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# Meet The Team



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PUBLISHERS NOTE

# CELEBRATING THE HEART OF REAL ESTATE

WE LOVE WHAT WE DO

Hello, Real Producers!

February is a time to celebrate connection, passion, and all that makes our work truly meaningful. The spirit of Valentine's Day reminds us of the love that fuels our incredible real estate community—love for your clients, love for the homes you help them discover, and love for the vibrant communities you help build. We will reset our distribution list next month and look forward to welcoming those who will be newly receiving the magazine for 2025!

This month, we honor the passion and dedication you bring to every aspect of your work. Each deal you close, every family you guide, and every milestone you achieve tells a story of trust, communication, and the genuine desire to connect—hallmarks of success that mirror the greatest love stories.

In this issue, we're thrilled to share inspiring features about power couple Norm and Julie Ann Pullen, the lovely Dawn Myers, and the dynamic duo Josh Allen and Keith Johnson, owners of Priority One, your trusted partners in property management. Their stories exemplify the relationships, resilience, and dedication that make this industry so extraordinary.

Here's to a February brimming with new opportunities, flourishing connections, and the steadfast commitment that sets our real estate community apart.

Be Blessed,  
Betty



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## Mark Your Calendars!

As a valued member of the exclusive Real Producers community, you understand the power of connection, collaboration, and inspiration. Our quarterly gatherings are designed to bring like-minded professionals together in a setting that fosters growth and meaningful relationships.

We are thrilled to invite you to our upcoming lunch this month—a unique opportunity to connect with fellow leaders in the industry, exchange ideas, and elevate one another's success.

**DATE:** February 18, 2025  
**TIME:** 11:30 a.m. to 1:30 p.m.  
**LOCATION:** Oakwood Country Club  
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**D**awn Myers's connection to real estate has been a constant throughout her life. Growing up on a farm with a contractor father, she immersed herself in home construction from an early age, sparking her love for houses and home renovations. These early experiences laid the foundation for a career she would later embrace wholeheartedly.

As a single mom, Dawn faced significant challenges but rose to meet them with determination. She put herself through college and earned a degree from Radford University. "I made sacrifices along the way and asked for assistance that eventually allowed me to graduate," she recalls. Reflecting on her journey, she shares, "I made the decision that I was going to overcome that lifestyle, be independent, and give back to my community." Hesitant at first to share her past struggles, Dawn now sees her story as a source of inspiration. "I realize that sharing my story will help others to know it is possible," she says with a smile.

After successfully holding various leadership roles at Virginia Tech, she decided her background and success provided an exciting opportunity for change. Dawn spent much of her career gaining valuable experience in the real estate industry. She obtained her real estate license in 2018 after earning her Certified Property Management designation in 2008.

Dawn transitioned into real estate sales after reconnecting with longtime friends Donna and John Travis, both REALTORS® and former mission trip companions. "After meeting with them, the decision seemed to be an exciting opportunity," she explains. In 2022, she embraced active, community-focused real estate, leveraging her extroverted personality and passion for building connections. Drawing on her extensive experience

# Dawn Myers

Myers & Travis  
Real Estate Team  
RE/MAX 8



**"I REALIZE THAT SHARING MY STORY WILL HELP OTHERS TO KNOW IT IS POSSIBLE."**



When she's not thriving in her career, Dawn enjoys spending time outdoors, particularly on the waters of Claytor Lake and the trails in the region. Whether boating or hiking, these leisure moments reflect her deep connection to nature and family.

In 2025, Dawn is embarking on an exciting new career phase as she teams up with Donna and John Travis to launch Myers and Travis Real Estate and joins RE/MAX 8. Becoming a team lead is a milestone that underscores her growth and commitment to excellence. "I'm excited to join forces with Donna and John to serve our clients," she says enthusiastically. In addition, Dawn and some family members are launching a new business, Hightop Investments, and just recently purchased their first investment property.

Dawn credits her career-long mentors for shaping her approach to real estate and offers valuable advice to newcomers: "Seek top performers that you respect in the real estate field and latch onto them. Absorb their knowledge and how they do business, watch how they build relationships with clients, and study what makes them successful. Figure out what works for you and what you can do to build a successful business."

in real estate and leadership roles, Dawn quickly earned a reputation as a trusted professional.

As a New River Valley native, Dawn cherishes the community where she grew up. Her personal life is just as fulfilling as her professional journey. Dawn and her husband, who have known each other since grade school, rekindled their relationship later in life before getting married in 2018. "My joke is that we hated each other for 30 years after dating in our 20s, so we're not really sure how we ended up married," she chuckles.

Together, they have a blended family and a 2-year-old grandson, Micah. Dawn treasures her career's flexibility, allowing her to travel with her husband and spend time with Micah walking the Huckleberry Trail, visiting museums, and enjoying the local park.

Her love for her community extends into her work. Dawn thrives on building relationships and helping others succeed. "I love being a part of connecting a group of people to help reach their goals and dreams," she beams. "That's how I define success."



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# Joshua ALLEN & Keith JOHNSON

## PRIORITY ONE

STORY BY MADDIE PODISH  
PHOTOS BY SEAN KNOEDLER, 1725 MEDIA CO.

Joshua Allen and Keith Johnson are more than business partners—they are self-proclaimed brothers whose shared vision and unwavering faith have established Priority One as a cornerstone of the real estate management industry in Lynchburg, VA. Their journey began in the construction industry, working together under the guidance of a gentleman from their local church. The experience forged a strong bond between the two rooted in trust and mutual respect that would one day become the foundation for Priority One.

“We were always together, even though we were on different paths,” Joshua recalls. “Over the years, we talked and knew we wanted to start a business together.”

Though their careers initially diverged—Joshua ventured into real estate, eventually earning his broker’s license, while Keith entered the restaurant industry—their friendship remained steadfast. In 2008, Joshua transitioned into property management, a decision that would shape the future of both their careers.

After gaining experience in the field, Joshua approached Keith with an idea

to create a client-focused property management company. The result was Priority One, a name that reflects their mission to always put clients first. “Priority One was named after our mission—our clients are our number-one priority,” Keith explains.

What started as a modest operation managing a handful of rental properties quickly gained momentum, thanks in part to the exponential growth of Liberty University. Joshua poured his energy into building the company’s rental management portfolio while Keith continued to work in the restaurant industry, using his income to financially back the budding business.

In 2015, a pivotal opportunity arose when a local developer recognized Priority One’s success and approached Joshua and Keith about managing homeowners’ associations (HOAs). Seeing the potential for growth, Keith obtained the necessary licensing and joined the company full-time. This marked a turning point, enabling Priority One to offer comprehensive support to community boards of directors. “Volunteers manage a lot of these boards,” Keith explains. “By bringing us in, those individuals regain some quality of life because we handle it all.”

Priority One’s services expanded further to include condominium owners’ association (COA) management and a full-service construction division capable of handling custom home builds, renovations, hardscaping, and concrete or asphalt projects. This range of services allows them to meet the evolving needs of clients while standing out in a competitive market.

Today, Priority One manages communities ranging from 16 to over 1,000 units, maintaining the same unwavering focus on client satisfaction. Their HOA services include assessment collections, maintenance of shared amenities, and operational support, ensuring neighborhoods run efficiently.

Joshua and Keith credit their success to two core pillars: their faith and a relentless commitment to exceptional customer service. Joshua’s expertise as a seasoned broker, combined with Keith’s background in restaurant and construction management, gives them a unique perspective on prioritizing client needs.

To further enhance their services, Priority One offers preventative maintenance solutions, such as HVAC filter changes, gutter cleaning, and pet waste management, addressing common community challenges while often saving clients money in the long run.

For Joshua and Keith, Priority One is more than a company—it’s a legacy of faith, service, and family. They cherish the flexibility to prioritize their loved ones while making a lasting impact on the community.

As proud sponsors of Liberty Athletics and active members of the Flames Club, Joshua and Keith maintain close ties with Liberty University. They also support numerous local and international non-profit organizations, reflecting their commitment to creating positive change.

As Priority One continues to grow, Joshua and Keith have set their sights on expanding into Roanoke, bringing their client-first philosophy to a broader audience. With a proven track record and faith-driven approach, the future holds limitless possibilities for this thriving company.



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**The Norm Sells  
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# Norm & Julie Ann PULLEN

STORY BY MADDIE PODISH  
PHOTOS BY AMBER PERDUE PHOTOGRAPHY (UNLESS OTHERWISE NOTED)

*Trust is the foundation for any strong personal or professional relationship and has been the cornerstone of success for Norm and Julie Ann Pullen, the dynamic duo behind the Norm Sells Roanoke & Beyond Team at Keller Williams Realty Roanoke.*

Their journey began as college students at Virginia Tech, where their relationship blossomed. While Norm grew up in Northern Virginia, the couple decided to return to Julie Ann's hometown of Roanoke to be close to family. After graduating, Norm set his sights on a corporate career but quickly realized it wasn't the right fit. He yearned for something more fulfilling—an opportunity to build a business, be his own boss, and make a meaningful impact on his community. Real estate checked all the boxes.

Norm's foray into the industry wasn't through buying and selling homes but as the general manager of a local moving company. This experience gave him unique insight into the logistics of the real estate world while helping him forge valuable connections with local agents. When he earned his real estate license, he hit the ground running. Selling his first home one day after getting his license confirmed he had found his calling.

However, success didn't come overnight. Norm and Julie Ann faced their fair share of challenges, particularly when Norm transitioned from a stable corporate income to the unpredictable world of real estate. To support his family during the early days, Norm worked landscaping jobs in the mornings, dedicating his afternoons to building his real estate business. Julie Ann recalls those years as pivotal: "It was a leap of faith, but we trusted each other to make it work."

As the business grew, so did the demands on their time. In 2016, with two young children at home, the couple made a bold decision: Julie Ann would leave her full-time career in marketing and advertising at a local newspaper to join Norm full-time. "It just made sense," she explains. "We needed the flexibility to juggle our personal lives while scaling the business."

Their partnership thrives on complementary strengths and mutual respect. "From the start, we divided our roles clearly," Julie Ann states. "Norm focused on the sales side, while I handled operations and ensured transactions ran smoothly." This





Photo by Family Tree Photography

division of labor, paired with their unwavering trust in each other, has been instrumental in their success.

“Having a spouse in the business makes all the difference,” Norm shares. “If I have to step away from dinner to take a call, Julie Ann gets it. Not every partner would, and I’m lucky to have her.” Julie Ann adds, “We’ve built careers we’re passionate about, and neither of us has had to compromise on what we love. That’s a blessing.”

Over the years, their teamwork has propelled their business to new heights. Their team now sells an average of 100 homes annually. But more than their business acumen, their shared values and people-first mindset set them apart. “Real estate is about more than just transactions,” Norm says. “It’s about helping people navigate life’s big transitions, whether exciting or challenging. We see ourselves as

counselors, guiding clients through the process’s financial, logistical, and emotional aspects.”

This client-centric approach has earned them lasting relationships and a steady stream of referrals. Julie Ann beams, “Many of our clients become close friends. It’s an honor to be part of their lives.”

When not working, the Pullens cherish family time with their two children and three dogs. They spend their summers at their second home on Smith Mountain Lake, where they enjoy boating, jet skiing, and fishing—though Norm jokes the kids have better luck catching fish than he does. Winter holidays often offer a chance to escape to warmer destinations, with family travel and togetherness being important priorities.

Looking back on 20 years together, the couple credits their success to their ability to balance their personal and

professional lives. “Not many people get a business partner who truly has their back and shares their vision,” Norm reflects. “We’re fortunate to have that in each other.”

Norm offers sage advice for couples considering going into business together: “Play to your strengths, define your roles clearly, and don’t try to manage your spouse.” Julie Ann adds, “It’s important to trust each other completely and respect the boundaries between work and home.”

Retirement isn’t in their immediate plans, and the Pullens are excited about the future. They look forward to mentoring their agents, helping them build sustainable careers, and continuing to grow their business organically. Together, they’ve built more than a thriving business; they’ve created a life they love, proving that you can have it all with the right partner.

“  
**Having  
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- SECURE ELECTRONIC EMD & CONTRACT SUBMISSION
- IN-HOUSE NOTARIES FOR MOBILE & E-CLOSING SERVICES
- PROACTIVE COMMUNICATION
- ACCESS TO TITLE TOOLBOX PROPERTY DATA
- SECURE DOCUMENT STORAGE FOR BUYERS & SELLERS
- COMPLIMENTARY SECURE WIRING OF PROCEEDS & COMMISSIONS
- OUR COMMITMENT TO EXCELLENCE ON EVERY CLOSING WE HANDLE



**Chad Stuart**  
*Business Relationship Manager*

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