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Rising Star
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Event Recap Inside

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Contents



Cory Richards **32**
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PROFILES



16 Total House Inspection



22
Troy Doane



IN THIS ISSUE

- 10 Preferred Partners**
- 12 Meet the Team**
- 16 Partner Spotlight:** Total House Inspection
- 22 Rising Star:** Troy Doane
- 28 Real Estate Insights**
- 32 Top Producer:** Cory Richards
- 38 Event Recap:** Breakfast of Champions

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PHOTOS TAKEN AT LOMBARDO HOMES MODEL AT STILLWATER CROSSING IN MACOMB TOWNSHIP

With 15 years of licensed builder experience, Dan Joandrea transforms one of real estate’s most stressful moments into a confident decision-making process. As founder and president of Total House Inspection, Dan has built Southeast Michigan’s leading inspection firm — one that not only identifies problems but also empowers agents and their clients to make informed choices.

For Dan, his journey to inspection leadership began in construction and remodeling, where he spent over a decade learning how homes perform, fail, and age. This hands-on experience

revealed a troubling trend: inspections were often treated as mere checkboxes that missed critical issues or failed to explain them properly. Buyers were left vulnerable, and agents were left scrambling. Dan saw an opportunity to raise the standard, entering the inspection industry to bring clarity when it matters most.

Originally from Romania, Dan immigrated to the United States as a teenager with no safety net — only discipline, persistence, and a willingness to learn. He mastered the language, earned his licensed builder credentials, and built his

career step by step through hard work and accountability. This foundation shaped his business philosophy: reject shortcuts, invest in systems, and earn trust through execution. What began as a one-man operation has grown into a high-performance team of 10 employees, completing thousands of inspections and earning over 2,000 five-star Google reviews.

At Total House Inspection, their mottos “Beyond Inspections, Building Outstanding Partnerships!” and “Confidence Starts with a Solid Inspection” shape the company’s approach on eliminating uncertainty from the transaction process. They back that mission with a 48-hour scheduling guarantee, 24-hour reporting, and a 200% satisfaction guarantee.

Dan also describes his business as a risk-management and education company that happens to inspect homes. Their inspectors focus on clear communication, context, and decision-making support instead of checking items off of a list. With a full suite of in-house ancillary services, the result is fewer surprises, fewer failed deals, and higher trust for everyone involved.

When it comes to real estate professionals, Dan believes that inspection firms should act as true partners, helping agents protect their clients and reduce risk. He invests heavily in training his team and educating buyers, ensuring that expectations are set early and issues are framed responsibly. This method leads to smoother repair negotiations and cleaner transactions.

Over the years, Dan has seen the inspection industry evolve from basic services to high-stakes advisory roles. Buyers are more informed and anxious, making clear explanations of risks and priorities essential. Speed and communication are now non-negotiable. Reports have become crucial tools, add-on services are expected, and reputation is built publicly through online reviews. Dan adapted to these challenges by investing in systems, training, and standards to maintain consistent quality as the company scaled. He shifted the focus from delivering reports to delivering clarity, tightening communication and client education at every touchpoint.

For Dan, he feels most fulfilled when he knows that his work has had a positive impact on his clients during critical moments. He steps in when uncertainty, money, and emotion collide, replacing confusion with confidence so buyers and agents can make informed decisions on one of the biggest investments of their lives. On a broader level, Dan is proud of raising the industry standards — building

a company where education beats shortcuts and systems replace chaos.

Outside of the office, Dan stays grounded through his family. He and his fiancée, Natasha, enjoy spending time outdoors with his two sons — Victor, 18, and Eric, 16. Whether traveling, skiing, riding ATVs, or unplugging in nature, these moments help Dan reset mentally.

As he looks to the future, Dan wants to be remembered for raising the

standard and doing things the right way, even when it would have been easier to cut corners. He hopes agents see him as a true partner who helped them elevate their professionalism.

With a commitment to education, Total House Inspection continues to remove uncertainty from transactions while strengthening trust between agents and their clients. As the industry evolves, the company remains focused on delivering what matters most: confidence at every step of the deal.



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Troy Doane

A RAPID RISE BUILT ON TRUST

PHOTOS BY RENAE FRANCES PHOTOGRAPHY

For Troy Doane, real estate is all about service and community. With only two years in the industry, he has already closed \$8.2 million in career volume and earned accolades such as Rookie of the Year and multiple Top Producer honors within his brokerage. “My passion for making a positive impact within my community and helping people drives me,” Troy said. “My clients’ success rests heavily on my shoulders.”

A lifelong resident of Southeast Michigan, Troy grew up in Armada and proudly calls the region home. Before launching his real estate career in 2023, he spent 16 years in the Department of Defense’s finance and budget division, rising from daily operations to supervising teams. This experience shaped his professionalism, attention to detail, and leadership — traits his clients now rely on.

Education and athletics also built the foundation for Troy’s work ethic. A graduate of Central Michigan University, he earned a Bachelor of Science with a focus in entrepreneurship while playing collegiate football. “Playing football emphasized the importance of teamwork, leadership, and time management,” Troy said.

Now a solo agent at Keller Williams, Troy is driven to provide the best client care possible. “I’m passionate about

delivering a concierge-level service that transforms the real estate experience,” he said. Troy also believes clear communication and strong market expertise are essential to creating a seamless experience for his clients. “Their trust is my top priority,” he added.

For Troy, the greatest reward as an agent comes from relationships. “Knowing that a past client trusts me enough to refer me to their friends and family is the greatest compliment,” he said.

Like many other agents, Troy will admit that the current market’s high competition and low inventory presents ongoing challenges in the industry. “It can lead to multiple offers and quick decision-making,” he explained. Troy overcomes this by crafting tailored offers, staying informed, and acting decisively. “I strive to position my clients favorably, ensuring they feel confident in their decisions every step of the way,” he said.





“

I strive to position my clients favorably, ensuring they feel confident in their decisions every step of the way.”

At the center of Troy’s journey is his wife, Courtney. “Her support and encouragement inspired me to take the leap into real estate,” he shared. “She believes in me and motivates me to embrace new challenges.” Together, they have four children — twins Easton and Emerson, followed by Parker and Sutton — plus their two Labrador retrievers. The family enjoys road trips to Traverse City, visits with loved ones, and what Troy affectionately calls “the controlled chaos that four young children bring.”

When he’s not spending time with his family, Troy enjoys golfing, hunting, working out, and tackling DIY home upgrades. He also loves country music and admits that “you can’t go wrong with blasting Disney theme songs on road trips.”

To those who are new to the real estate industry, Troy recommends that they find a mentor. “You’d be surprised at how open people are to sharing their knowledge,” he said.

With a focus on relationships, Troy continues to grow a business built on trust. As his career progresses, he remains committed to showing up for his clients and making a meaningful impact in the community. ▾

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SUMMER SELLING

MARKET LIFESTYLE, NOT JUST LISTINGS

As summer rolls in, the energy of the real estate market surges. To truly shine during this vibrant season, savvy agents know they're not just selling homes: They're marketing a way of life.

Understanding Buyer Mindset

Today's buyers aren't fixated on square footage or the latest finishes alone — they're asking themselves, "Can I see my life here?" This shift in perspective has become increasingly clear. Features such as patios, pools, and outdoor spaces have evolved from luxury extras to essential components of the lifestyle buyers desire.

Your Role in Their Journey

Your mission isn't merely to showcase a property: It's to evoke feelings about it.

Transform Features into Experiences:

- An updated kitchen isn't just a selling point — it's where families will gather for meals.
- A finished basement can become the ultimate game or movie night spot.
- A beautiful backyard is more than a yard — it's where memories will be made.

Help potential buyers envision their lives in these spaces. The clearer and more vivid the picture you can paint, the more compelling your marketing becomes.

Emphasizing Outdoor Living

In the summer months, outdoor spaces take center stage.

Highlight Key Features:

- Backyards, patios, and pools are what buyers are yearning for. They want to know how they'll enjoy these spaces.

Create Inviting Atmospheres:

- Set the table on the patio for photos.
- Light up the fire pit during evening showings.



- Host an open house that utilizes the backyard, allowing guests to experience the space firsthand.

When people can visualize themselves enjoying these areas, the connection deepens.

Sell the Community, Not Just the Property

Another critical aspect of modern homebuying is the emphasis on the neighborhood. Buyers are just as interested in the area as they are in the house itself. They want to know:

- Where can I grab coffee?
- Where are the best parks and walking paths?
- What does a weekend look like around here?

This is where you can truly shine. You're not simply showing a house — you're helping buyers imagine a new way of living.

Highlight Local Attractions:

- Share information about popular cafes, parks, and community events.

Showcase Neighborhood Energy:

- Describe what makes the area special and how it fits into buyers' daily lives.

When buyers connect with the lifestyle surrounding a home, making the decision to buy becomes much easier.

Make Lasting Impressions

Summer is the perfect time to be social, and your marketing should reflect that.

Create Memorable Experiences:

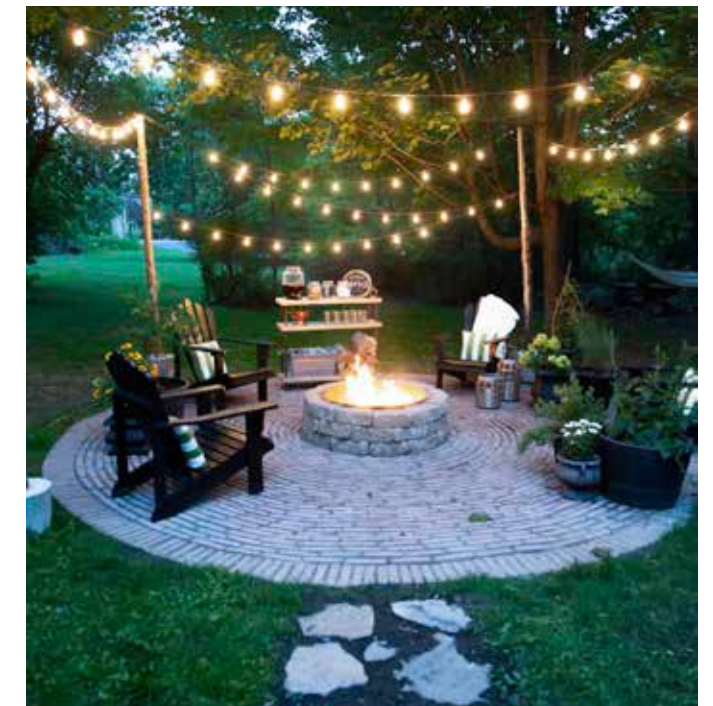
- Host a laid-back open house with refreshments and music.
- Consider a brunch-style showing to create a relaxed atmosphere.
- Partner with local businesses to add unique touches to your events.

It doesn't need to be extravagant — it just needs to feel genuine and thoughtful.

The Bottom Line

The homebuying process has evolved. Buyers are no longer only looking for a property: They're searching for a place that aligns with their lifestyle and how they want to spend their time.

Agents who grasp this concept and can illustrate what life looks like within a home will be the ones who truly stand out. At the end of the day, people aren't simply purchasing a place to live — they're investing in the way they want to live.



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Cory Richards

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PHOTOS TAKEN AT LOMBARDO HOMES MODEL AT STILLWATER CROSSING IN MACOMB TOWNSHIP

Cory Richards does not believe in accidental success. First featured in Real Producers in March 2022, he has since doubled down on the habits, mindset, and systems that quietly fuel long-term growth.

An agent at @properties Christie's International Real Estate, Cory has earned numerous accolades since beginning his career seven years ago. He has achieved a career volume exceeding \$85 million, including over \$25 million in individual sales last year and more than \$18 million in referred business. In addition to multiple Top Agent honors from Real Producers, he has been recognized as an Hour Detroit Real Estate All-Star for five consecutive years, received the President's Circle Award and Hustle Award, and earned the Top Agent Award from Homes.com.

While Cory has attained impressive milestones in his career, he has spent the past four years concentrating on cultivating organic growth through intentional relationships. "Picking up the phone, calling people the moment they come to mind, writing handwritten notes, and staying genuinely connected — those routines have compounded in ways no shortcut ever could," he said.

Cory credits his success to a shift in mindset: thinking less like a traditional agent and more like a business owner. "I focused on long-term client relationships, strategic partnerships, and scalable systems rather than relying purely

on hustle," he said. Cory's calendar is planned far in advance, outreach is routine-driven, and performance is tracked closely. "My business is tracked like a performance engine," he added. "I measure growth, reverse engineer goals, and protect my energy so I can show up at a high level every day."

Professionally, Cory has grown from a strong individual producer into what clients now describe as a true advisor. "I'm far more deliberate about how I spend my time, how I prepare for clients, and how I guide decisions," he said. "I've leaned deeply into market expertise, negotiation strategy, and long-term planning rather than transactional wins."

With years of legal experience, Cory approaches real estate with a depth of analysis that distinguishes him from other agents. "I blend legal-level analysis with relationship-driven service," he explained. "Clients trust me because I do the work." From zoning and valuation methodology to school districts and market timing, Cory approaches every transaction with risk analysis and structure in mind. "Clients don't just get an agent: They get a strategist," he said.

Another defining feature of Cory's business is his leadership. Instead of creating a standard team, he launched a preferred brokerage network that delivers pre-approved buyer leads from banks directly to the brokerage. As the opportunity grew, Cory built, trained, and now manages an in-house support



team of 18 agents to serve those buyers. Since launching in November of 2024, the program has generated more than \$30 million in volume within his referral network.

Cory's approach is grounded in the understanding that clients should always come first. That commitment is reflected in his passion for education and his belief that informed clients make stronger decisions. "I'm deeply passionate about helping clients make smarter decisions, not just faster or emotional ones," he said. "Knowledge builds confidence, and confidence builds trust."

Whether navigating inspections or financing issues, Cory focuses on identifying risk and creating solutions while remaining calm and proactive. "When deals become complicated, I slow everything down," he explained. "Doing what's right for the client, even when it costs me in the short term, always pays dividends in the long term."

When it comes to his long-term thinking and structure, Cory credits his friend Steven Kuza for reinforcing these skills. He also praises his wife Lorna for keeping him grounded. "She taught me that how you do things matters just as much as what you achieve," Cory shared. "My reputation and integrity will overcome all."

Outside of real estate, Cory can often be found on the golf course, in the kitchen, or at home making memories with his wife and daughter.

When he looks to the future of his business, Cory is focused less on volume and more on longevity. "I want to continue building a high-trust, referral-driven business that grows steadily year over year, without sacrificing family, values or quality of life," he said. "The routines, relationships, and systems are built. Now it's about refinement, mentorship, and impact."

"My success isn't accidental: It's intentional," Cory added. "It's built on integrity, consistency, and genuine relationships. No shortcuts. No gimmicks. Just doing the right things, the right way, every time." ❖



“
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EVENT RECAP



Thank you for coming to our Breakfast of Champions!

PHOTOS BY JAY DUNBAR WITH GREAT LAKES AERIAL VIDEO SERVICES

A heartfelt thank-you to everyone who joined us for the Breakfast of Champions event hosted by 215 West! It was an incredible morning filled with meaningful connections, valuable conversations, and inspiration from some of the best professionals in the real estate industry.

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We also want to recognize our incredible team and partners who helped bring such amazing energy to the event: Jay Dunbar with Great Lakes Aerial Services, Real Leverage Solutions, Real Push Podcast, and our event vibe curator Todd Everett.

A huge thank-you to our outstanding moderator Renee Jadan of Z Real Estate Experts and co-moderator Rita Markoz of KW Domain for leading such an engaging and insightful discussion.

And of course, thank you to our incredible panelists for sharing their knowledge, experiences, and wisdom with everyone in attendance: Bernard Shamow from BAS Group - eXp Realty, Stacey Taylor from @properties REMI - Clarkston, Evan Bassy from Bassy & Co. Real Estate - KW, Lori Goldman from Berkshire Hathaway HomeServices Kee Realty, and Brad Patrick from Oak & Stone Real Estate.

We are so grateful to everyone who contributed to making this event such a success. We can't wait for the next one!



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Make it easier for a local hero to become a homeowner with a Gratitude Mortgage from DFCU Financial.

The unsung heroes in education, law enforcement, fire and rescue, healthcare, emergency services, and the military play a crucial role in keeping our communities running. It's with these individuals in mind that we created our Gratitude Mortgage that provides the following benefits to make buying a home easier:

- A down payment as low as 1%
- No PMI (Private Mortgage Insurance) requirement
- Loan amounts up to \$832,750
- 7 and 10 year ARM products



If you have clients working in any of these fields, visit dfcufinancial.com/Gratitude, scan the code, or give us a call and let's talk about how our Gratitude Mortgage can help. Equal Housing Lender.



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