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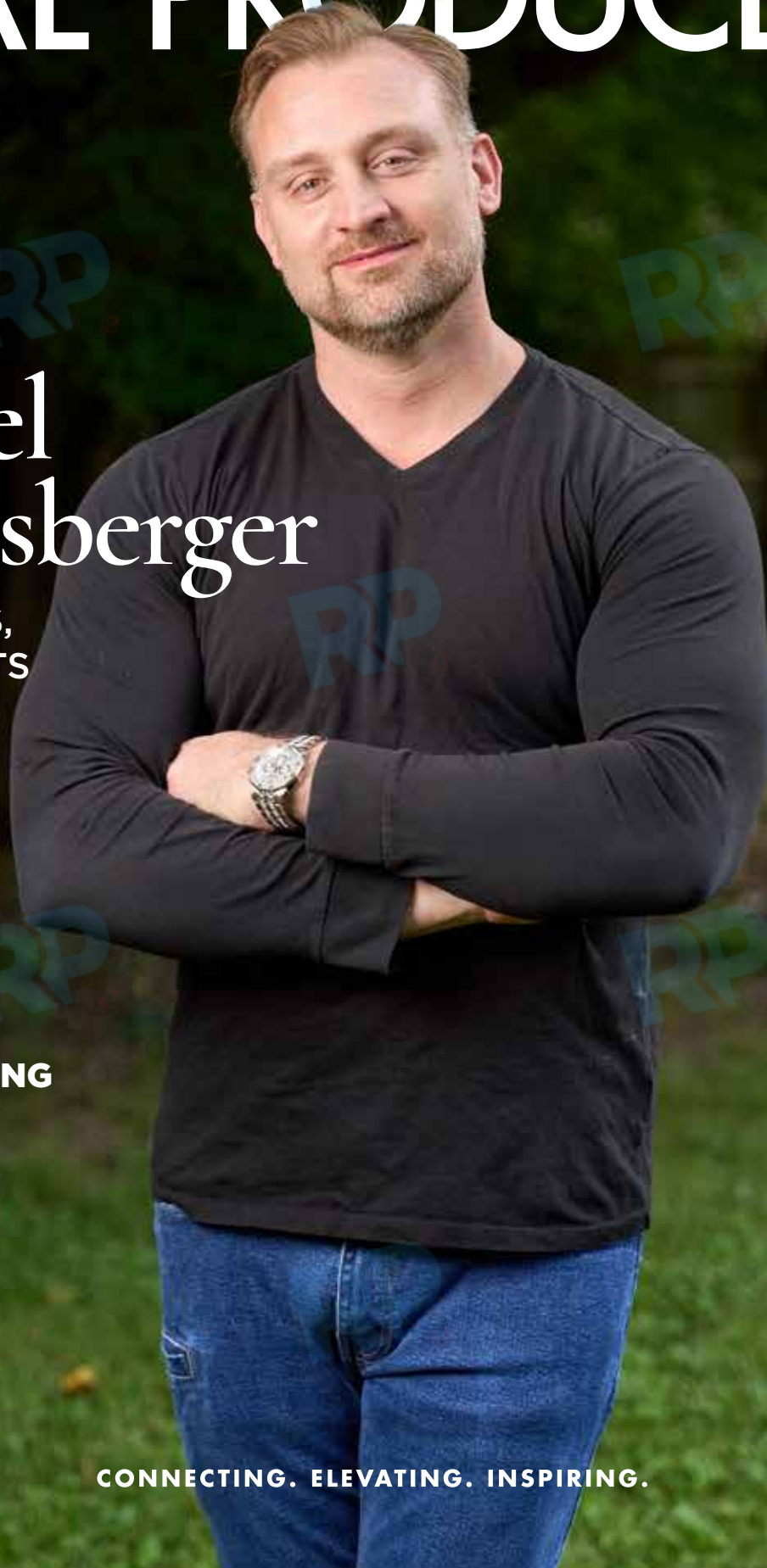
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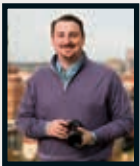
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HELLO JANUARY,

A Fresh Start!



The new year arrives with a sense of renewed purpose — a clean slate ready to be filled with new dreams, bold goals, and fresh beginnings. January encourages us to reflect on the lessons of the past and step confidently into what's possible in the months ahead. Growth is built one intentional step at a time, and this is the perfect moment to set that momentum in motion.

As we step into 2026, we are filled with gratitude for the incredible community that makes Real Producers so special. Your passion, dedication, and collaboration continue to inspire us and strengthen the connections that fuel our shared success.

We're also thrilled to kick off the year with something unforgettable — **Casino Night on March 19th!** Get ready for an evening of fun, connection, and spirited celebration with the Real Producers community. More details are coming soon, so be sure to mark your calendar for what promises to be an exciting night.

As we begin this new chapter, let's remember:
"Every new beginning comes from some other beginning's end."

Here's to clarity, courage, and connection in the year ahead — and to making 2026 a year full of growth, opportunity, and meaningful moments.



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Is MAINTENANCE SERVICE a Waste of Money?

When you purchase a new car, you want it to last as long as possible. Buying a car is a major investment in your life, as you'll rely on it to get you where you need to go, carry you and your loved ones safely, and even haul your things around as well. Naturally, you want to do everything you can to ensure it stays in good condition and will serve you for as long as possible so you make the most out of your investment. This includes things like changing the oil, replacing worn-out brakes and tires, and even more major maintenance services like replacing transmission fluid or flushing your coolant.

However, while most people know that car maintenance is a regular part of life, far too many people don't think the same about their air conditioner and heater. A new HVAC system is a major investment in your home and even your



health—it keeps you cool in summer, warm in winter, and even helps strain dirt, dust, pollen, and other debris out of the air to keep you healthy. And on top of that, replacing your heating and cooling system costs thousands of dollars, and is something that nobody wants to have to do unless they have to. So with that being said, why would you not want to do everything you can to take care of it and make it last?



How Maintenance Helps You

A heating and air conditioning maintenance service is an annual service visit that takes just a few hours but has a tremendous impact on the lifespan and condition of your heating and cooling equipment. Much like changing your oil can help your engine run longer and stay healthier, professional maintenance on your heater and air conditioner can keep it running at its best, which can only help you and your cost of living.

Here are just a few of the benefits of a maintenance service.

Saving Energy

Have you ever tried to ride a bike with tires that are underinflated? You've probably noticed that pedaling seems to be extremely difficult, and no matter what you do, it seems as though you simply roll to a stop quickly. However, inflating the tires correctly means you can roll along as normal and riding is a much more pleasant experience.

The same concept applies to your heating and cooling: when you don't maintain your system, it has to work harder to keep your home at your ideal temperature. This consumes more



energy, and thus means more expensive electric bills. A maintenance service can keep your system running at its most efficient all year long, so you enjoy a comfortable home without the massive utility bills.

Improving Longevity

When your system doesn't have to work as hard, it means more than simply saving you money on energy—it also means less stress on the various parts in your system. Less stress on these parts mean they last longer, and your system as a whole lasts longer before needing replacement.

Improving Reliability

When parts have less stress on them and don't have to work as hard, naturally,

they're going to last longer and won't suddenly or unexpectedly fail. They'll continue to work as designed for much longer, and the chances of them breaking down and causing your system to stop working decrease significantly. If you want to avoid the possibility of your system breaking down on you when you need it the most, maintaining it is a great way to do so!

Stopping Major Problems

When you have your system maintained, the technician performing the maintenance is also going to examine and inspect major components to make sure they're in good condition. If a part looks worn or on the verge of failing, they'll let you know and you can get it fixed right away, rather than waiting



for it to break down and dealing with needing a sudden emergency repair.

Saving Money

When you add all of these benefits together, they all equal one thing: saving you money. Fewer breakdowns mean fewer expensive emergency repairs and fewer service calls, which means you don't have to spend the money. Using less energy saves you money. Likewise, a longer-lasting system means you see more years of useful life out of your system, which also saves you money on having to replace it. All of this combined puts more of your hard-earned cash back in your wallet where it belongs.

Is maintenance a waste of money? With all of these benefits that you'll enjoy, plus the cost savings that keep money in your pocket, doesn't it seem like more of a waste of money *not* to maintain your system?

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Cassidy YOUNG

The Perfect Mix of
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AND WARMTH**

BY GEORGE PAUL THOMAS
PHOTOS BY CASEY INGLE
PHOTOGRAPHY



Ask Cassidy Young what drives her, and she'll smile before answering, "Hard work and heart — that's really it." At only twenty-six, she's built a thriving real estate career as a solo agent with Valentine Properties in Moseley, Virginia, earning top producer honors three years running. Her story is one of grit, gratitude, and a deep love for helping people find the place they call home.

A Foundation Built on Grit

Cassidy grew up in Prince George's County, surrounded by a family that believed in earning everything you have. She spent most of her childhood living with her mom and grandparents, who shaped her outlook on life more than anyone else. Her grandfather ran his own business for forty-five years while raising five children. "He worked hard every single day and always had a smile on his face," she says. "That taught me what perseverance looks like."

By the time she was fifteen, Cassidy was working part-time to save money for a school mission trip to Africa. She carried that same determination through college, paying off her entire tuition at Virginia Commonwealth University on her own while earning a degree in Exercise Science. At one point, she planned to pursue a doctorate in occupational therapy, but life had other plans.



The Moment Everything Changed

While she was commuting to VCU, Cassidy was living with her grandparents when her grandfather's health started to decline. They decided to sell the family home they'd lived in for forty-five years. It should have been a special, sentimental process, but instead, it turned into a frustrating ordeal.

"The realtor they hired just wasn't doing their job," Cassidy recalls. "There was no guidance, no care, and I couldn't sit back and watch it happen." She started stepping in — communicating with the other agent, organizing details, and advocating for her grandparents' best interests. "That's when I realized I wanted to do this. I wanted to be the person who protects people through these big life changes."

From that experience, Cassidy's passion for real estate was born. She then earned her license in October 2020, starting out as a Transaction



“

*I'm in a season
OF LIFE WHERE I CAN
POUR EVERYTHING
INTO MY BUSINESS.”*





Coordinator to learn the business from the inside out. “It gave me such a strong foundation,” she says. “Contracts, communication, timelines — I learned how every piece comes together.”

Cassidy entered the industry with the same intensity that her grandfather has always displayed in life. Just a few years later, she’s now the #1 Top Producing Agent at Valentine Properties, holding that title for three consecutive years. In 2024, she closed 44 transactions, and just last year, she exceeded her 50-home goal with 54 closed sales. She’s also earned the Harris Heart Award, a peer-nominated recognition for excellence and work ethic.

Her clients describe her as attentive, steady, and trustworthy. Cassidy prides herself on being responsive and fully invested in every transaction. “I’m in a season of life where I can pour everything into my business,” she says. “When people choose me, I want them to feel heard and cared for. I give the same advice I would give my own family.”

And she means it. Cassidy has been known to talk clients out of homes when something doesn’t feel right. “I’m never going to push a sale just to make a sale,” she says. “If I wouldn’t buy it, I’m not going to let them.”

Life, Love, and a Little Bit of Dust
Outside of work, Cassidy’s life is filled with love, laughter, time with her

Yorkie, Maisy, and renovation dust. She recently married her high school sweetheart, Tanner, who works as a linesman and is every bit as handy as she is determined. Together, they’ve made a name for themselves as a powerhouse renovation duo.

Their story started early. At twenty-one, they bought their first home — a complete gut job — and poured everything they had into fixing it up. “We didn’t know everything, but we figured it out together,” Cassidy laughs. “We spent every penny, but it was worth it.” They sold that home two years later for a strong profit, completed another flip in Glen Allen, and now live in their waterfront “forever home” on Lake Chesdin, which they’re currently renovating.

“When I look back, I realize every scary leap has led to something better,” she says. “Taking that first risk changed our entire future.”

Looking Ahead
Cassidy is determined to keep growing while staying grounded. Over the next few years, she plans to maintain her steady volume of 50 to 60 homes per

year while expanding into investment properties. She and Tanner have already purchased their first duplex, and she hopes to add more doors to their portfolio soon.

She also looks forward to starting a family someday and staying active in her local community. “Faith has always guided me,” she says. “It reminds me to stay thankful and humble no matter how busy life gets.”

When asked what advice she’d give to new agents, her answer is simple: “Find your niche, focus on your people, and be consistent. If you take care of your clients, your business will grow naturally.”

Cassidy’s journey is proof that hard work, faith, and a willingness to take chances can turn even the smallest beginnings into something extraordinary. “I’m proud of where I came from,” she says. “Every long day, every challenge, every renovation mess — it’s all been worth it.”

And with her trademark mix of determination and warmth, there’s no question she’s just getting started.







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When it comes to real estate, Aimee Shaw believes one thing above all else—great service never goes out of style. Warm, outgoing, and endlessly creative, she approaches her work with the same care and kindness she learned growing up in the hospitality world. “I love people,” she says with a smile. “I love challenges, and I love creating something beautiful out of what might seem stressful or complicated.”

A Jersey Girl at Heart
Aimee grew up in southern New Jersey, just outside of Atlantic City and Ocean City. The beach was her backdrop, and the values of family, connection, and hard work were instilled early. Her parents owned a small business, and Aimee worked alongside them, learning how to treat people with empathy and integrity. I was taught that hospitality isn’t just about service—it’s about how you make people feel,” she says.

Her mother’s creative side also shaped her. As an art gallery director and

interior designer, her mom inspired Aimee’s lifelong appreciation for beauty and detail. “She had this incredible eye for design,” Aimee recalls. “I think that’s where my love of interiors and aesthetics really started.”

From Luxury Spas to Luxury Homes
Before stepping into real estate, Aimee built a thriving career in the high-end spa and hospitality industry. She served as a spa director, consultant, and skincare trainer for major companies, helping open luxury spas across the country. Her work taught her the power of empathy, communication, and going the extra mile.

“When you work in hospitality, you learn how to read people,” she explains. “You learn how to make them feel valued. Real estate is exactly the same. It’s about care, consistency, and attention to every detail.”

By 2019, she followed a lifelong dream and earned her real estate license. Her grandfather had been an agent, and

her mother’s love of design had always lingered in the background. “When I started looking for homes myself, I realized there was an opportunity to bring that higher level of service into real estate,” she says.

In 2024, Aimee closed nearly \$9 million in volume, and she’s on track to reach \$12 million this year—an almost 50% increase. She attributes her success to her mindset of service rather than sales.

Today, Aimee is a solo agent with Nest Realty, where she brings her hospitality background into every transaction. Her reputation for loyalty, goodness, and tireless effort has made her a trusted name among clients and peers alike.

Family, Friends, and Finding Balance
Outside of real estate, Aimee’s world revolves around family and close friendships. She’s been married for many years to her husband, whose career keeps him traveling often. “We’ve always been a team,” she says. “He’s

Aimee SHAW

A Standard of Care That Stands Out

BY GEORGE PAUL THOMAS
PHOTOS BY PHILIP ANDREWS



Looking Ahead

Aimee's approach to business mirrors the values she's carried her entire life—warmth, sincerity, and excellence. "There's never not a time to go above and beyond for someone," she says, referencing her favorite book, *Reasonable Hospitality* by Will Guidara. "That philosophy changed my perspective. It reminded me that even small gestures can have a lasting impact."

As she looks to the future, Aimee's goals are grounded in both growth and gratitude. "I want to keep kicking butt," she says with a laugh. "I love what I do, and I don't ever see myself leaving real estate. I just want to keep getting better."

Personally, she dreams of investing in properties and taking a long, well-earned vacation with her family. Professionally, she aims to continue delivering a gold-standard experience for every client who walks through her door. "I want people to say, 'If it's an Aimee Shaw listing, I know it's done

right,'" she says. "That's the kind of reputation I want to have."

Her advice to new agents reflects her core values. "Listen to your clients," she says. "Really listen. Respect them, guide them, and be honest, even when it's hard. People don't forget how you make them feel."



incredibly supportive, even with his busy schedule." Together, they've raised two daughters who fill her with pride and joy. One is a freshman at Penn State University, and the other is a high school junior preparing for college.

"Being a mom has been my greatest accomplishment," Aimee says warmly. "It teaches you patience, compassion, and strength in ways no job ever could." She treasures time with her girls and friends, often spent sharing meals, watching college football, or simply walking and catching up. "My friends are like family to me," she says. "I'm loyal to the people I love, and I hold them close."

The family's four-legged companion, Poppy, a five-year-old rescue pup, adds extra joy and energy to their home. "She's a little mutt with a big personality," Aimee laughs. "We rescued her in 2020, and she's been part of every memory since."

Creativity flows through every corner of Aimee's life. She loves interior design, painting, and decorating, and she's always rearranging something to add color or life to her space. "There's always a pop of color somewhere," she says. "Home should feel happy, not perfect." Fitness is another passion—she's a former instructor and loves exploring new workout trends. "Anything that challenges me physically or mentally, I'm in," she says.

“ I love challenges, and I love creating something beautiful out of what might seem stressful or complicated. **”**



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Daniel Harnsberger

NO EXCUSES, JUST RESULTS

BY AMELIA ROSEWOOD
PHOTOS BY PHILIP ANDREWS

In every industry, there are people who coast and those who grind.

Daniel Harnsberger belongs to the latter. Known for his sharp discipline, upfront honesty, and tireless work ethic, Daniel has earned a reputation as one of Central Virginia's most committed real estate professionals. Whether he's prospecting on the phones, fine-tuning his skills through daily coaching, or guiding clients through life-changing decisions, Daniel brings the same intensity he once carried into competitive sports—and even the world of professional wrestling.

A Path Built on Grit

Daniel grew up in Midlothian, Virginia, where his father, a lifelong salesman, encouraged him to take charge of his own future. After earning a Communications degree from Concord University, he spent years in logistics and management, working with CORT Furniture and later overseeing pharmacy courier operations across the state.

During that time, Daniel began investing in real estate. By 2016, he owned seven rental properties and was preparing to launch a property management company. "At the time, I thought managing properties was my next move," Daniel recalls. "But not long after I became licensed, I realized how much I enjoyed sales. It was both more profitable and more fulfilling."

By June 2017, Daniel was a full-time Realtor—determined never to let an opportunity pass him by.

The Relentless Work Ethic

Ask anyone in the industry, and they'll tell you: Daniel is known for his prospecting. He spends hours every day on the phone, consistently connecting with potential clients. But he doesn't

stop there. For the past five and a half years, he has trained weekly with the Mike Ferry Organization, and today, he works directly with Mike Ferry himself on a daily basis.

"It's the real estate agent equivalent of serving under the President," Daniel says. "I'm not a natural talent, so I have

to outwork everyone else. That means role-playing daily, studying personality styles, being coachable, and never taking shortcuts."

The approach works. In 2024, Daniel closed 56 homes totaling \$18.26 million in volume. For 2025, he's on pace to surpass 70 homes sold. He is a three-time eXp ICON Agent and was recently recognized in the Real Producers Top 100.

“

I promised myself I would never let an opportunity slip by again. In real estate, I give everything I have.”





While his discipline and training set him apart, Daniel insists that his success isn't about transactions—it's about trust. "Some people think my emphasis on prospecting means I only care about numbers," he explains. "But the truth is, my business thrives because of my service. People want expertise and real guidance in this market. My role is to deliver both. Service means giving people what they need before they ask for it."

That philosophy has roots in his past. As a former basketball player and professional wrestler, Daniel admits he didn't always maximize his potential. Those experiences fuel him today. "I promised myself I would never let an opportunity slip by again," he says. "In real estate, I give everything I have."

For Daniel, success isn't only about personal milestones. With every sale, he donates to Safe Harbor, a nonprofit supporting victims of domestic abuse and sex trafficking—a cause close to his heart. He credits fellow agent Raven Sickal for introducing him to the organization. "I'm proud to give back in a way that helps families rebuild and move forward," he says.

Life Beyond Real Estate

Outside of work, Daniel's life is grounded in simple joys. Fitness is his outlet, providing both structure and sanity. A lifelong New York Knicks fan, he travels to different cities to catch NBA games, blending his love of

sports with his passion for travel. Live comedy and music are favorite escapes.

Family remains a priority, even with the distance between them. He cherishes time with his parents, his brother,



and his niece. "Any time together is meaningful," he says.

At home, Daniel finds company in Mowers, his 18-year-old cat and loyal companion. "He's been with me through so many chapters of life," Daniel says. "He's family."

And then there's the chapter most people don't expect—professional wrestling. Years ago, Daniel created a persona that went viral, earning national coverage on Vice News, CNN, Fox News, Rolling Stone, and CBS Nightly News. While the spotlight was

polarizing, it gave him a unique resilience. "It taught me how to take criticism and thrive in it," Daniel reflects. "That toughness carries over into real estate."

Looking Ahead

Daniel's vision for the future is clear. He aims to remain a fixture in the Real Producers Top 50 while giving back to the real estate community by sharing his knowledge. One of his dreams is to step on stage at a Mike Ferry Organization event—not for recognition, but to inspire other agents the way his coaches have inspired him.



"I want to be the best version of myself, personally and professionally," he says. "And when the day comes to step away, I want to know I left nothing on the table."

Daniel doesn't sugarcoat the realities of real estate. His advice is simple but powerful:

"We're in the business of talking to people. Learn what to say, learn how to deliver it to different personalities, and keep practicing. Surround yourself with serious professionals, because culture matters, and we are a product of the people we spend the most time around. And above all, never stop learning."

"I want to be the best version of myself, personally and professionally. And when the day comes to step away, I want to know I left nothing on the table."



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