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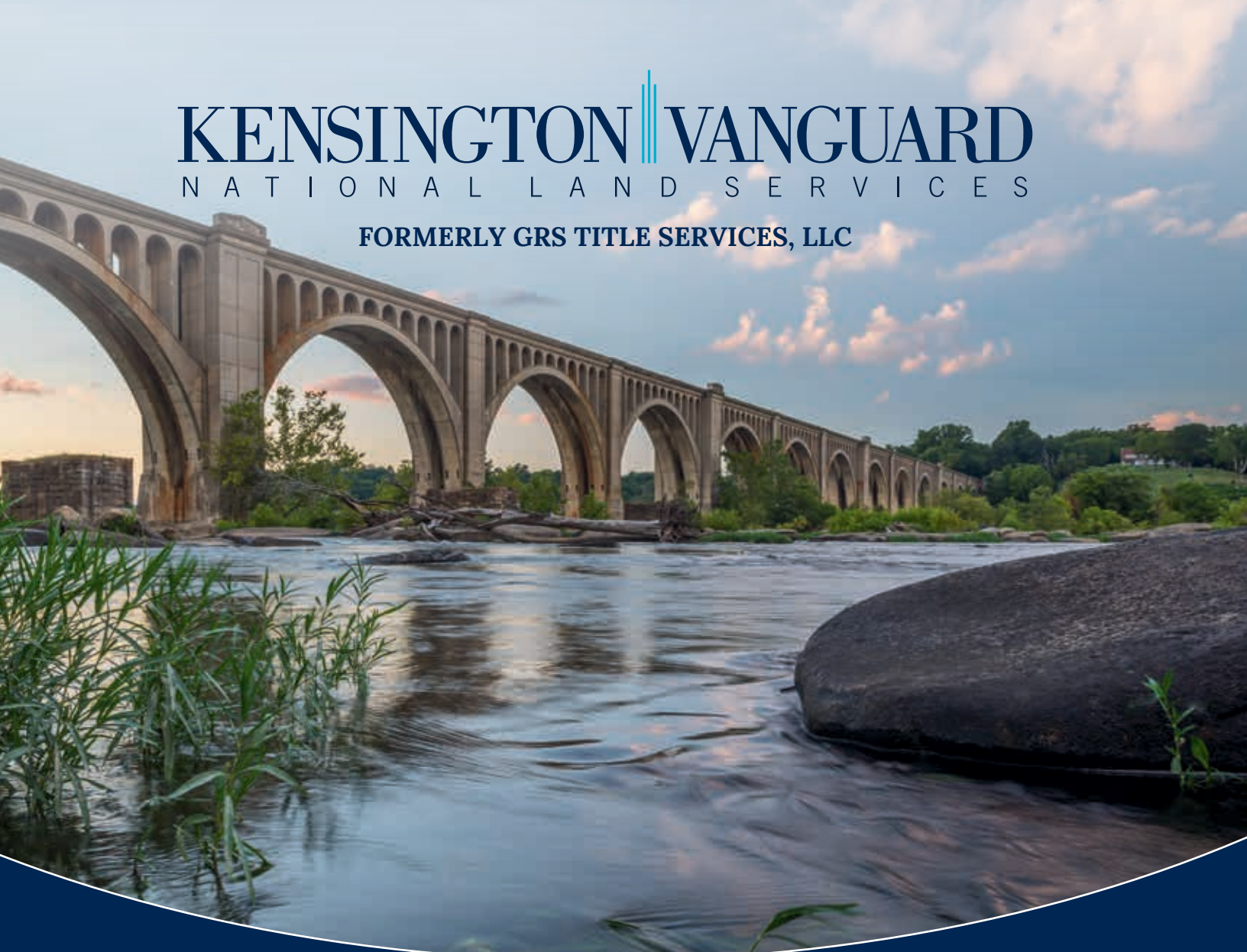
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# PUBLISHER'S NOTE

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.

Mark your calendars for our next big event, Fall Fest, on NEW date October 1st! Stay tuned for more details; it's going to be an amazing way to kick off the fall season.

A huge shoutout to our newest preferred partner, **AKDesigns, First Chapin Painting, See Through Window Cleaning,** and **Torcia Agency of Goosehead Insurance!** We're thrilled to have them join our community and can't wait to embark on exciting new adventures together.



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!

**Kristin Brindley**  
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You can't drive down the street these days without seeing a sign stapled to a post offering to buy ugly houses. The ads also bombard you on the radio and television. However, many agents are hesitant to jump into the Wild Wild West of real estate investment clientele. Believe it or not – real estate investors, both flippers and long-term investors, need good agents too! And there is money to be made if you are willing to arm yourself with the knowledge and resiliency needed to navigate these transactions.

Without a doubt, your single biggest asset is going to be a seasoned settlement agent with experience in investor transactions. There are several reasons for this. First,

there are numerous pitfalls that real estate investors often succumb to. Mainly, the investor won't take the necessary effort to determine if the Seller(s) on the contract are the actual record owner. A savvy settlement agent will pick up on this and make sure that the deal can move forward. Secondly, investors are usually targeting "distressed property" or "desperate owners". This usually means title issues that must be negotiated. Settlement agents with experience in these transactions often have the necessary contacts to reduce the amount of delay caused by unexpected issues.

If you are representing an investor in a re-sale of property they bought off-market, there are several things you can do to protect yourself and the investor. Often, the original sellers were heirs and didn't have any personal knowledge of the property. Therefore, prior to listing, it is wise to make sure that the property is being serviced by County sewer and water despite any affirmations

from the original seller/investor. You want to make sure your listing has accurate information. You should also confirm that there is no HOA. Check prior listings on the block and consider talking to the neighbors. If there is a private road of any sort, it's important to make sure that your client has the necessary access. Recommending a survey prior to listing is great advice. It is much better to know before listing than to find out a week before closing and you can look like a hero.

Another important asset is a knowledgeable contractor. There will be times when the purchaser demands certain repairs or has permit questions. It's important to not only rely on the information provided by the investor but also have an objective source of information. This will help you properly guide your investor in a potentially adverse situation.

The best thing about the investment market is that it is often recession-proof. When the standard residential market cools, this presents business opportunities for those who are looking to have a long view in the market. These investors can be a solid source of income during those times. In order to market yourself to them, you need to prove that you have a solid understanding of what they do and let them know you have an experienced team of professionals that can help them get their deals closed. Once you are riding herd with a good investor you might find they don't just "make your day" but possibly a whole year!



**E. Sean Tluchak** is the founding partner of Tluchak, Redwood & Culbertson, PLLC. He is a licensed attorney with over 23 years of experience in real estate transactions and litigation. He stays sane by fishing and surfing with his family in the Outer Banks.



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By Sean E. Tluchak

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## ▶ coaching corner

By Drew DeMaree

# LET'S FALL BACK INTO THE FUNDAMENTALS OF REAL ESTATE

As we all recover from this hot summer weather many of us are starting to get back to a normal routine. Often when each of us reaches this point in the year, although we had some amazing summer travel experiences with friends and family it is sometimes a sobering reminder that our real estate business may need a little reset!

Historical real estate data and reflections of local markets show that most real estate agents can say that this year has been one of the largest roller coaster business cycles in recent memory. Most national real estate data shows us that it was a slow start to 2024. Then as we reached the heat of the summer season many real estate agents still didn't see the momentum they were hoping for. Many economic and real estate professionals are predicting a strong finish to the real estate selling season over the next few months. With all this pent-up demand

and business, it leads us to one question. How many real estate professionals will thrive in the last "leg of the race" and which professionals will be left in the dust?

The margin for attracting new real estate business to your brand has never been more important in the real estate industry. As I reflect on several one-on-one real estate coaching sessions, the topic of conversation with every person is the same.... "What are we doing to knock the fundamentals out of the park"? The tried-and-true business fundamentals that strengthen relationships, build trust in the market, and remind our personal connections that real estate is what we do and what we thrive at!

When I talk about the fundamentals, I often get the same look from the audience. We have all heard

about the basics of business for years. Regardless of the real estate professionals' experience, after a quick audit of their business, these four cornerstones of sales are often not at a mastery level (yet). In the spirit of a "business reset," my hope for you over the next few months is that you spend your time on massive action on these fundamentals to ensure a thriving real estate business.

### #1 Your database will do the heavy lifting if you let it.

Real estate is a contact sport. It always has been, it always will be. The only thing consistent in real estate is change. Prices go up and then go down. Interest rates climb and then fall. A foundational principle in any real estate business is that the size of your database contact's matter. How many contacts do you need to have in a database? The answer: it depends. It depends on your income goal, your average sales price and your average commission amount. You know these three numbers and the rest is just math. A good rule of thumb for every \$100K of income you need 350 contacts. Clarity: a contact is someone that you know, and they know your name and that you sell real estate.

### #2 Your prospecting game must outrun your marketing game.

Real estate is a relationship game that will always be built through consistent prospecting. Prospecting and marketing are two different approaches and often get confused from each other. Prospecting is a conversation between two people. Technology has allowed this "conversation" to look different than the traditional phone call. Through social media messages, text messages, face-to-face interactions, or video chats, conversations must always be the higher percentage of our time every day. Prospecting is simply a way to stay top of mind and keep your connections with others authentic.

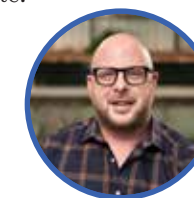
### #3 Marketing should never slow down, especially if your sales have slowed down.

The cardinal rule of real estate is that you must always keep investing in your business. Every dollar that comes in as income, a portion should always go to remarket yourself to a larger audience. When sales are up, we see agents spending marketing dollars on so many areas, and then when the market moves, the marketing dollars stop. Do not fall into this trap! A fundamental approach to marketing is about the long play. What can I spend my marketing dollars on every month that will get me the best ROI? If or when the sales revenue changes, can I keep the marketing plan investments? I have decided to showcase my brand.

#4 Training and accountability are the bedrock of any growth in sales. Prospecting and marketing are the gold standards in the fundamentals of real estate. Yet, top-producing real estate professionals will be the first to tell you that the most important investment is to keep learning. Being vigilant on finding new training and certifications. This takes your skills to another level. Then, by investing in professional accountability through a real estate coach, you take those skills to the mastery level. A coach is there to build a framework of accountability so that the marketing and prospecting plan you have tirelessly built allows you to thrive!

As the weather starts to cool off and we head into the beautiful fall real estate market, recognize that your business fundamentals can always be dusted off, polished up, and sharpened no matter how long you have been in the real estate industry. As you get back into your daily routine, remember that these last few months of the year are paved with real estate

business opportunities. So, what are you waiting for? Let's fall back into the foundation of real estate together!

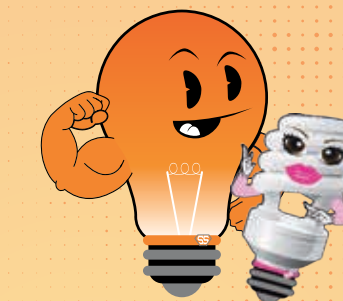
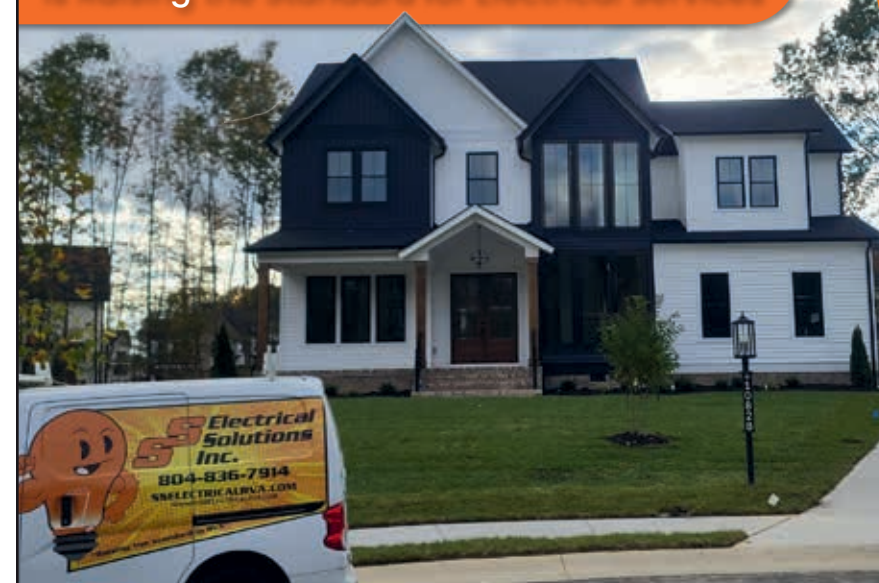


Drew DeMaree was born and raised in the Midwest and graduated from Johnson & Wales University. He has been a licensed REALTOR® since

2005 and a business coach since 2015. Drew has been recognized as a Top 20 MAPS coach for Keller Williams Realty offices throughout the country. He has also operated a brokerage that rose to number 1 in closed sales volume in the area for three consecutive years, and founded The Freedom Companies, an independent coaching, training and events business, in 2020.

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By Zachary Cohen  
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# WILLIAM BOND

HICKMAN'S TERMITES  
and PEST CONTROL



# Thirty-Eight and Counting

In 1986, a gallon of gas cost \$0.89 and the Dow Jones Industrial Average closed at 1985. That was the year of monumental events like the Chernobyl explosion and the failed Space Shuttle Challenger launch.

That was also the year that William Bond, at just 24 years old, helped open Hickman's Termite and Pest Control alongside his mother and step-father. Thirty-five years later, Hickman's Termite and Pest Control is thriving. William has shown that he is capable of leading the company into the future while relying on the immense experience that comes with being in the business for three and a half decades.

## The Early Years

William's grandfather and step-grandfather worked in the pest control industry. They both retired in the mid-'80s — around the same time that William and his step-dad launched their pest control business. Suffice it to say, William's family has a long history in the pest control world.

"We opened this company in 1986 — Doug Hickman, my mom, and myself. My brother came over a year later. My brother and I bought my parents out in 1999, and my brother passed away in 2018, so I'm carrying on the family business."

Over the years, Hickman's Termite and Pest Control has been able to effectively grow with the growing needs of their clients. While they began by focusing primarily on termites with some pest control, they've vastly expanded their services. Today, Hickman's Termite and Pest Control offers a full range of services, from termite and other wood-destroying insects to mold inspections and remediation to wildlife control.

## A Real Estate Niche

Hickman's Termite and Pest Control has formed a niche in the real estate market due to the exceptional services they offer agents, buyers, and sellers. For example, pre-sale inspections are provided at no cost to the client so that any potential issues can be uncovered before the house is even listed.

"When a REALTOR® gets involved with a client, no one wants to pay for anything until the house is sold. So if you get a listing, call us and we'll check out the property at no cost. There's nothing worse than getting to inspection and they pull up a problem and you're back at square one," William explains.

Hickman's Termite and Pest Control offers a one-year warranty for wood-destroying insects — whether or not they remediate an issue.



"It's peace of mind for the seller and the buyer. If the buyer moves in and something comes up later, we can re-treat at no charge."

## Built to Last

Hickman's Termite and Pest Control has been able to thrive for so many years due to their reputation in the industry. They don't advertise much, instead deriving their business primarily from word of mouth. They've built their reputation by sticking to the basics, primarily high-quality workmanship and an honest approach.

"We show up on time, never late. We give a fair price and use top-of-the-line chemicals. Most of

my real estate inspectors, they've been in the business for at least 20 years. There are no new guys out of college," William explains. "We're a local, family-owned and operated business. We're here to take care of the customer. We're honest. We try to keep a good reputation going."

For more information, please visit [hickmanstermite.com](http://hickmanstermite.com).



# JARED DAVIS

CRAFTING REAL ESTATE EXCELLENCE



▶ agent spotlight

By George Paul Thomas

For a REALTOR®, knowing the area they serve is important. It goes beyond listing properties; it involves understanding local amenities, schools, transportation, and neighborhood characteristics. Jared Davis, a seasoned realtor with a marketing background, sets himself apart with this unique skill.

His marketing experience started with selling print advertising to businesses as a teenager and involved sending targeted ads via high-end magazines and printed mailers based on specific zip codes, income levels, and household values. It helped him learn about different neighborhoods in a way many agents never do. It also allows him to promote his clients' listings and brand his business effectively. That was a pivotal help early in a career where having market knowledge is so crucial.

#### Shaped by Sales Expertise

Jared, a native of Chesterfield County near Pocahontas State Park who later moved to Colonial Heights, took a less conventional route after high school. Skipping college, he delved into sales at just 16, delivering magazines and swiftly progressing to selling ads. His early career spanned radio advertising, freelance work for startups, and a deep immersion in the sales world, heavily influenced by his father's career.

"I grew up in sales," Jared recalls, reminiscing about car rides filled with

audiobooks by Zig Zigler and Brian Tracy, including the impactful "Rich Dad Poor Dad." "Working on full commission was all I knew," he adds, emphasizing his commitment to earning based on merit.

By 17, Jared was deeply involved in advertising sales, bypassing college for practical experience. Despite his success, he felt constrained and sought a career with greater potential. "I hated ad sales, didn't go to college, and needed another sales gig that could make more money," he admits candidly. "I couldn't get interviews elsewhere due to lacking a degree."

The pivotal moment came at 23 when Jared purchased his second home. Impressed by his broker's guidance during the transaction, he was encouraged to enter the real estate industry. "I saw it as a way

to break out of my current limitations and grow on a larger scale," he explains.

Today, real estate fulfills Jared's financial ambitions and aligns with his desire for a meaningful work-life balance. "It's allowing me to make the money I want, live the life I want, and still dedicate time to volunteer work," he shares. Beyond personal success, Jared finds profound fulfillment in mentoring other agents. "Helping them create life-changing careers is more impactful than just selling homes myself," he asserts. "It's about multiplying my ability to help others."

Jared is the Team Leader of The Davis Group, Brokered by eXp Realty, overseeing the #1 eXp Team in Central Virginia. With approximately 30 agents under his guidance, the team excels in

residential and commercial real estate transactions, showcasing its versatility and market expertise.

Since starting in real estate in 2013, Jared has achieved remarkable success. Last year, his team closed 193 deals totaling \$63.3 million in sales. This year, they crested \$50 million in sales halfway through the year and are projected to exceed 250 transactions and reach \$90 million in sales by year-end.

Jared's accolades include membership in the Remax Hall of Fame, repeated recognition in the Remax Platinum Club, and eXp Realty's Icon award for four consecutive years. His team also ranked among the Top 250 teams globally with eXp Realty and ranked #17 in the State of VA for Mega Teams with Realtrends, highlighting their dominance in volume and transactions.



### Beyond Real Estate

Jared, married to Jackie for nearly five years, finds in her a calming presence that complements his fast-paced life. They indulge in their shared passion for travel, Formula 1 races, and exploring new dining experiences. When not jet-setting or sampling cuisines, they stay active with home workouts and enjoy relaxing by their pool. Salsa dancing adds another layer of enjoyment to their lives, showcasing their love for rhythm and movement.

Their household includes Venelope, an eight-year-old rescue cat who brings warmth and companionship. Beyond their home life, Jared's downtime is packed with exhilarating activities. He finds joy in racing cars at Virginia International Raceway, navigating motorcycles through scenic routes, and tackling the slopes for snowboarding adventures. Mountain biking and hiking further fuel his adventurous spirit, reflecting his zest for exploration and outdoor challenges.

Charitable endeavors remain a cornerstone of Jared's life. For several years before COVID-19, Jared assisted Napoli refugees in integrating into the country, learning to read their complex alphabet along the way. He and Jackie dedicate Fridays and Saturdays to volunteer work, engaging in Bible study and providing public discourses across Goochland, Cumberland, Richmond, and Charlottesville. Their commitment to community service underscores Jared's belief in giving back and making a meaningful impact beyond his professional achievements.

### Vision for the Future

Jared draws inspiration from Zig Zigler's mantra: "If you help enough people get what they want, you will get what you want." This philosophy drives his approach to both personal and professional life, focusing on delivering value and fostering relationships where mutual benefit thrives. For Jared, success isn't defined by monetary achievements alone; it's about the freedom to choose how to spend his time and the



ability to make a meaningful impact through volunteer work.

Looking forward, Jared envisions expanding his real estate team to handle 500 transactions annually and growing his portfolio to encompass 500 apartment doors (currently over 140). He aims to coach and support 1,000 agents within his organization and aspires for his mortgage company with American Financial Network to be the #1 branch in the nation. These goals are

anchored in his desire to empower others to achieve their dreams and continue his legacy of impactful community service.

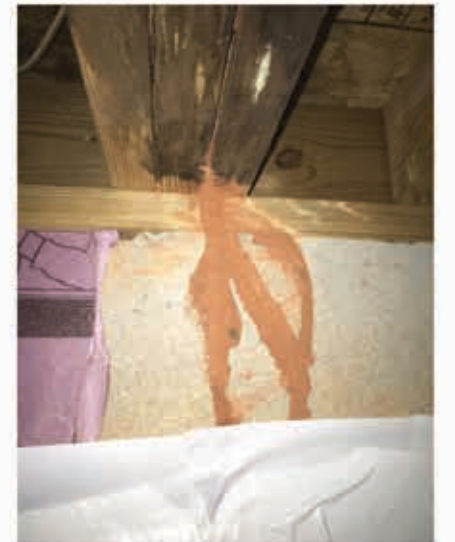
Before Jared concludes his narrative, he offers advice to up-and-coming top producers. "Prioritize building your sales business first. While it's tempting to venture into running teams, flipping houses, investing, or starting other ventures like Mortgage and Title services, sustainable success requires strong cash flow. Focus on growing your sales, and you'll naturally expand into these areas once your financial foundation is secure."

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# LAUREN RENSCHLER *SUPERWOMAN Truly Exists!*

We all grew up with comics and movies about superheroes. We watched as the most random events culminated in creating the next superhuman character. Whether being bitten by a spider or being from another planet, that moment just happened, and the person took on extraordinary talents and characteristics. Similarly, somewhere along the lines, The Yeatman Group's "Superwoman" emerged: Lauren Renschler, also known simply as "La." While no one knows the exact moment her transformation took place, everyone agrees that she's nothing short of an actual superhero when it comes to helping others, both on her team and her clients.

## Starting the Journey

Born and raised in Midlothian, Lauren's interests growing up had nothing in common with real estate. She attended Monacan High School locally and was active in field hockey, which fueled her future competitive nature. She always knew helping people would be her passion, but she thought it would most likely be in healthcare.

As a teen, she volunteered for the Forest View Rescue Squad and worked in the ER at Chippenham Hospital. By doing this, Lauren recognized the profound impact she could have on others by assisting or being there to help during pivotal situations.

Lauren graduated from James Madison University, majoring in Health Sciences and Biology and continuing to pursue a medical professional future. "I had all plans to go to medical school at the time," she recalls, reflecting on her early path. However, life had other plans for Lauren, as an incredible job offer in pharmaceutical sales weighed heavily on her mind after she had completed graduate work at VCU/MCV. She ultimately decided that pursuing the job would give her the best balance between her medical dreams, a solid income, and more time with her new family that was taking shape.

Soon after Lauren was married, she had her two children, Gavin and Josie, and her life took on a massive transition to "Supermom" as Lauren decided to spend as much time as she could with her children by becoming a stay-at-home mom. She would continue this phase of her life for nine of her favorite years.

## Setting Roots

Lauren had no idea what would happen next as she started feeling the itch for a new home. She stumbled into a model home that would change her life trajectory forever. Lauren met Caitlin and Kyle Yeatman, who had just started The Yeatman Group in 2014. She went through the process of picking out a new neighborhood, a new homesite, a new floorplan, a custom new elevation, and all new interior selections and was hooked almost from the jump.

"I just had that feeling again of how this could help people and make an impactful difference in their lives in a time of transition and need," she says of her realization that this may be her following path for her career.



From left to right: Rafa Lugo, Amy Pryor, Lauren Renschler, and Kyle Yeatman.



“

My life has always been centered around helping others from a very young age, and real estate allows me to continue that in new and exciting ways.



her fourth year, Lauren had become the top new construction salesperson on The Yeatman Group and was continuously improving as a resale agent. She continued to take on larger and larger projects, and the team noticed how she also became a mentor to other new agents as the team grew. Lauren had morphed into a master of juggling as many as 15 builder accounts while continuing to excel in resale and be one of the leading trainers on the team. Her next steps were evident; she'd created such a following within the team that she was a no-brainer for a management position. She took on the new challenge with the same passion and vigor that she had shown in all other obstacles thrown her way thus far.

A few years later, Lauren was promoted to the Director of New Construction for the team as it continued to grow in people and business. Having helped successfully navigate The Yeatman Group from a new two-person team to now being the number one team not only in Richmond but also in the entire Long & Foster footprint meant she had to stay sharp and poised to take on the following challenges of maintaining that top spot, which brought all kinds of new pressures.

“My life has always been centered around helping others from a very young age, and real estate allows me to continue that in new and exciting ways,” says Lauren about her second career.

As her build process continued, Lauren would politely but persistently ask if TYG needed any help with flyers or marketing or if there was anything she could do to help and learn the business. It was early on in the team's growth that no real opportunities were available just yet, but here is where the first evidence of Lauren's salesmanship reared its head as she simply would not take no for an answer.

It became almost a weekly tradition for Lauren to explain how her skill sets could help and improve the team. She patiently waited for her chance, although you could start to tell that she wasn't going to take “no” for an answer.

Several months later, Lauren was hired by TYG as a marketing assistant to aid the team in its rapid

growth in new construction. She could sit in with Kyle and Caitlin on new appointments with potential build clients, and it all made sense as she had just been through the process personally. Lauren learned fast. Within a month, she was working on the model on her own and making an immediate impact with clients. She was able to learn on the fly in real-time from two experienced new home veterans, all

the while crafting her style and version of the process, which would later prove to be groundbreaking. She then assisted as a partner agent on many listing appointments. She soon took out her buyers and helped them with the process as well.

Unlike many others in real estate, Lauren learned the

right way. She had to take the long road, experiencing things first-hand in the field while being surrounded by two veterans, being able to ask questions, and making course corrections as she grew. She attributes her vast success as an agent to this day to these experiences.

Lauren was able to cap off her incredible first year in real estate by winning HBAR's coveted “Rookie of the Year” award for the best new construction salesperson in their first year in the business. By



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**Beyond Business**

Family isn't just a priority for Lauren; it's the cornerstone of everything in her life. Lauren finds solace and joy in spending quality time with her loved ones. She spends her free time with her two children, Gavin and Josie, her two dogs, Rosie and Toby, and her cat, Milo. In addition, she loves gardening and looks forward to warmer weather, where she can enjoy planting tons of vegetables and flowers around her home.

She can usually be found at the softball field and on weekly family dinner nights with her parents and niece Nicole, whom she took under her wing after tragedy struck the family in 2020. Lauren's brother tragically passed from suicide, and she realized very quickly she would once again need to be "Superwoman" and the matriarch of her family. She ensures the family takes on adventures together, traveling and spending quality time weekly.

**Future Focus**

Looking to the future, Lauren envisions a personal and professional life filled with purpose and success. "Success isn't found in receiving an award, in sales volume, or the number of deals you can make; it's rooted in hard work and the relationships you can foster along the way," Lauren says about her journey.

With her son headed off to college at Virginia Tech and her daughter climbing the high school ranks, Lauren takes solace in her role at TYG and hopes to help her children forge their paths with the same resilience, determination, and passion she embodies.

To aspiring top producers, Lauren offers some invaluable advice: "Ask all the questions, and don't be afraid to fail!" Her words ring true for newcomers and seasoned agents alike. Lauren is the perfect example of how when you want something bad enough, you will do what it takes to make it happen—never a better definition of a "Superwoman."

Real estate isn't just about the transactions for Lauren; it's about making that positive difference in people's lives and fostering genuine connections that lead to long-term relationships in business and life.

"Her passion and relentless discipline set her apart from others as she will not give up until the job is done," says Kyle Yeatman of TYG. Lauren never forgets her humble beginnings in real estate, and she is constantly paying it forward.

Like a moth to a flame, TYG's "Superwoman" just turned it up a notch and found yet another gear as the team kept growing and growing. Lauren was promoted to Director of Sales for the team and hasn't slowed down since.



The Fenway - Clay Street Builders - Richmond Homearama 2021



# special events

Photos by Philip Andrews



# JULY MAGAZINE PARTY

## JULY 17, 2024

We thank you so much for your presence at the *Richmond Real Producers* July Magazine Party. It was a pleasure having you join us at the exclusive gathering held at the gorgeous rooftop pool located at the **ICON REALTY GROUP Rocketts Landing office**. Thank you to **Catina and Robert Jones** for being so gracious as to host us in their office space! We hope you had a fantastic time celebrating with us!

The event was an enormous success, and we want to express our gratitude for your participation as one of our featured agents and esteemed partners. Your presence added to our celebration, and we are immensely thankful for your ongoing support.

We would also like to extend our appreciation to our Platinum Sponsor, **Joe Dunn with First Heritage Mortgage**, and our Silver Sponsor, **Marlon White with C&F Mortgage**, whose contributions made this success possible. Additionally, a special thank you goes to River City Media and HD Bros. for capturing stunning photos and videos that beautifully captured the essence of the party.

For those who couldn't join us at the event, we missed having you there. We understand that circumstances can change, and we hope to have the opportunity to celebrate with you in the future. We appreciate your support and encourage you to stay connected with us for upcoming events and exciting opportunities.

Wishing all of you continued success and prosperity.

For information on all Richmond Real Producers' events, email [info@richmondrealproducers.com](mailto:info@richmondrealproducers.com).





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# TOP 100 STANDINGS

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**Disclaimer:** Information based on MLS closed data as of August 5, 2024, for residential sales from January 1, 2024, to July 31, 2024, in Greater Richmond, Virginia, by agents licensed in our service area, which includes Hanover, New Kent, Henrico, Charles City, Chesterfield, Powhatan, Goochland, King William Counties. 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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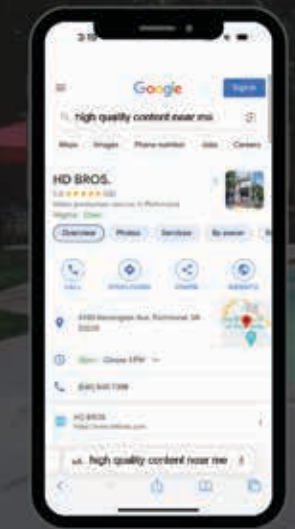
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