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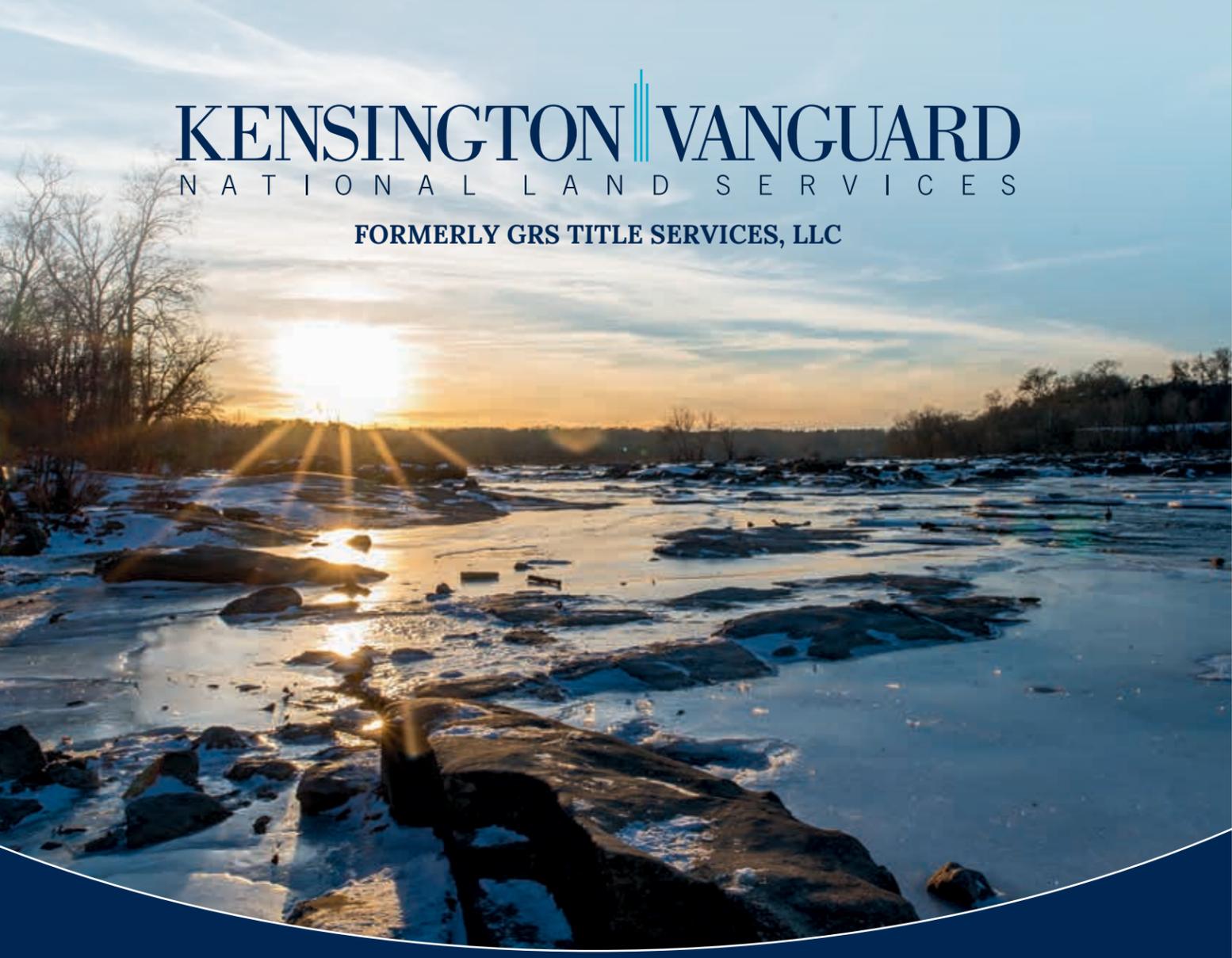
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Publisher's Note

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.

Get ready for a slam dunk of a time on March 21st! Join us for our March Madness event and show off your team spirit—wear your favorite jersey! It'll be a fun-filled day of networking, friendly competition, and celebrating all things

real estate. Stay tuned for more details—you won't want to miss it!

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!



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

LaToya WASHINGTON

Empowering Clients In
Making Informed Decisions

BY GEORGE PAUL THOMAS | PHOTOS BY PHILIP ANDREWS

LaToya Washington stands out in the real estate industry with her unique focus on client education. As a Principal Broker and Owner at Covenant Realty, she prioritizes ensuring her clients understand their options and the home-buying process. LaToya believes informed clients are empowered, and their success rather than financial metrics drives her. “Money is a byproduct of the work I do,” she explains, emphasizing her commitment to client satisfaction above all else.

Taking the Leap

Before entering the world of real estate, LaToya had a fulfilling career as a nurse. While she appreciated the opportunity to help others, the demanding hours and emotional toll of the medical field left her feeling exhausted and overworked. “I knew it wasn’t sustainable for me,” LaToya shares. Their long hours

prevented her from spending quality time with her children, leading her to seek a career that would allow her to maintain her passion for caring for people while also granting her the time and freedom she desired.

LaToya saw real estate as the perfect solution. She believes that “the American Dream is built around home ownership and investing in real estate.” By helping others achieve their dreams of home ownership, she found a new path that aligned with her values and goals. “I enjoy helping people achieve their goals of home ownership and wealth building,” she adds, reflecting on her new purpose in the real estate market.

Currently, with Covenant Realty, LaToya is an empowered broker-owner who leads a dedicated team consisting of seven agents, an Operations Manager, and an administrative team. Since starting her real estate career in 2015 in

Jacksonville, FL, LaToya has achieved impressive results. Last year, her team, Morgan & Co., reached over \$10 million in sales volume. Although she has stepped back from production this year to focus on opening her brokerage, Covenant Realty has a projected volume of around \$32 million.

In terms of her achievements, LaToya was named Rookie of the Year in 2016 and was nominated for Realtor of the Year in 2022. Additionally, she joined the Millionaire Club in 2020, showcasing her impact and success in the industry. She also serves on the Board of Trustees for RPAC for RAR.

Beyond the Hustle

LaToya’s personal life is as vibrant as her professional career. She has been married to Dr. Kevin Washington for 19 years, and together, they have three children: Christopher, who tragically passed away in May 2024; Na’Zyia, 19, a





**“BY HELPING OTHERS
ACHIEVE THEIR DREAMS
OF HOME OWNERSHIP,
SHE FOUND A NEW PATH
THAT ALIGNED WITH HER
VALUES AND GOALS.”**

helps her maintain perspective during challenging times, reminding her that difficulties are temporary. For LaToya, success is defined as freedom—the ability to live on her own terms.

Looking forward, she has ambitious goals for both her personal and professional life. “My goal is to create a Billion Dollar Company,” she states, aspiring to create millionaires and help thousands achieve their dreams through real estate. LaToya emphasizes the importance of relationships in her business: “Covenant Realty is focused on being a blessing to those we interact with.”

With a wealth of experience and a clear vision for the future, LaToya offers valuable advice for aspiring real estate professionals. “Find a mentor as early as possible,” she recommends, underscoring the importance of mentorship as a crucial step towards success. Through her journey, LaToya demonstrates that dedication, education, and a focus on relationships are the keys to thriving in the real estate industry.



junior at Longwood University studying Business and Marketing; and Malachi, 14, a high school freshman passionate about basketball. LaToya shares, “We can make a simple trip to Target an enjoyable experience,” highlighting her family’s ability to find joy in everyday moments despite their busy schedules.

The family also enjoys the companionship of their dog, Lola, a five-year-old Parti Yorkie. Outside of work and family commitments, LaToya loves dancing, traveling, and reading, passions that have been part of her life since she was in sixth grade. Having lived in

Seoul, South Korea, for three years, she cherishes the opportunity to explore the world with recent travels to Mexico, Belize, Jamaica, Singapore, and Bali.

LaToya and her brokerage are also committed to community involvement, participating in initiatives like building affordable homes with Habitat for Humanity and donating 10% of their profits to local charities.

Looking Ahead

LaToya’s guiding philosophy is encapsulated in her favorite quote, “This too shall pass.” She believes this mantra



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Jaimee Fulton

Keeping Your
“Why” Stronger
Than Your “What”

BY GEORGE PAUL THOMAS

Jaimee Fulton, a REALTOR® with Summit Properties RVA, brings determination, compassion, and authenticity to the world of real estate. Known for her adaptability and supportive approach, she is a trusted guide for buyers and sellers alike. Family-oriented and eager to learn, Jaimee combines creativity and resilience to ensure a personalized and stress-free experience for every client. With her, real estate is more than a transaction—it’s a relationship built on trust and care.

Path to Real Estate

Jaimee’s journey to becoming a REALTOR is as multi-faceted as her dynamic personality. Born and raised in Winter Springs, Florida, near Orlando, Jaimee’s early years were marked by family moves and a spirit of adaptability. After relocating to Northern Virginia in high school, she attended George Mason University, where she explored various majors before earning a degree in Exercise Physiology.

“Looking back, I’ve always had a wide range of interests,” Jaimee shared. “I went through eight different majors in college because I was eager to explore everything that piqued my curiosity.” While initially planning a career in personal training, her plans shifted dramatically when her father suffered a



debilitating stroke during her final year of college.

Jaimee took a break from her studies to support her family, helping her mother care for her younger brother and navigating the challenges that followed. “It was a tough time, but it taught me resilience and the importance of being there for the people you love,” she explained. This sense of responsibility eventually brought her to Richmond in 2001.

Exploring Diverse Careers

Before transitioning to real estate, Jaimee’s career reflected her passion for helping others. From personal training and teaching to a successful tenure in pharmaceutical and medical sales, she consistently sought roles that allowed her to make a difference. “Whether I was teaching kids with developmental delays or guiding clients as a trainer, I found fulfillment in helping others reach their goals,” she said.

Her move into real estate was inspired by the flexibility it offered for her growing family and her interest in homes cultivated during her own experiences with relocation. “I’ve always loved helping people, and real estate was the perfect way to combine that with a career that worked for my family,” Jaimee noted. Since earning her Real Estate license in 2013 while living in Maryland, she has focused on building strong relationships with clients and guiding them through the process with care and expertise.

A Rising Star in Real Estate

Jaimee’s career as a solo REALTOR® has been defined by her dedication to excellence, earning her notable achievements in the Richmond real

estate market. Last year, she served 15 clients, closing an impressive \$13 million in total sales volume, with an average sale price of \$897,000. Her focus on the luxury market has paid off, with projections for this year reaching approximately \$18 million in volume across 16 clients and an average sale price of \$1.125 million.

“Growth in the luxury market has been an exciting challenge,” Jaimee shared. “I’ve been able to meet my financial goals while keeping my client list manageable, which allows me to provide the personalized service I value.”

Jaimee also holds certifications as a Luxury Certified Home Marketing Specialist and a Real Estate Negotiation Expert, showcasing her commitment

to professional development. Looking ahead, she aims to complete her broker licensing courses and obtain her broker’s license by 2025.

Her accolades include being voted “Most Preferred Realtor” by Richmond Magazine in 2023 and earning a spot in the Top 500 by *Richmond Real Producers*. Despite her success, Jaimee maintains a client-first approach, handling every aspect of her business herself without an assistant. She also represents Biringer Builders - one of Richmond’s most awarded custom luxury home builders. Jaimee loves learning and growing in the New Construction side of real estate.

Family at the Heart of It All

Jaimee Fulton’s family is at the heart of everything she does. Her father’s





passing in 2004 after a stroke left him unable to walk or talk was a pivotal moment in her life. His strength during recovery reshaped her perspective and priorities, reminding her of what truly matters.

Jaimee and her husband, Scott, have three children: Bradyn, 16, a sophomore at Benedictine High School; Cooper, 13, an eighth grader at Midlothian Middle School; and Rylee, 8, who attends JB Watkins Elementary. Bradyn and Cooper are both active in football and lacrosse, while Rylee is a dedicated dancer. Their busy schedules often make Jaimee and Scott feel like they're passing ships, but they embrace every moment spent supporting their children's passions.

The family enjoys time at Sandbridge Beach, attending sports events, competitions, and concerts, with a recent highlight being a Kenny Chesney show. Jaimee and Scott also love discovering new restaurants with friends, and though time is tight, they love taking trips like snow skiing with their kids.

When she has time for herself, Jaimee enjoys staying active, especially on her Peloton, and has the desire to learn new skills, like sewing or taking up golf—a hobby her father always encouraged her to pursue. She's also part of a Bible study group that has become a valuable source of support and spiritual growth.

Had Jaimee not pursued real estate, she might have considered a career in criminology. Her fascination with true crime has always drawn her to the investigative process, and she even once considered becoming a private investigator. Though real estate is her passion now, the idea of exploring this field still piques her curiosity.

Looking Ahead

Jaimee's approach to both life and business is deeply rooted in the values she learned from her mother and father. "Growing up, my family prioritized church and living out Christian values, like treating people with kindness, maintaining integrity, and staying humble," she reflects. Those lessons have stayed with her

throughout her life, influencing both her personal growth and her professional journey. One of her favorite quotes from Wayne Dyer is a reminder of the power of perspective: "Change the way you look at things, and the things you look at change."

Looking to the future, Jaimee is setting clear, purposeful goals. "Professionally, I aim to build a personal portfolio of 3 to 5 rental properties within the next five years," she shares. "Personally, I want to continue growing spiritually and prioritize my health." With her children's busy schedules, Jaimee has learned the importance of self-care, recognizing that "if I'm not taking care of myself, I can't give my best to others."

Jaimee's approach to business is rooted in authenticity and alignment with her values. "Stay true to yourself, focus on your why, and let your values guide your journey," she advises. While she doesn't strive for the title of "top producer," she's content with the steady growth she's achieved. Instead of conforming to industry norms,

Jaimee emphasizes the importance of finding what works for you, leveraging strengths like relationship-building, and prioritizing connections over conventional methods like cold calling.

Her advice for aspiring real estate professionals? "Success comes when you focus on what you enjoy and stay authentic. Keep your 'why' stronger than your 'what.'" In the end, it's the passion, integrity, and connection that will lead to lasting success.



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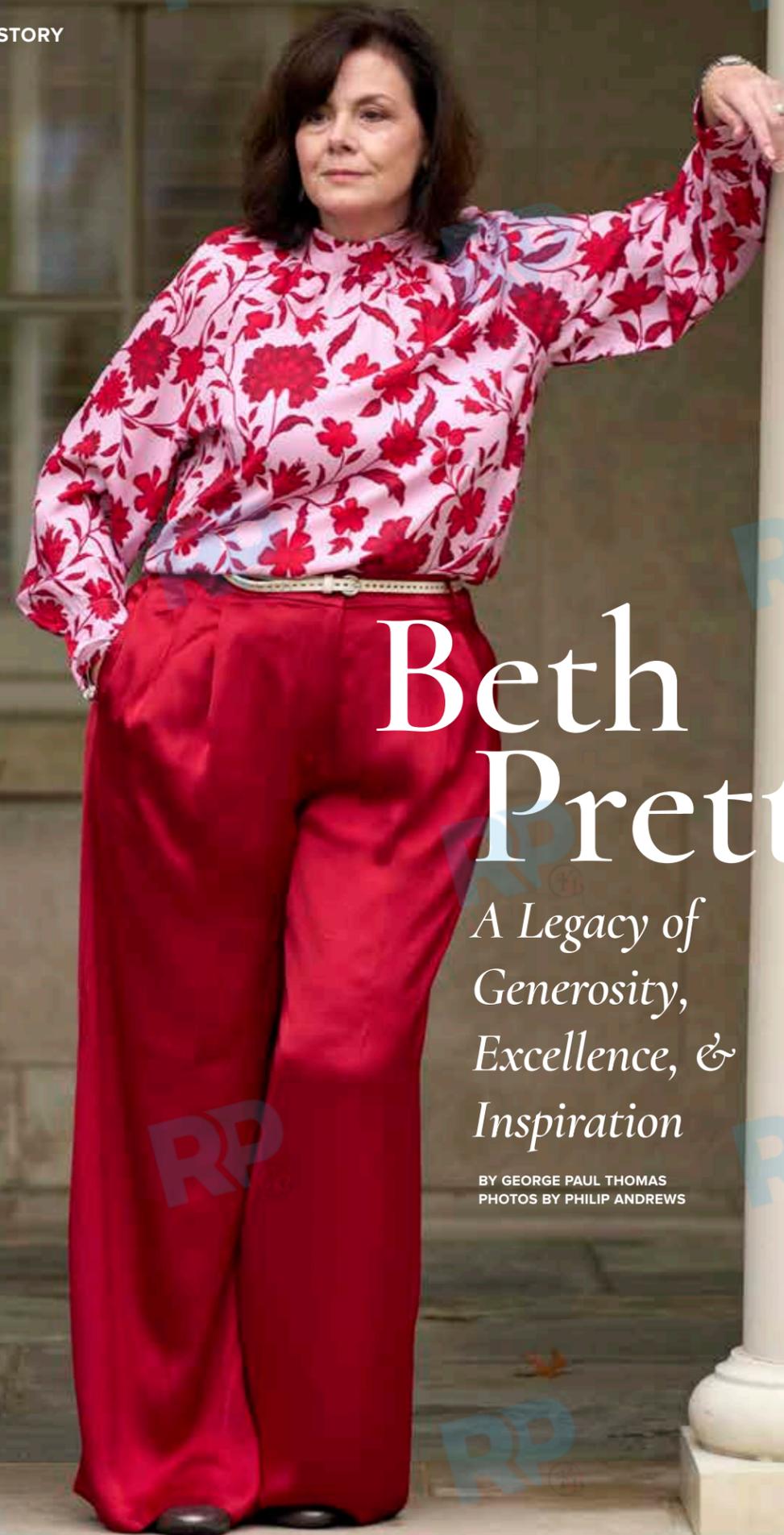


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Beth Pretty

A Legacy of Generosity, Excellence, & Inspiration

BY GEORGE PAUL THOMAS
PHOTOS BY PHILIP ANDREWS

In the real estate market, where challenges often test the resolve of even the most seasoned professionals, Beth Pretty stands out as a beacon of dedication, creativity, and compassion. As the Rainmaker and CEO of Pretty Properties under KW Metro Center, Beth has carved out an extraordinary career defined by her passion for education, a commitment to the community, and an unrelenting drive to uplift those around her. Yet, her story is not merely about impressive numbers and accolades—it's about the people she's impacted and the lives she's touched through her work.

A Foundation Rooted in Education and Leadership

Beth's journey to becoming one of the region's most respected real estate professionals is as dynamic as inspiring. Originally from Westminster, Maryland, Beth earned a Bachelor of Science in Secondary Education focusing on Social Studies and History from West Chester University in Pennsylvania. She later

pursued a Master of Science in Higher Education from Florida State University, setting the stage for a career dedicated to shaping futures.

Before entering real estate, Beth spent 15 years as a college administrator and instructor, holding roles at prestigious institutions such as the University of South Dakota, East Carolina University, and the College of William and Mary. During this period, she has left an indelible mark, instilling in her the values of mentorship, resilience, and innovation.

"My parents owned a small business," Beth reflects. "My dad used every opportunity to help the community through his business. That example, combined with my passion for creativity and teaching, inspired me to create a real estate business that thrives and gives back."

Leaping Into Real Estate During a Market Crash

Beth's foray into real estate came when many would have shied away. In

June 2008, at the height of the market crash, she turned her passion for home marketing into a full-fledged career. The spark was ignited during the sale of her own home in Williamsburg, where her flair for marketing and staging garnered admiration from seasoned agents.

"I loved the process of selling our home so much that I hosted an open house, created beautiful marketing materials, and fielded questions from agents who thought I was already a professional," she recalls, smiling. "I was hooked."

Despite the tumultuous market, Beth's determination paid off. Over the years, she has built Pretty Properties into a thriving enterprise, with her team completing 69 transactions totaling over \$33.7 million in 2023 alone.

The Power of Purpose and Passion

At the heart of Beth's business is a genuine desire to serve. "The gift to be entrusted with buying or selling a home is profound," she shares. "We see people at their absolute best and worst



Beth credits her dedicated and expert team members with the success of Pretty Properties.



“

The gift to be entrusted with buying or selling a home is profound.

in this profession. Being there for them in those moments is an honor I don't take for granted.”

Beth's approach is deeply rooted in empathy, creativity, and an unwavering focus on mentorship. She has made it her mission to teach others—not only her clients but also aspiring agents—how to navigate the complexities of the real estate market with confidence and clarity.

“There are so many outstanding professionals in this industry,” she says. “I do my best to observe the greats and incorporate their strategies into my business. Surrounding myself with talented colleagues keeps me growing and evolving.”

Philanthropy at the Core

While Beth's professional accomplishments are remarkable, her commitment to philanthropy truly sets her apart. Inspired by her father's legacy, she has given over \$295,000 in commissions to local nonprofits over the past 11 years. Her primary charitable focus includes organizations such as Make-A-Wish, Richmond Animal League, FeedMore, and the Veteran Services and Family Foundation of Virginia. Additionally, she contributes thousands of dollars annually to support high school music and arts programs.

“Kids need our help to fund their passions,” Beth emphasizes. “Supporting these programs isn't just an investment in their future—it's an investment in our community's future.”

This dedication to giving earned Beth the prestigious Keller Williams Cultural Ambassador Award for the Virginia and West Virginia region, an honor recognizing her outstanding contributions to her community.

A Family That Inspires

Beth's achievements are undoubtedly remarkable, but she remains grounded in her love for her family. Married to her best friend, Stephen Merkel, for 23 years, Beth is the proud mother of three exceptional children. Jack, a Florida State University graduate, teaches at a private school in New Jersey; Grace is pursuing studies in English, Writing, and Politics at the University of Virginia; and Benjamin is navigating



“

Real estate has provided me with the platform to teach, inspire, and guide.

the college application process as a high school senior.

“My family is my greatest support system,” she shares. “We love traveling together, exploring new cultures, and bonding over our shared love for spectator sports—especially football.”

Beth also cherishes her late father’s legacy, a lifelong Baltimore Ravens fan whose name adorns the stadium as an original season ticket holder. She continues to honor him as a season ticket holder and by attending games whenever possible.

Looking Ahead

As Beth contemplates the next chapter of her career, she envisions a future filled with opportunities to mentor and empower others. “Real estate has provided me with the platform to teach, inspire, and guide,” she says. “In the next 5 to 10 years, I hope to work closely with agents to build their businesses, develop their skill sets, and achieve financial independence.”

Her advice to aspiring top producers is practical and profound: “You’re a business owner, so act like one. Read, listen, network, and plan for retirement. If you don’t know how to do these things, ask. Growth is a journey that starts with taking the first step.”

A Legacy in the Making

Whether mentoring her team, serving her clients with care, or supporting local nonprofits, Beth approaches every aspect of her life with passion and dedication. Her favorite quote, “When on fire, you can either get burned or forged,” perfectly encapsulates her resilience and determination to rise above challenges.

In Beth, the Richmond real estate community has a top producer, trailblazer, mentor, and generous soul who inspires everyone around her. For Beth Pretty, the journey is far from over—it’s just getting started.



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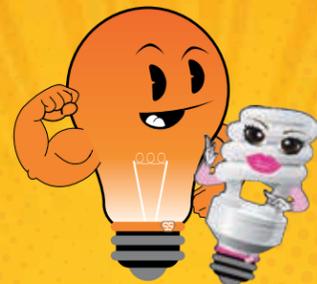
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TOP 100 STANDINGS

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Rank	Name	Office	List Units	List Volume (Selling \$)	Sold Units	Sell Volume (Buying \$)	Total Units	Total \$
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Disclaimer: Information based on MLS closed data as of April 5, 2024, for residential sales from January 1, 2024, to March 31, 2024 in Greater Richmond, Virginia, by agents licensed in our service area, which includes Hanover, New Kent, Henrico, Charles City, Chesterfield, Powhatan, Goochland, King William Counties. 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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