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Agent Spotlight
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WETHMAN**

Rising Star
**CHRISTOPHER
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+
PARTNER
SPOTLIGHT
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Lisa Geraci Rigoni, The Organizing Mentors

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Publisher's Note

Hello December, the Season of Celebration!

As the year draws to a close, December invites us to pause and reflect on all that we've accomplished together. It's a time to celebrate progress, honor meaningful connections, and look forward to the exciting possibilities that the new year will bring.

This season reminds us of the joy found in community—the power of giving, sharing, and gathering with those who make life brighter. We're so grateful for the partnerships and friendships that define Real Producers and the incredible network that continues to grow stronger every year.

We're already looking ahead with excitement to **2026**, where even more opportunities for collaboration and connection await. The new event schedule is on the horizon, and we can't wait to bring everyone together for another year of inspiration and impact.

Here's a thought to carry with us:
"It's not what's under the tree that matters, but who's gathered around it."

Wishing you a December filled with warmth, joy, and celebration—and a new year full of promise and possibility.



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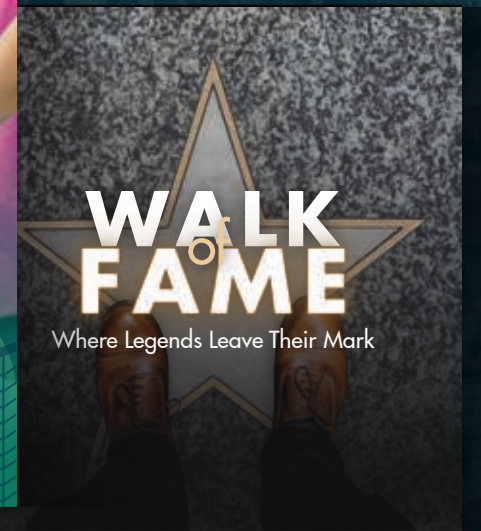
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3 Client Demographics to Target Going into 2026

BY WADE VANDER MOLEN

Spring market, 2026 is around the corner. Homeowners are starting to make Spring selling and buying decisions right now. The phrase “this is going to be the last Christmas in the house” will be used shortly. The mistake many Realtors make is they start having these conversations too late. They begin in January and February instead of getting ahead of things now. The goal is to have several listing agreements signed before we hit January 2026. Here are 3 demographics of people to target to ensure this happens.

Empty Nesters

With the school year in full swing, there are a large group of homeowners who are empty nesters. Their children have left the home and Dad and Mom are sitting in a large home that is becoming too much to maintain. They may only be using only part of the home and those stairs are becoming a pain. These are great people to get in front of with a mailer, a downsizing (right-sizing) seminar to discuss their goals of moving out of their large home and into a space that is right for them. Having these discussions now, and showing them how you can be a problem solver will go a long way.

Growing Families

Who are the young people that you sold condos and townhomes to in the last 3-4 years? Might want to give them a call and see how they are doing. There is a good chance they are a growing family and may need more space to accommodate the jog stroller, and all the other things that comes with having young kids in a now tight space. Again, there is importance on putting together an in-person seminar to explain how you can either help them sell and move up, or keep their place as a rental and purchase new single family home. These people may not understand the steps needed to secure their new home without having to sell first. Get a great lender partner involved to assist in the seminar.

Renters with Leases Expiring

With interest rates coming down, it brings more homebuyers into the market. As we head into 2026, there are many renters who want to purchase their first home after their lease ends. This a great opportunity for them to start their wealth building journey. There are also many mortgage lenders who have first time homebuyer programs available as well where you can partner. Run targeted Facebook and Instagram ads targeting these renters with a “Free Rent vs Buy Consultation.” For every .25% drop in interest rate there are thousands of new potential homeowners entering our market.

As you can see, outside of your database and sphere of influence, there are many other potential home seller and buyers to target going into 2026. Use each one of these demographics of people become additional lead source funnels for your real estate business. Setting up home selling and buying seminars, and running targeted marketing campaigns to get in front of these people will help you yield additional home selling and buying clients as we head into the new year. It's a great feeling as a Realtor to know you have future transactions already lined up. Good luck!



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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THE ORGANIZING MENTORS

Reclaiming Space, Restoring Peace

BY GEORGE PAUL THOMAS
PHOTOS BY RYAN CORVELLO



“

I LOVE SEEING
PEOPLE VISIBLY
RELAX WHEN
SOMETHING
THAT ONCE FELT
OVERWHELMING
FINALLY FEELS
MANAGEABLE.”



Before she became Northern Virginia’s “Chief Declutter Officer,” Lisa Geraci Rigoni lived a very different kind of spotlight. A Chicago native, her first career was as a professional dancer, singer, and actress. Later, she launched a successful fitness business in her hometown, guiding clients toward health and strength. But when she and her family relocated to Virginia in 2004, she stumbled into a new calling almost by accident.

“During playdates, I found myself helping friends clear their garages, basements, and kitchens,” Lisa recalls. “I was asking the right questions to help them make decisions, and I realized I was good at it. I didn’t even know it could be a business.”

That natural gift became the foundation for The Organizing Mentors, launched in 2008. What started as “Leave it to Lisa” has grown into a trusted company known for tackling clutter with compassion, clarity, and creativity.

A Company Built on Care

Today, Lisa leads a team of 11 women who share her vision. “I am very selective about who joins the team,” she explains. “We’re not typical organizers. We don’t push our own vision of a space. We listen. The client is always the expert in their own home.”

Together, The Organizing Mentors handle everything from garages to attics, pantries to storage rooms, always with one goal in mind: to help clients reclaim not just their space, but their peace of mind. Their tagline says it best: Reclaim Your Space, Mentally and Physically.

Lisa describes the work as deeply personal. “I love seeing people visibly relax when something that once felt overwhelming finally feels manageable,” she says. “That moment is why I do this.”

Realtors’ Secret Weapon

For Realtors, The Organizing Mentors are a behind-the-scenes advantage. Lisa and her team step in to get homes market-ready, handling the tough





conversations and the heavy lifting so agents can focus on their core role.

“If a Realtor has two years, two months, two weeks, or even two days to get a client’s home ready, we can do it,” Lisa says. “We’re their secret weapon.”

Her approach has earned trust across the real estate community. “When partners send their clients our way, we don’t take that lightly. We go above and beyond.”

Many organizing businesses have popped up in recent years, but Lisa is confident none quite matches her team’s approach. “Our success comes from intentionality. We’re selective about the Realtors we partner with. We create and build mutual respect and trust, and together, we accomplish things no one else even recognized were needed,” she says.

The result is a service that is practical, compassionate, and transformative. For Lisa, the proof is in the referrals and in the relief she sees on her clients’ faces.

Rooted in Family and Community

Lisa’s life beyond work is just as full. She has been married to her husband, Gene, for 25 years. “He’s the second-best man in the world—second only to my Papa,” she jokes. Their daughter, Marinna, recently graduated from Indiana University’s Kelley School of Business with a degree in Marketing and a minor in Psychology. And rounding out the household is Belle,

their 11-year-old Pom-Poo-Chin, a small pup with a big personality.

As a family, they enjoy walking, traveling, and relaxing at wineries. Lisa also makes time for reading, workouts, and even “doing nothing” when she can. Community service remains a priority, too—she partners with organizations like Women Giving Back, Habitat for Humanity, Blue Ridge Hospice, and Insight Memory Care to extend her impact beyond client homes.

Author, Mentor, Thought Leader

Lisa is also the #1 Best Selling Author of 17 Spatulas and the Man Who Fried an Egg, a book that blends personal stories with lessons about clutter, both physical and mental. “Writing my book allowed me to reach people I may never meet,” she says. “It’s another way to make an impact.”

Looking ahead, she envisions taking her message to bigger stages. “My goal is to continue building my name as a thought leader, speaking about the reality that everyone has ‘stuff’—whether it’s things in our homes or burdens we carry inside. I want people to know they can get through it.”

Looking Ahead

Seventeen years in, Lisa is still energized by her work. The Organizing Mentors continue to grow, but their mission remains steady: helping people reclaim their space and peace of mind.

“
I AM VERY SELECTIVE
ABOUT WHO JOINS
THE TEAM.”



Her favorite book, *The Alchemist*, reminds her that every journey is full of lessons, and each step brings new discoveries. That philosophy underpins her career, her community work, and her mentorship of both clients and colleagues.

For Realtors and clients alike, Lisa has one guiding message: “Trust us. When we’re given the freedom to do what we do best, we deliver results that change lives.”



CONTACT US!

Need a trusted partner to get your client’s home market-ready—or want to gift Lisa’s book to someone who needs encouragement? Contact Lisa Geraci Rigoni, Owner & Chief Declutter Officer of The Organizing Mentors. Call or text 703-434-9585, email lisa@theorganizingmentors.com, or visit www.theorganizingmentors.com



KATIE

Progress Over Perfection

BY AMELIA ROSEWOOD
PHOTOS BY RYAN CORVELLO

Wethman



In a world where success is often tied to personality, Katie Wethman proves that quiet confidence can move mountains. A self-described introvert, she thrives not on selling but on serving, approaching real estate as both an educator and a consultant. Her structured, analytical nature is balanced by a genuine warmth that has made her one of Northern Virginia's most trusted names in real estate.

From Numbers to Neighborhoods

Katie grew up in South Jersey before heading south to James Madison

University, where she double majored in accounting and finance. After graduation, she began her career in public accounting, later earning her MBA from the University of Virginia's Darden School of Business. Her early years were filled with roles in consulting, business strategy, and project management, including time at Freddie Mac, where a chance frustration changed everything.

While house hunting for her second home, Katie realized that many buyers were not getting the guidance

they needed. "I wasn't being given the information to make informed decisions," she recalls. "I decided to get my real estate license just for my own understanding." That decision sparked a life-changing shift. What began as a side pursuit soon became the most fulfilling part of her week and eventually her calling.

Finding Her Lane in Real Estate

When Katie left the consulting world after burnout, she decided to take a short sabbatical. That break gave her the space to explore real estate full-time.



"For the first time in years, I couldn't wait to get up in the morning," she says. "Helping people make smart, informed decisions about one of their biggest life investments just clicked."

Two decades later, Katie leads a small, powerhouse team under eXp Realty, serving clients across Northern Virginia, D.C., and Maryland. Her consulting background and CPA credentials give her clients a rare advantage. "For most people, their home is their largest

financial investment," she explains. "My goal is to help them think strategically and confidently about that decision."

Her team consistently closes 50 to 70 transactions each year, even during the challenging market of recent years, with nearly 90% of their business coming from referrals. That consistency has earned her eXp's ICON Agent designation for two consecutive years, recognizing both her performance and her leadership.



A Career Built on Education and Empowerment

Katie's approach to real estate is grounded in clarity and collaboration. She and her team have built online education portals for buyers and sellers, along with video series that demystify each step of the process. "I never want a client to just take my word for it," she says. "I want them to understand the logic behind our recommendations. Knowledge builds trust."

That educator's mindset also extends to mentoring newer agents. She lights up when helping others grow, whether guiding clients through complex transactions or teaching rising professionals how to think critically

and communicate with transparency. "Seeing agents I've mentored go on to build successful careers is incredibly fulfilling," Katie says. "It means the standard of excellence continues."

A Life Built on Connection

At home, Katie's world revolves around her husband and business partner, Kenny Garfinkel. Together for 13 years and married for nine, the pair works side by side every day as teammates in both life and business. "It's not always easy," Katie laughs, "but it's something I deeply value. We've grown together in every sense."

Their favorite escape is their beach house in Delaware, where they spend long weekends hosting family and friends. "We love having people over, relaxing, and making memories," she says. When they are not at the beach, you can find them traveling the world, often in good company. From sipping bourbon in Kentucky to clinking steins at Oktoberfest in Munich or exploring Italy's wine country, Katie and Kenny cherish experiences that bring people together.

Travel is a shared passion, but bourbon collecting is a new favorite hobby. "I say I collect, but really, we open and enjoy every bottle," she says with a smile. "The fun is in the hunt and in sharing it with friends." Their most recent adventures include trips to Iceland and to see a total





“**HELPING PEOPLE MAKE
SMART, INFORMED
DECISIONS ABOUT ONE
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just clicked.”

solar eclipse in Austin, Texas. Upcoming plans include an Alaska getaway and a Mediterranean cruise to witness the next solar eclipse.

Looking Ahead

As Katie reflects on her career, she feels proud of what she has built and even more excited for what is ahead. Her next goal is to further grow her team with the same excellence and care she has cultivated for years. “I want to build something that lasts, where clients continue to receive the same level of service and integrity, even when I am not the one leading every transaction.”

Her advice for aspiring agents is simple but powerful: “Do your best with the information you have at the time. Progress and integrity are more important than perfection.”





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PRESSURE Is a PRIVILEGE

BY GEORGE PAUL THOMAS
PHOTOS BY RYAN CORVELLO

CHRISTOPHER URICK

In an industry built on hustle, few embody it like Christopher Urick. A born competitor with a relentless work ethic, he's the kind of Realtor who doesn't just meet expectations—he rewrites them. Known for his strategic mindset and “make it happen” attitude, Christopher has quickly become one of Northern Virginia's rising names in real estate, closing \$15 million in volume and 30 transactions in 2024 alone.

Built from the Ground Up

Born and raised in Manassas, Virginia, Christopher has always called Northern Virginia home. He knows its neighborhoods, its people, and its rhythm because he grew up in it. His journey, however, was not one of easy starts or shortcuts.

“I grew up on Section 8, always moving, never really knowing what it meant to own something,” he shares. “There was a huge gap between the life I dreamed of and the life I lived. I told myself, not only will I beat this system and own my own home, but I'll make sure everyone around me who puts in the work does the same.”

That mindset—equal parts grit and generosity—became the foundation of his life and business. His background in distribution sales and business development sharpened his problem-solving skills and taught him how to build relationships rooted in trust. Those lessons proved invaluable when he made the leap into real estate in 2021.



What began as a side hustle quickly evolved into a calling. In his first full year, Christopher sold 15 homes totaling more than \$8 million in volume, proving that success comes when preparation meets opportunity.

“I realized real estate was my foundation,” he says. “It's not just a career—it's the platform for everything I'm building: my investments, my team, and the life I want for my family.”

By combining his sales expertise with a genuine passion for helping others, Christopher found a formula that worked: strategy, transparency, and service at the highest level.

Standing Out in a Saturated Space

In a competitive market like Northern Virginia, standing out takes more than ambition—it takes authenticity.

Christopher's approach is rooted in discipline and heart. He treats every transaction as if it were his own, ensuring each client receives a tailored plan that fits both their goals and lifestyle.

His philosophy is simple: success isn't luck; it's built on consistency and care. That mentality has earned him recognition as one of Samson Properties' top-producing agents and a two-time Platinum Award recipient in both volume and transactions. “The pressure is on now,” he says. “But pressure is a privilege. It means I've earned the responsibility to deliver my best—every client, every deal, every time. The stakes are high, and that's what drives me.”

After four successful years as the top-producing agent with Major Key Real Estate's high-performing team,

Christopher is moving into an exciting new chapter. He recently joined the Shepherd Homes Group, led by Jason Cheperdak, which is recognized as the #1 team in the DMV. He continues to operate under Samson Properties, bringing his expertise and commitment to helping clients achieve their real estate goals to this top-performing team.

Family, Faith, and Focus

For Christopher, family is both his grounding force and greatest motivator. He is engaged to his fiancée, Gabriella—his biggest supporter and the heart behind his drive. The two are eagerly preparing to welcome their first child, marking what he calls “the most exciting chapter yet.” Together, they’re raising three lively dogs—Coco, Louie, and Bruno—who fill their home with energy, laughter, and the occasional chaos that keeps life real.

“Everything I do is for them,” he says. “Every deal, every late night, every risk—it’s all about building something lasting for my family.”

When he’s not negotiating contracts, Christopher is intentional about unplugging to spend quality time with loved ones. They enjoy traveling, exploring new restaurants, and staying active outdoors. A self-described adrenaline junkie, he’s just as comfortable skydiving from 13,000 feet as he is enjoying a quiet night in with Gabriella and the dogs.



Faith also plays a guiding role in his life and business. Though he doesn’t often speak about it publicly, he lives by the belief that what you put into the world comes back to you. “I love doing good deeds or random acts of kindness,” he says. “Not for recognition, but because it’s the right thing to do. I’m blessed! If you put out good, it always finds its way back.”

That same heart for service extends into his community work. Christopher sponsors youth sports teams and back-to-school programs, giving back to the area that shaped him. “This community made me who I am,” he shares. “Now it’s my turn to pour back into it.”

The Mindset That Moves Mountains

A firm believer in the power of perspective, Christopher lives by Henry Ford’s famous quote: “Whether you think you can, or you think you can’t—you’re right.”

“The mind is powerful,” he says. “If you believe you can do something and back it up with action, nothing can stop you.”

Looking ahead, he plans to grow North Star into a respected name synonymous with integrity, innovation, and results—all while staying grounded in gratitude and family.

For Christopher Urick, success isn’t about competition or luck. It’s about consistency, care, and doing the right

“**EVERY DEAL, EVERY LATE NIGHT, EVERY RISK**—it’s all about building something lasting for my family.”



thing, especially when no one is watching.

His advice to other agents is simple: “Stay consistent, stay humble, and never stop learning. If you’re the smartest person in the room, you’re in the wrong room.”

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Susan Wisely

Embracing Resilience, Guiding With Insight

BY AMELIA ROSEWOOD
PHOTOS BY RYAN CORVELLO

Some careers are chosen, and others are born out of circumstance and resilience. For Susan Wisely, real estate became both a passion and a purpose. Over 25 years in the industry, she has weathered life's greatest challenges with grit, faith, and an unwavering commitment to her clients. Today, she stands among the region's top-producing agents, defined not just by her impressive sales but by her heart for service and determination to make every client feel cared for and confident.



From Teaching to Real Estate

Susan began her professional life as a teacher at Louise Archer Elementary in Vienna, Virginia. With degrees from Ohio University and George Mason University, she had already worked in Human Resources but was drawn to education. During a summer break, while home with her

newborn son, an opportunity arose: her mother-in-law, then a top-producing real estate agent, encouraged Susan to get her license.

By September 11, 2000, she was licensed and had closed \$3 million in sales volume that fall alone. "I instantly fell in love with the profession," she recalls. That love has fueled a

25-year career marked by steady growth, hard-earned expertise, and a reputation for integrity.

Resilience Through Adversity

Susan's journey hasn't been easy. During her senior year of college, she lost her mother, a profound loss that shaped her perspective. Years later, after a divorce, her ex-husband tragically died by suicide. With three children to raise, she faced the dual challenge of supporting her family emotionally while also providing for them financially.

"My priority was saving my children," Susan shares. "Therapy, love, and support were essential for them to grow into healthy, kind individuals. At the same





skill in preparing homes to shine on the market. “It’s not just about listing a home; it’s about making it stand out, drawing the best attention, and delivering results for my clients,” she explains.

She dedicates extraordinary effort to every listing, staying personally involved from start to finish. While not a general contractor, she acts as a trusted advisor by assessing each home, lining

time, I had to excel in my career to give them stability.”

With the love and support of her now husband, Kip, and a close circle of friends, Susan guided her family through unimaginable challenges. “The past 13 years have been far from easy, but they taught me to keep moving forward while also healing the past,” she reflects. Her resilience has become the backbone of her career.

The “Choose Wisely” Approach

As part of Compass, 6849 Old Dominion Dr., Suite 400, McLean, VA, Susan has continued to refine her skills through the years. Her philosophy is simple: clients come first. Her mantra, “How you live and how you sell are different,” reflects her



“It’s not just about listing a home; IT’S ABOUT MAKING IT STAND OUT, DRAWING THE BEST ATTENTION, AND DELIVERING RESULTS FOR MY CLIENTS.”

up reliable contractors, gathering estimates, and helping sellers make smart selections that add real value. Once improvements are complete, she partners with professional stagers to present the property in a way that helps buyers imagine their future there. This hands-on approach has become her niche, consistently delivering top-dollar results for her clients, often with multiple offers and favorable terms.

While she enjoys design, she leaves staging to the experts, focusing instead on strategy and advocacy. “My dedication is about more than achieving a high sale price. It’s about securing favorable terms, ensuring money isn’t left on the table, and making sure clients feel supported every step of the way.”

Her results speak for themselves. In 2024, Susan achieved more than \$36 million in sales volume. She has consistently ranked among the region’s top agents, named by Compass as one of the top five solo

agents by GCI in Virginia, and ranked 170 out of 22,000 agents statewide in 2025. Since 2016, she has been honored as a Top Agent by *Washingtonian*, with accolades extending to *Real Trends America’s Best*, *Northern Virginia Magazine*, *Arlington Magazine*, and *DC Magazine*. Each recognition represents not only her professional expertise but also the trust her clients place in her year after year.

Life Beyond Real Estate

For Susan, success is about more than contracts and closings. It is about building a full and meaningful life. She has been married to her husband, Kip Killmon, for nine years. “He’s the love of my life and my best friend,” she says. “He’s been an incredible support in both my career and personal life with my children.”

Her children—Ben, Ryan, and Maddie—are her greatest pride. Now, as young adults, they have grown into kind, resilient individuals who reflect the strength Susan instilled in them during life’s hardest times.

When she isn’t working, Susan and Kip retreat to their condo in Bethany Beach. “The beach is my happy place,” she says. Whether walking the shore, enjoying quiet mornings, or spending time with her kids when they can join, it’s where she recharges. She has also returned to one of her favorite pastimes: tennis. “After all these years, I’m finally back playing when time allows. It’s something I’ve always loved.”

Susan also loves country music, which remains a



joyful escape from her demanding schedule. “Music and the beach—those are things that bring me peace,” she adds with a smile.

Looking Ahead

After 25 years in real estate, Susan isn’t slowing down. “I’m deeply passionate about what I do, and I have no intention of stopping anytime soon,” she says. Her goals for the future include continued growth, traveling more with Kip now that her youngest is in college, and refining her craft to remain at the top of her game.

Her advice to aspiring agents is grounded in humility and hard work: diversify your learning sources, seek insights from many, attend seminars, take classes, and never stop improving. “Most

importantly, be prepared to work hard and be willing to sacrifice your time to achieve success,” she adds.

At the heart of Susan’s story is a commitment to perseverance, integrity, and service. “This didn’t just happen. It took work,” she often reminds her clients and peers. Her favorite quote sums it up best: “God gave you eyes in the front of your head to see where you are going, not where you have been.”

For Susan, the future is about looking ahead with hope, determination, and the same care she has always given her clients. “At the end of the day, I want people to know that I gave everything to this career and to my family, and that I always put people first.”

NOVA Real Producers OCTOBER MAGAZINE PARTY

OCTOBER 16, 2025

PHOTOS BY RYAN CORVELLO



**Day to Remember:
NOVA Real Producers
Magazine Party**

The recent **NOVA Real Producers** gathering was an unforgettable celebration of connection and collaboration! Hosted at Vellum Mortgage Office, this event was the perfect blend of networking, community, and appreciation. We extend our heartfelt thanks to everyone who attended — your presence made the event truly special!

A special acknowledgment goes to our event sponsors, **Vellum Mortgage**, **Winston Chimney**, **MyProMovers**, and **Units Nova** whose generous support helped bring this celebration to life. Capturing every memorable moment, **Ryan Corvello** delivered stunning photography, while **HDBros** created an amazing video recap, ensuring the energy and excitement of the event will be remembered for years to come.

Bringing together top-producing agents, industry leaders, and professionals in an inviting setting is what these events are

all about. Networking in a relaxed, intimate atmosphere fosters relationships that drive success, and we're thrilled to continue providing these opportunities for our community.

Thank you to all our partners, attendees, and contributors for making this event such a success. We can't wait for the next one!

**Magazine parties are smaller gatherings where we celebrate all of the rock star agents who have graced our pages in the past few months. For more information on all NOVA Real Producers events, please reach out to us at info@novarealproducers.com.*



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RANK	NAME	OFFICE	SELLING #	SELLING \$	BUYING #	BUYING \$	SALES	TOTAL \$
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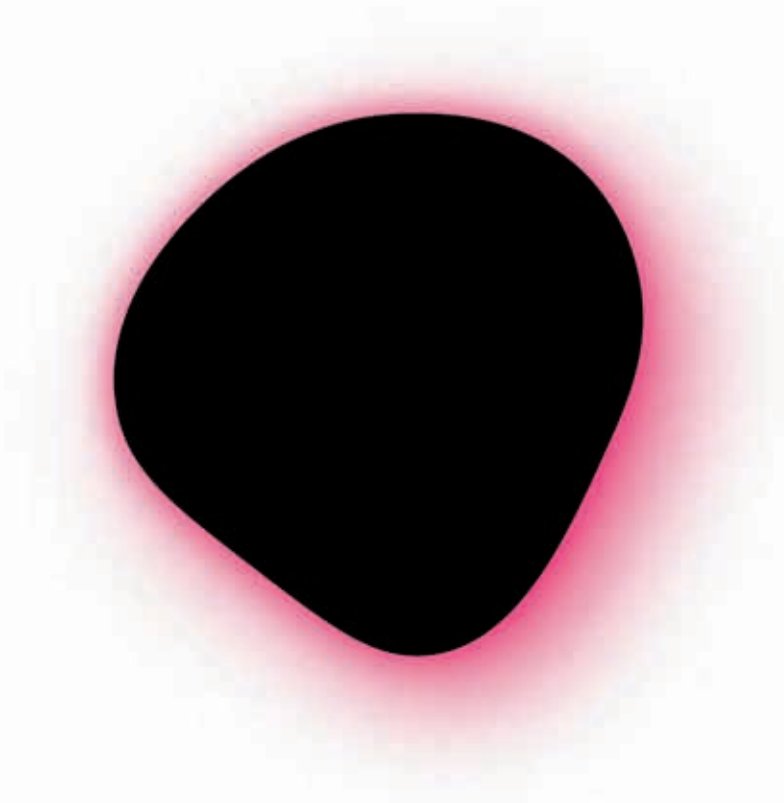
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RANK	NAME	OFFICE	SELLING #	SELLING \$	BUYING #	BUYING \$	SALES	TOTAL \$
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TOP 100 STANDINGS - BY UNITS

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This update offers a new perspective — highlighting steady transactions, balanced production, and the many ways agents achieve success. It's about shining a light on all sides of the data and making sure every win counts.

TOP 100 STANDINGS - BY UNITS

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TOP 100 STANDINGS - BY UNITS

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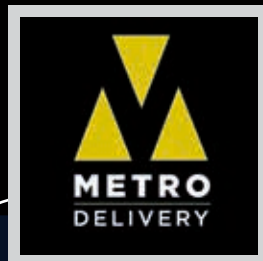


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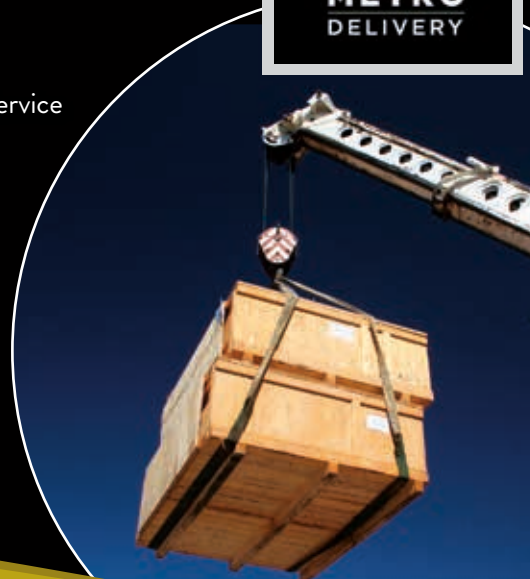


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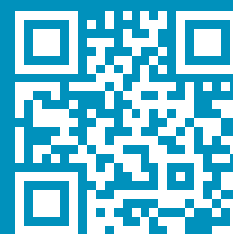


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