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MARCH 2025

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Rising Star:
LANA GARNER

Agent Spotlight:
MEAGAN ARLINE

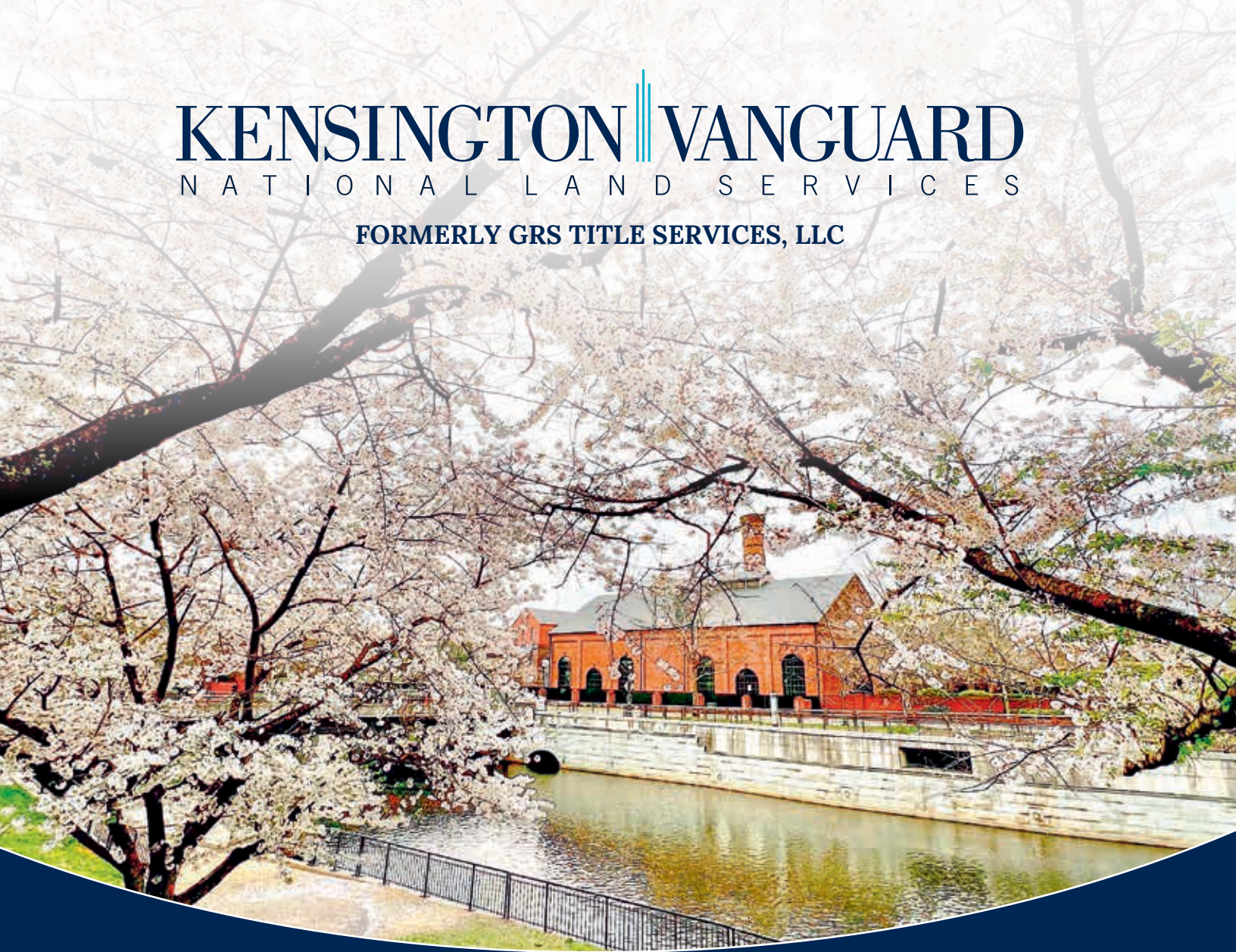
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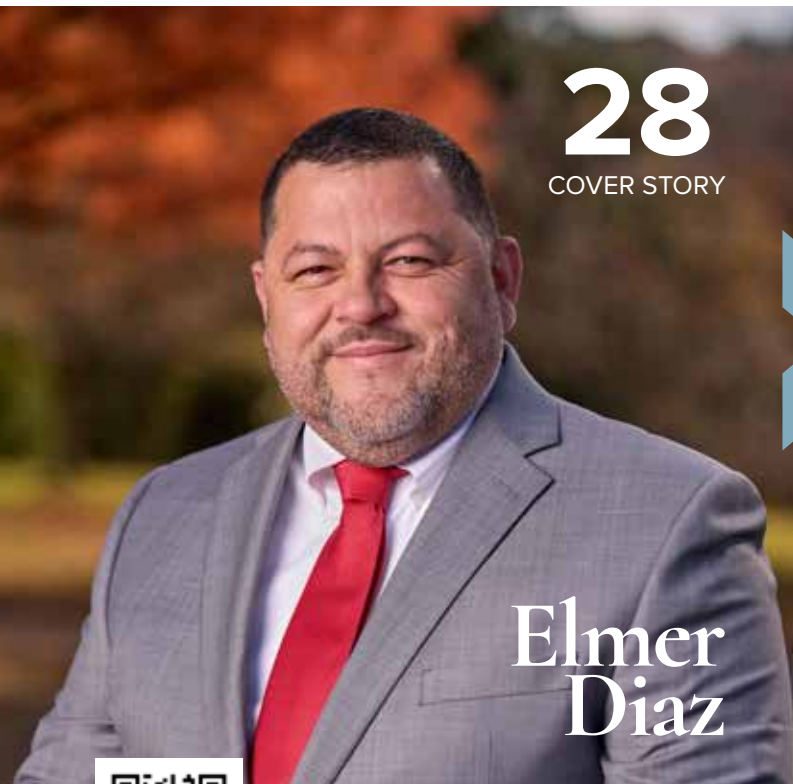


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28
COVER STORY

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Welcome, New Top Agents!

March is an exciting time for **Richmond Real Producers** as we officially unveil our **2025 Top 500 Agents** list. Congratulations to the outstanding professionals whose dedication and achievements have earned them a place in this elite group! You should have received your **2025 Top 500 badge**—a well-earned symbol of your success and commitment to excellence.

This year also marks a milestone for our team: it's been **over three years** since we launched the Richmond publication. What started as a single community has now expanded into **seven markets nationwide** with the **KB Team**, thanks to the incredible agents and partners who continue to support and uplift each other.

As part of this prestigious network, we invite you to connect with fellow top producers at our **exclusive events** throughout the year:

- **March Madness** – March 21st
- **Taste of Traditions** – May 6th
- **Mastermind** – September 18th
- **Bonus Virtual Mastermind** – Uniting all seven markets for a powerful, shared experience in July

Our events are designed to **inspire, connect, and celebrate** the remarkable professionals who define excellence in our industry.

As we step into spring, take a moment to reflect on your goals and the opportunities ahead. **Success in real estate isn't about luck—it's about**

strategy, resilience, and staying open to new possibilities.

We'd love to hear from you! If you have **feature story ideas, event suggestions, or questions** about this incredible community, feel free to reach out. Here's to a fantastic **2025** and beyond—we can't wait to celebrate your success!

Cheers to an extraordinary year ahead!

Kristin Brindley
Owner/Publisher
Richmond Real Producers

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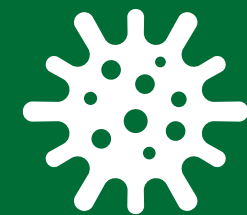
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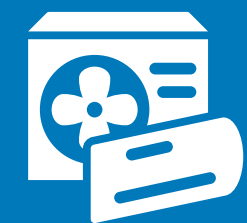
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FAQ



Since launching *Richmond Real Producers* three years ago, I've received many of the same questions. To save time, I'm sharing the answers here. Remember, this publication is your voice, and my door is always open to discuss anything about our community!

Q: Who receives this magazine?

A: The top 500 agents in the Greater Richmond area. We pull the MLS numbers each year (by volume) for agents licensed in our service area, which includes Hanover, New Kent, Henrico, Charles City, Chesterfield, Powhatan, Goochland, King William Counties. We cut off the list at number 500, and the next year's distribution is born. We did this again in January, based on the new top 500 agents in sales volume for 2024.

Q: What is the goal of this magazine?

A: Real Producers is about building a stronger, more connected real estate community. We believe that when we surround ourselves with successful, like-minded individuals, we can grow to new heights. This magazine is a platform designed to bring together the top 500 real estate agents and our trusted preferred partners, fostering an exclusive and collaborative network. Each month, we share inspiring stories, celebrate successes, and promote events that connect, inform, and inspire. Our mission is to build relationships and empower growth within the real estate industry.

Q: Does Real Producers have events?

A: Yes! We will have specific networking events throughout the year.

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

A: Being featured is simple and starts with a nomination. REALTORS®, affiliates, brokers, office leaders, and even self-nominations are welcome! If you know someone with an inspiring story, exceptional leadership, top-



tier customer service, or a remarkable commitment to giving back, we'd love to hear about them.

To nominate, send an email to wendy@kristinbrindley.com and share why you believe they should be featured. Your insights help us uncover stories we may not know about. Once a nomination is submitted, we'll reach out for an interview to ensure the feature is a great fit. If selected, our team will take it from there, coordinating an article write-up and scheduling a professional photo shoot.

Q: What does it cost a Realtor/team to be featured?

A: Zero, zilch, zippo, nada, nil. It costs nothing, my friends, so nominate away! The only small fee you may incur would be for professional lifestyle photos for the article.

Q: Who are the Preferred Partners?

A: Anyone listed as a "preferred partner" in the front of the magazine is part of this community. They will have an ad in every magazine issue, attend our events, and be part of our online community. We don't just find these businesses off the street, nor do we work with all businesses that approach us. One or many of you have personally referred every single preferred partner you see in this publication. Our partners hold a special piece to this puzzle since their partnership helps support our monthly publication. Without them, we wouldn't be able to feature our top agents or host our social events.

Q: How can I refer a Preferred Partner?

A: If you know and want to recommend a local business that works with top Realtors, let us know!

RICHMOND
RP

2025

BY THE NUMBERS

WHAT RICHMOND'S TOP 500 AGENTS SOLD

14,862



TOTAL TRANSACTIONS

\$7.5B



TOTAL SALES VOLUME



LISTING SIDE TRANSACTIONS

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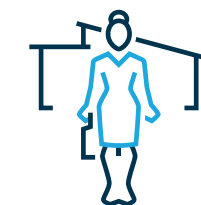
BUYING SIDE TRANSACTIONS

6,009



AVERAGE SALES VOLUME PER AGENT

\$15M



AVERAGE TRANSACTIONS PER AGENT

29.72



Finding YOUR LEADERSHIP SUPERPOWER

BY DREW DEMAREE

What if you discovered that you had a hidden superpower, just waiting to be unleashed? A power so unique that it could transform not only your life but also the lives of everyone around you. Superheroes like The Hulk with his incredible strength, Superman soaring through the skies, Mystique morphing into anyone she desires, and Dr. Strange bending reality with teleportation, captivate us for a reason. Their abilities inspire awe, but it's not just their powers—it's how they use them to make an impact that keeps us coming back for more.

In the real world, we might not have capes or mutant abilities, but we do have something just as powerful: our unique gifts. Yet, so many real estate professionals find themselves

searching endlessly for the next social media campaign or marketing hack, hoping it will be the magic bullet to make them stand out. The truth is, just like our favorite superheroes, your “superpower” often comes from a place invisible to the naked eye. It's the unique essence of who you are and how you lead—whether it's in your community, your business, or even within your family.

Here are a few reminders of ways you can lead yourself and others to rediscover your SUPERPOWER:

1. Be Authentic
In a world filled with social media clickbait and catchy marketing strategies, authenticity may seem intimidating to real estate agents.

Some may even feel that it is irrelevant. Yet, there are a couple key ingredients that make all humans connect and relate:

- **Like-minded people seek out other like-minded humans.** It is a part of our DNA. Relatability allows us to connect to each other on hard topics and moments where we can champion a celebration, together.
- **Authenticity is not seen; it is felt.** We all know when marketing is forced upon us versus when authenticity is naturally suggested. Sharing your genuine story, values, and experiences creates trust and loyalty, which are essential in leadership and business.

2. Embrace Your Unique Strengths
Superheroes don't compare their powers to one another—they embrace them. As a leader, your unique strengths are your superpowers. Whether it's your ability to connect with others, your problem-solving skills, or your vision for the future, lean into what sets you apart. Reflect on moments in your life or career when you've felt most in your element. What were you doing? What feedback did others give you about your impact?

3. Inspire Others Through Action
Superpowers aren't just for personal gain—they're for serving others. Leaders inspire by example. Leadership superpowers are not just a mindset—they get into massive action. When you demonstrate resilience, kindness, and determination, you encourage those around you to step into their own power. Consistency in your actions builds credibility, and your ability to uplift others amplifies your impact.

4. Cultivate Emotional Intelligence
A superhero's greatest asset isn't just their power; it's their ability to understand and connect with others. As a leader, your emotional intelligence—your ability to empathize, communicate effectively, and navigate challenges—is a superpower that can transform

relationships and elevate your influence. Often, as driven leaders, we rush through our day and forget to connect with others on our EI level. I read once a year a powerful book, Emotional Intelligence 2.0. I love it in a hardback format so I can highlight and write in the pages as I read it. Year after year, I always find a “new message” that I swear was not in the book the last time I read it. It even has an EI test for you to take online. It's powerful to see how our individual emotional intelligence can expand.

5. Stay Committed to Growth
Every superhero faces challenges that push them to grow and adapt. As a leader, your commitment to personal and professional development keeps your superpower sharp. Seek feedback, invest in learning opportunities, and surround yourself with people who challenge and inspire you. If you compare all superhero stories—they all face hard

choices and life hardships. Life as a superhero is not for the faint of heart, and as a real estate professional, I know you can relate. Yet, it is worth it if you feel the passion behind it.

Superhero Power is Not About Perfection

Superheroes remind us that greatness isn't about perfection; it's about purpose. As a leader, your superpower lies in your ability to authentically connect, inspire, and grow—both within yourself and in those around you. Rediscover

your unique gifts, embrace your strengths, and lead with confidence, knowing that your impact has the potential to transform lives. Here at The Freedom Companies, we are very intentional about revealing each person's superpower. Whether it is through a classroom training experience or our one-on-one coaching sessions, we strive to show real estate professionals how to connect their gifts to their fellow customers. Because remember, “With great power comes great responsibility.”



Drew DeMaree was born and raised in the Midwest and graduated from Johnson & Wales University. He has been a licensed REALTOR® since 2005 and a business coach since 2015. Drew has been recognized as a Top 20 MAPS coach for Keller Williams Realty offices throughout the country. He has also operated a brokerage that rose to number 1 in closed sales volume in the area for three consecutive years, and founded The Freedom Companies, an independent coaching, training and events business, in 2020.

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SEE THROUGH WINDOW CLEANING

Brightening Lives, One Window At A Time

BY AMELIA ROSEWOOD
PHOTO BY PHILIP ANDREWS

For Stephen “Steve” Donahue, the founder and owner of See Through Window Cleaning, every streak-free window represents more than just a job well done—it’s a reflection of his lifelong commitment to service, family, and faith.

In 2004, Steve set out to build something unique: a business that was flexible enough to support his young family while allowing him to help start a church in his Richmond community. “I wanted something physical, service-oriented, and meaningful,” Steve explains.

Family-Owned, Customer-Focused

From humble beginnings, See Through Window Cleaning has grown into a trusted name for residential and commercial clients. Steve’s commitment to excellence is evident in every aspect of the business. “We’ve been family-owned and operated since day one,” he says proudly. Over the years, all five of his children have worked in the business, learning firsthand the value of hard work and integrity.

The company specializes in low-rise interior and exterior window cleaning, servicing homes and businesses up to the fourth story. Steve emphasizes the



importance of precision and care in every job, guided by a five-step process that ensures client satisfaction from start to finish.

From gathering information and providing estimates to scheduling, cleaning, and following up, every step is handled with professionalism and attention to detail. “We’re known for being efficient and thorough,” Steve shares. “We use a purified water filtration system for the exteriors and

high-quality hand tools for the interiors. And we always treat our clients’ homes and belongings with respect.”

Despite their long-standing reputation and systems, clients are often surprised by the company’s personal feel. It’s precisely this personal touch—backed by a business culture rooted in a Biblical Worldview—that sets See Through Window Cleaning apart.

Beyond the Business

Family is central to Steve’s life. Married to Joanna since 1992, he values their partnership and life together. As proud parents of five, the Donahues foster a dynamic of love, support, and shared values. All five children have contributed to the family business, with two working alongside their father still today.

Living in the peaceful countryside, Steve and Joanna embrace the outdoors and enjoy spending quality time together as a family. Their close-knit bond extends beyond their home, as they remain deeply involved in their church community, strengthening relationships with others who share their values.

When he’s not working, Steve enjoys outdoor adventures like hunting, fishing, hiking, and running, especially when he can do so with his dog, Murphy. Fitness is another passion, and he



next phase. “If we keep expanding, I’ll need to hire another leader for the residential crew,” he reveals. Although growth is always in sight, he is committed to providing his clients with flexibility and outstanding service.

enjoys keeping himself in relatively good shape. Steve also dedicates time to giving back, serving as the commanding officer of the U.S. Naval Sea Cadet Corps in Richmond, Virginia. In this role, he mentors young individuals, helping to shape future leaders with strong character and values.

Looking Ahead

As See Through Window Cleaning flourishes, Steve is gearing up for the

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To experience the See Through difference, contact Steve at steve@seethroughwindowcleaning.net or visit Seethroughwvc.com. Because sometimes, a beautiful view is all it takes to see the bigger picture.





MEAGAN ARLINE

BUILDING
SUCCESS,
FAMILY, AND
COMMUNITY

BY GEORGE PAUL THOMAS
PHOTOS BY PHILIP ANDREWS

Born in Frederick, Maryland, Meagan Arline's career journey has been defined by dedication and adaptability. With a degree in Psychology and a minor in Criminal Justice from Virginia Commonwealth University (VCU), she initially pursued a path in mortgage servicing. Managing multiple operations teams at a national bank, she found herself excelling professionally but struggling with the work-life balance

"I was feeling like a terrible mom because work took up so much of my time, and I was missing out on the little moments," Meagan shares.

"I knew that something had to change, and I couldn't be happier with the change."



That change came in the form of real estate—a career that would allow her to maintain the drive and work ethic she was known for while prioritizing her family. Seven years ago, Meagan took a leap of faith into the industry, inspired by her personal real estate agent, Stephanie Brown, who would later become her team lead.

Her background in psychology gave her a unique advantage, helping her connect with clients on a deeper level and understand their needs beyond just buying and selling a home.

A Passion for People

Real estate proved to be more than just a career shift; it became a fulfilling



A simple yet powerful phrase guides her through life: “It always works out.” This mantra reflects her belief in perseverance and resilience—two qualities that have carried her through every challenge and success.

At the heart of her business is gratitude. “My love for my little family and how grateful I am to my clients and their referrals that allow me to continue to do what I love.”

Her advice to aspiring top producers? “Treat it like a real job. Put in the work, and you will see results.”

For Meagan Arline, real estate is more than transactions—it’s about trust, relationships, and making a lasting impact on every client she serves.

passion. Meagan is a dedicated team member at REAL Broker LLC, known for her persistence and creative problem-solving. “I will never give up on my clients and what is right for them,” she says. “I am willing to get creative and find solutions to get them to the finish line.”

Beyond closing deals, what truly fuels Meagan is the ability to be present for her family while building a thriving business. “It allows me to balance time with my kids and family. It allows me to volunteer at my kids’ schools, go on field trips with them, and do pick-ups and drop-offs at school. My income is based on how hard I work.”

Over the past year, Meagan closed over \$15 million in transactions. She anticipates similar success in the coming year and will maintain the momentum she has built. She’s confident that 2025 will be a great year.

Beyond Business

While real estate is an integral part of Meagan’s life, her heart belongs to her family. Married for 14 years to Adam,

she and her husband share a life filled with love, laughter, and adventure with their two boys, Jack (13) and Henry (9).

“My boys are kind, smart, funny, and extremely talented,” she proudly shares. “They are my biggest motivation.”

Family time is a top priority, and they enjoy playing games, watching movies, and going on adventures together. When she’s not with clients or managing transactions, she enjoys unwinding with her friends over dinner or indulging in her favorite pastime—watching reality TV. A dedicated Washington Commanders fan, she rarely misses a game.

A Future Built on Growth and Gratitude

For Meagan, the future is all about growth—both as a professional and as a mother. In the next five to ten years, she hopes to continue scaling her business while maintaining the flexibility to be present for her family. “I want to be a good mom and wife and continue to grow in my real estate career.”

“I will never give up on my clients and what is right for them. I am willing to get creative and find solutions to get them to the finish line.”



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LANA GARNER

A CAREER WITH PURPOSE

BY GEORGE PAUL THOMAS
PHOTOS BY PHILIP ANDREWS

In real estate, some professionals stand out not just for their skills but for the passion, creativity, and heart they bring to the table. Lana Garner, a REALTOR® with First Choice Realty, Inc., is one such standout. With a natural flair for connecting with people and a relentless drive to serve her clients, Lana has become a trailblazer in the industry. Her story is one of resilience, reinvention, and commitment to making dreams come true.

“My clients’ goals are my top priority, and I’m dedicated to supporting them every step of the way.” Her dedication isn’t just lip service; it’s the foundation of her approach to real estate.

From Boardroom to Backyards

Hailing from sunny San Diego, California, Lana’s professional journey began far from the world of real estate. With a background that includes high school graduation, some college experience, and years as a Regional Vice President for a finance company, Lana mastered the art of leadership and precision. “I managed 85 branch locations across two states,” she recalls. “It taught me to juggle complex operations while maintaining a personal touch.”

But life had other plans for Lana. Relocating multiple times with her family gave her a fresh perspective on what truly matters: community and home. “When my kids said, ‘Enough with relocating,’ I knew it was time for a change,” she says. Real estate became the perfect outlet for her leadership skills and passion for helping others.

“My faith has been a guiding force,” Lana adds. “It’s helped me approach every challenge with integrity and compassion, whether I’m navigating a tough transaction or connecting with a new client.”

Lana’s real estate story started with a personal milestone. “I became a homeowner at 22, and it changed my life,” she shares. “The sense of empowerment and stability it gave

me inspired me to help others achieve the same.”

Three years ago, Lana took the leap into real estate, fueled by her own experiences and a desire to create lasting impacts. “Helping someone find their perfect home or sell their property for the best price—it’s incredibly fulfilling,” she says.

Her approach is rooted in trust and understanding. “I treat every client as if they were family,” she explains. “I’m not just here to close deals; I’m here to build relationships and make a difference.”

The Power of Partnership

What makes Lana’s business truly unique is her partnership with her husband, Eric. Together, they’ve built Garner Realty, a boutique brand under the First Choice Realty umbrella. “We’re a husband-and-wife team, which means our clients get the best of both worlds,” Lana says. “We bring complementary skills to the table, ensuring every detail is handled with care and attention.”

The results speak for themselves. In just under three years, Lana has achieved \$27 million in sales volume with 70 transactions. Lana’s accolades include



being named Realtor of the Year for 2023, winning 10 out of 12 months, and earning recognition as Best of Zillow.

“Servant leadership is at the core of what we do,” she explains. “We always put our clients’ needs first, communicate effectively, and operate with the highest integrity.”

Giving back is also a cornerstone of Lana’s business philosophy. With Eric’s military background, the couple offers \$1,000 incentives for military families buying homes. Lana has also volunteered at local food banks and for Meals on Wheels, finding joy in serving others. “One of my favorite memories is cleaning over 1,000 eggs at the Richmond food bank,” she recalls. “It was a small act, but it reminded me of the power of community.”

Family First

For Lana, success in real estate is deeply intertwined with her family values.

Married to her high school prom date, Eric, for 26 years, she’s the proud mom of two teenage sons, Eric II (16) and Elijah (13). “Our family is the heart of everything we do,” she shares. “They inspire me daily to work hard and give back to others.”

The Garners cherish their time together, whether traveling or shooting hoops on the basketball court. “I grew up playing basketball with my four brothers, and now it’s amazing to share that passion with my sons,” Lana says. The family’s next adventure? A trip to Egypt in 2025 to explore its rich history and culture.

Looking Ahead

As Lana sets her sights on the future, her goals are both ambitious and heartfelt. “I want to help as many families as possible achieve their real estate dreams,” she says. Obtaining her brokerage license is a key step in her plan to mentor up-and-coming professionals and expand



into commercial real estate and investment opportunities.

“Ultimately, my vision is to leave a legacy of service, integrity, and empowerment,” she shares. “I want my children to see that with hard work and heart, they can build something meaningful.”

Lana’s advice for those entering the industry is simple but profound: “Do what is right,” she says. “Build trust, prioritize your client’s needs, and never compromise your ethics. Treat every transaction as if it’s your own, and referrals will follow.”

“MY FAITH HAS BEEN A GUIDING FORCE. IT’S HELPED ME APPROACH EVERY CHALLENGE WITH INTEGRITY AND COMPASSION, WHETHER I’M NAVIGATING A TOUGH TRANSACTION OR CONNECTING WITH A NEW CLIENT.”



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ELMER DIAZ

Building a Legacy of Family, Perseverance, and Success

BY AMELIA ROSEWOOD • PHOTOS BY PHILIP ANDREWS

Elmer Diaz, a REALTOR® with Samson Properties, is well-known for his confident, friendly, and unwavering demeanor. With two decades of experience, he has earned a reputation for providing exceptional service to his clients while actively supporting his community through outreach and volunteer work. Elmer's approachable nature and clear focus help clients feel at ease throughout the real estate process. The cornerstone of his successful career is the meaningful relationships he has built with past and present clients, many of whom continue to turn to him for guidance. The joy

and fulfillment Elmer experiences from helping families achieve homeownership, especially when it seems impossible, is what drives his passion for real estate.

Elmer's journey began in El Salvador, and at the age of 14, he migrated to the United States, marking a significant turning point in his life. During his early years, he faced numerous hardships but persevered, driven by the desire to build a better life for himself and his growing family. Before entering real estate, Elmer worked in landscaping and as a dishwasher to

make ends meet. Even after graduating from high school, he took on two construction jobs simultaneously, with one goal in mind: to provide the best life possible for his family.

"These experiences taught me the value of perseverance and the importance of family," Elmer stated. "I've learned that with hard work, determination, and overcoming hardship, we can all succeed."

What inspired Elmer to pursue a career in real estate was his time working alongside Claudia, a lender

who managed \$450 million in annual volume. This experience sparked his interest in what he felt was the next stage in his life. With the unwavering support of his wife, Ivi, Elmer made the leap into real estate in 2005—and he has never looked back. "My wife's belief in me gave me the confidence to take that next step," he said. Elmer understands that success in any business comes with sacrifice, even if it affects his personal life. "I've always valued hard work and the sacrifices it takes to succeed," he states. "Real estate

has allowed me to combine my passion for helping future generations."

Building The Diaz Team

As his business grew, so did Elmer's ambitions—not only for himself but for his family as well. He wanted to ensure that his success extended beyond just him. As his business expanded, he encouraged his eldest son, Jonathan, and daughter-in-law, Melissa, to join the industry. Their success became a catalyst, prompting other family members to follow suit.

"We focus on building relationships, not just transactions," Elmer emphasizes. "Understanding our clients' needs and guiding them through the process is what sets us apart."

Family at the Heart of Success

For Elmer, family is not just a part of his success—it is the very heart of it. "Working alongside my wife and children has been one of the greatest

Soon after, his son Elmer Jr., daughter Katie, son-in-law Luis, and daughter-in-law Summer joined him. Together, they formed The Diaz Team, which now includes 13 active agents, all with a shared goal: success.

"One of my proudest accomplishments is building a family-driven business," Elmer shares. "It's more than just a team; it's a legacy of service and opportunity."

The Diaz Team operates and is committed to providing exceptional service to every client. With his growing success and the formation of his real estate team, Elmer now takes on the responsibility of mentorship, instilling leadership, professionalism, and ambition in his agents so they can thrive in the competitive housing industry.

Recognized for his hard work and dedication, Elmer has been named one of the Top 10 Hispanic Real Estate Agents in the U.S. by NAHREP for the past five consecutive years. Under his leadership, The Diaz Team was nominated as the top team at Keller Williams Metro Center, with a projected \$65 million in volume sales. Elmer and The Diaz Team have been recognized with multiple prestigious awards for their outstanding service and dedication. In 2023, they received the Excellence Award by the Impacto Latino Legacy Award, presented by the Virginia Hispanic Chamber of Commerce. Additionally, The Diaz Team was honored with the Excellence in Client Service Award by Homes.com in 2021 and previously by Homesnap in 2019. These accolades highlight their unwavering commitment to delivering exceptional service and fostering strong client relationships.



blessings of my life,” he says, his voice filled with gratitude. “My wife is my rock. Through every challenge, every triumph, she has been my unwavering support, helping me navigate the delicate balance between work and family.”

Watching his children and their spouses grow into accomplished professionals has been a source of immense pride for Elmer. Yet, the joy doesn’t stop there. As a proud grandfather to Mason, Aaliyah, Noah, Elmer III, Amira, Amir, Eliana, and Penelope, Elmer feels a deep, unshakeable sense of fulfillment. The simple moments spent with his grandkids—watching them laugh, learn, and grow—are what makes all the hard work worthwhile. “There’s nothing more rewarding than seeing the next generation of my family thrive,” Elmer reflects with emotion. “They’re the future we’re working so hard to create.”

Elmer cherishes traveling with his wife and family and witnessing the joy on their faces at family gatherings. “Those moments are everything,” he says softly. “It’s in those moments that I know all the sacrifices have been worth it.”

“Family is everything to me,” Elmer shares, his voice full of love and conviction. “Together, we’re not just building a business—we’re building a legacy of love, teamwork, and success that we can all be proud of.”

Giving Back to the Community
Throughout his career in real estate, Elmer has gained unique insight into the diverse challenges and obstacles faced by various communities. This firsthand experience, coupled with the support he has received over the years, inspired him to do more than just succeed in his business—he wanted to make a real difference. Recognizing the power of giving back, Elmer became deeply involved with First Touch Sports, a nonprofit organization dedicated to providing affordable soccer opportunities for children.



“THESE EXPERIENCES TAUGHT ME THE VALUE OF PERSEVERANCE AND THE IMPORTANCE OF FAMILY. I’VE LEARNED THAT WITH HARD WORK, DETERMINATION, AND OVERCOMING HARDSHIP, WE CAN ALL SUCCEED.”

As a mentor and team leader, Elmer is quick to share the lessons he’s learned along the way. “Prioritize relationships, stay consistent, and never stop learning,” he advises. “Real estate is not just about closing deals; it’s about genuinely understanding and serving your clients.”

For Elmer, success isn’t just about numbers; it’s about creating an environment where hard work, passion, and mutual support lead to meaningful results. “Surround yourself with people who believe in you,” he emphasizes. “My wife, Ivi, and my assistant, Daniel, have been foundational to my success—now and for the many years to come.”

“Giving back is a responsibility I take to heart,” Elmer says. “It’s about more than just success—it’s about making a lasting impact in the community that has supported me every step of the way.”

Looking Ahead

Elmer’s past and present experiences have shaped his vision for the future, and he’s driven by a powerful sense of purpose. “My goal is to continue growing The Diaz Team, mentoring the next generation of agents, and expanding our

positive influence in the community,” he reflects. “I want to build a thriving business that creates opportunities, not just for us, but for generations to come.”

While his professional ambition is to extend The Diaz Team’s reach and influence, Elmer’s personal mission is to evolve as a leader in the real estate industry. “When I look back in 10 years, I want to see a united family, a flourishing business, and a legacy built on service and success,” he says.



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TOP 100 STANDINGS

Individual Closed Data as reported to the MLS from Jan. 1 to Jan. 31, 2025

Rank	Name	Office	List Units	List Volume (Selling \$)	Sold Units	Sell Volume (Buying \$)	Total Units	Total \$
1	Kim Tierney	Virginia Colony Realty	19	\$13,747,952	2	\$1,617,425	21	\$15,365,377
2	John Thiel	Long & Foster REALTORS	22	\$9,859,325	0	\$0	22	\$9,859,325
3	James Nay	River City Elite Properties	8	\$3,575,600	5	\$1,615,000	13	\$5,190,600
4	Kim Sebrell	Keller Williams Realty	7	\$4,089,776	1	\$935,000	8	\$5,024,776
5	James Ransone	Long & Foster REALTORS	3	\$4,820,000	0	\$0	3	\$4,820,000
6	Ashley Hoffman	Lake Anna Island Realty	7	\$4,695,500	0	\$0	7	\$4,695,500
7	Matt Jarreau	Hometown Realty	9	\$3,720,000	2	\$780,000	11	\$4,500,000
8	Alex Belcher	Belcher Real Estate	3	\$2,721,900	1	\$1,725,000	4	\$4,446,900
9	Ravi Gutta	Robinhood Real Estate & Mortgage	2	\$1,981,000	4	\$2,367,425	6	\$4,348,425
10	Daniel Keeton	Keeton & Co Real Estate	11	\$4,307,810	0	\$0	11	\$4,307,810
11	Scott Walker	Eagle Realty of Virginia	4	\$2,676,929	2	\$1,449,021	6	\$4,125,950
12	Meg Grymes	The Steele Group	1	\$585,000	1	\$3,450,000	2	\$4,035,000
13	Lisa Caperton	The Steele Group	1	\$1,465,000	2	\$2,527,828	3	\$3,992,828
14	Melissa L. Bradley	Shore Realty	5	\$3,410,000	2	\$472,950	7	\$3,882,950
15	Mike Hogan	The Hogan Group Real Estate	14	\$3,786,450	0	\$0	14	\$3,786,450
16	Jared Davis	eXp Realty	1	\$3,700,000	0	\$0	1	\$3,700,000

Disclaimer: Information based on MLS closed data as of Feb 5, 2025, for residential sales from January 1, 2025, to January 31, 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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TOP 100 STANDINGS

Individual Closed Data as reported to the MLS from Jan. 1 to Jan. 31, 2025

Rank	Name	Office	List Units	List Volume (Selling \$)	Sold Units	Sell Volume (Buying \$)	Total Units	Total \$
17	Chris Merritt	Legacy Properties	1	\$1,550,000	1	\$1,550,000	2	\$3,100,000
18	Chris Elliott	Keller Williams Realty	4	\$2,206,950	2	\$775,000	6	\$2,981,950
19	Daniel Harnsberger	eXp Realty	4	\$1,128,031	2	\$1,840,000	6	\$2,968,031
20	Cole Spicer	Hometown Realty	4	\$1,724,850	2	\$1,233,046	6	\$2,957,896
21	Dennis Ross	Real Broker	2	\$1,910,000	2	\$1,024,000	4	\$2,934,000
22	James Strum	Long & Foster REALTORS	5	\$1,971,500	3	\$959,500	8	\$2,931,000
23	Blakely Smith	Hometown Realty	1	\$414,950	2	\$2,469,950	3	\$2,884,900
24	Pam Diemer	Long & Foster REALTORS	1	\$1,357,828	2	\$1,465,000	3	\$2,822,828
25	Jenny Maraghy	Compass	7	\$2,794,900	0	\$0	7	\$2,794,900
26	Marc Austin Highfill	EXIT First Realty	2	\$2,080,000	1	\$675,000	3	\$2,755,000
27	Caleb Boyer	Providence Hill Real Estate	1	\$2,340,000	1	\$389,900	2	\$2,729,900
28	Patrick Sullivan	Samson Companies	3	\$2,644,850	0	\$0	3	\$2,644,850
29	Margaret Wade	Long & Foster REALTORS	1	\$2,100,000	1	\$500,000	2	\$2,600,000
30	Pam Pope	Long & Foster REALTORS	2	\$2,455,000	0	\$0	2	\$2,455,000
31	Grayson Hoffman	Lake Anna Island Realty	2	\$725,000	2	\$1,675,000	4	\$2,400,000
32	Meghan Dickey Hale	Shaheen Ruth Martin & Fonville	2	\$965,000	2	\$1,400,000	4	\$2,365,000
33	Liz Allen	Long & Foster REALTORS	1	\$285,000	3	\$2,059,950	4	\$2,344,950
34	Jeannette Mock	Joyner Fine Properties	0	\$0	1	\$2,340,000	1	\$2,340,000
35	Kia Townes	1st Class Real Estate RVA	1	\$305,000	5	\$2,020,730	6	\$2,325,730
36	Peyton Burchell	Hometown Realty Services	1	\$1,002,784	2	\$1,177,784	3	\$2,180,568
37	Kevin Morris	Long & Foster REALTORS	4	\$1,698,616	1	\$456,650	5	\$2,155,266
38	Victoria Brown	The Hogan Group Real Estate	1	\$357,000	5	\$1,777,000	6	\$2,134,000
39	Peter Petras	Shaheen Ruth Martin & Fonville	3	\$1,794,990	1	\$324,950	4	\$2,119,940
40	Larry Zacharias	RE/MAX Commonwealth	1	\$525,000	2	\$1,501,000	3	\$2,026,000
41	Kelly Trask	Samson Companies	1	\$672,000	1	\$1,306,000	2	\$1,978,000
42	Cameron Staples	Long & Foster REALTORS	0	\$0	2	\$1,956,981	2	\$1,956,981
43	Taylor Jefferson	Jefferson Grove Real Estate	2	\$928,000	1	\$1,015,000	3	\$1,943,000
44	Blake Poore	Compass	2	\$1,560,000	1	\$368,000	3	\$1,928,000
45	Kacie Jenkins	Real Broker	1	\$389,700	3	\$1,516,100	4	\$1,905,800
46	Meredith Hopper	Redfin Corporation	2	\$577,000	2	\$1,322,000	4	\$1,899,000
47	Richard Sena	Redfin Corporation	3	\$1,875,000	0	\$0	3	\$1,875,000
48	Jake Sklar	Hometown Realty	4	\$1,860,000	0	\$0	4	\$1,860,000
49	Tim Konvicka	Napier REALTORS ERA	2	\$1,400,000	1	\$460,000	3	\$1,860,000
50	Anne Soffee	Small & Associates	2	\$684,000	3	\$1,163,000	5	\$1,847,000
51	Elmer Diaz	Samson Companies	0	\$0	6	\$1,831,500	6	\$1,831,500

Rank	Name	Office	List Units	List Volume (Selling \$)	Sold Units	Sell Volume (Buying \$)	Total Units	Total \$
52	Deborah Reynolds	Keller Williams Realty	5	\$1,815,000	0	\$0	5	\$1,815,000
53	Rhonda Carroll	Samson Companies	3	\$1,097,900	2	\$692,000	5	\$1,789,900
54	Ryan Laffoon	Long & Foster REALTORS	0	\$0	2	\$1,759,950	2	\$1,759,950
55	Joan Small	Profound Property Group	7	\$1,759,400	0	\$0	7	\$1,759,400
56	Kim Atkinson	Shaheen Ruth Martin & Fonville	1	\$625,000	2	\$1,090,000	3	\$1,715,000
57	Noah Tucker	Hometown Realty	2	\$850,500	2	\$857,500	4	\$1,708,000
58	Megan Napier	Napier REALTORS ERA	1	\$1,170,000	1	\$530,000	2	\$1,700,000
59	Carrie Robeson	The Steele Group	0	\$0	1	\$1,700,000	1	\$1,700,000
60	Alexandria Troupe	River Fox Realty	1	\$370,000	3	\$1,288,000	4	\$1,658,000
61	Brinkley Taliaferro	Shaheen Ruth Martin & Fonville	0	\$0	3	\$1,650,000	3	\$1,650,000
62	Nikki Axman	Providence Hill Real Estate	4	\$1,637,900	0	\$0	4	\$1,637,900
63	Stacie Chandler	Lake Anna Island Realty	0	\$0	1	\$1,625,000	1	\$1,625,000
64	Tiffany Stevens	Real Broker	2	\$1,625,000	0	\$0	2	\$1,625,000
65	Daniel Hicks	Real Broker	0	\$0	4	\$1,624,500	4	\$1,624,500
66	Susan Derco	Long & Foster REALTORS	0	\$0	1	\$1,600,000	1	\$1,600,000
67	John McGurn	Providence Hill Real Estate	0	\$0	1	\$1,600,000	1	\$1,600,000
68	Douglas Dorsey	Shaheen Ruth Martin & Fonville	1	\$1,600,000	0	\$0	1	\$1,600,000

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TOP 100 STANDINGS

Individual Closed Data as reported to the MLS from Jan. 1 to Jan. 31, 2025

Rank	Name	Office	List Units	List Volume (Selling \$)	Sold Units	Sell Volume (Buying \$)	Total Units	Total \$
69	Jen Lowery	Redfin Corporation	2	\$495,000	2	\$1,069,950	4	\$1,564,950
70	Julie Smart Koob	Napier Realtors, ERA	0	\$0	3	\$1,553,950	3	\$1,553,950
71	Melissa Allen	BHHS Penfed Realty	3	\$1,076,900	1	\$475,000	4	\$1,551,900
72	Brian Hunt	Real Broker	2	\$661,120	2	\$872,950	4	\$1,534,070
73	Eric Dunkum	Harris & Assoc	1	\$225,000	3	\$1,300,000	4	\$1,525,000
74	Justin Ellis	Real Broker	0	\$0	4	\$1,509,720	4	\$1,509,720
75	Debbie Crevier-Kent	Cottage Street Realty	4	\$1,507,900	0	\$0	4	\$1,507,900
76	Wally Hughes	RE/MAX Commonwealth	2	\$1,025,000	1	\$459,450	3	\$1,484,450
77	Teresa Moore	Long & Foster REALTORS	1	\$1,475,000	0	\$0	1	\$1,475,000
78	Clatrina Monroe	Elegant Edge Realty	0	\$0	4	\$1,466,990	4	\$1,466,990
79	Tina Morris	Keller Williams Metro Center	2	\$1,460,000	0	\$0	2	\$1,460,000
80	Deanne Butler	Hometown Realty	2	\$729,900	2	\$729,900	4	\$1,459,800
81	Maribeth Lacy	Long & Foster REALTORS	0	\$0	2	\$1,456,250	2	\$1,456,250
82	Chris Gilman	Gilman & Bateman	1	\$1,450,000	0	\$0	1	\$1,450,000
83	Julie Hawthorne	The Dunivan Co	0	\$0	1	\$1,450,000	1	\$1,450,000
84	Susan Rumley	Long & Foster REALTORS	2	\$845,000	1	\$600,000	3	\$1,445,000

Rank	Name	Office	List Units	List Volume (Selling \$)	Sold Units	Sell Volume (Buying \$)	Total Units	Total \$
85	Nicole Reed	Real Broker	3	\$994,000	1	\$440,000	4	\$1,434,000
86	David Riley	RE/MAX Commonwealth	2	\$1,430,900	0	\$0	2	\$1,430,900
87	Kim Condyles	Shaheen Ruth Martin & Fonville	0	\$0	2	\$1,429,156	2	\$1,429,156
88	Tracy Whitley	Long & Foster REALTORS	1	\$775,000	2	\$635,000	3	\$1,410,000
89	Ernie Chamberlain	Hometown Realty	2	\$1,018,000	1	\$385,000	3	\$1,403,000
90	Whitney Watson	Shaheen Ruth Martin & Fonville	0	\$0	1	\$1,395,000	1	\$1,395,000
91	Adam Carpenter	NextHome Advantage	2	\$920,000	1	\$472,500	3	\$1,392,500
92	Lauren Renschler	Long & Foster REALTORS	2	\$1,383,981	0	\$0	2	\$1,383,981
93	Joby Pullathil	Fathom Realty Virginia	1	\$475,000	2	\$904,000	3	\$1,379,000
94	Denise Miller	Compass	0	\$0	3	\$1,365,000	3	\$1,365,000
95	Tracy Kerzanet	The Kerzanet Group	2	\$650,000	1	\$713,851	3	\$1,363,851
96	Chelsea Walters	Providence Hill Real Estate	0	\$0	4	\$1,358,000	4	\$1,358,000
97	Carlene Green-wood-Buchko	Greenwood & Associates	1	\$675,000	1	\$675,000	2	\$1,350,000
98	Rachel Babb	Compass	0	\$0	2	\$1,341,408	2	\$1,341,408
99	Wes Fertig	Joyner Fine Properties	2	\$775,900	2	\$563,600	4	\$1,339,500
100	Angela Chadwell	At Your Service Realty	2	\$909,999	2	\$425,000	4	\$1,334,999

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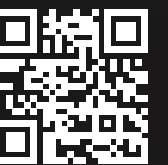
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