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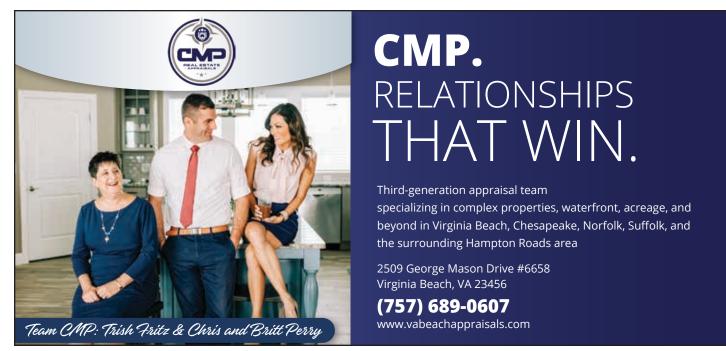


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FOR KIM GEORGES, education has always been the foundation of personal growth and career success. Born and raised in Norfolk, she stayed true to her roots by attending Old Dominion University, where she pursued her passion for learning. While completing her Bachelor of **Education and Human Services** Counseling, she eagerly explored electives, one of which-Principles of Real Estate—sparked her first interest in the industry and set the stage for her future path. After passing the class, she became eligible to obtain her real estate license; however, she decided to wait, knowing she wanted to gain more life experience before fully diving into the industry.

Instead, she dedicated 11 years to building a meaningful and impactful career at Sentara, serving her community through their health plan division. Over time, however, she felt an irresistible calling to return to real estate. Embracing this passion, she quickly established a thriving career, finding fulfillment in guiding her clients through one of the most significant transactions of their lives. After joining Howard Hanna, her empathy, adaptability, and strategic decision-making skills caught the

eye of her principal broker, leading to her receiving the position of Vice President and Managing Broker for the Norfolk office.

Taking on a leadership role was a natural fit, driven by a deep passion for

because she has set them up for success. Encouragement, she believes, is the cornerstone of effective leadership.

Kim loves recommending the book "21 Things I Wish My Broker Told Me," which she says offers a





Another reason Kim was drawn to Howard Hanna was the brokerage's commitment to giving back through the Howard Hanna Children's Free Care Fund, which raises money to support local children's hospitals. In her market, the fund benefits CHKD, a cause close to her heart. She often combines her hobbies with her passion for giving back, even helping organize a pickleball fundraiser with her team to support the brokerage's mission.

Joining the leadership team at the Hampton Roads REALTORS® Association was a natural progression for Kim's career, culminating in her role as the 2024 President. Her values as a managing broker seamlessly align with the responsibilities she has embraced over the past year, particularly her emphasis on education as the foundation of every decision she makes. For years, she has admired the resources and opportunities the

association provides agents and takes pride in her positive impact on the Hampton Roads real estate community. "As real estate professionals, education is key to maintaining success in your business while upholding the ethical standards of the industry," she explains, highlighting her commitment to fostering growth and integrity within the industry.

Even in her downtime, Kim is dedicated to making a difference in her local community. For nearly two decades, she and her friends have stayed physically active by working together and building strong bonds while staying fit. "When we hit the pavement, we solve all the world's problems," she chuckles, reflecting on how their walks provide both a chance to stay healthy and an opportunity for meaningful conversations that extend beyond just physical exercise. This commitment to community and

connection is just another way Kim continues to make an impact personally and within her neighborhood.

To round out her busy weeks, Kim prioritizes carving out quality family time. Every Sunday, she and her husband of 40 years gather their family— including their two adult children and close relatives—for a homemade dinner they prepare together. This cherished tradition provides a moment for connection and reflection, offering a well-deserved pause from their hectic lives.

As she looks toward 2025, Kim is optimistic about the future of her real estate community. By surrounding herself with like-minded individuals, she has solidified her belief that with a foundation built on education, leadership, professionalism, positivity, and productivity, the future of the Hampton Roads real estate community is incredibly bright.

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commitment to his clients set him apart. Understanding the challenges that military families face, having experienced them firsthand, he was determined to provide them with the support and guidance they needed. "Tve seen people get taken advantage of in the real estate process," Justin shares. "I want to be the agent who protects my clients' interests and ensures they have a positive experience."

Today, Justin is thriving at Iron Valley Real Estate Prestige, where he says he feels valued and supported.



He's built a strong reputation as a trusted advisor and skilled negotiator, consistently exceeding his clients' expectations. He's also found a sense of community within his team, "We're like a family," Justin describes. "We celebrate each other's successes and help each other through challenges. It's a special dynamic."

When asked how he defines success, Justin pauses, reflecting on his journey.

His success isn't about money or accolades; it's about finding joy and fulfillment in his work. But Justin's most significant source of gratitude lies with his family, two dogs, and girlfriend. "My family is my rock," Justin shares. "They keep me grounded and remind me of what's truly important in life."

Justin's journey highlights the importance of adaptability and perseverance. While he may have faced

setbacks and changed course, he never lost sight of his goals, embracing every opportunity to learn and grow, ultimately finding a career where he could make a real difference in people's lives. His story inspires us to pursue our passions, embrace challenges, and find fulfillment in helping others. He reminds us that success is about more than reaching a destination, but the journey itself and our positive impact along the way.



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# OASIS HOME SPACES

SHELLY OUTTEN

STORY BY DANIELLE KIDWELL • PHOTOS BY SAM VENEZIA PHOTOGRAPHY

"I've lived in many different types of homes—about 30 in my life so far—and because of how much I've moved, I've observed the process of selling and all it requires," says Shelly Outten of Oasis Home Spaces. "Each time we moved, we would have to do the right things to get the homes sold quickly, and that's how I learned—quickly and through personal experience."

Shelly's journey into interior design wasn't initially about building a large-scale business. "I wanted to generate some

income, so I started with interior design, but it turned into so much more," she recalls. "I began offering home organizing and staging services, and at one point, I had everything I needed to stage a home, but the cost of purchasing and storing all the inventory outweighed the benefits."

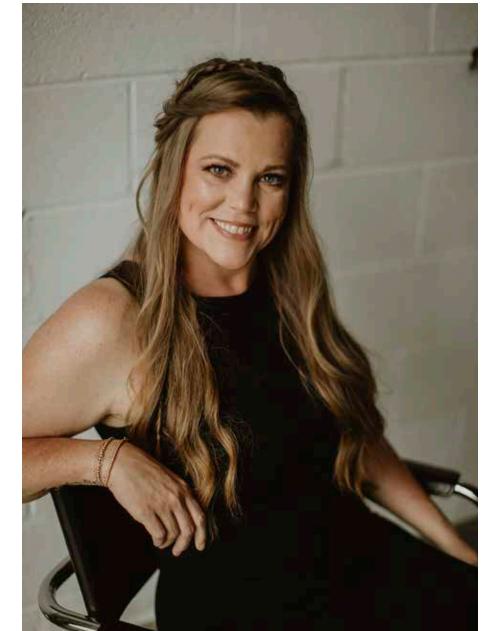
Today, her approach to staging has evolved. Rather than using her furniture and decor to stage homes, she specializes in occupied staging, where she works with a homeowner's

current belongings to create a marketready space. "I give tips on how to market the home with what the client already owns and suggest a few strategic purchases to enhance the space," she explains. "That way, the home's personality remains intact, and the client has acquired a few items that will follow them to their next home." Often, her tips include decluttering, adding new pieces, or rearranging existing furniture to highlight a room's potential. "Interior design is the main pain point for homeowners," Shelly says. "They see what they like but don't know how to implement it, like how to scale furniture to a space or which wall to put it on, and they often say, 'I know the look I want,

but I don't how to accomplish it."

Shelly's passion for interior design goes back to her childhood. She credits her grandmother, who lived in Colorado, as her earliest inspiration. "Her home was always beautiful—streamlined, organized, and comfortable because it wasn't overwhelming," she shares. "I followed in her footsteps." Shelly moved to Hampton Roads from Colorado when she was 11 and considers this area her home, but in 2004, she planted deep roots in Knott's Island, NC. "My husband's sister lived out here, and it felt like getting away and relaxing, so moving here became very intentional," she reflects. "Even though it takes me an hour to get anywhere, it's a beautiful drive, and it took that long going anywhere from Chesapeake back when I lived there."

Shelly believes that a beautiful space must also be functional. When working with clients, she asks





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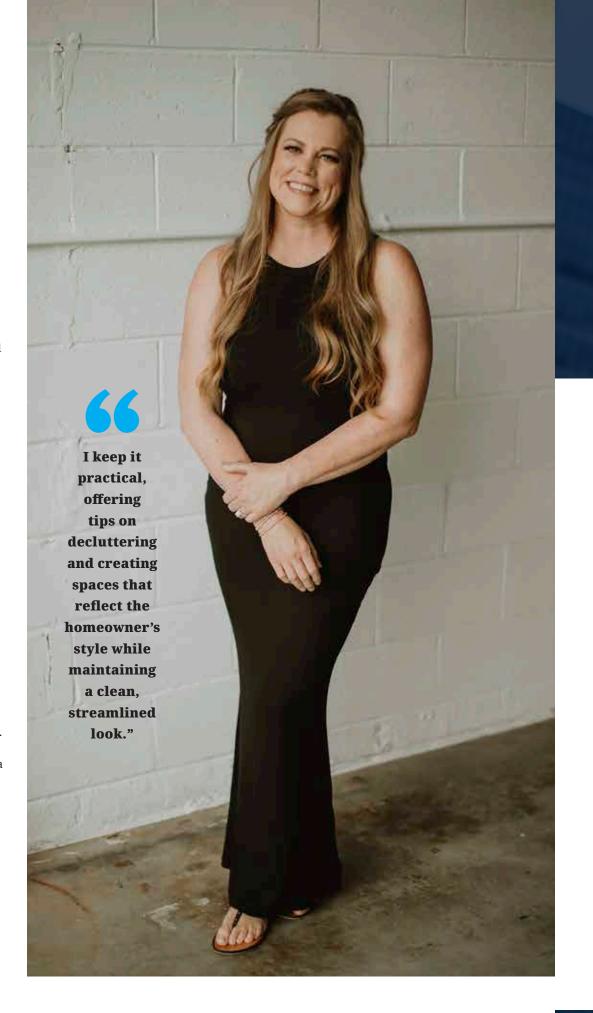
questions that get to the heart of their needs, like, is clutter the issue? Are the colors too dark? Is the room too small or too large for the furniture? "I light up and get so excited when we start talking about organizing and creating storage," she says. "I keep it practical, offering tips on decluttering and creating spaces that reflect the homeowner's style while maintaining a clean, streamlined look."

One of the hallmarks of Shelly's design philosophy is guiding clients through difficult decisions, especially in terms of parting with sentimental items. "When decluttering, I always ask, 'What about this item are you connected to?" she explains. She suggests taking photos of beloved but impractical items to preserve memories while freeing up space, a strategy she developed from personal experience. "I had emotional attachments to several stuffed animals from my childhood, but there wasn't space for them," she says. "So, I took pictures to save the memories."

While Shelly is the heart and soul of Oasis Home Spaces, she's quick to credit her team for helping achieve their shared success. "Tanya is my right hand, and I have Kelly, Christa, and Heather who work part-time with me," she notes. "They're not just colleagues—they're friends, and someone is always available, making the process as efficient as possible."

Through her talent, experience, and passion for helping others create beautiful spaces, Shelly has built a business that reflects her deep commitment to design and community. Whether helping a homeowner stage a space or assisting a family in creating a dream home, her personalized, handson approach ensures every project feels like a collaboration in beauty and function. Speaking of projects and collaboration, Shelly looks forward to the next phase of her business and is eagerly building on her success to achieve her next dream—stay tuned!

Lasis HOME SPACES



# ULTIMATE SUPPORT FOR SUCCESS IN ANY MARKET

# An Interview with HRRA's 2025 President of the Board



Every day is an adventure! Real estate is one of the biggest adventures for our clients, since they don't typically do what we do every day. So, it's up to us to do it right and to carry all the tools that make it as easy as possible for their dreams to come alive. The more we talk to each other, help each other, encourage each other, and be kind to each other, the more likely we all are to make each day of adventure a great reward and a business win-win for all involved. Our job as REALTORS® is to smooth the way—to keep property rights front and center, to help people solve issues and make good decisions, to lend a helping hand, and to celebrate the successes of our clients and ourselves! Your REALTOR® Associations (HRRA, Virginia REALTORS® and NAR) are here to help you find a way to do all these things with grace and style.

That's Who We R!

**JAY MITCHELL** 

2025 HRRA PRESIDENT
NAR EXECUTIVE COMMITTEE MEMBER



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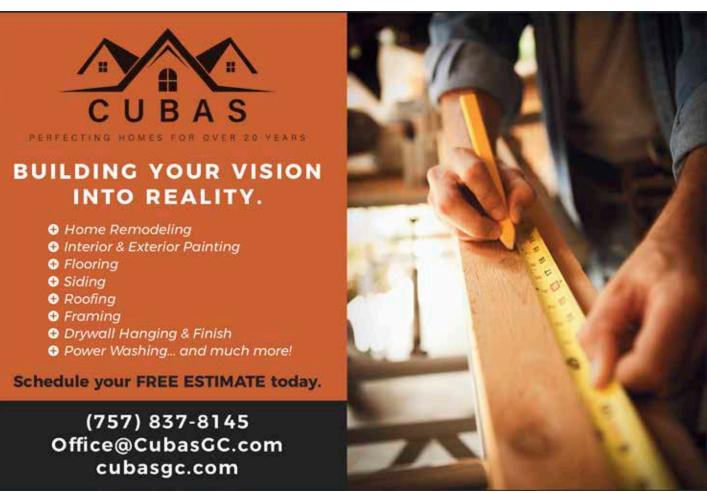


EQUAL HOUSING OPPORTUNITY 1) Source: www.scotsmanguide.com/rankings/top-mortgage-lenders/2023-top-retail-lenders/ 2) Source: www.wsj.com/buyside/personal-finance/best-mortgage-lenders-d0ea859d 3) Results may vary. Conditions apply. 4) Source: www.housingwire.com/articles/announcing-the-2024-tech100-mortgage-winners/ 5) LMPI availability is subject to qualifications. | 192 Ballard Ct., Suite 100, Virginia Beach, VA 23462 | loanDepot.com, LLC NMLS ID 174457 (www.nmlsconsumeraccess.org). Licensed by the VA Bureau of Financial Institutions MC-5431. (040224 131872-2014b)









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# Long & Foster Real Estate

STORY BY DAN STEELE • PHOTOS BY MASON MURAWSKI PHOTOGRAPHY

Navigating a real estate transaction is often one of the most significant decisions a person can make, and not surprisingly, the process can intimidate clients. Many operate under misconceptions that can hinder their progress toward achieving their goals. Lisa Wilberger understands this notion and believes that effective communication is vital in helping her clients overcome these challenges. She is passionate about guiding them through every step of their real estate journey, enabling them to fulfill their dreams.

"Some REALTORS® lack strong communication skills and fail to keep their clients informed," Lisa reflects. "I strive to ensure my clients understand the process, especially first-time homebuyers who often feel confused." She acknowledges that recent market fluctuations have made this task more challenging, but she

remains committed to helping her clients feel satisfied and at ease. "Right now, there's a lot of confusion in real estate," she explains. "Clients often wonder why they need to sign a broker agreement or what the steps are before we can even look at a house. I believe it's crucial for them to understand that these requirements are now mandated so they don't feel scared when signing documents."

Lisa attributes her success to her authenticity and commitment to never mislead her clients.

"From day one, I vowed to remain true to myself," she declares. "I'm authentic, with no pretense. I don't pretend to be someone I'm not, and people can see that." Her honesty and open communication have led to repeat business and referrals, which she views as the ultimate measure of success. "More than any award I've received, the greatest validation is when someone refers me or

returns for a second, third, or fourth transaction, which tells me I've done my job well," she states. "It's about providing exceptional service, earning trust, and knowing that I've done my best for those I work with."

Her genuineness and determination stem from a humble upbringing that has enabled her to connect deeply with people. "I was raised in a coal camp in West Virginia," Lisa recalls, describing her childhood as marred by physical and emotional challenges. "My stepfather was a coal miner, so if it didn't grow in the garden, we didn't eat it. If we couldn't can it, it didn't make it to the table." Following her stepfather's death when she was 11, her family moved to Woodlawn, VA, where she began to experience the kindness and support of a caring community. "It was a fantastic place to grow up," she reflects. "The people are incredibly kind,



and I still have my best friends since fifth grade in that area."

Lisa's ability to empathize with others and her commitment to authenticity are heavily rooted in her turbulent childhood but also in her journey as a REALTOR®. Although she had always been interested in real estate, not until her divorce did she pursue it. "Once I went through my divorce about 12 years ago, I decided to find a career to help others and make a good income," she explains. "I had always had an interest in being in real estate, but during my marriage, I focused on raising my daughter. After moving from Richmond to Virginia Beach, I seized the opportunity to begin my real estate career. I learn something new every day, and it allows me to truly help people."

Before entering the real estate field, Lisa assisted her husband with their family-owned wholesale car business and worked as a personal trainer and fitness instructor, where she was passionate about teaching cycling and helping others achieve their fitness goals. Before her daughter's birth, she worked as a computer technician for a large law firm in Richmond, where she installed and repaired computers. A self-starter at heart, her current broker has affectionately dubbed her "The Renegade." Lisa states, "I don't need someone telling me what to do; I simply get it done. I've always been driven to give my best, often being harder on myself than anyone else. I strive for 100% in both my personal and professional life. At the end of each day, I reflect on my efforts, and if I fall short, I get back up and aim to do better the next day."

January marks the 10th anniversary of getting her real estate license, and while many agents frequently switch brokerages, Lisa has never

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considered leaving Long & Foster. "I've been with them since the beginning," she reveals. "Throughout my real estate classes, many brokerages reached out to me, but I clicked with my broker, Tina Holt. She is amazing, and Long & Foster has treated me well." Having found her true calling, Lisa does not intend to leave real estate. "I'll probably keep doing this until I can't walk," she laughs. "The longer I'm in it, the more I love it."

During the COVID-19 pandemic, Lisa dedicated countless hours to supporting her local community. She visited local businesses, videotaping their stories and the services they offered during such challenging times. Many businesses had implemented drive-up options, local specials, or pop-up markets to stay afloat. "Witnessing so many struggles was truly heartbreaking, which is why I

make it a point to always support our local businesses," she says. "To further this mission, I created a Facebook group called Virginia Beach Lovers. The group grew rapidly, and together, we have helped save several local businesses. One owner shared that after we posted about her business, she had people lined up outside the next day. It fills me with joy to see her business not only survive, but also thrive. The Facebook group remains active, continuing to connect local businesses and share valuable information. With a growing membership, I monitor the group closely, rarely advertising myself. It's my way of showing our community that we stand behind them through both good times and bad."

When she's not serving her clients, Lisa enjoys spending quality time with her daughter, who recently moved to the

Tidewater area, and her dog, Gray, along with her granddog, Rory. She treasures moments with her niece, nephew, great nieces, great nephew, and Aunt Mary, who has been like a mother to her. "I can't imagine my life without her," she notes, describing her aunt as silly and loving.

Outside of family, Lisa is passionate about playing cornhole competitively. She participates in local games and ACL (American Cornhole League) regional tournaments. "The cornhole community is incredible—so diverse and supportive," she shares enthusiastically. "People from all walks of life come together to help each other, whether raising funds for Navy Seals, assisting families in need, or supporting local teams. The camaraderie is heartwarming, and I'm proud to be part of this family. They truly are the best."





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Photo by Kelly Freel, Kelly Freel Photography

# Strengthening the REALTOR® Foundation: A Vision for the Year Ahead

AUBRÉA GREEN, HAMPTON ROADS REALTORS® ASSOCIATION, VP OF COMMUNICATIONS & EXTERNAL AFFAIRS

In the fast-paced world of real estate, the value of REALTOR® membership cannot be overstated. It is not just a badge—it is a commitment to a higher standard of professionalism, education, and advocacy. As we step into 2025, the focus for the Hampton Roads REALTORS® Association remains clear: continuity, local impact, and an unwavering dedication to our mission of providing ultimate support to our members for success in any market.

# **Moving Beyond Themes: Emphasizing Continuity**

In the past, leadership transitions often came with catchy themes or taglines. However, as HRRA's 2025 President of the Board Jay Mitchell (BHHS RW Towne Realty) noted during a recent discussion, "We're at a point where specific themes for specific presidents don't make a lot of sense. What you want is continuity from one person to the other," a sentiment that is shared with HRRA's two most recent past leaders, 2024 President Kim Georges (Howard Hanna Real Estate Services) and 2023 Chairman Jeremy Caleb Johnson (Long & Foster Real Estate). This forward-thinking approach ensures that each year builds on the progress of the last. It fosters stability and consistency, keeping the association aligned under the REALTOR® mission. This consistency also perpetuates a sense of unity among HRRA and its state- and national-level associations, Virginia REALTORS® and the National Association of

REALTORS®, a connection referred to as The Three-way Agreement. With major initiatives already set in motion on each level of the REALTOR® organization, the focus is no longer on reinventing the wheel but on propelling it forward.

# Hyper-Local Focus: Serving Our Communities

The cornerstone of this year's

vision is a hyper-local focus. REALTORS® are at the heart of their communities, guiding clients through one of life's most significant decisions—buying or selling property. "We want to ensure that we are serving all our agents, members, buyers, sellers, and vendors so that they know who we are and what we do every day," Jay emphasizes. It's about living out the REALTOR® slogan, "That's Who We R." locally. This commitment to local efforts also means showcasing the broader impact of REALTORS®:

- Community Contributions:
   Whether through RPAC, the
   Hampton Roads REALTORS®
   Foundation, or day-to-day
   business, REALTORS® give
   back in meaningful ways.
- Educational Excellence:
  Offering top-tier education
  remains critical to the success
  of both REALTORS® and the
  clients they serve.
- Advocacy: Protecting property rights and influencing policies are central to the REALTOR® mission.

# Advocacy and Education: The Pillars of Progress

Advocacy and education are two of the most influential tools in



Kim Georges, 2025 Immediate-Past President of the Board



Jay Mitchell, 2025 President of the Board



Phil Kazmierczak, 2025 President-Elect

the REALTOR® arsenal. Advocacy through the REALTORS® Political Action Committee ensures that property rights are safeguarded and that REALTORS® maintain their vital role in shaping policies that affect communities. As Jay notes, "Advocacy is where we win a lot of influence and protect property rights on a regular basis." On the education front, the commitment remains strong. REALTORS® thrive when equipped with the latest knowledge and skills, which, in turn, empowers clients to make informed decisions. "We are capable of providing top-flight education, and that is critical to the success of all REALTORS®," Jay shares.

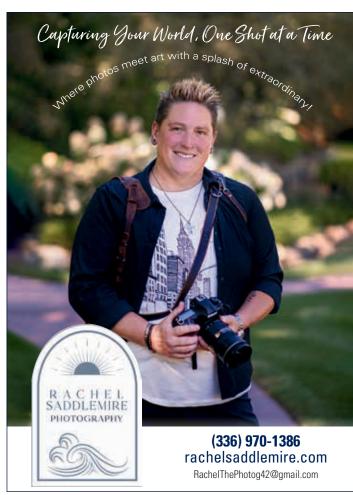
# Social Connections: Strengthening Relationships

In addition to advocacy and education, social events play an essential role in building camaraderie and showcasing the vibrant REALTOR® community. Events like the Annual Chili Cookoff, REALTORS® vs Affiliates Kickball Tournament, and other local initiatives create spaces where REALTORS® can connect, celebrate their shared mission, and strengthen bonds between members.

# **Looking Ahead**

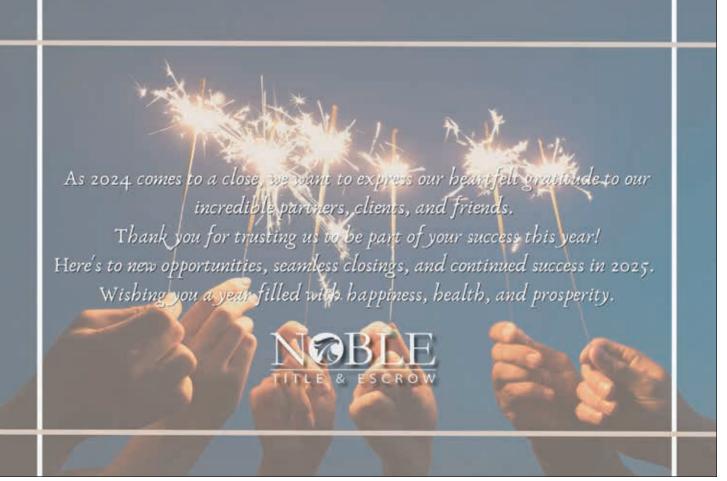
The goals for the year ahead are clear: remain steadfast in our mission, embrace continuity, and maintain a sharp focus on local impact. By staying true to these principles, REALTORS® can continue to build trust and deliver exceptional service to their clients and communities. As Jay Mitchell puts it, "It's time to move forward. We've done a lot over the years to manage and own our association. Now we have every opportunity to keep moving forward in that direction." With this unified vision, we are not just REALTORS®; we are advocates, educators, and community leaders—dedicated to making a lasting difference.





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Dear Real Producers.

As the first female associate president of the Coastal Virginia Building Industry Association (CVBIA), a result of the exciting merger between the Tidewater Builders Association and the Peninsula Housing and Builders Association in 2020, I am thrilled to connect with Hampton Roads' top real estate agents like yourselves.

The CVBIA represents a dynamic shift in how we support and empower the residential building industry in southeastern Virginia. Our mission remains steadfast: to advocate for our diverse members, builders, contractors, suppliers, and service providers, all working together to create quality homes and strengthen the region's economic engine.

We recognize the crucial role you, the real producers of Hampton Roads, play in this equation. Your dedication to showcasing new construction homes is vital to connecting buyers with their dream residences and keeping our industry thriving. On behalf of the CVBIA, I want to express our sincere appreciation for your ongoing support.

The CVBIA offers a wealth of resources to benefit your clients and further your success:

Market Insights: Stay informed on the latest industry trends and housing market data.

**Networking Opportunities: Connect** with top builders and construction professionals to provide your clients with expert recommendations.

Education and Training: Gain valuable knowledge on new construction practices and features to better understand the homes you sell.

We invite you to explore our website at www.cvbia.com and discover the many ways the CVBIA can support you in your work. We are excited to embark on this new chapter with you, fostering collaboration and growth for the real estate and building industries in Hampton Roads. Please attend our events and learn why doing business with a member is vital to our housing community.

Thank you once again for your dedication and partnership.

Sincerely,

President, Coastal Virginia Building Industry Association (CVBIA)

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# **Real Producers!**

Here, we answer the most popular questions regarding our program. My door is always open to discuss anything related to this community—this publication is 100% designed to be your voice.

### Q: Who recieves this magazine?

A: South Hampton Roads Real Producers: This magazine reaches the top 500 agents in South Hampton Roads, covering areas from Smithfield to Sandbridge and into the North Carolina border. We pulled the REIN-MLS numbers (by volume) from January 1 through December 31 of the previous year. We cut the list off at #500, and the distribution was born. The list resets at the end of each year. A: Peninsula Real Producers: This follows the same criteria but focuses on the Peninsula/Williamsburg agents, cutting the list off at the top 300.

Note: We identify REALTORS®/agents based on their broker's location in the MLS. Please get in touch with us if you find yourself in any of these unique scenarios:

- Your broker address in the MLS is outside the South Hampton Roads region, but you primarily work as a commission agent in South Hampton Roads or the Peninsula area.
- Your broker address in the MLS is on the Peninsula, but you would prefer to be associated with South *Hampton Roads Real Producers* instead.
- Your broker address is Southside, but you prefer to be part of the Peninsula Real Producers magazine.

# Q: What is the process for being featured in this magazine?

A: The process is simple. Every feature you see has first been nominated. You can nominate REALTORS®, agents, affiliates, brokers, owners, or yourself. Office leaders can also nominate real estate agents. We will consider anyone you bring to our attention because we don't know everyone's story and need your help to learn more. A link to our nomination form is on our Facebook page (facebook.com/peninsularealproducers).

# Q: What is the cost to feature a REALTOR®. agent. or team?

A: Zero, zilch, zippo, nada, nil. The feature costs nothing, my friends, so nominate away. We are not a pay-to-play model. We share real stories of Real Producers based on achievement and nominations.

### Q: Who are the Preferred Partner?

A: Anyone listed as a preferred partner in the front of the magazine is part of this community and will have an ad in every magazine issue, attend our quarterly events, and be a part of our online community. We don't just find these businesses off the street, nor do we work with all businesses that approach us. One or many of you have recommended every preferred partner you see in this publication. In a sense, we won't even meet with a business you have not vetted and stamped for approval. We aim to create a powerhouse network for the REALTORS® and agents in the area, as well as the best affiliates, so we can grow stronger together.

# Q: How can I recommend a Preferred Partner?

A: Please let us know if you want to recommend a local business that works with top real estate agents. Send an email or text to joni@ realproducersmag.com or call 757-348-7809.



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