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Cover photo courtesy of Don Elrod.





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FAO

ABOUT THIS MAGAZINE



Ever since CharlotteRealProducers launched

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

Q: Who receives this magazine?

A: The top 500 agents in Greater Charlotte. We pull the MLS numbers each year (by volume) for agents licensed in the Greater Charlotte counties of Anson, Alexander, Cabarrus, Caldwell, Catawba, Chester, Gaston, Haywood, Iredell, Lancaster, Lincoln, Mecklenburg, Montgomery, Stanley, Union, and York. We cut off the list at number 500, and the next year's distribution is born. We did this again in January, based on the new top 500 agents in sales volume for 2023. Based on 2023's list, the minimum production level for our group is \$11.8 million. The list will reset again at the end of 2024 for the following year and continue to update annually.

Q: What is the goal of this magazine?

A: We believe that we are better together. When we surround ourselves with other successful, likeminded people, we grow to new

heights. Real Producers is a platform that brings together the most elite individuals. We take the top 500 real estate agents and our preferred partners and we build an exclusive community around that group. We share their stories, successes, and upcoming events — really, anything that will connect, inform, and inspire, we put in our monthly publication.

Q: Does Real Producers have events?

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

Q: What is the process for being featured in this magazine?

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

with us to ensure it's a good fit. If all works out, then we put the wheels in motion for our team to write the article and for our photographer to schedule a photo shoot.

Q: What does it cost a Realtor/ team to be featured?

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

Q: Who are the Preferred Partners?

A: Anyone listed as a preferred partner in the front of the magazine is part of this community. They will have an ad in every issue of the magazine, attend our events, and be part of our online community. We don't just find these businesses off the street, nor do we work with all businesses that approach us. One or many of you have personally referred every single preferred partner you see in this publication. Our partners hold a special piece to this puzzle since their partnership helps support our monthly publication. Without them, we wouldn't be able to feature our top agents or host our social events.

Q: How can I refer a Preferred Partner?

A: If you know and want to recommend a local business that works with top Realtors, please send an email to us at Lexy@kristinbrindley.com.

This section has been created to give you easier access when searching for a trusted real estate affiliate. Take a minute to familiarize yourself with the businesses sponsoring your magazine. These local businesses are proud to partner with you and make this magazine possible. Please support these businesses and thank them for supporting the REALTOR® community!

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MEET THE CHARLOTTE REAL PRODUCERS TEAM

Wendy Ross



Kristin Brindley Publisher



Mandi Jackson Associate Publisher



Ellen Buchanan Editor



Lexy Broussard Operations Manager Sales Manager



Don Elrod Photographer



If you are interested in nominating REALTORS® to be featured in the magazine, please email Wendy@KristinBrindley.com

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E NUMBERS

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

16,355 TOTAL TRANSACTIONS

C \$9.6 BILLION SALES VOLUME

LISTING SIDE **TRANSACTIONS**

AVERAGE SALES VOLUME PER AGENT



Information is based on residential sales in 2023 by the top 500-producing agents licensed in the Greater Charlotte counties of Anson, Alexander, Cabarrus, Caldwell, Catawba, Chester, Gaston, Haywood, Iredell, Lancaster, Lincoln, Mecklenburg, Montgomery, Stanley, Union, and York.

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>> publisher's note

Big congrats to all of the new Top 500 agents who are now part of our *Charlotte Real Producers* community, thanks to your stellar sales performances in 2023. You guys rock! By now, you should have received your 2024 *Charlotte Real Producers* Top 500 badge in your inbox, a testament to your achievements and success!

March is a special milestone for our team; seven years ago this month, we launched our flagship publication in Greater Washington, D.C. Thanks to the amazing Real Producers and preferred partners in our various communities, we have expanded to have a presence in seven markets around the country!! We're so proud of all of our publications ... and excited for our newest top agents to join us at our fabulous, exclusive events throughout the year.

March also brings the end of Q1 and St. Patrick's Day — a time when I often reflect on what it means to me to be "lucky." What does luck have to do with success? Are we either born lucky or unlucky ... and can we change?

According to famed psychologist Richard Wiseman, author of "The Luck Factor," a 10-year scientific study into the nature of luck revealed that, to a large extent, people make their own fortunes. The results also show that it's possible to enhance the amount of luck that people encounter in their lives. Moreover, Wiseman's findings revealed that luck is intrinsically tied to one's thoughts and behaviors. So if you want more luck this year, heed Wiseman's advice using four basic principles:

- · Create and notice chance opportunities!
- · Listen to your intuition when making decisions!
- Set positive expectations!
- · Adopt a resilient attitude to transform your luck!

Congratulations again to all 2024 Top 500 agents! Be on the lookout for your invitations to the **Hal Elrod "Best Year Ever" Zoom event on April 18th,** exclusive to our top agents, and to our **Sip into Summer wine-tasting event, coming up on June 11th.** We can't wait to see you all there!

Lastly, a warm welcome goes out to our newest *Charlotte Real Producers* preferred partner, **T.A. Hill Inspections.** Your expertise enriches our community, and we're eager to embark on this journey together!

If you have questions, comments or suggestions for us on feature stories, event locations, or anything related to this community, please don't hesitate to reach out to me directly.

With gratitude,



Kristin Brindley
Owner/Publisher
Charlotte Real Producers
313-971-8312
Kristin@kristinbrindley.com



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What was the luckiest thing that has ever happened to you — and what were the circumstances around it?







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CHARLOTTE REAL PRODUCERS'



JANUARY MAGAZINE PARTY

A big thank-you to everyone who joined us at the Charlotte Real Producers Magazine Party on January 25th at the offices of TruLoan Mortgage. Your presence made the event extra special!

The party was a success, and we appreciate all of our featured agents and partners for being a part of it. Special shout-outs to TruLoan Mortgage for sponsoring the event; to Adam Rutkowski from AlphaGraphics for the amazing wall art; and to **Don Elrod** for capturing stunning photos.

We hope you enjoyed the opportunity to connect with top-producing agents, industry leaders, and other likeminded professionals in a relaxed and intimate setting. These moments of networking and building valuable relationships are invaluable for your business growth.

Magazine parties are smaller gatherings where we celebrate all of the rock star agents who have graced our pages in the past few months. For more information on all CHARLOTTE Real Producers events, please email us at info @charlotterealproducers.com.







































Effective Content Strategies to

Boost Online Engagement

In today's digital landscape, creating organic content that resonates with your audience is crucial for increasing engagement on social media. Here are some effective content ideas that businesses can employ to enhance their online presence and foster deeper connections with their followers.

Capturing Moments with Clients

Sharing photos taken with clients is a powerful way to showcase your business's human side! These images can reflect the joy and satisfaction of your clients, offering a glimpse into the positive experiences they've had with your brand. Whether it's a satisfied customer at the end of a successful project or a casual snapshot at your business location, these images create a sense of community and trust.

Behind-the-Scenes Glimpses

Offering a peek behind the curtain is another great way to engage your audience! Sharing images or videos of your team at work, the process of creating a product, or setting up for a service can build transparency and authenticity. This type of content helps in humanizing your brand and makes your audience feel more connected.

Networking Selfies

Taking selfies with fellow professionals or influencers in your industry and sharing them can also be effective! It not only showcases your professional network but also positions your brand alongside respected individuals in your field. This strategy can help in expanding your reach and presenting your business as an active participant in the industry.

Remember, these helpful content ideas are much more than just posts; they are opportunities to tell your brand's story in an engaging and relatable way. By focusing on authentic, personable content, you're likely to see a noticeable uptick in engagement, fostering a community around your brand that's built on genuine connections and trust.



Mike Baker is owner and founder of Your Social Liaison. To learn more, call Mike Baker at (518) 669-1462, email

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>> partner spotlight

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ttending a real estate school is crucial for success in the industry. legal and market knowledge, fulfill licensing requirements, offer networking opportunities, and foster professional development. In the dynamic arts and culture scene of the Queen City, Superior School of Real Estate is the perfect example of an institution that incorporates all the elements necessary for aspiring real estate professionals to thrive. It is where education is about acquiring knowledge and building lasting connections, embracing laughter, and transforming lives.



Behind the impressive legacy of Superior School of Real Estate stands its visionary founder, Bill Gallagher. His journey from a budding graduate to a prominent figure in real estate education is a testament to his passion for the field. He embarked on his professional journey after graduating from Wake Forest University in 1983, earning a degree in business from the esteemed School of Business and Accountancy.

Completing his studies in an impressive three years, Bill demonstrated both dedication and prowess, setting the stage for a career marked by excellence. He swiftly obtained his North Carolina broker's license, laying the foundation for assuming the role of broker-in-charge at Merrill Lynch Realty's Myers Park Office.

Bill quickly showcased his leadership acumen by growing the office from a team of 13 brokers to an impressive force of over 65 brokers by 1998. Promoted to president of professional development and training for Prudential Carolinas Realty, Bill's commitment to education emerged. In 1998, he founded the Bill Gallagher School of Real Estate, which evolved into Superior School in 2005. The school, now part of Colibri Group, boasts a cutting-edge classroom in Ballantyne Village, reflecting Bill's ongoing dedication to shaping the industry's future.



"In running a real estate school, your major goal is superior customer service in all aspects ... for your customers to be students for life," Bill explains. "Keep your ear to the ground to listen to your students. They are usually very verbal and tell you how they feel."

Raising the Bar

Superior School of Real Estate has been a trailblazer for almost two decades in providing top-quality real estate education. Superior School caters to both aspiring and seasoned real estate professionals, offering comprehensive courses to meet their diverse needs.

"We also offer livestream and online courses, making quality real estate education available to anyone in the state, even when there is not a brick-and-mortar school in their area," adds Customer Success Manager Maribeth Damron.

Having one of the highest passing rates in the state, the institution has consistently sent more students to licensure success than any other school. The commitment to excellence is a testament to the effectiveness of their courses and their instructors' dedication.



BILL GALLAGHER

Founder of Superior School, Bill has a "laugh and learn" approach to teaching. A true bibliophile, he finds joy in immersing himself in reading during his spare time.

BEYOND THE CLASSROOM

Meet Superior School's On-Site Instructors

Photos by Don Elrod



CHERYL CRAWFORD

Cheryl is a believer in personallized learning and extends her commitment to recognizing each student's unique needs



ALISHA DEBERRY

With her zest for exploration, Alisha indulges in the joy of travel and cherishes precious moments with her family.



JOHN FITZGERALD

John is a dedicated teacher and mentor and finds happiness in reading, cooking, golfing, and spending time with his family.



TRACY FRAZIER

Tracy finds bliss in boating and saltwater fishing, sharing these moments with her husband at their idyllic vacation home in the Outer Banks of North Carolina.



ASHLEY JOHNSON

Ashley loves attending local events, heading to the North Carolina mountains for some R&R, and spends her spare time writing, cooking and hiking.



VEE MORTON

To Vee, the allure of golf and the written word beckon during leisure moments. She appreciates balancing her real estate expertise with teaching.



Photo by Don Elrod

Led by Education Director Frank Fields, a seasoned expert in real estate, the team comprises more than 20 instructors spanning the entire state. What distinguishes Superior School is the genuine commitment of its instructors to support their students. These educators take the time to establish personal connections with their students, fostering strong relationships that extend beyond the confines of the classroom.

Other staff includes General Manager Christina Stallings, who ensures smooth operations; Myranda Childers, who welcomes students at Ballantyne Village; Julia Swaenepoel, who manages class schedules; Dawn Fellers, who guides students through courses; and Maribeth Damron, who fosters partnerships, aids recruiting, and organizes private continuing-education classes with local brokerages.

These professionals bring a wealth of real-world experience, making their courses relatable and engaging. Many instructors hold the prestigious Distinguished Real Estate Instructor certification (DREI), solidifying their status among the top real estate educators in the country.

A Commitment to Excellence

In the fast-paced real estate industry, staying ahead is the key to success

for top producers. It's also why the Superior School of Real Estate prioritizes the needs of the industry by consistently refreshing its courses, classes, and information.

This commitment ensures that top producers receive up-to-the-minute insights into the latest trends and issues in the real estate business, allowing them to remain impeccably prepared in an ever-changing land-scape. Superior School's dedication to continuous improvement guarantees that the top producers are equipped with the knowledge and skills needed to excel in their dynamic and competitive field.

Are you aspiring to thrive in the dynamic realm of real estate? Discover the gateway to success at Superior School of Real Estate, where exceptional teaching excellence meets a commitment to transforming lives. Contact Superior School today at 877-944-4260.





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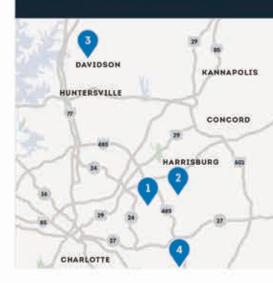
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FAITH AND A PASSION FOR SERVING

With her passion, resilience, and devout faith, Patricia "Patty" Shropshire is undoubtedly one of a kind.

After spending three decades shaping young minds, igniting curiosity, and fostering a love for learning,

Patty has beautifully transitioned to helping families make sound decisions in achieving their real estate dreams as a talented REALTOR® at Ivester Jackson Distinctive Properties with Christie's International.





A Pivotal Move

Growing up in Rochester, New York, Patty developed a strong work ethic from her parents and a love for languages through hosting exchange students and studying abroad in France. Her multicultural family taught her to celebrate differences and connect with people of all backgrounds.

Before venturing into real estate, Patty had a fulfilling career in education. From being a fourth-grade teacher to a K-8 writing consultant and a sixth-grade English teacher, her diverse experiences equipped her with a rich set of skills. However, in 2020, as the pandemic led to virtual learning, Patty saw an opportunity to pursue her long-held dream of becoming a real estate agent.

"My fascination with real estate had deep roots, cultivated through the many moves I experienced throughout my life. Realtors became my unsung heroes, not just orchestrating transactions but becoming friends by the journey's end. I had an innate love for houses, an eye for interior design, and an enduring passion for connecting with people — the perfect blend for a career in real estate," Patty shares.

"When schools shifted to online, a virtual real estate class emerged, presenting a unique opportunity that I couldn't ignore," she explains. "With the support of a friend in the real estate industry, I took a leap of faith. After thoughtful consideration and discussions with my husband, I enrolled in the online class."

Embracing change, Patty transitioned into real estate in 2020, balancing her roles as a teacher and Realtor at first. The shift proved challenging yet rewarding, marked by the successful sale of her first house within four months. The subsequent months saw her consistently closing deals, prompting her decision to retire from teaching in her 30th year and embrace real estate full-time.

"It was a poignant moment, bidding farewell to a career that had defined me for so long," Patty recalls. "Yet, the decision opened the door to a new chapter, one where I could continue my passion for serving and helping others in a different capacity."





From left to right: Tracy Zheng, Josh Shropshire, Ben Shropshire, Todd Shropshire, Patricia Shropshire, JD Shropshire, Kaya Shropshire, Jesse Kuteyi (Photo by Amanda Dudzik)

A Natural Fit

As a solo agent, Patty has continued to successfully carve a niche in the competitive real estate landscape over the past three and a half years. Her stats speak volumes about her dedication and prowess in the field, as is

Photo by Amanda Dudzik

evident with a sales volume of \$13 million in 2023 and 19 closed units at an average selling price of over \$685,000.

Patty's excellence is further acknowledged through her noteworthy industry awards, including securing a spot on the ${\it Charlotte\,Real}$ Producers' Top 500 Agents list last year while also earning the title of Luxury Agent Ambassador for Keller Williams South Park, her former brokerage. Her numerous memberships in industry associations, such as Canopy Multiple Listing Services and the National Association of REALTORS®, underscore her commitment to staying at the forefront of the real estate profession. Patty's stellar achievements and affiliations showcase her as a standout force in the real estate industry, offering clients unparalleled expertise and service.

"Being a Realtor, for me, goes beyond transactions; it's about forming genuine connections and guiding families through the important process of buying or selling a home," Patty affirms. "My clients are not just clients — they become an extension of my family. I pour my heart and soul into helping them achieve their goals, and every success is a shared victory."

Beyond Real Estate

Family is front and center in Patty's busy life. Her husband of 33 years, Todd, and four children, Josh (23), JD (22), Ben (20), and Kaya (17), cherish time together at every opportunity.

"We adopted our daughter, Kaya, from South Korea in 2007 when she was just a five-monthold baby. Then, in 2014, we went as a family on a mission trip to Ethiopia. We met a beautiful 14-year-old boy, Josh, who was living on the streets and we immediately fell in love. Six months later, we brought Josh home to be our forever son," Patty explains.



"I told my husband before we got married that I wanted six kids ... and my prayers were answered when we took in two exchange students from England during high school. For a few years, we had five teenage boys living under one roof ... plus my one sweet daughter! Imagine my grocery bill!" she laughs.

When they're not exploring their favorite destinations like Ethiopia, Blowing Rock, and Hilton Head Beach, the Shropshires enjoy various activities, from playing sports like tennis and pickleball to indulging in vacations and game nights. The family's furry member, Remy, a 20-pound cavapoo, adds sweetness to their lives, even if "his barking can be overwhelming," Patty shares with a laugh.

Beyond family time, Patty finds joy in tennis, workouts, and writing/journaling, often balancing her busy schedule with date nights and gatherings with her Realtor support-group friends.

Gazing into the Future

Patty's vision extends beyond financial success to a business thriving on faith, integrity, and professionalism. Among her future goals are venturing into luxury real estate and sharing her knowledge through coaching and mentorship to inspire the next generation of real estate professionals.

"Most of all, I want every client to know they are loved and cared about," Patty adds. "I give glory to God for all my success because I would be nothing without Him. Every good gift and blessing I have received is from Him. And I want my business to be a reflection of that."







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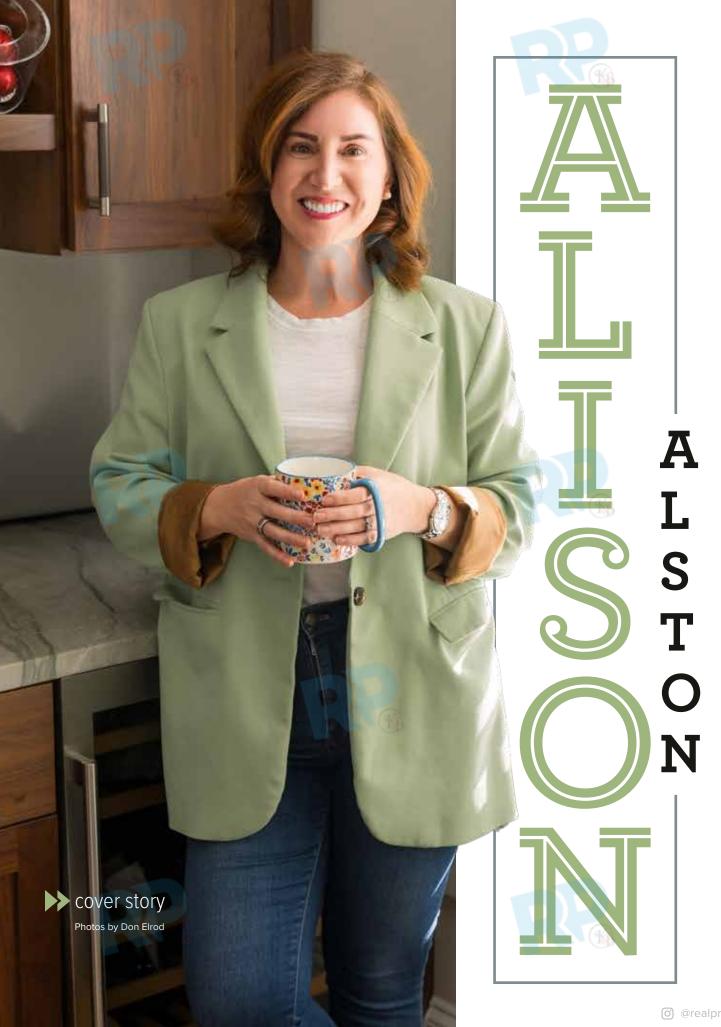
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An Authentic Leader

With a profound dedication to her clients, Alison "Ali" Alston brings a unique blend of tenacity and compassion to her remarkable career as a REALTOR® with eXp Realty and owner of the successful Lodestone Real Estate team.

"I think about the level of care I put into each transaction," Ali shares. "It means the world to me that a client has chosen Lodestone to facilitate what's likely the largest investment in their life. I take it very seriously and want to ensure I'm not just checking boxes to secure a transaction."

A Career Shift

Originally from New Jersey, Ali's education led her from the prestigious Peddie School to Vanderbilt University, instilling in her a strong foundation for continuous learning and a love for sports. Her life took an unexpected turn, however, and health challenges forced her to shift her focus from sports to philanthropy. "I loved sports growing up; I was a year-round athlete until health issues forced me to the sidelines," Ali shares. "It was then I started volunteering and fundraising for causes I believed in."

Ali spent a decade in fundraising for independent schools in the Northeast, both in New Jersey and Greenwich, Connecticut. There, she discovered the intricacies of business and the invaluable impact of relationships, while also being introduced to her future husband, Charlie.

A shared love for adventure and a desire to leave the cold winters behind led the couple to take a daring leap, relocating to Charlotte when Charlie was able to transfer his position. "We had two successful jobs in a beautiful area of the country and took a huge leap of faith by relocating to Charlotte, where we didn't know anyone. Somehow, we just knew this would be home for us, and seven years later, we can't imagine being anywhere else," she affirms.

The move also allowed Ali the opportunity to pursue a new career in real estate. "I was newly married and burnt out after fighting hard to make it to the director of development role by age 30," she recalls. "I had an incredible offer to become director of development at UVA and realized I didn't want a life spent on the road. It was the wake-up call I needed to take stock of where I was at and make a change."

A Fresh Start

Ali embraced her new role as a Realtor with Lodestone Real Estate in 2017, and her achievements in real estate since then speak for themselves. With a staggering 266 personal sales, amounting to over \$88.8 million, and an additional 29 team sales, totaling nearly \$15.4 million last year, Ali stands as a two-time eXp Icon Award winner, ranking in the top 1.5 percent nationwide.

Her commitment to community extends beyond real estate transactions as well. Ali was a candidate for the Leukemia & Lymphoma Society Woman of the Year in 2022. This year, Lodestone Real Estate is supporting Change Please, an organization that aids survivors of domestic violence and trafficking and assists them with job placement. To make sure no woman has to choose between her career and caring for her children, the team seeks to raise \$25,000 to establish an on-site daycare center for them. "Being the leader of an all-female team, I don't ever want my agents to have to choose between working and caring for their kids," Ali states.



Top producer Alison Alston is team leader of the Lodestone Real Estate team at eXp Realty.

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Alison Alston with her husband, Charlie, and their goldendoodle, Harleigh.

I love the opportunities real estate provides for growth and learning. That, coupled with Lodestone's incredible team and clients, still gets me excited to get up and get to work each day.

Beyond impressive statistics and philanthropic efforts, Ali says her shift from fundraising to real estate wasn't merely a career change; it embodied a lifelong passion for homes and investments. As she opens Lodestone's new "Reside" program, she continues to redefine success in the industry.

"I'm excited to be launching
Reside, a consulting and marketing
division of Lodestone that I know
will help agents — both new and
seasoned — hit the easy button
and run their business rather than
it running them," Ali smiles.

Work-Life Balance

Ali is a big fan of the word "layering." She's learned to layer her professional life with her personal life to create more flow and time for her family. With a blend of adventure, love, and a fluffy goldendoodle named Harleigh, Ali and her husband, Charlie, share a passion for exploring new places, tennis, entertaining friends and family, and enjoying a glass of wine on their front porch swing.

Nestled in their 1905 bungalow in Dilworth, the couple enjoys renovating bit by bit, turning their house into a home. "Charlie and I love spending time with our families," Ali adds, "whether heading to Maine each summer to visit Charlie's family to take in the cool salt air and unplug or visiting my family off the coast of New Jersey and soaking up every minute with our niece and nephew, my Nugget and Sweetpea. They are my 'whys,' and I love every moment we get with them."

Glimpsing the Future

As Ali approaches 40 this year, she is looking forward to more family travel adventures, better self-care, and professional growth through Lodestone's continued

success and the launch of Reside. "I love the opportunities real estate provides for growth and learning. That, coupled with Lodestone's incredible team and clients, still gets me excited to get up and get to work each day. In my 40s, I am focusing on listening to my body more," Ali shares.

"At the end of the year, after several years of chronic illness, I finally took time to get answers and was diagnosed with Common Variable Immune Deficiency. I had to take a step back for a few months and undergo intensive treatments to get back to a 'normal' place of functioning. As an auto-immune, CVID will be with me for the rest of my life. I'm choosing to accept it as the universe's way of telling me to stop and take a breath. It forced me to truly take a look at what I was doing and where my focus was, and re-prioritize."

Ali shares that her health challenge also pushed her to launch Reside. She and her team want to help other agents understand how important it is to put their health and well-being above all else. They want to share how systems, manageable expectations, and the right support can be put in place to provide better balance.

Along with personal wellness, Ali has set her sights on her next milestone — her goal to expand Lodestone's presence to all 50 states by age 50. She wants to influence other agents about the importance of health and well-being and how it needs to go hand-in-hand with professional success. With the continued support of her family and her team, she knows it's a goal well within reach.

For more information about Reside, email Susan Walsh at susan@lodestonerealestate.com.



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Individuals Closed Data as reported to MLS from Jan. 1 to Jan. 31, 2024

Office

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Individuals Closed Data as reported to MLS from Jan. 1 to Jan. 31, 2024

Rank Name Office List List Volume Sold Sell Volume Total Total \$

Units (Selling \$) Units (Buying \$) Units

Units (Selling \$) Units (Buying \$) Units

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Office Office Total \$ Rank Name Total \$ Units

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Individuals Closed Data as reported to MLS from Jan. 1 to Jan. 31, 2024

Rank Name Office List List Volume Sold Total Total \$
Units (Selling \$) Units Units

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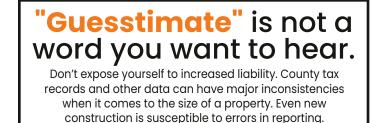






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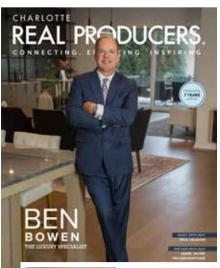


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