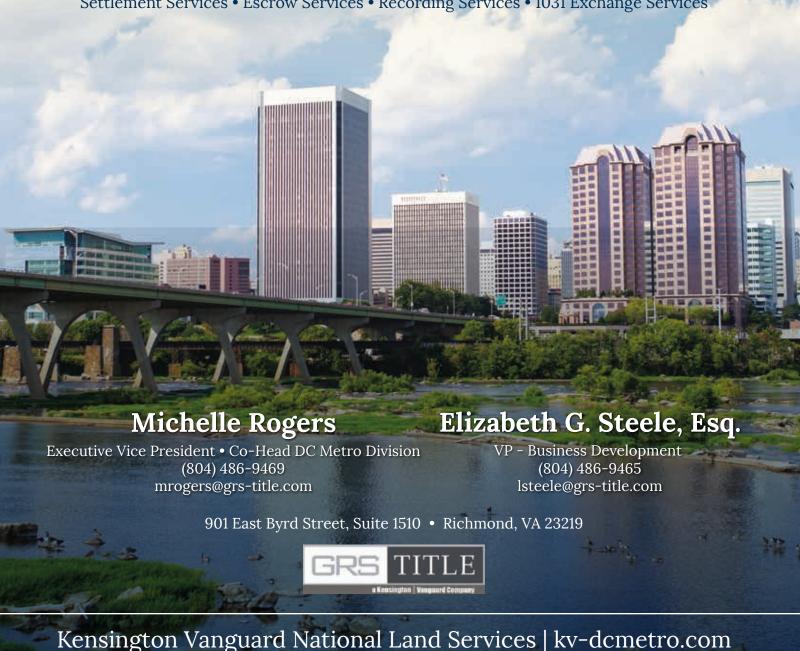


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Cover photo courtesy of Philip Andrews.



If you are interested in contributing or nominating REALTORS® for certain stories, please email the publisher at Wendy@kristinbrindley.com.

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Ever since we launched Richmond Real Producers two years ago, I have heard some of the same questions

from many of you. 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 the Greater Richmond area. We pull the MLS numbers each year (by volume) for agents licensed in our service area, which includes Hanover, New Kent, Henrico, Charles City, Chesterfield, Powhatan, Goochland, King William Counties. 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 \$6.6 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, like-minded 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 email Lexy@kristinbrindley.com, and let us know!

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MEET THE RICHMOND REAL PRODUCERS TEAM



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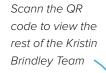


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>> publisher's note

Dear Real Producers of Richmond.

Big congrats to all of the new Top 500 agents who are now part of our Richmond Real Producers community, thanks to your stellar sales performances in 2023. You guys rock! By now, you should have received your 2024 Richmond 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 not magical or random; it has much more to do with one's thoughts and behaviors, which ultimately proved responsible for one's fortune. 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 exciting Havana Nights event, coming up on May 22nd. We can't wait to see you all there!

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

With gratitude,



Kristin Brindley Owner/Publisher Richmond Real Producers 313-971-8312 Kristin@kristinbrindley.com www.richmondreal producers.com



FOOD FOR THOUGHT

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

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C 6.9 BILLION SALES VOLUME



AVERAGE SALES VOLUME

AVERAGE TRANSACTIONS PER AGENT

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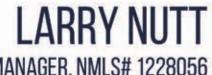
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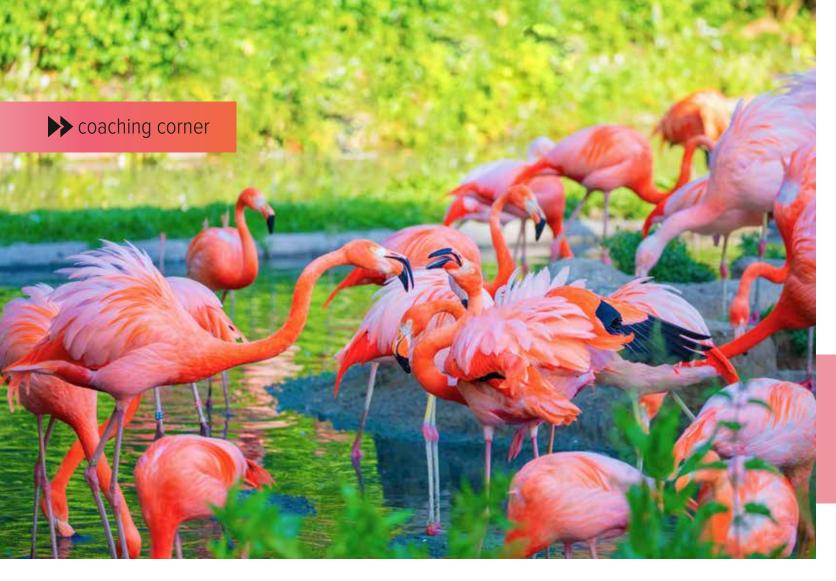
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SHADESOFPINK

By Drew DeMaree

During a visit to the Pittsburgh Zoo with my family, we encountered a flamingo exhibit in a beautiful tropical oasis. A flock of flamingos is referred to as a flamboyance, and the varying shades of pink they display seems fitting. Some were so vibrant that they were reminiscent of a watercolor painting, while others donned drab, light pink feathers. Thanks to Google, I discovered that flamingos are born gray, not pink, and food ingestion and the accompanying nutrients result in hues of pink in every variety. Yet, I was left wondering why some flamingos seemed to be fading.

Vibrant color yields to pale pink as female flamingos hatch and raise their flaminglets. Throughout the dependency stages, flamingo mothers expend so much energy raising their babies that their color

fades. However, once the chicks become self-sufficient, their mothers regain their darker, brighter hues. Entrepreneurs remind me of mother flamingos. Often, their energy is put into others—family, friends, employees, and especially their clients. Business owners visibly morph as they lose themselves in the start-up process; this is especially true for Momtrepreneurs.

When building a business of our own, we begin to fade; giving our all to both a business and to our families takes a toll. Moms, in particular, experience great satisfaction from "having it all," but the flamboyant hues initially capturing our attention begin to lose their sparkle if we don't encourage our babies to leave the nest.

As business owners, our personal and professional goals often seem like separate missions; yet, our life lines tend to blur with our goals. Thriving entrepreneurs create, track, and evaluate their goals often and independently, allowing them to retain energy for themselves. Creating the time and freedom to make self-care a priority mirrors the vibrant flamingo's life path. A sense of responsibility to others around us dulls our shine. Here are four ways to "take back our color":

- **1. Mornings Matter.** Find time for yourself each morning, even if it is just 20 minutes.
- **2.** Multitasking is a Mistake. Following a schedule prioritizing activities that will move you forward is a must.

- **3. Reap Rewards.** Celebrate your wins by rewarding yourself with something you desire.
- **4. Give Grace to Yourself.** Accomplishing great things takes time, so enjoy the journey!

Mother flamingos remind us that as we restore ourselves, beautiful, vibrant color returns. Building systems and establishing habits frees up time. More time allows entrepreneurs to retain some energy, build reserves, and regain that sparkle.

No matter the color of your plumage, we see you! We coach the whole person (or flamingo, haha) honoring who you were, who you are now, and who you will be. Let your business soar, your babies fly, and your vibrant color captivate those around you!

Drew DeMaree was born and raised in the Midwest and graduated from Johnson & Wales University. He has been a licensed REALTOR® since 2005 and a business coach since 2015. Drew has been recognized as a Top 20 MAPS coach for Keller Williams Realty offices throughout the country. He has also operated a brokerage that rose to number 1 in closed sales volume in the area for three consecutive years, and founded The Freedom Companies, an independent coaching, training and events business, in 2020.

Drew DeMaree, 804-937-0773, drew@thefredomcompanies.com

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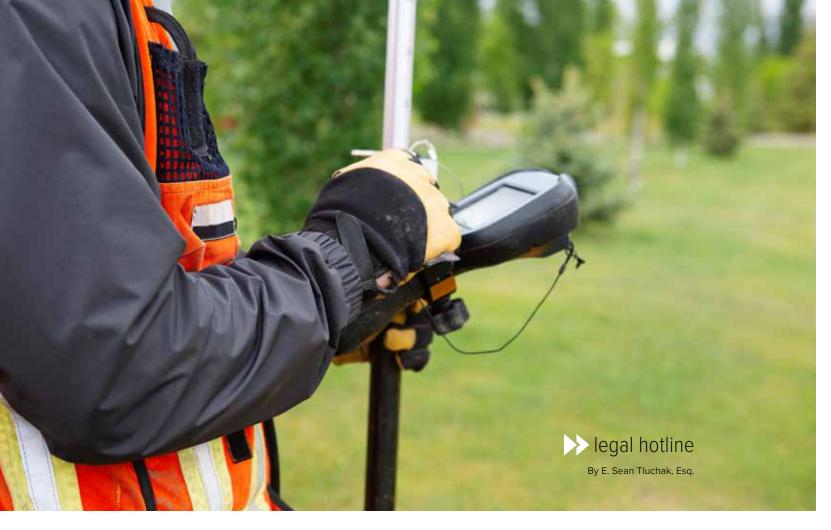
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A survey is a great tool for conducting due diligence in a residential real estate transaction. It can provide important guidance in locating and marking the true boundaries of the property. It can reveal encroachments, easements, title defects, and the location of improvements relative to the property boundaries. The primary question is, do the risks justify the costs? This is going to depend on what kind of property your client is purchasing. Most buyers will want to forego a survey to reduce closing costs as anything described as "optional" is going to be deemed unnecessary until fully explained. Surveys can run from \$400 to \$5,000.

In addition to the above benefits, there are occasions when having the property surveyed and depicted on a survey map would uncover discrepancies between the property described in the closing documents or a prior legal description and the property the buyer intends to purchase. However,

this is more likely to be the case in older property, raw land, or divided property. A house with a fence around it for 30 years, or part of a recently completed subdivision, is probably not going to have anything too concerning revealed.

A survey can also be useful in identifying thirdparty interests in the property. Unrecorded interests, such as prescriptive easements and encroachments are more likely to be revealed with a survey. Again, these are things that should appear to be a potential concern based upon a site visit if the property is walkable. If there are no sheds, garages, driveways or decks close to the property lines, then the benefits of a survey are reduced.

A survey may also assist a buyer in determining whether an access or utility easement is likely to restrict the buyer's ability to construct improvements or otherwise use the property. This can really come in handy if the buyer wants to build an addition or a garage.

A survey also allows a buyer to remove an exception to standard title insurance. The exception excepts from the title policy any matter that an accurate survey and inspection of the property would disclose. A buyer can eliminate this exception by providing a survey to the title company. The categorical exception will then be replaced by specific exceptions for any encroachments, boundary issues, or other problematic matters that are shown on the survey. Most importantly, the title company will agree to insure over issues that should have been caught by the surveyor.

Unfortunately, surveys *can* create problems where one does not really exist. For example, there is rarely a fence that runs exactly along a property line. Most property owners are okay with this. However, when a survey shows the fence is over the line, some buyers cannot stand the anxiety of knowing the fence doesn't match the line. In this

instance, you need an experienced attorney to advise the client of the possible solutions and, more importantly, the actual benefits and risks involved in taking action.

A buyer may want to skip the survey to save money, but this decision should not be made without being advised of the benefits of a survey. Buying a home or land is a big investment, and a survey is an invaluable tool in learning more about the property. Having that discussion with your client and making a note in your records of your discussion is an important step in protecting both of you.



E. Sean Tluchak is the founding partner of Tluchak, Redwood & Culbertson, PLLC. He is a licensed attorney with over 23 years of experience in real estate transactions and

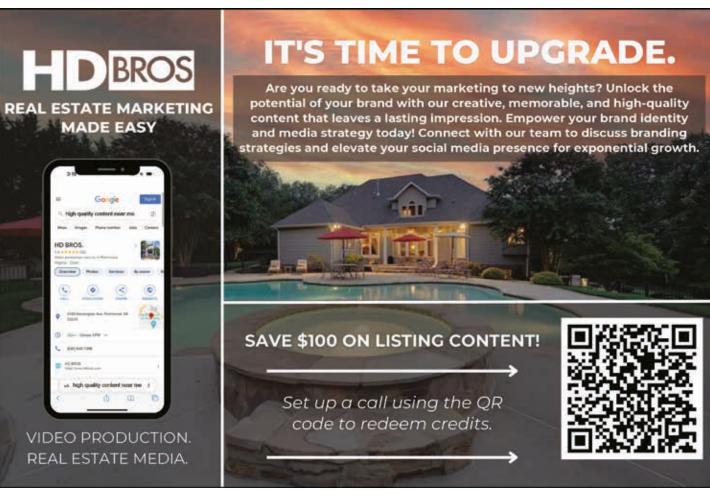
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DILA DESIGN: Staging Elegant Transformations

As the dynamic owner and master stager of Dila Design LLC, Adila McGhee is revolutionizing professional home staging with unmatched quality, distinctive designs, and a lifelong passion for creative flair.

"What I find most fulfilling about my work is the immense joy and satisfaction I derive from helping customers sell their homes swiftly," Adila beams. "The added gratification comes when clients not only express praise for our efforts but also refer us to their peers and friends, solidifying the impact of our work in the real estate realm.

A Creative Spark

Raised in Malaysia, Adila courageously pursued her passion for interior design by cultivating her creative spirit through the study of feng shui and interior design. She honed her skills by sewing throw pillows and curtains in her parents' house, laying the foundation for her future, despite going against her parents' wishes.

"While my friends pursued science and math, I spent my university student pocket money on interior design magazines from Malaysia, Singapore, and Australia," Adila recalls. "This was considered unconventional for an Asian child, especially with teacher parents like mine; expressing a desire to be an interior designer was unheard of."

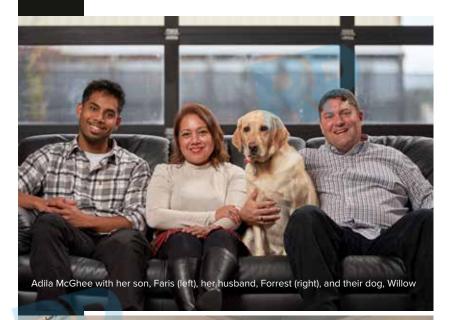
Armed with design magazines and dreams, Adila moved to the U.S. in 2005. Today, Dila Design is a thriving staging business, a testament to her childhood fascination, unwavering focus, and the support and inspiration from her husband and best friend, Forrest.

"Fluent in three languages, I made a transition from being a foreign language instructor to embarking on a journey as a budding interior designer," Adila explains. "Inspired by my husband's property renovations and encouraged by his support, I ventured into home staging.

"Posting pictures of my stagings online led to a game-changing opportunity," she continues. "A prominent Richmond investor, Jim Ingersoll, saw my work and entrusted me with staging all of his houses, an opportunity for which I will always be grateful."



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Crafting Visual Narratives

Dila Design is all about creating visually stunning spaces and storytelling through expert design.

"We tell stories through thoughtful flows, colors, and furniture placement, creating balance and a sense of peace for our customers," Adila affirms.

Punctuality and flexibility are core values, setting Adila's business apart in an industry where reliability and adaptability are paramount. For her, success lies in the joy of assisting clients in selling their homes quickly. For her, it's more than aesthetics; it's about forging an emotional connection between a buyer and their new home.

Beyond Staging

Adila notes a captivating blend of motivation for her work. Inspired by the timeless wisdom of Coco Chanel, her chosen life mantra is, "Simplicity is the keynote of all true elegance." She also finds inspiration in Jim Rohn, as he states, "Ambition is the first step to success. The second step is action."



Adila McGhee is the owner and master stager of Dila Design LLC.

Her family life takes flight, quite literally, with Forrest and their son, Faris, embracing the world of aviation, both as certified pilots.

"As avid food enthusiasts, we cherish moments spent flying, occasionally venturing to places for culinary delights," Adila adds. "Our beloved dogs, Willow and Pepsi, are an integral part of our family, too, providing therapy and serving as our loyal companions."

In her spare time, Adila finds pleasure in preparing Malaysian cuisine, nurturing her garden oasis, and immersing

A Promising Outlook

Adila envisions a future where personal fulfillment and professional growth coexist harmoniously. She yearns for cherished moments with family, new adventures, and the elevation of her staging business into multiple markets to create lasting impressions.

Adila's business strives to leave a legacy of meaningful and stress-free experiences, ensuring that her work resonates deeply with those she serves. Above all, her passion for storytelling through design will firmly remain at the heart of her burgeoning business.

properties often selling at or above asking prices," Adila concludes. "The ongoing trend emphasizes the vital role staging plays in helping buyers connect with their future homes.

"Looking forward, staging is expected to maintain its significance, serving as a key strategy for boosting property appeal and ensuring swift, lucrative sales in the real estate market."

Elevate your staging experience with unparalleled service. To connect with Dila Design, call 804-840-1563 or email contact@diladesign.com.





herself in music, literature, and inter-"In recent years, the staging profession national films through Netflix. has witnessed a surge in demand, with

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CUSTOMIZING CLIENT CARE

Tatiana Balandin has emerged as a promising REALTOR® in Richmond by shattering the mold of the "this is how you do it" mentality, demonstrating a remarkable commitment to understanding individual situations and crafting bespoke solutions. Tatiana's business philosophy resonates with a commitment to providing each client the attention and time necessary for pivotal decisions.

"Generally in life, I prioritize quality versus quantity; I focus on each client and give them as much attention as they need and as much time as needed to help them make important decisions. I'm an overthinker, and I sleep much better at night knowing I do my job with integrity," Tatiana explains.

EARLY STRUGGLES

Born in Russia during a challenging period in the late '80s and early '90s, Tatiana faced economic hardships early in her life. She entered sales at a young age to help her family make ends meet. Her childhood built her tenacity, resourcefulness, and entrepreneurial spirit.

"I started 'working' in sales when I was 6 or 7 years old; I remember my parents would get paid with cases of canned food, or boxes with detergent instead of cash — or 'barter' as they called it — so I would carry bags with those items and sell it to people outside of the local supermarket. My friends were in similar situations; we did it together after school, it was kind of fun."

"My brother and I also used to collect glass bottles to deposit to get money to buy school supplies," she continues. "When I think 'poor,' I think about my childhood. I had to grow up quickly... I had no choice. I believe that if you want to change your situation, it's in your own power. Hard work always pays off."

After graduating in 2009 with a bachelor's degree in business management, Tatiana moved to the U.S., worked various jobs, and eventually thrived in fashion retail, rising from a sales associate to a general manager of a luxury store in New York City.

However, life took a new turn when Tatiana became a mother. She recognized the need for a change. Long hours working holidays and weekends in



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retail were replaced with a desire to spend more time with family.

MAKING THE LEAP

In 2016, Tatiana entered the real estate arena. Her career gained serious momentum in 2020 when she transitioned into real estate full-time, joining Long and Foster Real Estate.

As a proud member of The Yeatman Group, one of Richmond's premier real estate teams, she brings a unique perspective to her work. The team's innovative approach allows agents to engage in both resale and new construction business simultaneously, showcasing a commitment to versatility and adaptability.

In 2021, Tatiana closed transactions totaling nearly \$8.7 million in gross volume, with over \$5.5 million attributed to new construction. In 2022, she continued her stellar performance, closing deals worth over \$8 million. Her achievements were duly recognized with the prestigious Gold team member award from Long and Foster for two consecutive years and the MAME award (Major Achievements in Merchandising Excellence), receiving Gold in 2021 and Silver in 2022.

"I love my current role in the real estate world because it gives me the opportunity to work with people on a personal level. Buying or selling a home can be very stressful, mostly because most people are unfamiliar with the process," Tatiana offers. "Knowing that because of my expertise someone's dream became true is priceless. I save messages from my clients that express gratitude and read them when I have a hard day."

STRONG BONDS

At the heart of Tatiana's life is a deep commitment to her tight-knit family. Celebrating their 14th anniversary this past January, Tatiana and her husband, Andrey, share their lives with two amazing children, Maksim (8) and Milena (5). Two four-legged companions add an extra layer of warmth to their home — Busya, the elderly and slightly grumpy feline, and Rocky, the one-year-old mini goldendoodle, inject youthful energy into the household.

The Balandins enjoy hanging out at the beach, embarking on exciting travel adventures, and indulging in the timeless pleasures of reading books and watching movies. Tatiana also enjoys regular visits to the gym and is an avid snowboarder. She imparts her passion for gardening and healthy eating to her children, while Andrey serves as their tech-savvy guide, unraveling the mysteries of technology to their curious minds.

"My current goal is to raise happy children, and being a real estate agent gives me the ability to be present for family events and sports activities and to spend quality time together as a family," she concludes with a smile.

"To me, success is the ability to live your life the way you want to live it, being able to spend time doing what you enjoy the most. If you are looking at yourself and like who you are, if you are satisfied with what you have, then you are successful."

KNOWING THAT **BECAUSE OF MY EXPERTISE SOMEONE'S** DREAM BECAME TRUE IS PRICELESS.



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A spirited individual filled with passion, Brad Ruckart started in real estate in 2001. With a successful career that embodies the epitome of impactful service and exceptional results, Brad's journey isn't merely about transactions; it involves perseverance, relentless teamwork, and a burning desire to help others create their own real estate dreams.

EARLY INFLUENCES

Before becoming a heavy hitter in the industry, Brad was a child who idolized his father's successful real estate career. As the youngest of nine children, Brad explains, "My dad always preached to his kids and grandkids, 'When given the chance to be right or kind, choose to be kind and you'll always be right.' I was raised in a Christian home, so those good principles were woven into the fabric of my soul."

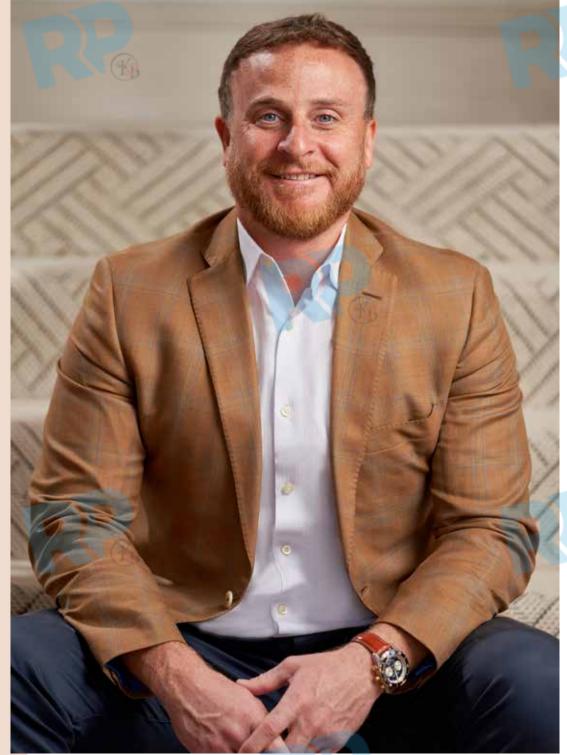
These early influences continually drive Brad to learn, evolve, and expand his horizons in the real estate industry, while his passion for helping people to live a comfortable life have helped him to become a successful REALTOR®.

"I've always enjoyed helping people, as well as the wealth-building opportunities that exist in real estate," Brad affirms.

IMPACTFUL SERVICE

While Brad wears many hats as a business owner, officially, he is the CEO of Ruckart Real Estate. He notes his brokerage is composed of many talented individuals to ensure impactful service to clients and to the business itself.

"The purpose of the team is to combine our resources and experience to better serve the clients at a higher level and make a bigger impact on the community as a whole," Brad



Top producer Brad Ruckart is the CEO of Ruckart Real Estate. (Photo by Philip Andrews)

IF YOU'RE MOVING FORWARD
IN THE RIGHT DIRECTION,
BRING OTHERS
WITH YOU. 77

emphasizes. "At Ruckart Real Estate, I've got a business partner/co-owner, Tommy Waterworth, who recognizes my shortcomings and uses his creative genius to fill in the gaps where needed for the company, and a director of operations ('protector of profit'), Erin King, who has over eight years of real estate experience and is a systems and tech wiz.

"We've also got some really strong agent producers, and Tommy and I still produce sales, so that's 13 producing agents, a director of operations/marketing/office manager, two buyer-specific admins, and a listing specialist. We can all achieve more, assuming no one cares who gets the credit," he adds. "It's in the customer's best interest to work with a team of agents rather than rely on just me to get it all done."

EXCEPTIONAL RESULTS

Brad's career path isn't just a numerical feat. While the figures are remarkable (\$136 million in volume with 322 clients served last year) it's the ethics that set the tone for Brad and his business.

"The company has placed in the top three in the State of Virginia in Real Trends, and we've won some Keller Williams awards over the years," Brad shares. "We have earned top awards with the Richmond Association of REALTORS® every year for the last several years as well. We don't pay too much attention to external awards; we just want to do the best we can for the people we serve. Serving our customers is the award."

OUTSIDE OF WORK

Beyond real estate, Brad also thrives on building a life worth living. He has been married to his beautiful wife, Melissa, since 2021, and the couple recently purchased a home in Lake Gaston. The Ruckart household is filled with unbridled joy and unconditional love with their sweet fur baby, Luka, a black Labrador retriever.

In their spare time together, Brad and Melissa love traveling, trying new local restaurants, walking along the river, and spending time with family and friends. "I used to love playing basketball, but I've been slowly aging out of that and picking up other sports such as golf, running, and working out," Brad adds. "I love a good yoga session at Humble Haven. And I also love snowboarding, snowmobiling, getting out west for a week-long snowboarding trip once a year, and a good golf trip with my buddies once a summer."

Aside from work and family, Brad finds time to give back at the local level. He lends support to organizations such as Local Legends, a development program which helps youth through sports. Brad has coached a basketball team with Local Legends, and donates regularly while also sponsoring events to raise funds for its programs, camps, and teams. Additionally, Ruckart Real Estate has contributed to other organizations, like Junior Achievement, Fetch a Cure, and VCU Athletics.



Photo by Philip Andrews

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LOOKING AHEAD

Brad's long-term vision isn't just about financial growth; it's about the balance between a successful business and a life well lived. His aspirations are not solely centered on personal gains but on nurturing a network of passionate and positive individuals.

"Success through others, not around them," Brad emphasizes. "If you're moving forward in the right direction, bring others with you.

"We make a promise to provide impactful service and exceptional results every time," he affirms. "We have a defined goal to hit with every interaction with a client: show up with gratitude and contribution, make an impact, and provide exceptional results. This means being completely honest and forthright, meeting every client where they are and being their biggest advocate, working with other cooperating agents, assuming positive intent, and striving for a win-win."

Brad's advice to upcoming top producers transcends transactional advice and emphasizes a higher understanding of cooperation and continuous learning.

"Subscribe and listen to the Brian Buffini podcasts. Don't take it personally... You don't have the authority to make decisions for your clients and you can't control their budget, credit, willingness to do right, etc. Always remember who you represent in the transaction, and help each side find a fair and reasonable compromise."

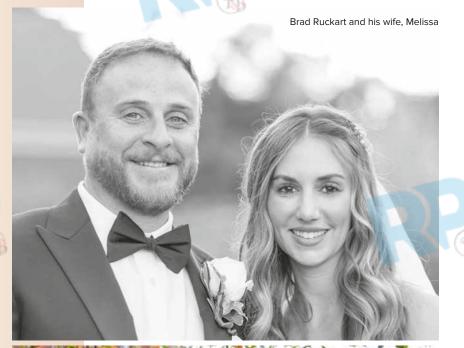
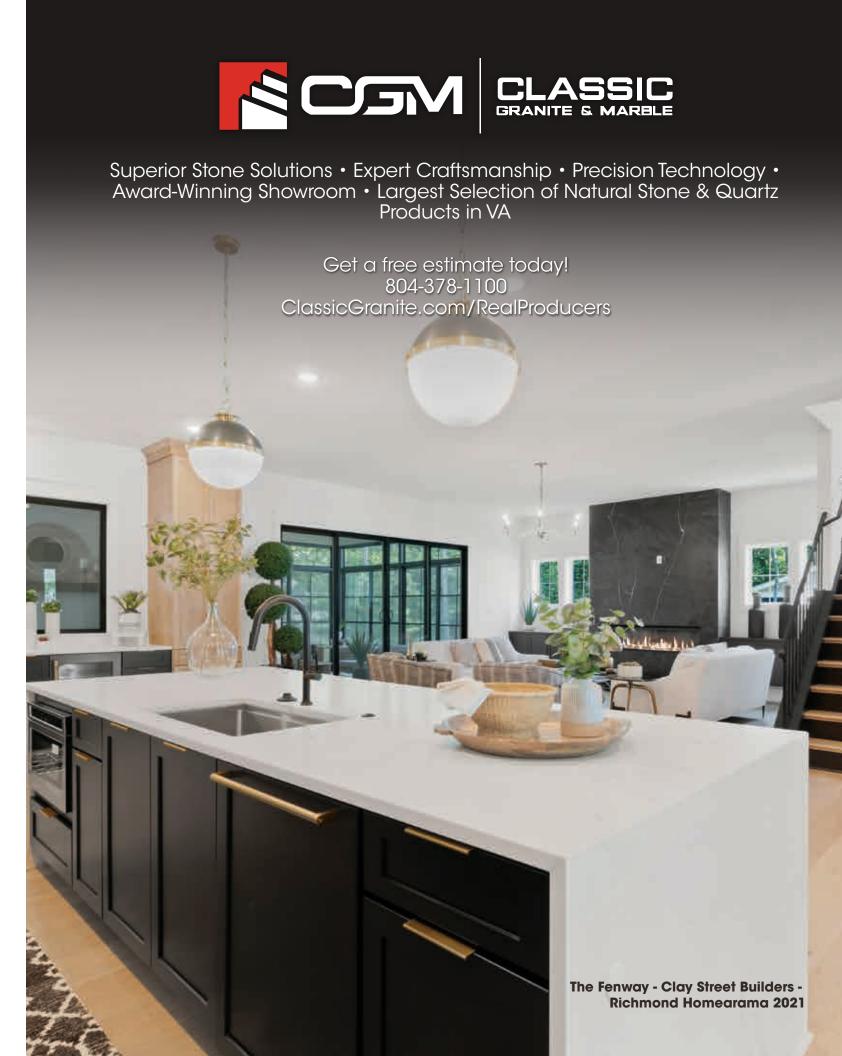




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Rank Name Office List List Volume Sold Sell Volume Total Total \$
Units (Selling \$) Units (Buying \$) Units

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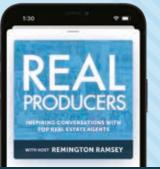
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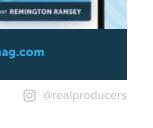




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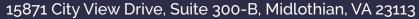
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