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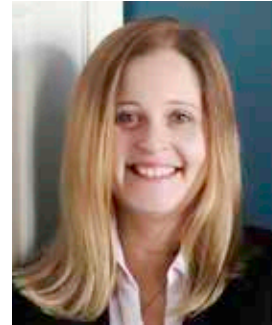
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Dream BIG with S.M.A.R.T. Goals for Success This Year!

Dear NOVA Real Producers,

As we cross the threshold to 2024, I can't help but feel the excitement that comes with a fresh start! There's no one I'd rather ring in the New Year with than this amazing community — a group that continues to embody excellence.

A new year signifies new hopes, new goals, and undoubtedly, new challenges. It's a time to reflect on where you are now and set your sights on the future. Here at NOVA Real Producers, we believe in the power of S.M.A.R.T. goals.

S.M.A.R.T. stands for 'Specific, Measurable, Achievable, Relevant, and Time-Bound' — five crucial aspects that lend focus and flexibility to your aspirations. Specificity, ensuring your goal is simple, sensible, and significant. Measurability, defining the data that will gauge your success. Achievability, ensuring you have the skills and resources needed. Relevance, aligning your goal with the bigger picture. Time-bound, setting a deadline that propels action.

The specificity of S.M.A.R.T. goals make them more than just resolutions; they become actionable plans. What will you achieve? What data will measure your success? Are you sure you can do this, and does it align with your broader objectives? What's the deadline?

In the spirit of setting intentions, mark your calendars for March. We're thrilled to bring another exclusive Mastermind to the NOVA Real Producers community!! This intimate gathering allows top producers to learn from

exceptional panelists and each other. Keep an eye on your inbox for your exclusive invitation.

Lastly, a warm welcome goes out to our newest NOVA Real Producers preferred partners, **Amazing Listing Photos** and **Caring Transitions**. Your expertise enriches our community, and we're eager to embark on this journey together!

Wishing you all the best in 2024. Here's to another year of inspiring, connecting, and elevating our top producers and preferred partners!

With gratitude,



Kristin Brindley

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7 Steps to Set a Course for Success in 2024

The new year offers a fresh start and an opportunity for us to set updated goals and develop a strategic plan to achieve them. If you're ready to take your real estate game to the next level, below are some tips on how to set solid goals and chart your course for thriving in the year ahead.

• **Reflect on the Past Year.** Consider your successes, challenges, and areas of improvement. Were there goals you didn't meet? Understand why, and use these insights to inform your planning for the new year.

• **Set S.M.A.R.T. Goals.** When setting goals, ensure they are Specific, Measurable, Achievable, Relevant, and Time-bound (S.M.A.R.T.). Instead of saying, "I want to sell more homes," be precise: "I aim to sell 20 percent more homes in the upcoming year compared to last year."

• **Break Goals into Actionable Steps.** Large goals can be daunting. Break them down into smaller, actionable steps to make them more manageable. For instance, if your goal is to increase your listings, one step might be to network more frequently. Begin by attending one extra event each month.

• **Embrace Marketing.** Ensure you have an up-to-date website, print materials, and social media presence. Your messaging should be cohesive between all platforms. Engage with potential clients via all marketing channels and consider using targeted ads to reach your desired audience.

• **Allocate Time for Continued Learning.** Dedicate time for professional development, whether it's attending webinars, workshops, or reading up on the latest market trends. The more knowledgeable you are, the better you can serve your clients.

• **Track and Adjust.** As the year progresses, periodically review your goals and the steps you're taking to achieve

them. Set quarterly check-ins to adjust your strategies and continue forging ahead. Remember, the path to success isn't always linear.

• **Stay Accountable.** Consider sharing your goals with a colleague, mentor, or coach. Having someone to check in with can keep you accountable and offer guidance when you're faced with challenges.

Now is the perfect time to set clear goals and plan your approach. This will not only give you direction but will also instill a sense of purpose in your daily actions. As the new year rolls in, arm yourself with a strong strategy and the determination to see it through. Here's to a prosperous and fulfilling year ahead in real estate!



With more than 25 years of experience, Todd Lebowitz is CEO and owner of My Marketing Matters, which he runs with his business partner Ram Devaguptapu. Together, they have grown the company to be a recognized leader in real estate marketing with more than 20,000 clients locally, regionally, and nationwide.

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Setting Strategic Real Estate Goals for 2024!

As a REALTOR®, the beginning of a new year presents an opportune moment to reflect on past achievements and set ambitious yet achievable goals for the upcoming months. Crafting comprehensive and strategic goals for 2024 in the real estate industry requires foresight, adaptability, and a clear vision. Here's a blueprint for setting your real estate goals and thriving in the dynamic landscape of the industry.

Reflect on Past Performance

Begin by reviewing your achievements and setbacks from the previous year. Analyze closed deals, client satisfaction, marketing strategies, and any missed opportunities. Understanding what worked well and what didn't will provide invaluable insights into refining your approach for the upcoming year.

Define Clear Objectives

Setting precise and measurable goals is crucial. Whether it's increasing sales volume, expanding your client base, diversifying property listings, or enhancing marketing efforts, outline specific targets. For instance, aim to close 20 percent more deals than the previous year or secure a certain number of new listings per quarter.

Leverage Technology and Marketing

Embrace technology trends shaping the real estate landscape. Harness the power of social media, virtual tours, and AI-driven analytics to elevate your marketing strategies. Investing in cutting-edge tools and platforms can streamline processes, improve client engagement, and ultimately boost sales.

Professional Development & Networking

Continuous learning is key. Stay

updated with industry trends, attend workshops, and pursue certifications to refine your skills. Additionally, networking remains pivotal. Connect with fellow agents, attend industry events, and foster relationships with other professionals like mortgage brokers and attorneys to broaden your sphere of influence.

Client-Centric Approach

Prioritize client satisfaction and relationship building. Enhance communication channels, provide personalized experiences, and focus on delivering exceptional service. Satisfied clients often become brand ambassadors, contributing significantly to your referral network.

Financial Planning and Budgeting

Create a detailed financial plan encompassing income goals, budget allocations for marketing, technology

investments, and operational expenses. Tracking expenses against revenue streams helps in maintaining financial health and identifying areas for potential growth.

Adaptability and Flexibility

The real estate landscape is constantly evolving, influenced by economic shifts, market trends, and technological advancements. Stay agile and adaptable to changing conditions. Having flexible goals allows for adjustments when necessary without losing sight of the bigger picture.

Work-Life Balance

Amidst professional aspirations, remember the importance of maintaining a healthy work-life balance. Set realistic boundaries, prioritize self-care, and allocate time for personal pursuits to prevent burnout and sustain long-term productivity.

Regular Evaluation and Adjustment

Regularly assess your progress against set benchmarks. Identify areas of improvement, celebrate milestones, and recalibrate strategies if required. Adaptation and refinement are vital for staying on track toward achieving long-term objectives.

Embrace Sustainability and Community Involvement

Consider incorporating sustainability practices into your business model and engage in community initiatives. A focus on environmental consciousness and community involvement not only aligns with current trends but also enhances your brand's reputation and impact.

In conclusion, setting realistic, measurable, and adaptable goals forms the bedrock of success for Realtors in 2024. A strategic approach, combined with a client-centric focus and adaptability to industry changes, will pave the way for a prosperous year ahead in the dynamic realm of real estate.



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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Revolutionizing Brand Marketing

Innovation seldom follows a predictable path. Just ask Todd Lebowitz, co-CEO of My Marketing Matters, a visionary leader who, alongside his hard-working team of 30 employees, has redefined the essence of real estate marketing.

“Our commitment is not to merely exist within the industry; we aspire to be the disruptor, not the commodity,” Todd remarks.

A Family Legacy

The roots of My Marketing Matters trace back to Todd’s mother, Sheila Lebowitz, the founder who ran the business out of their home in Silver Spring, Maryland, beginning in 1982. Originally focused on mailing services, the company faced a pivotal moment when Todd, fresh out of college, joined the ranks. What started as a temporary stint to earn money for a post-graduate degree became a professional passion for Todd.

“I give all the credit for our success to my mother,” Todd notes. “Back then, we primarily focused on mailing services, and our customers used to joke about navigating our snowy driveway to drop off their printing.”

By 2005, Todd realized the company’s mailing business had peaked and it was time to expand by venturing into digital printing. It was during this transformative period that Todd first met his current business partner, Ram Devaguptapu.



From left to right: Todd Lebowitz, co-CEO; Todd’s mother, Sheila Lebowitz, the company’s founder; Todd’s business partner, Ram Devaguptapu

TODD LEBOWITZ

▶ partner spotlight

Photos by Ryan Corvella

MY MARKETING MATTERS



“Ram had a keen understanding of how technology would revolutionize marketing,” Todd remembers.

That encounter led to the creation of their first marketing suite, setting the stage for the continuous growth and adaptation that defines My Marketing Matters.

“We observed our customers’ need for an easier ordering process and our brokerage partners’ desire for more control over branded marketing,” Todd recalls. “The success of our first marketing suite quickly spread, and we started receiving inquiries from brokerages in other states.”

Customer Success at the Core

Fast forward almost two decades, and My Marketing Matters is now launching their latest offering, the Elevate Marketing Suite®. This new suite provides users with easy design flexibility while keeping complete brand control. Other features include drag-and-drop technology, access to residential data, and branded social media and print templates.

“Marketing doesn’t have to be difficult, so we simplified it.”



“What we find most gratifying is the success our customers have had using our marketing products and services,” Todd shares. “We always say, ‘Your success is our success,’ and we mean it.”

My Marketing Matters operates on a mission to transcend industry norms. As innovators in the field, the company is committed to reversing the trend of deteriorating service in the industry. Their unwavering vision focuses on innovation, collaboration, and delivering unparalleled value, ensuring they stay one step ahead. The *Real Producers* magazine rankings stand as a testament to this success, with upwards of 75 percent of top-ranked agents having utilized their services over the years.

“We like to brag about our agents’ accomplishments,” Todd says with a touch of pride.

A True Partnership
Beyond the boardroom, Todd’s

partnership with his wife, Abby, is integral to both their marriage and professional endeavors. With two sons, Scott and Jason, and a four-legged family member named Tyson, the Lebowitz family is a blend of professional synergy and personal joy.

“Abby and I have been working alongside each other at My Marketing Matters for nearly 15 years,” Todd smiles. “Our partnership is so import-



ant to our success, and we’ve been married for 25 years.”

Looking ahead, Todd and Abby aim to explore more as their children complete their college journeys.

Professionally, their commitment is to build My Marketing Matters into a robust company that outlasts their working days, providing continuous service to their customers.

Todd shares his favorite quote, “Some people feel the rain, others just get wet.” It encapsulates his approach to life and business — immersing oneself in every moment for a deeper understanding.

“Marketing doesn’t have to be difficult, so we simplified it,” Todd affirms. “We’re excited about the future of our company.”

For more information on the Elevate Marketing Suite®, visit MyMarketingMatters.com or call 301-590-9700 to speak to Todd Lebowitz and his expert team.



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DIANE NORTHERN



▶▶ agent spotlight

Photos by Ryan Corvello



Success & a Balanced Life

“Strive for kindness, patience, and compassion — they will never, ever be underrated.”

For Diane Northern, the thought of a traditional 9-to-5 job never even crossed her mind. A real estate icon and associate broker at Coldwell Banker Realty, Diane has never viewed her amazing career spanning over two decades as work either.

“My husband and I have been business owners or independent contractors our whole lives — the flexibility becomes an asset that is hard to match! Being a REALTOR® allows for exceptional hard work and amazing rewards to seamlessly flow year to year,” she points out.

Creating Her Own Path

Born and raised in Seattle, Diane’s family moved to Chicago with her father’s work transfers and eventually settled in Alexandria when Diane was still in middle school. She notes that real estate has always been a part of her family’s life growing up.

“My mother was a Realtor in Old Town Alexandria, and my father worked for Freddie Mac,” she shares.

Diane’s path became clear when the work-life balance of owning a logistics company with her eventual husband

nudged her towards a new career. In 2000, she obtained her real estate license and never looked back.

Diane’s statistics speak volumes, with 26 units totaling \$17.7 million in 2022 alone. Over her impressive career, she’s achieved a staggering \$427.2 million in real estate sales assisting 543 families. A slew of accolades adorn her journey, from Rookie of the Year to the prestigious International Presidents Circle, a testament to her consistent excellence at her brokerage. Her no-pressure approach and vast knowledge of the area further distinguish her among her peers.

“I have a calm demeanor, an experienced thought process, and I listen intimately to my clients’ needs. It also helps that Coldwell Banker is my family. I’ve been with them for 23 years and counting,” she adds with a smile.

Diane notes she is extremely grateful for her mentors and colleagues who have become lifelong friends, and offers some heartfelt advice for new agents to find success too.

“Surround yourself with experienced Realtors, as well as new licensees. Never stop learning or staying on top of current market conditions. Work with renters — they eventually purchase! And don’t view your colleagues as the competition; they are your collaborators,” she advises.



“I strive to wake up and be truly thankful for each and every day. The true carrot is to have an idyllic work-life balance.”

Diane Northern and her husband Scott

Beyond the Closing Table

Outside the office, Diane’s heart belongs to her family. Soon to be celebrating 30 years of marriage with her husband Scott, they are very proud of their three adult children: one daughter who lives locally and two sons living on the West Coast with their families. As a breast cancer survivor, Diane credits her family and friends for being her pillars of support during a trying time.

“I was diagnosed in July 2020, during the height of the COVID-19 pandemic; it was the scariest, most unsettling thing that has ever happened to me,” Diane recounts. “Thankfully, I am now cancer-free. Ladies, get your mammograms, as recommended by your doctor. Those with no family history of breast cancer are diagnosed the most.”

In her spare time, Diane loves cooking and baking for family, and any excuse for a get-together or hosting holiday dinner parties.

“I love being outdoors in the sunshine, sitting by our pool, or playing competitive pool basketball,” Diane shares, “and traveling to our waterside home in New Bern, North Carolina. Marco Island is a favorite vacation spot too.”

In addition to family, Diane’s commitment to the community shines through her philanthropy. A portion of each commission check goes to CBCares, supporting local charities like Rallye for Vets, Mobil Hope, and the Ryan Bartel Foundation.

As Diane looks to the future, she says she is looking forward to living by the water someday, perhaps when she retires. But that probably won’t be anytime soon.

“I strive to wake up and be truly thankful for each and every day. The true carrot is to have an idyllic work-life balance,” Diane concludes. “Family first, always. It took me many



years to finally realize self-care is of the utmost importance in order to be the very best, most grounded version of yourself.”

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FELICIA BREWSTER

BUILDING A LEGACY OF SERVICE

Felicia Brewster's successful career in real estate has been characterized by remarkable service over the past seven years, with advocacy that resonates far beyond the closing table.

"Real estate is a way to help people, and sometimes, our jobs can be life-changing for clients who did not have housing or think it was possible to purchase," Felicia points out.

From Forensics to Real Estate

Originally from Cleveland, Ohio, Felicia attended Tiffin University for forensic science, an area of study that brought her to the D.C. area in 2013. Upon arrival, she transitioned

from healthcare to real estate, where her commitment to mentorship has transformed her into a guiding force for aspiring agents. She notes her entry into real estate was not a mindless pivot; it was a purposeful detour fueled by a desire to make a difference.

"I gravitated to real estate after moving here," Felicia explains. "It became a way to help people, especially those who didn't believe homeownership was within their reach."

As a top producer with NVAR, Felicia's achievements extend beyond transactions. Her team's impressive feat



Photo by Ryan Corvello



of helping 50 families this past year is not just a statistic but a testament to her dedication to turning houses into homes.

“Success, to me, is having the ability to keep doing this,” Felicia emphasizes. “I have had a lot of great mentors. Learning from all the people I’ve crossed paths with, I’m always hoping that I can be able to help someone else, too — whether it be a client or an agent — become a little better in their career, just like I have been helped in the same way.”

A Vision for All

For Felicia, real estate is a platform for change. Her pursuit of a master’s in urban planning at Georgetown further underscores her commitment to reshaping the real estate landscape.

“My focus is mainly on housing affordability,” she notes. “I’m focusing on housing for all, even with current zoning issues. Housing is a human right, and the end goal is to fight for housing for everybody.”

To those aspiring to follow in her footsteps, Felicia offers invaluable advice: “It takes time to achieve your goals; do not rush yourself in the process. You have to work for it.”

Her success strategy isn’t just about transactions but about deep community engagement. “I am big with community volunteering. I have a lot of agents who volunteer with me,” Felicia affirms. “My grandparents were extremely involved in the community; when my grandfather fell ill with ALS and could no longer

do Meals on Wheels, I started with it in Alexandria City and also started with Groceries2Go.”

A Saucy Venture

Beyond real estate, Felicia shares a spicy venture with her husband[3] through Bradshaw Sauce Co. The couple also has three furry companions[4]: Vinny, Jaume Un and Roxanne. Vinny is the logo for their hot sauce company and the other two pups have a sauce named after them.

“We started the company in 2019 and are lucky to have government contracts and sell at local farmers markets,” Felicia shares. “When we aren’t hot saucing, we love to try new restaurants and travel.”

Philanthropy isn’t just a box to tick for Felicia; it’s ingrained in her daily life. Serving as vice chair of the NVAR Cares committee, Felicia’s commitment earned her the Volunteer of the Year title with Alexandria City Senior Services during the peak of the pandemic. This commitment during COVID underscored the power of agents digging deeper into communities and making a meaningful impact.

“I don’t have much to give, but I can give my time and make it count,” Felicia remarks. “During the pandemic, our communities faced food insecurity more than ever. I started having agents volunteer with me at Martha’s Table in D.C. or the Capital Area Food Bank every month. My husband and I continue to volunteer weekly with Senior Services.”

Looking to the future, Felicia envisions a legacy of service. Her highest hope is simple — to create a ripple effect of growth, support, and mentorship.

“If my mentees can step into the goal that I have with them and build up another agent, then I have done my job,” she reflects.



Felicia Brewster is a Realtor with Compass. (Photos by Ryan Corvello)



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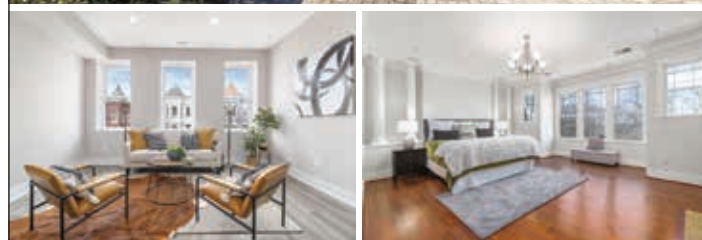
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Elizabeth

KLINE

A NATURAL ENTREPRENEUR

Elizabeth Kline's real estate aspirations can be attributed to an old RE/MAX billboard in the rural countryside of Pennsylvania. Elizabeth has vivid memories as a child riding in her parent's car while staring at the resolute, blue-suited female real estate agent confidently posed with hands on hips. The subtle message seemed to speak to Elizabeth about what the future would entail. Little did she know then that this early influence would set her on a similar career path.

SMALL TOWN LIFE

Elizabeth grew up just outside of New Ringgold, a small Pennsylvania town with only one stop sign. Her parents started and still run their own auto salvage yard and auto recycling business, instilling in her their entrepreneurial knowledge and skills.

Elizabeth graduated from Bucknell University with an accounting degree, but it was a summer stint with Vector Marketing selling Cutco knives that gave her a taste of the dynamic world of sales. While conducting several in-home demonstrations and interacting with a diverse range of customers, Elizabeth earned the number two salesperson position in the country that summer.

"My unique approach to presenting the blades of the knives earned me recognition and I was invited to speak at the national

conference, addressing an audience of 300 college students," Elizabeth recalls. She intended to stay on the accounting path after college, but the world of sales and the intriguing psychology behind people's decision-making processes kept calling.

After enjoying jobs at a Warner Bros. television station selling advertising time and Wyndham Vacation Resorts as a timeshare expert, Elizabeth was ready to embark on her real estate adventure.



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Elizabeth Kline has been named a Top Producer and Multi-Million Dollar Sales Club award winner from the Northern Virginia Association of REALTORS®.



Elizabeth's daughters Sarah and Ella

“With the advent of motherhood, my priorities shifted, leading me to seek a career that offered the ultimate schedule flexibility,” she explains. “This quest guided me to the world of residential real estate where I continue to thrive today.”

THE PERFECT FIT

Currently a solo agent with Samson Properties in Alexandria, Elizabeth is one of the most sought-after REALTORS® in the Northern Virginia area. Her journey has been marked by passion, dedication, and integrity since she joined RE/MAX in 2015.

Clear and prompt communication is at the core of Elizabeth's business, making sure her clients are well-informed and confident in the entire real estate process.

“I prioritize my clients' needs and preferences above all else,” she says. “Adept negotiation skills are crucial in real estate, and I bring a strong track record of securing favorable deals.”

It is this approach that has earned Elizabeth multiple accolades and top-producing numbers. With 67 transactions totaling \$41 million in sales in 2022, Elizabeth has earned Top Producer and Multi-Million Dollar Sales Club awards from the Northern Virginia Association of REALTORS®. Her tenure with RE/MAX saw her inducted into the brokerage's Hall of Fame in 2019, as well as become a recipient of the distinguished RE/MAX Lifetime Achievement Award in 2022.



KEEPING IT PERSONAL

For Elizabeth, treating every client like family is essential.

“What matters most to me is that each client knows they're important, and I genuinely care about their



Top producer Elizabeth Kline is a solo agent with Samson Properties.

salsa, bachata, West Coast swing, blues, Brazilian zouk, or simply free-style dance.

“Dance is a lifetime passion of mine,” she affirms.

Elizabeth is also an active supporter of the Lamb Center in Fairfax, a daytime homeless shelter that provides employment opportunities and counseling. This philanthropic endeavor, as she notes, is a gratifying and enriching experience that holds a special place in her heart.

ON THE HORIZON

In addition to making her family and self-care a priority, Elizabeth’s long-term aspirations include investing wisely, diversifying income streams, and attaining financial independence for a comfortable retirement. She hopes to continue participating in community and charitable initiatives while embracing new challenges and opportunities in her life.

Elizabeth says she strives to find the sweet spot where work, family, personal time, and everything in between can harmoniously coexist. It might seem impossible, but as her dad once told her, “You have got to start somewhere!” and that is how she chooses to forge ahead.

“What’s fantastic about this career, though, is the flexibility it offers,” Elizabeth reflects. “I don’t see it as just a job, but more as a way of life that seamlessly integrates into my day. I appreciate the freedom to plan my work around my life; at the same time, I’ve developed the discipline to stay motivated and productive throughout the day.

“It’s this balance of passion, skill, and flexibility that makes my work as a real estate agent so fulfilling.”

experience and satisfaction,” she says. “It is just how I do business, keeping it personal and caring.”

While operating as a solo agent, Elizabeth credits her full-time assistant with helping to manage transactions and events, and her husband, Kevin, for assisting with marketing, website design and lead generation.

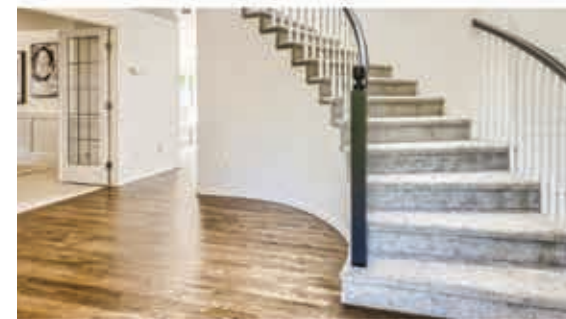
Elizabeth and Kevin have been married for almost 10 years and have two

daughters, Ella (12) and Sarah (8). They relish building memories with the children, going to various festivals, amusement parks and concerts.

Outside of family and work, Elizabeth takes every opportunity to hit the dance floor. She studied tap and jazz dance throughout her youth, which led to a spot on the Bucknell Dance Team in college, and now she enthusiastically participates in social dancing whenever possible, including



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RANK	NAME	OFFICE	SELLING #	SELLING \$	BUYING #	BUYING \$	SALES	TOTAL \$
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RANK	NAME	OFFICE	SELLING #	SELLING \$	BUYING #	BUYING \$	SALES	TOTAL \$
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RANK	NAME	OFFICE	SELLING #	SELLING \$	BUYING #	BUYING \$	SALES	TOTAL \$
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Disclaimer: Information based on MLS closed data as of December 7, 2023, for residential sales from January 1, 2023, to November 30, 2023, in Virginia, Maryland, and Washington, D.C., by agents licensed in our Northern Virginia service area, including Alexandria City, Arlington, Fairfax City, Fairfax County, Falls Church City, Loudoun County and Prince William County. 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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TOP 250 STANDINGS

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Charles Kim understands that the true heart of any business lies in building lasting relationships and delivering unparalleled service. As the team lead of The K Group at Samson Properties, Charles is a seasoned REALTOR® whose impact in the industry has been defined by perseverance, dedication, and a passion for helping others achieve their dreams.

"I firmly believe that real estate is not just about property transactions; it's about making a meaningful impact on people's lives." Charles says of his business philosophy. "It's fulfilling that you're helping people and making money at the same time. You also see how excited people get and how happy they get as it makes me want to give my best service."

STARTING OUT
Born in South Korea, Charles's family emigrated on a journey of hope and opportunity when they migrated to the United States in 1983. Settling in Arlington, Virginia, they brought with them a spirit of entrepreneurship that would profoundly influence Charles's life. Growing up in this

dynamic environment, Charles developed a strong work ethic and an innate drive to succeed. "My dad always reminded me that we came here with \$500, and look where we are now," Charles reflects. "Each of my parents were business owners... I have that same entrepreneurial passion. I definitely like having my own business, trying new things, and taking risks."

Charles's entry into real estate was a family decision, driven by practicality and the potential for growth. His parents recognized the potential in their investment properties and asked him to manage them. In 2006, he took the plunge into becoming



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