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Publisher's Note

Hello October, the Season of Transformation!

As we step into October, the air turns crisp, and the leaves begin their colorful dance, painting the world in hues of red, orange, and gold. There's a certain magic in the air, a sense of transformation and renewal as nature prepares for the quiet of winter.

October is a time for embracing change and celebrating the beauty of the season. It's the month of cozy sweaters, warm drinks by the fire, and the excitement of Halloween. But it's also a time for introspection, a chance to reflect on the year so far and to set intentions for the final months of 2024.

A big welcome to our newest preferred partner, **PMI Smart Choice!** We're excited to have them join our community and look forward to many wonderful collaborations ahead.

We're excited to kick off 2025 with an unforgettable event on March 18th! Stay tuned for more details—you won't want to miss this incredible day of inspiration and connection!

As we journey through October, let's remember: "Autumn carries more gold in its pocket than all the other seasons." Here's to embracing the richness and beauty of this transformative time.

Wishing you all an October filled with warmth, reflection, and the magic of the season. Happy October, everyone!



Kristin Brindley
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Boosting Traffic to your Fall Market Open Houses



Fall market is fast approaching, and maximizing open houses is crucial for maximizing exposure and increasing the chances of selling your listing. A well-attended open house can create a sense of urgency and competition among potential buyers, leading to better offers. Here are several strategies to effectively boost traffic to your open house:

1. Leverage Social Media

Social media is a powerful tool for promoting an open house. Create a Facebook event for your open house and invite your friends, family, and local contacts to attend. Share the event on community groups and local pages to reach a broader audience. Utilize Instagram to post eye-catching photos and videos of the property, highlighting its best features. Use relevant hashtags, such as #OpenHouse, #RealEstate, and the city's name, to increase visibility. Don't forget to share the event on LinkedIn, where professional connections might be interested in investing or relocating.

2. Optimize Your Listing Online

Ensure your property listing is optimized on real estate platforms like Zillow, Realtor.com, and MLS. Use high-quality photos, a virtual tour, and a detailed description to attract more viewers. Highlight the date and time of the open house prominently in

the listing. The easier for potential buyers to find information about your open house, the more likely they will attend.

3. Use Email Marketing

If you have a list of potential buyers or clients, send out a targeted email campaign announcing the open house. Include all the key details, such as date, time, location, and a few appealing property images. Highlight any special features, recent updates, or unique aspects of the home to grab attention.

4. Partner with Local Businesses

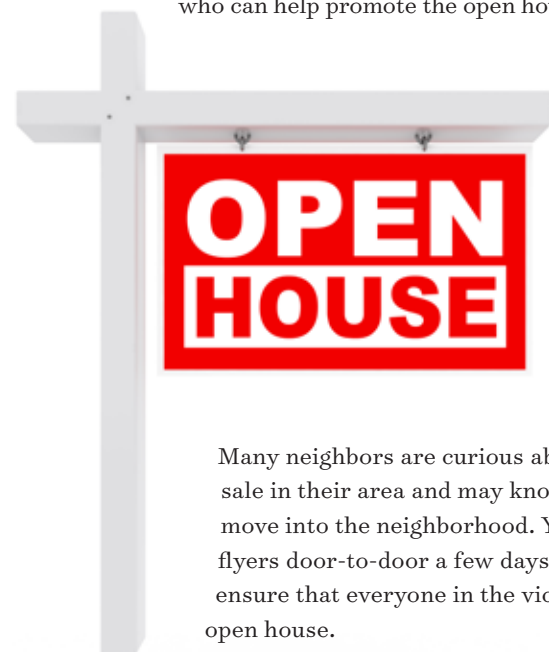
Partnering with local businesses can help spread the word about your open house. For example, you could leave flyers or business cards in local cafes,

gyms, or community centers. Some businesses may be willing to include your open house information in their newsletters or social media channels in exchange for a small favor or a mention in your marketing materials. Additionally, consider collaborating with local influencers who can help promote the open house to their followers.

5. Engage the Neighborhood

Don't underestimate the power of the local community in driving traffic to your open house. Engage with neighbors by personally inviting them to attend.

Many neighbors are curious about properties for sale in their area and may know someone looking to move into the neighborhood. You can also distribute flyers door-to-door a few days before the event to ensure that everyone in the vicinity is aware of the open house.



6. Utilize Signage and Directional Cues

Strategic placement of signs around the neighborhood can greatly increase foot traffic to your open house. Place directional signs at busy intersections and throughout nearby streets to guide potential buyers to the property. Make sure your signs are clear, professional, and easy to read from a distance. Balloons or flags attached to the signs can also help catch the eye of passersby.

By combining these strategies, you can significantly increase the visibility of your open house, attracting more potential buyers and increasing the likelihood of selling your listing.



Wade Vander Molen is senior vice president of business development at Pruitt Title LLC in the Northern Virginia/Washington, D.C., area and has been in the title industry since 2005. Wade helps real estate professionals with all facets of their marketing and teaches a new, sustainable business model to help them grow their businesses. You can visit Wade at www.DCTitleGuy.com.

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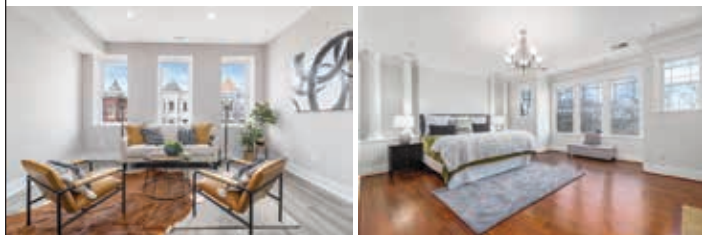
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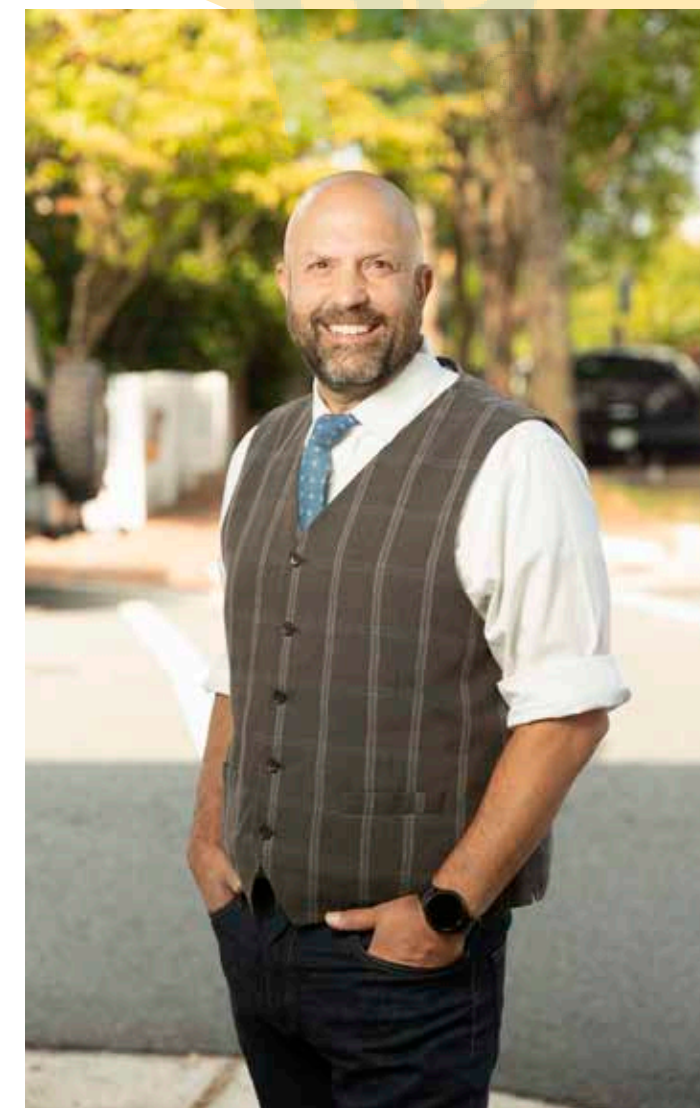
Protecting What Matters Most

Perry Bocson, Account Executive at Old Republic Home Protection, is more than just a representative of a home warranty company; he is a dedicated professional committed to providing peace of mind to homeowners and real estate agents alike. With a decade of experience as a real estate agent before transitioning to the home warranty side, Perry's journey in the industry has been marked by his commitment to service and his deep understanding of the real estate world.

FROM REAL ESTATE TO HOME PROTECTION

Perry's entry into the home warranty industry was a natural progression after spending ten years as a real estate agent. "I knew that understanding both sides of the transaction—real estate and home warranties—would allow me to serve my clients better," Perry explains. His experience as an agent has given him unique insights into realtors' challenges, especially when their clients encounter home issues.

Working with Old Republic Home Protection, Perry found an opportunity to offer a product he genuinely believes in. "Our motto at Old Republic has always been 'People Helping People,' which resonates with me," Perry says. "It's not just about selling a warranty; it's about providing real value and peace of mind."



A COMMITMENT TO EXCELLENCE

Old Republic Home Protection offers nationwide coverage, ensuring clients nationwide can benefit from their comprehensive home warranty plans. Perry works closely with a knowledgeable and talented support team, ensuring that every step of the warranty process is handled with care and professionalism. "I have a direct line to my support team, which allows me to stay in constant communication and address any issues promptly," Perry notes.

What truly sets Perry and Old Republic apart is their dedication to their clients—particularly the real estate agents who trust them to protect their hard-earned commissions and reputations. "When an agent's client has an issue, they aren't sent to an offshore call center. They call me directly," Perry emphasizes. "I'm available seven days a week because my agents work seven days a week."

This level of accessibility and responsiveness is crucial in an industry where time is of the essence. Perry takes pride in being the go-to person for his agents, handling the "dirty work" so they can focus on what they do best—selling homes. Old Republic Home Protection also stands out with no dollar limits on HVAC and refrigerant coverage and some of the highest limits in the industry, ensuring that clients are well-protected.

At the heart of Perry's approach is a deep understanding of the personal nature of his work. "When agents contact me, it's often because their clients are facing issues in their homes, and that's a very personal matter," Perry explains. "I always keep that in mind and strive to bring a professional yet personal approach to every interaction."

For Perry, success is more than just selling warranties; it's about being there for his agents and their clients when they need him most. "The only place Success comes before Work is in the dictionary," Perry says, quoting a favorite saying that motivates him to give his all every day.

BEYOND THE OFFICE

When he's not helping clients navigate the complexities of home warranties, Perry enjoys spending time in his home studio, where he writes and produces music. "Songwriting and playing guitar and piano are my ways of unwinding," Perry shares. "It's a creative outlet that helps me decompress from the day-to-day stresses of the job."



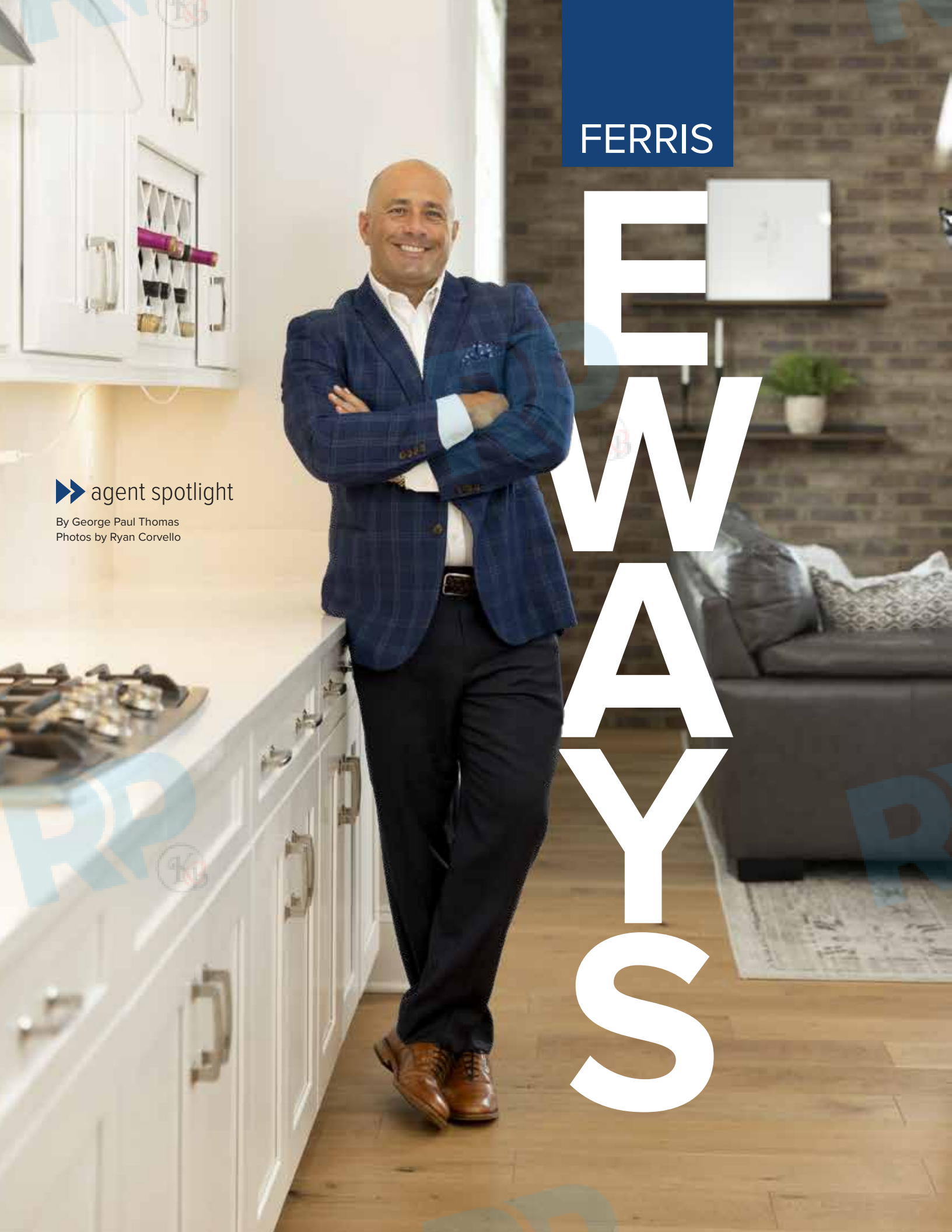
Perry is also dedicated to building strong, long-lasting relationships with his agents. "The future for me is all about continuing to support my agents and helping Old Republic Home Protection stand out from the competition," he says.

LOOKING AHEAD

As Perry looks to the future, his focus remains on providing exceptional service and building solid relationships with his agents. "I'm here to protect my agents' reputations and ensure their clients are taken care of," he says. "I look forward to continuing to be a trusted partner in their success."

For more information on how Perry Bocson and Old Republic Home Protection can assist you, call Perry at (540) 498-5632 or email him at PerryB@orhp.com. Perry is available and responsive, ready to help you with any questions or issues you may have, seven days a week.





FERRIS

E W A Y S

▶ agent spotlight

By George Paul Thomas
Photos by Ryan Corvello



A BLEND OF PROFESSIONALISM AND EMPATHY

Impeccable customer service, exceptional communication skills, and skilled negotiation tactics collectively enhance a person’s reputation, build strong relationships, and achieve better outcomes, making them stand out as a valuable and effective professional. Ferris Eways, a REALTOR® with Samson Properties, possesses all these three qualities.

CHARTING NEW COURSES

Ferris’s journey from Northern Virginia to a successful career in real estate is a testament to his diverse experiences and personal growth. “I was born and raised in Northern Virginia,” he shares. “I went to Centreville High School in Fairfax County, where I grew up playing sports and helping my parents at their restaurant, Joe’s Pizza and Subs.” These formative years taught him valuable lessons in work ethic and customer service.

After high school, Ferris attended Towson University, earning his bachelor’s degree in just four years. His career began with a strength and conditioning internship with the Washington Redskins, followed by a role as a graduate assistant football coach at Michigan State University, where he obtained a master’s degree in kinesiology. “My time at MSU was instrumental in shaping my career,” he notes.

Transitioning from coaching, Ferris took on a teaching role and became the Head Football Coach at Park View High in Sterling, VA. However, as his family grew, he realized the need for a more flexible income source. “I started working in real estate part-time and needed a little more free time to help support my family,” he explains. “My mother, a realtor for over 30 years, encouraged me to get my real estate license,” Ferris shares.

Ferris’s success in real estate was swift. “In my first year, I not only met but exceeded my initial income goal by earning an additional \$40,000 in GCI,” he says. He transitioned to real estate full-time in 2019 and has achieved significant milestones. Last year, he completed 32 transactions with a total volume of \$18 million and is on track to reach \$30 million this year. His accomplishments have earned him recognition as an NVAR Top Producer from 2017 to 2024 and a Northern Virginia Magazine Top Agent from 2019 to 2024.

For Ferris, real estate is more than a career; it is a passion. “The best part of my job is when I give my buyer clients ‘the call’ and tell them that they got the house,” he says. “The joy I hear over the phone or see in person is incredibly fulfilling.” Ferris applies the life lessons from his previous roles to deliver exceptional

service and satisfaction in his real estate practice.

LIVING AND LOVING

Ferris and his wife, Amy, have been partners in life and adventure since their marriage in 2010. Together, they are raising two sons, Colton, born in 2013, and Landon, born in 2015. Family time is a cornerstone of their lives. "I currently coach both of my sons in youth sports," Ferris says. "When not on the field, we love to watch movies, grab ice cream, and travel together."

Despite their active family life, Ferris finds joy in coaching his sons, playing golf, and spending quality time with Amy on dates or with friends. "I also enjoy hanging out with friends when I'm not working," he adds.

Besides his professional and personal pursuits, Ferris is dedicated to giving back to the community. He proudly sponsors Hovatter and Henrietta Lacks Elementary Schools and supports several charitable

organizations. His contributions extend to Sprout Therapeutic Riding Center, which aids individuals with special needs; Loudoun Empty Bowls, which provides meals to local families; and Agami, which supports children and schools in need in Bangladesh.

TOWARDS NEW HORIZONS

Ferris draws motivation from General Patton's simple yet powerful words: "Seek First to Understand!" This guiding principle influences his personal life and professional approach.

For Ferris, success is defined by essential yet profound elements. "Success is having a roof over your head, a family to come home to, food on your plate, clothes on your back, and your health," he explains. "If you have those things, then you are truly blessed."

Looking ahead, Ferris is focused on continuous growth and improvement. "We will continue to grow our business and strive to improve daily," he says. His short-term goal is to refine his skills

and stay updated with market trends to enhance client service. In the long term, Ferris aims to consistently surpass his previous achievements, ensuring every client receives an exceptional real estate experience.

Ferris wants to be recognized for his real estate success and his genuine commitment to helping others. "I am here to not only help my clients but also to support other realtors," he states. "I believe that helping others is the best reward, and I want people to understand that there are individuals who truly care and want to help."

As a seasoned professional, Ferris offers valuable advice to up-and-coming top producers in the real estate industry. "Always take care of your current clients first. Stop looking for more clients and focus on providing the best service possible for those you assist. If you do a great job with your current clients, you will receive many referrals for new ones."

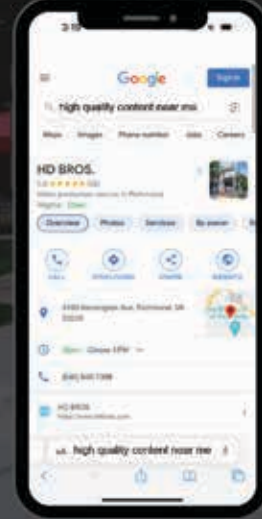


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Sydney BECKMAN

▶ rising star

By George Paul Thomas
Photos by Ryan Corvello



A Journey of Family, Passion, and Professional Growth

The journey of buying or selling a home can be emotionally taxing and stressful, but Sydney Beckman focuses on reducing her clients' stress to make the experience smoother. She is not just about packing boxes for her clients. She prioritizes spending quality time with each client, assisting them in any way they need.

Setting Out on the Path

Born and raised in Centreville, Virginia, Sydney embarked on her educational journey at Radford University, where she earned a degree in business marketing. After graduating, she returned to Northern Virginia and spent several years in Arlington before meeting her husband. Their journey took them to Pasadena, MD, and eventually to their forever home in Warrenton.

Sydney reflects on her career transition: "I was always interested in real estate. I enjoy being independent and dislike working a 9-to-5 job. One of my best friends got into real estate right after we graduated from college,



and I always wondered why I didn't join them. However, I was too afraid of having a commission-only job, so I chose to work a 9-to-5 job for many years. Finally, when something changed at my company, I decided to take the leap and try real estate. Thankfully, it worked out."

Her previous technology and cybersecurity sales career provided a strong foundation, but Sydney's passion for real estate eventually led her to make a significant career shift. Also, the flexibility of real estate proved to be the perfect fit for Sydney's family needs. She notes, "Being in real estate helps me to be present for everything they need, especially when my husband is not home. It works well with our schedule because I can make my hours and ensure I'm there for everything they need me for."

Sydney is currently affiliated with eXp Realty, LLC. She is part of the Jennifer Mack Properties team, which consists of eight members and ranks among the top-producing teams in Northern Virginia. Sydney has demonstrated impressive growth and success since starting her real estate career in 2021.

In 2023, Sydney's total transaction volume was just under \$7 million across ten transactions. This year,

she is on track to more than double her previous volume, with 15 transactions closed or pending, totaling \$9.2 million. Her outstanding performance has earned her several accolades, including being named a Top Producer by NVAR for 2022 and 2023. The Jennifer Mack Properties team has also been recognized as one of the Best of Washingtonians for 2024 and a Top Producing Team by RealTrends 2024 and Northern VA Magazine.

Reflecting on her career achievements, Sydney emphasizes, "What matters most to me is creating those relationships and caring for my clients' needs. I know that the business will follow."

A Family-Centered Life

Sydney's life revolves around her supportive family and their adventurous lifestyle. Her husband, Scott, is a career firefighter in Baltimore City and a licensed home inspector across Virginia, DC, and Maryland. The couple's two children, Adeline (8) and Briggs (4) keep their lives full of energy and joy.

Sydney and Scott share a deep love for live music. They attend multiple concerts each year and recently introduced their daughter to the excitement of live performances. Their passion for exploring extends to frequent beach trips and



I want to become a better agent every day and continue to build long-lasting quality relationships. I always want to learn from my successes and failures, to provide the best service to my clients and other agents.

travels throughout Virginia. Despite Scott's demanding schedule, which includes 24-hour shifts every week, the family cherishes their time together, whether relaxing at home or dining out.

Their two cats at home accompany Sydney and Scott. Baloo, a Russian Blue, and Nala, a mini Maine Coon.

When not working, Sydney indulges in her love for shopping and reading. She admits to having a "shopping problem" but finds joy in supporting local businesses, especially those on Warrenton's Main Street. Beyond shopping, she enjoys spending quality time with her family, watching her kids participate in sports, and savoring moments of peace.

Vision for Growth and Impact

Her favorite quote encapsulates Sydney's guiding principle in her real estate career: "At the end of the day, it's not what you said or did, but how you made someone feel." She firmly believes that the impact on how people feel far outweighs the specifics of what was said or done. This belief drives her approach to client interactions and personal connections.

To Sydney, success is not defined by material possessions or financial gain

but by the ability to positively impact others. "I believe it's not about the things we have, but what we give to others," she explains. She views success as being remembered for kindness and positive influence, focusing on what she can teach her children and others through her actions. Her goal is for her children to be remembered for their kindness and positive impact on the world.

Looking ahead, Sydney and her husband have started setting goals for real estate investing. Though they have not yet taken the plunge, they are preparing to enter the market. "Some of our long-term goals involve my husband and I acquiring a beach house in Nags Head and purchasing investment properties for our children to secure their financial future."

Professionally, Sydney is committed to continuous improvement and building enduring relationships. "I want to become a better agent every day and continue to build long-lasting quality relationships. I always want to learn from my successes and failures, to provide the best service to my clients and other agents," she states. She wants her clients and colleagues to know she is a "down-to-earth, problem-solving agent who loves to talk

on the phone." A direct conversation is often more effective for her than a lengthy text, reflecting her preference for clear, personal communication.

As an established figure in the real estate industry, Sydney has valuable advice for aspiring top producers: "Pick up the phone!! Stay true to yourself, follow your heart, and be a good person! I'm a phone call agent. It's amazing to me how much further you can go in any transaction if you just pick up the phone and actually call an agent to talk to them!"



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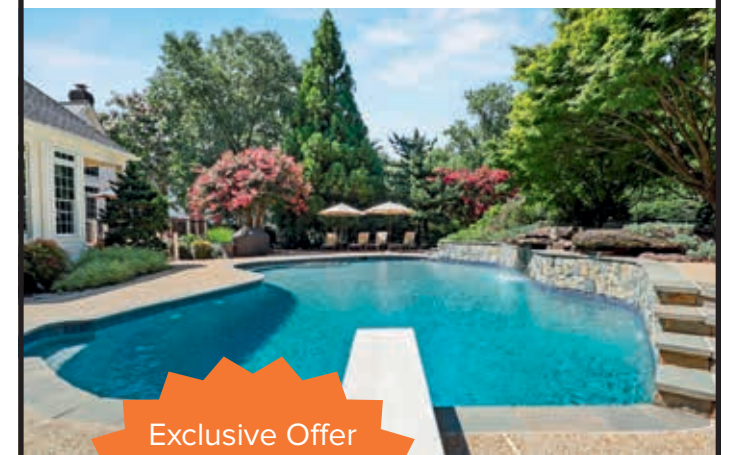
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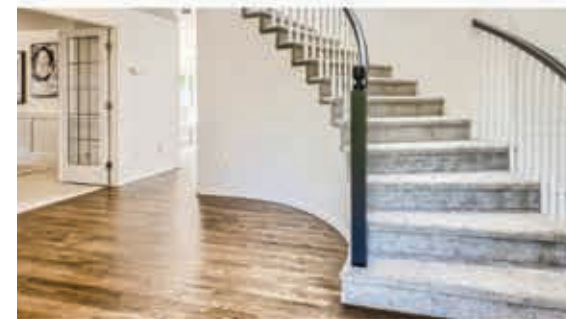
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TANNYA
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cover story

By Amelia Rosewood
Photos by Ryan Corvello

Opening Doors to Success

In Northern Virginia's competitive real estate market, Tanya Johnson stands out as a trusted expert and advisor. As the founder of Tanya & Co. and a Realtor with Keller Williams Loudoun Gateway, Tanya is renowned for her extensive industry knowledge and sharp negotiation skills. Clients trust her for her keen eye for detail and deep understanding of the local market. Tanya consistently provides cutting-edge insights and exceptional results, making her a leading figure in the region's real estate scene. Her ability to navigate the market's complexities with precision and integrity ensures her clients are always well-informed and well-represented.

Setting Sail

Tanya's journey into real estate is rooted in a story of resilience and adaptability. Born and raised in Fairfax, Virginia, she pursued higher education at Virginia Tech, earning a degree in Finance in 1987. Her initial career path led her through a management training program at a bank and then into real estate settlements before she took the leap into real estate sales in 1997 while pregnant with her second daughter.

Tanya's transition into real estate was driven by her passion for helping people and her experience working in real estate settlements. "I love helping people and had always thought about selling real estate, especially when I was working for a real estate settlement company," she shares. Her words brim with enthusiasm as she

recounts her early days in the industry, filled with determination and a drive to succeed.

Her real estate career quickly became the medium through which she crafted her ideal life. "It allows me to be in the best industry in the world and help other people while

giving me flexibility and is financially rewarding," Tanya explains. Her dedication to her clients and her deep knowledge of the contract sets her apart from other Realtors. "Our knowledge of the contract definitely sets us apart. We are always thinking ahead on behalf of our clients to make sure they are represented."



“It allows me to be in the best industry in the world and help other people while giving me flexibility and is financially rewarding.”

Tanya & Co. is a small, close-knit team consisting of Tanya, a full-time licensed operations manager (Brooke Kane), a full-time agent (Michelle Gunessever), part-time operations support (Cindy Eckstein), and part-time marketing support (Jordan Humphries). This team structure allows them to provide exceptional service while maintaining a familial atmosphere. Last year, Tanya & Co. completed 58 transactions totaling \$28.2 million in volume. This year, they are on pace for 65 transactions and \$48.7 million in volume, underscoring their continuous growth and success.

Beyond Numbers

Amidst the hustle of real estate,

Tanya finds solace and joy in her personal life, where family, pets, and passions intertwine seamlessly. "My husband, Kevin Stakem, and I actually moved to live on the water in Montross, Virginia, which is in the Northern Neck of Virginia, about two hours south," she shares warmly. "We have two beautiful daughters: Ashley (29), who got married last October to Jackson Keener and lives in Raleigh, NC, and our daughter, Jordan (27), who lives in Charlotte, NC."

Their household is also blessed with beloved pets: two English Labs, Harley and Bentley. "We joke that we bought the boat and the pool for





Know the contract inside and out, know the market by studying trends, and know the homes in the area.

For Tanya, success transcends conventional measures. “To me, success means having enough income to fund your perfect life in all areas of your life,” she reflects. Her highest hope is to leave a legacy for her family, friends, and community. In the long term, Tanya aims to keep growing personally and professionally while enjoying more time off with her family and friends to create cherished experiences.

As she concludes her story, Tanya imparts invaluable wisdom to aspiring top producers. “Know the contract inside and out, know the market by studying trends, and know the homes in the area,” she advises. Her story is a testament to the power of dedication, resilience, and the pursuit of excellence in the real estate industry.

them,” Tanya laughs. When she steps away from the demands of work, Tanya immerses herself in her passions, including spending time with family and friends at their house on the water, swimming, boating, playing volleyball, and relaxing.

Tanya and her team are also committed to positively impacting their community. “We work regularly with The Good Shepherd of Northern Virginia, which helps homeless women and children in Loudoun County,” she explains. This engagement reflects their dedication to giving back and supporting their community. Additionally, Tanya is a committed supporter of the K5K-A Run For Kendra, an initiative started in memory of her youngest sister, who passed away in 2012. This event provides college scholarships to high school seniors who have lost a parent to cancer. Tanya sponsors the event (k5k.run) every year and works with the Board to organize it with weekly meetings held via Zoom.

Looking into the Future

As Tanya gazes toward the horizon, she finds inspiration in her favorite quotes: “You Make Your Own Luck” and “You Are The Average of The Five People You Hang Out With.” These guiding principles resonate deeply with her and align seamlessly with her business ethos encapsulated in the slogan “Talk To Tanya & Co. Before Buying or Selling Your Home.”



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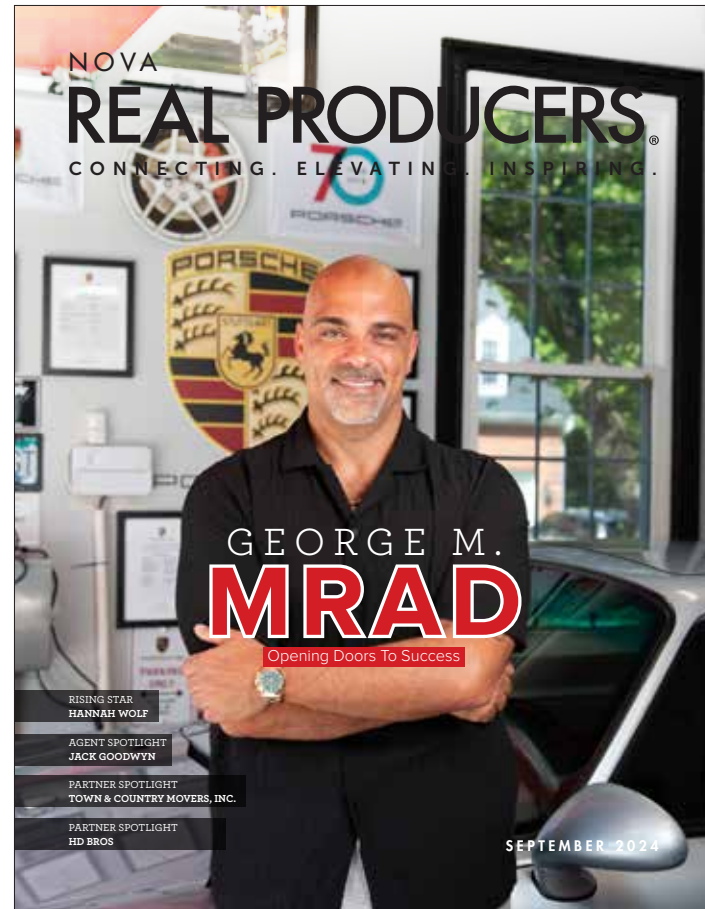
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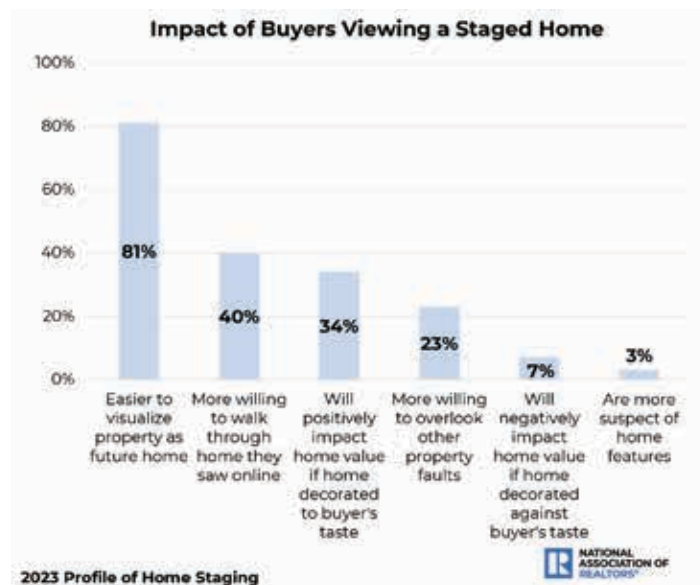
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