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# 2025

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TOTAL VOLUME

TOTAL UNITS

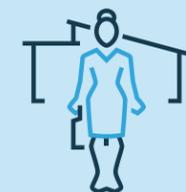


### 6,429



AVERAGE VOLUME PER AGENT

### \$9.2 MILLION



AVERAGE UNITS PER AGENT

### 22



# HEATHER BASHLOR

## HOWARD HANNA REAL ESTATE SERVICES

STORY BY DAN CLARK •  
PHOTOS BY WILL HAWKINS,  
WILL HAWKINS PHOTOGRAPHY

**Spend a little time with Heather Bashlor, and you'll understand pretty quickly why people remember her. She's sharp, high energy, funny, and completely herself. She says what she means. She works hard. She moves fast. And when she's in your corner, you know it. Nothing is forced about the way Heather shows up. In a business where many try to sound the part, she is who she is.**

Heather brings a rare mix to real estate—she's competitive yet deeply people-focused. She wants to win, sure, but not just for the sake of winning. She wants the right outcome for her clients. She wants the deal to make sense. She wants people to feel like they have somebody in their corner who's paying attention and willing to do the work. "I'm in the business of selling houses, but I'm really helping people," she says.

And that tells a lot about how she operates.

Heather firmly believes her business is more than numbers and contracts. What drives her most is helping people who think they've run out of options. She's built a reputation on staying in the fight, being creative, and not accepting a dead end too quickly. "My success has come from not taking no for an answer," she shares. "Every time we think we are at a dead end, we always find another way through."

That mindset shows up in the way she serves. Heather is not a "do the minimum and move on" kind of agent. She's hands-on, highly involved, and the first one to admit she likely takes on more than most. "I do way too much," she comments with a laugh. "It doesn't matter what my commission is on the transaction—I'm the same person."

And that's one of the things that makes her stand out. Her effort remains constant, regardless of the size of the deal or the commission check. Whether she's helping a first-time buyer, working through a complicated situation, or handling a major listing, she brings the same intensity and the same level of care.

Her managing broker, Fred Smith, sees the same thing from a different vantage point. He highlights, "Heather's personal investment in her clients is one of her biggest strengths, especially in high-volume, high-stakes situations where the pressure is highest." He also points to her

IF I'M ONLY WORRIED ABOUT THE MONEY, I'LL LOSE EVERY TIME.  
**IT'S NOT ABOUT ME.**”



generosity in sharing knowledge in the office and the way she shows up for others, not just for herself.

Heather's clients know she won't disappear when things get difficult. They know she'll be honest with them. And they know she's going to work to find a solution rather than take the easiest way out. Heather is also clear about her values. She believes this business has to rest on integrity and transparency. "If I'm only worried about the money, I'll lose every time," she remarks. "It's not about me."

That client-first perspective is a big part of why she connects with people. Heather isn't trying to be the smoothest person in the room. She's trying to be useful. She wants to solve problems,

communicate clearly, and help people make good decisions. That's where she finds the most meaning in the work.

She lights up when she talks about first-time buyers, especially those who come in thinking homeownership probably isn't in the cards for them. Helping somebody move from "I can't" to "I did" is the kind of win that sticks with her.

Heather is highly competitive, as well. She has the drive, the pace, and the edge to thrive in a demanding business. But what makes her effective is how she pairs that edge with genuine care. She's simply trying to outwork problems.

She's also constantly looking for ways to improve how she operates—better

structure, better systems, and better use of her time. Heather knows she moves at a high pace, and she's honest about wanting to build more support so she can keep serving at that level without losing what makes her business work in the first place.

A deep discipline backs everything Heather does, too. She recently marked 13 years of sobriety, and while she doesn't make that fact the center of the story, she's open about what it taught her. It strengthened her discipline, sharpened her perspective, and helped shape the way she shows up in business and in life. "I think it helped me in my business because it's about discipline," she says. It's part of her story; it's just not the whole story.

The bigger story is who she is right now: a strong advocate, a hard worker, and someone who brings real energy and real honesty to the people she serves. Heather Bashlor is direct, driven, and deeply committed to helping people move forward.

She'll tell you herself she can be organized chaos. And while that may be true, there's also a clear thread running through the way she works—she shows up, tells the truth, and keeps going until she finds a way through.

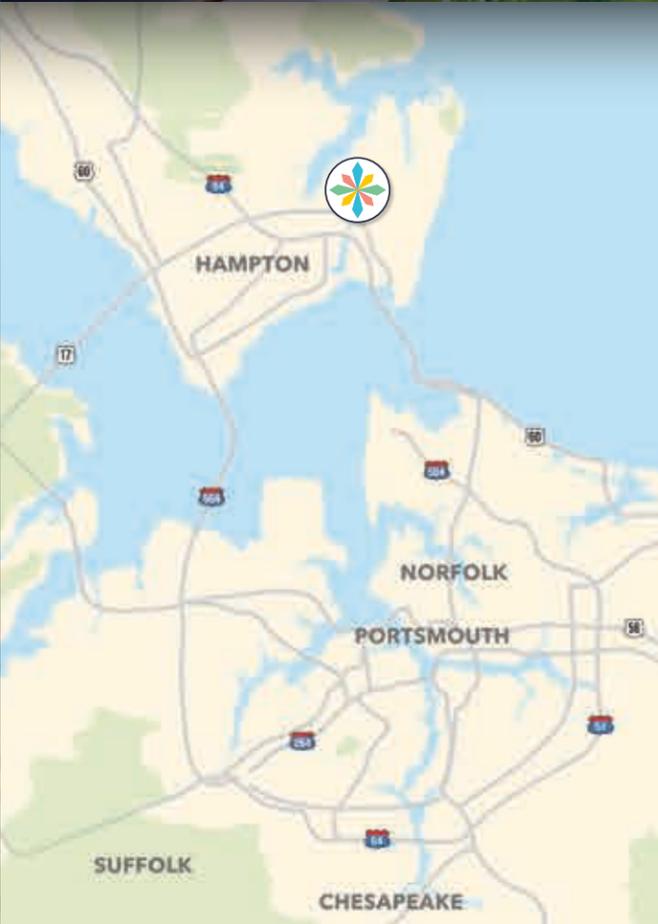
That's Heather Bashlor. And that's exactly why she stands out.



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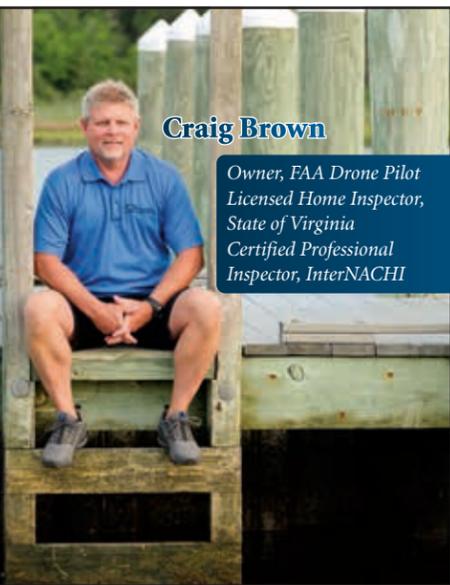


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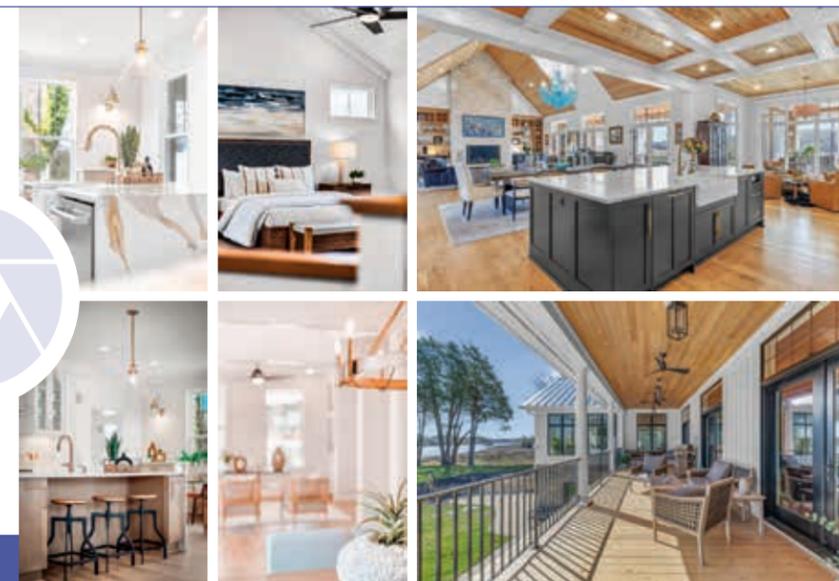
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# TREZ ROBINSON

In this Q&A, Staged2Sell owner Trez Robinson reflects on how she found her way into home staging, built a thriving business, and learned alongside her beloved cheerleader.

## Staged2Sell

PHOTOS BY SUSAN FOWLER,  
FOWLER PHOTOGRAPHY

### What sparked your adventure into staging?

My journey into the staging industry began long before I ever knew it would become my calling. After college, I earned my commission in the United States Air Force and served my country for the next 21 years. One thing you'll notice when you speak with anyone who has been in the military is that we never say we had a "job" or a "career"—we simply say we served. Service carries a different meaning. It reflects intention, commitment, and purpose, and those values shaped every part of my life.

### Which parts of military life prepared you for this world?

During my military years, I moved every two to three years, experiencing firsthand the stress of relocations, the pressure of quickly preparing a home for sale, and the frustration of trying to manage it all on my own. While challenging, those experiences quietly introduced me to the power of organization, design,

and creating spaces that feel calm and welcoming—even during transition.

### What inspired you to make staging your next chapter?

After retiring, my four sisters—who have never hesitated to recruit me for home projects—nudged me toward this path. They consistently relied on me to organize their homes or offer decorating guidance, and through them, I realized that what came naturally to me could genuinely serve others in a meaningful way. I discovered not just a talent, but also a unique intuition for creating interiors that resonate emotionally and help people feel at ease.

### How did that nudge turn into Staged2Sell?

I went on to become a Master Certified Home Stager and founded Staged2Sell in Virginia in 2006. Since then, the company has grown into one of the leading staging partners for real estate agents and home sellers across Hampton Roads and the surrounding region, supported by one of the largest staging

inventories in the state. We have built our reputation on results—homes that sell quickly and for impressive prices—and on the peace of mind we bring to clients who can step back and trust us to handle the details.

### What's the prominent through-line in your story?

At its heart, my origin story is simple: I have

always been called to serve. Today, I serve in a different uniform, but with the same purpose—to support, uplift, and create environments where people can move forward with confidence.

### How would you sum up your experience in the staging world today?

With more than two decades of experience in the staging industry, I bring

a depth of expertise and intuition that can only be developed through years of hands-on work. I'm not just a veteran of the field; I'm a subject-matter expert who has grown with the industry, adapted to its trends, and helped shape best practices along the way.

### How does the size of your team shape the way you work?

Because my team is intentionally small—just six highly dedicated professionals—I'm able to stay closely involved in every project. I oversee each stage of the process to ensure our work functions like a well-oiled machine.

### What can clients expect from your leadership style?

Clients appreciate that I don't lead from a distance; I lead by being present, engaged, and fully invested. When something requires

attention, my hands are in it. When a project needs a critical decision, I'm there to guide it.

### What separates your team from the rest?

What truly sets us apart is our skill and commitment. We are a niche, deeply connected team that genuinely cares about the work we produce. That care shows up in the details, the consistency, and the elevated results that clients come to rely on. Clients value our expertise, as well as the trust, integrity, and personal investment we bring to every single job.



“WHEN SOMETHING REQUIRES ATTENTION, MY HANDS ARE IN IT. WHEN A PROJECT NEEDS A CRITICAL DECISION, I’M THERE TO GUIDE IT.”



**Let’s talk influences—who’s been your biggest inspiration?**  
My biggest cheerleader has always been my sister Karen. She started her staging business in Northern California in 2004. When I was transitioning out of the military and unsure of my next step, she invited me to come out and see if this world might be the right fit for me. That simple invitation changed the course of my life.

**How did Karen help you?**  
From day one, she became my sounding board, my go-to person for everything from the smallest questions to the biggest, most daunting challenges of starting a business. She shared her knowledge openly, and together we learned, experimented, and grew—two sisters building separate companies but experiencing the journey side by side.

**What moments stand out from your journey together?**  
We’ve shared the full spectrum of this industry: the laughs, the late-night problem-solving, the tears, and the incredible moments of pride. When we were

among the first stagers to step into the spotlight of television, we didn’t have a roadmap. We leaned on each other, pushed each other forward, and navigated an entirely new chapter together.

**How would you describe her impact on your life now?**

Karen has been, and will always be, my motivation. I am endlessly grateful for the rare gift of having a sister who believed in me and built a parallel path with me—two bookends, one on the East Coast and one on the West, supporting and inspiring each other every step of the way.

**Finally, what piece of wisdom would you pass on to your younger self?**

I would tell my earlier self to trust your worth. Be confident in your talent, stand your ground, and remember that your work, your vision, and your effort matter. You’ve earned your place—own it with grace and confidence.



## A Strong Season Starts With Stronger Legal Support

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—Gabriel Santiago,  
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# Samantha Thomas

## Crush Real Estate Group

STORY BY JACKI DONALDSON  
PHOTOS BY SUSAN FOWLER, SUSAN FOWLER PHOTOGRAPHY

Back in 2023, Samantha Thomas received a referral from the local WorkOne Resource Center, introducing her to a buyer whose circumstances led her to search for a place to call home. Samantha started working with the buyer right away. However, the timeline was tight, the market was competitive, and the search was difficult. As a result, Samantha helped her client secure a rental.

The chapter did not close there. Instead, it became the beginning of a longer journey. In November 2025, the client reached out. Her life had stabilized, she was in a strong relationship, and everything had changed. In early February 2026, she closed on her new home. “Knowing where she came from and seeing her come full circle was so amazing,” Samantha says about the most rewarding part of her work. “I love helping first-time buyers realize homeownership is achievable and showing them what they can get for not much more than the rent they’d been paying. That’s my favorite.”

Born in Boston and raised in Salem, Samantha’s path into real estate unfolded gradually. She attended college in Massachusetts before continuing her studies at the University of Hawaii, eventually returning to Salem, where she spent 10 years as a full-time bartender. “I had wanted to pursue real estate but was afraid to pull the trigger because the money was so good in restaurants,” she says.

She met her husband in Salem while he was working on a natural gas plant project. When the project wrapped, they relocated to Hampton, where he already owned a home. He



works in the oil and natural gas industry, and the move gave Samantha the nudge she needed. “I signed up for real estate classes right after we moved here in 2018,” she explains. After passing the test and aligning with a brokerage, Samantha kept her foot in the restaurant business. “In the beginning, I didn’t know a lot of people, and my clients were all from bartending,” she notes.

The 2020 market conditions helped. The strong seller’s market was delivering a steady stream of buyers, particularly investors capitalizing on the short-term rental surge. Many were repeat buyers building portfolios. Samantha leaned into education, hosting in-person first-time buyer events and investor seminars to talk strategy and opportunity. “The investor niche has worked well for me,” she says. She and her husband own a rental property themselves and are working on a second.

Mentorship has played a defining role in Samantha’s growth. Early on, real estate agent Holly Burns guided her through the fundamentals. “She taught me everything, answered any questions, took me out, and gave me hands-on training,” Samantha says. She also credits broker Tomasina Tatterson as a steady influence. “After Holly, she was my mentor. I still look up to her.”



**“Samantha Thomas has shown incredible growth over the past year, both professionally and personally. Her ability to show up fully for her family while delivering exceptional service to her clients without ever missing a beat speaks volumes about her dedication and character. She continues to raise the bar, push past her comfort zone, and consistently hit the goals she sets for herself. It has truly been a joy to watch her growth and celebrate her success along the way.” —Kelly Liedtke, Crush Real Estate Group Team leader**

In April 2025, Samantha joined AMW Real Estate with the Crush Real Estate Group, looking to stretch herself in a new way. Her previous broker had encouraged her to start a team, but she wanted to understand a strong team system from the inside first. “Kelly Liedtke has a good system,” she says of her team leader.

Samantha carefully followed Kelly’s playbook, which meant pushing past her comfort zone. “She taught me to pick up the phone, which I never wanted to do before,” Samantha reflects. “I also started taking clients out all the time and securing a lot of listings.” The hard work has paid off.

Working team leads has increased Samantha’s volume and sharpened her consistency. Now, she is focusing more intentionally on her sphere and referrals. While she once met clients across the counter at Fika Coffeehouse, which she and her husband previously owned, she’s now likely to connect over a cup at Grounded Coffee, her current favorite spot.

At home, life is lively. She and her husband have a 3-year-old son, Grayson, and another baby on the way. Their household includes three dogs (two Great Pyrenees and a dachshund) and a cat. The family enjoys walking the dogs to the beach, visiting local parks, and traveling.

Samantha’s seasons as a bartender, business owner, investor, solo agent, and team agent share a common thread—cultivating and nurturing relationships. Along the way, she has built a collection of client stories that mark milestones, fresh starts, and hard-earned victories. The client who began in a rental and eventually reached the closing table is just one powerful memory among many that make Samantha happy she decided to pull the trigger on real estate.

**“I love helping first-time buyers realize homeownership is achievable and showing them what they can get for not much more than the rent they’d been paying. That’s my favorite.”**



# 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: WHO RECEIVES THIS MAGAZINE?

**A:** The Top 300 agents on the Peninsula in Hampton Roads, VA. The Peninsula extends from the Chesapeake Bay Bridge-Tunnel in Hampton to the greater Williamsburg area and everything in between. We pull MLS numbers (by volume) from January 1 through December 31 of the previous year for the Peninsula and Williamsburg areas. We cap the list at the Top 300 producers and base our distribution on those rankings. We reset the list at the end of each year.

## 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 Real Producers, and attend our private events to increase your chances.

## 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 Real 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 [joni@realproducersmag.com](mailto:joni@realproducersmag.com).

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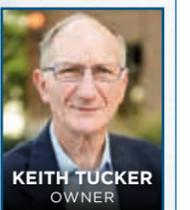
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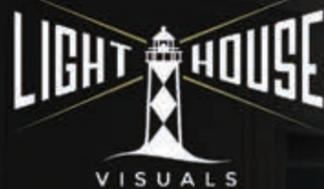


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