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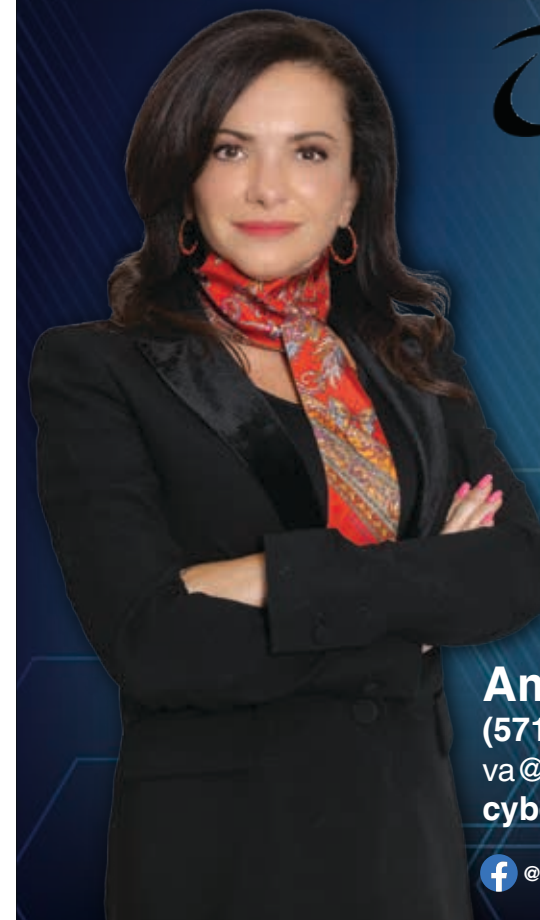
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PUBLISHER'S NOTE

Hello September, the Season of Change!

As we transition from the lazy, hazy days of summer into the crisp, invigorating days of autumn, there's a sense of renewal in the air. September is a time of new beginnings, fresh starts, and the perfect opportunity to set new goals and embrace change.

September is also a time for reflection as we look back on the memories made over the summer and the growth we've experienced. It's a chance to appreciate the journey so far and to plan for the exciting months ahead. Let's take this moment to reassess our goals, reignite our passions, and prepare for the opportunities that lie ahead.

Stay tuned for our upcoming event schedule for next year! We can't wait to share more details and look forward to an amazing lineup of events in 2025.

As we step into September, let's keep this quote in mind: "Autumn shows us how beautiful it is to let things go." Here's to embracing change and making the most of this transformative season.

Cheers to a September filled with new beginnings, fresh perspectives, and endless possibilities!



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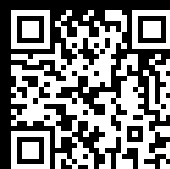
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to Expand Your Negotiating Skills for Real Estate Success

Whether it's setting boundaries with new clients or getting down to the details on a contract, negotiating skills play a big role in any agent's success. While you've probably spent time carving out a unique approach to these discussions, it's never a bad idea to brush up on your technique and add some new approaches to your negotiating arsenal.

Anchor with Confidence

Leverage the power of the first offer. Studies show people tend to anchor on the initial number presented so it's best to work to provide a well-researched, strong opening offer, which can subtly influence the final price.

Apply the "Yes Ladder" Technique

Ask a series of leading questions designed to elicit a string of "yes" answers. This creates a sense of momentum and agreement, making it more likely the other party will accept your final proposition.

Reframe with Positive Language

Negotiation isn't about winning or losing, it's about finding a win-win. Reframe objections by focusing on the value you bring and the benefits of the deal. Use positive language that emphasizes collaboration and solutions.

Don't Be Afraid to Explore The "What If" Scenario

Planting seeds of doubt doesn't need to be done in a manipulative fashion. Avoid any high-pressure tactics, but consider simply presenting a hypothetical scenario, such as if a deal fell through. By highlighting the potential drawbacks for the other party, you can nudge them towards accepting your terms.

Empower Yourself with Emotional Intelligence

By taking a moment to understand both your client's and the other party's motivations, needs, and fears, you can gain a better perspective. Showing empathy is not a sign of weakness. Instead, it can build trust in your character and allow you to navigate emotional objections more effectively.

Leverage the Power of Silence

Give the other party time to consider your offer and respond. Filling silences can weaken your position and make you seem desperate. Especially in today's busy world. Don't let a lack of an email response within 24 hours allow your brain to jump to conclusions.

Embrace the BATNA (Best Alternative To a Negotiated Agreement)

Strong negotiators have a BATNA. Know your walk-away point and be prepared to do so if necessary. This strengthens your resolve and prevents you from accepting a bad deal under pressure.

Negotiation is a dance, which at its heart employs positive human emotions like empathy and trust-building. By working from such a position, you can make sure all parties come away with a good impression of you and the outcome you desire.



With more than 25 years of experience, Todd Lebowitz is CEO and owner of My Marketing Matters, which he runs with his business partner Ram Devaguptapu. Together, they have grown the company to be a recognized leader in real estate marketing with more than 20,000 clients locally, regionally, and nationwide.

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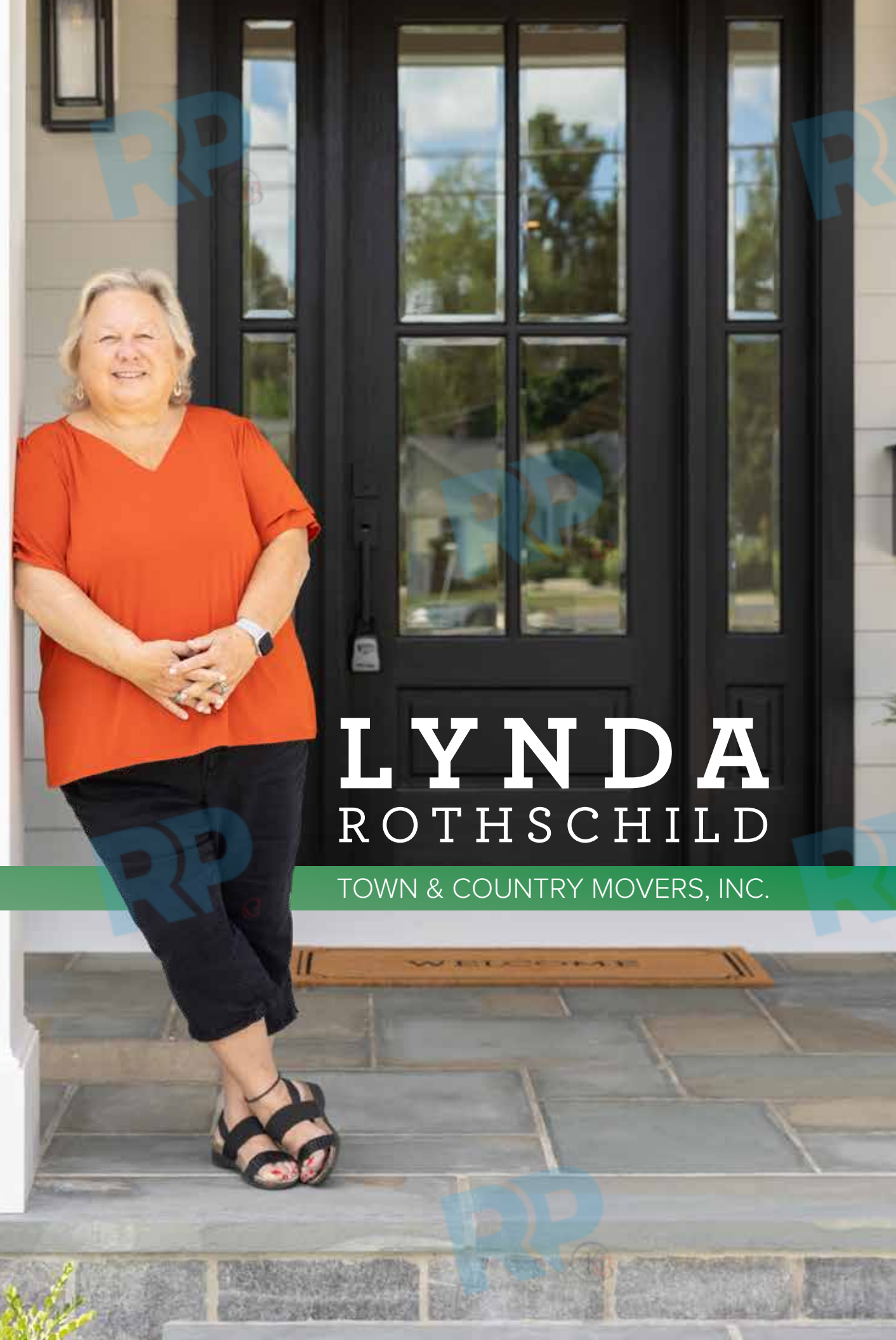
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LYNDA ROTHSCHILD

TOWN & COUNTRY MOVERS, INC.

▶ partner spotlight

By George Paul Thomas
Photos by Ryan Corvello



DRIVING GROWTH AND INTEGRITY

Washington, DC, fulfilling her dream of working in the music industry.

In 1979, Lynda continued her career at Schwartz Brothers Distributors as a Sales & Marketing manager. She managed the \$50 million Record, Tape, & Video Division's Sales & Promotion Department in the Mid-Atlantic Region. "I was also responsible for revenue from major and independent music labels and the sales of blank recording media like cassettes and video tapes from brands such as Maxell, TDK, and Memorex. Additionally, I oversaw the Radio Promotion Department from 1984 to 1985," Lynda recalls.

After her six adventurous years as a sales manager, Lynda became the president of Home Run Promotional Products in 1987 for 16 years. "I was in charge of all aspects of running a promotional products company, including sales, marketing, accounting, and advertising," Lynda shares. However, fate had more plans for Lynda's remarkable career and skills.

In 2004, Lynda joined Town & Country Movers as Director of Marketing. "A family-owned business brought me to Town & Country," she notes. For three and a half years, Lynda created a marketing and advertising strategy to expand the brand in the marketplace, increasing its market share in long-distance and international relocations. Additionally, she established in-house standards for Town & Country Movers' salesforce.

Creativity, innovation, and out-of-the-box thinking make a person stand out in any career. These qualities set Lynda Rothschild apart from everyone else. These strengths as a Director of Business Development at Town & Country Movers made her an influential business strategist.

SETTING ROOTS

Before becoming a stellar director, Lynda's journey as a sales executive was exceptional. Armed with four years of college from the University of Maryland, Lynda embarked on a sales marketing career right after college, joining Cellar Door Concerts in

Lynda's superb skills didn't stop there. While being a marketing director, she was promoted to Director of Business Development in 2006. She created and implemented sales and marketing initiatives for Town & Country Movers, aiming to identify opportunities to provide moving and



storage services to developers, property management firms, and residential real estate brokers.

Lee Depont, outreach coordinator, are leading the marketing efforts with Lynda.

And in 2017, she helped start Town & Country Staging, a Town & Country Movers division. Within just four years, this division exceeded revenue expectations and now oversees a staff of ten.

“I love working with people and marketing our wonderful moving services,” Lynda notes.

A LEGACY OF EXCELLENCE

Town & Country Movers, based in Gaithersburg, MD, offers many moving services, including local, long-distance, and international moves, as well as short—and long-term storage, staging, and home organization.

The company operates from three locations and has over 175 employees. Kayla Pereira, director of marketing, and

“**THE REAL ESTATE COMMUNITY HAS SUPPORTED US FOR OVER 47 YEARS. OUR COMMITMENT TO QUALITY AND RELIABILITY HAS BEEN THE CORNERSTONE OF OUR PARTNERSHIPS WITH ALL REALTORS IN THE DMV AND BEYOND.**”

“Since 1977, Town & Country Movers has been known for its exceptional service and integrity. This commitment has earned us the highest ratings and a loyal customer base, with repeat customers being their leading source of referrals,” Lynda asserts. “And the real estate community has supported us for over 47 years. Our commitment to quality and reliability has been the cornerstone of our partnerships with all Realtors in the DMV and beyond,” she adds.

Over the years, Town & Country Movers has expanded its services to include international moving, comprehensive staging, and home organization. “We have experienced significant growth over the last 25 years as we have opened

and home organization.

International moving services, full-service Staging Services, Home Organization, and Move Management Services. As the population ages, we evolve to meet the community’s ever-changing needs,” Lynda reflects.

Town & Country Movers has received several prestigious accolades, including the Super Service Award from Angie’s List for exemplary customer service, the Best Storage Facility in the DMV as voted by the readers of The City Paper, Top Mover from Arlington Magazine, and recognition as one of the Top Movers in the January 2013 edition of Washingtonian Magazine.

THE PERSONAL SIDE OF SUCCESS

For Lynda, a favorite quote from Bruce Springsteen’s song “Rosalita” (1974) captures her perspective on life: “Someday we’ll look back on this, and it will all seem funny.”

Family is a central joy, with Lynda being happily married to Rich for almost 43 years. They have a daughter, Lindsay, and two beloved grandchildren, Adeline and August, affectionately known as “the A team.”

When not working, Lynda enjoys traveling to Aruba every couple of years for a special retreat and e-biking around the DMV, which adds a delightful touch to her leisure time. Although retirement occasionally crosses her mind at 68, Lynda is passionate about continuing to enhance the services at Town & Country Movers.

Lynda hopes to be remembered for her steadfast commitment to Town & Country Movers, always prioritizing fairness and integrity. This dedication shapes her values and professional life, guiding her journey and the company’s success.



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JACK GOODWYN



▶ agent spotlight

By George Paul Thomas
Photos by Ryan Corvello

SELLING REAL ESTATE HIS WAY



Jack Goodwyn is a force to be reckoned with in real estate. Juggling two full-time roles as a top-producing agent and prolific investor, Jack's passion for every aspect of the industry sets him apart. Unlike many who specialize, Jack embraces all facets of real estate, from showcasing properties for his clientele to managing investments. Clients commend his genuine enthusiasm for all things real estate, recognizing it as a driving force behind his success. Jack epitomizes versatility in the field with a diverse portfolio and expertise, including rental properties and a thriving house-flipping business.

Embarking On A Journey

Jack's path to success in real estate is marked by a blend of determination, adaptability, and a genuine desire to make a difference in people's lives. Born and raised outside of Richmond, Virginia, Jack credits his supportive upbringing for laying the foundation of his achievements. "The supportive structure my parents provided me growing up is a big part of my success," he reflects.

"After graduating from Virginia Tech in 2010 and briefly pursuing law school, my heart just wasn't into it," Jack recalls. Seeking a career where his efforts would directly impact his success, he turned to real estate. "I wanted a career where the harder I worked, the more I would be rewarded," he explains. "Real estate had always intrigued me, so I dove right in and got my real estate license at age 23."

His early days in the industry were characterized by relentless hard work, holding up to 50 open houses annually to forge connections and build his clientele from the ground up. "I wasn't from the area, so I had to start from scratch by meeting strangers at open houses and developing them into clients," Jack recounts. Over time, Jack's commitment to exceptional service and dedication to his clients paid off, leading to a shift in his business model. "Fast forward ten years, and now I earn 85% of my business from past clients and referrals," he proudly states.

Central to Jack's approach is his holistic perspective on real estate. "I'm a one-stop shop for any of my client's needs," he affirms. As the founder of Rockwood Homes & Investments, Jack seamlessly integrates his roles as a realtor and investor. This synergy allows him to provide his clients with a comprehensive suite of services, from listing their properties to renovating and flipping homes. "These two companies dovetail nicely," Jack explains, "because as a realtor, I can renovate my client's listings at a below-market cost through contractor relationships from my house flipping company. And then because I'm selling 8-10 of my own houses every year, I can truly walk alongside my clients and relate to them on the stresses and intricacies of selling a home because I'm often going through it too."

The key to Jack's success is the solid team he has assembled, which is comprised of trusted contractors and business professionals who share his commitment to excellence. He says, "I treat them right, and they're



“You also have to take chances. You have to take action.”

9. “Coaching Little League has been such a positive experience,” Jack reflects, “not just for the love of the game, but for the connections forged with other families along the way.”

Perhaps unknown to many is the sentimental significance behind the name of Jack’s real estate team, Rockwood Homes & Investments. Named after Rockwood Park in Chesterfield County, VA, where Jack first crossed paths with Jessica 20 years ago, the park and baseball complex hold a special place in their hearts. “Rockwood Park is where my life changed for the better,” Jack reveals, “and it serves as a reminder of the serendipitous moment that brought Jessica into my life.”

always there for me.” Through mutual respect and a shared vision, Jack has fostered enduring relationships beyond real estate transactions, with many of his past clients and industry peers becoming valued friends and collaborators. A large part of his social life has been built through real estate. For example, Jack coaches little league baseball with a friend and client whom he first met at an open house, and his family goes on Spring Break vacation trips with another friend’s family he first met while holding an open house.

impressive \$28.4 million in sales across 55 transactions, coupled with the successful flipping of 8 houses. Their track record speaks volumes, with the previous year seeing a similar triumph, with \$27.5 million in sales alongside ten house renovation flips.

Despite the challenges posed by shifting market dynamics, Jack and his team remain on course for yet another stellar year, with projected transaction volume ranging between \$25 and \$30 million.

Beyond the Diamond

In the bustling Fairfax Station neighborhood of Virginia, Jack Goodwyn and his high school sweetheart-turned-wife, Jessica, orchestrate a life filled with devotion to family and a passion for community. When Jack isn’t navigating the intricacies of real estate transactions or overseeing house renovations, he’s often found immersed in his role as head coach for Fairfax Little League, a position he holds dear as he mentors his two sons, aged 12 and



Charting a Path Forward

For Jack Goodwyn, the next five years aren’t just a timeline; they’re a canvas awaiting the strokes of intentionality and action. “You can be anywhere you want to be in 5 years,” Jack asserts, a mantra guiding his journey thus far. He believes in the power of planning and intentional efforts to shape the future. “You also have to take chances. You have to take action.”

Integrity remains foundational throughout his journey. Jack’s commitment to fairness and honesty guides his interactions, building trust and lasting relationships with clients, fellow realtors, and contractors.

As Jack continues forward, he wants to leave this advice to up-and-coming top producers. “Don’t rush into “working by referral” right away. Earn that privilege by grinding it out in the early years—hold open houses, make cold calls, and work on rentals. Find what works for you, what people respond to, and stick to it.”



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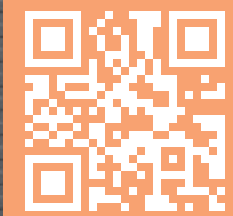
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WOLF

HANNAH



▶▶ rising star

By George Paul Thomas
Photos by Ryan Corvello

RISING WITH INTEGRITY & COMPASSION

Hannah Wolf, a solo agent with McEneaney Associates, has quickly become a name to watch in the real estate world. Based in Old Town Alexandria, Hannah brings a unique blend of professionalism, passion, and genuine care for her clients to every transaction. She believes in the power of connection and education, aiming to make the homebuying journey as smooth and empowering as possible.

A NEW PATH

Hannah's journey into real estate is marked by a diverse background and a deep-seated love for helping others. Growing up in Pittsburgh, PA, in a family with strong values, she pursued a degree in musical theater and worked extensively in the performing arts. From acting in theater, film, and commercials to teaching and directing children's theater, Hannah's career has always been about connection and creativity.

Her experience with an investment property fueled her desire to enter the real estate field. With her children reaching school age, the timing was perfect for a career change. "My husband and I bought our first investment property, a duplex, in the early 2000s, and I helped manage our tenants over the years. Every time we moved and bought or sold a house, I considered what it would be like to become an agent," she recalls.

"I wanted to work in an industry that was dynamic and exciting, where I could constantly connect with people and serve them during an important time in their lives. I love real estate, and my skills seemed uniquely suited to educating and empowering people through the process," she explains.

Hannah started her real estate career in mid-2023 and closed her first transaction in January 2024. With a projected volume of \$5 million for this year, she is rapidly making her mark. While she hasn't won any awards yet, her commitment to integrity and compassion sets her apart.



"I don't take lightly the trust people put in me as their realtor. Clear and consistent communication is a hallmark of my business. I love educating my clients at every step so they feel empowered and confident in their decisions," she shares.

Hannah's dedication to her clients is evident in the stories she tells. One particularly rewarding experience was helping a

couple, both children of first-generation immigrants, buy their first home. "Seeing their pride and excitement was hugely rewarding. It's an honor to walk alongside people in significant life moments and make their transactions smooth and successful," she adds.



FUTURE FOCUS

Looking to the future, Hannah is excited about the growth and potential of her career. “I can’t wait to see how my business will grow in the next few years. I plan on being in this business for a long time and am enthusiastic about building my community and helping more families,” she says.

For Hannah, success isn’t just about achievements or accolades—it’s about maintaining a balance between work and home, serving more families, and continually growing. One of her favorite quotes, “Those who dare to fail miserably will achieve greatly,” by John F. Kennedy, motivates her to strive for excellence and embrace new challenges.



As Hannah Wolf continues her journey in real estate, she leaves invaluable advice to up-and-coming top producers, “I’ve heard this a lot, and I think it’s true – consistency is key. You have to continue to show up over and over, be consistent with your schedule, and grow your business to see results. Those who put in the time and consistency will see the rewards!”

LIFE BEYOND REAL ESTATE

Outside of work, Hannah’s life is filled with family, faith, and community. Married to David, they have four children: Grace (12), Elise (10), Roman (7), and Violet (5). Their household is lively and full of love, with their foxhound mix, Cedar, adding to the fun.

“We love spending time with our church community at Del Ray Baptist Church, taking trips to the beach,

reading great books together, and enjoying the outdoors. I’m also an avid gardener and dream of becoming a master gardener someday,” Hannah reveals.

In addition to Hannah’s pursuits, she is passionate about giving back to her community. She supports the Assist Pregnancy Center in Springfield, Casa Chirilagua, and For the Nations.

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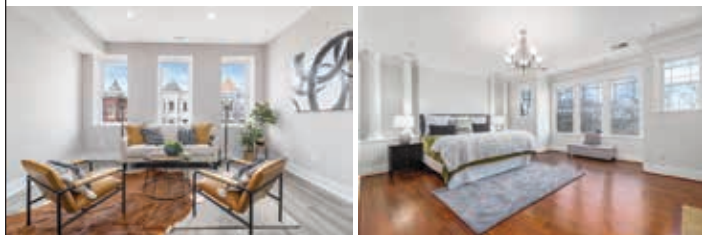
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HD BROS



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For over a decade, HD Bros has transcended the role of traditional listing photography, focusing instead on comprehensive support for real estate professionals.

HD Bros offers more than just listing photos and videos. Their range of services ensures that real estate agents have access to everything necessary for effective marketing. Their services include listing photos, 3D Matterport, Zillow 3D, drone services, Twilight Media, agent intros, and more.

HD Bros prides itself on providing the best products and an even better customer experience, even if it means they aren't the cheapest option. They adapt quickly to challenges, such as rescheduling shoots due to bad weather or swiftly editing photos when required. This flexibility is crucial in the fast-paced real estate market.

Integrity is at the core of HD Bros' operations. "If we didn't quite get the job done, if we deliver a less-than-perfect experience, part of the HD Bros guarantee is that if, at any point, we are not achieving the goal, we'll do whatever it takes to make things right."

In the D.C., Maryland, and Virginia (DMV) areas, HD Bros has become a trusted name. With over 35 photographers and a complete in-house staff, the team takes on 5,000 appointments a year and works with hundreds of agents.

A SYNERGY OF SERVICE AND GROWTH

The HD Bros team blends the personalized service of a small business with the efficiency of a large corporation. The media, scheduling, and partnership teams are with you every step of the way to ensure you are getting the best media and support for your brand.



As HD Bros looks to the future, they envision continued growth alongside their REALTOR® partners in the Northern Virginia/D.C. metro area. "We want to grow together. Whether it's a solo agent, their first day on the job, or an agent with a team doing a thousand listings in a year, we want to be there to mastermind and grow with you. We want to know what you're looking forward to this year and how we can help you achieve that goal."

ONE OF THE BROS

Chris Smith is a driven business professional with a passion for relationship building. With over a decade of experience helping lead a successful media company, HD Bros, he has become a prominent figure in the DC, Maryland, and Virginia real estate markets.

Chris's journey into the world of media began with a simple video camera inspired by his love for skateboarding. This early interest in capturing action sports led him to film professional paintball events across the country, honing his skills in the process. Despite missing an opportunity to be on MTV's "Scared" pilot episode due to a broken arm, Chris's determination never wavered.

After graduating from Virginia Commonwealth University (VCU) in Richmond, VA, Chris began freelancing with his roommates. This collaborative spirit and entrepreneurial drive led him to co-found HD Bros in 2012 with his childhood best friends. Since then, the company has grown into a trusted name in real estate media, known for its high-quality visuals and innovative marketing strategies.

Beyond his professional achievements, Chris is a devoted family man. He shares his life with his wife, Kaleigh, their three-year-old son, Baker, and their



one-year-old daughter, Chandler. In his free time, Chris enjoys skateboarding with his son, watching "House of Dragons" and "Bravo Betches" with his wife, and spending cherished moments with his daughter, Chandler.

Chris is also an avid golfer, though he humorously admits he is more about having fun than achieving perfection on the greens. His diverse interests and dedication to both his family and career make him a well-rounded and relatable figure in the real estate media industry.

Through his work with HD Bros, Chris Smith continues to set new standards in real estate marketing, leveraging his passion for storytelling to elevate properties and connect with clients in meaningful ways.

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HD BROS



THROUGH HIS WORK WITH HD BROS, CHRIS SMITH CONTINUES TO SET NEW STANDARDS IN REAL ESTATE MARKETING, LEVERAGING HIS PASSION FOR STORYTELLING TO ELEVATE PROPERTIES AND CONNECT WITH CLIENTS IN MEANINGFUL WAYS.



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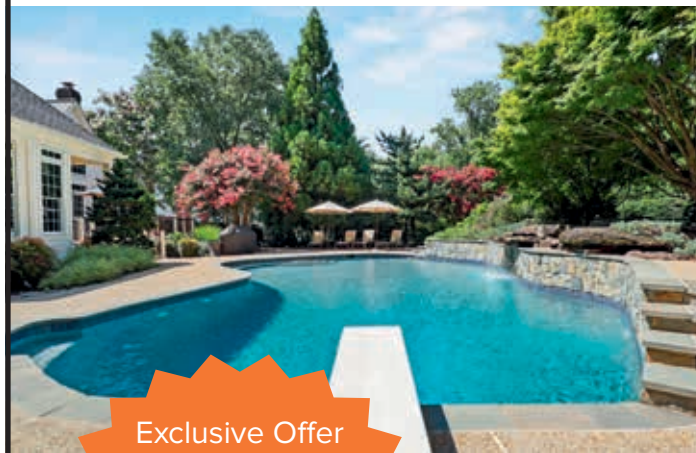
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BEFORE

GEORGE M. MRAD

cover story

By Amelia Rosewood
Photos by Ryan Corvello



Opening Doors To Success

In Northern Virginia's competitive real estate market, George Mrad stands out as a top expert and advisor. As the CEO and founder of Red Door Metro, George is known for his extensive industry knowledge and sharp negotiation skills.

Clients trust him for his keen eye for detail and deep understanding of the local market. George consistently provides cutting-edge insights and exceptional results, making him a leading figure in the region's real estate scene. His ability to navigate the market's complexities with precision and integrity ensures his clients are always well-informed and well-represented.

SETTING SAIL

George's journey into real estate is rooted in a story of resilience and adaptability. Born in Beirut, Lebanon, George came to the United States in the early 1980s on a visit that turned into a permanent stay. Growing up in Annandale, Virginia, he witnessed firsthand the entrepreneurial spirit of his father, who worked tirelessly to build a life for their family from nothing. This experience instilled in George a strong work ethic and a drive to succeed.

George pursued higher education at George Mason University, being the first member of his family to earn a bachelor's degree in management with a minor in finance. While in college, he worked as a security guard at various establishments in

Washington, D.C., including providing private security for athletes and celebrities.

"Throughout my college years, I had the remarkable opportunity to lead the security team at Planet Hollywood in Washington DC," George reminisces. Additionally, wrestler turned actor Dave Bautista worked alongside George. His words brim with nostalgia as he recounts encounters with iconic figures like Prince, Selena, and Jackie Chan, offering a glimpse into a chapter of his life filled with extraordinary moments.

This period honed his interpersonal skills and introduced him to a network of influential individuals. Transitioning from security, George took on a role as a personal trainer at



Gold's Gym, where he met his real estate mentor, setting the stage for his future career.

In 1999, as he was finishing his degree at GMU, George faced a pivotal decision: to venture into the lending side of real estate or embrace the sales aspect. This choice marked the beginning of a successful career in real estate.

Real estate quickly became the medium through which George crafted his ideal life. "It affords me the flexibility to maintain a presence with family and friends, all while balancing a healthy work-life dynamic," he explains. "The most rewarding aspect of my real estate team leader role encompasses several facets. The sense of family among the team I've assembled brings me immense joy," George shares. "Guiding and mentoring each team member in managing their businesses and finding their rhythm in sales is profoundly gratifying."

George's outstanding achievements in the real estate industry set him

apart as a leader in the field. Last year, he achieved a total sales volume of \$54.4 million through numerous transactions, a testament to his expertise and dedication. This year, he is on track to reach an impressive projected volume of \$60 million, underscoring his continuous growth and success.

His excellence has not gone unnoticed. George has received numerous accolades, including The Millionaire Real Estate Agent and The Millionaire Real Estate Team awards. His recognition extends to the NVAR Platinum Producer award and the prestigious NRP Legend in Real Estate title. These honors reflect his commitment to excellence and status as a top performer in the Northern Virginia real estate market.

BEYOND NUMBERS

Amidst the hustle of real estate, George finds solace and joy in his personal life, where family, furry companions, and passions intertwine seamlessly. "My beautiful blended family is made up of my Fiancee Melanie, Nick (16), Anthony (14), Serene (8), Dahlia (7), & Zavien (5)," he shares warmly.

Their household is also blessed with beloved pets: Bleu and Ozzie, Boston terriers, and Louis, a mini Aussie doodle. "All three dogs joined our family at different times, and all of them share the same unique trait of having their left eye blue," George remarks.



“GUIDING AND MENTORING EACH TEAM MEMBER IN MANAGING THEIR BUSINESSES AND FINDING THEIR RHYTHM IN SALES IS PROFOUNDLY GRATIFYING.”



When he steps away from the demands of work, George immerses himself in his passions, notably his love for cars and travel. "I am a car enthusiast and Porsche collector," he declares proudly. "I often participate as a judge in local concours events," he adds, underscoring his deep involvement in the automotive community.

Beyond his endeavors, George and his team are committed to positively impacting their community. "Our engagement with the community and local charities is a testament to our company ethos," he explains. "In a pledge of solidarity and support, Red Door Metro has committed to donating a portion of our commissions to this noble cause," he shares.

LOOKING INTO THE FUTURE

As George gazes toward the horizon, he finds inspiration in his favorite quote by T. Harv Eker: "If you're only willing to do what is easy, life will be



hard. But if you are willing to do what's hard, life will be easy." This guiding principle resonates deeply with him and aligns seamlessly with his business ethos encapsulated in the slogan "Red Door Metro - Your Doorway To Better Living."

For George, success transcends conventional measures. "The true measure of success lies in my ability

to positively influence those around me and contribute meaningfully to their lives," he reflects. "It's about having the liberty to fully engage and be present with my family, cherishing every moment spent with them."

As he navigates the path ahead, George remains steadfast in his commitment to continuous growth and evolution, both personally and professionally. Among his aspirations are to expand his team, diversify his investment portfolio, support his children's education, explore the world, and revel in the love and companionship of his family. Additionally, there's a heartfelt desire to marry the love of his life, Melanie, cementing their bond and embarking on new adventures together.

As he concludes his story, he imparts invaluable wisdom to aspiring top producers. "Bet on yourself: every day, there is a new idea born in our industry, and it comes from somebody being a trailblazer. This business can appeal to such an array of people and can be done in so many different ways that if you have an idea and you believe in it, then you should try it as long as you put structure around it."



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3 Ways to MAXIMIZE Your Title Company Relationship



Having been in the Title business since 2005 and in two major real estate markets, I've seen most things in this business. Realtors and lenders leverage their Title Company relationship in different ways. Some leverage the relationship far more than others. Others don't know how to leverage the relationship at all. Let's discuss the three top ways you can maximize your Title Company relationship to create more business, potentially gain referrals, and sleep better at night.

CREATE THE RELATIONSHIP

Don't look at your Title Company as a "vendor." Could you create a strong relationship with your escrow officer and Title sales rep? They will go out of their way to help you in every aspect of your business if the relationship is strong. These relationships are a two-way street.

The goal is to help, support, and lift our clients because the more business you generate, the higher the likelihood of

more business your Title Company can close. It all begins with growing the relationship. Get to know your escrow officer and Title rep because if they know you see them as an equal business partner, there will be amazing opportunities to lean on them for help in your real estate business.

ASK ABOUT MARKETING SERVICES

Title Companies can't close deals unless Realtors ratify contracts. Sitting in the office waiting for the business to come in is not a good strategy, though many companies take this approach. When you find your great Title partner, sit down with the Title rep and ask them what marketing services or services, in general, they offer to their Realtor clients. You might be surprised at what they say.

Many Title Companies have access to data mining programs and other software that Realtors don't. These programs can

help agents target the market for more listings and buyers where they do business. Also, ask what technologies they possess and how they enhance your real estate business to make it run more efficiently.

LEAN ON THE EXPERTS

When you have a strong Title Company relationship, you are never a solo agent. Not only do these companies have great escrow staff and marketing services to offer, but they also have attorneys who can answer legal questions for your clients. These attorneys can also draft legal documents for your clients when needed. When you are unsure of a situation on your transaction, reach out to the in-house counsel and use their expertise.

Have a potential Title issue on an upcoming listing? Is the seller saying things that make you think a lien or judgment has been placed on the property? Your Title partner will have the ability to tell you upfront if your concerns are real by doing a limited or full Title search on the home. Lean on

the experts at your Title Company to save yourself a future headache.

Though Title Companies all provide the same settlement and Title services, there are other companies that go above and beyond to truly partner with their clients to help create success for a Realtor's business proactively. When you are looking for a Title Company partner, take the time to ask them the necessary questions to see how they can best support your real estate business.



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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RANK	NAME	OFFICE	SELLING #	SELLING \$	BUYING #	BUYING \$	SALES	TOTAL \$
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Disclaimer: Information based on MLS closed data as of Aug 5, 2024, for residential sales from January 1, 2024, to July 31, 2023, in Virginia, Maryland and Washington, D.C., by agents licensed in our Northern Virginia service area, including Alexandria City, Arlington, Fairfax City, Fairfax County, Falls Church City, Loudoun County and Prince William County. Numbers not reported to the MLS by the date the information is retrieved are not included. MLS is not responsible for submitting this data. Some teams may report each agent individually.

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A Trio of Success Stories
Success often finds its roots in a diverse tapestry of experiences and expertise. Paul, Megan, and Alison of Bedewi, Duke, & Associates' journey into the industry reflects unique backgrounds that have shaped their approach to serving clients with unwavering dedication and skill.

From Family Foundations to Thriving Partnerships
Megan's journey into real estate begins with familial bonds and a firm educational footing. Hailing from Fairfax County, Virginia, Megan's early experiences instilled a deep sense of community and service. "My

value of prioritizing others," Megan shares, reflecting on how these values continue to resonate in both her personal and professional life.

After graduating from the University of Virginia in 2006, Megan swiftly entered the real estate arena, initially supporting her sister's burgeoning business. She is among the youngest recipients of the RE/MAX Lifetime Achievement Award and was inducted into the RE/MAX Hall of Fame.

Today, as a co-founder and partner at Bedewi, Duke, & Associates, Megan finds fulfillment in navigating the dynamic real estate landscape alongside her business partner, Paul, and their colleagues, Alison. Together, they form a cohesive team committed to achieving exceptional results for their clients under the Keller Williams Loudoun Gateway banner.

Engineering Precision and Mutual Growth
For Paul, real estate represents a convergence of technical prowess and market acumen honed through a multifaceted career. With a Ph.D. in Biomedical Engineering and a background in automation safety systems, Paul's transition into real estate in 2004 was driven by a desire to reduce industry inefficiencies. "I see an opportunity to deliver unparalleled value to clients," Paul explains, highlighting his meticulous approach to market analysis and negotiation.

Accolades have marked Paul's tenure, but he focuses more on client satisfaction and the tangible outcomes he can deliver. At Bedewi, Duke, & Associates, he leverages his engineering background to offer clients a strategic advantage, ensuring they navigate transactions with informed precision and foresight.

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