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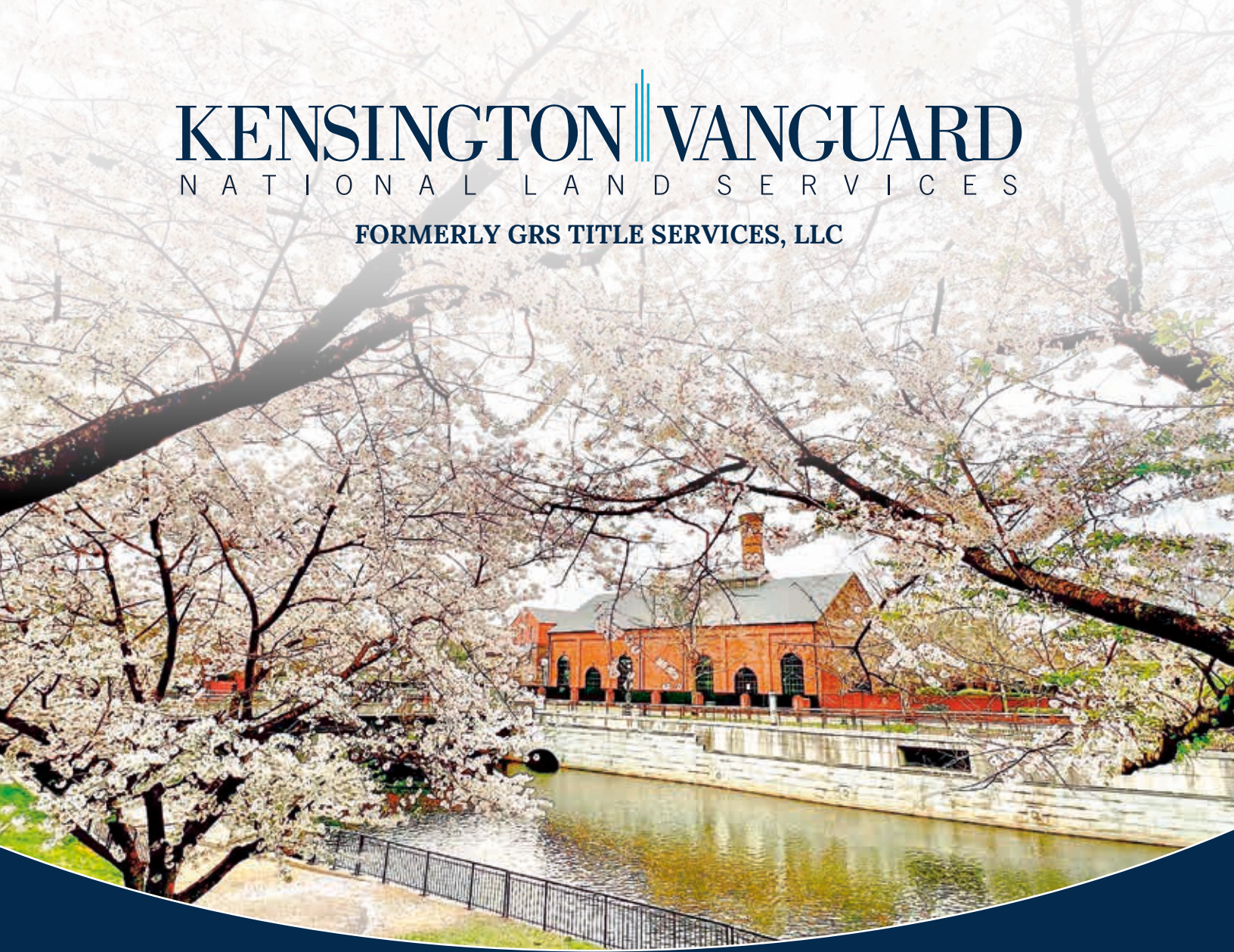
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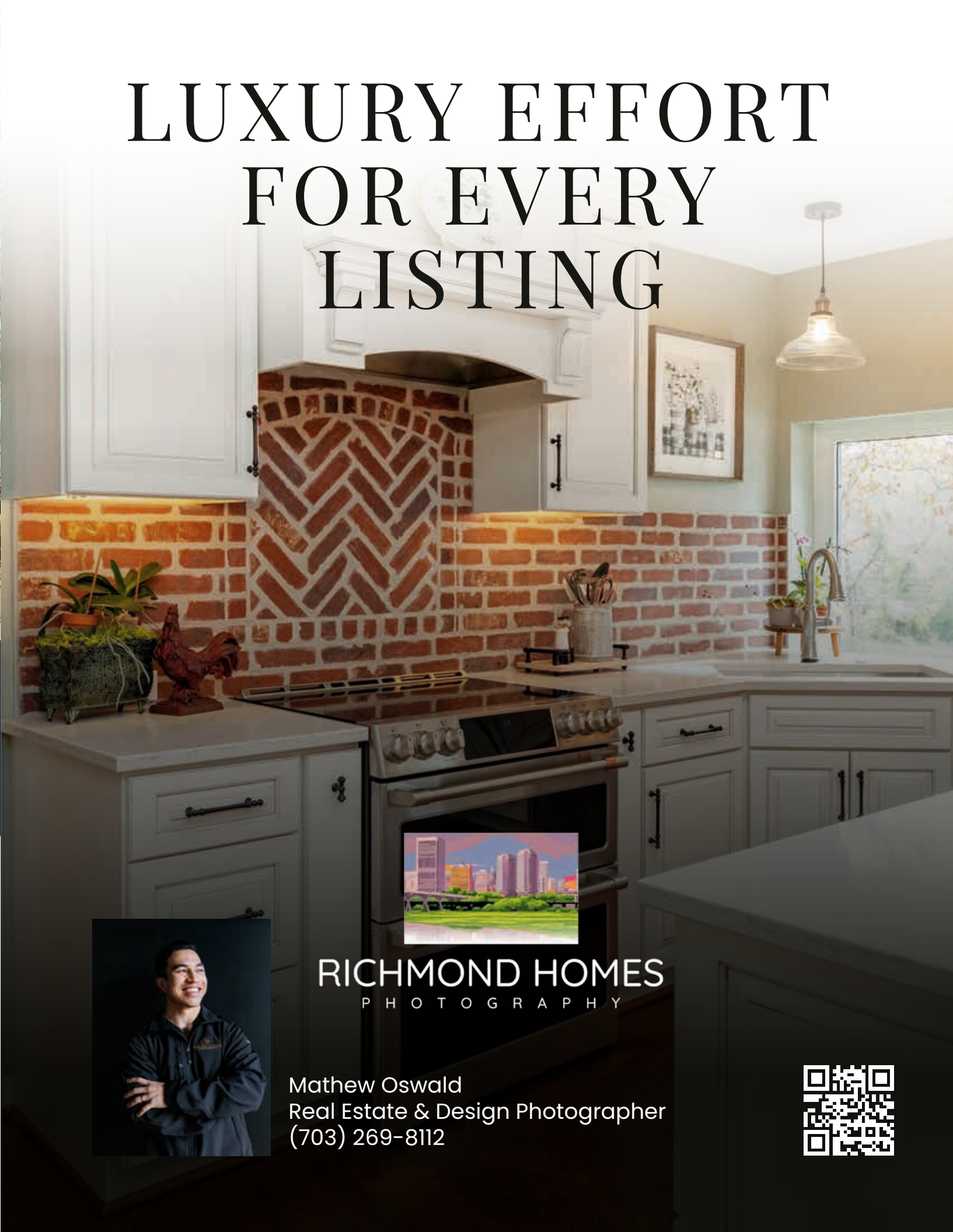
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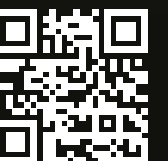
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Hey June we're ready for YOU!

Summer is officially here, and with it comes longer days, brighter energy, and a fresh perspective. It's the season to shake off the stress, chase big goals, and take time to appreciate the people and moments that matter most. Whether you're by the pool or deep in your next big project, June is all about finding that balance between hustle and fun.

We're already getting excited for our next big event: the **Mastermind** on **September 18th** with **Thomas Blackwell!** These gatherings always bring out the best conversations, the biggest ideas, and real moments of connection. Make sure it's on your radar—you won't want to miss it!

We're also pumped to welcome our newest preferred partner, **Choice Home Warranty!** They are a fantastic addition to our Real Producers family, and we can't wait to see what we build together.

As we dive into summer, let's keep this in mind:

"Summertime is always the best of what might be."

Here's to sunshine, good people, and making things happen. Let's make June count!



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Be-Do-Have:

How to Build the Habits of a Millionaire Agent

BY DREW DEMAREE

Most agents think they need to have more—more leads, more listings, more time—so they can do more, and finally be successful. But if you study the habits of high-performing agents and millionaire entrepreneurs, you’ll notice something different. Their success doesn’t start with having more. It starts with being different.



Top-producing agents reverse the formula. They start by focusing on who they need to become—on their mindset, their identity, and how they show up daily. Then, they build actions that support that identity. And as a result, they create a business and life that reflects their vision.

This is the power of the Be-Do-Have model, and if you’re ready to break free from hustle and build long-term wealth with purpose, it’s time to adopt it.

Be-Do-Have: A Model for Intentional Success

Let’s break it down:

- **Be:** Who are you becoming? This is your mindset, your daily discipline, and how you view yourself.
- **Do:** What consistent actions align with that identity?
- **Have:** What results will naturally follow those actions and habits?

Too often, agents try to shortcut their way into success. They think if they just have the right CRM, the best lead source, or the perfect Instagram strategy, they’ll finally be able to do what top producers do and become the agent they’ve always dreamed of.

But the reality is: lasting success doesn’t start with tools. It starts with identity.

BE — Think Like a Millionaire Agent

Millionaire agents don’t just work hard—they think differently. They wake up each day with clarity about who they are and where

they’re headed. They don’t chase every trend or panic when a deal falls through. They operate from a foundation of calm, focused confidence.

If you want to build wealth, impact, and freedom, the first step is to upgrade your mindset.

Here’s how:

- See yourself differently. Journal daily as your future self. Ask: “If I were already the agent I’m becoming, how would I handle today?”
- Practice identity-based habits. Instead of saying “I’m trying to be consistent,” say “I am someone who follows through.”
- Surround yourself with people playing at a higher level. Mindset is contagious.

You don’t need to be perfect. But you do need to stop letting your current results define your future potential. As James Clear puts it, “You don’t rise to the level of your goals. You fall to the level of your systems.” And your systems begin with how you see yourself.

DO — Act Like the Agent You’re Becoming

Once your mindset shifts, your actions follow. But consistency—not intensity—is the secret sauce.

Millionaire agents don’t do everything. They just do the right things, repeatedly. Start with these:

- Protect your mornings: Don’t open social or email until your most important tasks are done.

- Time-block your income-generating activities like prospecting, follow-ups, and client care.
- Track your behaviors, not just your results. Leads and closings are lag indicators—your daily habits are what you can control.

And most importantly: keep it simple. You don’t need a 47-point checklist. You need 3-4 powerful actions you repeat like clockwork.

Ask yourself: “If I only did these few things consistently for 90 days, would it change my business?” If the answer is yes, you’ve got your plan.

HAVE — Results That Match Your Vision

The best part about the Be-

Do-Have framework? The results are inevitable.

When you operate from identity-based action, you no longer need to chase success—it starts showing up. You’re building trust with your clients, momentum in your pipeline, and systems that scale. You stop living in feast-or-famine mode and start experiencing freedom.

Freedom doesn’t mean working less (at first). It means working with clarity. With intention. With a strategy that actually leads somewhere.

When your being and your doing are aligned, the having becomes natural. Whether it’s more income, more time off, a referral-only business,

or simply more joy in what you do—those results reflect your internal alignment.

Final Thought: Become Her/Him Now

You don’t need to wait until you “feel ready” to show up like a top producer. You just have to decide who you want to become—and start being that version of yourself, one choice at a time.

Let this be your mantra:

“Be her/him now. Do what she/he would do. And soon enough—you’ll have what she/he has.”

So, who do you need to be this quarter? What does that version of you do each day? And what would it feel like to finally have

a business and life that matches your potential?

The habits of a millionaire agent aren’t out of reach. They’re built one decision at a time—starting today.

And if you’re tired of trying to figure it all out alone, hire a professional coach who can help you gain clarity, build the right habits, and stay accountable to the version of yourself you’re becoming. Coaching turns intention into momentum—and momentum builds freedom.



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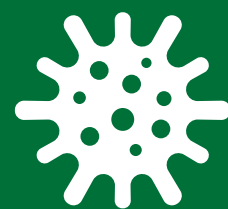
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The Rise, Fall, and Rebirth of HDBROS

A Story of Growth, Crisis, and Comeback

In 2020, while much of the world came to a standstill, HD Bros. was surging forward at an unprecedented pace. What had once been a modest real estate photography company suddenly hit new levels of growth. Demand was at an all-time high, and the company was thriving. But as quickly as it rose, the cracks began to show.



Within a few years, momentum started to slow. Customer service suffered, internal systems strained under the weight of new volume, and leadership was stretched thin. What followed was a pivotal moment—a choice between letting the business plateau or rebuilding from the ground up to come back stronger.

The Boom: From Hustle to Hypergrowth

Before 2020, HD Bros. had built a strong reputation in real estate media, but the pandemic changed the game. The need for virtual content exploded, and the team was ready.

“We went from a small, scrappy team to a company everyone was calling. It felt like we were on top of the world.”

—Chris Smith, Co-Founder & Head of Marketing

To meet demand, the company scaled fast—hiring photographers, managers, and launching new systems. Growth was strong, but the speed of it masked some growing pains.

The Breaking Point

By 2022, it became clear that the systems that once served a lean team were no longer enough. Layers of middle management added complexity, not clarity. Customer issues increased, and internal communication slowed.

“We thought adding people would solve our problems. Instead, we added layers between us and our clients.”

—Rob Malan, Co-Owner & President

At the same time, the personal lives of the five owners—Chris, Nick Kime, Dan Clifton, Rob, and Kyle Haynes—were evolving. Within a year or two, each became a parent, often twice over. Balancing growth at home and at work brought a new level of pressure.

“We were all in the same phase of life—building a business and raising families. The pressure to provide was real.”

—Nick Kime, Co-Founder & Head of Content

Kyle, who had taken on the role of president, found himself at the helm during one of the most challenging periods in the company’s history. The business had grown fast, but the systems and structures hadn’t kept pace—putting him in a tough position from day one.

“Kyle stepping down was a huge shift, but even then, we knew his story with HD Bros. wasn’t necessarily over.”
—**Dan Clifton, Co-Founder & Head of Customer Support**

When Kyle ultimately stepped down in 2023, it wasn’t a result of any fractured relationships or disagreements. In fact, the team continues to hold deep respect for how he handled the role, and how much he gave during a nearly impossible season.

“There’s nothing but appreciation for what Kyle did. No burned bridges—just a hard chapter, handled with integrity.”
—**Rob Malan, Co-Owner & President**

As the business regained its footing, the team made it a shared goal to

bring Kyle back in 2026—this time in a role that better aligns with the company’s new systems and structure. Kyle is fully on board, and the door remains open.

The Turnaround
Rob stepped into the role of president, and the team got focused. Responsibilities were realigned, and decision-making was streamlined.

Dan overhauled customer support, bringing in automation and smarter systems.

Chris restructured marketing for clarity and impact.

Nick centralized photographer training in Richmond, improving consistency.

“It was the first time in years we felt truly aligned. Everything started to click again.”

—**Rob Malan, Co-Owner & President**

Customer service improved dramatically. Flexibility returned. Clients noticed the difference.

“We stopped saying no. Instead, we figured out how to make it work for the client.”
—**John Schwartz, Sales Director**

Back on Top
By late 2024, HD Bros. was back on solid footing—with growth returning and client relationships stronger than ever. Even early 2025 is showing signs of momentum.

“We used to chase business. Now, clients are coming to us because they’ve heard how we show up.”
—**Chris Smith, Co-Founder & Head of Marketing**



More importantly, the team was operating with more efficiency than ever. Fewer people. Smarter systems. Better service.

What’s Next
With a renewed leadership structure, unified direction, and a culture of accountability, HD Bros. is poised for another wave of growth. And if the past few years have taught this team anything, it’s that reinvention is part of the journey.

“We’ve been through this cycle before. If we grow again, we’ll have to rebuild again. But this time, we know how.”
—**Rob Malan, Co-Owner & President**

The company’s future is focused, flexible, and full of opportunity. After everything they’ve been through, one thing is certain: HD Bros. knows how to adapt—and how to win.



Where Real Estate Meets Creativity & Connection

BY GEORGE PAUL THOMAS
PHOTOS BY PHILIP ANDREWS

MARY
SOROKA

If you’ve ever met Mary Soroka, you already know she’s the kind of person who makes you feel like an old friend five minutes into a conversation. Warm, creative, and genuinely interested in the people around her, Mary’s not your average real estate agent—and she doesn’t want to be. With her natural artistic flair, love for connecting with others, and her loyal border collie Luna riding shotgun (sometimes literally), Mary brings authenticity and good energy to everything she does.

Her Richmond Roots

Born and raised here, Mary’s Richmond roots run deep. After earning a Bachelor’s degree in Interior Design from Marymount University, she graduated in 2008—smack in the middle of the recession—and found herself in furniture sales instead of her dream design job.

“I started in a small local gift and furniture shop, then worked my way through Lazyboy, Ashley Furniture, and eventually Haynes,” Mary recalls. “Retail wasn’t what I hoped to be doing after college, but I at least felt like it was related to interior design in some way, and it gave me a good foundation.”

It was at Haynes Furniture that fate stepped in. While helping stage a model home, Mary met two local real estate agents who saw her potential and planted the seed: why not try real estate?

“DREAMS DON’T HAPPEN OVERNIGHT. I WATCHED MY MOM WORK FOR HERS, AND THAT TAUGHT ME EVERYTHING I NEEDED TO KNOW ABOUT WHAT IT REALLY TAKES.”



Putting People First, Always

As part of the Mission Realty Team at REAL Brokerage, Mary’s focus has never been on the sale—it’s about the people.

“I strive to make sure the experience when working with me doesn’t feel transactional,” Mary says. “I want them to know they can call me any time, even if it’s years after we closed. They become part of my tribe.”

It’s a mindset that’s served her well. In 2024, Mary closed 36 transactions totaling \$13.2 million in volume, earning her the Top Producer in Units for her team. For 2025, she’s aiming even

“I didn’t know the first thing about real estate,” she admits. “But I knew I wanted out of retail. So I took a week off work, crammed for the licensing exam, and got my license in a week and a half. Then all I had to do was figure out how much money I needed to save before quitting my steady-paying job for a life of commission...not surprisingly, it wasn’t enough, but I knew I had to go for it, and I haven’t looked back.”

And just like that, in 2013, Mary stepped into a brand new world—one that allowed her to blend design, connection, and entrepreneurship in a way that finally felt like home.





higher, with a \$20 million goal already in motion.

Beyond the numbers, she's making a mark as a New Agent Mentor, helping the next wave of real estate agents grow with integrity and confidence.

Ceramics, Cats & Maybelle the Sunshine Bus

When Mary's not helping clients find their dream homes or mentoring new agents, she's fully immersed in a life brimming with creativity, color, and a little controlled chaos.

At home, she and her husband, Nick, have created a space that's equal parts cozy, quirky, and hands-on. Their pottery studio—yes, right at home—is where the two spend hours crafting beautiful ceramics from scratch. “We both love working with our hands,” Mary says. “Pottery has become such a grounding creative outlet for us. There's something peaceful about the process—getting messy, working the clay, and creating something useful and beautiful.”

Their home is also filled with furry companions—five, to be exact. Luna, their sweet 9-year-old border collie, is the heart of the pack. She's been known to tag along on home showings and was even featured in the pet edition of Real Producers. The Soroka household also includes Blix, Wolfgang, Frankie, and Atticus—affectionately known as Lil' Nakes, a hairless Sphinx cat who keeps things interesting and the thermostat high.

And, of course, there's Maybelle—Mary's vintage 1976 bright yellow VW Westfalia bus. Owning Maybelle was a long-held dream that finally came true a few years ago, and now, she's a staple in Mary's life—and often a source of smiles for anyone who sees her cruising around town.

“She's pure sunshine on wheels,” Mary says. “She's old, a little temperamental, but totally magical. When I take her out, people wave, smile, and share stories about their own VW buses. It's like an instant community.”

When she's not working or throwing pottery, you might find Mary gardening, painting, crocheting, or off on a trip overseas with Nick, as she loves to travel. Their weekends are often a mix of nature, art, and simple joys—campfires, antique store finds, and a well-placed hammock.

“I think our life is a little unconventional, but it's full of all the things we love,” she shares. “I think that balance—of hustle and creativity, of work and play—is what keeps me energized and connected to what really matters.”

Mary's home and hobbies are a reflection of her outlook on life: colorful, heartfelt, and unapologetically authentic. And just like her pottery, her perfectly imperfect



VW, and her travels overseas, every little detail of her life tells a story.

Creating Real Estate Magic for the Long Haul

Mary's vision for the future includes a blend of imagination and heart. She and Nick dream of building unique, creative structures on their property to offer guests one-of-a-kind experiences. And maybe one day, she'll be flying them there herself—earning her pilot's license is also on her to-do list.

In the meantime, she's focused on growing a fulfilling business with deep client relationships, steady growth, and a collaborative mindset.

“I believe in running my business with a spirit of contribution and collaboration, both with my clients and colleagues. Leading with sincerity and authenticity—both personally and professionally—creates the meaningful connections I strive for.”

For those aspiring to be top producers, Mary shares some heartfelt advice: “Focus on relationships over transactions,” Mary says. “Success comes from how well you serve others. Mindset is everything. This business is easy—if we can get out of our own way. If we want more, we have to become more, which means working just as hard on ourselves as we do on our business.”



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Taylor Cassell

Rooted, Real, and Ready for Anything

BY GEORGE PAUL THOMAS
PHOTOS BY PHILIP ANDREWS



If you're looking for a REALTOR® who's equally dependable and down-to-earth, meet Taylor Cassell of River Birch Real Estate, powered by The Kerzanet Group. Based in Goochland, Virginia, Taylor is the kind of person who shows up, listens hard, and brings calm to the chaos. Her clients trust her not just because she gets results, but because she genuinely cares.

Driven, approachable, and thoughtful, Taylor isn't flashy, but she's fierce when it comes to doing right by her people. She's not trying to impress you with buzzwords—she'd rather show you what it means to be a true advocate.

From Roots to Grit

Taylor grew up in Glen Allen, Virginia, where she learned early on the value of hard work and being someone others can count on. Before diving into real estate, she spent years in the restaurant industry—an experience that gave her an edge in empathy, multitasking, and making people feel at home.

“That job taught me how to stay calm under pressure and anticipate needs without people having to ask,” she says. “Now I bring that same mindset into every client interaction.”

Taylor's journey into real estate started in 2019, fueled by a desire to help people through one of the most important moments of their lives. “Real estate just felt right,” she says. “It lets me guide people through big transitions and give them some peace of mind along the way.”

Since that first step into real estate, Taylor's career has steadily grown—and so has her impact. In 2023, she closed 26 transactions with \$8.5 million in volume. This year, she's aiming even higher, with a goal of serving 40 families and hitting \$11 million in sales.

Taylor is a solo agent, but don't let that fool you—she's anything but on her own. She's powered by the values and mentorship of The Kerzanet Group and River Birch Real Estate, a team that reflects the same heart-forward hustle that defines her.



Her style? Relationship-first, always. “I treat every client like they're my only one,” she says. “It's never just about the sale—it's about earning trust, showing up, and making sure people feel supported through the entire process.”

Home Base and Heartstrings

Taylor lives in Gum Spring, Goochland, with her partner Parker, their spirited three-year-old son Hayes, two high-energy German Shorthaired Pointers, and two chill cats. Life at home is a mix of laughter, muddy paw prints, and peaceful evenings under the sunset sky.

“We love being outside,” she says. “Boating, grilling, spending time with family and friends—it doesn't have to be fancy to be meaningful.”

When she's not working with clients or chasing Hayes around, Taylor finds balance in riding horses, checking out new restaurants, or sneaking away for weekend travel.

“I also love sunsets and sour candy,” she laughs. “Random combo, but it's the little joys that make life sweet.”

The Bigger Picture

Taylor's goals for the next 5–10 years are rooted in growth, but not just numbers. She wants to build her business in a way that lets her mentor newer agents, give back to the community, and expand her reach without losing her personal touch.

"I want my clients to feel like they're working with someone who actually sees them," she says. "Whether it's their first home or their fifth, I want them to feel supported, heard, and taken care of."

Her volunteer work at church and her quiet but steady presence in the Goochland community reflect that same mindset. Taylor doesn't need a spotlight—she's here to do the work, build the relationships, and keep growing.

To aspiring top producers, Taylor keeps it real: "Never stop learning. Always pick up the phone. And treat every client like they're your only one."

She credits her success not to flash but to follow-through. And if you ask anyone who's worked with her, they'll tell you: she's the real deal.



“
I treat every client like they're
my only one. It's never just
about the sale—
it's about earning trust.”



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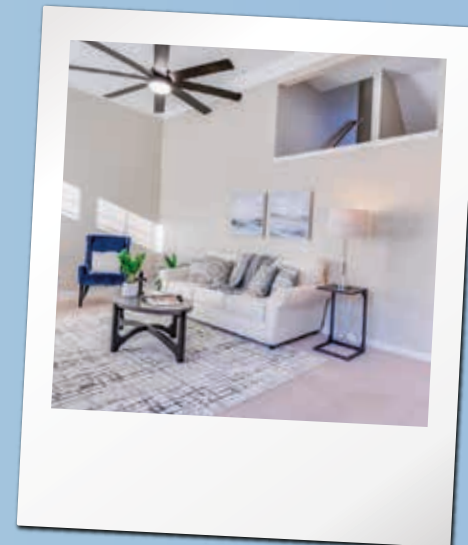
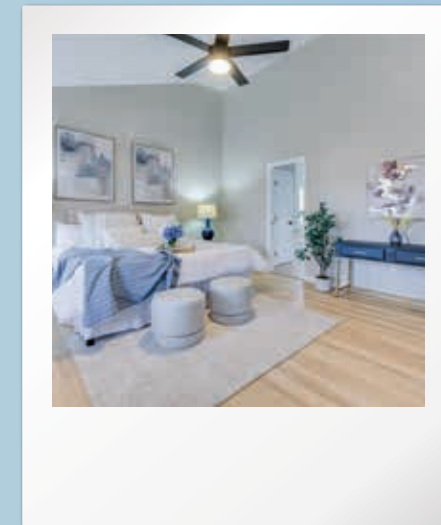
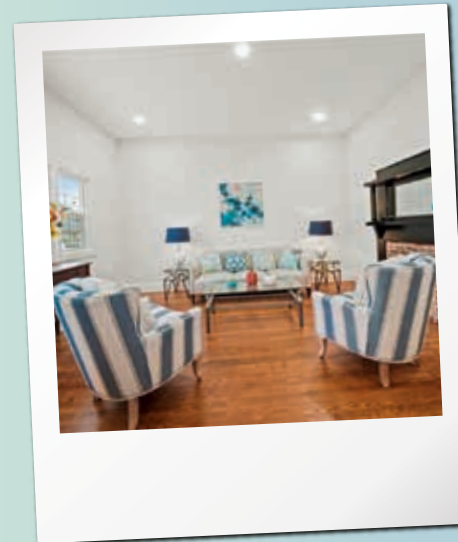
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When you meet Meg Traynham and Sarah Kate Shepherd, you don't just meet real estate agents—you meet a force of nature. As the mother-daughter duo behind Traynham Shepherd Homes with Providence Hill Real Estate, they bring heart, hustle, and decades of combined experience to every transaction—building a business rooted in family values and lasting relationships.

Meg is outgoing, generous, and fiercely loyal. Sarah Kate is ambitious, energetic, and deeply collaborative. Together, they make every client feel like the only client. And it all began with a simple vision: helping people feel at home in their houses, in their community, and in the process itself.

From Marketing to Matchmaking

Meg Traynham never set out to be a realtor. After growing up in Richmond and studying at Saint Gertrude High School and Meredith College, she began her career in radio advertising and media buying. But when she and her husband, Byron, bought and flipped two homes early in their marriage, Meg saw an opportunity. “I thought, why not get my license and save on commissions?” she recalls with a laugh.

Her real estate career officially launched when Ben, her first child, was born. Working with Pulte Homes in new construction allowed her to balance a growing family with a budding career. She quickly transitioned into resale, where her natural knack for matchmaking—pairing people with places—began to shine.

Sarah Kate, a native Richmonder and also a “Gertie Girl”, took a different route. With a background in the Governor’s Mansion and the corporate world, she spent years sharpening her organizational and people skills as an Executive Assistant at Harris Williams. But when the traditional 9-5 no longer fit her life as a mom, she followed a path that had always been quietly calling.

“My mom has been in this business my whole life, and it has always been my

Meg & Sarah Kate TRAYNHAM SHEPHERD

DEEP ROOTS AND BIGGER VISION

BY AMELIA ROSEWOOD • PHOTOS BY PHILIP ANDREWS

“FAMILY FIRST
ISN'T JUST A
TAGLINE. IT'S
HOW WE LIVE
AND WORK
EVERY DAY.”



dream to join her,” she says. “I saw how she made a difference for people and knew it was my time to take the leap.”

Built on Family and Faith

What started as a solo career for Meg has now evolved into Traynham Shepherd Homes, a team grounded in values that she and Sarah Kate live by.

“Family first isn’t just a tagline. It’s how we live and work every day,” Meg says. Their approach centers on trust, adaptability, and integrity—being upfront even when it’s hard, staying flexible through market changes, and finding joy in the journey.

Clients often say working with them feels less like business and more like friendship. “We answer calls fast, remember the details, and make sure our clients feel seen and valued,” Sarah Kate adds.

The team also includes Caitlin Bojarski, a licensed Realtor and stager with more



than a decade of experience. Caitlin assists with buyers and sellers, manages the staging process, preps listings, and ensures the aesthetic vision stays sharp.

Leading with Results

Last year, Traynham Shepherd Homes closed 41 transactions with a total volume of nearly \$23 million. This year, they’re aiming for \$30 million. Meg and Sarah Kate have both been named Most Referred Realtors by Richmond Magazine every year since 2020—an honor that means more to them than any plaque.

“We want to be known as the people who made the experience better,” Meg says. “That’s our legacy.”

What sets them apart isn’t just stats—it’s how they work. Integrity is non-negotiable. Joy is part of the process. And relationships always come first.

Real Life, Real Roots

Outside the office, Meg and Sarah Kate are full-time wives, moms, and daughters with deep Richmond roots. Meg has been married to Byron for 43 years, and they have two adult children—Ben (Katherine) and Sarah Kate (Will) and six grandchildren, all in RVA. With Meg’s five siblings, 21 nieces and nephews, and a rapidly growing third generation, family gatherings are more like reunions.

Sarah Kate lives in Midlothian with her husband, Will, and their sons, Liam and Garrett. Together, they love exploring local breweries, cheering on the boys at their sporting events, and discovering new local restaurants. As a former Division I swimmer for George Mason University, she stays active and recently started a Mahjong club in RVA.

Meanwhile, Meg loves to entertain, decorate, thrift, and fluff her home in Richmond, or their river cottage in Deltaville. She’s just as happy preparing a home-cooked meal for family or friends as she is dining at the trendiest spot in town—but don’t be surprised if



she’s cheering on NC State, Auburn, or Notre Dame from the kitchen!

The Next Chapter

Meg isn’t retiring just yet, but she loves knowing that Sarah Kate is building the next generation of their business. “She’s going to take this even further,” Meg says proudly. “And I’ll be right there, helping however I can.”

Their shared vision includes more than growth. It includes giving back, mentoring others, and continuing to

help families make their houses feel like home.

Their advice to others just starting out? “Be realistic and patient; it takes time, effort, heart, and money to become successful in this crazy business,” Meg shares. “It’s all about building trust and fostering relationships over time. It’s never just about the sale—it’s about the people.”

And for this team, people have always been the point.



APRIL MAGAZINE PARTY

APRIL 24, 2025

PHOTOS BY PHILIP ANDREWS



The recent *Richmond Real Producers* Magazine Party, hosted by **Blazer Heating, Air, & Plumbing** at their office, was a resounding success! We are incredibly grateful to Blazer for graciously opening their space to us and coordinating the delicious food and drinks that helped create such a welcoming atmosphere.

A special thank you as well to our Gold Sponsor, **Kevin Torcia of Goosehead Insurance Torcia Agency**, for supporting this event and helping make it possible.

We were thrilled to see so many top-producing agents, industry leaders, and partners come together for an afternoon of meaningful connections

and celebration. Your presence truly brought the event to life and made it a memorable occasion!

The day's special moments were beautifully captured by **Philip Andrews Photography**, and **HD Bros** produced a fantastic video recap that perfectly highlights the energy and camaraderie of the gathering.

Thank you again to all our partners, sponsors, and attendees for making this event such a success. We look forward to many more shared celebrations and opportunities to connect in the future!

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Disclaimer: Information based on MLS closed data as of May 5, 2025, for residential sales from January 1, 2025, to April 30, 2025, 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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