

BLUE RIDGE

JUNE 2025

# REAL PRODUCERS®

Happy  
Father's  
Day!

Allen  
Addair  
EXP LYNCHBURG



Partner  
Spotlight

**MATT  
BIEDERMAN**

Premier Title of VA

Featured  
Agents

**BRUCE  
MORRIS  
& MATT  
GALLIMORE**

Moments That  
Matter

**BUILDING  
BONDS AT  
THE SPRING  
LUNCHEON**

Cover photo by  
Amber Perdue,  
Amber Perdue  
Photography

CONNECTING. ELEVATING. INSPIRING.



# WE'VE MADE YOUR TREES OUR BUSINESS.

## EXPERT TREE CARE FOR 118 YEARS — AND GROWING.

For 118 years, our family-owned company has brought a rare mix of groundbreaking science, award-winning safety practices, and global resources to every tree and shrub-care task at hand. And at the heart of our success are our people — experts who know and champion every tree, no matter the species. Allow us to show your clients how our passion is inspiring one beautiful property after another.

Serving Roanoke, Lynchburg, Smith Mountain Lake, and the New River Valley

Call **540-343-9376** or visit **bartlett.com**

PRUNING | FERTILIZATION | CABLING & BRACING  
INSECT & DISEASE MANAGEMENT | TREE INSPECTIONS  
STORM DAMAGE | LIGHTNING PROTECTION | REMOVALS

The F.A. Bartlett Tree Expert Company



**BARTLETT**  
TREE EXPERTS

SCIENTIFIC TREE CARE SINCE 1907



## Pink Door HOUSE DECOR



REAL ESTATE  
STAGING  
AIRBNB  
DECORATION  
RENTAL STAGING

434-329-8906

Pinkdoorhousedecor@gmail.com

@PINKDOORHOUSEDECOR

Lynchburg and  
Surrounding Areas

## TAKING CARE OF PROPERTIES SO YOU DON'T HAVE TO

YOU'VE MADE THE INVESTMENT,  
TRUST US WITH THE REST.

Trusted since 2013 as Lynchburg's #1 place for property management, community association management and construction services. Our unmatched service commitment combined with cutting-edge technology and a passion for excellence, have produced successful results for our clients. Priority One is the fastest growing management company in Central and Southwest Virginia.

**PRIORITY ONE**

SCAN THIS CODE OR  
VISIT OUR WEBSITE FOR  
MORE INFORMATION OR  
TO SCHEDULE A  
CONSULTATION!



Co-Owners  
Joshua Allen & Keith Johnson

434-237-7800  
**WWW.PRIORITY1P.COM**

## CLOSING DEALS, OPENING DOORS



**Court Street  
Title**  
Real Estate Settlement Agency

117 East Court Street • Rocky Mount, VA 24151

(540) 483-8696 EXT. 3

pafurrow@courtsttitle.com



## YOUR LAND AND RURAL HOME FINANCING PARTNERS



**FARM CREDIT**

Loans for  
*Farms, Homes & Land!*

Bedford: 540.586.2188

Rocky Mount: 540.483.4572

**FarmCreditofVirginias.com**





# Preferred Partners

This section has been created to give you easier access when searching for a trusted real estate affiliate. Take a minute to familiarize yourself with the businesses sponsoring your magazine. These local businesses are proud to partner with you and make this magazine possible. Please support these businesses and thank them for supporting the REALTOR® community!

## ARBORIST/TREE CARE

**Bartlett Tree Experts**  
(540) 343-9376  
www.bartlett.com/locations/  
roanoke-va.cfm

**Bartlett Tree Experts**  
(434) 546-6423  
www.bartlett.com/locations/  
lynchburg-va.cfm

## BOOKKEEPING/ACCOUNTING

**S & S Services, LLC**  
**Samantha Simmons**  
(434) 299-3920  
sandsservicesva.com

## CLEANING SERVICES

**K&S Cleaning Consultants and Services**  
**Sesileigh Clower**  
(540) 529-1034

**TJs Superior Cleaning**  
**LaTonya Jones**  
(540) 815-9555

## ELECTRIC

**TL Electric**  
**Tony Lloyd**  
(540) 871-1160

## EVENT DESIGNS

**Professional Events Designed by Bianca Allison**  
(434) 841-4188  
professionalevents.biz

## FINANCIAL SERVICES/ WEALTH MANAGEMENT

**Loper Financial**  
**Abram Loper**  
(434) 214-0078  
www.loperfinancial.com

## FLOOR MAINTENANCE & RESTORATION

**The Crew**  
**David Wilson**  
(434) 478-3298  
www.restorationcrew.com

## FOUNDATION REPAIR AND WATERPROOFING

**Appalachian Foundation Services**  
**Hunter Crigler**  
(540) 251-4391  
www.appllc.org

## HEALTH/WELLNESS

**Empower and Flourish**  
(864) 508-1150  
empowerandflourish.com/  
services

## HEATING/COOLING

**Ideal Comfort, LLC**  
**Scott Hensley**  
(434) 352-2028  
idealcomfortva.com

## HEATING/COOLING/ PLUMBING/ELECTRICAL

**Freedom Home Services**  
(434) 339-0001  
www.freedomheatingand  
airva.com

## HOME / REAL ESTATE INSPECTIONS

**2020 Home Inspections, LLC**  
(434) 609-6789  
www.lynchburghhomei  
nspector.com/

## HOME INSPECTION

**Ace Home Services, LLC**  
(540) 293-6622  
www.theacecrew.com

## CALVERT Home Inspection, LLC

(540) 550-6538  
www.calverthomeinspection.com

## HOME STAGING SERVICE

**Pink Door House Decor, LLC**  
**Maria Carreno**  
(434) 329-8906

## INSURANCE

**The Vargas Agency, Goosehead Insurance**  
**Albert Vargas**  
(540) 469-5115  
www.albertvargas.com

## MORTGAGE

**Farm Credit of the Virginias**  
(434) 432-4641  
www.farmcreditofvirginias.com/  
locations/chatham

**First Bank & Trust Company**  
(804) 508-7813  
www.firstbank.com

**First National Bank**  
(434) 477-5886  
www.1stnatbk.com

**Freedom First Credit Union**  
**Edgar Tuck**  
(540) 401-8073  
www.freedomfirst.com/  
edgar-tuck

## MOVING & STORAGE

**American Moving & Storage**  
(434) 525-3444  
americanmovingnstorage.com

## Blue Ridge Moving. LLC

**Tyler Lucy**  
(434) 841-3401  
blueridgemoving.com

## PAINTING SERVICES

**Alco Painting, LLC**  
(571) 233-6699

## PHOTOGRAPHY/ BRANDING

**Kristina Rose Photography**  
(540) 818-8564  
www.krosephoto.com

## PLUMBING / SEWER

**Walker's Plumbing, Inc**  
**Mike Walker**  
(540) 875-8869  
www.walkersplumbingincva.com

## PROPERTY MANAGEMENT

**Priority One**  
(434) 237-7800  
www.priority1p.com

## REAL ESTATE PHOTOGRAPHY & MEDIA

**1725 Media Company**  
**Sean Knoedler**  
(434) 259-0484  
www.1725media.com

**Rapid Imagery, LLC**  
(540) 522-5467  
rapidimagery.com

**RealPixs,LLC**  
**Thomas Wallace**  
(540) 505-8499

**Skinner Media Company**  
**Matthew Skinner**  
(434) 851-1684  
www.skinnermediaco.com

## TITLE SERVICES

**All Star Title and Settlement, LLC**  
(540) 518-1080

**Court Street Title**  
**Paula Furrow**  
(540) 520-0358

**Impact Title & Settlement,LLC**  
(540) 566-5811  
www.impacttileva.com

**Premier Title and Settlement of VA**  
**Matt Biederman**  
(540) 348-4853  
www.premiertitleva.com

**True North Title**  
(540) 951-0324  
TrueNorthTitle.com

YOUR LOCAL FINANCIAL ADVISOR IS READY TO HELP.

## Local. Independent. Wealth Management.

FIDUCIARY ADVISORY SERVICES · 401(K) ROLLOVER  
ESTATE PLANNING · BUSINESS PLANNING  
401(K) SETUP · LIFE & LONG-TERM CARE INSURANCE



**LOPER FINANCIAL**  
INDEPENDENT WEALTH MANAGEMENT  
(434) 214-0078  
www.LoperFinancial.com



MANAGE YOUR ASSETS. PROVIDE FOR YOUR FAMILY. SAFEGUARD YOUR LEGACY.

Specializing in Closings That

# Stand Out!





*Impact Title & Settlement, LLC is a locally owned and operated title and settlement company serving all your closing needs.*

**540 566-5811**  
info@impacttileva.com



# Know Before You Close

Helping your buyers feel confident from contract to keys.





**CALVERT Home Inspection, LLC**

**540-632-7115**  
calverthomeinspection@yahoo.com  
www.calverthomeinspection.com



# Contents

## IN THIS ISSUE

- 4 Preferred Partners
- 10 Meet The Team
- 12 Publisher's Note
- 14 Partner Spotlight:  
Matt Biederman,  
Premier Title of VA
- 18 Featured Agents: Bruce Morris  
& Matt Gallimore
- 22 Cover Story: Allen Addair
- 26 Moments That Matter: Building  
Bonds at the Spring Luncheon



If you are interested in nominating people for certain stories, please email us at:emailgoeshere@n2co.com

17  
25

MEDIA CO.

PHOTO • VIDEO • DRONE • FLOOR PLANS  
3D TOURS • VIRTUAL STAGING • TWILIGHTS

PACKAGES STARTING AT \$195  
BULK PRICING AVAILABLE

www.1725media.com

434-259-0484

sean@1725media.com



APPALACHIAN FOUNDATION  
SERVICES

540-251-4391

WWW.APPLLC.ORG      SALES@APPLLC.ORG

BASEMENT&CRAWLSPACE  
STRUCTURAL & FOUNDATION REPAIR

LOCAL & TRUSTED



WWW.APPLLC.ORG

AMERICAN  
MOVING AND STORAGE

434-525-3444

Moving  
Your Clients'  
Precious  
Cargo  
With Care





★ LOCALLY OWNED VETERAN ★  
Full-Service Local & Long-Distance Moves  
Licensed Bonded & Insured

SERVING (but not limited to): CENTRAL AND SOUTHWEST VIRGINIA  
americanmovingnstorage.com

ACE  
HOME SERVICES  
LLC

NEXT-LEVEL INSPECTIONS  
for Top-Tier Agents

Ask About Requesting Repairs Directly  
From Your Home Inspection Report!



Commercial, Residential, Pest Inspections, Radon and Water Testing

(540) 293-6622  
brian@theacecrew.com | theacecrew.com

A veteran-owned company. InterNACHI Certified Professional Inspector® State of VA LIC#3380001082





**\$69**  
**Water Heater  
Maintenance  
Special**

**SAME-DAY SERVICE**

**FREE ESTIMATES**

**VETERAN-OWNED &  
OPERATED**

**HVAC | Electrical | Plumbing  
Duct Cleaning | Generators**



**Call today to  
schedule:  
(434) 339-0001**



**BOSCH**  
Invented for life



Meet  
The  
Team



**Betty Lee**  
Publisher  
betty.lee@realproducersmag.com  
336-414-3324



**Jacki Donaldson**  
Managing Editor  
jacki.donaldson@n2co.com  
453-3325171



**Maddie Podish**  
Writer/Social Media  
misparks7382@gmail.com  
757-634-8998



**Amber Perdue**  
Photographer  
amberperduephotography@gmail.com  
540-293-4697



**Kristina Rose**  
Photographer  
www.krosephoto.com  
540-560-9639



**Bryce Scott**  
Photographer &  
Videographer  
Rapid Imagery  
rapidimagery@gmail.com  
540-522-5467



**Sean Knoedler**  
Photographer  
1725 Media Co.  
Sean@1725media.com  
434-259-0484



DISCLAIMER: Any articles included in this publication and/or opinions expressed therein do not necessarily reflect the views of The N2 Company d/b/a Real Producers but remain solely those of the author(s). The paid advertisements contained within the Real Producers magazine are not endorsed or recommended by The N2 Company or the publisher. Therefore, neither The N2 Company nor the publisher may be held liable or responsible for business practices of these companies.

Say *Goodbye*  
to Smoke  
& Odors



"Just as you want  
others to do for  
you, do the same  
for them"

Luke 6:31

K & S can help with:

- Cigarette Smoke/Nicotine Odor Treatment
- Pet Odors
- Carpet Cleaning
- Move-In/Move-Out Cleaning

✉ kandsCserviceS@gmail.com ☎ 540.529.1034



CREATIVE. FLEXIBLE. LOCAL.

# The Best *Home Loan Solutions* for Your Clients

First Bank and Trust Company's in-house loans are creative, flexible, and can accommodate even the most unique property situations. With many of our mortgage loans being serviced locally, your client will experience exceptional customer service throughout the life of their loan.



**Melvin Woodson**  
Mortgage Banker  
Daleville, VA  
(434) 426-8083  
NMLS# 462147



**Marie Rorrer**  
VP/Mortgage Banker  
Christianburg, VA  
(540) 318-1486  
NMLS# 491092



**Jasmine Thompson**  
Mortgage Banker  
Rocky Mount, VA  
(540) 202-2482  
NMLS# 1711095



**Bill Herbert**  
SVP/Private Banker  
Forest, VA  
(434) 455-0888  
NMLS# 491078

EXPLORE OUR MORTGAGE LOAN  
SOLUTIONS TODAY.



*The Bank That Puts You First.*  
firstbank.com | Member FDIC |



ONE SIMPLE TRICK FOR FLATTERING PHOTOS  
*every. single. time.*



I've tested it on families, business owners, and even pets (sort of). It never fails. Ready to see how it works?



Scan the code to watch the quick video. You'll learn the easiest posing hack ever - no photography skills required.

HEADSHOTS & BUSINESS BRANDING  
*kristinarose*  
PHOTOGRAPHY  
www.krosephoto.com

kristina@krosephoto.com  
540-560-9639  
Christiansburg, VA



## IN THE MOOD FOR JUNE

### Hello, Real Producers!

Summer means longer days, warmer nights, and a renewed energy that's impossible to ignore. The solstice marks the longest day of the year (June 20), and for real estate professionals, every hour counts for open houses, packed schedules, and clients eager to make moves before fall. Business is buzzing, which is a beautiful thing.

Amid the momentum, we hope you find time to soak in all the sunny moments. Whether a quiet morning coffee on the porch, a walk through your favorite neighborhood, or an impromptu evening with



Scan this code to visit our Blue Ridge Real Producers website.

### Save the Date!

Mark your calendars for our next event on Thursday, September 18, 2025, at Bernard's Landing Pavilion at Smith Mountain Lake. Details to follow,

friends, these small moments can be as meaningful as a closed deal. June also brings a chance to celebrate the people who've shaped us. Father's Day reminds us to honor the dads, grandfathers, and mentors who've supported us through life's big chapters.

We continue to be grateful for our preferred partners, whose support makes this publication possible. Please add them to your consideration set while working to serve your clients.

Here's to a successful summer—to full calendars, new beginnings, and finding joy in the season, both on and off the clock.

Be Blessed,

*Betty*



**Betty Lee**  
Publisher  
Blue Ridge Real Producers  
betty.lee@realproducersmag.com  
336-414-3324



## SEAMLESS CLOSINGS FOR BUSY AGENTS

**CONTACT US**  
WWW.PREMIERTITLEVA.COM  
2401 S MAIN ST, STE E, BLACKSBURG VA  
540-348-4853




**PREMIER TITLE of VA**

✓ **WHERE YOU CLOSE MATTERS.**

- Available and flexible
- Extended office hours
- Travel to meet clients
- Remote closing options available for out of town and out of U.S. clients

## LIGHTING THE WAY TO FASTER CLOSINGS



# TELECTRIC

## 540-871-1160

TONYLEELLOVO@GMAIL.COM



Jordan Meadows Kevin Filiberto Tony Goodman

## Mortgage Lenders that proactively communicate and make borrowing a fun experience!



THE INFORMATION CONTAINED HEREIN (INCLUDING BUT NOT LIMITED TO ANY DESCRIPTION OF THE COMPANY AND ITS LENDING PROGRAMS AND PRODUCTS, ELIGIBILITY CRITERIA, INTEREST RATES, FEES, AND ALL OTHER LOAN TERMS) IS SUBJECT TO CHANGE WITHOUT NOTICE. RESTRICTIONS APPLY. THIS IS AN ADVERTISEMENT AND NOT A COMMITMENT TO LEND. FIRST NATIONAL BANK NMLS #424216 (NMLS.CONSUMERACCESS.ORG) EQUAL HOUSING LENDER.

Member FDIC



# MATT BIEDERMAN

## Premier Title of VA

STORY BY MADDIE PODISH · PHOTOS BY KRISTINA ROSE PHOTOGRAPHY

In the fast-paced world of real estate, where every transaction is a moving puzzle and timing is everything, one person is quietly making the chaos seamless: Matt Biederman, Office Manager and Virginia Certified Settlement Agent at Premier Title of VA. With six years of experience in the title industry and a background in real estate, he's become a steady, problem-solving presence for agents and clients alike.

Before managing closings with clockwork precision, Matt worked in the records room of Montgomery County Circuit Court—where his familiarity with deeds and plats began and he built a foundation for his future in title. His journey includes spending time with real estate attorneys and other title companies, but something personal guided him professionally.

As a single father with full custody of his now 17-year-old son, the unpredictable, 24/7 nature of real estate sales didn't fit the life he wanted to create for his family. "I needed something

that gave me structure and flexibility," he says. A real estate attorney, Marshall Frank, encouraged him to consider the title industry. That advice changed everything.

Now, as a Virginia Certified Settlement Agent—a designation that requires intensive training and passing a rigorous course—Matt brings a level of professionalism and precision few others hold. He wears the badge with pride, not just for the credential itself, but also for what it allows him to do: serve clients better, understand the process more deeply, and problem-solve more effectively.

What sets Premier Title of VA apart isn't just its service menu (which includes online and remote closings with flexible scheduling) but its adaptability and genuine care. "We schedule the closing and order the title search on Day 1 of the contract," Matt shares. "Everyone—buyers, sellers, lenders, and agents—knows the timeline early to keep things moving smoothly."

Need a closing at a client's home? No problem. A remote online notarization while someone's out of town? Consider it done. Premier Title even works with attorneys in states like North Carolina and West Virginia, where an attorney must be involved in closings. Premier Title does everything to get the transaction done—and done right.

The team truly shines in communication. "The title company is an extension of the REALTORS® reputation," Matt emphasizes. "If we fumble the ball, it reflects on them." He prioritizes keeping agents in the loop, especially if problems pop up. "No surprises" is more than a motto; it's a way of doing business.

REALTORS® who work with Premier Title of VA quickly learn they're not just hiring a service but gaining a partner. Matt is available for overnighting, ACH or wired commission payments at no charge, or answering a client's panicked phone call late in the evening. He even helps with unrelated issues simply because a client needs support. "Our job is to make closing painless," he states. "We're happy to go the extra mile, and we're always here to answer questions. That level of care goes a long way."

Though born in Michigan and raised in Massachusetts, Matt's journey has taken him across the United States—from Colorado to Texas to Pennsylvania. But he has called Montgomery County, VA, home since 2000. He values the friendly people, the four seasons, and a lifestyle that supports his career and



community. Outside of work, he's a proud dad first. He and his son volunteer for projects with Habitat for Humanity and neighborhood clean-up efforts. They also bond over NASCAR, often attending races with Matt's father—three generations enjoying the thrill together.

Matt is also a former tennis coach, having spent years playing and mentoring. That steady, strategic mindset he brought to the court now guides his approach to managing title operations. REALTORS® can focus on what they do best: helping clients buy and sell homes while Premier Title leverages precision, professionalism, and genuine care. "We're not here to just get a signature," Matt emphasizes. "We're here to make the experience better, smoother, and less stressful—for everyone."

**CONTACT MATT BIEDERMAN:**  
**PREMIER TITLE OF VA**  
**(540) 348-4853**  
**MATT@PREMIERTITLEVA.COM**  
**WWW.PREMIERTITLEVA.COM**



“  
**Our job is  
 to make  
 closing  
 painless.”**





# 20/20 HOME INSPECTIONS LLC



**NEIL WILSON**  
MASTER HOME INSPECTOR  
LIC#3380000586 NRS | NRPP#107575

## I'm Looking for Trouble

Inspections That Keep Your Deals Moving Forward

Virginia New Home Certified | Mold Testing  
Pre-Purchase Inspections | Radon Testing  
Well Inspection with a Home Inspection  
Pre-Listing Inspections | Mold Inspections  
Pool Inspections with a Home Inspection

Schedule Online At  
[LynchburgHomeInspector.com](http://LynchburgHomeInspector.com)  
**434.609.6789**



# SEAL THE DEAL WITH Comfort

We Provide HVAC Peace of Mind

"The most important thing when dealing with service vendors is that they communicate promptly, do what they say, and show up when they commit. That is Ideal Comfort LLC! Scott Hensley and his staff offer excellent customer service from start to finish!" —Karen Walker Hall, happy clients



**Air Conditioning, Heating, & Gas Services**  
(434) 352-2028 | (434) 664-8335 | [idealcomfortva.com](http://idealcomfortva.com)



## Reach for the STARS with every closing!



**Allstar Title & Settlement, LLC**

### What makes us different?

- ★ Competitive rates
- ★ Secure portal for you to track closing
- ★ Flexible scheduling for mobile, in office, or remote out of area/state
- ★ Mobile closings from Franklin County to Grayson County at at no additional charge
- ★ Discounted rates for veterans and first responders
- ★ Responsive outside of business hours
- ★ Quick turnaround

**Contact Us**

- 540-518-1080
- [Olivia@allstarclosing.com](mailto:Olivia@allstarclosing.com)
- [Leeanna@allstarclosing.com](mailto:Leeanna@allstarclosing.com)
- 502 Newbern Road, Dublin, VA 24084

empower & flourish

# Faith-Based Holistic Care

We use a Lifestyle & Functional Medicine approach to seek out the **root cause** of your symptoms.

[empowerandflourish.com](http://empowerandflourish.com)



## WHY CHOOSE ALCO PAINTING?

- ✓ Licensed Contractor
- ✓ 25+ Years of Experience
- ✓ Raised in the Trade
- ✓ Reliable & Affordable
- ✓ Skilled Crews & Trusted Expertise
- ✓ Residential & Commercial Projects

**Alco Painting & Coatings**

Delivering Fresh Coats of *Fabulous*

Interior & Exterior Painting  
Trim Replacement  
HVLP Fine-Finish Cabinet Painting  
Deck, Patio, Fence, Dock, & Siding Staining

**(540) 797-7388**

## MEDIA THAT Moves Homes

Specializing in listing photos, video services, and brand development.



**RealPixs LLC**  
Real Estate Media Partner

(540) 505-8499 • [tom@realpixs.com](mailto:tom@realpixs.com) • [realpixs.hd.pics](http://realpixs.hd.pics)





# Bruce Morris & Matt Gallimore

## UNITED COUNTRY REAL ESTATE

**B**ruce Morris didn't take a conventional path into real estate. Early in his career, he was far more likely to be in a poultry barn than at a property showing.

Raised in rural Amelia County, VA, Bruce studied animal science at Virginia Tech, earning both a bachelor's and a master's degree. He went on to teach courses and lead poultry workshops across the state. But real estate was quietly taking root in the background. "I started buying rental homes and fixing them up," Bruce shares. "At some point, I realized I could serve people better—and manage my investments more efficiently—if I had my license."

That simple motivation quickly blossomed into a second act of purpose-driven work. Bruce expanded into real estate in 2020 after building his own construction company. He recently joined United Country Real Estate, drawn to the brokerage's unique emphasis on auctions and the shared values he found in Owner and Principal Broker Matt Gallimore.

For Matt, real estate runs in the blood. His father opened United Country in 1980, and Matt took over the reins about seven years ago. After spending time in the banking industry, he returned to the family business and its deep local connections. Today, United Country Real Estate is known for handling traditional sales and auctions—a balance that sets them apart in the industry. With three office locations and roughly 40 agents, the company continues to grow, always

STORY BY  
MADDIE PODISH

PHOTOS BY KRISTINA  
ROSE PHOTOGRAPHY

“

Real estate is one of the few careers where you can succeed by genuinely serving others. If you keep showing up with value, the business will follow.”

—BRUCE MORRIS





seeking professionals who align with its values and culture.

“There are really only two reasons to auction a property,” Matt explains. “One is if it’s a liquidation or distressed sale. The other is when it’s a high-demand asset—a piece of land, a unique home—where we can generate competitive energy.” Matt has turned that philosophy into results: He was recently ranked No. 1 nationwide for auction volume within the United Country franchise.

But the process is far from a one-person show. Bruce and Matt have built a strong working relationship, with Bruce focusing on traditional residential sales and Matt leading the auction side. Their collaboration has grown organically, based on mutual respect and a shared commitment to serving clients at a deeper level.

United Country’s auction process is strategic and comprehensive—not just a last resort for foreclosures. Their marketing efforts—including digital platforms, targeted mailings, and media ads—ensure maximum visibility for every property. Bruce and Matt also educate clients, ensuring they understand that auction buyers can often use traditional financing options. It’s an



**Their collaboration has grown organically, rooted in mutual respect and a shared commitment to serving clients at a deeper level.**

innovative, flexible system that’s opened new doors for clients and agents.

Outside the office, Bruce’s business overlaps with a personal mission. A father of three daughters, he has involved them directly in entrepreneurship. Together, they own a laundromat and a 24-hour car wash in town. “We treat the laundromat as a kind of mission field,” he explains. “After the floods, we opened our doors to wash clothes for free. During COVID, we did pickup and delivery laundry to help folks who were struggling. It’s about being there for people when they need you.”

That same spirit carries into his real estate work. Bruce is passionate about helping investors, educating buyers, and building relationships that last longer than a single transaction. “The work isn’t about chasing a paycheck,” he says. “It’s about showing up with value—helping people find opportunity, solve problems, and make wise decisions.”

When he’s not working, Bruce is usually outdoors—hiking, hunting, or just enjoying the quiet. Meanwhile, Matt finds his escape on the golf course or relaxing with his wife and dogs at their place on Little River. He jokes that real estate usually keeps him busy, but he enjoys watching football with friends when he can.

The balance of grit, tradition, and personal grounding makes Bruce and Matt’s partnership effective. They’ve built a dynamic that respects their strengths and shared values. In an industry often focused on the next lead, they play the long game—cultivating trust, embracing innovation, and passing on what they’ve learned.

“Real estate is one of the few careers where you can succeed by genuinely serving others,” Bruce says. “If you keep showing up with value, the business will follow.”

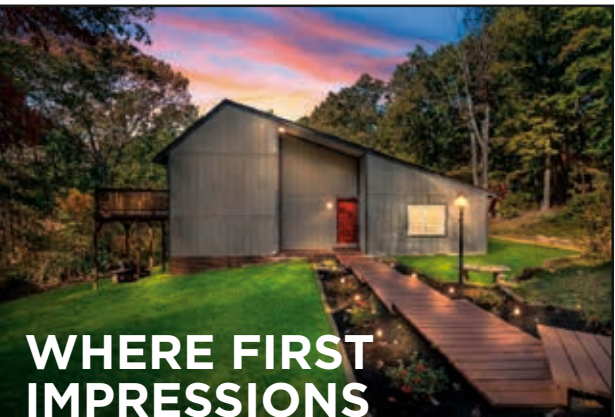
# YOUR EASY BUTTON FOR MORTGAGES

**FreedomFirst**  
MORTGAGE



**Edgar Tuck**  
VP Mortgage Loan Originator  
Roanoke/Lynchburg/SML Markets  
NMLS 659525  
Office: (540) 401-8073  
Cell: (540) 871-0940

*Serving the Smith Mountain Lake Area*



## WHERE FIRST IMPRESSIONS LEAD TO FOREVER HOMES.

Photography That Stands Out  
Aerial Views That Impress  
Immersive Virtual Experiences

40 HDR Photos  
5 Drone Photos  
Floorplan  
Walkthrough Reel  
**\$295**



434-608-9863 | skinnermediaco.com

## We shop hard so your clients don’t have to.

We search the **very best** companies to find the **right bundles and policies.**



**THE VARGAS**  
AGENCY

Albert Vargas, Agency Owner

540-469-5115  
albert.vargas@goosehead.com

SERVING VIRGINIA AND SURROUNDING STATES



# Allen Addair

EXP LYNCHBURG

STORY BY MADDIE PODISH

PHOTOS BY AMBER PERDUE,  
AMBER PERDUE PHOTOGRAPHY



# W

When Allen Addair first stepped into real estate full-time in 2015, he didn't arrive with the ease of someone chasing a hot market. The beginning felt more like a slap of reality. "Oh, it was definitely a kick in the face," he recalls, speaking candidly about the challenges of the early days. "I came from the car business, where I worked crazy hours. Real estate looked like a path to more freedom—but it wasn't instant success."





**Success for me is freedom of time. Time with my boys, time on the golf course, time doing what I love.**

Although Allen earned his license in 2007, he didn't fully commit to real estate until years later. That entrepreneurial itch—the drive to build something of his own—eventually pushed him to take the leap. Still, the transition wasn't smooth. "There's this idea that real estate is easy money," he says. "People jump in thinking it's all commission checks and flexible schedules. But the truth is, you have to treat it like a real business—and you have to invest in it like one."

What ultimately helped him break through wasn't a secret lead source or flashy marketing but a mindset shift. "I used to think real estate was just transactional," he admits. "Show a house, sell a house, move on. But once I realized it's about relationships, my business started to grow." Today, he's quick to say, "I don't have clients—I just have friends who use me for business." That philosophy has fueled a thriving business Allen has built on trust, word of mouth, and genuine connections.

Allen is the kind of agent who shows up in jeans, boots, and a hoodie—more interested in being approachable than polished. "I'm not the suit-and-tie guy," he laughs. "I'm just a regular guy who loves helping people build wealth through real estate."

His upbringing—bouncing between different schools in his region—was an unexpected advantage. He built a vast web of connections early on and has leaned into that local familiarity ever since. Whether through coaching, attending local events, or partaking in hobbies like golf and hunting, he finds organic ways to connect with people outside the business world. "Hobbies aren't just downtime," he explains. "They're opportunities to build real relationships." Those relationships, combined with his client-first approach, have been powerful drivers of his success—and in the past five years, that success has accelerated.

As his business has grown, Allen hasn't coasted on commissions. He reinvests a portion of every check, continuing to treat his real

estate practice like the serious enterprise it is. That discipline comes from his mentors who drilled one lesson into him early: "You can't make money unless you save money. And you can't save money unless you make your money make money." That philosophy drives his broader investment strategy, too.

In addition to helping clients buy and sell, Allen is active in new construction, development, and rehabs—and is steadily moving into multi-family investing. He's also begun purchasing and developing land, adding another layer to his approach as a real estate agent and investor. "If I find a good deal," he shares, "I'm probably going to buy it."

Allen is passionate about educating clients—not just about selling homes but teaching them how to build equity and long-term wealth. Whether helping a client leverage a new construction loan or evaluate potential rehab value, he wants people to walk away with more than a house; he wants them to walk away with a strategy. "This isn't a transaction," he asserts. "This is a connection. And when you treat people that way, they remember you—not just for the house, but for how you made them feel confident and took care of them."

Allen offers advice for those newer to the business that runs counter to the commission-chasing mindset: Don't worry about the money—it'll come," he advises. "Just focus on the connection and

ensuring you care for your client." He sees too many agents get distracted by short-term gains. Instead, he urges them to think long-term: build genuine relationships, treat your work like a business, and reinvest in your clients and yourself. "It's not always easy," he states. "But if you keep showing up, being genuine, and learning, you'll grow something real."

Allen doesn't measure success in deals closed or dollars earned. He measures it in time. "Success for me is freedom of time," he reveals. "Time with my boys, time on the golf course, time doing what I love." He's the proud dad of twin boys, Nolan and Colton, and when he's not working, you'll find him outdoors—hunting, golfing, or spending time with Timber, his German Shorthaired Pointer.

Even as Allen finds that freedom, he never forgets the grind that got him there. "You can't ever be complacent," he asserts. "You've got to keep building, keep reinvesting, and keep focusing on helping people. That's what keeps this business meaningful."





# Building Bonds at the Spring Luncheon

Salem Civic Center, Catered by Salem Catering

BY BETTY LEE • PHOTOS BY RAPID IMAGERY

Blue Ridge Real Producers celebrated the vibrant community of top-producing REALTORS® and preferred business partners at our Spring Luncheon in May. The barbecue at the Salem Civic Center was delicious, and we thoroughly enjoyed the opportunity to gather. In such a fast-paced industry, connecting in person is a true joy.

We thank our sponsors and business partners for their support—and for providing the excellent meal and the opportunity to gather, elevate, and inspire one another in our local real estate community. Strong relationships keep transactions moving smoothly and nourish our spirits in a world where human connection is increasingly rare.

**SPRING LUNCHEON GOLD SPONSORS**

- Allstar Title & Settlement, LLC
- Blue Ridge Moving, LLC
- TJs Superior Cleaning

**SPRING LUNCHEON SILVER SPONSORS**

- The Vargas Agency, Goosehead Insurance
- Farm Credit of the Virginias



Please support them with your business and referrals. These folks and our other partners enable us to offer this platform at no cost to our top-producing REALTORS®. Kudos to you all for the work you do every day that your clients and the general public often do not see. We see and appreciate you!

I'd love to connect with you one-on-one to hear your stories, get to know you, and learn who you'd like us to feature or bring into our growing community.

I look forward to seeing you all at our next event on September 18, 2025, at Bernard's Landing Pavilion on Smith Mountain Lake.

Be Blessed!



Zach Schemm, The Crew, and Glenda Morris



Mother-daughter cover girls Casey Johnson (left) and Phyllis Johnson (right)



Cover couple Jonathan and Megan Lazaro



Cover star Allison Ratcliffe



Albert Vargas, The Vargas Agency, Goosehead Insurance



Cover star Charlene Jones (left) and Tonya Jones, TJ's Superior Cleaning (right)



Abe Loper, Loper Financial (left); Chad Stewart, True North Title (middle); and Adam Braaten, Bartlett Tree Services





Publisher Betty Lee with Farm Credit of the Virginia's business partners



Bruce Morris (right) and his wife, Alicia (left)



Casey Johnson and Kathryn Sink



All Star Title & Settlement's Lee Anna Buford (left) and Olivia Price (right) with Richia Gregston (middle)



Jill Rufus (left) and Madison Tolle (right), Hethwood Market, featuring Orange Bandana

# Clean Houses Sell Faster

- ✓ Commercial & Residential
- ✓ Move-In & Move-Out
- ✓ Mold & Fire
- ✓ Painting
- ✓ Restoration
- + ***Much More***

**TJ's SUPERIOR  
CLEANING**

540-815-9555

latonyaones83@gmail.com





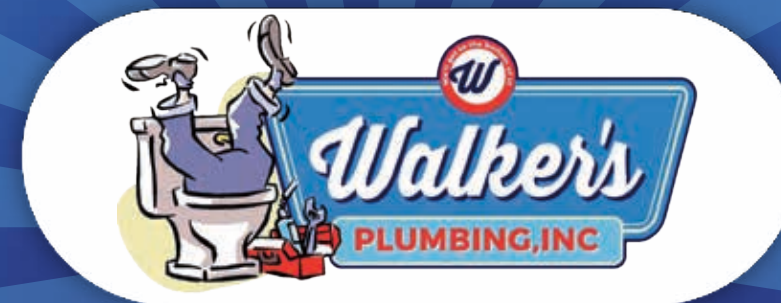
# Your Partner in Memorable Real Estate Experiences

Team Building • Client Events  
Sales Meetings • Business Celebrations  
Pop-By Gifts • Closing Gifts + More

PROFESSIONAL EVENTS  
DESIGNED BY

*Bianca*

434.841.4188 • bianca.kallison@gmail.com  
[www.professionalevents.biz](http://www.professionalevents.biz)



Scan to Connect



## Need Service? Call: 540-875-8869

- Well Pumps
- Sewer lines
- Water lines



- Drain Cleaning
- Pipe Bursting
- General Repairs

**Book Online Now At**  
[www.walkersplumbingincva.com](http://www.walkersplumbingincva.com)

# DAM GOOD

REAL ESTATE MARKETING



[RAPIDIMAGERY.COM](http://RAPIDIMAGERY.COM)



## Saving Your Clients From Moving Mayhem



*Your Go-To Moving Partner*

Free Estimates | Expert Packing, Loading, & Unloading  
Timely, Reliable, & Stress-Free Service  
Ask about our cleaning and organizing services.

(434) 841-3401  
[blueridgemovingco@gmail.com](mailto:blueridgemovingco@gmail.com) | [blueridgemoving.com](http://blueridgemoving.com)

# S&S Services



Expert accounting for realtors  
and brokerages: You focus on  
clients, we handle finances!

Coming soon: Realtor CE Courses!



[www.sscustombookkeeping.com](http://www.sscustombookkeeping.com)

434.299.3920

## Impress Buyers With Flawless Floors



Tile + Grout Cleaning  
Carpet Cleaning  
Floor Maintenance



Mention this ad to receive  
10% or up to \$200 OFF your first service.

(434) 425-7379  
[contact@restorationcrew.com](mailto:contact@restorationcrew.com)  
[restorationcrew.com](http://restorationcrew.com)







*Pointing you in  
the right direction...  
one closing  
at a time!*

**Reliable.  
Responsive.  
Ready for  
Anything.**  
*Just Like Dad*

**Why You'll Be Singing True North Title's Praises:**

- SECURE ELECTRONIC EMD & CONTRACT SUBMISSION
- IN-HOUSE NOTARIES FOR MOBILE & E-CLOSING SERVICES
- PROACTIVE COMMUNICATION
- 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*

540-951-0324 | [TrueNorthTitle.com](https://www.TrueNorthTitle.com)