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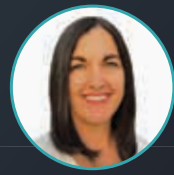
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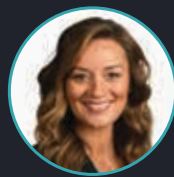
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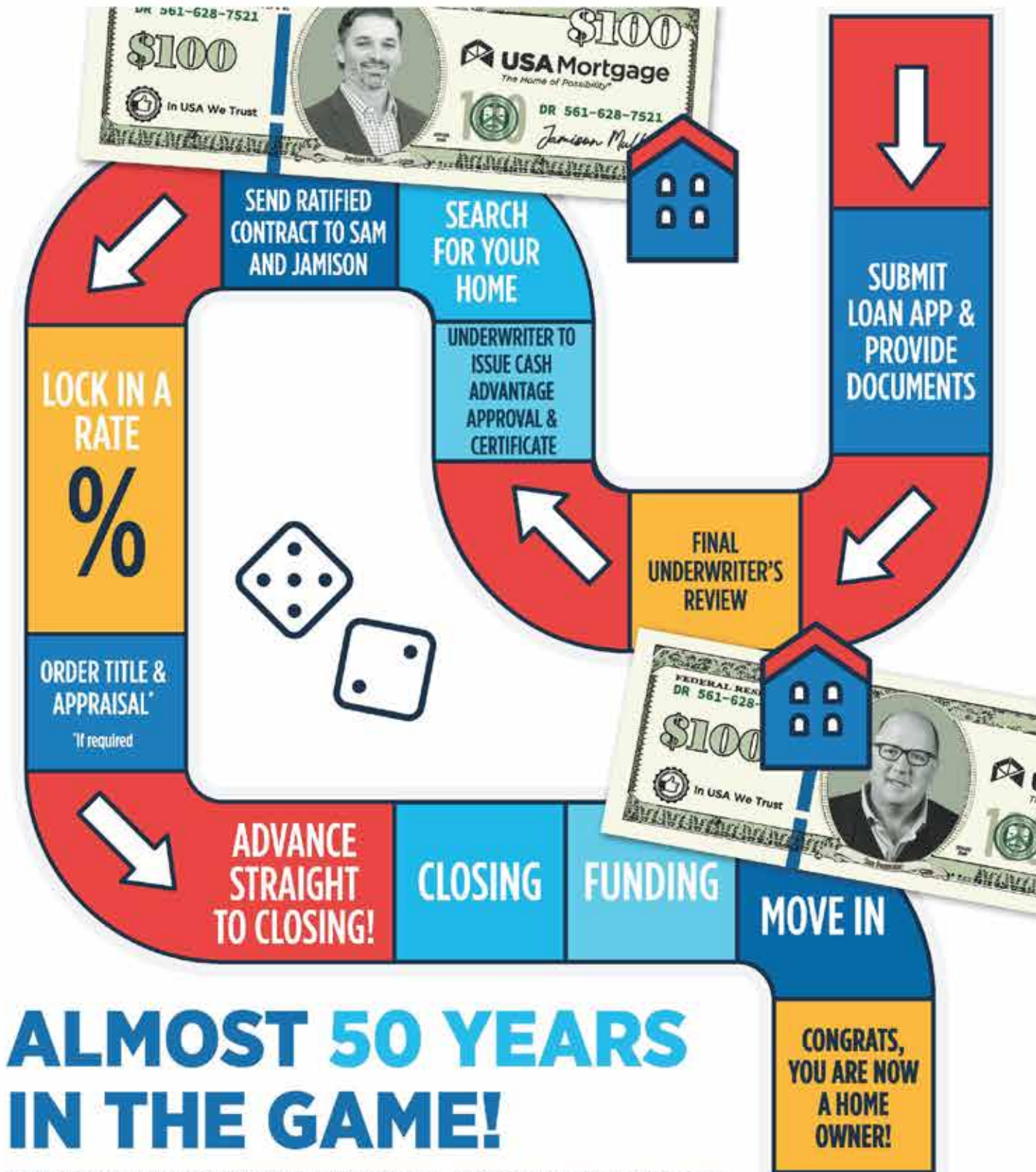
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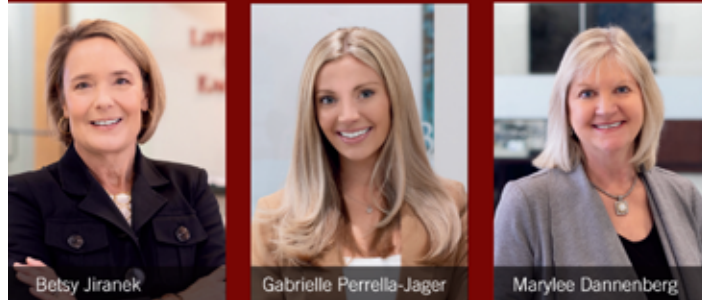
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## ▶▶ editor's note

By Jilleien Franquelli  
Photo by Roy Cox

# the *RISE* of the INFLUENCERS

On November 26, 2007, I received a friend request on Facebook from Roxanne Franquelli. I was 29 years old, and Facebook had just opened up from being exclusive to college and high school students to everyone.

It had been almost 15 years since I had seen my cousin Roxanne. Our dads had a falling out, making it easy to lose touch with people before the internet. I immediately messaged Roxanne: "Is this Roxanne who lives in NYC?" Six hours later, a notification popped up: "Yes! I read your profile! This is your cousin! OMG!!!!!! Write back!!!" We have been in each other's lives ever since. But the most beautiful part of the story is our dads. All thanks to Facebook, our dads were able to create a few more memories before my uncle passed away.

One of the most significant powers of social media lies in its ability to break down geographical barriers and bring people together regardless of their location. Through sophisticated algorithms, strangers from across the world are able to foster a sense of global community and understanding. This interconnectedness has helped bridge cultural divides, promote empathy, and create opportunities for collaboration on a global scale.

In the early 2000s, we witnessed the emergence of social media influencers through blogging platforms. The introduction of YouTube brought forth a new type of influencer through video creation. It was in 2010 with the creation of Instagram and Snapchat that the term "Social Media Influencer" began to gain widespread recognition.

Influencers on these platforms have transformed the way brands market their products, reaching millions of consumers through authentic and personalized content. For me, the most exciting influencers are those who are business owners and professionals that create a following around education and entertainment. My TikTok FYP is filled with doctors, scientists, home decorators, writers, photographers, and agents sharing their knowledge and lives with the communities they build.

The idea for this issue came about in 2022 when we recognized that over the past four years, there has been a leveling up, and we wanted to celebrate the genius and creativity of the community. Thank you to the BRP Community, family, friends, and clients who took the time to nominate their favorite influencers in Real Estate!



**A SPECIAL THANK YOU**

As business owners ourselves, we recognize the everyday strain of inflation and a volatile market. When businesses step up in a significant way, it deserves all the recognition and applause. Apart from financially supporting the community monthly, these businesses have expressed a desire to be a part of it in a more meaningful way. These group recognition issues are ONLY possible because of the support of our sponsors.

Thank you to Roxann Rodriguez of All Financial Services and Rachel Oslund of LodeStar Inspection Services from the bottom of my heart for your support for this issue. A personal note for Roxann and Rachel: you helped make the day perfect. Your energy and excitement added to the overall ambiance and success of the shoot! Thank you both!



I now present to you, The Influencers!

Always,  
Jill  
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From left to right: Roxann Rodriguez (All Financial Services) and Rachel Oslund (Lodestar Inspection Services)



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# ANDREW UNDEM

BERKSHIRE HATHAWAY  
HOMESERVICES - SURE GROUP



**What inspired you to start your social media/podcasting journey?** I was an early fan of Gary Vaynerchuck who drilled into my head that you need to be a “media company”. Social media provides a free platform to get your ideas, messages, and brand out there at scale. It’s one of the only FREE tools that gives you a platform of “one to many” - meaning, you can do something once and many people can see it over and over. It scales.

**Share a memorable moment that has happened because of your digital presence.** There’s too many to count. Several of Ryan Serhant’s employees would always comment on my posts thinking I was him. Then we met, hit it off, and I ended up hanging out with him for a day in NYC at his office. That was a cool one.

**How has social media positively impacted your life?** I have been able to expand my personal brand which has led me to help many clients accomplish their real estate goals, and win big in the process!

**Connect with Andrew:**  
**Instagram:** @undem | **Facebook:** Sure Group Real Estate  
**LinkedIn:** Andrew Undem | **TikTok:** @undemrealestate  
**Podcast:** Andrew Undem Podcast  
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**What drives you to continue to create?** It’s a necessary part of any aspirational agent’s marketing mix. You need to stay top of mind with your sphere of influence.

**What are your favorite social media and digital platforms and why?** I like Instagram stories the best. They’re real, authentic, behind the scenes by nature, and they populate to Facebook. It is easy to post there and not have to worry about editing and overthinking it.

**What tools and apps do you use to enhance your content?** We are so fortunate to have an in-house videographer and social media guru named Brandon Lardner. He has an impressive tech stack to enhance our team’s marketing.

**How do you balance authenticity and privacy?** This is a good question - I put myself and my family out there and get asked this a lot. One of the most important questions people have to ask themselves is “do I live in a friendly or hostile environment?”. I choose to believe that I live in a friendly environment and it’s worked out well so far.

**What tips do you have for growing your audience organically?** Be consistent. Be authentic. Be helpful. And be a student. No one wants to follow someone who they can’t learn from or who does not make them laugh.

**What advice would you give to someone looking to build their personal brand on social media or start a podcast?** Be clear. Clarity is a superpower. You need to be clear on who you are, what you want, and what price you are willing to pay to get it.....and there’s always a price.

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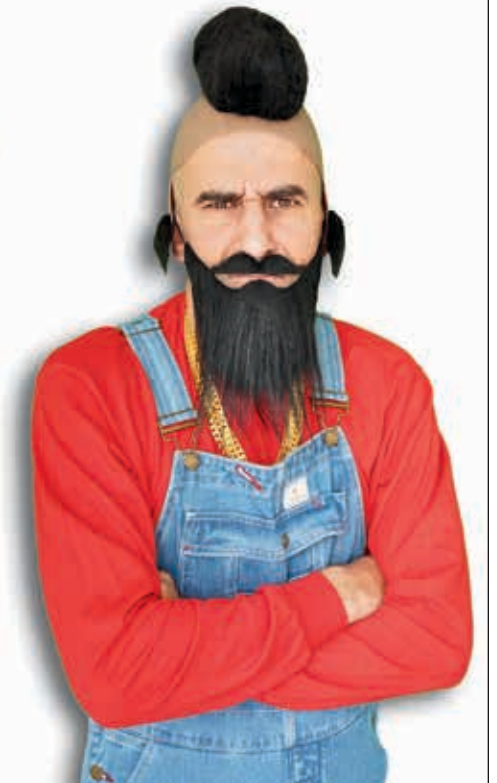
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▶ the influencers

Photo by Roy Cox

# ANNIE BALCERZAK

AB & CO REALTORS - THE BALCERZAK GROUP

**What inspired you to start your social media journey?**

I'm not sure what started it, but for me it's evolved into a personal blog that allows me to be me and connect with many people at one time (especially my stories) where I can share all things both personal, professional and fun.

**Share a memorable moment that has happened because of your digital presence.**

Losing my Dad & his battle with cancer was the hardest thing that's ever happened to me - and I shared that journey on my Instagram as an outlet. The outpouring of love and support and the bond I formed with people who had also lost a parent - it truly got me through and helped me cope.

**How has social media positively impacted your life?**

Being able to connect with strangers who become close friends! Some of my closest friends on social I've never met in person. We support one another wholeheartedly and it's a very cool, unique experience.

**What drives you to continue to create?**

It comes very naturally to me. I enjoy it. My style is not curated. I am creative at heart so it gives me a chance to share my creativity.

**What are your favorite social media and digital platforms and why?**

My main platform is Instagram. That's where all my closest friends and followers are. I get the most engagement there and feel I can express myself without judgment.

**What tools and apps do you use to enhance your content?**

I only use the Instagram tools within the app. I don't use outside apps or tools.

**How do you balance authenticity and privacy?**

I don't. Personally I connect more with people who share the wins and the losses. Being valuable can be powerful and I think more people identify with that than the super curated, perfectness that sometimes social media portrays.

**What tips do you have for growing your audience organically?**

Post way more than you feel comfortable with. The portion of your audience that actually sees your content is so minimal!! The more you post, the more people will see it and you're more likely to connect with more people. You can also boost stories which is a cool way to get in front of people that have the same interests as you.

**What advice would you give to someone looking to build their personal brand on social media or start a podcast?**

Go into it as if no one can see what you're posting. It allows you to be completely YOU. Post A LOT. Stop caring about what other people think. There are opportunities out there waiting for you! Go show the world who you are!

**Connect with Annie:**

**Instagram:** @Abalcerzak



►► the influencers

Photo by Roy Cox

# BRIYANA PATEL

VYBE REALTY - WHITE OAK HOME GROUP

**What inspired you to start your social media journey?** My journey started the moment I realized that the collaborative nature of Social Media could be an outlet and an asset in my day-to-day activities. Although that beginning didn't start with real estate, it has built upon the audience that has been a part of my journey just the same. Understanding the impact of Social Media and having the ability to stay connected with friends, family, and

especially my online community, has been the biggest tool and driving force in carrying out this journey thus far.

**How has social media positively impacted your life?** Social Media has challenged and shaped me in more ways than I could ever express. It sounds funny to say, but the reality is that through years of being active on Social Media, it has pushed me out of all my comfort zones in the best way. The most positive thing it has brought to my life is all the everlasting connections. Whether it be collaborations with brands,

companies, professionals in other industries to my best friends, it keeps me connected and I'm proud of the network I have built.

However, I've always looked at social media as if it were my digital diary sharing only what feels genuine and comfortable. Just like most people who actively use Social Media, you'll only see part of the picture, but that doesn't make it any less authentic. Authenticity doesn't necessarily mean sacrificing privacy, but it's about finding what feels like the right balance for you.

**What tips do you have for growing your audience organically?** Be curious with yourself about exploring what message you'd like to engage in the world with. Then, align yourself with that person and experiment with content ideas until something sticks/feels right, and the right audience will always find you!

**What advice would you give to someone looking to build their personal brand on social media or start a podcast?** Just do it. I know it can be terrifying but take the first step, follow your vision, and put yourself out there. There is always an uncomfortability when you're doing something that others do not understand, but the amount of opportunities out there are endless so don't let what anyone thinks get in the way. Just keep going!

**What drives you to continue to create?** I've always used content creation as a form of self-expression. Whether it's me sharing what I'm doing, wearing, eating, or anything in between, it has given me a place to be exactly who I am just as I am. That will always be more than enough of a reason to never stop creating.

**How do you balance authenticity and privacy?** Despite being very active on social media, I'm a very private person in "real" life.



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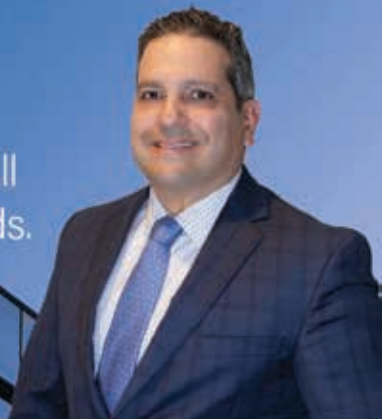
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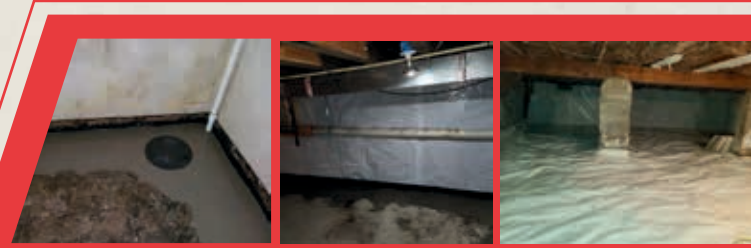


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Photo by Roy Cox

# CHI YAN

REAL BROKER - THE CHI TEAM



**What inspired you to start your social media journey?** With social media, I am able to showcase who I am as a person rather than just a Realtor. I can show what I look like, what I sound like & how I communicate. Once I meet with a potential client, they are already ready to work with me. That's the power of social media.

**Share a memorable moment that has happened because of your digital presence.** Random people and people in the industry share their positive thoughts about my posts on social media. Each person will tell me specific videos or topics that I have shared recently or years ago. If you make a memorable video, people will remember it.

**What drives you to continue to create?**

I am able to make connections with people from all around the US and around the world. I have received business & referrals from coast to coast. I just got a referral from an agent who is in Puerto Rico. I am helping a buyer who is moving from Germany to Baltimore from a TikTok loan officer. Those things cannot happen without social media.

**What are your favorite social media and digital platforms and why?** My favorite platform is TikTok. It is the most organic and creative platform today. I can make a video that could go viral in less than 5 minutes. It can be as short as 10 seconds or as long as 10 minutes. It allows me to truly express who I am as a person and Realtor for everyone to see.

**What tips do you have for growing your audience organically?** I know it is a cliché, but you have to be yourself. I tell people that you are not filming Shawshank Redemption. It is a video on social media. No video is perfect. Not everyone is going to see it. Be as silly as you want and be as serious as you want. If you can make people laugh and educate them at the same time, people will remember you for it.

**What advice would you give to someone looking to build their personal brand on social media or start a podcast?** Be dedicated. No different than any other way to market yourself, it is the consistency. Just like farming a neighborhood with letters and postcards every month, you educate your social media audience every week or every day. You cannot stop after 3-6 months because you have not gotten any business from it. It is the seventh month when buyers and sellers start reaching out to you because they have been watching you for the last 6 months. Be yourself and have fun.

**Connect with Chi:**  
Instagram + TikTok: @HChiTV



Photo by Roy Cox

# EMILY TURNER

COMPASS - THE BALDWIN & GRIFFIN GROUP

### What inspired you to start your social media journey?

“Emily in Baltimore” was actually inspired by the Netflix show “Emily in Paris.” After Covid impacted my job in New York City, I returned to my hometown, Baltimore. Exploring the city’s charming houses and sharing them on Instagram became a way to connect with people during the pandemic. Baltimore became my Paris, leading me to pursue a real estate license in October 2020, coinciding with the show’s release. The name “Emily in Baltimore” reflects my journey of finding beauty and connection in the city during challenging times.

### Share a memorable moment that has happened because of your digital presence.

Social media, especially Instagram, has been instrumental in connecting me with clients. One standout experience was representing the sellers of a historic rowhome in Charles Village, a favorite to this day. The sellers appreciated my marketing approach and granted me creative freedom, resulting in 13 offers and over 100 attendees at the open house. This marked a significant milestone in my career, and I’m grateful for the sellers’ trust in allowing me to showcase their home in a unique way.

**How has social media positively impacted your life?** Through social media, I’ve met so many amazing new friends and clients, and it has also allowed me to reconnect with



old friends. Early in my career, a friend I took swim lessons with at the YMCA in Dundalk reached out about listing her home in Rodgers Forge. We sold that and found a new home for their family. It was so much fun to reconnect with her and her family, who I hadn’t seen in years. I’ve also met so many neighbors and new friends through social media. It’s so fun when I post a house, and someone DMs me, saying, “I grew up in that house,” or they tell me a story about the neighborhood. I look forward to getting those messages.

### What drives you to continue to create?

I strive to create positive content about Baltimore City, which is usually portrayed negatively in the media. There is so much to love about the city and so many neighborhoods to explore here. You just have to find the right one for you, and that’s part of my job and what I love to do. When I receive positive feedback, it really pushes me to create more.

### What advice would you give to someone looking to build their personal brand on social media or start a podcast?

My top advice is to simply be authentic and consistent. Enjoying what you share on social media makes it much easier. If you try to imitate other influencers instead of staying true to yourself, it will become more challenging. Posting about the things you genuinely like in your daily life makes it more enjoyable, and you’ll engage with people who are similar to you!

### Connect with Emily:

**Instagram + TikTok:** @emilyinbaltimore  
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# JOE WANDISHIN

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**How has social media positively impacted your life?** While this may sound crazy, it has awarded me more time. Because you can market to the masses with a simple click of a button; it saves time vs. traditional marketing strategies. Work smarter, not harder!

**What tools and apps do you use to enhance your content?** In reality, OUTSOURCING. Finding someone that can help film and edit can be pivotal to churning out quality content. You can have the best idea, but it's just an idea until it's created. A lot of the magic can happen on the editing floor.

**How do you balance authenticity and privacy?** It's hard. Perception can become reality. Personal posts get so much more engagement than business almost every time. But you have to find out where you draw the line to allowing the general public into your circle. Everyone has a different tolerance, I guess.

**What tips do you have for growing your audience organically?** Be AUTHENTIC. People are driven to that... and will want to see more. If you are serious, put serious stuff out there, if you are goofy, be goofy. There is definitely some cringeworthy content out there, where you see someone trying to be something they are not. Hard to watch and hilarious for all the wrong reasons, lol.

**What advice would you give to someone looking to build their personal brand on social media or start a podcast?** Think about what makes you unique, and then exploit the shit out of that for all to see. Being like everyone else is boring... be like YOU.

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# KELLY SCHUIT

NEXT STEP REALTY - THE W HOME GROUP

### What inspired you to start your social media journey?

When I got into real estate, I was leaving a corporate job and needed to quickly replace a high income. I didn't have a lot of money to invest in advertising or leads, and I saw an opportunity on Instagram that, at the time, was largely underutilized by realtors on the East Coast.

### Share a memorable moment that has happened because of your digital presence.

During COVID, I was engaging with an agent so much on Instagram that I forgot we had never actually met in person. She decided to come work here, and during our first meeting, I hugged her saying "it's so great to see you," and she's like, "yeah, it's also great to meet you." It was impactful to me how much you can get to know someone behind a screen and how those relationships can transcend into something really special in real life.

### How has social media positively impacted your life?

People reach out every week telling me how I have been an inspiration to them or how I have given them the confidence to try something new in their professional life or get started investing in real estate. It means a lot. I also get a front-row seat to people doing incredible things in



their own lives, and that inspires me to keep bettering myself and to not get complacent.

**What tools and apps do you use to enhance your content?** I love Cap Cut to edit videos, I use VSCO for filters, and my team and I use Canva for pretty much everything we create. It keeps us organized and all of our logos and fonts and content consistent, which is a big pillar of mine.

**How do you balance authenticity and privacy?** I don't think social media can ever be fully authentic. We become characters or exaggerations of ourselves and connect over moments that we are willing and able to broadcast to literally everyone. The risk with social media is believing whatever you see is the whole story and making judgments off of that. Everything I post is a small part of the big picture. My most private, intimate, vulnerable moments are never going to make it to my media, regardless of how real I am keeping it with my followers.

### What tips do you have for growing your audience organically?

Be consistent and be you. There are SO many incredible accounts to follow and borrow from, but you will find the audience who is most loyal and most reflective of who you want to connect with and work with when you are the most yourself. Give people things they can connect with you about. Companies spend millions to make their brand sound like a person - don't spend your time trying to become a brand, just be yourself, and you will attract the right audience, and that audience will love you for it.

**Connect with Kelly:**  
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# KYNDLE QUINONES

MAIN STREET HOME LOANS



**What inspired you to start your social media/podcasting journey?** I wanted to show people that mortgages don't have to be such an intimidating thing. Break the stigma of talking about money, income, credit scores, and inspire people to become homeowners.

**Share a memorable moment that has happened because of your digital presence.**

A past client shared that one of my videos (the ABC of budgeting) helped her and her husband get their finances in order.

**How has social media positively impacted your life?** Social media has helped grow my business and teach people all about the homebuying process. It feels good to help teach the younger generation of homebuyers.

**What drives you to continue to create?** The drive to keep growing my pages and grow my business. I want to continue to help educate people about the mortgage world, especially with a lot of misinformation out there.

**What are your favorite social media and digital platforms and why?** Facebook is one of my favorites because the majority of my friends and family are on there. I enjoy scrolling on Instagram and TikTok to get fun and creative content ideas.

**What tools and apps do you use to enhance your content?**  
Canva, Capcut, Veed.io, Adobe suite

**How do you balance authenticity and privacy?** I try to be my full authentic self and show my personality in all videos. I share personal stories from my life and business in order to build a close bond and trust with my followers. Once the trust is built, the more they will listen to what you have to say about your niche.

**What tips do you have for growing your audience organically?**  
Be yourself. Share personal stories and experiences. Show your personality. Share wins and losses. Be completely vulnerable and don't overthink anything.

**What advice would you give to someone looking to build their personal brand on social media or start a podcast?** Find your niche and stick to it. Build trust with your audience by being personable and showing your authentic self. Viewers will choose you based on you and then your content.

**Connect with Kyndle:**  
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**Instagram:** @kyndlequinones;  
@mainstreetsevernapark  
**TikTok:** kyndle\_quinones

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# LAUREN DiMARTINO

EXP REALTY - JOINT LEGACY HOME GROUP

### Share a memorable moment that has happened because of your digital presence.

A client discovered me through social media, expressing an interest in beginning their journey into real estate investing. Over time, we've successfully navigated not just one, but our second property purchase together. Witnessing their growth as a real estate investor has been so fulfilling, but what truly stands out is the meaningful friendship we've created. It's a testament to the impact of genuine connections formed through digital platforms. This experience reaffirms my belief in the power of collaboration and community in achieving success.

### How has social media positively impacted your life?

Social media has been instrumental in amplifying my voice and sharing important messages with a wider audience. Whether it's promoting financial literacy, educating the real estate community, or simply spreading positivity and inspiration, I've found that social media provides a powerful platform for making a difference in the world.

### What are your favorite social media and digital platforms and why?

My favorite social media platform is Instagram. I love how visually engaging it is, allowing me to showcase my personality, interests, and expertise through photos and videos. Instagram's user-friendly interface makes it easy to connect with my audience, share valuable content, and interact with others in a meaningful way.



**What tools and apps do you use to enhance your content?** Planoly and CapCut allow me to schedule and create.

**How do you balance authenticity and privacy?** Balancing authenticity and privacy is a journey I'm continually navigating. I believe in being transparent with my audience about the fact that, like everyone else, I'm still figuring it out. While I strive to be open and genuine, I also recognize the importance of maintaining boundaries and not disclosing too much personal information. Ultimately, I want my audience to feel informed, inspired, and supported when they visit my page.

### What tips do you have for growing your audience organically?

- **Consistent Schedule:** Stick to a daily posting routine to keep your audience engaged.
- **Diversify Content:** Share both real estate insights and personal experiences to connect with your audience on a deeper level.
- **Real Experiences:** Share authentic stories and milestones to foster relatability and engagement.
- **Direct Engagement:** Speak directly to your audience in your captions and encourage interaction through comments and messages.
- **Easy Contact:** Make it simple for potential clients to reach out by including clear contact info in your bio.
- **Algorithm Awareness:** Stay updated on social media algorithms to optimize your content strategy for maximum reach and engagement.

**What advice would you give to someone looking to build their personal brand on social media or start a podcast?** Don't be afraid and post now. You can't reach your audience if you never begin to connect with them.

### Connect with Lauren:

- Instagram:** @Lauren.DiMartino
- Facebook + LinkedIn:** Lauren DiMartino
- TikTok:** LaurenDiMartino
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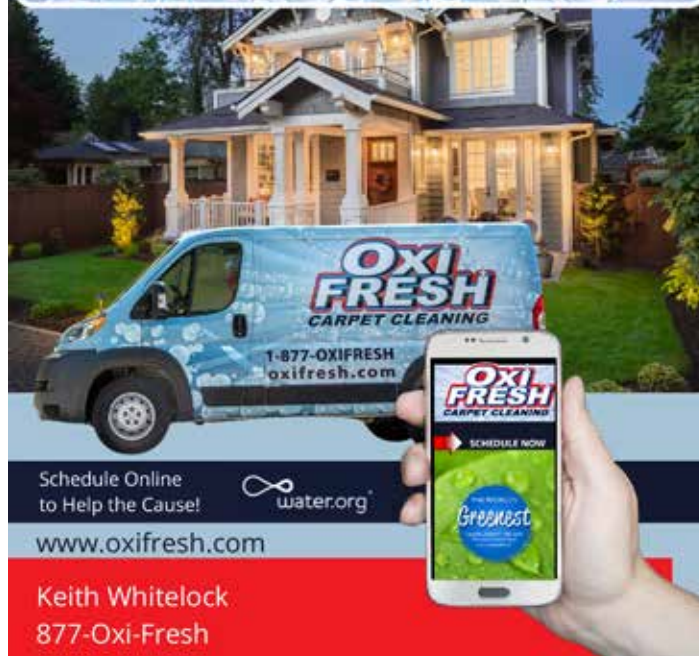


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# LEXI DePASQUALE

NEXT STEP REALTY

**What inspired you to start your social media journey?**

Full transparency, boredom. I grew up with social media; Facebook and Instagram were created in my high school years, so I've always been active on them. I started posting on Instagram more consistently during the pandemic after being excluded from my kids' dance videos lol. I decided I'd make my own on Instagram since Tiktok has never really been my thing. I researched how to grow my following, implemented those techniques, and remained consistent, and it took off fairly quickly.

attract authentically what is for me. My real estate business is 100% referral and social media-based; I generate more passive income than I used to make working full time, and it allows me to express myself, which is important to me.

**What tools and apps do you use to enhance your content?**

Ring light, Lightroom, Capcut, Manychat, Flodesk, Splice, Canva, Coffee & Contracts. I've also experimented with many other apps, but these are the ones I use regularly.

**What tips do you have for growing your audience organically?**

Consistency, consistency, consistency. Most people want the "quick fix" to building a brand online, but all you really need to do is commit. Just like prospecting in real estate. The more consistent you are, the better the return. My biggest suggestion is to just show up, unapologetically and authentically. It's not always about your follower count either; it's about how many eyes are on your content daily.

**What advice would you give to someone looking to build their personal brand on social media or start a podcast?**

Just get started. You'll work out the rest along the way.

**Share a memorable moment that has happened because of your digital presence.**

Honestly, there have been many. When I first started the journey and was just under 10k, I would have people locally recognize me from my content. I've had conversations with and have celebrity followers - one from the Office, a few RHW, major league players, etc. It's neat! I've also reached the point where I'm monetizing; it's been quite the journey. You'll be surprised by who's watching you and inspired by you.

**How has social media positively impacted your life?**

Social media is not only a way to market myself and my business, but it's also a creative outlet for me. I'm naturally outgoing, charismatic, funny, and eccentric, so social media allows me to be myself and



**Connect with Lexie:**  
 Instagram: @lexidepasqualerealtor  
 Facebook: @alexisdrealtor

► the influencers

Photo by Roy Cox

# MOLLY REED

COMPASS

### What inspired you to start your social media journey?

When I first got into real estate, I was told to learn scripts, cold call, and door knock. Immediately, I knew that was a hard 'no' for me. I knew I could build my business in a different way, centered around community and attracting my clients instead of chasing them. I had used Instagram in the past to grow another business, so I had the basic understanding of how well it could work. Quickly after starting @rove\_residential, I saw the direct impact that I was having on my community and started attracting clients who wanted to work with me just because they saw value in what I was posting. Plus, I get to tour beautiful homes all day, and people love to see beautiful homes.

### How has social media positively impacted your life?

I have met SO many friends through social media. Yes, there are friends that just stay online, but I have also brought many of those relationships into real life, and I love feeling so connected to my community. I've met a ton of people on Instagram who I may not have met otherwise. On top of that, Instagram has had a major impact on the bottom line of my business. With over 50% of my business coming directly from Instagram, my business wouldn't be where it is without it!

**How do you balance authenticity and privacy?** My business profile and personal profile are one and the same. I share my day-to-day, family life, home, travels, etc., because this is what my audience is actually connecting with. By the time they message me about real estate, they already know, like, and trust me. I post about real estate education, local spotlights, travel, and my personal life, but I keep everything positive. I always tell my clients and community on Instagram that I'm an open book. Transparency is huge for me in business. If I'm having a bad day or going through something personally, I choose not to post anything at all.

**What tips do you have for growing your audience organically?** Be social! It's called social media for a reason. In order to grow your audience organically, you need to spend time intentionally engaging with your community online. This means following, liking, and messaging others, especially those people who are following you. Another way to grow your reach is to spend time at and post about businesses that you love and support. This could be the local coffee shop you go to every day or your favorite dog park. Whatever it is, lean into your interests and find others who are interested in the same things.

### Connect with Molly:

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# MONTAZ McCRAY

KELLER WILLIAMS REALTY CENTRE



**What inspired you to start your social media journey?** Successful social media realtors

**What tools and apps do you use to enhance your content?** I have a professional videographer and photographer who edits all of my content.

**Share a memorable moment that has happened because of your digital presence.**

Instantly connecting with clients that have found me on social media

**How do you balance authenticity and privacy?** I share just enough, but I'm super private. My privacy is paramount because real estate sometimes forces you to be a socialite.

**How has social media positively impacted your life?**

It has allowed me to create relationships and build connections with people who have similar goals. In addition, it's been encouraging to witness my growth over time.

**What tips do you have for growing your audience organically?** Be yourself

**What drives you to continue to create?** My passion to keep improving and innovating.

**What advice would you give to someone looking to build their personal brand on social media or start a podcast?** Be authentic and consistent. It takes years sometimes, but take a step each day and pray.

**What are your favorite social media and digital platforms and why?** Instagram.

I'm not sure why, but I'm just obsessed with that app. I've learned so much from many different users on the platform.

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# PHIL GERDES

THE GERDES TEAM W/ REAL BROKER, LLC



**What inspired you to start your social media/podcasting journey?** I understood very early on that people wanted to know the story, the process, the good, the bad, all of it. With that, I committed to sharing my truth and offering value on social media.

**Share a memorable moment that has happened because of your digital presence.** So many moments have been valuable to me, but the most memorable is always when someone comes to me and shares how something I shared was able to do a small part in helping and blessing them.

**What drives you to continue to create?**  
I love it! I love to create. I am a creative. Sharing in new ways, and serving through a creative lens, it's been amazing.

**What are your favorite social media and digital platforms and why?** My favorite platform is Instagram; I love the beauty-first approach. From there, it's been around for a long time, but it's Facebook. I love the group function and how it allows you to build a like-minded community.

**What tools and apps do you use to enhance your content?**  
I use my media team. Hahaha.

**How do you balance authenticity and privacy?**  
Authenticity and privacy are not, to me, mutually exclusive. I share what I am comfortable with, and I honor what I am not.

**What tips do you have for growing your audience organically?** Journal your journey, all of it. Decide who you are talking to and the problems they face, and offer them value through your journey, through stories of your journey. Also, decide on a frequency of posting and stick to it.

**What advice would you give to someone looking to build their personal brand on social media or start a podcast?**  
Just do it. Open yourself up and do it. Do not seek vanity metrics; instead, aim to create true connections.

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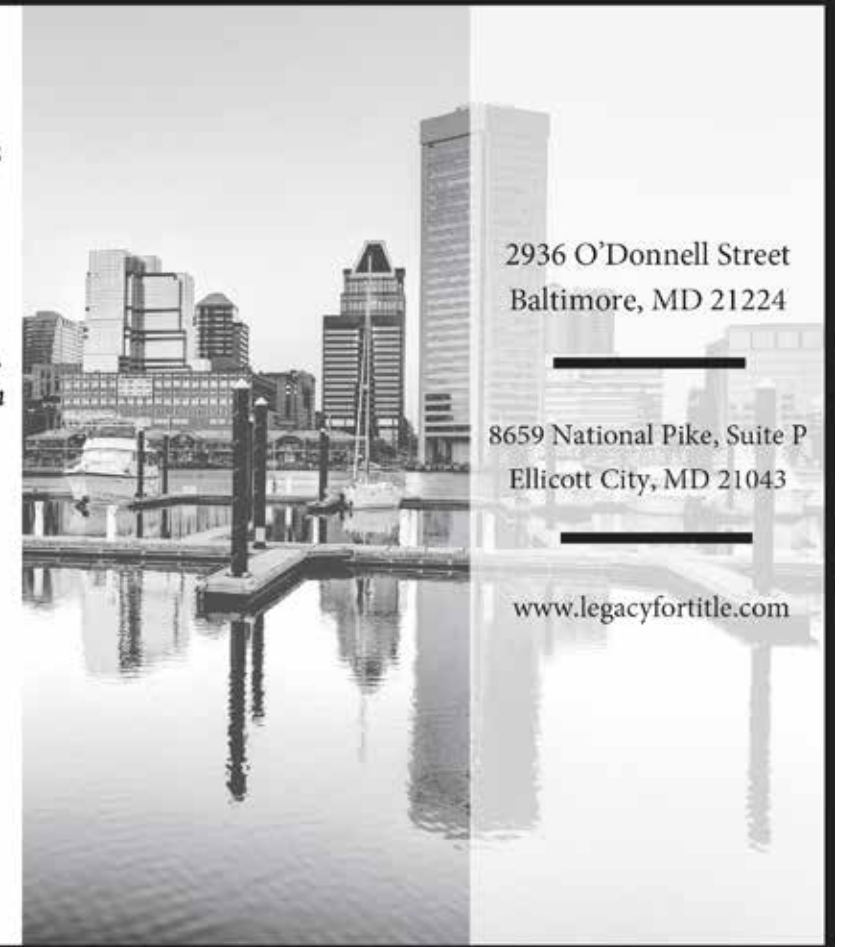
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## ▶▶ the influencers

Photo by Roy Cox

# SARA O'MALLEY

AB & CO REALTORS - THE BALCERZAK GROUP



**What inspired you to start your social media journey?**

With a degree in broadcast journalism, getting on camera was comfortable for me, and social media seemed like an effective way to stand out in the real estate industry. I saw the potential to connect with a larger audience from other influencers and love sharing my day-to-day, so it was the perfect fit.

**How has social media positively impacted your life?**

A lot of people say social media impacts them negatively, but I think it's all about how you use it. I follow and connect with people who I get value, laughs, and inspiration from. I've met some of my closest friends and best clients through social media, and I wouldn't have these relationships if not for the platforms!

**How do you balance authenticity and privacy?**

I am an open book about pretty much everything. I share a lot of my personal-ity, family life,

and life experiences with my followers. However, the "Close Friends" feature on Instagram allows me to speak to my closest friends and those who I know align with my specific values. I use this feature a lot!

**What tips do you have for growing your audience organically?**

Be authentic, always! I have found that my super curated, thought-out content does not have as much of a reach as my organic, on-the-go content that other people resonate with. Talk about things other than your profession! While real estate is interesting, almost no one I know follows me only for industry advice and pretty homes. We have something in common that brings us together, and real estate is a fun second way to connect.

**What advice would you give to someone looking to build their personal brand on social media or start a podcast?**

If you're going to build a personal brand, make it just that, personal! Others will 100% be able to see through your facade if you're showing up as someone you're not. Do what makes you comfortable - whether that's posting pictures, talking on camera, showing up on Facebook, or doing dances on TikTok. The people you vibe with and who will treat you with respect when doing business together will gravitate toward you. By being authentic and real, and staying true to that "brand" that is you, you will set yourself up for success in any industry. It's not about what you're selling - it's about who's selling it.

**Connect with Sara:**

**Instagram:** @sarawomalley  
**Facebook:** @saraomalleyrealestate

Photo by Roy Cox

# TINA BELIVEAU

EXP REALTY - THE BELIVEAU GROUP

**What inspired you to start your social media/podcasting journey?** The beginning of my hyper growth was back in 2013/2014 when I started to lean really hard into Facebook. I organically created a potent brand by simply sharing consistently about my passion for real estate, listings, and marketing, and being very focused about sharing my results. This elevated me in my sphere's mind from 'regular buyer agent/realtor' to being thought of as one of the very best in the industry, and a connector who knows anyone and everyone in my market. It supercharged my business. I will love and appreciate FB forever for what it did for my business. My brand & results led to many opportunities (production, rankings, team growth, brokerage leadership, speaking gigs) that eventually led to my current focus - my course for agents (High Performance Agent Academy -

launched in 2022) and the podcast I launched to complement it in 2023 (The High Performance Real Estate Agent Podcast). I love that the Internet makes it possible to expand my reach, impact more people than I'd ever meet in real life, and do what I love the most with complete geographic and time flexibility.

**What tips do you have for growing your audience organically?**

What's worked for me: Lean into the platforms that are as natural and enjoyable as possible. Give yourself permission to experiment - and at the same time, understand that algorithms reward consistency. Let yourself be creative and real. We are in an authenticity movement on social media now. There is no need to be highly designed and "Canva'd". Share your knowledge and expertise in a way that is as grounded, direct, and helpful as possible, and people will follow. One of my sayings lately is that "I'm not cool on Instagram". That just isn't me! My IG has been a very powerful tool for me but chasing viral type results is empty and frustrating. When I focus on giving, connecting, and sharing, that is when the real results show up for me. You don't need thousands of followers or story views to get results. Like all aspects of working by referral, you probably already have everyone you need at your fingertips, so don't forget about the great relationships you already do have while pursuing new ones.

**What advice would you give to someone looking to build their personal brand on social media or start a podcast?** For a podcast: First of all, I'm happy to share info with you so reach out! I found it very helpful to take Jenna Kutcher's podcasting course (I really don't do new things without finding a proven strategy to use as my template first) and then I hired a podcast manager to do all my editing and episode posting, because I knew I would never be consistent without admin support. My podcast has been in the top 5% of podcasts internationally since launching - these two ingredients (plus consistent episode releasing every single week, and engaging my audience) have been major reasons why it's worked so well.

**Connect with Tina:**  
**Instagram:** @tinabeliveau  
**Podcast:** The High Performance Real Estate Agent Podcast



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# YVETTE FLORES

BERKSHIRE HATHWAY HOMESERVICES PENFED REALTY

**What inspired you to start your social media/podcasting journey?** I wanted to educate and empower others by sharing my knowledge and experiences to help them get started with confidence.

**Share a memorable moment that has happened because of your digital presence.** When I received a heartfelt message from a follower expressing how my content had inspired them to pursue a career in real estate. It was incredibly rewarding to know that my online presence had a positive impact on someone's life and motivated them to take action toward their goals.

**How has social media positively impacted your life?** Social media has helped me stay connected with friends and family and has helped my business thrive.

**What drives you to continue to create?** Whether it's through sharing knowledge, inspiring others, or sparking meaningful conversations, I find fulfillment in knowing that my creations have the potential to impact lives positively.

**What are your favorite social media and digital platforms and why?** Facebook & IG

**What tools and apps do you use to enhance your content?** Captions App

**How do you balance authenticity and privacy?** Sharing stories, experiences, and insights that reflect who you truly are, while still honoring your boundaries.

**What tips do you have for growing your audience organically?** Just be who you are.

**What advice would you give to someone looking to build their personal brand on social media or start a podcast?** Stop caring what others think and just do it.

**Connect with Yvette:**  
Facebook: [yvettefloresrealestate](https://www.facebook.com/yvettefloresrealestate)





▶▶ partner spotlight

By Lauren Stevens  
Photos by Keith Robinson

# Malcolm CRANE *of Fairway Independent Mortgage*

## TAILORED EXCELLENCE

positive mindset. Born and raised in Brooklyn, New York, Malcolm relocated to Baltimore to attend Morgan State University. After graduating with a degree in Marketing, he found himself contemplating various career paths, including following in his parents' footsteps

as educators. He took a job at Wells Fargo Financial selling mortgages, auto loans, and credit cards. He says this laid the foundation for his career, helping him fine-tune his skills, especially communicating with customers. Within his first year, Malcolm was a top producer within the company and was promoted to branch manager.

In 2010, Wells Fargo Financial closed down just as Malcolm and his wife, Knajell, were planning their wedding and building their first home. Malcolm tried out a few different opportunities, first at Wells Fargo Mortgage, where he averaged \$100 million per year in refinances alone. He again became one of the top producers within the company. He moved to George Mason Mortgage where he worked as a branch manager for a year, which allowed him to work more directly with REALTORS®. Six years ago, he founded the Crane Team.

For 16 years, Malcolm Crane has been helping clients with homeownership through personalized lending services. He recognizes that no two clients are the same and he and The Crane Team at Fairway Independent Mortgage tailor each deal and provide authentic customer service. "It could be a \$50,000 loan [or] a million dollar loan. I'm going to treat everybody the same...I try to treat my clients like my family and my friends...[and] give them advice that I think is going to help them. I don't give advice based off of me trying to get a sale." Malcolm calls this combination a "formula that works." With the support of his incredible team, Jeanean, Lindsay, Shay, and Kelly, he hopes to grow the brand even further, including opening some additional offices.

Over the course of his career, Malcolm has originated over \$750 million in residential loans. He credits his achievements to hard work and keeping a

What sets the Crane Team apart isn't just his impressive track record or his ability to close loans "freaky fast." It's his dedication to his clients. "My team and I, we try to do a good job of explaining the process upfront, making sure that our clients are as informed as possible. I think that's important. And then you know that client is fully equipped." He boasts a 100% preapproval to close conversion rate, and prides himself on creatively handling difficult files. "I just closed a loan in 10 days from start to finish for a client that was turned down by another bank...My knowledge and my creativity sometimes can get deals done that other lenders cannot."

For Malcolm, success isn't just about the bottom line—it's about empowering others to reach their full potential. He is a living example that hard work and perseverance truly pay off. "Six years ago, I kind of started from scratch. I had to develop relationships with REALTOR® partners. It took me some time to get to that point. But then, you know, I started developing some really good relationships, and business was great." Like the rest of the real estate industry, higher interest rates have had an impact on The Crane Team. But, as with all the challenges he's faced, Malcolm has stayed focused and driven, and his business has continued to grow despite this economic trend.

Malcolm's true passion is empowering and inspiring others. As a devoted husband to Knajell and father to 15-year-old Cameron, 12-year-old Cayden, 7-year-old Carter, and 3-year-old Cayla, Malcolm is dedicated to helping his family navigate life's complexities with a positive attitude. He supports local causes through volunteerism, including offering financial literacy seminars for youth. Malcolm's love of people and his capacity to build relationships is his driving force – personally and professionally. "I'm passionate about helping people fulfill their destiny, and being the best that they can be and getting the most out of myself. That's what excites me." The best is yet to come!



Malcolm Crane, Jeanean Lawson, Lindsay Gale and Shay Bruton



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▶ partner spotlight

By Pat Rippey  
Photos by Alex Krebs



# MICHELLE & GARY KRUPKA

OF GREENSPRING TITLE COMPANY **BETTER TOGETHER**



A seemingly insignificant decision can change the course of your life. That's the case for Gary and Michelle Krupka. It was 2005; the setting was a ballroom at the Hyatt Regency in Baltimore. A wedding was about to begin, and Gary, friend of the groom, grabbed the empty seat next to Michelle, friend of the bride. They talked, they laughed, they danced—and 19 years later they are married, parents of two, and co-owners of Greenspring Title Company.

A lot has happened since then; they are currently living the crazy, busy life of parents with active kids. "I spend a lot of my time in my car," Michelle says,

but it's obvious she loves it. Their 12-year-old daughter Daphne plays several sports (Gary coaches her softball team), and 10-year-old son Spencer is into sports, theater, and music. They live in Timonium with their 16-year-old rescue dog, Bernie.

The joint venture was Gary's idea; through his real estate law practice he developed referral relationships and conducted settlements with the firm's affiliated title companies (including Greenspring Title, before he purchased it), and he thought it would be profitable and a good fit for Michelle. Her sales experience and his legal and title experience

seemed like another perfect marriage, and they became owners of Greenspring Title in 2019.

### SEPARATED BUT CONNECTED

According to Michelle, the two have very separate roles. “The less we have to actually work together, the better we work together,” she jokes. I prodded and asked who wins the arguments about the business—and the answer is they rarely disagree on decisions related to a transaction. Gary gives credit to Michelle; “She’s running the show, the day-to-day, managing our staff, and generating new business. I get involved when I’m needed.” Michelle adds, “What Gary does is separate but very much connected.”

Gary has been practicing law for almost 19 years, and was named a partner at Blibaum and Associates in 2018, a firm that primarily represents property management companies and landlords. He explains that recent changes to Maryland law have significantly altered the protections of tenants and responsibilities of landlords, creating a dynamic legal landscape that profoundly impacted the industry. His firm is dedicated to understanding the nuances of the emerging laws and is uniquely qualified to provide up-to-date advice and representation to clients.

There are definite upsides to working in the same industry. As Michelle points out, “working together has actually made us a lot more respectful of each other having to take calls and do work in off hours. The minute he needs to take a call, I jump into parent mode, and vice versa.”

They are united in their philosophy of good communication and positivity in their business. Michelle uses a lesson learned from sales training and tries not to overwhelm people with industry jargon. “It’s easy when you do something every day to forget that the client is not in it, they don’t know the term. There is a balance between talking down to someone and explaining it in a way that is respectful.” Their extensive positive Google reviews attest to the great communication and explanations clients receive.

In addition to gaining some home buyer clients through Google reviews, Michelle continues to build relationships with realtors and lenders. She knows the importance of the long game. “People don’t change the vendor they use just because you bought them a cup of coffee, they change because they like you. You stay top of mind so when the person they normally use is not a good fit for them anymore, you’re the person they try next.”

### “I DON’T BRING THE PARTY; I BRING THE PAPERWORK”

Michelle says she works hard to create and maintain relationships in the industry. She relies heavily on her processors, Heidi and Nicole, but prefers to attend the closings to meet clients, lenders, and agents. She doesn’t go so far as to make it a celebration. “I want them to think of us as the serious people that put it all together correctly and make sure that nothing is going to go wrong.” She adds, “I don’t bring the party; I bring the paperwork.” Together, this ‘party of two’ is serious about getting the job done right.



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# Granite PRO



▶ partner spotlight

By Abby Isaacs  
Photos by Alex Krebs

*Transforming Homes with  
Quality Craftsmanship*



Dean Brady and Ron Chiu

In the vibrant heart of Columbia, a newly-opened showroom stands as a testament to American ingenuity and craftsmanship. GranitePro, co-founded by Dean Brady and his lifelong friend and business partner Ron Chiu, brings a new standard of excellence to Maryland homeowners, backed by their combined 40 years of experience.

“Our whole business is built around providing high-quality products and extreme reliability. A lot of our customers say it’s the best experience they’ve had throughout their whole entire construction process,” Dean said.

In addition to their new showroom, they have a state-of-the-art fabrication facility in Eldersburg, equipped with cutting-edge digital technology. Their commitment to American-made values is evident. As second-generation granite professionals, Dean and Ron have refined their craft to consistently exceed expectations. “We manufacture everything here,” Dean proudly said. “We provide good quality wages, good quality health insurance. We really care about our team and our employees.”

GranitePro isn’t just a direct supplier of granite, marble, and quartz countertops—it’s a one-stop shop for home transformations. With a team of experienced designers and craftsmen, they offer a seamless experience from conception to installation. “We also sell cabinetry and have full-time designers on staff. So, if you’re remodeling your kitchen, you’re cutting out the middleman,” Dean said. “Our designers are extremely experienced as well. Our head designer has over 20 years of experience and can provide customers with an optimized design. Not only will it look beautiful, but it will enhance functionality, changing the way you operate in your kitchen.”

In addition to working with homeowners looking to fall back in love with their kitchens, they have a lot of experience working with clients trying to sell their homes. “The kitchen is the heart of the home. If it doesn’t impress, potential buyers move on. What we offer realtors and their clients is more leverage on the sale of the home.”

GranitePro stands by their workmanship with a ten-year warranty on all labor. Their dedication to continuous improvement is reflected in their use of advanced technology.

“We have a system that scans every single slab,” Dean said. “Customers can see a 3D version of exactly what their countertops will look like before we cut anything. The app also features augmented reality, so you can virtually walk up to your kitchen countertops, inspect the seam, and see the flow before we ever even put a slab on the table, which is pretty wild.”

Reflecting on their humble beginnings—a wooden table, a hand saw, and an unwavering pursuit of perfection—Dean emphasizes their ongoing commitment to innovation. “We’re always looking to improve our products and customer experience, whether it’s how we answer the phone, cut, manufacture, or install.”

Dean’s pride in GranitePro’s journey lies not just in their achievements but in the talented team driving the company forward. “My favorite part about this business has been our community, our team,” he shared. “That’s what I’m most proud of.”

GranitePro isn’t just in the business of countertops; they’re in the business of transforming homes and lives with their commitment to quality, reliability, and customer satisfaction. As they continue to grow and innovate, one thing remains constant—their dedication to excellence.



*Our whole business is built around providing high-quality products and extreme reliability.*



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Based on MLS data for agents in Baltimore City, Baltimore County, Anne Arundel County, Howard County, Carroll County and Harford County.

RANK	NAME	OFFICE	SALES	TOTAL
1	Adam M Shpritz	Ashland Auction Group LLC	427	\$20,417,319
2	Kathleen Cassidy	DRH Realty Capital, LLC.	252	\$131,583,922
3	Tineshia R. Johnson	NVR Services, Inc.	241	\$127,503,784
4	Lee M Shpritz	Ashland Auction Group LLC	144	\$7,034,440
5	Robert J Chew	Berkshire Hathaway HomeServices PenFed Realty	109.5	\$54,780,593
6	Shawn M Evans	Monument Sotheby's International Realty	88	\$67,068,424
7	Lois Margaret Alberti	Alberti Realty, LLC	87	\$25,979,600
8	Joseph A Petrone	Monument Sotheby's International Realty	81	\$50,073,962
9	Robert J Lucido	Keller Williams Lucido Agency	73	\$50,636,843
10	Gina M Gargeu	Century 21 Downtown	70	\$13,347,889
11	Nickolaus B Waldner	Keller Williams Realty Centre	62	\$29,109,219
12	Jeremy Michael McDonough	Mr. Lister Realty	53	\$21,569,785
13	Daniel McGhee	Homeowners Real Estate	50	\$21,306,961
14	Matthew D Rhine	Keller Williams Legacy	50	\$19,429,448
15	Lee R. Tessier	EXP Realty, LLC	49.5	\$21,834,549
16	Tracy M Jennings	DRH Realty Capital, LLC.	46.5	\$26,675,930

RANK	NAME	OFFICE	SALES	TOTAL
17	Bob Simon	Long & Foster Real Estate, Inc.	44	\$4,865,900
18	Daniel B Register IV	Northrop Realty	44	\$10,360,700
19	Creig E Northrop III	Northrop Realty	43	\$38,520,979
20	Gina L White	Lofgren-Sargent Real Estate	42	\$18,656,715
21	Gavriel Khoshkheraman	Pickwick Realty	41.5	\$7,473,045
22	David Orso	Berkshire Hathaway HomeServices PenFed Realty	40	\$39,910,495
23	Jeannette A Westcott	Keller Williams Realty Centre	38	\$20,850,872
24	James T Weiskerger	Next Step Realty	37.5	\$20,502,912
25	Bradley R Kappel	TTR Sotheby's International Realty	36.5	\$84,475,481
26	Robert J Breeden	Berkshire Hathaway HomeServices Homesale Realty	36	\$14,509,200
27	Charlotte Savoy	Keller Williams Integrity	34.5	\$14,961,750
28	David E Jimenez	RE/MAX Distinctive Real Estate, Inc.	34	\$10,494,140
29	Sunna Ahmad	Cummings & Co. Realtors	34	\$26,253,622
30	Michael J Schiff	EXP Realty, LLC	33	\$11,935,425
31	Yevgeny Drubetskoy	EXP Realty, LLC	32	\$12,119,350
32	Raj Singh Sidhu	Your Realty Inc.	32	\$9,247,049
33	Daniel M Billig	A.J. Billig & Company	31	\$6,377,300
34	Carley R. Cooper	Alex Cooper Auctioneers, Inc.	30.5	\$5,079,385
35	Jonathan Scheffenacker	Redfin Corp	30.5	\$15,280,750
36	Jeremy S Walsh	Coldwell Banker Realty	30	\$15,788,500
37	Christopher J Cooke	Berkshire Hathaway HomeServices Homesale Realty	29	\$9,198,575
38	Laura M Snyder	American Premier Realty, LLC	28.5	\$13,658,590
39	Un H McAdory	Realty 1 Maryland, LLC	28.5	\$16,771,740
40	STEPHEN PIPICH Jr.	VYBE Realty	28	\$7,497,000
41	Gregory A Cullison Jr.	EXP Realty, LLC	27.5	\$8,128,783
42	Matthew B Pecker	Berkshire Hathaway HomeServices Homesale Realty	27.5	\$12,213,400
43	Deric S Beckett	Berkshire Hathaway HomeServices PenFed Realty	27	\$7,056,452
44	Diana Pham	EXP Realty, LLC	26.5	\$5,042,500
45	Tom Atwood	Keller Williams Metropolitan	26	\$9,595,215
46	Timothy Langhauser	Compass Home Group, LLC	26	\$10,559,500
47	Tony Migliaccio	Long & Foster Real Estate, Inc.	26	\$11,286,990
48	Christopher W Palazzi	Cummings & Co. Realtors	25.5	\$5,859,693
49	Anne Marie M Balcerzak	AB & Co Realtors, Inc.	25.5	\$11,668,625
50	Bill Franklin	Long & Foster Real Estate, Inc.	25	\$11,353,888

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# TOP 150 STANDINGS • BY UNITS

Individual MLS ID Closed date from Jan. 1 to May 31, 2024

Based on MLS data for agents in Baltimore City, Baltimore County, Anne Arundel County, Howard County, Carroll County and Harford County.

RANK	NAME	OFFICE	SALES	TOTAL
51	Mark D Simone	Keller Williams Legacy	25	\$10,362,520
52	Sandra E Echenique	Keller Williams Gateway LLC	25	\$5,476,000
53	Montaz Maurice McCray	Keller Williams Realty Centre	24.5	\$9,595,498
54	Liz A. Ancel	Cummings & Co. Realtors	24.5	\$8,718,550
55	Francis R Mudd III	Schwartz Realty, Inc.	24	\$12,158,200
56	Mitchell J Toland Jr.	Redfin Corp	24	\$9,954,150
57	Adam Chubbuck	Douglas Realty, LLC	24	\$8,725,575
58	Peter J Klebenow	RE/MAX Advantage Realty	24	\$5,174,930
59	Larry E Cooper	Alex Cooper Auctioneers, Inc.	24	\$4,134,130
60	Michael Soper	Next Step Realty	24	\$8,665,500
61	Pamela A Terry	EXP Realty, LLC	23	\$2,994,500
62	Susan Shterengarts	Long & Foster Real Estate, Inc.	23	\$5,273,200
63	Nancy A Hulsman	Coldwell Banker Realty	23	\$12,383,810
64	Louis Chirgott	Real Broker, LLC	22.5	\$11,583,375
65	Tracy J. Lucido	Keller Williams Lucido Agency	22.5	\$16,943,983
66	Dariusz Bogacki	Cummings & Co. Realtors	22	\$5,665,400
67	CINTIA M VALLADARES HERNANDEZ	EXP Realty, LLC	22	\$4,602,400
68	Charles N Billig	A.J. Billig & Company	22	\$4,569,038
69	Vincent J. Steo	Your Home Sold Guaranteed Realty	22	\$8,540,450
70	Robert D Kaetzel	Real Estate Professionals, Inc.	22	\$5,657,825
71	David Marc Niedzialkowski	Redfin Corp	22	\$8,935,990
72	Kelly Schuit	Next Step Realty	22	\$10,869,000
73	Kim Barton	Keller Williams Legacy	21.5	\$11,290,333
74	Bob A Mikelskas	Rosario Realty	21.5	\$9,716,495
75	Brendan Butler	Cummings & Co. Realtors	21	\$8,964,125
76	Prabin Bhandari	Keller Williams Gateway LLC	21	\$8,421,000
77	Timothy Lee Joseph Dominick	Coldwell Banker Realty	21	\$4,871,400
78	Sharon Y Daugherty	Keller Williams Select Realtors	21	\$11,057,000
79	Nancy Gowan	Engel & Volkers Annapolis	21	\$11,673,680
80	Michael Lopez	RE/MAX Distinctive Real Estate, Inc.	21	\$5,312,400
81	Colleen M Smith	Long & Foster Real Estate, Inc.	21	\$18,960,680
82	Melissa Menning	Alberti Realty, LLC	21	\$4,449,000
83	Brian I Leibowitz	Maryland Realty Company	21	\$6,106,407
84	Anne Y Herrera-Franklin	Monument Sotheby's International Realty	21	\$17,623,335

RANK	NAME	OFFICE	SALES	TOTAL
85	Jared T Block	Alex Cooper Auctioneers, Inc.	21	\$5,104,395
86	Daniel Borowy	Redfin Corp	21	\$12,405,000
87	Ira Klein	Pickwick Realty	21	\$2,914,400
88	Krissy Doherty	Northrop Realty	21	\$8,522,340
89	Robert A Commodari	EXP Realty, LLC	21	\$7,247,960
90	Missy A Aldave	Northrop Realty	20.5	\$11,012,750
91	Veronica A Sniscak	Compass	20.5	\$11,102,026
92	Bryan G Schafer	Next Step Realty	20	\$10,096,668
93	Jose A Rivas	Keller Williams Gateway LLC	20	\$2,552,400
94	Scott M. Schuetter	Berkshire Hathaway HomeServices PenFed Realty	20	\$15,804,611
95	Steven C Paxton	Keller Williams Gateway LLC	20	\$8,964,000
96	Julia H. Neal	Next Step Realty	20	\$8,588,600
97	Enoch P Moon	Realty 1 Maryland, LLC	20	\$10,343,900
98	Eric J Figurelle	Cummings & Co. Realtors	20	\$7,033,965
99	Mary C Gatton	Redfin Corp	20	\$10,863,000
100	Marta Lopushanska	Berkshire Hathaway HomeServices Homesale Realty	20	\$6,382,100

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# TOP 150 STANDINGS • BY UNITS

Individual MLS ID Closed date from Jan. 1 to May 31, 2024

Based on MLS data for agents in Baltimore City, Baltimore County, Anne Arundel County, Howard County, Carroll County and Harford County.

RANK	NAME	OFFICE	SALES	TOTAL
101	Barbara A Ayd	Cummings & Co. Realtors	20	\$3,833,900
102	Andrew Johns III	Keller Williams Gateway LLC	20	\$7,363,000
103	Allen J Stanton	RE/MAX Executive	20	\$8,541,200
104	Jeff D Washo	Compass	20	\$9,989,720
105	Brian M Pakulla	RE/MAX Advantage Realty	19.5	\$11,360,500
106	Jessica L Young-Stewart	RE/MAX Executive	19.5	\$8,850,900
107	James F Ferguson	EXIT Preferred Realty, LLC	19.5	\$6,871,275
108	Michael Green	Witz Realty, LLC	19.5	\$6,258,248
109	Mark Richa	Cummings & Co. Realtors	19	\$7,902,470
110	Keiry Martinez	ExecuHome Realty	19	\$4,450,295
111	Kate A Barnhart	Keller Williams Gateway LLC	19	\$5,225,900
112	O'Mara Dunnigan	Keller Williams Flagship of Maryland	19	\$10,511,990
113	Jenn Schneider	Neighborhood Assistance Corporation of America	19	\$6,106,000
114	Jessica DuLaney (Nonn)	Next Step Realty	19	\$8,906,950
115	William C Featherstone	Featherstone & Co.,LLC.	19	\$4,669,300
116	Michael Myslinski	Next Step Realty	19	\$8,197,050

RANK	NAME	OFFICE	SALES	TOTAL
117	Sergey A taksis	Long & Foster Real Estate, Inc.	19	\$9,953,500
118	Deepak Nathani	EXP Realty, LLC	19	\$9,073,150
119	Jessica N Sauls	VYBE Realty	19	\$7,021,800
120	Terence P Brennan	Long & Foster Real Estate, Inc.	18.5	\$6,542,250
121	Kathy A Banaszewski	Real Estate Professionals, Inc.	18.5	\$5,716,000
122	Kimberly A Lally	EXP Realty, LLC	18	\$8,207,000
123	Shannon Smith	Next Step Realty	18	\$7,681,150
124	Luis H Arrazola	A.J. Billig & Company	18	\$2,990,413
125	Kyriacos P. Papaleonti	Academy Realty Inc.	18	\$8,883,346
126	Tina C Beliveau	EXP Realty, LLC	18	\$4,286,000
127	cory andrew willems	Keller Williams Gateway LLC	18	\$5,473,800
128	John Maranto	Cummings & Co. Realtors	18	\$6,909,000
129	Donald L Beecher	Redfin Corp	18	\$7,711,400
130	Edward S Treadwell	VYBE Realty	18	\$7,407,400
131	Megan Manzari	Cummings & Co. Realtors	18	\$6,214,000
132	Timothy C Markland Jr.	Cummings & Co. Realtors	18	\$5,995,500
133	Tiffany S Domneys	ExecuHome Realty	18	\$3,550,795
134	Bob Kimball	Redfin Corp	18	\$6,925,000
135	Anthony M Friedman	Northrop Realty	18	\$14,190,460
136	Carol Snyder	Monument Sotheby's International Realty	17.5	\$22,302,778
137	Vincent M Caropreso	Keller Williams Flagship of Maryland	17.5	\$7,098,801
138	Jim W Bim	Winning Edge	17.5	\$6,198,900
139	Dassi Lazar	Lazar Real Estate	17	\$4,911,700
140	Sarah E Garza	Keller Williams Flagship of Maryland	17	\$10,181,000
141	Andrew Udem	Berkshire Hathaway HomeServices Homesale Realty	17	\$7,611,175
142	Kevin L Reeder	RE/MAX Advantage Realty	17	\$1,799,150
143	Jennifer H Bonk	Cummings & Co. Realtors	17	\$9,165,380
144	Brian D Saver	Long & Foster Real Estate, Inc.	17	\$16,616,030
145	Dimitrios Lynch	ExecuHome Realty	17	\$3,295,186
146	Nataliya Lutsiv	RE/MAX Executive	17	\$9,687,930
147	Carla H Viviano	Viviano Realty	17	\$10,041,600
148	Jennifer A Klarman	Long & Foster Real Estate, Inc.	17	\$12,184,293
149	Ronald W. Howard	RE/MAX Advantage Realty	17	\$6,856,900
150	F. Aidan Surlis Jr.	RE/MAX Leading Edge	16.5	\$9,159,250

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# TOP 150 STANDINGS • BY VOLUME

Individual MLS ID Closed date from Jan. 1 to May 31, 2024

Based on MLS data for agents in Baltimore City, Baltimore County, Anne Arundel County, Howard County, Carroll County and Harford County

RANK	NAME	OFFICE	SALES	TOTAL
1	Kathleen Cassidy	DRH Realty Capital, LLC.	252	\$131,583,922
2	Tineshia R. Johnson	NVR Services, Inc.	241	\$127,503,784
3	Bradley R Kappel	TTR Sotheby's International Realty	36.5	\$84,475,481
4	Shawn M Evans	Monument Sotheby's International Realty	88	\$67,068,424
5	Robert J Chew	Berkshire Hathaway HomeServices PenFed Realty	109.5	\$54,780,593
6	Robert J Lucido	Keller Williams Lucido Agency	73	\$50,636,843
7	Joseph A Petrone	Monument Sotheby's International Realty	81	\$50,073,962
8	David Orso	Berkshire Hathaway HomeServices PenFed Realty	40	\$39,910,495
9	Creig E Northrop III	Northrop Realty	43	\$38,520,979
10	Nickolaus B Waldner	Keller Williams Realty Centre	62	\$29,109,219
11	Tracy M Jennings	DRH Realty Capital, LLC.	46.5	\$26,675,930
12	Sunna Ahmad	Cummings & Co. Realtors	34	\$26,253,622
13	Lois Margaret Alberti	Alberti Realty, LLC	87	\$25,979,600
14	Carol Snyder	Monument Sotheby's International Realty	17.5	\$22,302,778
15	Lee R. Tessier	EXP Realty, LLC	49.5	\$21,834,549
16	Jeremy Michael McDonough	Mr. Lister Realty	53	\$21,569,785
17	Daniel McGhee	Homeowners Real Estate	50	\$21,306,961
18	Jeannette A Westcott	Keller Williams Realty Centre	38	\$20,850,872
19	James T Weiskerger	Next Step Realty	37.5	\$20,502,912
20	Adam M Shpritz	Ashland Auction Group LLC	427	\$20,417,319
21	Matthew D Rhine	Keller Williams Legacy	50	\$19,429,448
22	Colleen M Smith	Long & Foster Real Estate, Inc.	21	\$18,960,680
23	Heidi S Krauss	Krauss Real Property Brokerage	12	\$18,851,247
24	Gina L White	Lofgren-Sargent Real Estate	42	\$18,656,715
25	Georgeann A Berkinshaw	Coldwell Banker Realty	6	\$18,574,200
26	Karen Hubble Bisbee	Hubble Bisbee Christie's International Real Estate	16	\$17,910,680
27	Anne Y Herrera-Franklin	Monument Sotheby's International Realty	21	\$17,623,335
28	Tracy J. Lucido	Keller Williams Lucido Agency	22.5	\$16,943,983
29	Un H McAdory	Realty 1 Maryland, LLC	28.5	\$16,771,740
30	Brian D Saver	Long & Foster Real Estate, Inc.	17	\$16,616,030
31	Scott M. Schuetter	Berkshire Hathaway HomeServices PenFed Realty	20	\$15,804,611
32	Jeremy S Walsh	Coldwell Banker Realty	30	\$15,788,500
33	Jonathan Scheffenacker	Redfin Corp	30.5	\$15,280,750
34	Charlotte Savoy	Keller Williams Integrity	34.5	\$14,961,750

RANK	NAME	OFFICE	SALES	TOTAL
35	Robert J Breeden	Berkshire Hathaway HomeServices Homesale Realty	36	\$14,509,200
36	Anthony M Friedman	Northrop Realty	18	\$14,190,460
37	Laura M Snyder	American Premier Realty, LLC	28.5	\$13,658,590
38	Jean Berkinshaw Dixon	Coldwell Banker Realty	5	\$13,642,500
39	Gina M Gargeu	Century 21 Downtown	70	\$13,347,889
40	June M Steinweg	Long & Foster Real Estate, Inc.	13	\$13,185,999
41	Kristi C Neidhardt	Northrop Realty	15	\$12,798,500
42	Daniel Borowy	Redfin Corp	21	\$12,405,000
43	Nancy A Hulsman	Coldwell Banker Realty	23	\$12,383,810
44	Matthew B Pecker	Berkshire Hathaway HomeServices Homesale Realty	27.5	\$12,213,400
45	Shun Lu	Keller Williams Realty Centre	12	\$12,203,650
46	Jennifer A Klarman	Long & Foster Real Estate, Inc.	17	\$12,184,293
47	Francis R Mudd III	Schwartz Realty, Inc.	24	\$12,158,200
48	Yevgeny Drubetskoy	EXP Realty, LLC	32	\$12,119,350
49	Michael J Schiff	EXP Realty, LLC	33	\$11,935,425
50	Arian Sargent Lucas	Lofgren-Sargent Real Estate	10.5	\$11,690,720

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# TOP 150 STANDINGS • BY VOLUME

Individual MLS ID Closed date from Jan. 1 to May 31, 2024

Based on MLS data for agents in Baltimore City, Baltimore County, Anne Arundel County, Howard County, Carroll County and Harford County

RANK	NAME	OFFICE	SALES	TOTAL
51	Nancy Gowan	Engel & Volkers Annapolis	21	\$11,673,680
52	Anne Marie M Balcerzak	AB & Co Realtors, Inc.	25.5	\$11,668,625
53	Louis Chirgott	Real Broker, LLC	22.5	\$11,583,375
54	Brian M Pakulla	RE/MAX Advantage Realty	19.5	\$11,360,500
55	Bill Franklin	Long & Foster Real Estate, Inc.	25	\$11,353,888
56	Kim Barton	Keller Williams Legacy	21.5	\$11,290,333
57	Tony Migliaccio	Long & Foster Real Estate, Inc.	26	\$11,286,990
58	Veronica A Sniscak	Compass	20.5	\$11,102,026
59	Sharon Y Daugherty	Keller Williams Select Realtors	21	\$11,057,000
60	Missy A Aldave	Northrop Realty	20.5	\$11,012,750
61	Kelly Schuit	Next Step Realty	22	\$10,869,000
62	Mary C Gatton	Redfin Corp	20	\$10,863,000
63	Timothy Langhauser	Compass Home Group, LLC	26	\$10,559,500
64	O'Mara Dunnigan	Keller Williams Flagship of Maryland	19	\$10,511,990
65	David E Jimenez	RE/MAX Distinctive Real Estate, Inc.	34	\$10,494,140
66	Charlie Hatter	Monument Sotheby's International Realty	8.5	\$10,470,000

RANK	NAME	OFFICE	SALES	TOTAL
67	Mark D Simone	Keller Williams Legacy	25	\$10,362,520
68	Daniel B Register IV	Northrop Realty	44	\$10,360,700
69	Enoch P Moon	Realty 1 Maryland, LLC	20	\$10,343,900
70	Sarah E Garza	Keller Williams Flagship of Maryland	17	\$10,181,000
71	Jennifer Schaub	Long & Foster Real Estate, Inc.	15	\$10,131,500
72	Bryan G Schafer	Next Step Realty	20	\$10,096,668
73	Carla H Viviano	Viviano Realty	17	\$10,041,600
74	Marina Yousefian	Long & Foster Real Estate, Inc.	15	\$10,001,400
75	Jeff D Washo	Compass	20	\$9,989,720
76	Mitchell J Toland Jr.	Redfin Corp	24	\$9,954,150
77	Sergey A taksis	Long & Foster Real Estate, Inc.	19	\$9,953,500
78	Reid Buckley	Long & Foster Real Estate, Inc.	9	\$9,945,000
79	Anne L Henslee	Cummings & Co. Realtors	11	\$9,936,200
80	Sarah Greenlee Morse	TTR Sotheby's International Realty	9	\$9,733,500
81	Phillippe Gerdes	Real Broker, LLC - Annapolis	15.5	\$9,722,900
82	Bob A Mikelskas	Rosario Realty	21.5	\$9,716,495
83	Nataliya Lutsiv	RE/MAX Executive	17	\$9,687,930
84	Montaz Maurice McCray	Keller Williams Realty Centre	24.5	\$9,595,498
85	Tom Atwood	Keller Williams Metropolitan	26	\$9,595,215
86	Wendy Slaughter	VYBE Realty	15.5	\$9,527,500
87	Biana J Arentz	Coldwell Banker Realty	11	\$9,464,248
88	Ricky Cantore III	RE/MAX Advantage Realty	13.5	\$9,349,350
89	Jennifer Holden	Compass	10	\$9,286,355
90	Linda Ridenour	Taylor Properties	1	\$9,250,000
91	Raj Singh Sidhu	Your Realty Inc.	32	\$9,247,049
92	Christopher J Cooke	Berkshire Hathaway HomeServices Homesale Realty	29	\$9,198,575
93	Jennifer H Bonk	Cummings & Co. Realtors	17	\$9,165,380
94	F. Aidan Surlis Jr.	RE/MAX Leading Edge	16.5	\$9,159,250
95	Jonathan E. Rundlett	Toll MD Realty, LLC	5	\$9,149,550
96	Deepak Nathani	EXP Realty, LLC	19	\$9,073,150
97	Blair Kennedy	Keller Williams Realty Centre	14	\$9,036,495
98	Yiwei Chang	Fortune Washington Realty Group LLC	5	\$8,994,000
99	Brendan Butler	Cummings & Co. Realtors	21	\$8,964,125
100	Steven C Paxton	Keller Williams Gateway LLC	20	\$8,964,000

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# TOP 150 STANDINGS • BY VOLUME

Individual MLS ID Closed date from Jan. 1 to May 31, 2024

Based on MLS data for agents in Baltimore City, Baltimore County, Anne Arundel County, Howard County, Carroll County and Harford County

RANK	NAME	OFFICE	SALES	TOTAL
101	David Marc Niedzialkowski	Redfin Corp	22	\$8,935,990
102	Jessica DuLaney (Nonn)	Next Step Realty	19	\$8,906,950
103	Kyriacos P. Papaleonti	Academy Realty Inc.	18	\$8,883,346
104	Wendy T Oliver	Coldwell Banker Realty	13	\$8,878,500
105	Jessica L Young-Stewart	RE/MAX Executive	19.5	\$8,850,900
106	Rachel Best	RE/MAX Leading Edge	13	\$8,834,999
107	Ashley B Richardson	Monument Sotheby's International Realty	14	\$8,796,500
108	Julie Singer	Northrop Realty	11.5	\$8,793,500
109	Christopher L May	May Realty	12	\$8,784,700
110	Lisa Alatis-Hapney	Samson Properties	10	\$8,760,949
111	Moe Farley	Coldwell Banker Realty	11.5	\$8,757,000
112	Trent C Gladstone	Keller Williams Integrity	15.5	\$8,755,345
113	Adam Chubbuck	Douglas Realty, LLC	24	\$8,725,575
114	Liz A. Ancel	Cummings & Co. Realtors	24.5	\$8,718,550
115	John J Collins	Long & Foster Real Estate, Inc.	12	\$8,697,900
116	Michael Soper	Next Step Realty	24	\$8,665,500
117	Julia H. Neal	Next Step Realty	20	\$8,588,600
118	AMELIA E SMITH	Redfin Corp	16	\$8,557,000
119	Zhiwei Yu	Great Homes Realty LLC	7	\$8,549,500
120	Allen J Stanton	RE/MAX Executive	20	\$8,541,200
121	Vincent J. Steo	Your Home Sold Guaranteed Realty	22	\$8,540,450
122	Krissy Doherty	Northrop Realty	21	\$8,522,340
123	Christina J Palmer	Keller Williams Flagship of Maryland	10	\$8,507,900
124	Justin Disborough	Long & Foster Real Estate, Inc.	12.5	\$8,447,133
125	Prabin Bhandari	Keller Williams Gateway LLC	21	\$8,421,000
126	Teresa L Westerlund	Samson Properties	8	\$8,390,050
127	Beth Viscarra	Cummings & Co. Realtors	10	\$8,346,423
128	Steve Allnutt	RE/MAX Advantage Realty	11.5	\$8,343,850
129	Eric C McPhee	Cummings & Co. Realtors	9	\$8,321,000
130	Donna J Yocum	Keller Williams Realty Centre	12	\$8,278,435
131	Mary Beth B Paganelli	Long & Foster Real Estate, Inc.	11	\$8,214,000
132	Kimberly A Lally	EXP Realty, LLC	18	\$8,207,000
133	Michael Myslinski	Next Step Realty	19	\$8,197,050
134	Joseph Wallman	Coldwell Banker Realty	1.5	\$8,175,000

RANK	NAME	OFFICE	SALES	TOTAL
135	Gregory A Cullison Jr.	EXP Realty, LLC	27.5	\$8,128,783
136	Nicholas Cintron	APEX Realty, LLC	13	\$8,031,778
137	Michelle D Jonasson-Jones	Redfin Corp	13	\$7,985,400
138	James M. Baldwin	Compass	11.5	\$7,949,795
139	Anne S Dunigan	TTR Sotheby's International Realty	6.5	\$7,935,750
140	Jan Crowley	Engel & Volkers Annapolis	16	\$7,929,443
141	Mark Richa	Cummings & Co. Realtors	19	\$7,902,470
142	Dawn L Baxter	Coldwell Banker Realty	14	\$7,888,400
143	Barb Herndon	The Cornerstone Agency, LLC	15	\$7,866,500
144	Michael J Sloan	Northrop Realty	12.5	\$7,864,600
145	Ani Gonzalez-Brunet	Coldwell Banker Realty	2	\$7,850,000
146	Martha S Janney	Coldwell Banker Realty	4	\$7,845,000
147	Mark Milligan	RE/Max Experience	9	\$7,835,000
148	Jamie A Angichiodo	RE/MAX Leading Edge	13	\$7,769,650
149	Samantha Bongiorno	RE/MAX Advantage Realty	13	\$7,768,800
150	Elizabeth C Dooner	Coldwell Banker Realty	8	\$7,755,000

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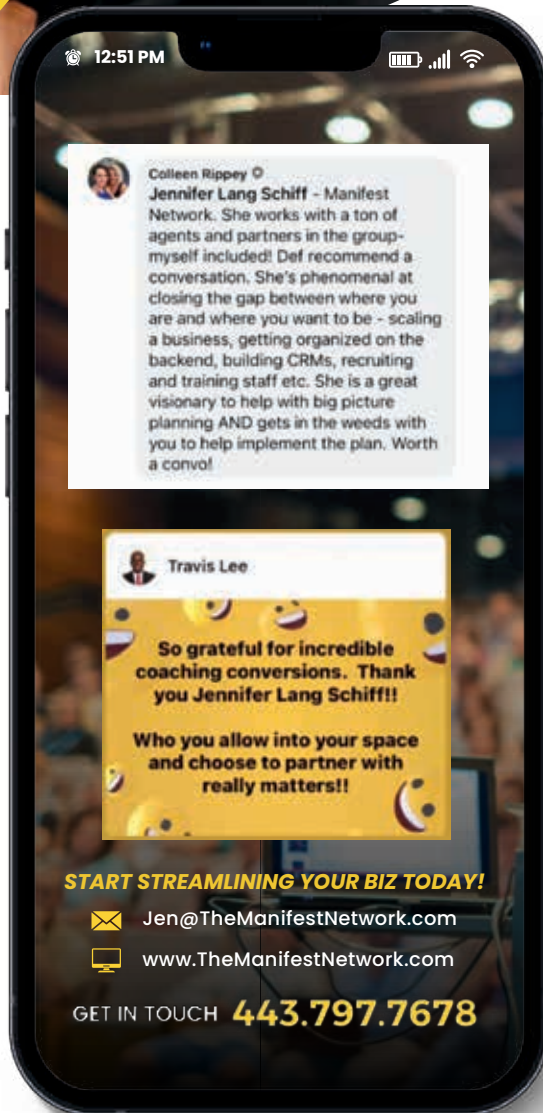
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