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If you are interested in contributing or nominating agents for a story in future issues, please email us at betty.lee@realproducersmag.com.

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▶ publishers note

Inspiring Stories of Service & Our Launch Event on November 12

As we move into November, I reflect on the heroic sacrifices our service members have made through the generations so we can enjoy the liberty they purchased with their blood and courage.

My dear Daddy, Bill Pappas, enlisted at 17 to serve in the U.S. Navy during WW2. His family lived in Arlington at the time. He went “over town” at 16 and saw the Navy recruiter. That man knew my grandfather, John Pappas. He said, “Aren’t you John Pappas’ boy?” Daddy said, “Yes, sir.” The man replied, “Go on home son; you’re too young.”

Granddaddy did sign for him to be able to enlist at 17—to my grandmother’s dismay.

Daddy was stationed on a ship patrolling up and down the East Coast and later graduated high school with a GED. He told me that not many of his classmates survived the war.

I’m sure many of you have similar family stories of your loved ones’ sacrifices and love for our country. We are fortunate so many have been willing to protect and defend us.

We are thrilled to feature the accomplished Stephen Acree as our cover story this month, and our rising star, Riley Hall, is a veteran with an amazing transformational story. Rob, our featured REALTOR®, is from a family with many who served, and he works hard to serve our veteran home buyers. Our trusted partner Brendan Burrell, Freedom Heating, Air & Electrical, is a proud Army veteran. We think these stories will both inspire and educate you.

Our launch event is coming up very soon. **Everyone in the community is invited to join us for conversation, connection, and complimentary hors d’oeuvres on November 12 from 3:00-5:00 p.m. at Peacock Alley at the iconic Hotel Roanoke.** I hope you can attend.

I am excited to meet many more of you in person!

Be blessed!
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MEET THE BLUE RIDGE REAL PRODUCERS TEAM



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FAQs

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Q: WHO RECEIVES THIS MAGAZINE?

A: The top 300 agents in Central and Southwest Virginia based on volume for the previous year and our preferred partners. Thousands of agents are in the region, and you, in this elite group, are the cream of the crop. Being part of this group is a testament to your hard work, dedication, and proficiency.

Q: DO REAL ESTATE AGENTS HAVE TO PAY FOR MAGAZINES OR EVENTS?

A: NO! The magazine and events are FREE to agents, thanks to the partners who advertise.

Q: WHAT KIND OF CONTENT DO YOU FEATURE?

A: This publication is all about you. We feature personal and unique stories about community members, providing you with a platform to inspire others. As we grow, we'll add fresh content. Stories cost absolutely nothing. We are not a pay-to-play model; we write real stories about real producers and always accept nominations. We will consider anyone you bring to our attention—we don't know everyone's story, so we need your help to learn about your favorites.

Q: WHO ARE OUR PARTNERS?

A: Anyone listed as a preferred partner in the

front of the magazine is funding and fueling this community and is an essential part of it. Preferred partners are the top professionals in their industry, and they will have an ad in every magazine issue and attend our events. One or many of you have recommended every preferred partner you see in this publication. We aim to create a powerhouse network for the best REALTORS® in the area and the best affiliates so we can grow stronger together.

Q: DOES REAL PRODUCERS HAVE EVENTS?

A: Yes! We will host quarterly events exclusive to this community, where you—the best of the best—get together at local venues to socialize, mastermind, deepen our connections, and better our businesses. We will announce events through the magazine and on social media.

Q: HOW CAN I RECOMMEND A BUSINESS OR FEATURE STORY?

A: If you are interested in contributing, nominating REALTORS® for a story, recommending top-notch affiliate partners, or networking, please email or call me. I look forward to hearing from you.

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BURRELL

FREEDOM HEATING, AIR & ELECTRICAL



Story by Maddie Podish | Photos provided by Brendan Burrell

In June 2021, Brendan Burrell, a Lynchburg native, transitioned from employee to entrepreneur, launching Freedom Heating, Air & Electrical. After eight and a half years of serving in the Army, Brendan was medically discharged and knew he wanted to carve his own path. Having worked for his stepfather's HVAC company in Vermont at just 15, Brendan was no stranger to heating and air conditioning. By coupling his military leadership experience, where he commanded platoons of up to 100 soldiers, with the business skills he acquired in the HVAC industry, Brendan launched Freedom Heating, Air & Electrical with one goal: serving those who serve us.

BRENDAN

Today, the company proudly serves more than 415 residential and commercial clients on its maintenance membership plan. "The biggest thing for me is for people to see how we run and that we truly care about the people we serve," Brendan says. This personal touch and veteran-driven discipline are evident in every aspect of the business, from its competitive pricing to its service maintenance plans, which ensure HVAC systems run efficiently year-round.

What sets Freedom Heating, Air & Electrical apart is its approach to maintenance. The company sends emails, texts, and phone reminders to help clients maintain their HVAC care. "It's all about getting people in the right mindset," Brendan explains. "Regular maintenance can extend your system's life and save you money in the long run." With equipment readily available, the team can handle repairs and replacements quickly, even on short notice.

The company's commitment to service goes beyond HVAC. In response to client needs, Brendan recently launched electrical and plumbing services, including water heater repairs and sewer and drain services. "The best way to take care of customers is by setting ourselves up as a one-stop shop," he says.

As a veteran-owned company, Freedom Heating, Air & Electrical offers half-off memberships for veterans, first responders, teachers, nurses, police officers, and firefighters—a true testament to Brendan's dedication to giving back. All members receive 10% off repairs and 5% off system upgrades, creating an affordable, reliable way to keep homes and businesses running smoothly.

Flexibility is another cornerstone of the business. Brendan and his team can quickly step in for emergency fixes, ensuring HVAC systems work—even

at crucial moments like a final walkthrough before a home closing. "We understand how important timing is for our clients," he asserts. "We're here to help keep things on track."

As Freedom Heating, Air & Electrical continues to grow, Brendan remains focused on two key things: his family and his community. "Success for me is being financially free while being there for my family," he says.

Brendan, his wife, and their two daughters, Adeline (2½) and Nevaeh (8 months), love spending time together at the lake, hiking, or exploring local spots like Amazement Square in Lynchburg.

When he's not working, you can often find Brendan hunting—one of his favorite fall activities—or tuning into business podcasts, which he credits with helping him shape Freedom Heating, Air & Electrical into a successful local business.



Brendan is eager to partner with a local farm run by veterans, continuing his legacy of service and commitment to the community. He believes in doing business the right way by treating his customers and employees with respect. "Without our clients, we wouldn't be able to do what we do, and without our technicians, we wouldn't be able to serve our clients," he reflects.

With a reputation for reliability, a heart for service, and competitive pricing, Freedom Heating, Air & Electrical is more than just another HVAC company—it's a community partner built on trust and a mission to serve those who serve us.





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RILEY HALL

► rising star

Story by Maddie Podish
Photos by Amber Perdue,
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THE GREATER GOOD GROUP, BROKERED BY EXP REALTY

RILEY HALL had one constant amidst the life-altering events of overcoming addiction and discovering a passion for real estate—Jesus. His father’s military service led him to live across the globe, from the United States to Japan, where he resided for six years. Riley’s journey took a pivotal turn in 2012 after leaving the Army National Guard. Battling addiction, he found himself at Eagle Nest Regeneration Ministry, a place that transformed his life. “I was broke, busted, and disgusted, but Jesus healed me,” Riley recalls with a smile.

Sobriety brought clarity and a renewed sense of purpose, leading him to meet his wife after graduating from the program. Together, they moved to Lynchburg, where Riley attended Liberty University and earned a degree in cyber security. However, despite his qualifications, he struggled to find fulfilling jobs. His wife suggested real estate—an idea that would change his life.

Despite his introverted nature, Riley’s wife saw skills that would make him successful in real estate—time management, problem-solving, and communication. “I wanted to do



something that would keep me on my toes,” Riley explains. “Every transaction is different, and being there for my clients is incredibly rewarding.” Today, he thrives as a REALTOR® with The Greater Good Group, brokered by eXp Realty, and deeply invests in each client’s unique needs.

Riley’s personal life is rooted in his faith and family. He and his wife, whom he knew was “the one” within three months of dating, have built a

life together with their three children, Kit (3), Luca (2), and newborn Ellie. Each child, he says, has been a miracle, overcoming challenges with God’s grace. “Walking through parenting with Jesus, just like I did with my addiction, has allowed me to share my story and connect others with Christ,” he says.

For Riley, real estate is a way to ensure he remains present for his family, avoiding the daily grind he

witnessed growing up. “The whole reason I do this is because I don’t want that life,” he shares. He set himself up to succeed by forming genuine connections through cold calling, a strategy he studied meticulously to build his business. “I didn’t have an established sphere, so I dug into cold calling,” Riley explains. “It’s how I’ve built my business, and I still do it today.” His hard work paid off, allowing him to reach a point where he could bring on an assistant, Jazmine, whose support has helped him double his business. While letting go of control was initially hard for him, trusting someone else with the reins has brought new growth and efficiency to his work.

His approach to problem-solving also elevates his business. “When you focus on the solution instead of the problem, everything changes,” he advises. “If you stress about a problem, your clients can tell. It’s all about finding the right solution.”

For Riley, success means supporting his clients while being present for his family. As his real estate career grows, he believes that experience is critical to a new REALTOR®’s success, elaborating that closing more deals helps agents improve and focus on solutions while always putting the client’s needs first is essential. This mindset has guided Riley through his journey and is what he encourages others to embrace as they navigate their path in real estate. At the core of Riley’s life are his faith, family, and a deep desire to honor both. He says, “I’m not afraid to share my story because Jesus has restored me, and if my story can lead one person to Christ, it’s worth it.”



**I’M NOT AFRAID TO SHARE MY STORY
BECAUSE JESUS HAS RESTORED ME,
AND IF MY STORY CAN LEAD ONE
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▶ cover story

Story by Maddie Podish
Photos by Amber Perdue,
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Growing up, Stephen and Mark Acree were more than just brothers; they were best friends. From sharing a room as children to both attending Liberty University to earn their degrees in criminal justice and dreaming of becoming police officers, these two have always been inseparable. However, as Stephen navigated the process, he realized law enforcement wouldn't allow the personal growth and flexibility he desired.

That's when his brother, who owns a \$150 million company, posed a life-changing question: "Why don't you try real estate?" With a newly found entrepreneurial mindset, Stephen pivoted. "I had no idea what I was getting into," he recalls, "but I ended up loving it."

Success didn't come overnight. Stephen didn't sell a house in the first six months, but his hard work soon paid off. During the second half of his first year, he sold 38 homes. His persistent efforts quickly propelled his career.

Stephen's passion for real estate and entrepreneurial instincts led him to launch the Acree Brothers Realty Team in 2018. "I always knew I wanted to start a team," he recalls, crediting podcasts as his source of inspiration. "After listening to a couple of podcasts, I knew that building a team was the next step."

Today, his team consists of seven agents and four staff members. Together, they've specialized in investment properties and off-market deals, which have proven incredibly lucrative. Since 2018, they've purchased 150 properties, either reselling or renting them. Stephen's vision has expanded even further with the launch of their property management company, which continues to grow alongside their real estate ventures.

"We've been super blessed, and God has opened up a lot of doors for us," shares Mark, who joined Stephen in co-founding the team. "Mark is the realist, and I'm the dreamer," Stephen chuckles. While Stephen takes on the visionary role, Mark manages the flip and rental side of the business.

Although the brothers focus on different aspects of real estate, their dynamic has been key to their success, with both brothers acting as soundboards for each other's ideas.

For Stephen, success extends beyond numbers. "Living up to your potential," he says, is how he defines true success. "This isn't just a job or career you can dabble in. To be successful, you have to grind." That dedication has been ingrained in him from an early age, thanks to his father, a pastor, and his mother, who homeschooled Stephen and his seven siblings.

As he continues to grow his real estate business, Stephen has set his sights on expanding into other areas and possibly branching into different states. The company's focus on investing and off-market deals has positioned them well for continued success.

Stephen is also passionate about giving back to the community. Having experienced firsthand the doors that real estate can open, he's eager to help others achieve their goals. "When I jumped into real estate, I fell in love with it and realized how much potential I could accomplish," he says.

Stephen enjoys playing sports like basketball and hanging out with friends when not immersed in his work. He's been married to his wife, Alyssa, for 2½ years, and they're expecting their first child, a baby girl. The couple is, as Stephen describes it, "total opposites," but they complement each other well. He still gains inspiration by listening to podcasts, including Real Estate Rockstars and Millionaire Real Estate Agent. He is also a frequent guest on the Stay Paid podcast, which his older brother, Luke, hosts.

While Stephen's business success is well-known, many may not know that his entrepreneurial spirit started young—and in a different field. Growing up, Stephen traveled extensively with his brothers and cousin as part of a band. "We used to tour the East Coast, performing in front of thousands of people," Stephen shares, adding that although he doesn't play in public now, he still enjoys playing music.

“
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DABBLE IN.





▶▶ featured REALTOR®

ROBERT KERN



Story by Maddie Podish | Photos by Amber Perdue, Amber Perdue Photography

Surrounded by a proud military family, it's no surprise that Robert Kern, REALTOR® with PREMIERE Group of REAL, is passionate about guiding our nation's servicemen and women through the home-buying process. For the past four years, he's joyfully given back to those who have given the greatest sacrifice. "There's nothing more gratifying than handing clients the keys to their new home," he smiles. "It's a reason to wake up every morning."

Robert was a general manager in various industries for years, helping companies boost their sales and create a culture that inspired productivity and success. After his first home-buying experience, he knew he wanted to help elevate the real estate industry, so he took the leap and got licensed. What he discovered is that real estate is his calling.

From an early age, he knew that you get what you put into

something, compelling him to gain as much experience as possible in his first few months of being licensed. This motivation, coupled with his attention to detail, communication skills, and drive to advocate for his clients, skyrocketed him to becoming one of Roanoke's top producers. "Every client has a preferred way of doing things, and my mission is to align myself with those needs," he explains.

As his experience grew, Robert noticed a negative mentality around VA Loans, one of the most-used loans by veterans. Instead of backing away from the challenge, he devotes himself to educating fellow REALTORS® about how these loans don't have to be an added stress to transactions. He firmly believes every loan has pros and cons, but moving past the outdated mentality set 15 years ago is essential, as VA loans have significantly improved.

When his brokerage launched REAL Military, a division that helps agents service veterans better, Robert was one of the first to join, ecstatic to be a part of a community of REALTORS® devoted to the same goal. As one of the first teams to join REAL and be the inspiration for how others would run teams in the brokerage, he's happy to be a part of something so innovative. "Our team stretches across the United States to California, but we're still one big family," he chuckles.

Coming from a close-knit family, Robert loves spending time with his wife and three girls. Dawn, his wife of 27 years, has been by his side since college and provides unwavering support. "I wouldn't be successful without her by my side," he declares. With three girls—Abigail (20), Mallory (17), and Zoe (10)—he enjoys finding unique activities each daughter finds interesting. The family adores attending musicals and looks forward to a New York trip this winter.

PREMIERE GROUP, POWERED BY REAL



“

THE SKY'S THE LIMIT.

While he never personally served in the military, his connection to giving back couldn't be stronger, so he joined the ELK club in his area. Originally introduced to the club by his go-to home inspector, Robert knew within 15 minutes of being there that he wanted to join. "They have so much you can do, and I knew I could make a bigger impact joining them than doing anything on my own," he beams. Now, he finds joy in whatever the group sets out to do, including visiting veterans at the local VA hospital, taking them out once a month for bowling, or just delivering meals to those who need them.

Robert's mission continues with his motto, "The sky's the limit." Yet, with his boundless determination and energetic spirit, aiming for the sky seems to be just the beginning—he's destined to reach the stars.



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