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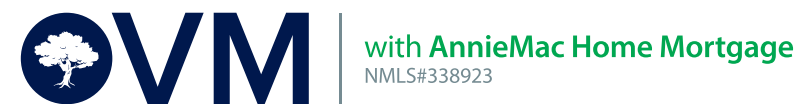
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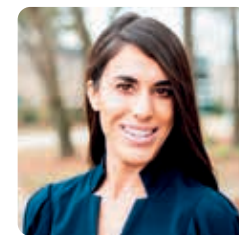
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# JOHN

# L U T E R M A N

**Patriot Real Estate Partners | Keller Williams**

John Luterman will tell anyone who will listen that he lives a charmed life. “I consider myself a lucky person,” he shares. From growing up in Florida and serving for 22 years in the United States Air Force to becoming an actor and Screen Actors Guild (SAG) member, talented musician and successful real estate agent, John counts his blessings.

Luck may be one factor in John’s achievements, but the servant leadership he employs in all his endeavors underscores his impressive accomplishments, including rising to the role of partner with Tom McConnell at Patriot Real Estate Partners, Keller Williams Realty.

John knew he wanted to pursue real estate and work with Tom after retiring from the military, and unbeknownst to him, Tom, a veteran, had him on his radar. “When I got to my duty station here in 2020, I kept hearing his name anytime someone talked about real estate,” John explains. “One day, I sat down in his office, and we realized we had interacted within the unit a couple times on different projects. Already a successful agent, he had been considering starting a real estate team, and I was on his short list of people to contact.” Serendipity kick-started John’s career. He got his license in 2021 and started learning from Tom, and before long, they were growing a team.

Patriot Real Estate Partners is 13 agents strong, and most have military ties. “We lean into serving the military community,” John remarks. “We serve everyone, but we have a special place in our hearts for our brothers and sisters in arms and their families because we’ve lived their experience. I moved eight times in 22 years, so I can relate.”

John, a full-time top producer, draws from his military experience at every turn. The Aircraft Armament specialist turned First Sergeant was a crucial link within his unit for matters concerning all Airmen. “This skillset is surprisingly similar to my real estate work,” John

» cover story

Story by Jacki Donaldson  
Photos by Susan Fowler, Fowler Studios





reveals. “I took care of people in the Air Force, and I approach real estate with the same mindset. It’s never about getting to closing; it’s always about doing what’s in the best interest of the person in front of me.”

Putting people before profits set John on a speedy course to success. His first year was great, his second year was better, and he is poised for more exceptional results in his third year. He is already operating on word-of-mouth referrals and boasts hundreds of five-star reviews from folks whose testimonials warm his heart. “They mean that people know when they come to me, I am going to take care of them,” he comments. “As the team grows, we want to become synonymous, particularly with our military personnel, with being a trusted real estate brand. We want to become the USAA of real estate so when people see our name or logo, they know what they’re going to get as they navigate one of the biggest purchases of their lives.”

Patriot Real Estate Group’s logo is red, white and blue — what John calls “the most successful color scheme in the history of mankind” — and incorporates an image of an eagle and a house and a tagline that reads “Service that never ends at sold.” The recognizable branding extends to the property management arm of John’s team. “We saw a need for our military clients who know when they get here that it is not their last stop,” he notes. “We show them how the property can work for them as a rental with cash flow.”

John knows the value of diversifying. He once took his wife’s advice to attend a casting call in Richmond for *The Walking Dead: World Beyond*, and he walked away with a role as a soldier. He appears in the the Season 2 trailer and multiple episodes. As a SAG member with a presence in the Internet Movie Database (IMDb), when you Google John, you will likely land at his IMDb page and learn that he also played a clown in the mini-series *The Clowns*, a Gestapo agent in the war film *Talons of the Phoenix* and an FBI agent in the crime movie *Austin*. In addition to incorporating acting into his busy real estate schedule, John, a musician for the past 30 years, plays guitar and sings. He calls classic rock his favorite genre and has a home studio where he plays and records music.

Above all else, John’s favorite non-real-estate activity is spending time with his wife, Crystal, whom he met in the Air Force and now works in contracting as a civilian for the Air Force, and their two young adult children, Alexia and Xavier, and two rescue pups.

John feels incredibly fortunate for the life he’s living. From his military service to his role as a top-producing REALTOR® and his ventures in the entertainment industry, John’s journey is more a testament to the power of servant leadership than it is to luck. As he continues to excel, John remains grounded in his mission to serve others and positively impact in the world.

“As the team grows, we want to become synonymous, particularly with our military personnel, with being a trusted real estate brand. We want to become the USAA of real estate so when people see our name or logo, they know what they’re going to get as they navigate one of the biggest purchases of their lives.”



# DAN CLARK

on the rise

Story by Maddie Podish  
Photos by Charles Townsend



## DOUGLAS REALTY

**In the bustling world of real estate, those who strive to continue learning set themselves apart in what can be a competitive industry. As a seasoned REALTOR® with Douglas Realty, Dan Clark brings almost four years of experience and a lifetime of resilience to the table. In fact, his pre-real-estate story may shock you.**

After departing from the Navy in 1997, Dan faced profound challenges. With nowhere to turn, he sought refuge with his uncle in Oregon, but the arrangement proved untenable within a week. Alone and without a support network, Dan found himself navigating the harsh realities of homelessness. Determined to carve a path forward, he juggled two to three jobs, eventually scraping together enough funds to secure a modest room, marking the end of his two-month

stint without a permanent home. He strongly states, “I vowed never to go back there again. I’ve heard many times people say never forget where you came from because if you do, you’re doomed to return there. So, I’ll never forget.”

As life continued, Dan navigated various careers, each offering unique obstacles and lessons. From working at a shipyard to spending a decade in the transportation industry, where he maneuvered 18-wheelers and coordinated freight shipments, Dan’s diverse professional background equipped him with invaluable skills, including adaptability and perseverance.

However, a pivotal moment in his personal life propelled him toward real estate. In 2019, Dan and his family began purchasing their home after years of renting. Unfortunately, their experience with their agent was less than satisfactory, marred by an unprofessional interaction between the agent and Dan’s wife, Melanie, while he was in New York for work. This ordeal, coupled with the extensive relationships Dan had built through working at the shipyard, served as the catalyst for his decision to pursue a career in real estate. “In a way, I hate that it was our experience buying a home, but I’m grateful it happened because it’s changed my family members’ lives,” shares Dan.





While there are many building blocks to his work, excellence and integrity shine through in every aspect of his business. His dedication to transparency and setting realistic expectations fosters trust with his clients, resulting in a growing network of referrals — a testament to his unwavering professionalism. After recognizing that Douglas Realty shared his values of innovation and excellence, Dan joined the brokerage's team. Because Douglas



Beyond his professional endeavors, Dan is deeply engaged in philanthropic activities, believing in the power of small acts of kindness to make a difference in people's lives, a mindset he and Melanie share, along with their bond rooted in mutual supporting each other and their entrepreneurship goals. Together, they enjoy simple pleasures like bonfires and outdoor movie nights with their three dogs (Triton, Bokeh and Cooper) and cherishing moments with their three adult children (Kyle, Coralyn and Dakota) and three grandchildren (Mateo, Ainsley and Elena).

Outside of work, Dan finds joy in writing for *Real Producers*, engaging in friendly games of cornhole and leveraging both his creative and analytical sides to tackle challenges. His penchant for creativity extends to his closing gifts, where he offers clients the unique experience of a family photo session, courtesy of his wife, a professional photographer.

As he continues on this incredible journey we call life, Dan believes success is living a life you are happy with. When balancing work and life, he emphasizes the importance of doing what makes you happy. "Every day, my wife and I get to do something we're passionate about," he reveals. "Seeing her love what she does has given me the confidence to do the same. What success is greater than that?"

Realty is based in Maryland, Dan loves that he is pioneering its presence in Southeastern Virginia.

With the real estate industry constantly evolving, Dan strategically set time aside to learn what he needed to obtain his loan officer license in January 2024. "It's all part of the blueprint of my business moving forward," he explains. Backed by his brokerage's support, his vision for the future of his business is anchored in providing clients with a comprehensive "one-stop-shop" experience, encompassing various services to streamline the real estate process.

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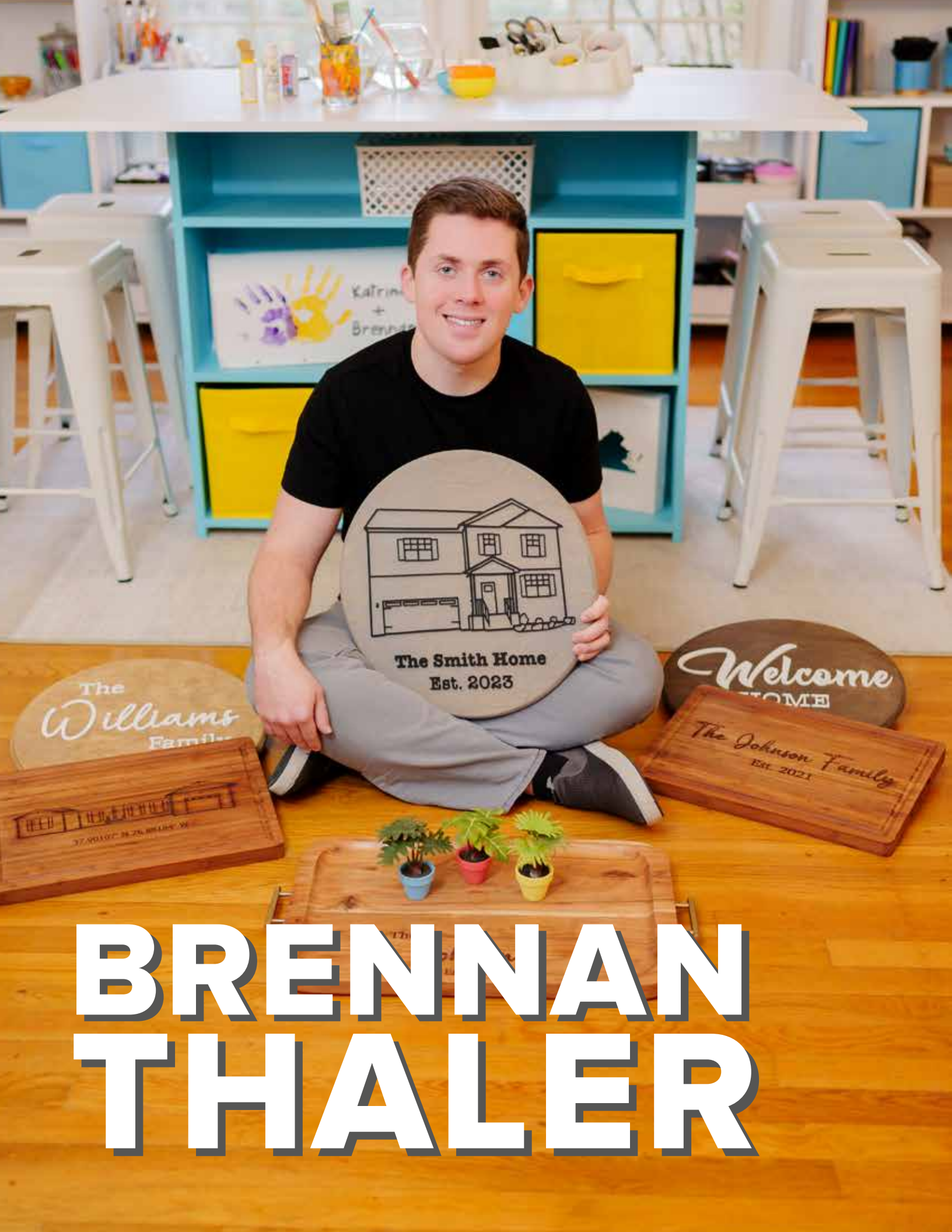
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# BRENNAN THALER

## PURPOSE

*Design Co.*

▶ partner spotlight

Story by Maddie Podish  
Photos by Charles  
Townsend Photography

The day has finally arrived. After guiding your clients through one of the most significant transitions of their lives, you watch them close on their dream home. Your clients know you have already gone above and beyond, but you have one last thing for them: a closing gift. With Purpose Design Co., you have chosen a high-quality, custom-designed product that will last years beyond closing day.



Brennan Thaler, owner of Purpose Design Co., knew from a young age he wanted to be an entrepreneur, starting his first craft shop in third grade. He continued to follow his passion, honing his skills by taking a woodshop class in high school. An opportunity arose that summer to attend a six-week mission trip to Niger, Africa. “I wanted to find a way I could work to raise the money to go,” he shares. “So, in August 2015, I created Purpose Design Co. We raised the money, I went on the trip the next summer, and the business continued to grow,” he says.

Originally from Richmond, Brennan tailored his college education at Christopher Newport University to advance his business aspirations. Armed with his management and marketing degree, he courageously plunged into his business upon graduation. “I wanted to not only create signs, but also help other businesses be storytellers through the custom pieces they could give.”

Building a business has come with some struggles for Brennan. To him, success isn’t solely defined by not failing but, rather, by the demonstrated resilience in the face of it.

“I have given myself the grace in my life to realize that the times I have completely failed have actually been successes because I get up and keep walking every single time,” he explains. “Perseverance is why I am a successful person today.”

Brennan designed Purpose Design Co. to provide your clients with a unique closing gift, and he shaped it to match the structure of your business. By offering wholesale prices and discounts even on personalized products, fast turnaround times and shipping, easy ordering to save time, convenient billing options and your custom logo on any piece you order, he created a business with your business in mind.

Research indicates that only 14% of REALTORS® provide personalized closing gifts. Yet 64% of recent homebuyers express that receiving such gifts would heighten their likelihood of engaging the same REALTOR® in the future, and 75% affirm that these gifts would boost their inclination to recommend their REALTOR® to others. “Our custom signs are a small investment, but they can have a truly meaningful impact on clients for years beyond closing day,” Brennan emphasizes.

Within their colorfully decorated home studio and office, Brennan and wife partner to continue living out Purpose Design Co.’s vision — innovating how we tell the stories of life’s most cherished moments. “A closing gift isn’t just random, but a symbol of the home a client worked for and saved to buy,” they remark. “A home that will create so many memories for their family. A home that will be an investment for their future. The gifts that we create are a representation of all of those things. I consider it a privilege to be trusted with such beautiful stories.



This young married couple enjoys doing creative projects and hosting and serving at their church. Brennan’s faith in God, His guidance in life and the way He has provided in miraculous ways have led Brennan to where he is today.

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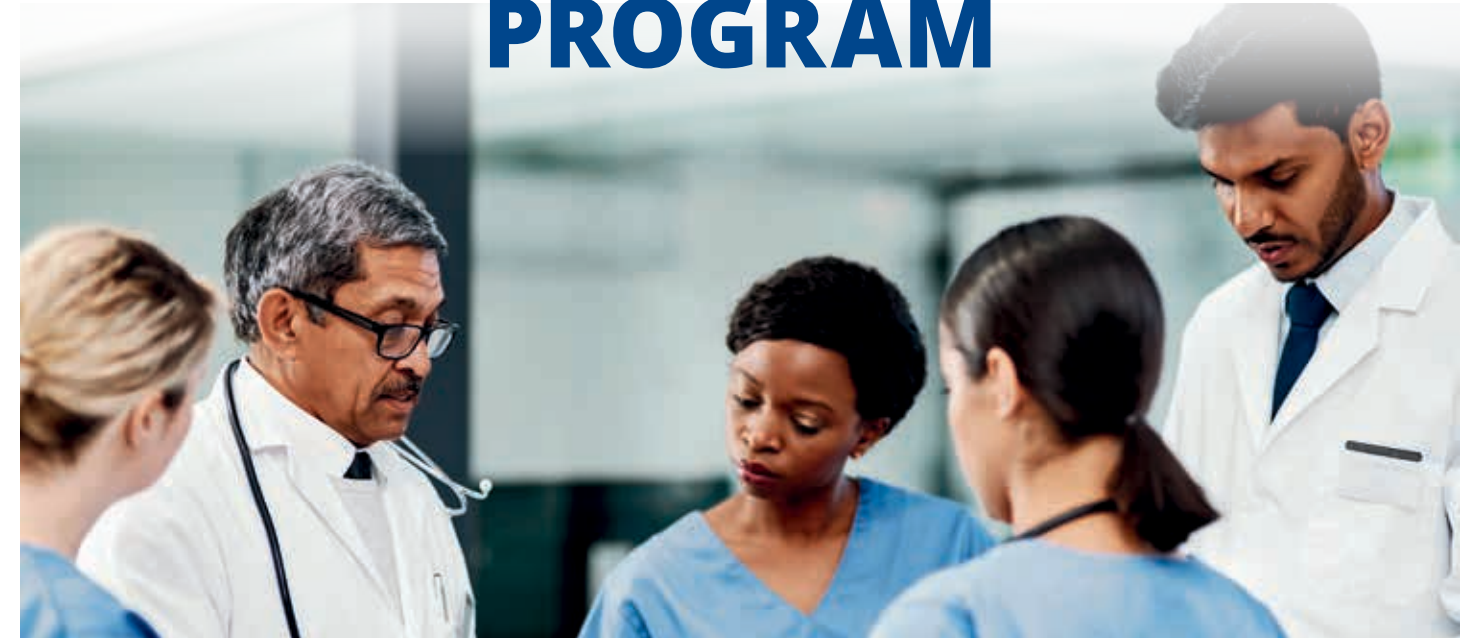
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# CHUCK DUNLAP

GARRETT REALTY PARTNERS



To say that Chuck Dunlap has led an exceptional life would be an understatement. In the course of not just one, but two successful careers, he has been around the world three times, lived in southeast Asia and Europe and taught at the collegiate level. His career in real estate stands out, his success and the impact he has had as a mentor and the rare distinction of having worked at only one brokerage.

“I’ve been with Greg Garrett my entire career,” Chuck affirms, relating how he came to join the brokerage as he searched for a new career after 20 years of service to the country as an Air Force Officer. “We met at a job fair in 1990, and he impressed me as an honest person who promised transparency in the company,” Chuck recalls. “I got my license while I was still on active duty (although I didn’t do anything until I officially retired), and a year later, I joined the team.”

Finding the camaraderie and teamwork at Garrett Realty Partners that he was seeking and the transparency Greg promised, Chuck has found no reason to move to another brokerage. “In a business where agents jump from office to office looking for success,” he says, “I believe the grass is greener where you fertilize it.” Promoted to Corporate Trainer for new agents in 2016 and Principal Broker in 2019, the ground has certainly been fertile for him, and his influence is felt through his passion for helping agents succeed in the business as he has. He recognizes that the real estate industry can be difficult, noting that most agents who come into the business abandon it as a career within five years. “They come in thinking it will be an easy side hustle, but it’s not,” Chuck notes, “but if you do the job and do it hard and do it right, you will succeed.”

Many agents do not receive the guidance they need to continue successfully in real estate, and sometimes, a little support and coaching is all it takes for them to shine, Chuck explains, sharing the story of how he turned everything around for an agent. “One of my proudest moments was helping a REALTOR® unlock her true potential through coaching when she was written off by others,” he expounds. “She’s an immigrant from southeast Asia and English is her third language, so while she is

Key to his effectiveness in coaching and mentoring is his emphasis on knowledge and understanding, demonstrated by how many other agents have come to view him as their go-to guru. “I believe that I study my chosen profession more than most,” ruminates Chuck. “Because of that, I have gained a reputation for having the answers most of the time.”

One of the most underemphasized yet vital aspects of real estate is contract writing, he says, and it is a subject he emphasizes in his

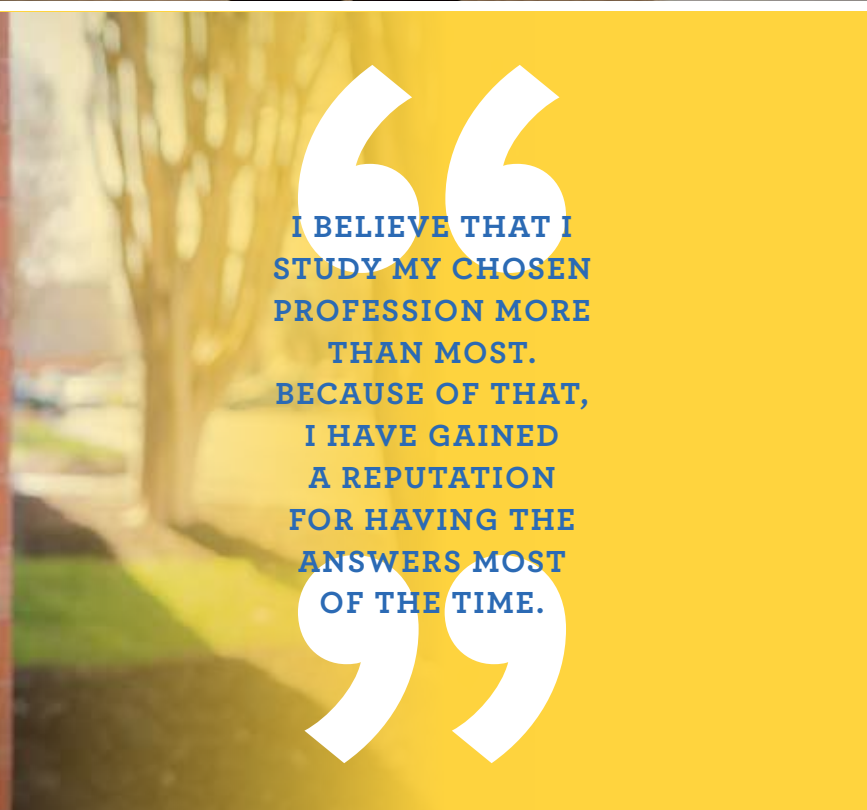


intelligent, the language barrier was a factor. We began weekly coaching sessions, and the results were extraordinary. After her first year, she received Rookie of the Year, and after her second, she became a platinum award winner. I take a great deal of satisfaction in helping her realize her potential. She’s a phenomenal person and real estate agent and just a pleasure to be around, and our weekly coaching sessions are still going strong three years later. She wanted to prove to people that she does have what it takes; all she needed was the opportunity and the proper coaching.”

teaching. “I study my contracts to where I can almost quote them” he reveals. “I wrote a six-hour post-licensing course in contract writing, and when I am mentoring agents, I tell them, ‘You have to know this contract, front to back, back to front, upside down and inside out.’ You have to know what they mean, not just what they’re saying.” He has created language for contracts specifically to deal with contingencies and, most vitally, studied negotiations and all he can that assists with understanding people. “In this business,” he wisely chuckles, “if you understand people, you’ll understand the industry.”

It is all in the service of helping other agents reach their goals, and for Chuck, the most fulfilling part is when new agents are mistaken for having been in the industry for longer than they have been. "When new agents are complimented on how professional they appear, with only limited time in the business, it tells me we are doing something right for them," he declares.

Although many would have settled into retirement by now, Chuck has no plans on slowing down anytime soon. "I've been working my whole life," he reflects. "I started in sales as an 11-year-old paper-boy and worked my way through college selling cookware. I've always been working for what I want. I'm almost 75 years old, so my future is uncertain, but what I know for sure is that I will continue sharing my knowledge and experiences as long as I am blessed to be able." When the time finally comes that he does leave the industry, he hopes to be remembered as a reason others found their success. "I would like people to miss having me around as a resource contributing to their success," he muses about that future.



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# FAQ



**WELCOME TO REAL PRODUCERS!**

Some of you may be wondering what this publication is all about, which is why we have created this FAQ page.

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

**Q: WHO RECEIVES THIS MAGAZINE?**

**A:** The top 300 agents on the Peninsula in Hampton Roads, VA. The Peninsula is defined as from the Chesapeake Bay Bridge-Tunnel in Hampton to the greater Williamsburg area and everything in between. We pulled the MLS numbers (by volume) from January 1, 2023, through December 31, 2023, in the Peninsula and Williamsburg area. We cut the list off at #300, and the distribution was born. For this year's list, the production level for our group was between just below \$5 million and \$50 million in 2023. The list will reset at the end of 2024 for next year and will continue to update annually.

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

**A:** The process is simple. Every feature you see has first been nominated. You can nominate REALTORS®, agents, affiliates, brokers, owners or even yourself. Office leaders can also nominate real estate agents. We will consider anyone you bring to our attention because we don't know everyone's story, and we need your help to learn more. A link to our nomination form is on our Facebook page (facebook.com/peninsularealproducers).

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

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

**Q: WHO ARE THE PREFERRED PARTNERS?**

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

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

**A:** If you have a recommendation for a local business that works with top real estate agents, please let us know. Send an email or text to joni@realproducersmag.com or call 757-348-7809.

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