

BLUE RIDGE

APRIL 2026

REAL PRODUCERS[®]

Cover photo by Amber Perdue,
Amber Perdue Photography

Debbie Shelton

Berkshire Hathaway
HomeServices
Smith Mountain
Lake Real Estate



Featured Agent
GRANT IRBY

Partner Spotlight
**FORTRESS
FOUNDATION
SOLUTIONS**

CONNECTING. ELEVATING. INSPIRING.

LOANS THAT GO THE DISTANCE.




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

FreedomFirst MORTGAGE

Serving the Roanoke Valley and Smith Mountain Lake Communities

Pink Door

HOUSE DECOR



434-329-8906
 Pinkdoorhousedecor@gmail.com
 @PINKDOORHOUSEDECOR

REAL ESTATE STAGING • AIRBNB DECORATION • RENTAL STAGING

Lynchburg and Surrounding Areas

RealPixs LLC
 Real Estate Media Partner



IMAGES THAT STOP THE SCROLLING.
Call today to elevate your marketing!



Proudly serving New River, Roanoke Valleys, and southwest Virginia for 15 years.
 (540) 505-8499 • tom@realpixs.com • realpixs.hd.pics

Tile + Grout Cleaning | Commercial & Residential | Floor Maintenance

Floors That Look New Again!

Even after 58 years

The Crew

(434) 442-6685 | contact@restorationcrew.com | restorationcrew.com



BEFORE

AFTER

TURNING PROPERTIES INTO PROFITS

TRUSTED MANAGEMENT, YEAR AFTER YEAR.



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

PRIORITY ONE



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



Co-Owners
 Joshua Allen & Keith Johnson

434-237-7800
WWW.PRIORITY1P.COM

Meet The Team



Betty Lee
Publisher
betty.lee@realproducersmag.com
540-900-1517



Jacki Donaldson
Managing Editor & Ad Strategist
jacki.donaldson@n2co.com
453-332-5171



Maddie Podish
Writer
mspark7382@gmail.com
757-634-8998



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



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



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



Chelsea Yeatts
Event Coordinator
chelsea@onefinedayva.com
540-212-4114



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



JON BURGER
Real Estate Rep

434-818-5937

SOLUTIONS YOU CAN TRUST!

REALTORS CARE ABOUT CLOSINGS.

...their contractor should too!

Contact our Real Estate Response Team for any of your home transaction needs.



Jerry Glinski | Owner

ALL THINGS BASEMENTY!

- ✓ Waterproofing
- ✓ Foundation Repair
- ✓ Crawl Space Repair
- ✓ Floor Stabilization
- ✓ & Concrete Leveling, too!



REAL ESTATE RESPONSE TEAM

FREE INSPECTIONS

- Priority Scheduling
- Same-Day Quotes
- Lunch-n-Learns
- 1-Hour CE Courses

Maintenance Now Saves Headaches Later.

WE'RE JUST A CALL AWAY FROM COMFORT!

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

Air Conditioning, Heating, & Gas Services

Ideal Comfort, LLC
LICENSED AND INSURED

(434) 352-2028 | (434) 664-8335 | idealcomfortva.com

GEOFF MEZA PHOTOGRAPHY
Headshots | Weddings | Events

540-317-6963 | Gmezaphoto@gmail.com | Gmezaphoto.com

Kelley's Electric LLC

Licensed. Experienced. Done Right.

Residential Install | Repair | Maintenance

kelleyselectricllc.com
Licensed Master Electrician

540-521-3686 | kelleyselectric@gmail.com

Preferred Partners

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



ONLINE
PARTNER
DIRECTORY

APPRAISAL SERVICES

MLA Valuation & Advisory
(540) 345-3233
mlavaluation.com

ARBORIST/TREE CARE

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

Bartlett Tree Experts

(434) 546-6423
www.bartlett.com/locations/
lynchburg-va.cfm

BOOKKEEPING/ACCOUNTING

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

CLEANING SERVICES

All Star Commercial & Residential Cleaning, LLC
(434) 258-0850

TJs Superior Cleaning

LaTonya Jones
(540) 815-9555

CUSTOM BUILDER

Grace Alon Builders
(540) 855-8001
gracealon.com/

CUSTOM WELCOME HOME GIFT BOXES

Hethwood Market, featuring Orange Bandana
(540) 951-0990
Hethwoodmarket.com

ELECTRIC

Kelley's Electric, LLC
(540) 521-3686
kelleyselectricllc.com

ELECTRICAL SERVICES

Wired Up Electrical
(434) 660-9897
wiredupelectrical.com

ESTATE SALES

Big Spring Estate Services
(540) 641-1413
www.bigspringestate
services.com

EVENT SERVICES

One Fine Day Events
(540) 212-4114
www.onefinedayva.com

FLOOR MAINTENANCE & RESTORATION

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

FOUNDATION REPAIR AND WATERPROOFING

Fortress Foundation Solutions
(434) 818-5937
www.fortressfoundation
solutions.com

HEATING/COOLING

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

HEATING/COOLING/ PLUMBING/ELECTRICAL

Freedom Home Services
(434) 339-0001
www.freedomheating
andairva.com

HOME / REAL ESTATE INSPECTIONS

CALVERT Home Inspection, LLC
(540) 550-6538
www.calverthomeinspection.com

HOME INSPECTION

2020 Home Inspections, LLC
(434) 609-6789
www.lynchburghome
inspector.com/

Inspecx/Goldstar Services, LLC

(540) 798-1388
Inspecx.com

HOME STAGING SERVICE

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

INSURANCE

Epic Insurance Group, LLC
(540) 269-1301
epicinsurancegroup.com

Meador Insurance Agency

(540) 904-7833
meadorinsurance.com

The Vargas Agency, Goosehead Insurance

Albert Vargas
(540) 469-5115
www.albertvargas.com

INTERIOR DECORATING

Foxglove + Fern
(786) 210-1838
www.foxglovefern.com/

LVP FLOORING

C.A.S.E. Discount Flooring
(540) 858-1128
www.casediscountflooring.com/
bedford-va/

MOLD REMEDIATION & INSPECTION

Inspecx/Goldstar Services, LLC
(540) 798-1388
Inspecx.com

MORTGAGE

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

Freedom First Credit Union

Edgar Tuck
(540) 401-8073
www.freedomfirst.com/
edgar-tuck

The Legacy Team of Integrity Home Mortgage

(540) 314-8843
ihmloans.com

MOVING & STORAGE

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

Blue Ridge Moving, LLC

Tyler Lucy
(434) 841-3401
blueridgemoving.com

PHOTOGRAPHY

Geoff Meza Photography
(540) 317-6963
www.gmezaphoto.com/

Kristina Rose Photography

(540) 818-8564
www.krosephoto.com

PIANOS SALES/TUNING

The Piano Guyz
(434) 420-2583
stoneblueproductions.com

PLUMBING / SEWER

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

PROPERTY MANAGEMENT

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

REAL ESTATE PHOTOGRAPHY & MEDIA

Rapid Imagery
(540) 522-5467
www.rapidimagery.com/

RealPixs, LLC

Tom Wallace
(540) 505-8499

ROOFING CONTRACTOR

VBR ROOFING AND RESTORATION
(540) 354-5517
vbrroofing.com/

TITLE SERVICES

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

Court Street Title

Paula Furrow
(540) 520-0358

Impact Title & Settlement, LLC

(540) 566-5811
www.impacttileva.com

Premier Title and Settlement of VA

Wayne Fingleton
(540) 348-4853
www.premiertitleva.com

VBR ROOFING & RESTORATION

Serving our community one roof at a time

Rob Rigatti
Jim Lane
Jacob Harris

TIMELY INSPECTIONS & ESTIMATES

VBR Roofing & Restoration is locally owned and operated out of Botetourt County, Virginia. We are proud to call Southwest Virginia our community, working to keep our customers and their families safe and secure and the outside elements out. Our team is experienced working alongside local real estate agents, insurance companies, and adjusters to meet the needs of their clients.

- Residential Roof Installation
- Residential Roof Repairs
- Asphalt Roofing
- Metal Roofing
- Small Business Roofing
- Gutter Installation

CALL US **540-354-5517**

www.vbrroofing.com

Jacob@vbrroofing.com



Foxglove + Fern
Creating + Staging Personalized Spaces

www.foxglovefern.com
Inspecx/Goldstar Services
Foxglove + Fern
786-210-1838

From Clean to Closing We Prepare Homes to Sell Quickly

All Star Commercial & Residential Cleaning, LLC

Rhonda Washington, Owner
(434) 258-9850
washingtonrhonda207@yahoo.com

WINNER
Living Best of Business 2026

BEST OF BUSINESS AWARDS
2025

Residential & commercial | Move-out & rental cleans
Deep, top-to-bottom results | Fast turnarounds

Contents

PROFILES



16 Fortress Foundation Solutions



24 Grant Irby

IN THIS ISSUE

- 4 Meet the Team
- 6 Preferred Partners
- 12 By the Numbers
- 16 Partner Spotlight: Fortress Foundation Solutions
- 20 Real Producers: More Than a Magazine
- 24 Featured Agent: Grant Irby
- 30 Cover Story: Debbie Shelton
- 36 FAQs



30 Debbie Shelton
COVER STORY

If you are interested in contributing or nominating agents for a story in future issues, please email us at betty.lee@realproducersmag.com.

Big Spring Estate Services
We Clear It So You Can *Close It.*

Specializing in the estate sales and liquidation services.

bigspringestateservices.com
(540) 641-1413

FROM CONTRACT TO CLOSING WITHOUT THE CHAOS.

Court Street Title
Real Estate Settlement Agency

117 East Court Street • Rocky Mount, VA 24151
(540) 483-8696 EXT. 3
pafurrow@courtsttitle.com

Life is full of surprises. Your clients' homes shouldn't be.

Also Specializing In Mold Detection & Mitigation - Radon

SERVING: Roanoke, Salem, Lynchburg, Bedford, Franklin, Henry, Pittsylvania & Regions Surrounding Smith Mountain Lake, 7 Days a Week

INSPECK
INSPECTION SERVICES **INSPECK.com**

(540) 798-1388
Greater Roanoke Valley / SML
(540) 421-7453
Greater Lynchburg / Appomattox

YOUR CLOSING DAY PARTNERS

- Remodels, Additions & New Construction
- Generac, EV Chargers & Service Upgrades
- Fast Inspection Report Repairs

FINANCING AVAILABLE

Wired Up Electrical
5-STAR RATED
RESIDENTIAL • COMMERCIAL • INDUSTRIAL

BEST WINNER 2024

434.660.9897 | WIREDUPELECTRICAL.COM

Floors That Endure.

Top-Quality LVP Flooring
at Wholesale Rates

Schedule your
LVP consult
today!



ULTRA-DURABLE | ECO-FRIENDLY | GUARANTEED

In-Stock Inventory (540) 858-1128 | casediscountflooring.com/bedford-va

Being powerfully
photographed
MAKES
YOU THE
ONLY
CHOICE.

- ✔ Boost Credibility
- ✔ Enhance Marketing
- ✔ Establish Authority
- ✔ Visualize Value

KR
Kristina Rose
PHOTOGRAPHY

Photos & Strategy That
Help You Stand Out Online
kristina@krosephoto.com
540-560-9639
Christiansburg, VA
www.krosephoto.com

INSURANCE
BUILT FOR
REAL ESTATE
TIMELINES



VARGAS
AGENCY AFFILIATED WITH **goosehead**
INSURANCE

Albert Vargas | Agency Owner
(540) 469-5115 | albert.vargas@goosehead.com

Jessica Carroll | Broker
(540) 446-0234 | jessica.carroll@goosehead.com

First Bank
& Trust Company

CREATIVE. FLEXIBLE. LOCAL.

The Best *Home Loan Solutions* for Your Clients

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



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

Amie Harden
AVP/Mortgage Banker
Wytheville, VA
(276) 228-1125
NMLS# 641054



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

Kevin Sutton
VP/Agricultural Lender
Daleville, VA
(540) 966-7008



EXPLORE OUR MORTGAGE LOAN
SOLUTIONS TODAY.



The Bank That Puts You First.

firstbank.com | Member FDIC |

BLUE RIDGE

RP

2025

BY THE
NUMBERS

Here's what the Blue Ridge Real Producers
Top 300 REALTORS® sold in 2025

\$3.7 Billion

SALES VOLUME



9,500

TOTAL TRANSACTIONS



32

AVERAGE
TRANSACTIONS
PER AGENT



\$12.2 Million

AVERAGE
SALES VOLUME
PER AGENT



The PIANO GUYZ

MOVE.
TUNE.
SELL.
REPAIR.

(434) 610-1795

104 WHITEHALL RD LYNCHURG VA 24501

Catching Problems Before They Catch Your Clients.



CALVERT Home Inspection, LLC

540-632-7115

calverthomeinspection@yahoo.com
calverthomeinspection.com

- Home Inspection
- Sewer Scope Inspection
- Mold Inspection & Testing
- Radon Testing
- EIFS Inspection
- Foundation Certification



You Focus on Clients. We Handle Finances!

Expert Accounting for REALTORS® & Brokerages
Ask about our REALTOR® CE Courses.

S&S Services

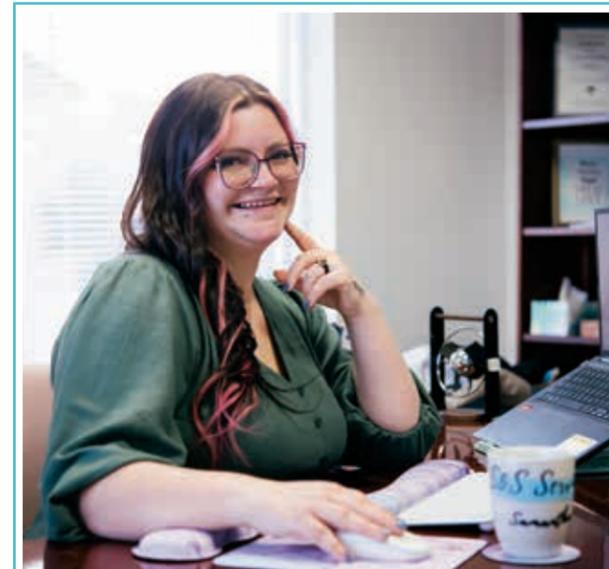


SERVING THROUGH ALL.

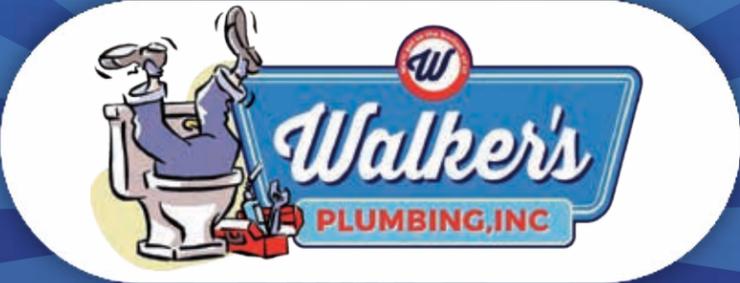
Samantha Simmons

Owner/Bookkeeping Specialist
(434) 299-3920

www.sscustombookkeeping.com



24 / 7
Emergency Services
Call Anytime



Scan to Connect



Need Service? Call: 540-875-8869

- Well Pumps
- Sewer lines
- Water lines
- Drain Cleaning
- Pipe Bursting
- General Repairs

We'll get to the bottom of it!

Book Online Now At
www.walkersplumbingincva.com

WE'RE FOR EVERY TREE.

EXPERT TREE CARE FOR 118 YEARS — AND GROWING.

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

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

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

The F.A. Bartlett Tree Expert Company



EPIC INSURANCE GROUP



Justin Miller

WITH ERIE, YOU GET IT ALL

SERVICE CLAIMS AGENT

Erie Insurance

(540) 269-1301
justin@epicinsurancegroup.com

WHO HOW MANY

Savvy businesses know it's all about *who many* you reach — not how many. Our niche publications, exclusive events, and targeted digital marketing get your brand in front of ideal clients affordably.

Let's talk!
Reach out to the publisher of this magazine today.

RP REAL PRODUCERS

REACH FOR THE STARS WITH EVERY CLOSING!

Allstar Title & Settlement, LLC

- ★ Competitive rates & discounted options for veterans & first responders
- ★ Secure portal to track every closing
- ★ In-office, mobile, or remote closings
- ★ Mobile closings at no extra charge (Franklin to Grayson County)
- ★ Responsive—even outside business hours
- ★ Fast turnaround

540-518-1080
Olivia@allstarclosing.com
Leeanna@allstarclosing.com
502 Newbern Road, Dublin VA 24084

MLA VALUATION & ADVISORY
Trusted Insight. Regional Reach.

Clarity in Every Decision—Pricing, Purchasing, and Lending.

- ✓ List price checkups for sellers.
- ✓ Confident purchase decisions for buyers.
- ✓ Reliable valuation services for banks and credit unions.

Contact us for a trusted valuation.

Jared L. Schweitzer, MAI, SRA
540-345-3233
office@mvaluation.com
www.mvaluation.com





FORTRESS

FOUNDATION SOLUTIONS

Your Contract's Structural Support System

STORY BY MADDIE PODISH

In real estate, few moments feel heavier than the words “foundation issue” on a home inspection report. A single crack can alter the course of a transaction, tightening timelines and raising tension as agents work to keep the deal intact. That moment is exactly why Fortress Foundation Solutions built its Real Estate Response Team.

Fortress Foundation Solutions is a locally owned and operated foundation repair company specializing in basement waterproofing, crawl-space repair, foundation stabilization, concrete repair, and leveling. While deeply rooted in the communities it serves, the company is also backed by Contractor Nation, a national network headquartered in Connecticut that provides ongoing training, materials, and operational support. That partnership allows Fortress to combine local accountability with national-level expertise and proven systems.

The Real Estate Response Team, led by Jon Burger, Chris Guill, Derek Hart, and Adam Catterson, serves as a relationship-focused unit that bridges the gap between inspection and closing. The purpose is simple: protect the contract, reduce friction, and provide clear, timely solutions when foundation concerns arise.

That purpose comes to life through a framework designed specifically for the urgency and emotional nature of real estate transactions: no fees, priority scheduling, no sales pitch, right-sized solutions, fast quotes, flexible work scheduling, and transferable life-of-structure warranties with pay-at-close options.

In a process already filled with inspection costs and professional fees, Fortress removes one more barrier. “Our estimates are always free.” Chris says. “We understand how many professionals are already involved in a transaction, and we don’t believe in adding another fee.”

Real estate timelines are not flexible. “We reserve dedicated time on our calendar specifically for real estate repairs so they move to the front of the line and meet closing deadlines,” Jon shares. For preferred agents, this approach often means a 48-hour response window when issues arise.

Foundation repairs can sound intimidating. Fortress approaches them with balance and clarity rather than fear. “There are two promises I make: I won’t make a mountain out of a molehill, and I won’t put a Band-Aid on a bullet hole,” Chris says. The goal is not to dramatize problems, but to address them responsibly and appropriately.

Each inspection report is different, and the solution should match the situation. “I provide the solution that’s appropriate for the specific issue identified in the inspection report,” Chris explains.



Chris Guill | Photo by Amber Perdue, Amber Perdue Photography

“*There are two promises I make: I won’t make a mountain out of a molehill, and I won’t put a Band-Aid on a bullet hole.*” -CHRIS

Whether that issue involves structural stabilization, crawl-space moisture control, or waterproofing, the focus remains on practical, proportional repairs.

Information brings calm. The team prioritizes speed when delivering recommendations and pricing. “Our focus is to provide the information agents and homeowners need as quickly as possible so they can move forward with clarity,” Chris stresses. Fast communication reduces uncertainty and keeps negotiations productive.

Closing dates do not pause for repairs. Fortress structures its workflow around transaction deadlines whenever possible. “One of my agents called at 11:15 this morning, and I was at the property by 2:30 that afternoon,” Adam recalls. That level of responsiveness reflects the team’s commitment to keeping deals intact.

Financial flexibility can make the difference between hesitation and resolution. “We offer a pay-at-close option, where the funds come directly from the seller’s proceeds and are disbursed by the title company at closing,” Adam



Derek Hart | Photo by Amber Perdue, Amber Perdue Photography



comments. Additionally, their life-of-structure warranties are fully transferable to the next homeowner, adding measurable value beyond the immediate repair.

In markets throughout Virginia, clay soil, grading challenges, and moisture intrusion create common foundation concerns. One misconception the team frequently addresses is the belief that houses are “supposed to settle.” While minor settling may occur over time, structural cracks and water intrusion are not issues to ignore. Through education, proactive pre-inspection programs, and calm guidance, Fortress helps prevent surprises before they threaten a contract.

Behind the systems and processes are people who genuinely value serving the real estate community. Jon thrives on connecting and building long-term relationships with agents across the region. Chris, a Danville native and Certified Waterproofing Professional, combines over a decade of industry experience with a steady, solutions-focused presence. Adam, serving Northern Virginia and Maryland, brings nearly 10 years of expertise and a practical problem-solving mindset

shaped by both professional dedication and a busy life at home with his wife, Heather, and their six children.

When foundation concerns surface, agents need clarity, responsiveness, and a trusted partnership, which is exactly what Fortress delivers, while also strengthening the real estate community through Virginia CE-accredited courses and Lunch and Learns. By equipping agents with knowledge before issues arise, they help transactions move forward with greater confidence and stability.

CONTACT US!

Connect with Jon Burger to learn more about how Fortress Foundation Solutions can protect your deals. 434-818-5937 | jon@fortressofvirginia.com





Real Producers

More Than A Magazine

Save the Date for Upcoming Celebrations!

Mark your calendar for our next event on **May 6, 2026** at **The Hotel Roanoke** from **2-4 p.m.** We look forward to honoring you. *More events are already in the works (August 5 in Blacksburg and November 4 TBD). We will share details as we finalize plans.*

Visit Our Website

Bookmark our website and follow us on social media to stay close to everything Real Producers. From exclusive content and trusted preferred partners to event recaps, photo galleries, and more—it's all waiting for you. Scan the QR code on this page (or visit blueridgerealproducers.com) and follow along for the latest updates.

Turn Your Real Producers Story Into a Powerful Marketing Tool

Take your Real Producers feature a step further with a custom 4- or 8-page printout. These high-quality, branded pieces are perfect for open houses, listing appointments, and direct mail—helping you highlight your expertise and leave a lasting impression. Email betty.lee@realproducersmag.com to explore options and pricing.

Nominate Agents Making an Impact

Know agents who are raising the bar or making a meaningful impact in the community? We'd love to celebrate them. Submit your nominations on our website.

Support the Partners Who Support This Community

Our preferred partners help make this magazine possible through advertising, event participation, and ongoing support of our community. Because of them, this publication is free to agents. Please support these trusted businesses whenever you can.

Recommend a Trusted Local Business

Know a standout local business that goes above and beyond for real estate professionals? Help us grow our trusted network by recommending them on our website.

Stay in Touch

We're always looking for ways to better serve this incredible real estate community and create opportunities to collaborate, elevate, and inspire. Have ideas or feedback? Reach out anytime at betty.lee@realproducersmag.com.



COVERAGE THAT *Opens Doors,* NOT WORRIES.

Whether you're helping a client close on their dream home or need a trusted referral for homeowners, auto, or business coverage—we're here to help with responsive service and custom solutions.



Let's protect what matters most—*together.*



Bill Meador
Owner/Agent



Get a Quote Today!

Scan the QR code or visit
www.MeadorInsurance.com
(540) 904-7833



Voted Best of Roanoke—9 Years in a Row!

ONE FINE DAY EVENTS

YOU DESERVE TO *Enjoy Your Own Events*



Seasoned event planners creating beautiful memories for life's most meaningful occasions

Extraordinary, effortless experiences
Refined, luxurious design
Polished & deeply personal atmosphere

CHELSEA YEATTS

Owner & Creative Director
www.onefinedayva.com
info@onefinedayva.com | 540-212-4114



The Move Your Clients *Deserve.*



Your Go-To Moving Partner

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

(434) 841-3401 | blueridgemoving.com
blueridgemovingco@gmail.com

**NOW OFFERING
No Dispatch Fees**

YOUR PARTNER

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

IN HOME READINESS

**Same-Day Service
Free Estimates**



(434) 339-0001

www.freedomheatingandairva.com

Veteran-Owned & Operated





GRANT IRBY

University & Main Real Estate Group

REAL ESTATE FOR THE UNIVERSITY CROWD

Grant Irby and his wife, Kelsey, moved to Blacksburg in 2020 with a group of about 30 people to help start a church. Kelsey was seven months pregnant. Grant was preparing to leave the security of higher education and step into a commission-based industry. They faced a season of conviction and calculated risk. That willingness to take thoughtful risks would shape everything that followed.

STORY BY MADDIE PODISH
PHOTOS BY KRISTINA ROSE,
KRISTINA ROSE PHOTOGRAPHY



Grant and Kelsey met in 2015 while working at Purdue University. Between them, they have more than 20 years of combined experience at Division I universities, including Oklahoma State, the University of Central Florida, the University of Texas, and Virginia Tech. Grant describes higher education as its own unique machine. “It behaves differently,” he mentions. “It operates differently.” That understanding of academia became the foundation of their real estate business.

Grant earned his license in the spring of 2021 after the couple had already been investing in and renovating homes in Indiana. With a background in economics and a natural inclination toward systems and strategy, he was drawn to more than just property. “I love strategizing,” he says. “Not just as a way to solve a problem, but what is the optimal way, the best possible way?”

Earlier this year, he rebranded from operating as a solo agent to launching University & Main Real Estate Group, a name that reflects the intersection of Virginia Tech and the local Blacksburg community. “We really exist to serve the university community and those who call this area home,” Grant explains.

In a town where Virginia Tech is the largest employer, that niche is both strategic and personal. As Grant built relationships with hiring managers and department heads, he noticed a recurring challenge. University leaders were unintentionally becoming relocation coordinators for incoming faculty. “They kept saying the same thing,” Grant recalls. “We hire someone, and then we become the impromptu relocation specialist.” While candidates were evaluating a job, they were also asking where their children would attend school, how to secure childcare, how to transfer a driver’s license, and whether the city was truly the right place to build a life.

“Just driving a candidate down Main Street isn’t enough to sell them,” Grant says. So he and Kelsey created solutions. They developed a comprehensive *Welcome to Blacksburg* magazine highlighting the community, and they offer white-glove relocation support that goes far beyond a transaction. The goal is to help families establish roots so they choose to stay.

That clarity has fueled significant growth. Between 2024 and 2025, their business more than doubled, and they are on pace for another 50% increase this year despite higher interest rates. Grant credits mindset. “Closings happen every single day,” he shares. “Business is out there. You just have to go find it.”

He also credits gaining sharper business clarity after joining forces with Keller Williams and surrounding himself with growth-minded leadership. The shift allowed him to think beyond production and toward scale. “I view myself as a business owner,” Grant comments. “The thing we happen to do within our business is real estate.” That perspective is



“ WE REALLY EXIST TO SERVE THE UNIVERSITY COMMUNITY AND THOSE WHO CALL THIS AREA HOME.”

shaping the next phase of growth, including expanding University & Main into a team with additional agents and administrative support.

But growth came with reflection. During the height of the 2021 market, work consumed Grant while his daughter, Annie, was a toddler. “Some memories are a blur because I was just working like crazy,” he notes. Today, Grant controls his schedule rather than allowing it to control him. At times, he turns his phone

off to coach Annie’s T-ball team or be fully present with Jones, their 2 1/2 year-old. “We may lose business, and that’s okay,” he says. “I don’t want to step over my family to have a successful business.”

Grant and Kelsey build family resets, often simple weekend getaways, into the calendar. Those rhythms reinforce the values behind the business. For Grant, success is about sustainability and presence.

One guiding principle continues to anchor Grant’s decisions: “Take low-risk experiments,” he advises. He received this advice years ago and now uses it to evaluate opportunities. “If the worst-case outcome is survivable, take the risk,” he adds. That mindset led him to reach out to university leaders, rebrand his company, and build partnerships others might hesitate to pursue. “If you can wake up the next day and still go through life, take the risk,” he says.



SEAMLESS CLOSINGS
FOR BUSY AGENTS

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



PREMIER
TITLE OF VA

✓ WHERE YOU CLOSE MATTERS.

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

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

I'M LOOKING FOR TROUBLE.
So your clients don't have to.



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



Schedule Online At
LynchburgHomeInspector.com
434.609.6789



HELPING YOUR DEALS GO THE DISTANCE!

AMERICAN MOVING AND STORAGE

434-525-3444

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

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

THE N2 COMPANY

INC. SAYS THIS MAGAZINE IS A FORCE FOR GOOD

The N2 Company was named to *Inc.'s Best in Business list for Social Good* — the authoritative list of companies that make a meaningful impact beyond profit.

Here's the part we're most proud of: The magazine you're reading is part of that impact.

Read how THIS magazine is part of something bigger.

Hethwood Market Presenting

ORANGE BANDANA
ALL-OCCASION GIFTS
WWW.THEORANGEBANDANA.COM

HETHWOOD MARKET
BRINGING THE FARM TO YOU

Welcome home baskets
Special occasion baskets
Graduation baskets
Retirements baskets

info.orangebandana@gmail.com
540-558-3028 • theorangebandana.com

DAM GOOD
REAL ESTATE MARKETING

RAPID IMAGERY

RAPIDIMAGERY.COM

Debbie SHELTON

**Berkshire
Hathaway
HomeServices
Smith Mountain
Lake Real Estate**

**OUTSTANDING
IN HER FIELD**

STORY BY MADDIE PODISH
PHOTOS BY AMBER PERDUE,
AMBER PERDUE PHOTOGRAPHY



When Debbie Shelton came to Virginia in 1985 for graduate school at Virginia Tech, she did not expect to build her entire life here. An animal science major focused on horse nutrition, she came for an education. Instead, she found her future.

She met her husband in the same program. He was a fourth-generation farmer from the Smith Mountain Lake area, where his family had worked for generations. After college, he returned home to continue the farming operation. Debbie chose to stay with him. What was meant to be temporary became permanent.

Today, she lives on that same farm, raising beef cattle and Quarter Horses just minutes from the lake that would later define her real estate career.

Before real estate, Debbie spent 13 years in corporate sales at Purina, starting in horse feed and eventually moving to the pet food division. The role required constant travel, but it also built the foundation she still relies on today. She learned to manage budgets, evaluate marketing, and build long-term client relationships. When the travel began to outweigh the reward, she knew she wanted to remain in sales, just closer to home.



Real estate had always interested her. She earned her license in 2004, interviewed with several brokerages, and chose Berkshire Hathaway HomeServices Smith Mountain Lake Real Estate. Twenty-two years later, she is still there.

Her early years were tested quickly. Just four years into her career, the 2008 recession hit. In a small rural market like Smith Mountain Lake, recovery came slowly. Instead of panicking, she narrowed her focus, stayed connected to past clients, and ran her business like a business. She leaned into referrals and carefully managed every expense.

Then came 2018, when momentum returned. COVID changed everything. Buyers who once visited the lake on weekends realized they could live there full-time. Remote work opened doors, and families

from Northern Virginia and other metropolitan areas relocated permanently, reshaping the community.

Through every market shift, her approach remained steady. She built her business on repeat clients and referrals. Her corporate background gave her discipline, so she carefully evaluated every marketing decision. "You have your own little business," she explains. If something did not produce results, she moved on. She never felt the need to chase every new trend.

At the same time, Debbie understands that real estate is deeply personal. Early in her career, losing clients was painful. "Real estate can hurt your feelings in the beginning," she admits. Over time, experience brought perspective. Not every client is meant to be yours. Personality fit matters. Confidence grows with time.

At 62, Debbie has no plans to retire. She still enjoys the pace and problem-solving of real estate.





Awards have come, but they are not what motivate her. What matters more is when past clients call years later to sell the home she helped them buy or when they send a friend because they trust her. Debbie invests in those relationships. For years, she hosted client gatherings at her farm. Each year, she sends what she calls her "treat postcard," gifting clients ice cream from a beloved local creamery. It is thoughtful, consistent, and memorable.

Her farm life also gives her an edge in a lake-driven market. Not all acreage functions the same. Debbie understands the differences in fencing for cattle versus horses, soil conditions, water access, and topography. She often brings her husband along when showing agricultural properties, calling him her "farm consultant." Buyers appreciate that depth of knowledge.

At 62, Debbie has no plans to retire. She still enjoys the pace and problem-solving of real estate. She still answers her phone, something clients regularly notice. More than once, buyers have told her she was the only REALTOR® who picked up when they called. For Debbie, responsiveness is simply part of the job.

She is also entering a new season. After spending two years helping care for her mother during a battle with cancer, she carries a deeper perspective. Her daughter now lives in Texas, building a career in the Western fashion industry, giving Debbie and her husband more reason to travel. They are gradually downsizing parts of the farm and creating space to slow down, though not stop.

When asked how she hopes to be remembered, her answer is immediate. "Grateful." Grateful for her faith. Grateful for the clients who have trusted her for more than two decades. Grateful for a community that welcomed an outsider and made her one of their own.

In a market that has seen volatility and transformation, Debbie Shelton remains steady. Rooted in the land she lives on. Disciplined in the business she runs. And deeply appreciative of the life she has built at Smith Mountain Lake.

When asked how she hopes to be remembered, her answer is immediate.

"Grateful."

Spring Into Spotless

SCHEDULE YOUR **SHINE** TODAY!

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

TJ's SUPERIOR CLEANING



540-815-9555

latonyajones83@gmail.com

FAQs



WELCOME TO REAL PRODUCERS!



Here, we answer the most frequently asked questions about our program, and we are always open to discussing anything regarding this community—this publication is 100% designed to be your voice.

Q: WHAT IS THE COST TO FEATURE A REALTOR®, AGENT, OR TEAM?

A: Features are completely free—we are not a pay-to-play publication. We share real stories of top producers based on achievements and nominations.

Q: WHO ARE THE PREFERRED PARTNERS?

A: Preferred partners are the businesses on the index at the front of the magazine who actively support this community. They appear in every issue, attend our quarterly events, and participate in our online community. We do not randomly select these businesses, nor do we work with every company that approaches us. One or more agents in this community have recommended every preferred partner you see. In fact, we won't meet with a business that you or your peers have not vetted and approved. Our goal is to create a powerhouse network of REALTORS®, agents, and trusted affiliates so we can grow stronger together.

Q: HOW CAN I RECOMMEND A PREFERRED PARTNER?

A: If you'd like to recommend a local business that works with top real estate agents, please reach out at betty.lee@realproducersmag.com.

Q: WHO RECEIVES THIS MAGAZINE?

A: The magazine goes to the Top 300 real estate agents in Central and Southwest Virginia, based on their sales volume from the previous year, and our preferred partners. With thousands of agents in the region, being part of this elite group is a testament to your hard work, dedication, and success.

Q: WHAT IS THE PROCESS FOR BEING FEATURED IN THIS MAGAZINE?

A: Anyone on the Top 300 list can nominate other real estate agents, businesses, brokers, owners, or themselves. Office leaders may also submit nominations. We consider everyone in the Top 300 who comes to our attention because we don't know everyone's story, and we rely on your help to learn about them. While we can't guarantee a feature, we encourage you to meet with a team member, support the publication, and attend our private events to increase your chances.

**TURNING
Fine Print
INTO THE
Finest Closings.**

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

540 566-5811
info@impacttitleva.com

Strategic Lending. Lasting Legacy.



JONATHAN SWEAT
Branch Manager | MLO
NMLS ID# 308553
540.314.8843
jsweat@ihmcloans.com



CORY BARNES
Mortgage Loan Originator
NMLS ID#2630832
704.791.9975
cbarnes@ihmcloans.com



DIXIE LOWE
Mortgage Loan Originator
NMLS ID#1596002
540.676.2054
dlowe@ihmcloans.com

THE 7 HABITS OF TOP-PRODUCING REALTORS®

Top-producing REALTORS® don't rely on luck! They rely on habits.

1. They treat their business like a business, setting clear goals and tracking key performance numbers.
2. They prioritize relationships over transactions, understanding that repeat clients and referrals fuel sustainable growth.
3. They protect their time by focusing daily on high-impact activities such as prospecting, follow-up, and client communication.
4. Top agents commit to continuous learning, staying sharp on market trends, negotiation strategies, and evolving technology.
5. They communicate proactively, setting clear expectations and building trust.
6. They leverage strong systems and support teams to create consistency and scalability, allowing growth without burnout.
7. Elite REALTORS® protect their energy mentally, physically, and emotionally so they can perform at a high level long-term.

Success leaves clues, and these habits create it. The Legacy Team is here to help you hit your goals!



Join us for BOOT CAMP
Every Wednesday | 10-10:30 a.m.
www.zoomlegacyteam.com
Each week, we share one actionable tactic to help REALTORS® boost sales.



Your Clients Dream It.

We Build It. You Earn 2%.

New Home Construction

Additions & Remodels

Full Design & Selection Services

2% Referral Fee for Agents

Andrew Lee, Owner

O: 540-900-8001 | C: 540-855-8001

alee@gracealon.com | GraceAlonBuilders.com

