OFFICE

Aside from contracts, Jenn’s heart belongs to her family, which consists of her high school sweetheart, Scott Graber, whom she married in 1997, and their three daughters, Bella (20), Zoë (17), and Liv (15). The family shares a love of exploration, whether it be through travel or trying new activities. Jenn also has a passion for dogs and adores her two beloved pets: Daisy, an 11-year-old yellow Labrador, and Lucy, a 3-year-old sheepadoodle.

In her spare time, Jenn relishes any chance to head outdoors, working in her yard, and gardening. She can often be found along the sidelines cheering on her daughters at their soccer or basketball games or attending UVA men’s basketball games in Charlottesville. She is always up for a girls’ trip, a Broadway show, a relaxing spa day, or reading a good book on the beach.





Jenn Hart is a Realtor with Virginia Capital Real Estate. (Photo by Philip Andrews)

Outside the office, Jenn also spends time networking and volunteering through River City Resources, a small business networking group she started in 2018, The Two Twelve group's nonprofit member is Backpacks of Love, a local charity that fights childhood hunger. "We support Backpacks with peanut butter drives, volunteering, and fundraising efforts. Their commitment to getting food in the hands of local children is so important."

Jenn also dreams of a time when she can scale back to part-time real estate and indulge in her passion for travel.

"For me, success means a happy marriage, a healthy family, purpose in my work, providing value to others personally and professionally, and paying all my bills. And I don't hate a really great vacation," she concludes with a smile.

Through River City Resources, Jenn has assembled a team of professionals who support one another professionally and personally. Besides the benefit of small business networking, the relationships formed in her Two Twelve group have sustained her over the last five years.

**LOOKING AHEAD**

As Jenn looks ahead to another decade in real estate, she is optimistic.

"I would love to keep working because I genuinely enjoy what I do," she affirms. "Spending all those years in education in a job I didn't love truly helps me appreciate the joy I find in real estate."



From left to right: Zoë, Bella, Jenn, Scott, Liv



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## DRIVEN BY CULTURE AND FAMILY

Rising star Cary Ridenhour is wrapping up her second year as a REALTOR® at Nicole Reed Real Estate & Associates at eXp Realty, and she is firmly dedicated to finding dream homes for all homebuyers in the Richmond area.

### AN EARLY START

Cary entered the real estate industry in 2022, fueled by a successful automotive sales position at Vaden of Beaufort. By the age of 19, she was earning a significant salary doing what she loved the most — helping people make the right purchase. With a strong interest in property investing, she knew she could transfer her experience and success to real estate sales.

“The ability to help people solve their problems and make even the smallest impact is what I find most fulfilling about my career,” Cary explains. “I love that I have the ability to show that there is still kindness in the world every day.”

Cary earned the 2022 Rookie of The Year award from Keeton and Company Realty with 28 transactions, including a commercial lease in Richmond, and the future continues to look bright for this rising star.

### DRIVING FORCES

Cary says she appreciates the collaboration and support of being part of an active real estate group. Her belief in the power of a collective effort is empowering her to new heights as a Realtor.

“My team is filled with dedicated and strong agents who inspire me to do better every day,” she affirms.

For anyone looking to follow in Cary’s footsteps, she recommends adaptability and resiliency as two key qualities in building a real estate business. The ever-changing nature of the housing market can be difficult, but a willingness to acclimate is important for anyone navigating the industry’s challenges.

“My motto is ‘Stay hungry and stay humble,’ Cary offers. “From a very young age, my father taught us to be grateful for everything we ever had. Every time I went through something or would complain about anything, my father would remind me that someone out there always had it worse. I never really understood the mindset until now.

“I am so blessed to have the parents that taught me to keep my head up high in every situation,” she adds. “I am the resilient person I am today because of them.”



Cary’s personal success is measured in memories made with her family, fulfilling her passions, and impacting lives outside of real estate transactions. “Kindness is a fundamental part of who I am,” she says. “I genuinely believe in serving people and selling properties. Providing personalized guidance is pivotal in my business.”

### BEYOND TRANSACTIONS

Born and raised in Richmond, Cary comes from a big Hispanic family that loves to gather and be in community. Their strong culture and heritage is what Cary says drives her.

At home, Cary and her husband John Luke recently welcomed daughter Milena into the family, joining brother Easton and furry friend Chloe, the family’s German shepherd. Amidst busy work schedules, the family enjoys playing at local parks, spending time with extended family, and relishing the small moments, such as bedtime rituals. “With both my husband and I being so busy building our careers, I take joy in doing the little things with our babies,” Cary says. “Bath time is especially fun.”

Cary has a deep passion and commitment to provide funding for children in underdeveloped countries. As a result, she regularly donates to Sell a Home, Save a Child and hopes to take a mission trip with the organization in 2024. She is also an active volunteer with Helping Hands Food Distributors, helping feed the homeless population around Richmond.

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Cary and John Luke Ridenhour with their children, Milena and Easton



Looking ahead, Cary's biggest hope and personal goal in life is to build schools in Guatemala, emphasizing the transformative power of education. Her overarching goals include providing affordable education to underserved children, financially supporting her family, engaging in charitable activities like mission trips, and continually learning and growing. In the short term, her aim is to acquire rental properties, engage in real estate transactions, and contribute to her long-term objectives.

"Real estate is all about problem solving, requiring agents to not just be sellers but also educators, guides, and advocates," she continues. "Client service is not just about closing deals; it's about building lasting relationships and ensuring customer satisfaction. In this competitive industry, a focus on serving clients sets successful real estate professionals apart, fostering trust, credibility, and long-term business growth."

"Kindness is a fundamental part of who I am..." Cary concludes. "I genuinely believe in serving people and selling property. Establishing trust, understanding individual needs, and providing personalized guidance is pivotal in my business."

Cary Ridenhour is a Realtor on the Nicole Reed Real Estate & Associates team at eXp Realty.



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▶ cover story  
Photos by Philip Andrews

# CABELL CHILDRESS

AN ENTREPRENEUR AT HEART

“There is nothing better than leaving a closing table and seeing the look on your client’s face after they’ve purchased their first home or the home of their dreams,” says Cabell Childress, team leader of the Cabell Childress Group (CCG) at Long & Foster REALTORS®.

### A NATURAL FIT

In January 2001, Cabell stepped into the dynamic world of real estate, after spending two years in sales with Jefferson Supply Company. He always had an interest in real estate, and with the encouragement of a friend and fellow broker, he received his license and sold 38 homes in his first year, winning the Richmond Association of REALTORS® A. Kenton Myhleman Rookie of the Year award.

Cabell started CCG in 2009 with one other agent and one assistant. His team now consists of 17 agents and five staff members. Numbers tell the tale of his success, with a staggering \$131 million in volume and 290 transactions in 2022; and, at the time of this writing, a projected \$153 million and over 300 transactions for CCG’s Midtown office by the end of 2023.

His two-decade-plus career has also been marked with multiple awards. Cabell has consistently earned *Richmond Magazine’s* Best Real Estate Agent in Richmond Award, and CCG is currently the number one team at Long & Foster in volume per agent. Additionally, Cabell has won the Top 100 Elite Performer award at Long & Foster every year



since 2016 (out of 9,500 agents from New Jersey to South Carolina), consistently ranking in the top 25.

Regardless of his accolades, Cabell says he is an entrepreneur at heart. From owning a pressure washing business in high school and college to leading and running CCG, he understands what it takes to empower and motivate a team.

“It is fulfilling helping agents build really successful six-figure-income businesses and seeing how it helps change their lives,” he notes. “We truly stop at nothing to represent the best interests of our clients and make them happy, which is why the business has grown over 22 years with the snowball effect of how many people in Richmond trust us and would never use another Realtor.”

#### FAMILY LIFE

Cabell grew up in Henrico County, graduating from the University of Richmond with degrees in leadership and business. The second oldest child of four siblings, he played multiple sports that instilled in him a competitive, outgoing,

and resilient spirit. At Freeman High School, he played basketball and was a standout quarterback on the football team. Despite overcoming a significant injury, Cabell was given several college recruiting opportunities and ultimately decided to play football at the University of Richmond.

Cabell and his wife, Molly, have been married for 19 years. They have three children, Lawson (17), Lilly (15), and Luke (11). The family is also joined by two labradoodles, Honey and Charlie, who provide comedic relief during busy schedules. Keeping a healthy work-life balance has always been the goal for Cabell. Between family dinners, children’s sporting events, family vacations, and recharging on the golf course, Cabell’s professional energy stays fueled.

“My childhood was rooted in faith and it is still an integral part of my life and my family’s life,” Cabell shares. “It helps me make decisions and focus on what really matters.” To that end, in 2019, Cabell and Molly took their family on a sabbatical and lived for six months in Hawaii. It provided a reprieve from the constant demands and



The Cabell Childress Group (CCG) at Long & Foster REALTORS®

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meld through more delegating, empowering his team, and exploring new interests outside of real estate.

“Integrity and character are held in extremely high regard and importance at CCG. We strive for excellence every day and don’t want that to ever change,” Cabell concludes. “We will always put service and clients first.”

**WE WILL ALWAYS PUT SERVICE & CLIENTS FIRST.**



The Childress family (from left to right: Luke, Lawson, Molly, Cabell, Lilly)

stressors of the real estate industry. It gave a different perspective and experience for their family. Ultimately, CCG experienced the most growth during Cabell’s time away, thanks to his team and his networking from afar. Cabell and Molly’s faith also grounded them and gave them hope in 2021 when Molly battled Hodgkin’s lymphoma. She is now two years cancer free.

Cabell and his family support local and international charities that he and his family hold dear, many of which are rooted in ministry opportunities. Cabell hopes to instill generosity, integrity, and faith in the lives of his children and future generations.

**ON THE HORIZON**

Looking ahead, Cabell envisions a bright future where success intertwines with a rich family life. He hopes to achieve this



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Rank	Name	Office	List Units	List Volume (Selling \$)	Sold Units	Sell Volume (Buying \$)	Total Units	Total \$
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**Disclaimer:** Information based on MLS closed data as of January 4, 2024, for residential sales from January 1, 2023, to December 31, 2023, in Greater Richmond, Virginia, by agents licensed in our service area, which includes Hanover, New Kent, Henrico, Charles City, Chesterfield, Powhatan, Goochland, King William Counties. Numbers not reported to the MLS by the date the information is retrieved are not included. MLS is not responsible for submitting this data. Some teams may report each agent individually.

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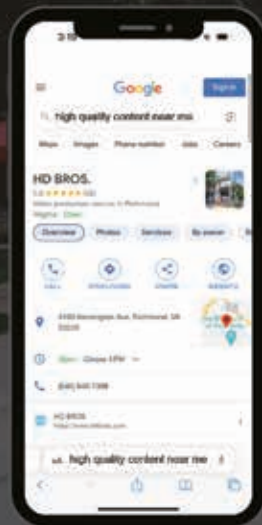
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