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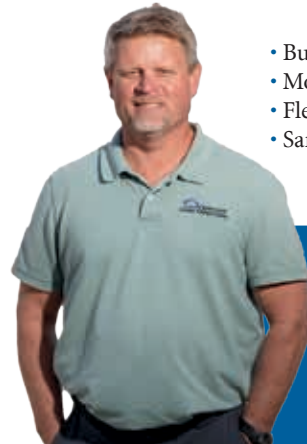
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If you are interested in contributing or nominating real estate agents, affiliates, brokers, owners or even yourself for stories, please email us at joni@realproducersmag.com.

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T *Cristen* **Treu**

KELLER WILLIAMS ALLEGIANCE

Cristen Treu’s journey from serving people in the financial industry to the dynamic real estate world is nothing short of captivating. With a passion for helping others and an unwavering commitment to excellence, Cristen’s story is a testament to hard work, perseverance, and pursuing one’s dreams.

She always wanted to be in real estate but knew it was in God’s timing. After graduating from Old Dominion University, Cristen embarked on a career that would equip her with invaluable skills and experiences. She spent seven years as Branch Manager at Enterprise, quickly rising through the ranks. “Enterprise taught me how to run a successful business, analyze profit and loss statements, and so much more,” she recalls. Her role required her to visit various businesses and promote the perks of using Enterprise, an experience that built her confidence. “Now, I’m not afraid to knock on doors,” she says. “My first listing came from door knocking. I saw someone having a garage sale on Facebook, so I knocked on their door and asked if they, by chance, needed to sell their home.”



After working at Enterprise, Cristen became Vice President at Suntrust Bank, where she spent five years helping clients achieve their financial goals and leading the bank branches. Despite her success, Cristen realized she wanted to serve people on a greater level and leaped into real estate in 2018.

Cristen's approach to real estate is deeply rooted in her love for serving others. "I've been in sales since I was 17, and I truly go above and beyond for my clients," she shares. Her commitment to her clients is evident in the stories she shares: "I remember ripping up carpet for an elderly seller to help get the home ready to sell, and after putting my first listing under contract, the sellers moved to Florida, and I cleaned their pool every week until it sold." When she first started in real estate, Cristen's trainer nicknamed her "Hustle and Heart." She still lives up to the moniker today.

Real estate is about more than the transaction for Cristen. "It's about the mission, not the commission," she states. "If you help enough people get to where they want to go, you will achieve your dreams, too." She encourages new agents to immerse themselves in the business. "Sit in the office, listen to the top agents, and learn from them," she advises. "Just be a sponge." When Cristen joined Keller Williams, the office leader told her she would be a million-dollar producer. Her total career volume exceeds \$101 million, and she has served 350, a testament to her steadfast dedication to her clients and craft.

Cristen's passion extends beyond real estate. She's a huge animal lover. "My dogs, Pearl and Jaxon, are my children, my world, and my best friends," she reveals, beaming. As a strong supporter of the Peninsula SPCA, she has incorporated her love for animals into her business. "My for-sale sign has a rider with a picture of a Boston terrier that says, 'Buy your dog this yard.' So many people are purchasing homes with their dogs in mind, and I want to help them find the perfect place for their families. For every house I sell this year, I will fund an adoption at the SPCA for my clients or make a donation."

“ IT'S ABOUT THE MISSION, NOT THE COMMISSION.

If you help enough people get to where they want to go, you will achieve your dreams, too. ”





Cristen's interests are as varied as her career. "I'm obsessed with golf," she admits, drawing a parallel between the sport and her profession. "Every decision golfers make, from selecting the club to analyzing the course, can impact their performance. Similarly, every decision and strategy in business can significantly impact the outcome." For Cristen, golf is a mental game that challenges her the same way real estate does.

Living in Hampton Roads, Cristen cherishes the proximity to the water. A self-proclaimed "sunset chaser," she also enjoys offshore fishing and boating whenever possible. Traveling is another of Cristen's passions. Having been to Paris and Lake Tahoe, she's always planning her next adventure. "I'm going on a road trip out west soon, starting in Vegas and heading to Monument Valley," she comments excitedly.

Whether she's guiding a client through a home purchase, funding an animal adoption, or planning her next adventure, Cristen approaches life with the same dedication and enthusiasm that have made her a success in real estate. "Helping people and giving back really feeds my soul," she smiles, summing up the driving force behind her remarkable career.

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NOMINATE YOUR FAVORITE TOP AGENTS!

By Publisher Joni Giordano-Bowling

How do we decide who to feature each month in Real Producers? Through our nomination system. Top real estate agents and the preferred partners who invest in this publication through advertising and sponsoring our events decide who we feature through their nominations. Additionally, we have multiple events throughout the year, and top agents with top numbers are present at these gatherings; we receive many nominations from those who attend.

Of those nominated, our team meets with and gets to know each nominee. We collect all the cool facts about the agent and gather nominations for other top agents and businesses we should consider for our vetted preferred partners' list.

Our selection team decides who gets into each issue. We use the "5 C" criteria as a guide. An agent must meet the first three criteria; the fourth and fifth items are not required; however, we love celebrating successes of a giving or victorious nature.

- 1. Collaboration:** The number of nominations usually indicates that nominees are respected by their peers and work well with other agents and our preferred partners.
- 2. Competition production numbers:** Let's face it; the name of the publication is Real Producers, so folks need to be top producers to get into the magazine.
- 3. Character:** While most in the industry have great character and integrity, we will not feature anyone—agent or business—who has not been recommended or nominated by top agents as a person or business operating with integrity.
- 4. Contribution:** We adore inspiring stories about agents who give back to the real estate and local/global community.
- 5. Compelling story/ Conquering a life challenge:** Who doesn't love an against-the-odds success story?

We also get to know the agents engaging in our private Facebook group for top REALTORS® and partners. Send me a private message if you would like an invitation to that page, as membership is limited to agents, brokers, and current preferred business partners.

We aim to not feature agents from the same brokerage or firm in the same issue and try to cover the territory

geographically so we feature agents proportionately. With so many excellent nominated agents, the monthly decision is difficult, so ensure we know who you are.

Remember, real estate agents and brokers do not pay anything for feature stories; everything we do for them is free. While other programs may look similar, we are not a pay-to-play model. We select most articles six to 12 months in advance (sometimes years in advance for cover agents) and notify folks one to two months before their feature appears that we have selected them.

We would love your feedback on how we are doing and what we can do better to help everyone in the industry collaborate, elevate, and inspire each other. Please email, text, or privately message all suggestions and feedback directly to me.

Joni Giordano-Bowling
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Jamie Blackmon

3
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▶ on the rise

Story by Dan Steele
Photos by Leah Wallace,
Leah Ariel Photography

Newport News and the surrounding area aren't just locations for Jamie Blackmon—they're the vibrant backdrop where she's transformed her unique journey from gymnastics coach and nanny into a thriving real estate career. While her path may be unconventional, those experiences have catapulted her career and fueled her compassion and empathy, setting her apart as an agent who truly understands her clients.

"I've wanted to be a real estate agent since I was little," Jamie shares. "I love helping my clients find their dream homes and seeing the joy on their faces when they get the keys." Her dedication to forging deep connections with her clients is evident. "I become best friends with my clients," she says. "We laugh together, we cry together, and we celebrate together."

Her gentle nature allows her to understand her clients on a deeper level, anticipating their needs and concerns before they arise. "My job is to put out fires before my client has to deal with them," she explains. This dedication and care hasn't gone unnoticed. Jamie's clients rave about her ability to make the often stressful process of buying or selling a home feel seamless and enjoyable.



That attention to detail and compassion spills over into every aspect of her life, especially within the transaction. She's known for her thoughtful closing gifts, which she personalizes to reflect her clients' unique interests and personalities. Jamie exclaims, "I like to do little personalized baskets, so I try to pick out key things that my clients say that they like while touring properties." While a closing gift might be custom, sometimes, it is something they need, like stocking the pantry with various staples and cleaning supplies. "I want my clients to know how much I appreciate their trust and business," she proudly states. "Closing gifts are just a small way of showing my gratitude."

Jamie's success is about more than her personal touch. She's also a skilled negotiator and problem-solver, always advocating for her clients' best interests. Her background in gymnastics and coaching has instilled in her a strong work ethic and determination to succeed. "I'm not afraid to fight for my clients," she reveals. "I'll do whatever I can to get them the best possible outcome."

Despite her busy schedule, Jamie always makes time for her family. She's a devoted wife to her husband, Robert, an Army deep sea diver, and a loving mother to their two little ones, Connor and Nicholas. "My family is my everything," she

smiles. "They're my inspiration and motivation."

When she's not working or spending time with her family, Jamie loves to stay active at the gym, practicing yoga and Pilates and indulging in her lifelong passion for gymnastics. "I still like to go to open gym pretty frequently," she chuckles. "It's something not many adults say they would like to do." However, this playful spirit makes Jamie relatable and endearing to her clients. She's more than a real estate agent; she's a friend, a confidante, and a trusted advisor.

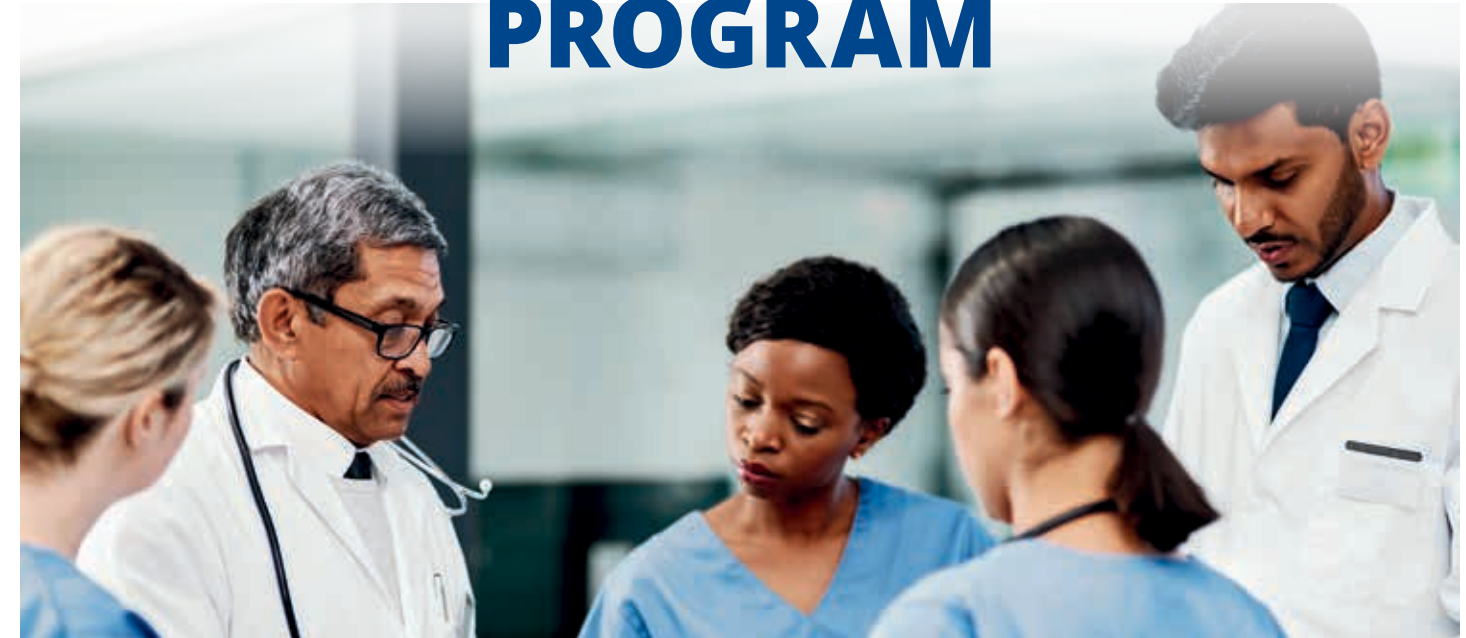
For her next chapter, Jamie would like to build her real estate team to instill her values of compassion, empathy, and dedication in her agents. "I want to train agents who will take it to the next level," she remarks with conviction, "agents who will fight for their clients, be there for their clients, and just be overall great agents to work with in all aspects."

Jamie measures success not by the number of homes she sells or the commission she earns but by making a meaningful difference in the lives of her clients and building lasting relationships beyond the transaction.

"I want to be remembered for someone who genuinely cares," she notes. "That's what truly matters." What a great outlook to have.



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Kim Dombrowski

IMPRESSIVE
home Staging

partner spotlight ◀◀

Story by Maddie Podish
Photos by Dave Schwartz,
Coastal Exposures

Impressive Home Staging, a two-time national award winner recognized as one of the Top 10 professional home staging companies in the nation by the Home Staging and Redesign Alliance, is ready to create a customized staging plan tailored to the unique needs of potential buyers and the architectural style of your next listing. Owned by visionary Kim Dombrowski, Impressive Home Staging's team of 10 provides the highest level of service while executing its seamless process—Prepare, Stage, Sell. With a suite of services, including vacant home staging, pre-listing staging consultations, and short-term/mid-term rental setups, Impressive Home Staging ensures properties are seen and remembered.

Originating from a family of artists, Kim's initial aspiration to pursue art was redirected by a high school counselor toward the burgeoning field of computer science. This pivot led to an 18-year tenure in information technology within the cosmetic industry, with notable roles at Revlon, Max Factor, and CoverGirl/Proctor & Gamble. The tragic events of September 11 prompted Kim to transition from her IT career to become a stay-at-home mom. However, her innate love for



decorating pulled her back to her creative roots, leading her to open Impressive Home Staging. As Kim reflects, "Funny how you always come back to your passion of being a creative person."

While launching Impressive Home Staging, Kim knew she wanted to go beyond creating a seamless process for their clients. Impressive Home Staging excels in education, offering Lunch N' Learn presentations for real estate professionals. These sessions include lunch and a professional presentation with tips, benefits, and lots of pictures. Additionally, the

Kim emphasizes, "Experts hire experts, so as real producers, you should use professional staging and photography for the best results possible to bolster your reputation." While Kim and her team ensure clients and agents feel at ease during the entire process, the process involves rigorous behind-the-scenes efforts from designing and shopping to packing, moving, and setting up to manage 300 stages and de-stages annually.

For Kim, success is about vision and goal-setting and achieving those goals with



team provides complimentary professional photos in its staging packages and teaches a two-credit CE class, "Staging by the Book" and "Listing Your Luxury Properties," complete with a tour of its 6,000-square-foot warehouse.

Partnering with Kim and her company will leave your clients with an HGTV home-reveal reaction and an investment with a 500% return. With an average days-on-market at a remarkable 18 days and enough inventory to stage 60-plus homes at a time, Impressive Home Staging is ready to help you do what you do best—SELL.

determination and hard work. Kim finds the most fulfillment in the final reveal and positive client feedback and is proud of 100 consecutive five-star reviews on Google. Maryanne, a previous client, shares, "Outstanding experience with Impressive Home Staging. In less than a week, they developed a thoughtful, creative, and effective design plan. The design captured our home's unique features, which in turn attracted numerous inquiries and visits. The fact that our home was under contract in a mere two days speaks for itself. The team of stagers were efficient, neat, and friendly."

The team was honored this past spring when selected to design the St. Jude Dream Home Giveaway house in Suffolk built by Kirbor Homes. Kim beams, "We selected all the furniture from Greenfront Furniture in Farmville and added all the art and accessories to make the home spectacular for four weeks of open-house tours." All ticket proceeds to enter the drawing for the new home support St. Jude Children's Research Hospital's lifesaving mission to help cure childhood cancer.

Outside of changing the staging industry and giving back to her community, Kim loves spending quality time with her family. Married to her husband, Mike, for 35 years, the couple shares two grown sons, Jamie and Nick, and enjoys boating, fishing, and weekends at their beach house in Corolla's 4x4 area. The family loves to travel and is excited about a trip to Anguilla in February and another to Sweden in July.

Experts hire experts, so as Real Producers, you should use professional staging and photography for the best results possible to bolster your reputation.

Impressive Home Staging is more than just a business; it's a passion-driven enterprise led by a creative soul who found her true calling. With an eye for detail and a heart for service, Kim Dombrowski and her team continue to set the bar high in home staging, making homes irresistible and selling them fast. Kim hopes to be remembered as a loving mom, wife, friend, and leader in life and business.



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REAL PRODUCERS

FAQ

WELCOME TO REAL PRODUCERS!

Here, we answer the most popular questions regarding our program. My door is always open to discuss anything regarding this community—this publication is 100% designed to be your voice.

Q: WHO RECEIVES THIS MAGAZINE?

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

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

A: The process is simple. Every feature you see has first been nominated. You can nominate REALTORS®, agents, affiliates, brokers, owners, or yourself. Office leaders can also nominate real estate agents. We will consider anyone you bring to our attention because we don't know everyone's story and

need your help to learn more. A link to our nomination form is on our Facebook page (facebook.com/peninsularealproducers).

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

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

Q: WHO ARE THE PREFERRED PARTNERS?

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

Q: HOW CAN I RECOMMEND A PREFERRED PARTNER?

A: Please let us know if you want to recommend a local business that works with top real estate agents. Send an email or text to joni@realproducersmag.com or call **757-348-7809**.

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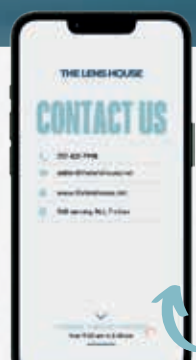
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