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# PUBLISHER'S NOTE

*NOVA Real Producers,*

As we step into July, let's take a moment to celebrate not only the summer vibes but also the spirit of independence. It's a month of fireworks, barbecues, and red, white, and blue as we come together to honor Independence Day.

But beyond the fireworks, July is also a time to reflect on the essence of freedom and independence in our lives. It's about cherishing the liberties we hold dear and striving to uphold them for all.

We can not wait to see you all again in the fall for our next big event! Stay tuned for more details.

A huge shoutout to our newest preferred partner, **Barry's Best Mover!** We're thrilled to have them on board and can't wait to see what amazing things we'll achieve together.

As we bask in the warmth of July, let's keep this quote in mind: "Freedom lies in being bold." Let's embrace boldness in our pursuits, our relationships, and our contributions to the world.

Here's to a July filled with joy, unity, and the sweet taste of freedom. Happy Independence Day to our friends, and happy July to all!



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# Realtor YouTube Video Content Ideas for 2024

► words by wade

By Wade Vander Molen

As I teach video marketing and other content creation classes in the Northern Virginia area, the most frequent questions I receive revolve around “What to create content about?” Content can be whatever you want, but the goal is to educate, inform, and be authentic. People want to see you being you, not some fake version. Realtors, at times, think content has to be professionally done. It doesn’t. I tell my Realtor clients that content can be a simple Instagram story or reel, all the way up to a professionally done YouTube video.

People watch content for either entertainment or education. As you begin, think about what bucket you want your content to fall into. I would shy on the side of creating more content that is free to engage and grow an audience. So, what content do I create to grow my YouTube channel? Use these Realtor YouTube content ideas to get started educating your target audience.

## 30 Realtor YouTube Video Content Ideas

1. Top 5 Reasons to work with you as a Realtor
2. The one large problem you solve for buyers/sellers
3. How interest rates affect buying power
4. Video with your lender- what is a 2/1 Buydown?
5. Video with your Title partner is Title Insurance and why do you need it?
6. State of the market (where you do business)
7. Should I buy new construction in this market?
8. Stop by my open house this weekend!
9. Why WHO you work with matters! (tell a story)
10. A story on how you helped a seller get top-dollar
11. A story about how you helped a buyer get an amazing deal!
12. How do you minimize stress and anxiety during a transaction?
13. The one thing your real estate team does that others don't
14. What is it like to live (on your farm or in a city)?
15. Testimonials from your top clients
16. Your listing's coming to market!
17. How come every buyer didn't know this about X?
18. Interviews with business owners in your market

19. Check out our upcoming client appreciation event!
20. Tips to getting your home ready for the Spring market!
21. Three (3) tips for accepting your offer in the Spring market.
22. Look for these traits when interviewing agents to sell your home.
23. Why does the news have buyers worried when they shouldn't be?
24. Why NOW is one of the best times to purchase a home ever!
25. Do home inspectors scare buyers? The real story!
26. How I will market your home in 2024
27. Use these negotiation tactics in multiple offers!
28. Does staging help your home sell faster?
29. Day in the life of a busy Realtor
30. Your 6-month projection of the real estate market for both buyers and sellers.

Here are 30 Realtor YouTube content ideas to help you get your YouTube video channel off the ground. In the end, the video content topics are a starting point; it's the execution of creating, posting, and sharing the content to your database and the world to be “discovered” by your next buyer or seller customer.

Many agents will read this article and say, “Yeah, I might start doing this at some point,” and others will jump in with both feet. As we move forward, there will be two types of Realtors: the ones who use video in their business to attract clients and market homes and the ones who don't. I hope that you will be the former and not the latter.

Good luck creating content, and don't overthink it!



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](http://www.DCTitleGuy.com).

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# Tap Into the Power of TikTok:



## A Real Estate Agent's Guide to New Local Leads

You know the old saying about real estate: location, location, location! Well, the same can be said for your social media strategy! Established platforms are great, but you also need to venture into new online territory!

Do you think TikTok is just an app full of kids doing the latest dance trends? It might be time to take another look. Over 55% of US TikTok users are over 25 years old, and these days, the average adult uses the app for close to an hour every day.

From first-time buyers in their 20s to upper-middle-class professionals, a wide range of users are ready to see your content. But what makes TikTok beneficial from a content standpoint?

- **Hyper-local Reach:** TikTok's algorithm prioritizes showing users content relevant to their location. This means your videos have the potential to reach highly targeted local audiences – exactly the people you want to connect with!

- **Engaging Format:** Short, snackable videos are perfect for capturing attention spans in today's fast-paced world.
- **Organic Discovery:** Unlike other platforms where organic reach can be a struggle, TikTok offers a level playing field. Even new accounts can go viral.
- **Content is King:** Focus on creating valuable, informative, or entertaining videos that resonate with your target demographic.
- **Community Building:** Respond to comments, answer questions, and participate in trends if they fit your interests.
- **Analytics and Insights:** You can use TikTok's data to refine your strategy.

TikTok has Plenty of Social Similarities to Other Apps:

Wondering what to post? Just think of content that most local homeowners are interested in, such as:

- **Local Flavor:** Showcase the best aspects of the neighborhoods you specialize in. Highlight parks, trendy restaurants, or upcoming community events.
- **Quick Real Estate Tips:** Bite-sized advice on the buying and selling process.
- **Virtual Tours "Lite":** Give viewers a glimpse of listings with short, engaging videos.
- **Behind-the-Scenes Access:** Take viewers along on your day, introduce them to your team, or show a lighter side of your real estate world.

If you're still not convinced, consider this TikTok perk: Videos on TikTok don't require professional editing or

much preparation. The more authentic, real, and raw the content, the better! This translates to less time needed and more content being produced. You might even find yourself sharing your TikTok videos across other platforms as well!



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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# Summer Luau

NOVA Real Producers, you really know how to kick back and have fun! Thank you to our community who joined us at our Luau on May 15th at 13128 Cedar Ridge Dr, Clifton, VA. It was an event to remember; we loved connecting with all of you over delicious Hawaiian food, festivities, and cocktails!

A special thank-you goes out to our incredible sponsors: **Nathan Burch of Vellum, Chuck Hall of Winston's Chimney Service** and **Alicia Brown of Scalable RES, LLC**. We couldn't have done it without you! And a huge appreciation to Hawaiian Entertainment & Catering Company for providing the delicious food for the evening!

The night was brought to life with mesmerizing performances by talented Hawaiian luau dancers, whose graceful movements and traditional attire transported us straight to the islands. The excitement didn't stop there—our crowd was dazzled by a spectacular fire eater, whose daring feats left everyone in awe.

We also want to extend our heartfelt gratitude to our Ryan Corvello and HD BROS for stunning the photos and video. Your efforts in capturing the essence and joy of the evening ensure that we can relive these moments for years to come.

Events like these are not just about fun; they're about fostering connections within our community. We loved seeing old friends and making new ones, all while enjoying a fantastic evening together. The bonds we create at these gatherings are what make our community so special.

We look forward to seeing you again at our next big event! Mahalo!

For more information on all NOVA Real Producers events, please email us at [info@novarealproducers.com](mailto:info@novarealproducers.com).





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Ryan Koppel, Jessica Youngs, Beverly Franklin, Todd Mitchell

▶ partner spotlight

By George Paul Thomas  
Photos by Ryan Corvello

# CHAMPION, MBH, & DISTRICT TITLE

A New Era in Real Estate Settlement Services



In the world of real estate, where every victory is marked by precision and excellence, three titans are poised for acclaim: Champion Title & Settlements, MBH Settlement Group, and District Title. These companies play a pivotal role in ensuring smooth and secure residential and commercial property transactions, safeguarding the interests of buyers, sellers, investors, and lenders alike. The importance of reliable and professional title companies cannot be overstated.

### Three Premier Title Companies Join Forces

In July 2023, these respected entities united under a shared vision in a strategic move aimed at enhancing service delivery and expanding their reach, forging a strategic partnership under the umbrella of Acrisure Partners. Spearheaded by Ryan Koppel, this union represents a commitment to upholding the highest standards of excellence and empowering clients with enhanced resources and

support. With a combined presence spanning 20 locations across Virginia, Maryland, Washington, D.C., and Florida, the partnership promises an expanded range of services catering to clients nationwide.

“As Acrisure Partners, we are empowering our clients with boosted resources to navigate real estate transactions with confidence and ease,” Ryan Koppel emphasizes.



Champion Title Leadership and Attorneys

### Champion Title & Settlements

At the heart of Champion Title & Settlements lies a mission: to provide professional, courteous, and quality service to every customer. Founded by Bill Reilly in 1993 in Northern Virginia, Champion Title & Settlements has thrived as a beacon of reliability and expertise in the real estate landscape. Ryan Koppel, boasting 19 years of business development and leadership, now serves as the Regional Lead over Champion, MBH, and District Title, embodying a unified approach toward industry leadership and innovation.



MBH Leadership and Attorneys

**MBH Settlement Group**

For MBH Settlement Group, the guiding principle is clear: prioritize clients, community, and team above all else. This mantra is deeply ingrained in the company's corporate culture, shaping every interaction with customers, agents, and partners. Beverly Franklin, the Director of Marketing & Communications, highlights, "This is a very exciting time for our three local leaders to come together. With a long-standing tradition of being positioned for the success of our clients and partners, our focus has been to deliver even more business-building resources and education."

**District Title**

District Title has earned its reputation as the "go-to" choice for supporting the most complex real estate closings in the District of Columbia and surrounding areas. Renowned for its expertise, particularly in commercial real estate, including construction deals, condo conversions, and the nuances of TOPA and DOPA, District Title's dedicated team navigates the intricacies of transactions with finesse and precision.



District Title Leadership and Attorneys

Champion, MBH, and District Title's collaborative efforts yield a formidable array of resources and services tailored to meet the real estate market's evolving needs. The three-party alliance includes a team of over 20 attorneys serving 29 states, with 31 years of experience. Together, they provide specialized solutions such as Principle 1031, protecting equity and facilitating deferred tax liability, and AmeriCam, delivering eClosing services worldwide with over 10,000 successful transactions completed. Clients benefit from a comprehensive suite of offerings designed to streamline transactions, mitigate risks, and empower clients to make decisions that align with their investment strategy.

**Envisioning the Future**

Looking ahead, the visionaries behind this partnership are poised to capitalize on their collective strengths to drive growth and innovation in the local industry. Champion, MBH, and District Title joined forces under Acrisure Partners, marking the dawn of a new era in real estate settlement services.

Bill Reilly



Looking ahead, we're poised to leverage these strengths to support our local industry through current and future markets.

As Bill Reilly, Champion's Founder and CEO, summarizes, "In the past year, our focus on growth, coupled with the extraordinary advantage of being a part of Acrisure, has led to significant wins for our clients and partners. Looking ahead, we're poised to leverage these strengths to support our local industry through current and future markets."



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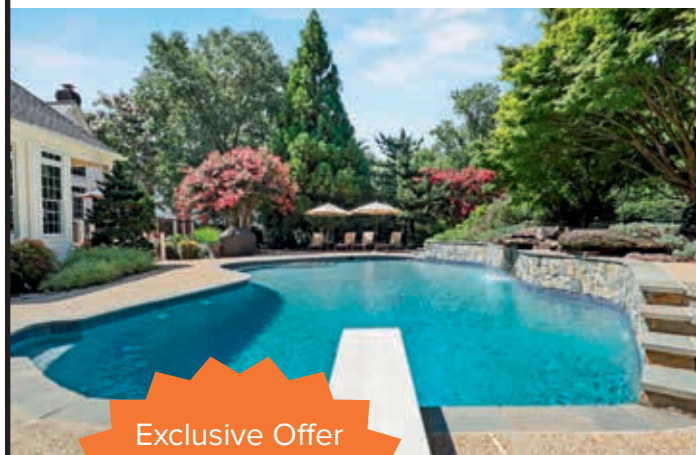
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▶ rising star

By George Paul Thomas  
Photos by Ryan Corvello and Jamie Sutura Photography



# Andy HEWITT

*Building Dreams, One Relationship at a Time*

Andy Hewitt is more than a REALTOR® with RLAH @properties; she’s a dedicated ally committed to understanding her clients more deeply. Her clients often describe working with her as having “a friend on the inside,” a testament to her unique blend of expertise, empathy, and genuine care. This distinct approach sets Andy apart, making her not just a real estate expert but a trusted partner in achieving the dream of homeownership.

**Setting Sail**

Andy’s journey to becoming a successful Realtor is deeply rooted in her vibrant background and diverse experiences. Originally from Atlanta, Georgia, Andy’s early years were filled with the cultural richness of Piedmont Park, street art, and locally-run neighborhood restaurants. This creative environment laid the foundation for her passion for communication and storytelling.

In 2014, Andy graduated from Georgia College & State University with a degree in Mass Communications, focusing on journalism and public relations. Her academic dedication earned her the Star Mass Comm Student Award, placing her on the President’s and Dean’s Lists. Her talent for public speaking and knack for creative storytelling naturally led her to her first professional role at Jackson Spalding, a marketing communications agency in Atlanta.

There, she thrived in a dynamic environment surrounded by other creative people. “I loved being surrounded by other creatives who cared as much about words and creative storytelling as I did,” Andy shares.

Andy’s early career was shaped by leadership and empowering mentorship. “I’m grateful to have experienced selfless leadership in previous workplaces, leaders who displayed humility and empowered me to take on more responsibility early in my career,” she reflects. Her belief that one should always seek out rooms where one can learn from others helped her grow quickly in her roles.

After eight years in creative marketing and business development roles, her husband’s job relocation brought them to the DMV area in July 2020, right during the COVID-19 pandemic. This move prompted Andy to explore new career paths. “Social media was taking over my personal and professional life. COVID, doom scrolling, and social and political unrest disillusioned me from social media as a career,” Andy explains. Several friends and industry contacts suggested real estate, seeing Andy’s potential to excel in this field. Embracing this new opportunity, she obtained her real estate license and quickly discovered that the industry aligned perfectly with her strengths and passions.

The transition to real estate wasn’t just about a change in profession but also a shift in lifestyle and priorities. “When we moved to the DMV, and I hit the ground running with real estate, I didn’t focus on growing friendships as much as I should have. I was burning out quickly,” she admits. By focusing on personal connections and planting roots in her new community, Andy found that her business began to flourish. “The best

way to make friends was to pour into clients I’d already had the privilege of working with to grow the relationship more,” she adds.

Andy’s real estate performance since becoming a Realtor speaks volumes. In 2023, she handled 22 transactions totaling \$14.382 million in sales. This year, she is on track to exceed these figures. Her dedication has earned her numerous accolades, including the RLAH 2022 Rookie of the Year, the RLAH

Visionary Award, and recognition as an NVAR Top Producer from 2021 to 2024. Additionally, she was named a Top Producer by Washingtonian Magazine and Northern Virginia Magazine in 2023. Andy’s achievements highlight her commitment to excellence and client satisfaction.

**Up Close And Personal**

Andy and her husband, Roy, share a deep love for travel, making it a cornerstone of their lives. When not working, they enjoy riding bikes, picnicking on



*Focus on treating your clients, fellow agents, and neighbors with kindness and respect. Good work will follow.*



the Old Town Waterfront, or hosting friends for backyard cookouts. Their two dogs, Hank and Moose, play a significant role in their story. Andy and Roy met at a dog park in 2018, knowing their dogs' names before each other's. They even chose their house in Del Ray, Alexandria, to give Hank and Moose a yard to enjoy.

Outside of work, Andy finds peace and presence through yoga. She's also a big fan of movies and music, often attending concerts or hosting dinner parties for friends. A unique aspect of Andy's personality is her habit of sharing Spotify songs with friends, inviting them to enjoy the music she loves.

Additionally, Andy is committed to supporting local businesses and communities. She sources closing baskets for her clients from Care+Giving, which features products from local, female, and minority-owned businesses. Additionally, she looks forward to volunteering and getting more involved with her neighborhood, Del Ray, known for its vibrant community events.

**Looking Ahead**

Andy lives by the motto, "If you're the smartest person in the room, you're in the wrong room," and also values the principle of "Work hard and be nice to people." She defines success as embracing all aspects of herself, whether optimistic or pessimistic, professional or casual. She aims to impact the real estate industry while allowing herself the rest she deserves.

Looking ahead, Andy hopes to continue growing alongside the incredible women at RLAH @properties who have supported her. She aims to give back to her community and make Alexandria an even better place to live through volunteering and engagement. Her long-term dreams include expanding her



involvement in local initiatives and fostering a welcoming environment in her neighborhood.

Before she ends her narrative, Andy offers valuable advice to up-and-coming professionals. She emphasizes the importance of prioritizing relationships and integrity over individual transactions. "As strange as it sounds, don't focus on this one sale," Andy advises. "Focus on treating your clients, fellow agents, and neighbors with kindness and respect. Good work will follow."

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agent spotlight

By George Paul Thomas  
Photos by Ryan Corvello

# CRISTINA DOUGHERTY

INTEGRITY,  
AUTHENTICITY,  
AND KINDNESS



**M** Meet Cristina Dougherty, an esteemed REALTOR® proudly representing Long & Foster. Passionate for her craft and committed to excellence, Cristina embodies a unique approach to real estate. To her, it's not just about transactions; it's about building lasting relationships. This philosophy drives her every interaction, ensuring clients receive personalized attention and unwavering support throughout their real estate journey.

### EDUCATOR TO REALTOR

Cristina's journey from education to real estate is a testament to the transformative power of unexpected opportunities. Born in West Africa, she traveled continents, spending formative years in Canada and Spain before finding her way back to Fairfax, Virginia. It was here, amidst the backdrop of her middle and high school years, that Cristina's path began to take shape.

Her pursuit of knowledge led her southward to Charleston, South Carolina, where she delved into psychology and teaching, earning a Bachelor of Science in Psychology and a Master of Teaching. With a solid educational foundation, Cristina embarked on a 12-year tenure as a Board-Certified Special Education Teacher with Fairfax County Public Schools, leaving a permanent mark on countless lives.

But life has a way of steering us down unexpected avenues. For Cristina, it was a pivotal moment in her quest for a forever home that propelled her toward a new chapter. Dissatisfied with the real estate experience she encountered while navigating the purchase and sale of her properties, Cristina saw an opportunity to make a difference. "We had an awful experience with an agent, and I thought I could do better!" she reflects.

Thus began her unexpected foray into the world of real estate. What started

as a means to facilitate the sale of her home swiftly evolved into a passion and a profession. "I never intended to become an agent," Cristina confesses. "I took the classes to do a FSBO to sell our current home, but when I was finished, I told my husband I would take the test and get licensed. I sold our home; we bought a new one, and I was hooked!"

With over two decades of experience, since Cristina embarked on her real estate journey, she has established herself as a standout solo agent in the real estate industry. Last year, she achieved remarkable results, selling 26 units with a total volume of \$21.9 million. This year, she aims even higher, projecting a volume of \$27 million. Cristina's stellar performance hasn't gone unnoticed, earning her accolades such as Long & Foster Top 100 Agent for 2020 and multiple recognitions in the Washingtonian and Northern Virginia Magazine Top 100 lists from 2015 to 2023.





What sets Cristina apart is her unwavering commitment to her clients. She goes above and beyond to ensure their needs are met and they feel confident in their decisions. With her personalized approach and dedication to client care, Cristina continues to redefine excellence in the real estate industry.

#### BALANCING WORK AND FAMILY WITH FINESSE

Amidst the hustle and bustle of real estate, Cristina Dougherty finds solace and joy in her cherished family moments. With her husband of over 20 years, Dan, and their three children—Kylie, Mason, and Skylar—Cristina cultivates a warm and loving home environment. Their shared love for travel and the beach often finds them basking in the sun, relishing the serenity of waterfront vistas. As avid sports enthusiasts, they also bond over cheering on their children at various sporting events.

Nugget, the 3.5-year-old mini-golden doodle with the esteemed title of Chief Canine Officer in Cristina's real estate realm, adds a furry touch to their family dynamic. They also have Scarlet, their gentle and sweet horse, outside their home. She provides Cristina with both exercise and therapeutic relaxation during their weekly rides.

"I often listen to podcasts or read in my free time. I also enjoy movies and spending time with friends," Cristina shares.

While Cristina isn't affiliated with specific charities, she remains deeply involved in her community. As the Varsity Basketball Team Mom, a volunteer with the football team, a booster sponsor, and Co-Chair of the All-Night Grad Party, Cristina continues to make meaningful contributions to the lives of those around her, embodying the spirit of generosity and compassion.

#### FUTURE FOCUS

For Cristina, success isn't merely measured by accolades or achievements but by the principles of being true to yourself. Embracing Albert Einstein's wisdom—"Strive not to be a success, but rather be of value"—Cristina's approach to her personal and professional life centers on making meaningful contributions and uplifting those around her.

Cristina envisions a future where these principles continue to guide her path. As she

reflects on the years ahead, Cristina sees herself remaining a stalwart presence in the Northern Virginia real estate scene for another decade before transitioning toward retirement. With her sights set on South Carolina, where she is already licensed, Cristina and her husband contemplate a new chapter in a different locale.

Professionally, Cristina's goals align with ensuring the successful launch of her three children into college life—a milestone that marks a new phase for their family. Beyond that, the future promises exploration and adaptation as they navigate the next chapter of their lives together.

In Cristina's vision of the future, success isn't a destination but a journey marked by integrity, authenticity, and kindness—a journey that continues to evolve and inspire those around her.



**FUN FACT:**  
One of Cristina's remarkable achievements is climbing Mt. Kilimanjaro.

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3	Robert...	90	\$1,000,000	\$1,000,000	\$1,000,000	\$3,000,000
4	David...	85	\$900,000	\$900,000	\$900,000	\$2,700,000
5	Jennifer...	80	\$800,000	\$800,000	\$800,000	\$2,400,000
6	John...	75	\$700,000	\$700,000	\$700,000	\$2,100,000
7	Sarah...	70	\$600,000	\$600,000	\$600,000	\$1,800,000
8	Mark...	65	\$500,000	\$500,000	\$500,000	\$1,500,000
9	Lisa...	60	\$400,000	\$400,000	\$400,000	\$1,200,000
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# BRET BOIZELLE



▶ partner spotlight

By George Paul Thomas  
Photos by Ryan Corvello

BOIZELLE INSURANCE PARTNERSHIP



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Meet Bret Boizelle, the dedicated Vice President at Boizelle Insurance Partnership. Based in Rockville, Maryland, Bret brings a wealth of experience and a personalized approach to the insurance industry. “Educating clients on the importance of insurance and being present in their time of need are the most gratifying aspects of the business,” Bret shares. This commitment to service excellence and client education sets Boizelle Insurance apart in a competitive market.

#### BUILDING A LEGACY

Originally from Potomac, Bret embarked on a successful career in hospitality with the prestigious Four Seasons. However, the desire to be closer to family and the demanding nature of hotel work, which often required relocating, led to a pivotal career change. “I realized I wanted to be closer to my family, and working in hotels would likely require moving around the world,” Bret recalls. In 2011, Bret joined Boizelle Insurance Partnership, bringing a unique perspective on personalized service from the hospitality industry to the world of insurance.

Boizelle Insurance Partnership is a distinguished third-generation agency specializing in home, auto, business, and life insurance. The agency, headquartered in the DC area with its main office in Rockville, MD, boasts a team of about 20 dedicated professionals. Licensed across MD,

DC, VA, WV, NC, and PA, the agency offers tailored insurance policies from top-tier carriers like Erie, Travelers, Chubb, Hanover, Hartford, CNA, Progressive, and AIC.

“Our agency stands out because we work and shop with several carriers, many of which are the best in the industry,” Bret explains. This independence allows Boizelle Insurance to provide clients with optimal protection at the best possible prices. A testament to their excellence, Boizelle Insurance has earned Erie Insurance’s prestigious Quality Agent Award and maintains an industry-leading retention rate, reflecting their exceptional service and client satisfaction.

Founded in the wake of a personal tragedy, Boizelle Insurance was born from William Boizelle’s determination to prevent others from experiencing the same loss he did when his warehouse, which was not



adequately insured, burned down in 1956. His son, George Boizelle, continued this legacy by building his own agency, and Boizelle Insurance Partnership, now a union of the two companies, remains committed to its founding principles.

Today, it stands as one of the premiere property and casualty agencies in the Washington metropolitan area, renowned for its exemplary service. “The genuine care and well-being of our clients is our highest mission,” says Bret. This ethos drives every aspect of their business, ensuring clients receive the best possible coverage and service.

Originally focused on building the agency’s Commercial Department, Bret now oversees Agency Development and Sales. His responsibilities include driving growth across all insurance areas and marketing venues, with a strong emphasis on customer satisfaction and retention.

#### NAVIGATING INSURANCE IN THE DIGITAL AGE

In today’s fast-paced world, the rise of the internet and smartphones has transformed the landscape of insurance shopping. People want things quickly, on their own time, and they want the process to be easy,” Bret emphasizes.

“We have a team of highly experienced professionals that know how to guide clients through purchasing insurance to ensure they get



what they need,” Bret affirms. This commitment to personalized service ensures clients receive tailored insurance solutions that meet their unique needs and preferences.

and Catherine always strive to find time for date nights, cherishing their moments together.

As a full-service agency, Boizelle Insurance goes beyond just initial policy purchase. “Since we’re a full-service agency, we continue to help those same clients and their families with their insurance needs for decades,” Bret explains. This dedication to long-term client relationships underscores the agency’s commitment to providing ongoing support and assistance throughout every stage of life.

#### PERSONAL GLIMPSE

Outside of his professional life, Bret enjoys a fulfilling family life with his wife Catherine and their two young children, Kolbe and Adelaide, in Arlington, VA. “There is no greater joy than being a dad,” Bret beams. “Watching them learn and discover new things is one of life’s greatest gifts.” Family time is paramount, and hobbies such as playing tennis and classical guitar and enjoying live music provide a well-rounded balance to his busy career. Despite a packed schedule, Bret



Looking ahead, Bret is committed to continuing his work in insurance until retirement, with ambitions to expand his influence and share his knowledge widely. “Building a successful business is rewarding for so many reasons,” he notes. “It helps clients and referral partners, provides fulfilling careers for our team members, and supports my family and loved ones.” As the insurance landscape evolves, Bret and his team at Boizelle Insurance are well-equipped to navigate challenges and continue delivering unparalleled service.



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# SUE SMITH

## LEADING WITH INTEGRITY

Meet Sue Smith, a distinguished REALTOR® at Compass. With a wealth of industry knowledge and experience, Sue excels in guiding clients through the complexities of real estate transactions. Her exceptional communication skills ensure clear and concise guidance, making her a trusted ally in the journey of buying or selling properties.

### STARTING OUT

Sue's story begins in the heart of Texas, where she was born in Kingsville to a

Marine pilot and raised among six siblings. Her educational journey took her through Catholic School, Public High School, and eventually the University of Delaware. Her passion for sports, equestrians, and animals has always been a defining aspect of her life.

Reflecting on her upbringing, Sue describes herself as inherently driven, motivated, and content. Before starting her real estate career, she laid the groundwork with stints at the

University of Delaware and Honeywell Information Systems.

"I became a Realtor because I was seeking a career working with people I could blend with raising a family," Sue shares. Real estate presented itself as the perfect intersection of professional fulfillment and personal aspirations. For Sue, real estate isn't just a career; it's a pathway to achieving her dreams and goals. It provides her the means to support her family while living a rich and rewarding life.



Yet, beyond financial rewards, Sue finds the most fulfillment in the relationships she cultivates through her work.

“What I find most fulfilling about my work is the relationships I have with clients, industry leaders, and Realtors,” Sue notes.

#### EXCEPTIONAL TRACK RECORD

As the driving force behind The Sue Smith Team at Compass, Sue isn't just a Realtor; she's a leader, a CEO in her own right. Since diving into real estate in 1988, Sue has established herself as a formidable presence in the industry. She has a team of four full-time Realtors and a dedicated Transaction Manager: Sue Smith, Charlie Rossi, Heran Choi, Bryan Smith, known as The Sue Smith Team, and Krissy Smith Shellenberger, Transaction Manager, Real Advantage Transaction Management (RATM).

Sue's commitment to excellence is evident in her impressive sales volumes and accolades. Last year alone, her team facilitated dozens of transactions, solidifying their reputation for delivering results. This year, Sue projects a staggering volume exceeding \$50 million.

But what truly sets Sue apart is her unwavering dedication to her clients and team. With a focus on building lasting relationships and fostering a supportive work environment, Sue leads by example, setting the standard for professionalism and integrity in the real estate industry. Whether navigating complex transactions or providing mentorship to her team members, Sue's leadership shines through in every aspect of her work.

#### BEYOND REAL ESTATE

For Sue, life extends far beyond the confines of the real estate world. At home, Sue finds joy and fulfillment in her tight-knit family unit. Her husband, Charlie, is her life partner, an Associate Broker, and an Ironman enthusiast. Together, they've raised four accomplished children: Bryan Smith and Krissy Shellenberger, who, like their parents, have found their calling in the real estate industry. Nick Rossi is a land surveyor, and Caitlin Rossi is a title company professional.

Despite the demands of their careers, the Smith-Rossi household prioritizes spending quality time together. Whether sharing stories over dinner or embarking on outdoor adventures, family bonding remains at the core of their lives.



Sue and her family find plenty of joy in their favorite outdoor activities. She embraces the natural beauty of the world around her, finding solace and rejuvenation in the great outdoors.

“When I’m not working, my favorite way to spend time is to be outdoors with my family, engaging in activities such as hiking, biking, walking, gardening, kayaking, and more,” Sue expresses.

Beyond the hustle and bustle of the real estate market, Sue cherishes these moments of tranquility and connection, reminding herself of the importance of balance and perspective in both work and life.

#### AHEAD OF THE CURVE

Sue’s outlook on life and business is encapsulated in her favorite quote:

“Love The Life You Have While You Create the Life You Want.” For Sue, success isn’t just about reaching a destination; it’s about embracing the journey and striving to be the best version of oneself.

Defined by her mantra, Sue sees success as an ongoing process of personal growth and contribution. “Success starts with you. To me, success means being the best you and sharing that with the world!”

Sue’s future is as bright as her unwavering determination. With a steadfast commitment to keep pushing forward, she refuses to see retirement as an option, understanding that to retire is to expire. Instead, Sue envisions a future filled with meaningful connections and purposeful work. Sue’s

highest hope is to continue serving others. Whether it’s her clients, family, friends, or the community, she remains dedicated to making a positive impact and leaving a lasting legacy of excellence.

Above all else, Sue believes in the power of continuous learning, effective leadership, and personal fulfillment and hopes to inspire others to do the same. As she continues to lead by example, Sue encourages everyone to find joy in what they do and strive for greatness every day.

“Never give up – seek your dreams and continue to serve others.”



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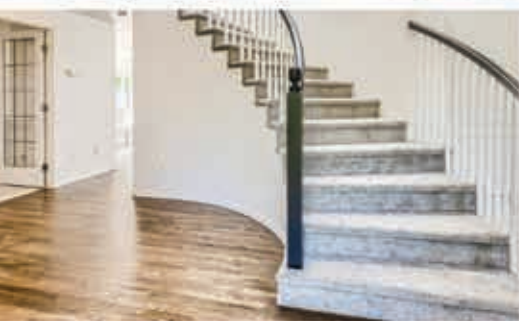
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