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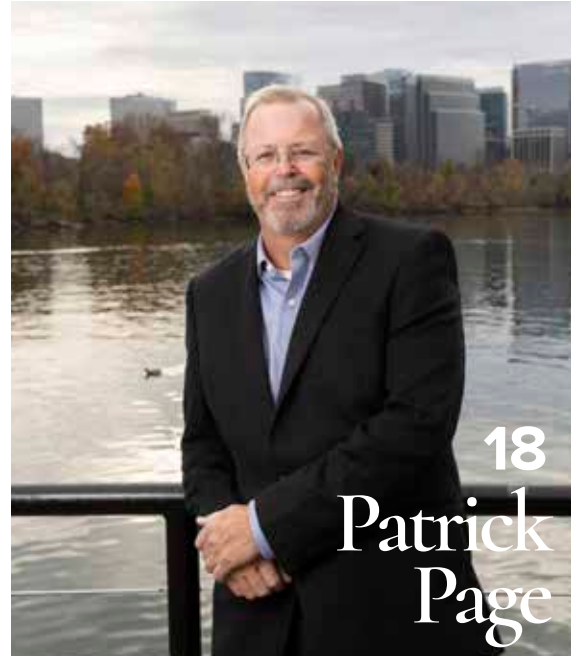
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Lexy Broussard
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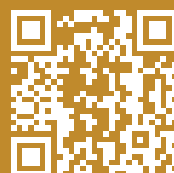


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Publisher's Note

Hello January, the Season of New Beginnings!

As we welcome 2025, there's a sense of excitement and endless possibilities in the air. January is a month of fresh starts—a chance to set new intentions, embrace challenges, and dream big for the year ahead.

It's also a time to reflect on the successes and lessons of the past year. As we turn the page, let's remember the power of community, connection, and collaboration that brought us here. Together, we can achieve even greater heights.

We're excited to kick off 2025 with an inspiring Mastermind event on March 18th! Join us for a morning filled with impactful ideas, meaningful connections, and

industry insights. Stay tuned for more details—you won't want to miss this dynamic start to the year!

As we step into January, let's hold onto this thought: "The future belongs to those who believe in the beauty of their dreams." Wishing you a January filled with purpose, energy, and new beginnings!



Kristin Brindley
 Owner/Publisher
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2025

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SEPT 25

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***OCTOBER
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*Magazine Parties are smaller events to celebrate recent features--invites only.

3 Simple Things to Increase Your Business in 2025

2025

BY WADE VANDER MOLEN

As we head into a new year with projections of more home sales than in 2024 and lower interest rates. Some great news for our real estate industry. This doesn't mean your real estate business will automatically flourish because of a more favorable market; there is work to be done on your end. In our business, the easiest things to do are also the easiest things not to do, but if you execute some of these simple activities on a regular basis,

more opportunities will come your way. Do these three simple things and make more commissions in 2025.

Prospecting on the Phone

Yes, that phone to which we all seemed to be attached makes phone calls on top of posting on social media and texts. We have become conditioned to communicate in the fastest way; we neglect the most effective way, which is making direct phone calls

to our sphere, past clients, prospects, and targets. Having meaningful conversations with other people that lead to face-to-face appointments.

This is true when calling people who visited your open house, an expired listing, or following up with attendees from your last downsizing seminar. The goal is to grow and expand your relationships no matter what stage they are in. Prospecting is the foundation of growing your real estate business.

Creating new habits or reinforcing existing ones by making phone calls on a consistent basis will create more business opportunities.

Hiring Help

I know agents in our market that brag that they did "X" amount in sold real estate "all by themselves." That is not a badge of honor. Honestly, it sounds horrible and the fast track to burnout. Realtors who learn how to scale their business do it by relinquishing control and learning to leverage themselves by hiring help. Businesses that grow and expand have employees. You run your real estate business like a business, so you should also.

Write down all the activities you do in a given week that could be done by someone else. I'm sure there are a lot. Then, estimate how much time you spend doing those activities in total. A

2025 goal should be to have someone else do that work for you so you can get your time back to focus on the top things that you do really well, which will help you create more clients and sales.

Create More Visibility for Your Brand

Yes, this means getting on camera. It's a simple task, but one many make it difficult due to that voice between your ears telling you all the reasons not to. As a Realtor, you already fight for eyeballs and brand recognition in your markets. Failing to recognize this and rely on

older traditional marketing methods only is a business killer long term. When was the last time you went to a Blockbuster Video on a Friday night?

Investing in yourself and your brand is important to create more visibility and credibility for the business you own. Your past clients, sphere and target audience need to have a front-row seat to your show on social media and YouTube. If you need help with any of these items to make 2025 amazing, there is a great Title Rep who appears in this magazine monthly who can help you! Cheers!



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 Power of Neighborhood Targeting & Direct Mail for Realtors

BY TODD LEBOWITZ

In today's fast-paced digital world, direct mail remains one of the most effective and personal marketing tools for realtors. By combining neighborhood targeting with direct mail, realtors can connect with homeowners in a meaningful, impactful way that cuts through the clutter of online ads and emails.

Why Neighborhood Targeting Works

Neighborhood targeting allows realtors to focus on specific areas where they want to build a reputation as the local expert. By sending targeted mail directly to homeowners, you're reaching people in the exact market where you want to gain listings. This hyper-local approach ensures that your message gets in front of the right audience, giving you a consistent presence in the neighborhood.

The Advantages of Direct Mail

While digital marketing is important, direct mail offers several unique benefits. First, it's tangible—people can hold it, keep it, and refer back to it, making it harder to ignore than an email. It also has higher open rates than digital channels, which increases the chances your message will be seen.

Direct mail is also great for brand building. Sending out regular mailers—whether it's market updates, success stories, or new

listings—keeps you top-of-mind with homeowners. When they think about selling, they'll think of you.

Finally, customization is key. With today's printing technology, you can create highly personalized mailers that speak directly to homeowners' needs and showcase your brand.

The HomeLife Marketing Subscription Program

The HomeLife Marketing Subscription Program developed by My Marketing

Matters gives realtors a powerful edge in neighborhood marketing. The program offers exclusive access to specific neighborhoods, ensuring that no other realtor can market that area with the same product. This exclusivity makes it easier to dominate your local market.

HomeLife also features QR codes that allow homeowners to instantly view their property's market value, creating a seamless connection

between your mailer and their needs. These codes also generate leads by tracking homeowner interactions.

Additionally, each HomeLife product is fully customizable, helping you build brand recognition in the communities you serve. Also included is a neighborhood market report, intriguing articles and neighborhood event calendars. *For more information, contact Melissa at 301.590.9700 or homelife@mymarketingmatters.com*



With more than 25 years of experience, Todd Lebowitz is CEO and owner of My Marketing Matters, which he runs with his business partner Ram Devaguptapu. Together, they have grown the company to be a recognized leader in real estate marketing with more than 20,000 clients locally, regionally, and nationwide.

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Partner Spotlight:

Circle Property Management

Patrick Page

Building Trust Through Expertise

BY GEORGE PAUL THOMAS | PHOTOS BY RYAN CORVELLO

With over two decades of experience in the real estate and property management industry, Patrick Page is a name synonymous with expertise and reliability in Northern Virginia's real estate landscape. As the Principal Broker of Circle Property Management, Patrick has played a pivotal role in the company's growth and success, offering real estate agents a trusted partner for managing their clients' properties.

Bridging Past and Future

Originally from Birmingham, Alabama, Patrick's career began in the hospitality industry as a hotel manager before transitioning to real estate. After earning his real estate salesperson license in 1997 and later a broker's license in 2004, Patrick purchased a brokerage with a property management focus. This decision proved to be a defining moment in his career. In 2022, he acquired Circle Property Management, further solidifying his leadership role in property management services across Northern Virginia.

Patrick's role as Principal Broker is multi-faceted, overseeing all aspects of the company's operations. His most

rewarding task, however, is supporting his staff and helping landlords grow their wealth through effective property management. "Watching my team develop in their careers and seeing the positive impact we make on landlords' financial stability is incredibly fulfilling," says Patrick.

The Circle Property Management

Circle Property Management distinguishes itself with a dedication to top-tier customer service. Their company tagline, "Let us help you help your clients!" underscores their commitment to real estate agents by providing seamless property management solutions. A unique aspect of their service is that Circle does not sell property. This ensures that when agents refer clients for property management services, those clients are returned to them when they're ready to buy or sell, strengthening long-term partnerships between Circle and local realtors.

Patrick is supported by a dedicated team of professionals who ensure that every aspect of the business runs smoothly.

Melissa Teran, the Director of Operations, has been with the company for six years. She supervises daily operations,

WATCHING MY TEAM DEVELOP IN THEIR CAREERS AND SEEING THE POSITIVE IMPACT WE MAKE ON LANDLORDS' FINANCIAL STABILITY IS INCREDIBLY FULFILLING.



improves processes, develops strategies, and manages leasing. With a background as a full-time realtor, Melissa brings invaluable experience to the table. Outside of work, she enjoys traveling, dancing, and spending time with her family, including her two daughters, Kaitlyn and Emily. Melissa's passion for asset management and her care for absentee owners is matched by her belief that Circle Property Management genuinely cares about the well-being and success of its employees.

Janeen Hair, the Business Development Manager, has been with the company for over four years. Her primary role involves ensuring that new clients understand the property management process and feel confident transitioning into it. With a background in account management, Janeen's expertise lies in making the sometimes stressful experience of being a landlord easier, particularly for owners moving overseas. In her personal time, she enjoys cooking, outdoor activities, and training dogs. Janeen appreciates Circle's environment of encouragement and is passionate about continuously improving processes.

Together, Patrick and his team of professionals provide great communication and high-quality service to their clients, tenants, and partner agents.

Commitment to Service

Circle Property Management sets itself apart through consistent communication and follow-through. "We answer our phones and deliver on what we promise," Patrick explains. This reliability has made Circle a preferred partner for realtors and property owners across Northern Virginia. They are seen not just as property managers but as asset managers, helping clients build wealth through effective property oversight.

Automation and outsourcing have transformed the property management industry in recent years, but Circle Property Management has embraced these changes while maintaining a personalized touch. With a team of five employees in Fairfax and three virtual assistants, the company ensures smooth operations while technology aids in efficiency and scalability.

Outside of Work

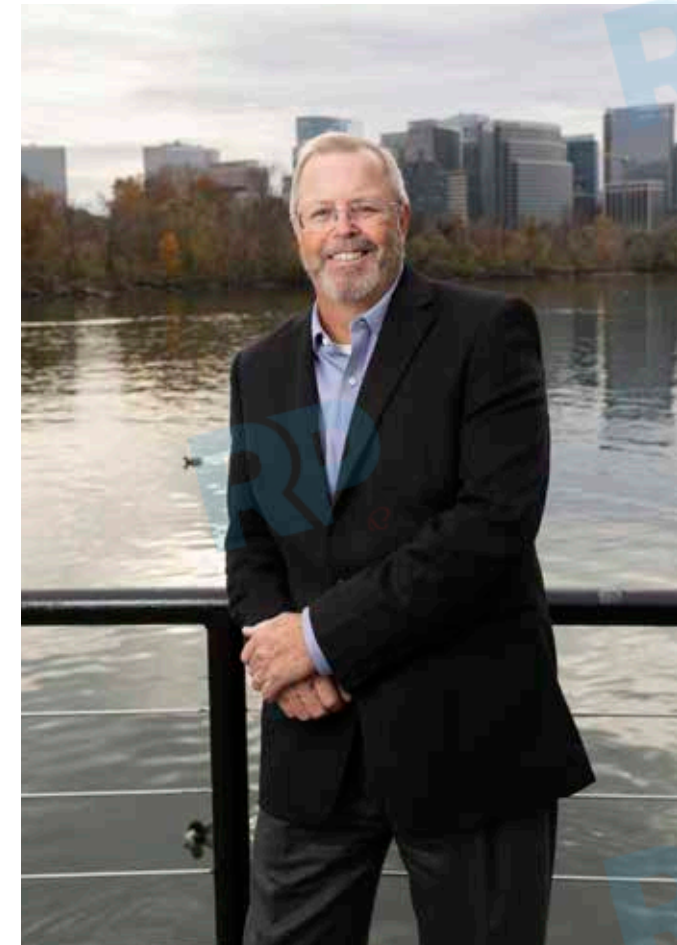
Patrick enjoys spending time with his family, including his wife of 38 years, Stephanie, their son Hayden, and daughter Abby. Whether it's fishing, boating, or watching sports, family time is paramount. If he weren't in real estate, Patrick says he would likely return to the hospitality industry, a field where his leadership skills initially took root.

Patrick is also a firm believer in teamwork and resilience, and he draws his values from his favorite quotes by legendary football coach Nick Saban. He takes pride in always looking for the "win-win" in every situation, a principle that has guided his career and fostered successful relationships with clients and colleagues alike.

Looking Ahead

Looking forward, Patrick has a clear goal for the next phase of his career: retirement. However, before that, his focus remains on continuing to help realtors and property owners alike. His advice to realtors is simple but powerful: "Always look for the win-win, and always do the right thing."

For those looking to partner with a reliable property management company, Patrick and his team at Circle Property Management offer a trustworthy solution to help manage clients' properties while strengthening the bond between realtors and their clients.



CONTACT US!



For more information about Circle Property Management, contact Janeen Hair at janeen.h@circlepm.com or visit circlepm.com.

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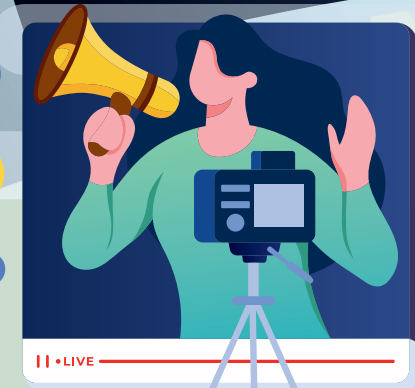
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Cristina Sison

**Committed To Self-Improvement
& Client-Centered Service**

BY GEORGE PAUL THOMAS
PHOTOS BY RYAN CORVELLO

With three decades in real estate, Cristina Sison has built a reputation rooted in dedication and a unique approach to success. Unlike many in the industry, Cristina isn't focused on competing with others. "I am in competition with myself," she says, guided by her motto: "Strict with yourself, tolerant with others." This philosophy has helped her develop a business where ninety percent of her clients come through referrals, a testament to her consistent client satisfaction and trust.

A Journey from Manila to Virginia

Cristina's journey in real estate began early and halfway across the world. Originally from the Philippines, Cristina attended Ateneo De Manila University, one of Asia's prestigious Jesuit institutions, where she graduated with a degree in Business Management. Her first job was in real estate, conducting research and analysis for a major development firm in Manila. By age 23, she had become the youngest sales director for a residential resort project, managing a team of 70 consultants. "It was a tremendous experience," she recalls. "I was young but given a lot of responsibility, which taught me resilience and leadership."

Her career in the Philippines was thriving, but a deep family connection brought Cristina to the United States. After years away from her loved ones, she reunited with her family in Northern Virginia. "With both parents gone, I wanted to be near my grandmother and sisters," Cristina says. While she



"I'VE MET SO MANY DIFFERENT KINDS OF PEOPLE AND LEARNED FROM EACH OF THEM. AND I LOVE MAKING A DIFFERENCE IN THEIR LIVES."

initially considered other career paths, her passion for real estate drew her back into the industry. She soon earned her real estate license in Virginia and expanded her expertise to include Washington, D.C., and Maryland. "Real estate has always felt like fate and destiny," she explains. "It was my first job, and I've stayed dedicated to it ever since."

In her role today, Cristina finds fulfillment in the

flexibility real estate offers, allowing her to pursue other interests and provide for her daughter. "I've met so many different kinds of people and learned from each of them," she says, "and I love making a difference in their lives. This work gives me a true sense of purpose." Cristina continues to draw on the lessons and values she learned early on, building a career that combines resilience, family,

and the fulfillment of a lifelong calling.

This foundation of purpose and integrity is reflected in Cristina's track record and the trust she has built within the industry. As the team leader and associate broker with Realty One Group Capital, Cristina heads Sison Homes and Associates, a dynamic team based in the DMV area. While she actively mentors three other agents,



fundraisers. “Music has been a meaningful way to give back,” she shares, keeping this talent mostly under wraps but reveling in the joy it brings her and her community.

Beyond music, Cristina has a strong commitment to charitable causes, including the Medical Mission of Mercy USA (MMOM USA), which provides medical support to those in need, and the International Care Ministries (ICM) organization, which is dedicated to assisting impoverished communities in the Philippines. When she isn’t on the field or stage, Cristina loves experimenting in the kitchen and hitting the pickleball court, balancing a life that reflects her dedication to family, community, and self-discovery.

Vision for Success

For Cristina, success is about more than just numbers—it’s finding fulfillment and financial independence while making a positive impact on her clients and family. As she puts it, “Dream, Plan, and Make it Happen.” Balancing professional achievements with personal growth is paramount, especially as



Cristina emphasizes their independence: “I count only my individual sales, allowing them to take full credit for their work,” she says. This approach reflects her commitment to fostering growth and integrity in the industry.

Cristina’s career spans three decades and two continents, beginning in Asia in 1994 and extending to the Washington, D.C., Maryland, and Virginia markets since 2001. Her impressive sales volume demonstrates her enduring impact: last year, Cristina closed 23 transactions with a total of \$24 million, including \$14 million in MLS sales and another \$10 million in non-MLS transactions. She anticipates reaching around 27 transactions this year, with a projected volume of \$20 million.

Cristina’s accomplishments have earned her various accolades, from the

NVAR Lifetime Diamond Award (2008-2024) to the Chairman’s Club and Lifetime Achievement Award. Recognized as one of Washingtonian’s Best Agents, Cristina is a leader known for her integrity, commitment, and focus on mentoring others in her field.

Life Beyond Real Estate

Cristina, a devoted single mom and passionate community advocate, balances her real estate career with family, music, and charity. Her family is central to her life, including her two children, Luigi (30) and Savannah (11). Cristina enjoys being a dedicated “soccer mom” for Savannah and is actively involved with Vienna Youth Soccer. Alongside her real estate work, Cristina has also found an unexpected creative outlet as the lead singer in a band performing at charity

she watches her daughter, Savannah, grow into a compassionate and resilient individual. Cristina sees true success in this balance, aiming to reach financial stability while staying true to her values and faith.

Professionally, Cristina is set to take on the role of Chair of the Asian Realtor Forum for the Northern Virginia Association of Realtors in 2025. She’s committed to serving her peers, contributing to the real estate community, and deepening her involvement in industry initiatives. With 90% of her business coming from referrals, she knows the importance of creating real value for her clients, offering more than just a transaction, and building lasting relationships based on trust and understanding.

Cristina’s advice for rising stars in real estate is rooted in humility and perseverance: “Stay humble. Do the basics consistently, and always remember that client-generating activities are key. Don’t look for shortcuts; face challenges with courage. In real estate, you’re only as good as your last sale.”



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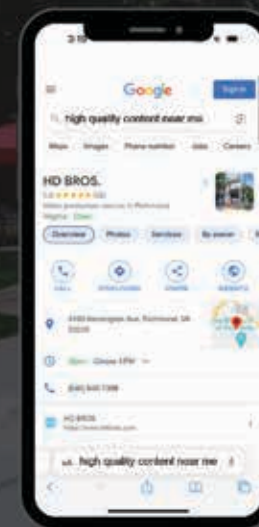
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Tania Argueta
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BY GEORGE PAUL THOMAS
 PHOTOS BY RYAN CORVELLO

Tania Argueta is known for her friendly, easygoing nature and unyielding drive to tackle challenges. A creative problem solver at heart, Tania brings a unique blend of hustle and leadership to every role, thriving on her ability to inspire and uplift those around her. Guided by her favorite verse, Proverbs 11:25, which states, “A generous person will prosper; whoever refreshes others will be refreshed,” Tania believes that true success lies in helping others succeed.

From Project Management to Real Estate

Tania’s path to real estate began far from the open houses and property listings of her current career. Originally from San Miguel, El Salvador, Tania immigrated to California as a baby before moving with her family to Reston, Virginia, during her elementary school years. She attended Park View High

School, earned a degree in Business Management from Virginia Commonwealth University (VCU), and later, an MBA from Virginia Tech, all laying a foundation for a career rooted in both strategy and service.

Before entering real estate, Tania worked as a project manager for a commercial construction company in Washington, DC. “Being a project manager made me detail-oriented and taught me to plan carefully,” she explains. “I had to foresee issues and meet tight deadlines, all while staying within budget.” This professional background shaped her into a process-oriented person, a skill she now brings to every real estate transaction.

In January 2022, Tania transitioned to real estate, driven by a passion for helping others achieve financial stability through property ownership. “I really wanted to help others obtain wealth,” she shares, reflecting on her journey. Real estate

offered her the opportunity to do just that, and she quickly discovered a love for teaching and mentoring other agents. “I see myself building a team,” she says, describing her long-term vision in the field.

What makes Tania stand out is her commitment to her clients, a dedication rooted in her attention to detail, and strong customer service skills. She prides herself on her flexibility, often meeting clients “almost anywhere around Virginia,” adding a personal touch to each interaction. For Tania, real estate isn’t just a career—it’s a way to help others build their future.

As a single agent, Tania has quickly made her mark in the competitive Northern Virginia real estate market. In just her second year, she achieved ten successful transactions totaling \$4.4 million in sales volume, a solid track record that highlights her commitment to growth and client satisfaction. This year, she projects her sales volume to reach \$6 million, a target that reflects her ambition and dedication to expanding her impact in real estate.

Tania’s early achievements have not gone unnoticed. In 2023, she was honored with the prestigious Rookie of the Year award from the Dulles Association of Realtors, recognizing her as a standout new talent. Additionally, she earned the Ignition Inclusion Scholarship from the same association, a nod to her commitment to excellence and inclusivity in the industry. These accolades mark her as a rising leader, poised to make a lasting impact in real estate.

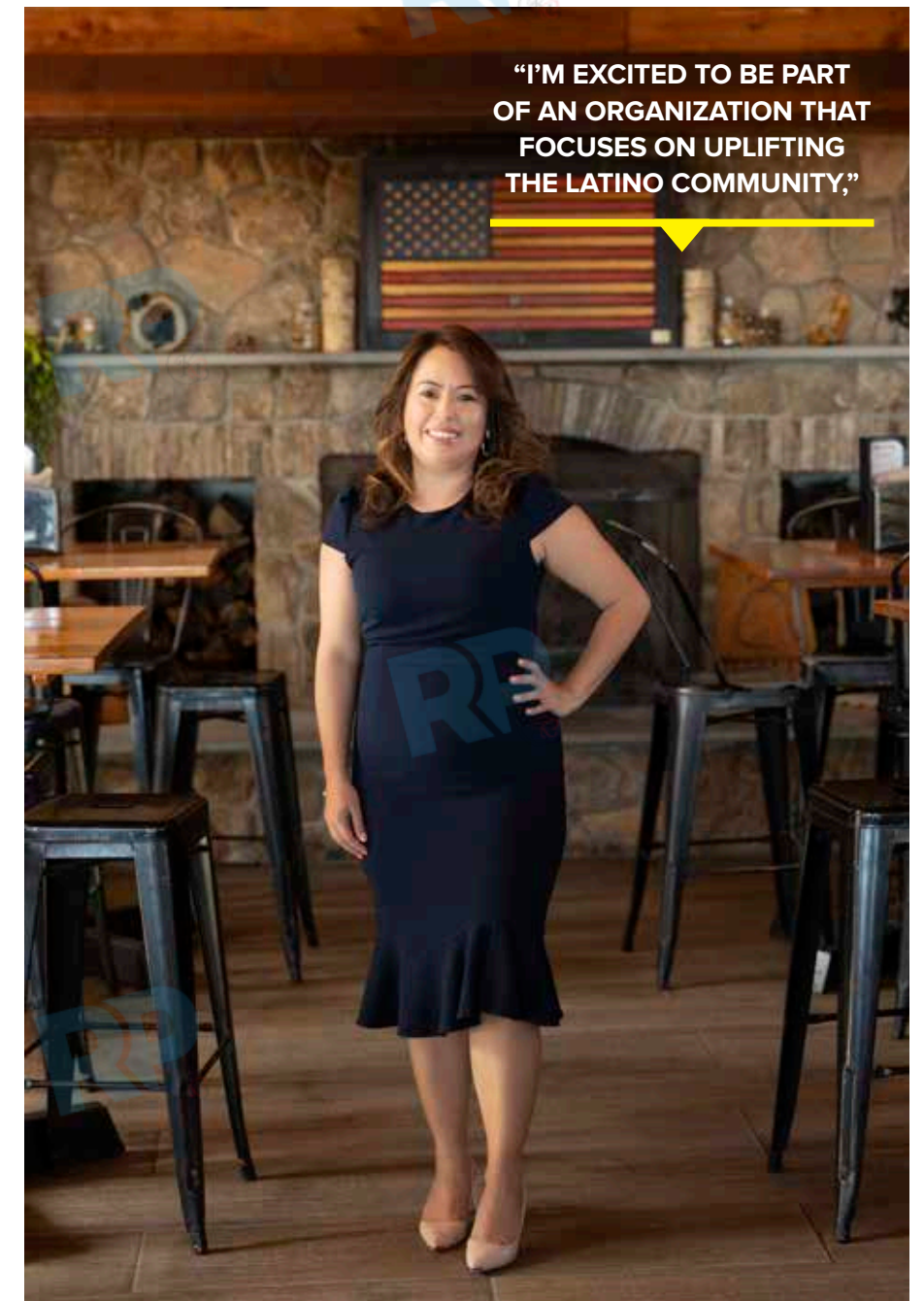
A Love for Family and Adventure

When she isn’t meeting clients or closing deals, Tania enjoys a rich personal life grounded in family, community service, and outdoor adventure. Known for her love of gathering loved ones, Tania frequently hosts family barbecues in the summer and baking sessions in the winter, filling her home with warmth and laughter. “I love hosting large family gatherings,” she says. “It’s one of my favorite ways to connect and unwind.”

An active lifestyle is a cornerstone of Tania’s free time, often hiking the scenic trails around Loudoun County or playing soccer on several coed teams. She also enjoys traveling, meeting new people, and sampling diverse cuisines. “Traveling and trying new foods are

some of my favorite experiences,” she shares. Through her journeys, she not only discovers new places but also embraces different cultures, enriching her outlook.

Tania’s dedication to service extends beyond real estate. She serves on the board of Healthworks, an organization committed to accessible healthcare for all, and is an active member of the National Association of Hispanic Real Estate Professionals (NAHREP). Additionally, last year, she won Coldwell Banker Leesburg Office Rising Star of the Year. In 2025, she will assume the role of Government Affairs Director for NAHREP, a position she sees as a unique opportunity to help Latino and minority communities build wealth through real



“I’M EXCITED TO BE PART OF AN ORGANIZATION THAT FOCUSES ON UPLIFTING THE LATINO COMMUNITY,”



estate. "I'm excited to be part of an organization that focuses on uplifting the Latino community," Tania says, expressing her commitment to making a lasting impact.

If she weren't in real estate, Tania could see herself in the construction world, tackling complex projects in the DC area. "I love the challenges that big construction projects bring," she explains. Her passion for development underscores her drive to create and contribute to projects that shape her community.

Growth and New Horizons

Tania's vision for the future is rooted in growth, service, and a commitment to ongoing learning. Over the next five to ten years, she plans to build on her experience, aiming to expand her business offerings and ultimately earn her broker's license. "I believe the future is limitless," Tania says, driven by her desire to teach, mentor, and uplift others in the industry. "I've already mentored a few agents and love helping others grow professionally."

Her guiding principle, "Never stop learning; the more you learn, the more you earn," reflects her dedication to skill-building, not only for herself but for those around her. To aspiring top producers, Tania offers this advice: "Always pour into others and continue to refine your skills."

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Lisa Smith A Canvas of Life



Lisa Smith is a hands-on REALTOR® known for going the extra mile to support her clients. Whether it's providing seasonal flowers for the entry, rearranging furniture, or helping with small clean-up tasks, Lisa consistently shows her commitment to ensuring homes are ready for sale. Her attention to detail and willingness to assist with even the smallest chores set her apart in the real estate industry. Lisa believes that helping clients with these extra steps relieves their stress and ensures the best possible results. For her, real estate is more than just a transaction—it's about caring for people.

BY AMELIA ROSEWOOD
PHOTOS BY RYAN CORVELLO

Venturing Forth

Lisa's journey into real estate is deeply rooted in her passion for helping people and her entrepreneurial spirit. Originally from Buffalo, New York, Lisa moved to Fairfax when she was five. Growing up in the Greenbriar Community, she fondly remembers riding bikes with her friends, playing soccer, and attending Greenbriar East and Chantilly High School. "That was back before we had a middle school," she laughs. Raised alongside her twin sister Laura and younger sister Amy, they were all excited to see their mother remarry in what she calls a "Brady Bunch" scenario, as her stepfather also had three boys.

After high school, Lisa attended George Mason University for three years but found that the college experience wasn't the right fit for her. "I never really loved college," she admits. "Maybe it was because I worked part-time at a local restaurant, where I got to know many of the regulars." One of those regulars was Margaret Whiston, a local floral business owner. Lisa quickly gravitated toward Margaret's warm personality, and they became fast friends. Sharing a love of flowers, Lisa asked Margaret to mentor her, leading her to work in the floral business and eventually start her own company, Creative Floral Designs.

For 21 years, Lisa thrived as a business owner, specializing in weekly floral arrangements for law firms and property management companies, and provided florals for more than 200 weddings. "If designing for a wedding isn't stressful, I don't know what is," Lisa jokes, recalling the high expectations of each event. The same perfectionism





that made her floral business successful would later translate into her passion for staging and redesigning homes in real estate. “There are no Do-Overs on a wedding day; everything has to be perfect. I also bring that same desire for perfection to real estate, especially when staging a home for sale.”

Over the years, Lisa has had the opportunity to mentor others, much like Margaret has done for her. She took great pride in watching Janet Chapman, a close friend and mother of 14, blossom from having no floral experience to creating grand arrangements for DC lobbies and weddings. “Seeing Janet’s face light up when someone complimented her work was one of my proudest moments,” Lisa says.

However, after two decades of standing on concrete floors and creating floral arrangements, Lisa felt it was time to change. Organizing the Stone Ridge 5K Race for Education—a charity race that raised over \$250,000 for local schools—introduced her to a new path. “After our first race in 2007, I got to know some local builders involved. One said, ‘If you can get us to write a check—which isn’t easy—then you can sell our homes.’ That planted the seed for me to pursue real estate,” Lisa recalls. Her involvement with the race gave her the confidence to transition out of floral design and into a career that combined her love of helping people with her knack for organization and design.

Lisa, now with Pearson Smith Realty in Virginia, has built a strong career in real estate since 2011. In 2023 alone, she closed 39 transactions, totaling \$36.7 million in sales. Over the past two years, she has listed 49 homes, with an average sold price of \$960,851 and properties selling in about a week. “I’m not focused on awards,” Lisa says. “My clients are my true reward.”

Lisa also enjoys staging homes with the help of her twin sister, Laura Reid, who is a key part of her success. “Staging has become a highlight,” she notes. We want our listings to feel warm and welcoming with an upscale flair, and we so appreciate our clients trusting us to get their homes to the finish line. She’s won several accolades, including “Boutique Team of the Year,” but her focus remains on her clients. “Their trust is the real award,” Lisa reflects.

Outside Office

Lisa cherishes her family deeply, having been married for 35 years to her husband Marc Smith, whom she affectionately describes as her “best friend.” Marc has been a huge support in her real estate career, often lending a hand with tasks like hanging mirrors and moving furniture to new listings. “He reminds me a little of Chip Gaines in the early days working with Joanna,” she says with a smile. Together, they have raised three children—Erika, 33; Carleigh, 32; and Jackson, 26—all successful college graduates. Now, with two grandchildren, Alice Jane (2) and Lucy Marie (1), family is more important



than ever. “They are what drives us to buy a home in Florida,” Lisa shares, noting that being nine hours away from them feels too far. Their rescue lab, Mason, is another very important family member and is always in the car, ready for their next adventure.

When not working, Lisa enjoys spending time in her garden, tending to her hydrangeas and perennials, and even braving a 100-degree heat wave to get her plants in order. She also loves jet skiing and entertaining at their home by the water. “We absolutely love the water—crabbing, boating, and exploring,” she adds. In the fall seasons, Lisa and her husband travel to Virginia Tech to watch all the home football games. Even though she did not attend that university, Marc and her son Jackson graduated from there. It just feels like home to her, and she says, “Everyone looks great in burgundy and orange.” I love being a Hokie!

Despite her composed demeanor in handling clients and challenges, Lisa admits to one phobia: spiders. “Walking through a web is like my greatest fear,” she confesses. This fear once led her to trap spiders under cups

“
Now, I’m living a better-balanced life. Success is having time for family, friends, & the world around me.”

in her Sully Station home for Marc to handle after work.

Looking into the Future

For Lisa Smith, the future is about balance, personal growth, and maintaining her passion for real estate. Reflecting on how her definition of success has evolved, she notes, “I used to define success in terms of how many homes I sold in a specific year. It seemed all about volume. Now, I’m living a better balanced

life. Success is having time for family, friends, and the world around me.”

Professionally, Lisa hopes to remain in real estate for as long as she desires, exploring potential opportunities like property flips and expanding her rental portfolio. Personally, her dreams include painting abstract oil canvases, traveling the country with her husband in a travel trailer, and spending more time with her grandchildren in Florida.

When asked for advice for aspiring top producers, Lisa highlights the power of personal skills and hands-on involvement. “Don’t be afraid to get your hands dirty. If you have a unique skill or talent that enhances a client’s home for sale, make it part of your pitch.” She urges others to embrace their unique gifts, adding, “Everyone has something special to offer—don’t sell yourself short.”

Her final piece of advice is to find a mentor or join a team. “The best decision in my real estate career was joining The Bill Davis Team at Century 21 New Millennium. That experience gave me both the knowledge and confidence to represent my clients fully. Without that lucky break, I wouldn’t be where I am today.”



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RANK	NAME	OFFICE	SELLING #	SELLING \$	BUYING #	BUYING \$	SALES	TOTAL \$
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Disclaimer: Information based on MLS closed data as of Oct 5, 2024, for residential sales from January 1, 2024, to November 30, 2024, in Virginia, Maryland and Washington, D.C., by agents licensed in our Northern Virginia service area, including Alexandria City, Arlington, Fairfax City, Fairfax County, Falls Church City, Loudoun County and Prince William County. Numbers not reported to the MLS by the date the information is retrieved are not included. MLS is not responsible for submitting this data. Some teams may report each agent individually.



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I had the pleasure of working with Nathan after my agent referred me to him. He made my entire first time home buying experience fantastic. It was so easy (I couldn't believe it). Nathan closed me within two weeks! Thank you so much!!

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