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# Contents



28  
COVER STORY

Angie  
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## IN THIS ISSUE

- 6 Preferred Partners
- 8 Meet The Team
- 10 Publisher's Note
- 12 Coaches Corner: The 4 Truths About Branding
- 16 Partner Spotlight: SS Electrical, Shawn Sellars And Nicole Caranante
- 22 Partner Highlight: Goosehead Insurance The Torcia Agency
- 24 Rising Star: Mark Cipolletti
- 28 Cover Story: Angie Cooper
- 32 Event Recap: March Madness
- 41 Top 100 Standings

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## PROFILES



16 Shawn Sellars And  
Nicole Caranante



24 Mark Cipolletti



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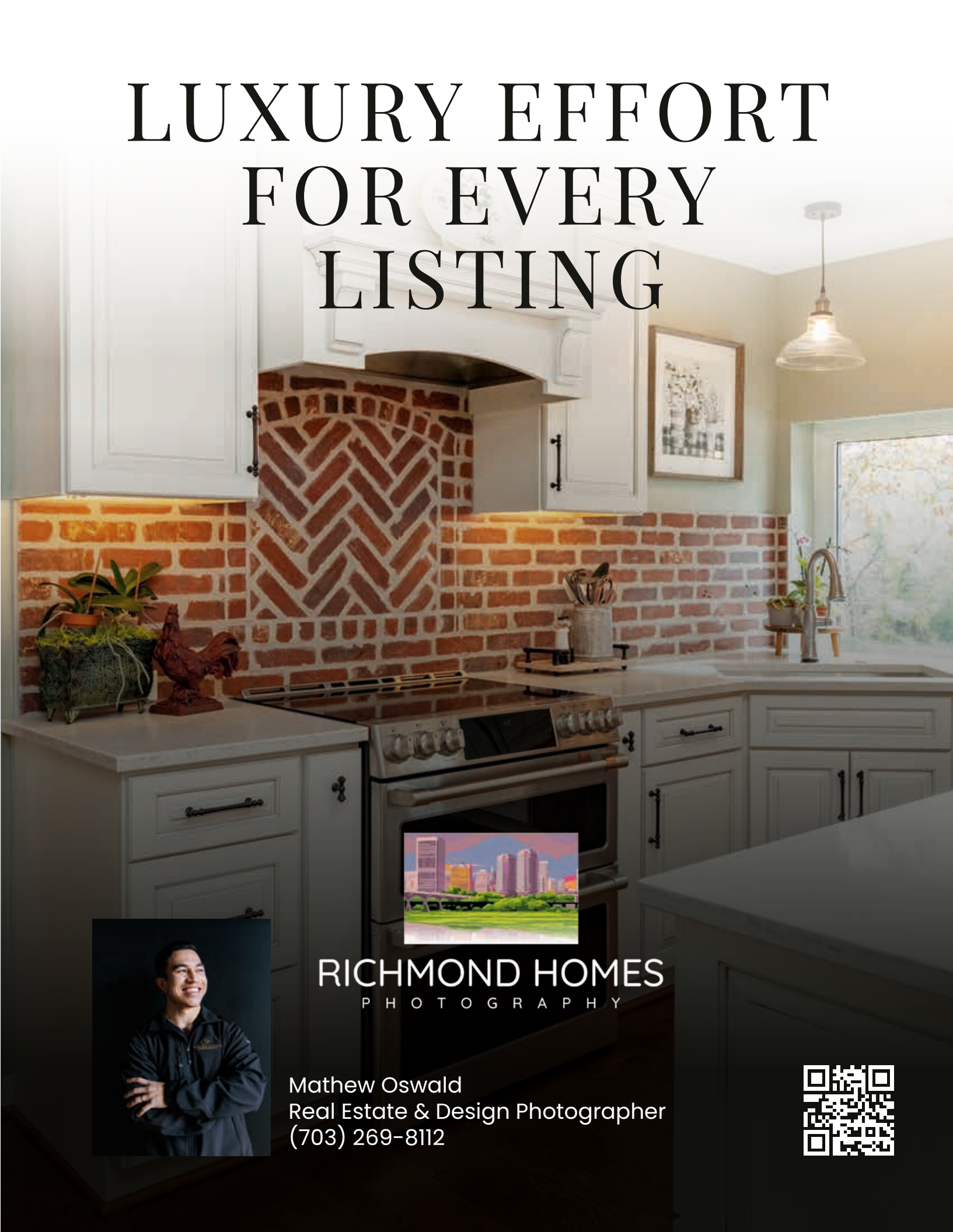
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# Hello May, the Season of Growth!

As spring reaches its peak, May reminds us of the power of growth and gratitude. It's a time to celebrate our accomplishments, embrace new opportunities, and reflect on the progress we've made so far this year.

This month, we're bringing the energy with a unique twist on networking and fun at our upcoming event: **Deal or No Deal** on **May 6th!** Get ready for an exciting, real estate-inspired event that blends business strategy with a playful spin. You won't want to miss it!

A warm welcome to our newest preferred partners, **Hicks Rental Haulz**, **Hardesty Homes Staging** and **Floor**

**Coverings International!** We're thrilled to have them join our community and look forward to many fruitful collaborations.

Let's keep this thought in mind: "What we plant in the spring, we harvest in the fall." Here's to a May filled with growth, creativity, and gratitude.



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# The 4 Truths ABOUT BRANDING

BY DREW DEMAREE



Branding is one of the most misunderstood elements of building a business. When starting out, many entrepreneurs and professionals, including real estate agents, fixate on choosing the perfect company name and designing an eye-catching logo. While these elements play a role, they are not the foundation of a successful brand.

In real estate, we see agents and teams investing in sleek designs and compelling color schemes, yet many still struggle to stand out. Why? Because branding isn't just about aesthetics—it's about reputation, trust, and value. Let's dive into four core truths that define authentic and effective branding.

**Truth #1: Branding is the Digitization of Your Reputation**  
Your brand is not what you say it is; it's what others perceive it to be. Every interaction, social media post, client review, and marketing campaign contributes to your brand's identity. Your reputation precedes your revenue, meaning the trust and credibility you establish in the market will determine your success far more than any logo ever could.

**Truth #2: Your Unique Value Comes From Your Journey**  
The best brands don't try to be everything to everyone. Instead, they hone in on a specific audience—often one they deeply understand. A powerful branding

hack? **Serve the person you once were.** If you've overcome challenges in your field, your insights and experiences make you uniquely qualified to guide others through similar situations. Authenticity and relatability build stronger connections than generic messaging ever will.

**Truth #3: Branding is Built on Trust**  
A strong brand isn't about having the loudest voice—it's about building trust with your audience. Trust is earned through consistent, valuable interactions. Consider this three-step trust-building formula:  
1. **They have to see you.**  
Visibility matters. Show

up where your audience is, whether online or in person.  
2. **They need to learn from you.**  
Provide education, insights, and solutions that position you as an expert.  
3. **They should feel like they know you.** Share your story, values, and personality to create genuine connections.

When people trust you, they choose you. Trust transforms branding from vanity into value.  
**Truth #4: Branding is Service, Not Self-Promotion**  
Many professionals fall into the trap of branding

for vanity—chasing likes, followers, and personal recognition. True branding, however, is about service. The most influential brands are clear about their mission and how they help others. There's no fear in putting yourself out there when your message is rooted in service rather than self-promotion.  
Your brand isn't just about **what** you do or **how** you do it—it's about **who you are** and how you make an impact.  
**The Bottom Line: Build a Brand That Lasts**  
Branding is more than a polished image—it's the essence of your reputation, the clarity of your message,

and the trust you build. Whether you're a real estate agent, entrepreneur, or business owner, focus on the **substance** of your brand, not just the surface.  
**If you need help defining your brand's message and creating a strategy that connects with your ideal audience, The Freedom Companies is here to support you. Let's craft a brand that truly represents you and drives meaningful success!**



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## Building And Powering Success

BY AMELIA ROSEWOOD  
PHOTO BY PHILIP ANDREWS

# SHAWN SELLARS & NICOLE CARANANTE

## SS Electrical Solutions

Shawn Sellars and Nicole Caranante, the dynamic duo behind SS Electrical Solutions, are more than just business partners—they are natural leaders with a passion for excellence. Outgoing, friendly, and motivated, they bring creativity and confidence to every aspect of their business. As CEO and CFO, respectively, they have built a company that is not only thriving but also raising the standard of electrical services in Richmond.

### From Early Careers to Entrepreneurship

Both Shawn and Nicole's career paths laid the foundation for their success in business today. Shawn has been an electrician from the very start. "I started trade school in the early 2000s at Hermitage Technical Center," he shares. "After completing my training, I joined the union, Local 666, and continued developing my skills." Over the years, he gained hands-on experience running a service truck before deciding to take the leap into business ownership.

Nicole, on the other hand, spent over two decades in the hospitality industry, working as a bartender and bar manager. Her background in service and management provided her with a strong foundation in customer relations and business operations—skills that would become invaluable in running SS Electrical Solutions alongside Shawn.

In July 2015, the two officially launched their company, combining Shawn's

technical expertise with Nicole's operational skills. Since then, they have been on a mission to redefine what homeowners, builders, and real estate professionals can expect from an electrical service provider.

### Growing a Business and a Team

As SS Electrical Solutions has expanded, so has the team. The company now operates with around 25 employees, each playing a critical role in the business. Nicole manages the service side and handles accounting, ensuring a seamless operation, while Shawn focuses on estimates and business development. Other key team members include Scarlett, who oversees new construction projects, Kyle, who manages materials and coordinates fieldwork, and Ashley, who ensures financial accuracy in accounts payable and receivable.

Building and refining company systems has been one of the biggest challenges they've faced. "Developing the right processes for efficiency and growth has been an ongoing effort," Shawn says. "The economic ups and downs are always there, but structuring a business in a way that ensures long-term success has been the real challenge."

Despite the hurdles, the most rewarding part of their work is the relationships they've built. "We've made lifelong friendships and grown a network of supportive customers," Nicole says. "Seeing our customer base expand with people who trust and appreciate our work is what makes it all worth it."



### Built on Service and Trust

SS Electrical Solutions prides itself on being a local, family-owned company that prioritizes customer service above all else. Their reputation is built on reliability, transparency, and professionalism. “We go above and beyond for every customer,” Nicole explains. “We don’t cut corners, and we make sure every job is done right.”

For realtors, SS Electrical Solutions offers a key advantage. “If an inspection report shows electrical issues, realtors can send it to us, and we’ll provide accurate pricing without a site visit,” Shawn says. “This allows them to negotiate more effectively at closing.” Additionally, the company can complete electrical work before closing and receive payment at settlement, making the process smoother for all parties involved.

Their unique business model is strengthened by their partnership. “Having both the office and field perspective allows us to make better decisions for the company,” Shawn explains. “We play to each other’s strengths, and that’s been a huge factor in our success.”

### Beyond Business

Outside of work, Shawn and Nicole prioritize time with family. They love spending time with Nicole’s daughter, Gianna, and son, Kyle. Gianna played softball at Midlothian High School, while Kyle played football before earning his computer science degree at Ferrum College. After graduating, Kyle decided to join the family business, where he has been working for the past three years.

As a family, they enjoy concerts, outdoor adventures, and networking events. They also make time for annual family vacations, valuing experiences and memories over material things. “We encourage our kids to set goals and work toward them,” Nicole says. “We support them every step of the way.”

## “We’ve made lifelong friendships and grown a network of supportive customers.”

When it comes to hobbies, Shawn and Nicole are passionate about traveling, exploring new restaurants, and spending time in nature. “We love adventure,” Shawn says. “Whether it’s winery hopping in the mountains or just riding scooters in Richmond, we’re always looking for ways to enjoy life.”

### Looking Ahead

As business owners, Shawn and Nicole are always looking toward the future. Their goal for the next five to ten years is to expand their electrical company’s presence in Richmond while also growing their residential and commercial real estate portfolio.

Personal development is another priority. “We believe in constantly learning and improving,” Nicole says. “That’s why books like *The Warrior Poet* and *The E-Myth Revisited* have been so impactful for us. They’ve shaped the way we approach leadership and business growth.”

When it comes to working with realtors and industry professionals, their best advice is simple: always keep your word. “Trust is everything,” Shawn says. “When you say you’re going to do something, follow through—every time.”



At the core of SS Electrical Solutions is a commitment to quality service, strong relationships, and giving back to the community. “We are here to provide the absolute best electrical services and a top-notch experience,” Nicole says. “It’s not just about the work—it’s about the trust, professionalism, and care we bring to every job.”

For more information about SS Electrical Solutions, visit [www.sselectricalva.com](http://www.sselectricalva.com) or contact them at [office@sselectricalva.com](mailto:office@sselectricalva.com) | 804-836-7914.





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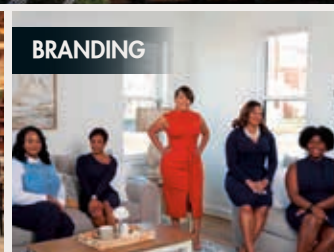
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# KEVIN TORCIA

Goosehead Insurance The Torcia Agency

MORE THAN POLICIES

BY AMELIA ROSEWOOD

Four years ago, Kevin Torcia made a bold move—he sold his home, invested everything he had, and took a leap of faith to start his own insurance agency. What started as an ambitious risk has grown into Goosehead Insurance The Torcia Agency, a thriving business that now boasts 10 agents, the number one agency in the Mid-Atlantic Region, and the title of fastest-growing Goosehead Agency.

“I started from scratch, no shortcuts, no handouts—just hard work and a commitment to doing things the right way,” Kevin shares. That dedication has propelled his agency to remarkable success, making it a trusted partner for homebuyers, realtors, and clients across the region.

**Built on Service and Simplicity**

With 17 years in the insurance industry, Kevin knows firsthand how complicated

the process can feel for clients. His mission? To simplify it.

“We focus on finding the best insurance options during the closing process,” he explains. “Our goal is to make insurance one less thing to stress about.”

Goosehead Insurance The Torcia Agency provides a full range of insurance products, including auto, home, life, and commercial insurance,

ensuring clients get coverage tailored to their needs. More importantly, they do the work for them.

“Many people think bundling with their auto carrier is always the best option,” Kevin says. “But every situation is different, and that’s where we come in. We shop the entire market to find the perfect fit, often saving clients time and money.”

“WE FOCUS ON FINDING THE BEST INSURANCE OPTIONS DURING THE CLOSING PROCESS. OUR GOAL IS TO MAKE INSURANCE ONE LESS THING TO STRESS ABOUT.”



This client-first approach and cutting-edge technology allow Goosehead Insurance The Torcia Agency to prepare quotes in minutes. Clients can even scan a QR code and receive quotes in under two minutes—a level of efficiency that sets them apart in the industry.

What makes Goosehead Insurance The Torcia Agency, different? Kevin sums it up in two words: relationships and trust.

“Our agency isn’t just about policies—it’s about partnerships,” he says. “We work closely with real estate professionals, lenders, and brokers to ensure a seamless process for everyone involved. We don’t just show up when there’s a problem—we’re proactive from day one.”

The agency’s team-based approach has been key to its rapid growth. “Our employees are the backbone of our success,” Kevin emphasizes. “They’re highly skilled, dedicated to service, and go above and beyond for every client.”

This commitment to excellence is why Goosehead Insurance The Torcia Agency

has become one of the top Goosehead agencies in the country. It is currently ranked 7th nationally. But Kevin isn’t stopping there—his goal is to break into the top 5 by next year.

**Beyond Business**

While running a successful agency keeps Kevin busy, family is at the heart of everything he does. He and his wife, Mercedes, are proud parents to their three children: Aiden (9), Brayson (6), and Giselle (1.5).

“As a family, we love biking, going to the beach, traveling, and spending time at the pool,” he says. “Making time for them is just as important as making time for my business.”

When he’s not working, Kevin enjoys mini-vacations, exploring new places, dirt biking, and spending time outdoors in nature. He believes that having balance is key—not just for himself but for anyone building a business.

**Looking to the Future**

Kevin’s vision for the future is crystal clear: growth, excellence, and impact.

“We’re already a top agency, but I want to take us even further,” he says. “We’re aiming to be one of the top 5 Goosehead Agencies in the nation, and we’ll get there by staying true to our values—strong relationships, exceptional service, and a team that genuinely cares.”

For Kevin, it’s not just about business growth—it’s about building something lasting.

If you’re looking for an insurance partner who prioritizes relationships, streamlines the process, and delivers real solutions, Goosehead Insurance The Torcia Agency is ready to help. Reach out to Kevin Torcia at [TeamTorcia@Goosehead.com](mailto:TeamTorcia@Goosehead.com) or call 757-425-1566 to experience a seamless, stress-free approach to insurance for you and your clients.





# MARK CIPOLLETTI

## A Creative Approach To Success

BY GEORGE PAUL THOMAS • PHOTOS BY PHILIP ANDREWS

If there's one thing you should know about Mark Cipolletti, a real estate agent with Keller Williams Richmond West, it's that he doesn't do anything halfway. Friendly, creative, calm, and honest—these qualities define him both personally and professionally. He's not the loudest voice in the room, nor does he try to be. Instead, he lets his marketing savvy, deep community ties, and passion for helping people do the talking. And in a competitive real estate market, that's exactly what has set him apart.

### A Path Years In The Making

Born in Cleveland, Ohio, Mark moved to Richmond, Virginia, at the age of 11 and has called it home ever since. His career journey wasn't a straight shot to real estate—far from it. After earning a degree in Mass Communications from James Madison University, he built a career in corporate and non-profit marketing, as well as local television news. But even as he thrived in those roles, something else was brewing in the background.

"It feels like everything I've done in the past has positioned me to be a great Realtor," Mark says. "I've lived in Richmond for over 40 years, so I have an extensive network. I've been known as one of the area's leading marketers, so I know how to market my services and listings. I'm comfortable talking to strangers and making presentations. I've been on senior leadership teams and know how to make hard decisions and how to negotiate to achieve goals. And on top of that, I've been a real estate investor for over 20 years."

Though real estate was always an interest, it wasn't until two corporate layoffs that Mark saw a clear path forward. He had already built and rented out a home in 2001 and flipped a house in 2007 while working full-time in marketing. But in late 2019, he finally got licensed, and by May 2022, he made the full-time leap into real estate.

Mark isn't just another Realtor—his background in marketing gives him an edge that few can match. That expertise has allowed him to create unique offerings for his clients, particularly seniors looking to downsize.

"I've developed 'products' for seniors/downsizers that set me apart," he explains. "It's also helped me create three listing packages—'good, better, best'—which has helped me sell my listing expertise and boost my commission percentages."

Beyond that, he understands the power of presentation. "My marketing background gives me credibility over other agents when I promote staging,







“IT FEELS LIKE EVERYTHING I’VE DONE IN THE PAST HAS POSITIONED ME TO BE A GREAT REALTOR.”

admits. “I follow all the Cleveland sports teams, I love to clean my car, and I’m a huge Black Crowes fan—I never miss a chance to see them live.”

His dedication to community service is just as strong as his love for baseball and music. Mark currently serves as the President of the Godwin High School Theatre Boosters, a position that carries a deep personal connection. “My son Matthew is very involved in the program, and my wife and I were in it when we went to Godwin,” he explains. “Even my dad was a founding member and past president of the Theatre Boosters.”

Additionally, for every home he sells, Mark makes a donation to Liberation Veteran Services, an organization that provides shelter and support for homeless veterans. “I first got involved with this through my church,” he shares. “It’s a cause that means a lot to me.”

Looking Ahead

Mark has big plans for the future, both as a Realtor and a real estate investor. “I want to increase my closings in order to fund my real estate investment goals,” he says.

A book that has shaped his outlook is Rich Dad, Poor Dad, which he recently re-read. “I first read it over twenty years ago, and it inspired me to purchase my first investment property,” he says. “It still motivates me today.”

But above all, Mark’s focus is on maintaining the reputation he has built over decades. “My reputation in the Richmond market has always served me well,” he says. “My goal is always to work hard, maintain the trust of my clients, and deliver an exceptional experience that maintains my reputation.”

For those looking to break into the industry, Mark has one key piece of advice: “Choose one or two lead generation strategies that fit your personality and do them really well. Then commit to doing them for at least a year or two.”

Simple, smart, and effective—just like his approach to real estate.

photography, social media, and other aspects of property marketing,” Mark says. “I know how to showcase a home in a way that attracts buyers.”

His approach has already earned him recognition. In 2023 and 2024, he was voted a Top Referred Realtor by Richmond Magazine, an honor decided largely by fellow real estate professionals. “That means a lot to me,” Mark says. “To know that other agents respect the way I do my job—it’s a big deal.”

A Rising Star In Richmond Real Estate

Mark runs a solo operation, but he’s making a big impact. In 2024, he closed nine transactions, totaling \$3.6 million in volume. This year, he projects at least 14 closings and \$8.1 million in sales.

While accolades and transaction numbers are nice, Mark measures success differently. His biggest satisfaction comes from guiding seniors through the downsizing process. “Helping people find more appropriate

places to live, especially seniors, is one of the most fulfilling aspects of what I do,” he says.

Life Beyond Real Estate

Mark’s career may be thriving, but family is at the center of everything he does. He’s been married to his wife, Lisa, for 29 years—they met in high school. Together, they have three sons: David (21), Matthew (18), and Michael (15).

Several of Mark’s closest friends are from high school, and many others come from his church, where he’s been a member for 30 years. “Community has always been a huge part of my life,” he says.

When he’s not working, Mark is either on the softball field or out in nature. “I’ve played on my church softball team for over 25 years,” he shares. “And I love hiking—especially in the Virginia mountains with my family.”

Beyond sports and the outdoors, Mark has a few more unexpected passions. “I am known for my love of donuts,” he

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# Angie

Cooper

BECAUSE FINDING THE RIGHT  
HOME SHOULD FEEL RIGHT

BY AMELIA ROSEWOOD  
PHOTOS BY PHILIP ANDREWS & LINDSEY WINDETT

Some people help buy and sell homes. Angie Cooper changes lives. And if you've ever worked with her, you know one thing—she's not your typical REALTOR®. Friendly, knowledgeable, and full of enthusiasm, she approaches real estate with the same energy she's brought to every chapter of her eclectic career. Whether she's guiding first-time buyers, matching sellers with the right market strategy, or simply making the process less stressful (and maybe even fun), Angie is a trusted advisor, not a salesperson. Her passion for homes runs deep, but her commitment to people runs even deeper.

## A Journey Like No Other

Angie Cooper didn't take a straight path into real estate—she took a wildly interesting, curvy one.

Born in Tucson, Arizona, but raised in Caroline County, Virginia, Angie's background is as unique as the homes she sells. She earned her bachelor's degree in science and social studies education from the University of

North Carolina at Wilmington, which led her to teach ninth-grade biology and coach field hockey. But that was just the beginning.

"I've done a little bit of everything," Angie says with a laugh. And she's not exaggerating. She's managed international band tours, taught chemistry using radioactive isotopes, produced projects for The Martin Agency, and worked in film production with major networks like National Geographic and the Smithsonian. And she's also a certified yoga teacher.

While this may seem like an unconventional path to real estate, each experience sharpened skills that make her an exceptional Realtor today. "Teaching taught me how to communicate complex ideas in ways that make sense to different people. Producing gave me the ability to manage multiple moving pieces, stay calm under pressure, and always be one step ahead. And my science background? That helps me understand homes on a deeper

level—structural components, soil types, you name it."

Perhaps most significantly, Angie's personal experience with homeownership shaped her mission. "I grew up economically disadvantaged and never thought homeownership was in my future. Buying my first home at 24 changed my life, and I want to help others experience that same empowerment."

## A Career Built on Passion

Angie became a Realtor in November 2016, but the seeds for her real estate career were planted much earlier. "I've always been obsessed with architecture, and I love the connection between homes and the people who live in them," she explains. "Buying my first home in Fulton Hill made me realize just how powerful homeownership is. I wanted to help others experience that feeling."

More than a job, real estate is a calling for Angie. "This career gives me purpose. Helping people find a home or







sell one that no longer serves them is deeply fulfilling. And getting to see cool houses? That’s just a bonus.”

Unlike some in the industry, Angie doesn’t consider herself a salesperson. “I’m a matchmaker. My job is to help people make informed, confident decisions—not to pressure them. I take my clients’ trust very seriously, and I work around the clock to make sure they feel supported every step of the way.”

#### The Avenue at River Fox Realty

In early 2025, Angie and her longtime friend and colleague, Anousheh Khalili, took a bold step: they co-founded Avenue at River Fox Realty. While their partnership is new, their shared vision is clear—creating a client-first real estate experience rooted in transparency, expertise, and a genuine love for Richmond’s homes and neighborhoods.

“We’re excited to build something that reflects our values,” Angie shares. “Anousheh is an incredible agent—and, fun fact, a Grammy-nominated musician! We balance each other well, and we’re both passionate about making real estate accessible and enjoyable for our clients.”

Though the team is just getting started, their goals are ambitious. “We’re aiming for \$35M+ in volume this year,” Angie says confidently. And if her track record is any indication, they’ll get there. Angie was named one of the Top 100 Agents in Richmond (2024) and was voted Best of Virginia Living Magazine (2024).

#### More Than Just Real Estate

When she’s not helping clients, Angie leads a life just as dynamic as her career. A proud pet mom to two tiny dogs and two sassy cats, she shares a

close bond with her mom, and the two frequently scour thrift stores together. She also owns a quirky, spooky Airbnb in Oregon Hill and a commercial space on Broad Street.

Outside of real estate, Angie finds joy in Richmond’s vibrant culture. “I love catching a movie and trying new vegan restaurants with friends,” she says. She’s an avid traveler—making it a point to leave the country at least once a year—and a dedicated vinyl record collector. “Live music is my happy place,” she adds.

Her past life in the music industry is another surprising detail. “I used to be a tour and merchandise manager for a Grammy-nominated heavy metal band. I traveled all over the world with them!” she shares. “It was an adventure, to say the least.”

Beyond her personal interests, Angie is deeply committed to giving back. “Every year, River Fox Realty supports a housing-related philanthropic effort. Last year, we funded and built an entire home with Habitat for Humanity. It’s important to me that our success also benefits the community.”

#### Looking Ahead

Angie’s vision for the future is as bold as her career journey. “I want to continue growing our team and reshaping how people perceive REALTORS®,” she says. “The process should be accessible, low-stress, and—dare I say—fun!”

One of her biggest inspirations is Sally Mann’s memoir, *Hold Still*. “Her photographs are incredibly moving, and her storytelling is raw and real. That kind of authenticity resonates with me,” Angie shares.



“**I am NOT a salesperson. I like to be a matchmaker and trusted advisor who handles each and every transaction with great care and professionalism.**”

As she looks to the next five to ten years, she hopes to build Avenue at River Fox Realty into a powerhouse team while staying true to her core values. “I provide a thoughtful, no-pressure, high-quality service tailored to my clients’ needs. I take the time to understand WHO they are as people and work in a way that best suits them. I know and love Richmond deeply, and that love drives everything I do.”

With nearly a decade in real estate and a lifetime of diverse experiences, Angie has one key piece of advice for those looking to make their mark: “I know it’s trite, but be authentic. You’ll attract clients who are a good fit, and the entire experience will be better.”







# RICHMOND Real Producers' MARCH MADNESS

MARCH 21, 2025

PHOTOS BY PHILIP ANDREWS

Richmond Real Producers brought the heat with this year's March Madness event! Hosted at Uptown Alley, the

energy was high, the games were thrilling, and the networking was next level.

We're so grateful for our sponsors — Blazer Heating, Air & Plumbing, Cavalier Moving, Hairfield Morton PLC Attorneys, and Atlantic Coast Settlement Services, Inc. and Kevin Torcia of Goosehead Insurance — whose support helped make this event a huge success.

Shout-out to River City Media and HD Bros. for capturing all the memorable moments. And to every agent and partner who showed up with enthusiasm — you made it magic.

Stay tuned — more unforgettable events are on the way!

For more information on all Richmond Real Producers events, please email us at [info@richmondrealproducers.com](mailto:info@richmondrealproducers.com).









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Meredith Dance

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# May Your Business Bloom

This May, let's grow your business together! Partner with us, your dedicated mortgage team, and together we can plant the seeds for a successful real estate season.

Get in touch to learn how I can help you and your clients succeed!



**Joe Dunn**

EVP, Southern Virginia Regional Sales Manager  
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