

APRIL 2025

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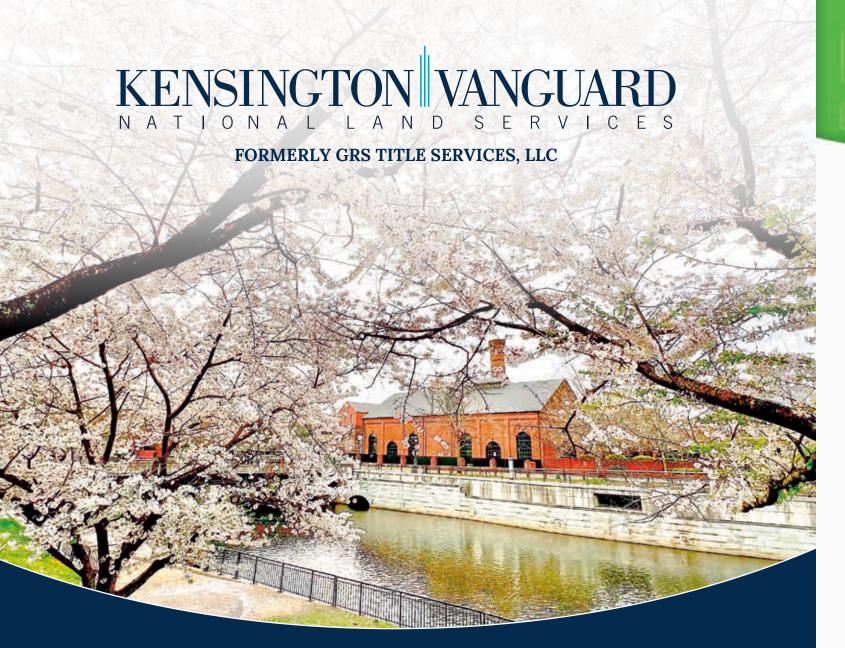
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Agent Spotlight CHRIS HASKINS

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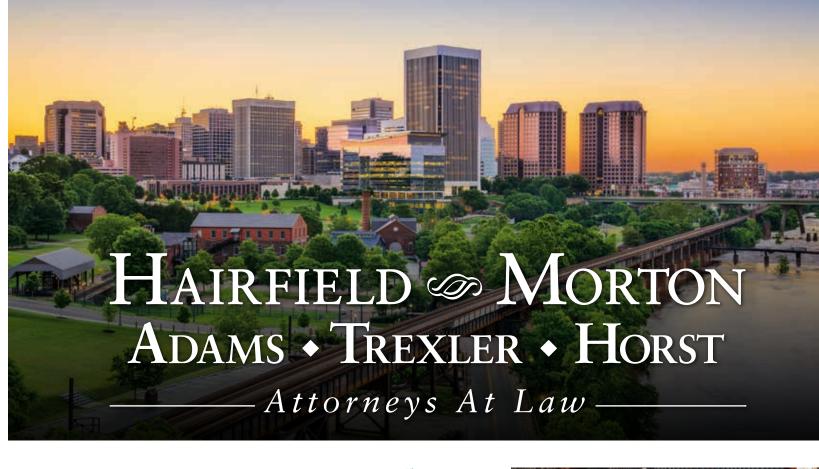
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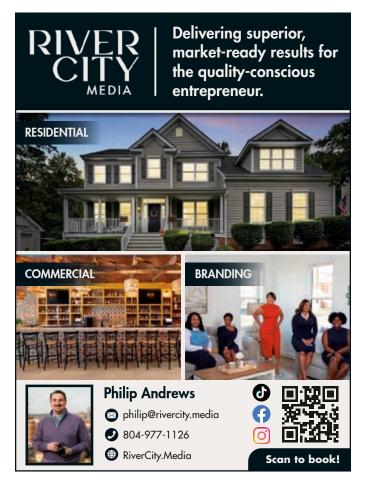
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Hello April, the Season of Possibility!

As spring blooms around us, April brings a sense of energy and endless possibilities. It's a time to celebrate the beauty of growth, explore new ideas, and continue the work that fuels our community's success.

This season, we're excited to bring the community together for a delicious and cultural experience at our **Deal or No Deal** on **May 6th!** This special event will highlight diverse flavors, celebrate culinary heritage, and offer a fantastic opportunity to connect and enjoy amazing food. Stay tuned for more details—we can't wait to share this experience with you!

We're also excited to welcome **Arbor Home Loans** as our newest **preferred partner!** Their dedication to excellence and industry expertise make them a fantastic addition to





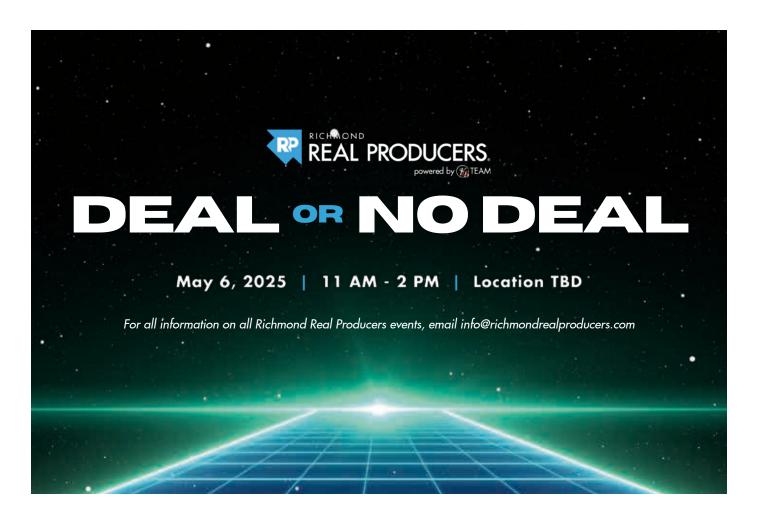
our community, and we look forward to many successful collaborations ahead.

As we move through April, let's reflect on this thought: "The beautiful spring came, and when Nature resumes her loveliness, the human soul is apt to revive also."

Wishing you a season of renewal, inspiration, and new beginnings!

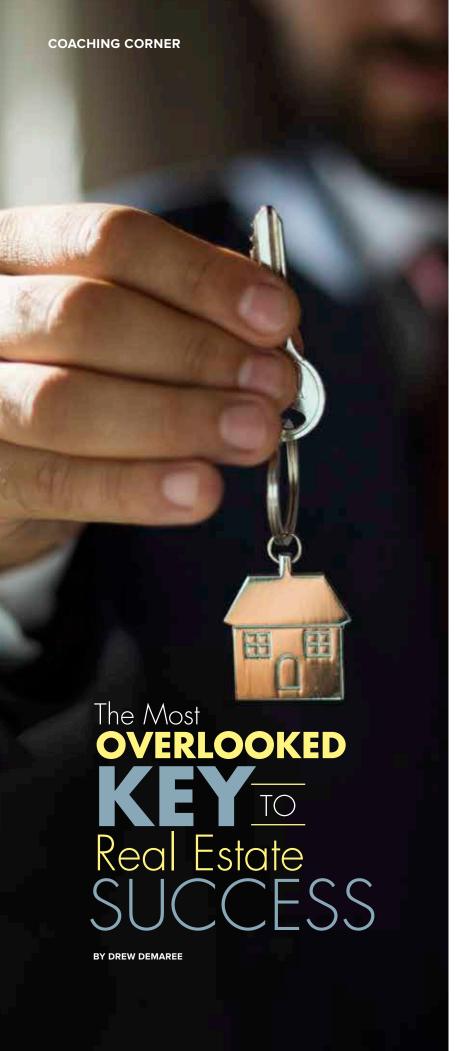


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As real estate professionals, we dedicate ourselves to ongoing training, refining our skills, and learning the most effective ways to attract and retain clients. The two dominant strategies we hear about repeatedly are **prospecting** and **marketing**—daily and weekly efforts designed to find new customers and position ourselves as industry leaders. Over time, these two words become so ingrained in our routines that they almost feel automatic.

Yet, there is one crucial element that many of us overlook, something hiding in plain sight: **FOLLOW-UP.**

The Untapped Goldmine in Your Business

If you take a moment to evaluate your email inbox, social media messages, text conversations, and CRM database, you'll likely find an abundance of leads—people who have reached out with an intent to take action. These are not cold prospects but individuals who have already engaged with you in some way. So why do so many of us fail to follow up?

Consider these eye-opening statistics:

- 48% of salespeople NEVER follow up on a lead they receive.
- Only 10% of salespeople follow up more than three times.
- 80% of sales are made between the fifth and twelfth contact!

These numbers highlight a painful truth: we work hard to generate leads, overcome the fear of rejection, and invest in marketing, only to let valuable opportunities slip away due to lack of follow-up.

Why Follow-Up Should Be Your #1 Priority

Many agents spend countless hours prospecting and significant amounts of money on marketing to generate fresh leads. However, failing to nurture the leads you already have is equivalent to pouring water into a bucket with holes. You may keep refilling it, but the potential is constantly leaking away.

By prioritizing follow-up, you maximize the value of every lead, strengthen relationships, and create a more predictable and profitable business. Here's why it's essential:

- 1. **People Need Reminders** Life gets busy, and people forget. Your follow-up brings their needs back to the forefront.
- 2. **Trust is Built Over Time** Consistent communication fosters familiarity and trust, making it easier for potential clients to choose you when they're ready.
- 3. Your Competition is Likely
 Neglecting It Given the statistics,
 a strong follow-up system sets you
 apart from most agents who drop
 the ball.
- 4. It Costs Less to Convert Existing Leads It's far more cost-effective to nurture existing leads than to constantly chase new ones.

The Art of Effective Follow-Up

To implement an effective follow-up strategy, consider the following approach:

- Respond Quickly Aim to follow up within five minutes of receiving a new inquiry. Speed matters!
- Create a Follow-Up Schedule –
 Plan multiple touchpoints across
 different platforms (call, text, email,
 social media).
- Use a CRM System Automate reminders and track your follow-up efforts to ensure consistency.
- Provide Value Instead of just checking in, share market updates, home valuation reports, or helpful resources.
- Be Persistent Since most sales happen after the fifth touch, commit to a long-term follow-up plan.

Your Next Step: Make Follow-Up a Non-Negotiable

If you want to see immediate results in your business, start by auditing your current follow-up practices. Identify past leads you've neglected and make a plan to reconnect. Implement a system that ensures no opportunity is left behind.

Prospecting and marketing are vital, but the real fortune in real estate lies in the **follow-up.** Master it, and you'll unlock the full potential of every lead you've worked so hard to generate.

Need help creating a follow-up system that works? Hire us at The Freedom Companies to support you through real estate coaching. We'll help you develop a strategy to stay top of mind and close more deals!







Bringing Comfort Home

BY AMELIA ROSEWOOD

For 35 years, Bobby Broyles and the team at Blazer Heating, Air, & Plumbing have been delivering comfort to the homes of Richmond, Virginia. Nestled on one of the city's busiest corners—Lee Davis and PoleGreen Road in Mechanicsville—Blazer has transformed from a humble familyrun business into a growing company deeply rooted in its community.

Blazer Heating, Air, & Plumbing operates with fewer than 30 employees and exclusively focuses on residential services. By steering clear of large commercial and new construction projects, the company has carved out

a niche built on quality, education, and personalized care. "We treat every home like it's our own," Bobby emphasizes, capturing the ethos that drives their success.

A Legacy Built on Family and Growth

Founded by Bobby's father in 1989, Blazer embodies the values of a close-knit family business. While his father remains a silent owner, his presence is still felt in the company's values and culture. Bobby, who now spearheads marketing and community relations, acknowledges the significant contributions of longtime staff members, particularly the general manager, Jason Verlander, who has been a cornerstone of the company for over two decades.

Over the past few years, Blazer has experienced exponential growth, nearly tripling its workforce from 10 to 30 employees. This growth has been fueled by a commitment to customer education, an innovative approach to service, and an unwavering dedication to community involvement.

A Showroom That Stands Out

One of the company's most unique assets is its state-of-the-art facility, designed to provide customers with an



Grand opening

immersive experience. Located on a high-traffic corner with approximately 11,000 cars passing by daily, the facility includes a showroom that Bobby describes as "almost like a car dealership but for HVAC and plumbing systems." Here, customers can view and learn about various products—from water heaters to indoor air quality solutions. While direct purchases aren't made on-site, the hands-on experience empowers homeowners to make informed decisions.

This showroom exemplifies Blazer's philosophy: educate first. By using tools like photos, videos, and in-person demonstrations, the team ensures customers fully understand their options. Bobby's "Pendulum Theory" encapsulates this approach, focusing on asking questions to guide customers toward the best solution for their needs rather than pushing sales.

Investing in Community and Connections

Blazer's commitment to the Richmond community goes beyond providing exceptional service. The company actively participates in various local initiatives, including Habitat for Humanity, where they donate equipment and labor for emergency repairs. Their contributions—valued at over \$12,500 annually—focus on

aiding families living below 60% of the poverty line.

This dedication to giving back has earned Blazer numerous accolades, including the 2023 Hanover County Spirit of Volunteerism and Community Commitment Award and a nomination for the Governor's Volunteerism and Community Service Award. Most recently, Blazer was honored with the Mark Weiss Award, recognizing it as Hanover County's Business of the Year for 2024.

Bobby's background in sports marketing and media has also played a pivotal role in fostering Blazer's community engagement. Drawing on his experience, he has successfully expanded the company's outreach, from supporting high school athletic booster clubs to serving on local boards. Blazer's presence at events, coupled with its memorable bear mascot, has solidified its reputation as a trusted and approachable community partner.

A Model for Success

Blazer Heating, Air, & Plumbing thrives on consistency and care, setting it apart in an industry where many competitors stretch themselves across multiple sectors. By specializing

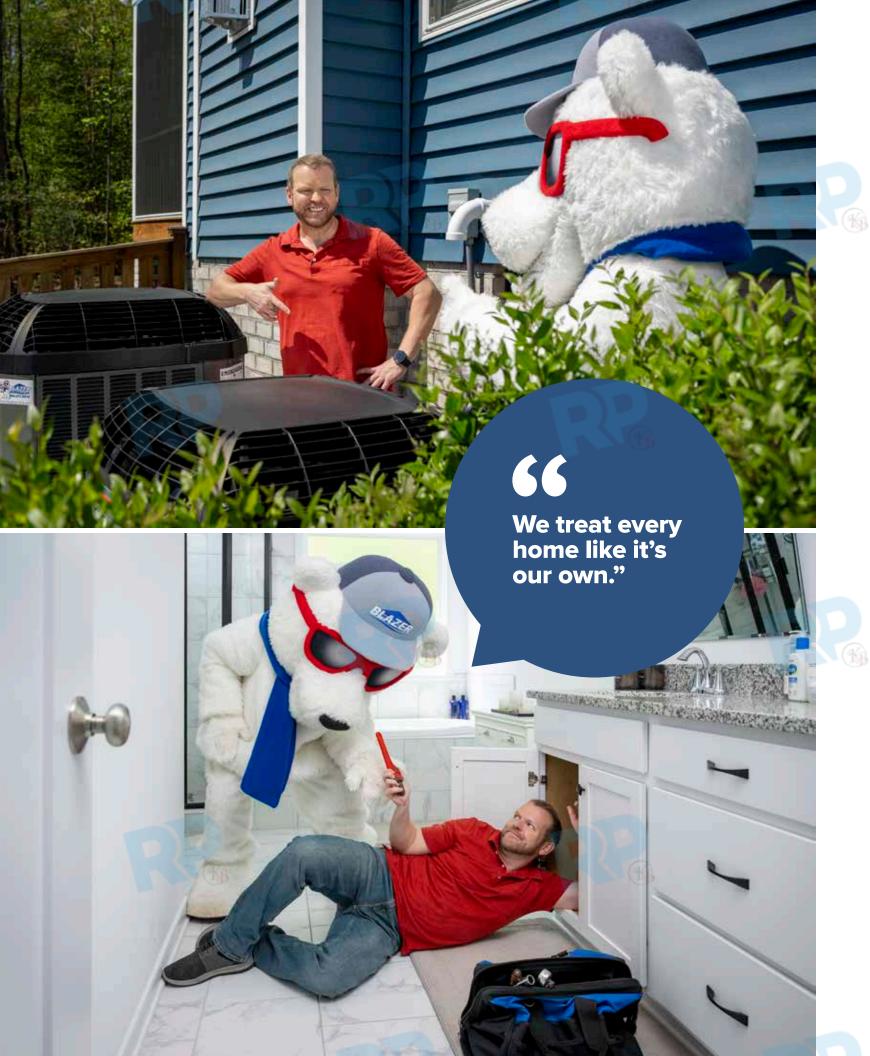


Grand opening



grand opening

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exclusively in residential work, Blazer ensures its technicians possess a deep understanding of homeowners' needs. This focus is reflected in their commitment to sending the same technicians to repeat customers, fostering trust and familiarity.

The company's reputation for excellence is further bolstered by its Google reviews, which feature

detailed testimonials highlighting the team's dedication to education and superior service. From routine maintenance to system replacements, Blazer's approach is built on transparency and empowering homeowners with knowledge.

Expansion and InnovationBlazer's ambitions don't stop at HVAC.
In the past year, the company has

expanded into plumbing services, and plans are underway to establish an electrical division within the next two years. The long-term vision is to become a one-stop shop for all home services, offering heating, cooling, plumbing, and electrical solutions under one roof.

Geographically, Blazer is eyeing expansion into eastern counties, where new housing developments are booming. Bobby sees an opportunity to connect with these homeowners early, establishing Blazer as a trusted service provider long before major repairs or replacements are needed.

Blazer Heating, Air, & Plumbing exemplifies what it means to grow with purpose. The company has embraced innovation while staying true to its family roots and community values. From its state-of-the-art facility to its unwavering focus on customer education and community involvement, Blazer is not just a service provider—it's a pillar of the Richmond community.





CONTACT
US!

For homeowners looking for a partner who values education, trust, and quality, Blazer is the name to call. Reach out to them at (804) 277-8972 or visit their website at BlazerService.com to learn more about their services and community initiatives. Whether it's heating, cooling, or plumbing, Blazer is committed to "bringing comfort home."

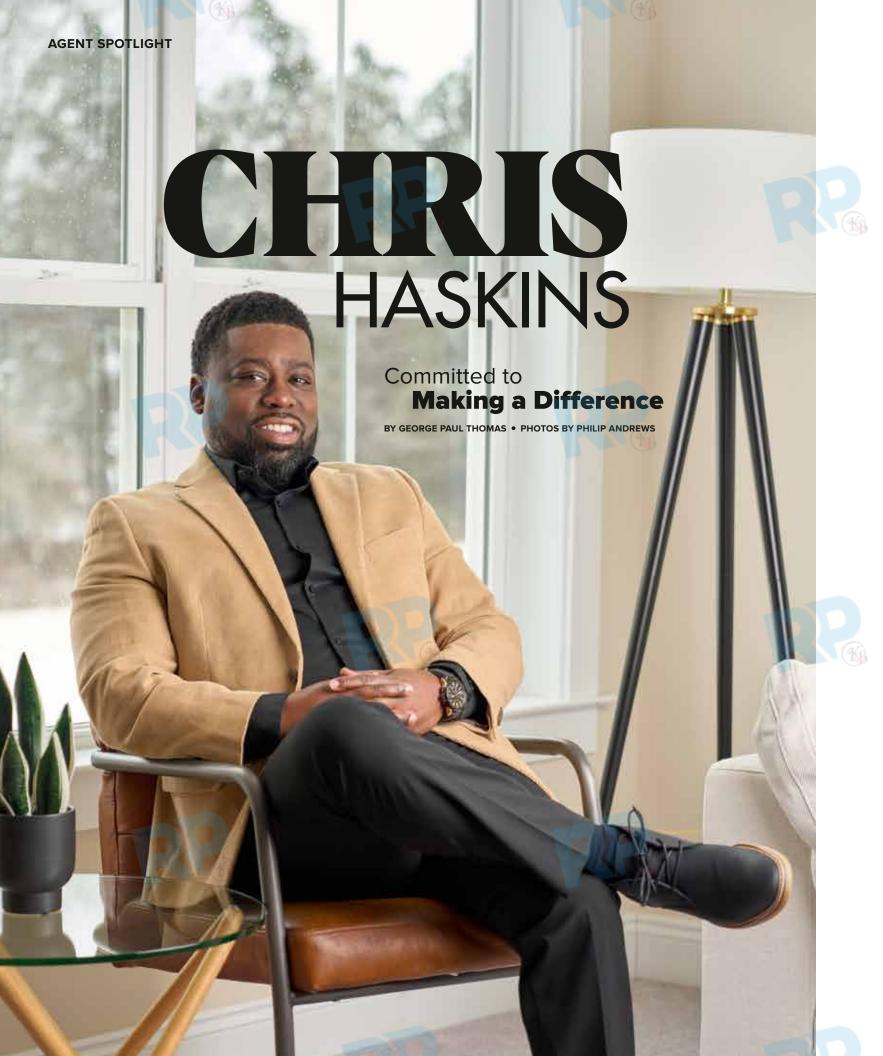








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Chris Haskins never planned on becoming a REALTOR®. His journey into real estate started off with his interest in real property, purchasing his first home in 2001 at the age of 21. It was not a matter of careful career mapping or a lifelong dream finally realized. Instead, it was a path forged by unexpected challenges, a determination to provide for his family, and a commitment to making a meaningful impact. From the buzzing chairs of a barbershop to the high-stakes world of property investments, Chris's story is one of resilience, adaptability, and the desire to serve others.

Roots in Community and Connection

Born and raised in Petersburg, Virginia, Chris grew up surrounded by a deep sense of community. His Christian upbringing taught him the importance of treating people with kindness and integrity—values that would later become the foundation of his real estate career. Long before he ever closed a deal, he spent two decades in barbershops, not just perfecting the craft of cutting hair but mastering the art of listening, connecting, earning trust, and learning business.

"Being a barber was more than just a job; it was a way to serve people. You hear about their lives, their struggles, and their victories. That kind of connection doesn't just disappear—it shapes you," Chris reflects.

But the barbershop wasn't his only venture. He was also a real estate investor, purchasing his first rental property at 21 years old, with many more to follow over the years. He was fascinated by the potential of flipping homes and creating wealth through property, which allowed him to start his own barbershop in 2008. He renovated a historical building and established an upscale shop, Razor Sharp, with 11 barber chairs. Chris worked directly with various realtors and learned best practices. He had long considered whether becoming a licensed real estate agent was the right decision. Then, in 2020, everything changed.

A Life-Altering Moment

In February of that year, Chris's world was turned upside down. Within the span of a single month, 2 out of three of his children were diagnosed with lifelong autoimmune deficiency diseases. Also, the COVID-19 pandemic shut down his barbershop. As the sole provider for a family of five, he was faced with a reality that demanded action.

"I couldn't just sit there. My family needed me to step up, and real estate became the way I could do that."

With his back against the wall, Chris wanted to dive into real estate full-time. He knew several realtors but did not know many who were the sole providers for their families. What had once been

a side interest became a necessity and soon turned into a passion. He quickly realized that his ability to connect with people honed over the years in the barbershop, was ideally suited for helping clients navigate the buying and selling process.

Chris's transition from investor to real estate agent gave him a competitive edge. Unlike many agents, he wasn't just looking at properties from only a sales perspective—he understood homes as investments. Whether working with first-time buyers or seasoned investors, he brought an analytical mindset to every transaction. Chris has been recognized as a true industry leader, earning the honors of "Rookie of the Year," Diamond Awards, and ICON awards as a testament to his dedication, expertise, and results.

"I don't just list homes; I evaluate them as if they were my own investments. I've even put my own money into deals before to help clients get across the finish line. That's just how I do business."

His approach quickly set him apart. Despite a lower-than-expected transaction volume in 2023, his success in home flipping added to his financial stability. His ability to see real estate from multiple angles earned him the prestigious ICON Award that year as well.

The Heart Behind the Hustle

Beyond the deals and accolades, Chris's heart remains with his family. Married for 23 years, he and his wife share a love for travel—a passion that aligns perfectly with her career as a travel agent. Together, they explore new destinations, often opting for all-inclusive resorts or international getaways. These moments away from work remind him why he pushes so hard: time with family is priceless.

As a devoted father, Chris ensures his children see firsthand the values of perseverance, discipline, and faith. His unwavering commitment to family serves as a guiding principle in both his personal and professional life.





Chris Haskins' story isn't one of overnight success but of perseverance, character, and the relentless pursuit of excellence. From cutting hair to closing deals, he remains, above all else, a "good dude" striving to make a difference—one home at a time.

"DON'T COMPARE
YOURSELF TO OTHERS.
SET YOUR GOALS, BUILD
STRONG HABITS, AND
STAY THE COURSE."

Faith also plays a central role. As one of Jehovah's Witnesses, Chris dedicates at least 10 hours a week to volunteer work. He finds fulfillment in giving back, whether through acts of service or simply being present for those in need.

"It's not just about business. Real estate gives me the flexibility to focus on what truly matters—my faith, my family, and giving back. My work is important, but it's what I do outside of it that defines who I am."

Chris believes true fulfillment comes from balance—ensuring career success never comes at the expense of personal priorities. His ability to seamlessly integrate faith, family, and business is a testament to his character and unwavering sense of purpose.

Vision for the Road Ahead

Looking ahead, Chris has clear goals. He wants to gain more control over his time—not to retire, but to build a life centered on investing, mentoring, and living on his own terms.

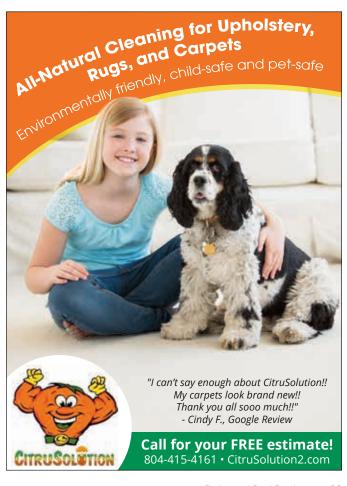
"Real estate isn't just about making money. Success is a blessing, and I measure it by how many people I genuinely help along the way."

For aspiring agents, he offers one key piece of advice: "Don't compare yourself to others. Set your goals, build strong habits, and stay the course."









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Sam Plott, a

Sam Plott, a proud Marine Corps veteran, alongside his wife, whose unwavering support has been a cornerstone of his journey—from military service to a thriving career in real estate.

am Plott's journey into real estate is a testament to integrity, dedication, and service. As a REALTOR® under Berkshire Hathaway HomeServices, PenFed Realty, Sam brings a unique perspective to the industry. A husband, father, Marine Corps veteran, and community servant, he epitomizes what it means to lead with purpose. Guided by the principles of servant leadership, he prioritizes his clients' needs, ensuring they feel informed, supported, and valued throughout their real estate journey.

A Path Forged by Service

Born and raised in the close-knit town of Crozet, Virginia, nestled in the Blue Ridge foothills, Sam Plott grew up surrounded by scenic beauty and community values. In 1985, he moved to Richmond, a city that would later become the backdrop to his thriving real estate career.

Education has been a cornerstone of Sam's life, shaping his

disciplined and forward-thinking approach. He earned a Bachelor of Science in Liberal Arts and later, in 2016, completed a Graduate Certificate in Leadership in Human Resource Management from the University of Virginia. These academic achievements reflect his commitment to lifelong learning—a value instilled during his 20 years of service in the Marine Corps.

"My military career taught me resilience, discipline, and the importance of serving others," Sam shares. "These qualities are the foundation of how I approach my work in real estate."

Sam's military background not only gave him invaluable skills but also a deep-rooted sense of purpose. After retiring in December 2020, he transitioned into real estate and set out to combine his leadership experience with a passion for helping others. Since beginning his real estate journey in February 2021,

Sam has earned numerous designations, accolades, and the trust of his clients.

"Real estate felt like the perfect opportunity to channel my drive into something entrepreneurial," he says. "It was a leap of faith but one of the best decisions I've ever made."

A Commitment to Excellence

In just a few short years, Sam has established himself as a force in the Richmond real estate market. Operating as a solo agent, he achieved remarkable success in 2024, finishing as the #367 agent in CVR MLS out of seven thousand agents. This mark places him in the top five hundred for the past three years.

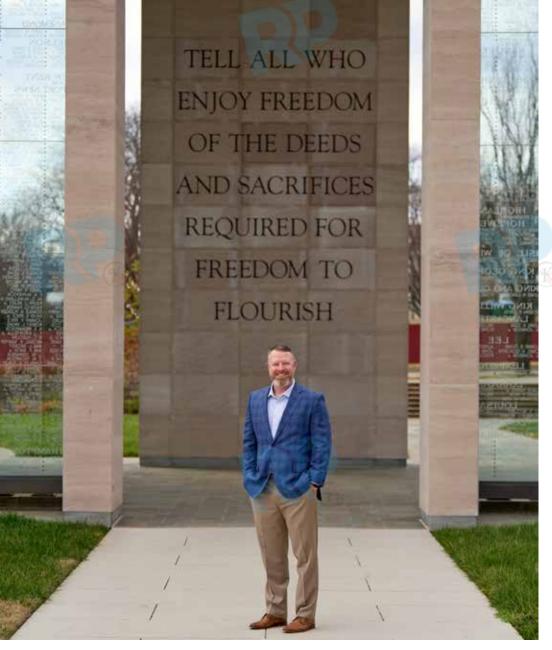
Sam's approach to real estate is meticulous, informed, and client-focused. "Education is a priority for me," he explains. "I've earned multiple designations to ensure I'm providing my clients with the best possible guidance."

His certifications include the Graduate Realtor Institute (GRI), Military Relocation Professional (MRP), and Pricing Strategy Advisor (PSA), among others. In recognition of his excellence, Sam has received Circle of Excellence honors for four consecutive years and is a Berkshire Hathaway Luxury Collection Specialist.

"Staying prepared and up-to-date is how I ensure my clients feel confident in their decisions," he says. "I aim to create a seamless experience where every choice is backed by knowledge."

Beyond Real Estate

For Sam, life is about balance. Married for 17 years, he and his wife share two children: Jackson,



15, and Brynley, 13. Together, they lead an active lifestyle, enjoying family vacations and making memories.

"My family is my anchor," he says. "Everything I do is with them in mind, and I'm grateful for the support they give me."

When not working, Sam has a surprising hobby: learning the piano. "It's a way for me to challenge myself creatively," he shares.

Beyond his personal interests, Sam is deeply involved in his community. He serves on the boards of the Swift Creek YMCA and M3 Bridge Recovery, a nonprofit supporting Veterans in need of housing and assistance.

"Giving back is important to me," he says. "It's not just about helping clients; it's about contributing to the community that supports me."

Looking Ahead

As Sam looks to the future, his aspirations are clear. Professionally, he plans to pursue his Broker's License in 2025 and expand his expertise in equestrian properties—a niche that combines his love for the outdoors with his passion for real estate.

"There's something special about helping clients find their dream farm or list a property they've loved," he says.

On a personal level, he hopes to provide his children with a college education, explore new travel destinations each year, and deepen his involvement in community initiatives.

Through it all, Sam remains committed to his guiding principles of integrity, loyalty, and service. "My focus is on building lasting relationships," he says. "Real estate is more than transactions; it's about making a positive impact in people's lives."

One of Sam's favorite quotes, "The best preparation for tomorrow is doing your best today," by Jackson Brown Jr., perfectly encapsulates his approach.

As someone who has navigated a successful transition into real estate, Sam offers this advice to those looking to rise in the industry: "Real estate is a journey; there's always something new to learn from successes and challenges. Stay focused, stay curious, and most importantly, stay committed to your clients."



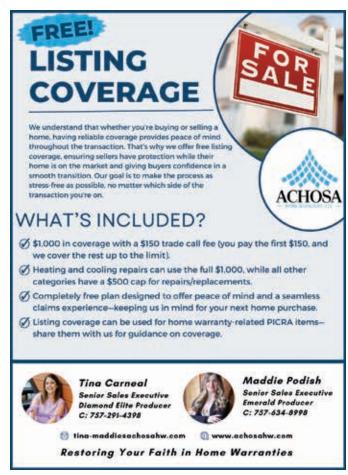


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very real estate transaction tells a story, and every handshake builds a connection. And building connections is where Kyle Taylor shines most. Known for his relentless drive, empathetic nature, and results-driven approach, Kyle operates with a focus on relationships over transactions. As a REALTOR® under River City Elite Properties, brokered by Real Broker, Kyle has carved out a reputation as a trusted advisor who balances ambition with authenticity. He's driven, goal-oriented, passionate, and empathetic. And those qualities make him a standout in the industry, turning houses into homes and dreams into reality.

Hometown Roots and Hustle

Born and raised in King William, Virginia, Kyle Taylor carries the values of a close-knit community wherever he goes. Growing up in a small town taught him the importance of integrity and hard work—principles that have become the cornerstone of his career. After earning a degree in Business from Longwood University, Kyle began building his professional foundation in business, sales, and customer service.

These early roles gave Kyle more than just experience—they provided him with a skill set that translated seamlessly into real estate. While working in these fields, he discovered a passion for real estate investing. He became captivated by the process of buying and managing rental properties, which revealed not only the long-term potential of real estate but also its ability to transform lives.

Kyle officially began his real estate career in 2008, one of the most challenging years in housing market history. Despite the economic turmoil, he saw the opportunity to learn and grow in an industry known for its ups and downs. "Starting then was both a challenge and a blessing," Kyle recalls. "It taught me resilience, discipline, and how to roll with the punches. Those early struggles are why I'm able to adapt and succeed today."

Kyle's journey into real estate began with a personal milestone: purchasing his first home. Experiencing the excitement, challenges, and rewards of the process firsthand made him realize how transformative a great real estate agent could be. That realization became the foundation of his business philosophy, which centers on guiding clients through their own significant life transitions.

"For me, it's all about the client's story," Kyle says. "Real estate often coincides with big life changes—a new job, a





growing family, or retirement. Being there to guide people through those moments is the most rewarding part of what I do."

Consistency is one of Kyle's greatest strengths. While he humbly says he's no more talented than anyone else, his determination to show up every day and do the work is what sets him apart. "I don't let a bad day stop me from delivering my best," he explains. This dedication is reflected in the strong relationships he's built and the trust he's earned from his clients.

A Proven Track Record

Kyle operates as a solo agent, and his achievements speak volumes about his capabilities. In 2023, he closed 41 transactions, achieving a total sales volume of \$13.2 million. Last year,

66

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he exceeded that milestone with \$17 million in total sales. This year, he is set to surpass that figure.

When reflecting on his success, Kyle is quick to credit his work ethic and unwavering focus on client satisfaction. This year holds particular significance for him, as it marks what he describes as his most special recognition yet. It's clear that his combination of passion and perseverance has paved the way for continued success.

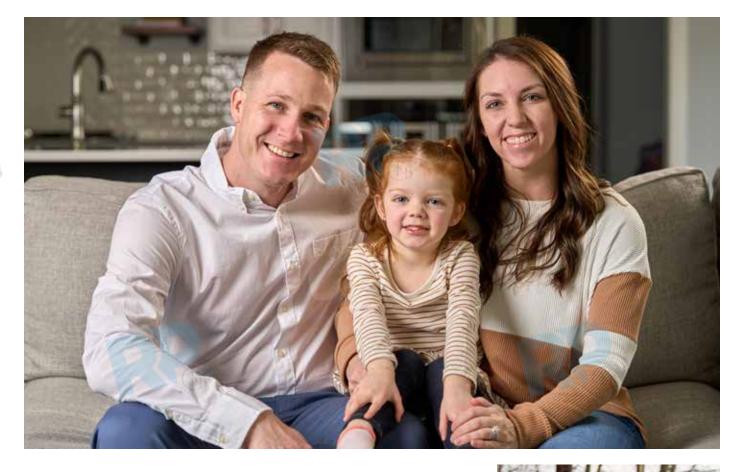
The Man Behind the Business

While Kyle is passionate about his work, his family is the driving force behind everything he does. His wife, Christy, has been his greatest supporter, offering patience and understanding in a demanding industry. "She's my rock. She allows me to work crazy hours and weekends, and I'm so grateful for that," he says with heartfelt appreciation.

Their four-year-old daughter, Collins, is a constant source of inspiration and joy. Watching her grow, learn, and explore the world motivates Kyle to prioritize what truly matters. "She reminds me why I work so hard," he shares.

Beyond real estate, Kyle is an avid traveler and baseball enthusiast who finds peace by the river. Recently, he and his family have spent weekends cheering for his niece, Taylor Johnson, a star pitcher for the JMU softball team.

Kyle's entrepreneurial spirit extends beyond his real estate career. In 2008, he founded NABA Richmond. an amateur



baseball league that showcases some of the best talent in the region. To this day, he serves as the league's commissioner. He is also deeply committed to community involvement, attending the Cattle Baron Ball each year to raise funds for the American Cancer Society.

Looking Ahead

Kyle's vision for the future is as ambitious as his current endeavors. He hopes to mentor aspiring real estate agents, helping them build their own successful careers. It's part of his belief in paying it forward and leaving a lasting impact on the industry.

He draws inspiration from two quotes that shape his work ethic and approach to life: "Excuses make today easier but tomorrow harder. Discipline makes today hard but tomorrow easier." And, "The harder I work, the luckier I get." These words reflect his belief in the power of perseverance and preparation.

For those aiming to follow in his footsteps, Kyle offers this advice: real

estate is an input-output business. The more effort you put in, the more you'll get out. He also stresses the importance of perspective, saying, "Problems will always arise, but most of the time, they tend to work themselves out. Once you understand that, it takes a lot of the stress and anxiety out of the business."

Kyle Taylor's story is one of grit, determination, and genuine care for the people he serves. From his smalltown roots in King William to his thriving real estate career, he has built a legacy of hard work, resilience, and a commitment to excellence. Whether he's closing deals, mentoring future agents, or spending time with his family, Kyle approaches every aspect of his life with integrity and heart.

For Kyle, real estate isn't just a career—it's a way to help others build their futures. As he continues to grow and evolve, his impact on the industry and his community is undeniable. One thing is certain: Kyle Taylor is just getting started.



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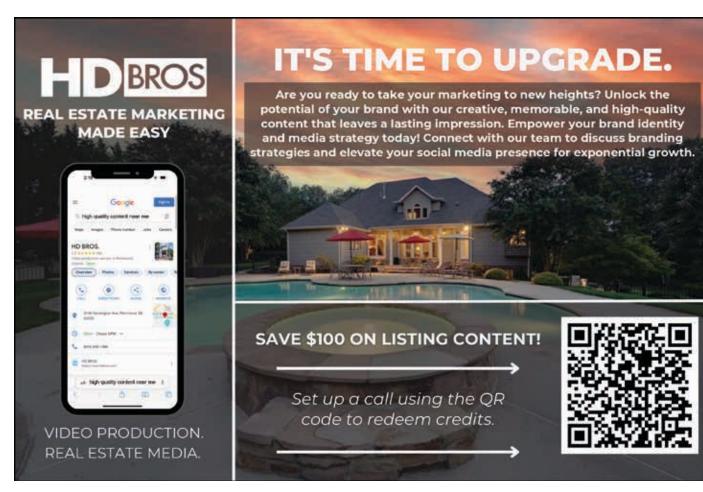
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TOP 100 STANDINGS

Individual Closed Data as reported to the MLS from Jan. 1 to Feb. 28, 2025

Office

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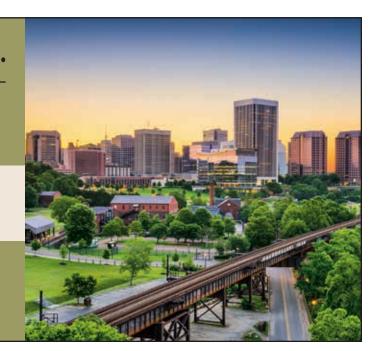
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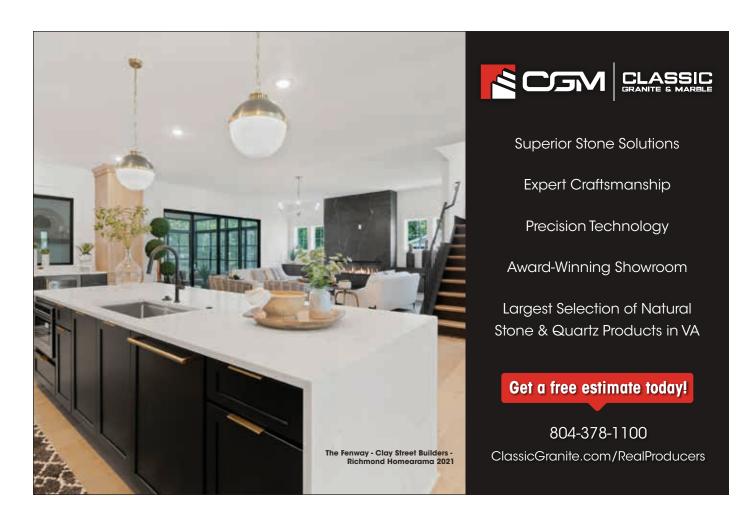
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