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K & S Cleaning and Consultants

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TABLE OF CONTENTS

 <p>06 Preferred Partners</p>		<p>10 Cover Story: Darin Greear</p>		<p>14 Partner Spotlight: K & S Cleaning Consultants</p>
 <p>20 Rising Star: Mason Kiffmeyer</p>		<p>24 Leader: Stephanie Varney</p>		<p>28 FAQ</p>

 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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hello,

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This *Blue Ridge Real Producers* is only our second. I so appreciate the opportunity to serve you, the best of the best REALTORS and the best local businesses. From the bottom of my heart and on behalf of the *Real Producers* team working so hard in the background to bring this publication to you each month, I thank you.

I am truly impressed that in such a competitive industry, so many of you had kind words about which agents we should be featuring in future issues, even agents from other brokerages. This is a true testimony that agents appreciate our “collaboration over competition” approach. Rising tides truly do raise all ships.

Please keep the nominations coming, as they are the way agents are featured in the publication. We are not a pay to play model. I am meeting more and more of you as time goes by. I truly want to meet all of you to make this community something all of us cherish and value.

As a reminder, our advertising partners make this publication possible each month and allow us to share these stories free to real estate agents. We only select businesses that you, the top performing agents, refer and recommend to us. We know that they are the best of the best because I have met with all of them personally and put them through a very thorough vetting process. Please love on these businesses and place them at the top of your consideration set the next time you are looking for a new product or service they offer.

Your referrals mean the world to us. If you know of a great business not yet showing up on our preferred partner index, please introduce them to us with an email or a text message.

I look forward to continue getting to know you all. Stay tuned for information about our Launch Party coming this Autumn. Blessings to you all,

Betty



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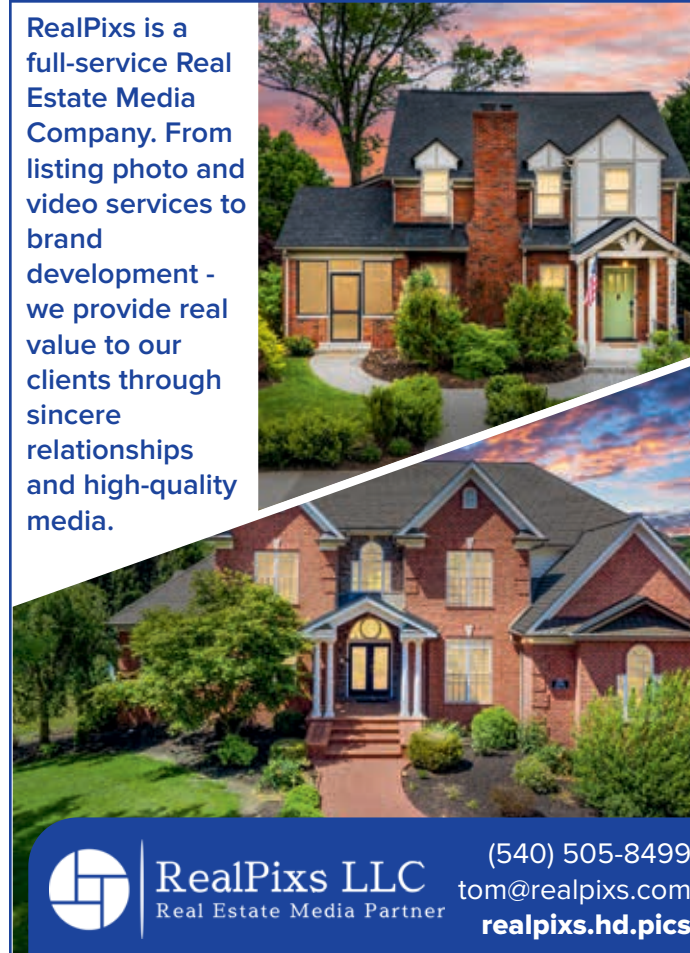
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“You never know what something will lead to,” shares Darin Greear, a 20-year seasoned REALTOR® with Long & Foster Real Estate in Blacksburg. This single sentence encapsulates Darin’s life perfectly, beginning with growing up in his beloved community of Riner. Raised on his family’s dairy farm, he was instilled from a young age with two things: hard work and kindness.

As he grew up, the farm underwent many transformations, including transitioning to a beef cattle farm and slowly converting parts of their land into subdivisions. These experiences not only taught Darin the intricacies of land development but also fostered a passion for building homes. “I worked alongside a builder, learning the ins and outs of construction from the ground up,” he recalls. This hands-on knowledge would prove invaluable when he later transitioned into real estate.

Before delving into real estate, Darin embraced the thrill of life on the road, traveling to various racetracks along the East Coast as part of his career with NASCAR.

His journey began with a passion for working on late-model stock cars during high school, a hobby that caught the attention of a friend who also had ties to NASCAR. Throughout this exhilarating phase of his life, his high school sweetheart and now wife of 25 years, Tabitha, stood steadfastly by his side.

Together, they achieved significant milestones: Darin took on the role of an inspector, while



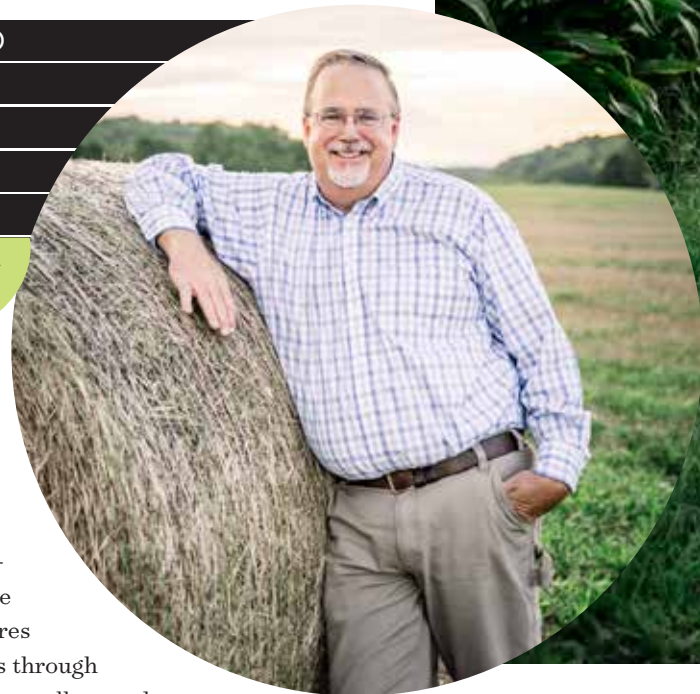
COVER STORY: DARIN GREEAR

LONG & FOSTER
REAL ESTATE

Tabitha shined as a Budweiser girl and was later crowned Miss New River Valley Speedway. Reflecting on those dynamic years of constant travel, Darin now cherishes the simple pleasures of home life. “Spending so much time on the road in our younger years is why we appreciate the tranquility of being at home now,” he muses fondly.

The decision to become a REALTOR® was sparked by a pivotal family sale of part of their farm for the CloverLea Subdivision in Riner. “That sale was our introduction to real estate,” Darin reminisces. Encouraged by a friend in the industry, he obtained his license shortly thereafter and began his dual careers in real estate and farming. Even now, after 20 years, he still relies on his previous building and personal renovation experience while helping first-time homebuyers search for the perfect home or informing potential sellers of things that may be a concern. His Bachelor of Science Degrees in Math and Economics from Radford University gives him a unique outlook on running numbers for all of his clients and investors that are looking for their next investment.

ALL YOU CAN DO
IS PREPARE AND
ACCEPT THAT
YOU WILL NEED
TO PIVOT TO
KEEP UP.



With his own mentors giving him such a memorable start to his career, Darin loves guiding new agents as they enter the industry and enjoys sharing his knowledge with others. As new agents enter the industry, he constantly shares how the best way to learn is through experience. Along with being well-versed in navigating extreme markets, including the crash of ‘08 and the onset rush of COVID, he reiterates, “There are a lot of highs and lows in real estate, and it will always be that way. All you can do is prepare and accept that you will need to pivot to keep up.”

Helping others has always been one of the pillars Darin has built his life on. Starting in 2009, he joined forces with the Society of St. Andrew. It all began when he planted some extra turnip

seeds in a hayfield one fall, which produced more produce than he knew what to do with. After that year, his donations to the organization and other Food Banks have become an annual tradition. In the near future, the farm will reach a huge milestone of donating over one million pounds of fresh food to help end hunger.

Nestled on their 450-acre farm, the couple also runs a venue called Windy Hills Farm in Riner, VA, which hosts weddings and other events. They pride themselves on providing a beautiful space that will create cherished memories while being budget-friendly for their community.

Outside of work, Darin enjoys spending time with his friends and family by hosting cookouts on the farm. As a culinary lover, he loves grilling steaks and is well-known for his fan-favorite mac and cheese recipe that he has perfected over the years. At the end of the day, you can find

the couple riding out to enjoy the sunset at their ironically named spot, the Sunset Barn, or enjoying a quiet evening on their patio. While there are no definite plans for the future, Darin knows one thing for sure: you never know what something will lead to.



partner
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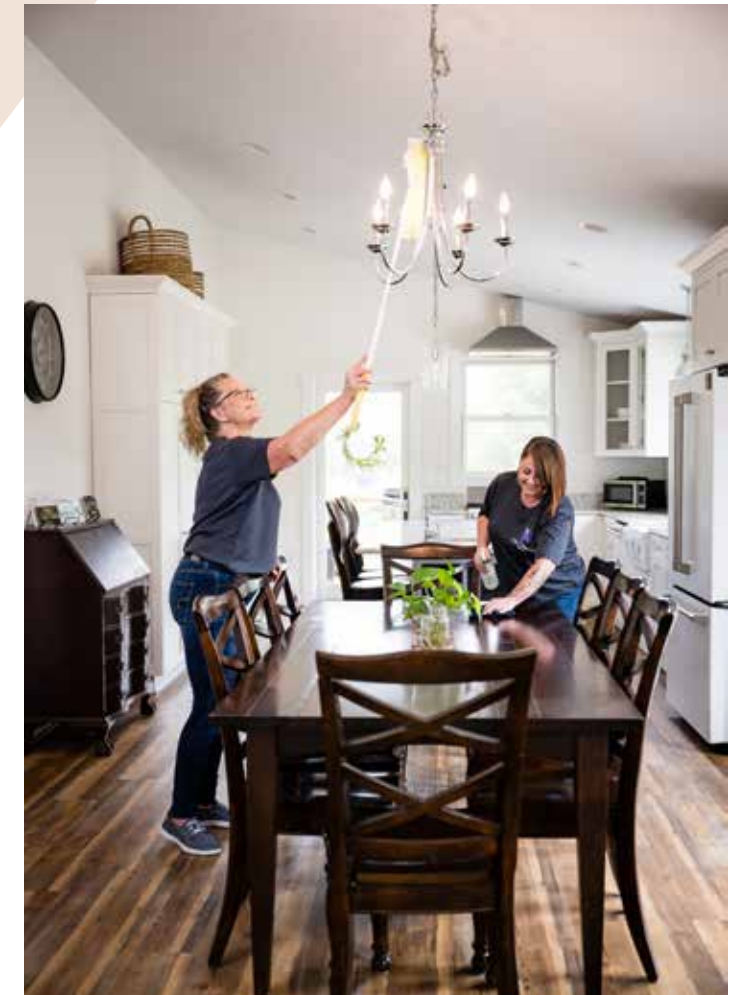
Story By Maddie Podish | Photos By Amber Perdue

In an industry where trust and quality are paramount, K & S Cleaning Consultants stands out. As a small family-owned, Christian-based business, K & S Cleaning Consultants embraces the principle of Luke 6:31: "Do unto others as you would have them do unto you." This philosophy, paired with specialized equipment and a dedicated team, is what sets them apart in the cleaning industry.

Kevin has a wealth of experience in the cleaning industry, having owned multiple businesses over a long and successful career. When his late wife fell ill, Kevin made the selfless decision to close his business to care for her.

After her passing, he met Sesileigh, a nurse he got to know through their church community. They eventually married and decided to start another cleaning business, initially intending for it to be a small, part-time venture. However, Kevin's reputation and strong network quickly led to an influx of clients, and their business flourished much faster than they anticipated.

What distinguishes K & S Cleaning Consultants from the competition is their ability to handle a wide array of cleaning needs. From duct cleaning, hardwood floors, and pressure washing to dryer vents, window cleaning, and carpet cleaning, they



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UP AS A
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have invested in the specialized equipment necessary to deliver top-notch services. “We set ourselves up as a one stop shop so our agents know they only need to call us for their cleaning needs,” explains Sesileigh.

Before any job, they conduct thorough walkthroughs, asking about client preferences, concerns, and specific needs regarding scents, kids, or pets. This attention to detail ensures that their service is tailored to each client’s unique situation. When it comes to budget, K & S Cleaning Consultants does not price jobs merely to win them but to do them correctly. They pride themselves on using plant-based products for most of their cleaning, with the exception of a highly effective disinfectant that has a 60-second kill time. Their commitment to education is also evident as they ensure clients understand the proper use of cleaning products for maximum effectiveness. Sesileigh elaborates, “We love educating clients because a lot of them (like us when we first started) don’t know the particulars when it comes to using products.”

While Kevin still describes themselves as a small company, they have quickly made a name for themselves since starting their company in 2019. They currently collaborate with three property management companies, managing turnovers and common spaces with ease, over 60 monthly residential cleanings, and numerous commercial buildings. With a team of eight highly trusted employees—six dedicated to commercial work and two to residential, the company prides itself in having such an amazing group of individuals manning the front lines. Kevin emphasizes, “If I wouldn’t trust someone in my home, I’m not going to trust them in my clients’ homes.” This rigorous selection process ensures only the best professionals are part of their team.



By following their founding principle of treating others how they would want to be treated, Kevin continuously achieves what he believes is success - making people happy. “I think sometimes we forget we are all people and we’re dealing with stuff. At the end of the day, if they’re happy and I’ve taken some of that stress off their plate, that makes me feel successful,” Kevin smiles. As a one-stop shop paired with extraordinary customer service, it’s no surprise they were voted a Fan Favorite in 2023 by NextDoor.

When not working, the family enjoys freshwater fishing, beach outings, shore fishing, and trips to the Smoky Mountains. They are heavily involved with their church, with Kevin’s sons actively participating in youth ministry and worship. Last year the couple took a 12-day trip to Israel, including floating in the Dead Sea, visiting many Holy sites, and retracing the footsteps of Jesus.

By partnering with K & S Cleaning Consultants, you are ensuring clients are receiving the same exceptional care you provide. Kevin ends with, “To our small company, every customer is important. It’s not how many customers we can get; it’s about building those relationships so clients love what we offer.”



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MASON

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Mason Kiffmeyer, a dedicated REALTOR® at LPT Realty, has spent the last three years helping clients navigate the real estate market. Originally from Minnesota, Mason now calls Lynchburg home, having moved to the area for college. His journey from being a “Liberty transplant” to a trusted real estate professional is one marked by commitment, growth, and a focus on client relationships.

Mason attended Liberty University, where he met his wife, Anri, and earned his Master’s in Business Administration. After college, he worked various jobs, including a notable stint at a marketing company specializing in search engine optimization. This role allowed Mason to learn different marketing techniques which he now leverages to promote his clients’ listings and real estate business effectively. “Understanding how to increase ‘foot traffic’ to my real estate listings online has set me apart as an agent,” Mason explains. His transition into real estate was driven by a desire for a career change and a passion for people, which he found lacking in his previous roles.

Mason’s approach to real estate is grounded in being reasonable and creative. “Being reasonable is a perspective in the industry that I think clients appreciate. To me it’s about providing great value at cost that makes sense,” Mason states. Additionally, his creativity and ability to think outside the box enable him to deliver unique and effective solutions for his clients. This philosophy has not only earned him the appreciation of his clients but also led to numerous referrals, as clients trust him to prioritize their needs over a huge profit.

Integrity is at the core of Mason’s business practices. By building lasting relationships and providing exceptional service, he has cultivated a loyal client base. His business now focuses more on helping sellers,

KIFFMEYER

rising star

Story By Maddie Podish
Photos By Rapid Imagery



though he still cherishes assisting homebuyers. “As REALTORS®, we are in a position of a lot of power for how a transaction can go, you have to run your business with integrity to succeed,” Mason emphasizes. His commitment to integrity ensures that his clients always come first, fostering trust and long-term success.

While Mason has achieved significant success in his first three years, he believes he has not yet reached his full potential. He is dedicated to growing his reputation and maintaining high service standards. Balancing his professional and personal life is crucial to him, as he strives to be present for his family. “I don’t want to be the top agent in Lynchburg.



IT’S VERY EASY TO GET SWEEPED UP IN THE FRENZY OF THIS INDUSTRY, AND YOU DON’T WANT TO LOSE SIGHT OF WHY YOU’RE DOING IT.

To do that, I would have to sacrifice a lot and be working all the time, and that’s not something I want. I want to be able to enjoy life with my family and be there for my kids as they grow up,” he says. Mason believes that success is about living a life you enjoy, encompassing spiritual, relationship, business, and other goals. “If you really stop and think about why you do what you do, you’ll enjoy life more and feel successful every day,” he adds.

By spending their college years in Lynchburg, it’s no wonder the couple decided to plant their roots in an area they both felt at home. Over the years, Mason and Anri have settled and grew their family with three little ones including Aurora, 4; Arlo, 3; and Elowyn, 1; Mason enjoys spending quality time with his family including visiting local parks like Riverside Park during the summer time so the kids can play on the splash pad. As a husband and a father, Mason stresses the importance of maintaining a healthy work-life balance from the start. “It’s very easy to get swept up in the frenzy of this industry, and you don’t want to lose sight of why you’re doing it,” he advises. Drawing from



By: Leah Nast Photography.

his long distance running days in high school, he’s looking forward to getting back into running regularly. He has signed up for the Virginia 10 Miler in September, finding that having a race to train for provides him with the motivation to excel.

The future looks bright for Mason Kiffmeyer as he continues to explore new avenues for helping his clients. His dedication to integrity, reasonableness, innovation and most importantly his family ensures that he will remain a trusted and respected figure in the Lynchburg real estate market.

▶▶ leader feature

Story by Maddie Podish
Photos by Amber Perdue and Rapid Imagery

Stephanie VARNNEY

Managing Broker: Divine Fog- Roanoke

Stephanie Varney, the Managing Roanoke Broker of Divine Fog Real Estate, embodies what it means to be a natural-born leader with a heart driven to help others succeed. Her journey in real estate began in 2007, a couple years after moving to Roanoke. Like many new agents, she started with no established network and began building her business from the ground up. Later, she would use this personal experience to empower her agents that anything is possible if you want it. In her first year, Stephanie worked tirelessly, hosting open houses and slowly building relationships over time. It didn't take long for her to understand the value of forming long-lasting connections with clients, and soon, she began to thrive.

Stephanie's dedication to excellence led her to pursue a broker's license, not because she sought a leadership role, but to enhance her ability to serve her clients with a deeper level of knowledge. In 2018, an opportunity arose that would define her career. The owner of Divine Fog Real Estate, Scottie Booker, approached her with a vision for the company that resonated deeply with her own

values. "When he explained what he was looking to do with his company and agents, I knew that's exactly what I was looking for," she recalls.

Over the years, Divine Fog Real Estate has expanded organically, now boasting offices in California, North Carolina, and three locations in Virginia. Stephanie also serves as Chief Operating Officer for the company. The company is a melting pot of diverse individuals, each with unique experiences and perspectives. Stephanie values individualism and supports the growth of each agent's personal business. "Most agents that come into this business are entrepreneurs and have a vision for their business. I love helping my agents achieve what they envision," she shares.

Stephanie's approach to leadership is about meeting people where they are and helping them succeed on their terms. "Success looks different to everybody," she notes. She believes in leading by example, showing agents how to build their own businesses, grow their sphere of influence, and run their operations efficiently. "I want not only our



Photo by Amer Perdue

clients to feel valued but our agents to feel valued as well.”

Providing value to the community is another driving point for Stephanie that also perfectly aligns with her brokerage’s beliefs which is why their non-profit division, Divine Fog Serves, holds a special place in her heart. This initiative fosters team-building while supporting various charities through events like golf tournaments, galas, mud runs, and toy drives. They even gave away a house last year to a deserving recipient at their Homes from the Heart Gala! Currently they are focused on the Carilion Children’s Hematology/Oncology department, providing much-needed support for families. This year,

they plan to combine funds from their gala and golf tournament to purchase a home, transforming it into a hospitality house for families of children undergoing treatment at Carilion, the only facility of its kind within a four-hour radius.

Her commitment to her agents is evident in the success stories that emerge from Divine Fog. Stephanie recalls a new agent juggling a job, real estate, and family, who eventually transitioned to real estate full-time, achieving a healthier work-life balance and becoming a top producer in the valley. Another agent, who joined Divine Fog after leaving a team at another brokerage, started from scratch but thrived with the support and encouragement provided. “At Divine Fog Realty, you’re never truly alone, you always have a support system around you,” Stephanie emphasizes. She is most proud of the collaborative atmosphere fostered that isn’t forced, it is just a part of the culture and the type of agents that the company attracts. The company motto is “Love Family Team”. With this mantra, it’s no surprise that their agents’ productivity is considerably higher than industry average.

Beyond her professional achievements, Stephanie is a family-oriented individual. She and her husband, Curtis share their 18-year-old daughter, Chloe, who will soon be starting college. In her free time, she enjoys scuba diving, traveling, and spending time with her family. Beaming, she states, “I don’t do a lot because I’m truly obsessed with real estate; not just because how it can change my agents and their clients’ lives by building generational wealth but how we can impact our local community in such a powerful way.”



Photo by Amer Perdue



Photo by Bryce Scott

FAQ

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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. There are thousands of agents in the region and you, in this elite group, are the cream of the crop. Just to be included in this group is an accomplishment that testifies 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 and funded by the partners who advertise.

Q: WHAT KIND OF CONTENT WILL BE FEATURED?

A: This is all about you. We'll do personal and unique stories on members in the community, providing you with a platform to inspire others. As we grow, we'll add fresh content focused entirely on you. It costs absolutely nothing for a REALTOR® to be featured. We are not a pay to play model; we write real stories, about Real Producers, and we're always accepting nominations. We will consider anyone brought to our attention-- we don't know everyone's story so we need your help to learn about them!

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. They are the top professionals in their industry. They will have an ad in every issue of the magazine and attend our events. One or many of you have recommended every single Preferred Partner you see in this publication. Our goal is to create a powerhouse network, not only for the best REALTORS® in the area, but the best affiliates as well, so we can grow stronger together.

Q: DOES REAL PRODUCERS HAVE EVENTS?

A: Yes! Along with the magazine, 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 communicate about events through the magazine and on social media. Stay tuned for info on our launch party this Fall!

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

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