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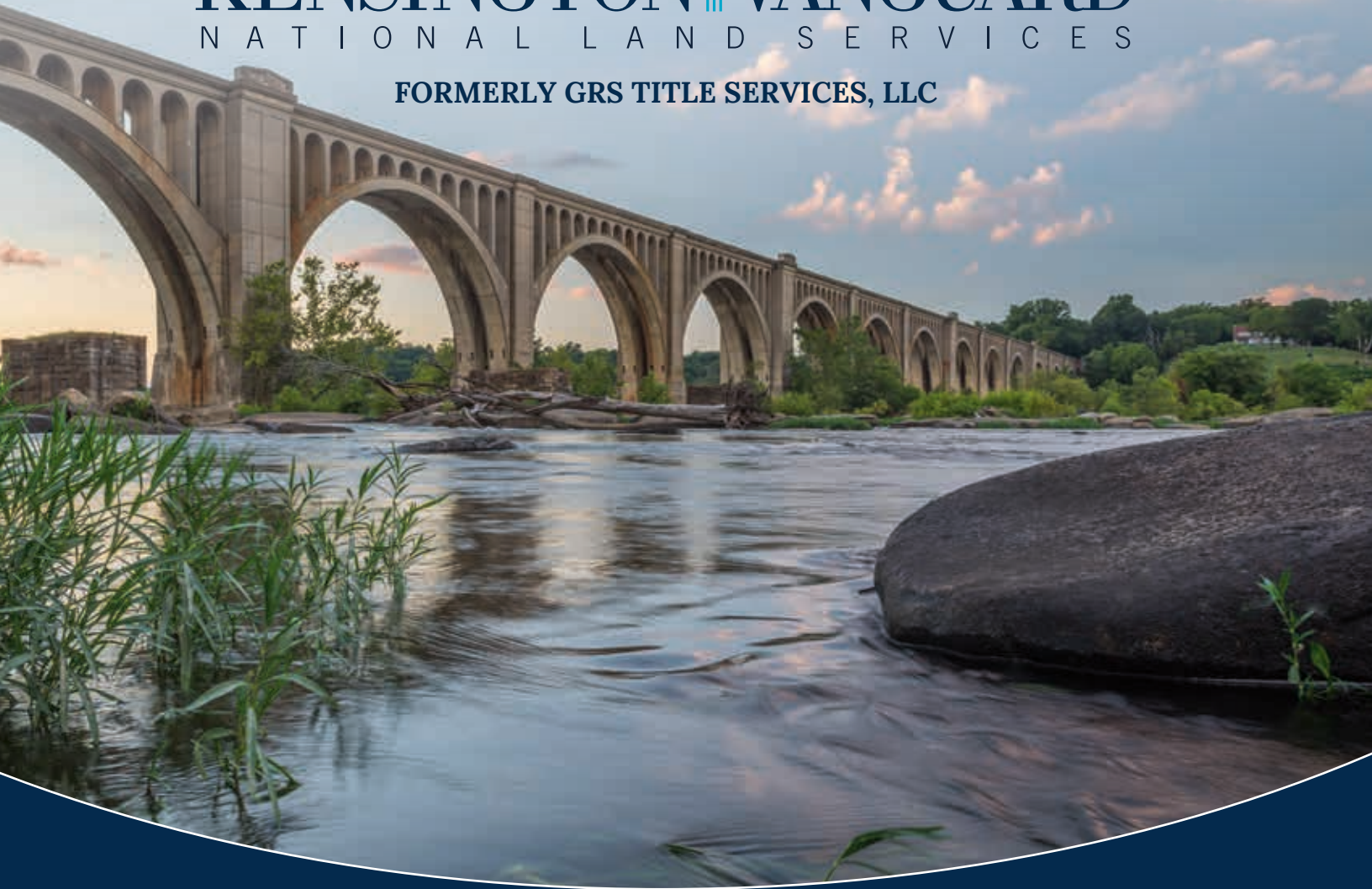
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Alicia Soekawa **24** COVER STORY

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July is a time to celebrate both independence and intention — the freedom to dream boldly, and the focus to turn those dreams into reality. Midway through summer, it's the perfect season to reflect on what drives us, what grounds us, and how far we've come already this year.

In our Real Producers community, that same balance continues to thrive. We see agents leading with purpose, relationships growing stronger, and collaboration creating opportunities that inspire everyone around us. The energy of summer mirrors the spirit of this network — vibrant, connected, and full of momentum.

We're still talking about what an incredible time we had at our **Spring Fling** event! From meaningful conversations to unforgettable moments shared together, it was a true celebration of community and connection. Thank you to everyone who came out and helped make it such a memorable event.

And while summer is still in full swing, we're already looking ahead with excitement to our next large gathering coming this **November**. More details are on the way, and we can't wait to bring everyone together again for another unforgettable experience.

As we enjoy this season, let's hold onto this truth: **"When we lead with passion, we inspire others to do the same."**

Here's to freedom, focus, and a summer filled with purpose.



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LISA RHEAD

Hilldrup

A WORLD IN MOTION AND A CAREER BUILT ON CONNECTION

BY AMELIA ROSEWOOD
PHOTO BY PHILIP ANDREWS

There is a certain kind of person who can walk into a room full of strangers and make everyone feel instantly comfortable. Lisa Rhead has built an entire career on that ability. Part strategist, part relationship-builder, and part storyteller, she brings a rare combination of professionalism, warmth, and humor to every conversation. It is the kind of presence that immediately puts people at ease, whether she is speaking with a relocating family, a corporate mobility leader, or a top-producing Realtor navigating a complicated transaction.

“I’m authentic, and although I’m in sales, it’s not about a transaction; it’s about connection and partnership,” Lisa says.

That philosophy has quietly guided every stage of her career and continues to shape how she approaches her role at Hilldrup, one of the most respected moving, storage, logistics, and workplace solutions companies in the country.

Built on Curiosity and Creativity

Lisa grew up in Charlotte, North Carolina, where she



still lives today. Creativity has always been part of her personality, but so has curiosity. She is the kind of person who naturally asks questions, studies processes, and looks for ways to improve the experience for everyone involved. Friends and colleagues also know her for another defining trait: her sense of humor.

She laughs easily, loves practical jokes, and believes humor is one of the fastest ways to break down walls and create

genuine connections. That balance of creativity and approachability has served her well throughout a career rooted in relationships.

Long before she stepped into executive leadership, Lisa began her professional journey as a receptionist in the relocation department of a Charlotte-based real estate company. At the time, she noticed a recurring issue. Employees relocating to the area frequently called looking for rental assistance, but the company did not offer those

services. Instead of simply redirecting people elsewhere, Lisa saw an opportunity.

She developed a business plan proposing a rental-assistance division to better support relocating employees while strengthening relationships with future homebuyers and corporate clients. Leadership embraced the idea and promoted her to build and lead the department.

“That was a turning point,” Lisa says. “It helped me grow





“ I’M AUTHENTIC, and although I’m in sales, it’s not about a transaction; IT’S ABOUT CONNECTION AND PARTNERSHIP.”

professionally and opened doors I never imagined.”

That initiative became the foundation for a career spanning more than 25 years in the real estate relocation and mobility industries.

A Relationship-Driven Approach

Today, Lisa serves as Vice President of Global Business Development for Hilldrup, a family-owned company with more than 120 years of history in the moving and relocation industry. Headquartered in Stafford, Virginia, Hilldrup operates 11 branches throughout the Mid-Atlantic and employs more than 800 people.

Although Lisa has only been with Hilldrup for a little over a year, the company’s culture and mission aligned naturally

with the way she has always approached business.

Her role centers on building trusted relationships with Realtors, relocation directors, corporate mobility professionals, and business partners. At its core, her work is about understanding people’s goals and helping simplify what is often one of the most stressful transitions in life.

“Moving can be overwhelming for people,” Lisa explains. “Knowing we helped make that process smoother and less stressful is incredibly rewarding.”

That people-first mindset is what she believes separates Hilldrup from competitors. While the company embraces innovation through technologies such as virtual

surveys, AI-assisted quoting, and shipment tracking, Lisa says the real difference comes down to service.

“Hilldrup’s teams deliver more than a move,” she says. “They bring a level of talent, dedication, and care that clients can truly feel.”

For Realtors, that attention to detail matters deeply.

Lisa understands that every referral reflects directly on an agent’s reputation, which is why responsiveness, communication, and consistency remain central to the company’s approach.

Hilldrup also supports agents beyond the typical move-across-town. Whether helping store furniture during staging, coordinating



decluttering assistance, or managing long-distance relocations, the team aims to become a true extension of the agent’s business.

Creating Impact Beyond Business

One of the things Lisa appreciates most about Hilldrup is the company’s commitment to community outreach through its “Moved to Action” initiative. The program supports nonprofits focused on health, hunger, and housing across the communities Hilldrup serves.

From Habitat for Humanity in Greenville to Ronald McDonald House partnerships in Orlando and the Children’s Hospital of Richmond at VCU, the company encourages employees to invest their time and energy into causes that create meaningful local impact.

At its core, Lisa believes that mindset comes from understanding the human side of what Hilldrup does every day. Moving is never just about boxes and transportation - it’s about people, relationships, and helping families navigate major life transitions.

That understanding is also personal for her.

She and her husband, Mike, are celebrating 35 years of marriage this year. Together, they have two children, Savannah and Bryce, along with two grandchildren, Leighton and Campbell, who have quickly become the center of family life. Through Savannah and her husband John’s military relocations over the years, their family has experienced firsthand the emotions that come with moving - adapting to change, supporting loved ones from afar, and learning how to stay connected even when life takes you to different places. Lisa says some of her favorite memories still come from traveling together as a family and experiencing new places side by side.

“My husband knows I’d choose a trip over a gift any day,” she says with a laugh.

At home, life is rarely quiet thanks to Atticus, the family’s lovable grand-dog. Lisa describes him as a scruffy, energetic mix between a Lab and a Labradoodle, though she jokes he really resembles Scooby-Doo more than anything else.

Outside of work, Lisa recently picked up an unexpected hobby: baking and decorating cookies. Armed with TikTok tutorials and plenty of patience, she has taught herself intricate decorating techniques and even created wedding shower cookies for a friend.

She is also a devoted Formula 1 fan who watches every race and qualifying session. Attending the Monaco Grand Prix remains firmly planted on her bucket list.

The Feeling People Remember

When Lisa reflects on the career she has built, one quote continues to guide her approach: “People will forget what you said, people will forget what you did, but people will never forget how you made them feel.”

That perspective is woven through every interaction

she has, whether she is collaborating with Realtors, helping a relocating family, or building partnerships within the industry.

For Lisa, success is not measured simply by completed moves or business growth. It is measured by trust, relationships, and the confidence people feel when they know they are in capable hands.

At Hilldrup, that philosophy continues to move people forward, one relationship at a time.

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Craig Waterworth

A Fighter On & Off The Field

BY GEORGE PAUL THOMAS
PHOTOS BY PHILIP ANDREWS



Some people choose real estate for the flexibility or the income. For Craig Waterworth, it became the place where his competitive drive, love for people, and hard-earned perspective could finally live in one role. A Richmond native, devoted family man, and thyroid cancer survivor, he brings a mix of grit, humility, and heart to his work as a lead agent with REAL Brokerage, LLC through Ruckart Real Estate.

From Sports and Sales to a Career That Fits

Craig grew up in central Chesterfield, usually in a jersey and cleats. Baseball was his first love, with football and basketball filling the rest of the calendar. He often served as team captain, not just for his skill, but for his ability to rally others and compete with integrity.”

After graduating from LC Bird High School in 2006, he attended Hampden-Sydney College and earned a Bachelor of Arts with a concentration in history. Graduating into the aftermath of the Great Recession meant stepping into a tough job market. Craig joined the Management Trainee Program at Enterprise Rent-A-Car, moved into inside sales at Snagajob, and later became an admission advisor at ECPI University. At the time, he did not see those roles as a calling, but he now calls them “sales

boot camp,” seasons that taught him how to communicate, handle pressure, and show up consistently.

Discovering Real Estate Through Family

Real estate entered his life through family. Craig’s oldest brother, Tommy, partnered with his best friend, Brad Ruckart, to launch what would become Ruckart Real Estate. Craig lived with Tommy and his wife in Church Hill, while Brad lived in the attached rowhouse next door.

Brad became a mentor, both in the gym and in everyday conversation. He and Tommy talked to Craig about homeownership, financial literacy, and building wealth long before inviting him into the business. After a buyer’s consultation, the math clicked. Craig bought his first home in 2015 and calls that closing one of the most accomplished moments of his life.

The handwritten thank-you note

that followed included an invitation to join the team as a buyer’s agent. Leaving a salaried role for a commission-based career was frightening, but Craig decided to bet on himself. He cashed out a small 401(k), timed his transition with his tax return, gave notice at ECPI, and went full-time on February 8, 2016.

In 2022, at the height of his production and shortly after a year of closing 88 homes, Craig was diagnosed with thyroid cancer. The call came during a home inspection and immediately shook his sense of identity. He had a young daughter at home, a dozen deals pending, and a career in full sprint.

Surgery removed his thyroid, but emotional recovery took longer. With support from Emily, his family, his teammates, and the joyful news that his son was on the way, he slowly climbed out of depression and into a healthier rhythm. He still loves the business, but he no longer defines himself solely by titles or volume. He cares more about being a good husband, dad, son, brother, and friend while still showing up fully for the families he serves.

Today, Craig serves as a lead agent with his business split nearly in half between buyers and sellers. Last year, he closed 36 transactions and more than \$18.5 million in volume. The numbers matter, but what matters most is finally feeling like he is using his full skill set. “This is the only professional role where I feel like I can contribute all of my abilities,” he explains.





Craig is the longest tenured agent at Ruckart Real Estate and has never wanted to leave. He loves the collaboration, accountability, and humor that define the team. He speaks with deep gratitude about mentor Brad, his brother and leader Tommy, listing manager and longtime field partner Claire Johnson, Josh Lee, who has been with Ruckart Real Estate almost as long as him and who he admire for many reasons, and the teammates who “grind alongside the best agents in the business.”

He also shares heartfelt appreciation for his longtime Transaction Manager, Lindsey Engle, who supported him for years before retiring to be home with her three children. Following Lindsey’s recent passing, Craig reflected on the profound impact she had on both his life and career. To him, she was a dear friend, a constant source of encouragement, and someone whose kindness touched everyone around her. “She was one of a kind,” he reflects. “An angel walking among us. All I can think to do is try to be more like her every day in every way.”

Family, and Everyday Joy

At home, Craig’s world revolves around his wife, Emily, and their two young children, Penny and Simon. They live close to his parents, Alan and Linda,

who remain constant figures in their daily lives. Craig assists with Penny’s soccer team, rides bikes with the kids to visit grandparents, hosts play dates with close friends, and looks for any excuse to “go on adventures,” whether that means a park, a trail, or a new spot in town.

Outside real estate, Craig has developed a deep passion for woodworking and construction. Years of walking through inspections, renovations, flips, and new builds sparked curiosity about



“This is the only professional role where I feel like I can contribute all of my abilities.”

how homes are put together. Under the guidance of mentor and craftsman Allen Skilman, that curiosity turned into skill. From floating bookshelves and custom oak countertops for his parents to a new deck and a well-designed workshop at his own home, he finds satisfaction in creating things that last.



Looking Ahead

Craig wants to continue serving at a high level while protecting what matters most. A favorite piece of wisdom from Brad guides him: “Kill it without killing yourself.” He hopes to help Ruckart Real Estate grow, coach his kids’ teams, travel with his family, explore national parks, celebrate big anniversaries with Emily, and remain, in his words, “the same reliable, laugh-filled, loquacious guy” his people know him to be.

To aspiring top producers, his advice is simple and hard-earned. Real estate can give you more than you imagined, but it can also take too much if you let it. Protect your health, guard your identity, and remember that success is not just about closings. It is about the life you are building along the way.

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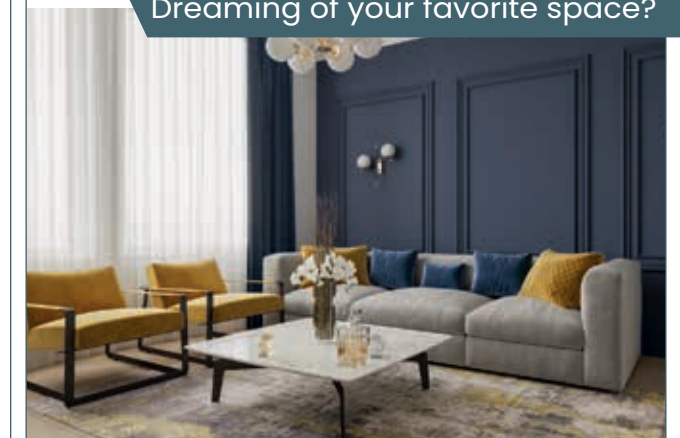


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RACHEL ALLEGRA



Patience, Purpose, and People

BY GEORGE PAUL THOMAS
PHOTOS BY PHILIP ANDREWS

Before she ever handed over a set of house keys, Rachel Allegra was handing out report cards. The former fourth-grade teacher turned Realtor knows exactly what it takes to guide others through big milestones — patience, communication, and trust. Today, she brings that same steady grace and enthusiasm to the world of real estate, helping clients across Richmond and beyond find homes that fit both their needs and their stories.

a classroom but how to listen deeply, organize effectively, and lead with empathy.

“My background as a teacher shaped who I am in every way,” Rachel shares. “It taught me how to explain complex things simply and how to meet people where they are. Those lessons translate perfectly into real estate.”

Rachel’s path to real estate began during a personal milestone, when she and her boyfriend, now husband, were buying their first home. The process sparked something in her. Around that same time, she met a member of The Yeatman Group who encouraged her to explore real estate professionally, and she hasn’t looked back since. Today, instead of teaching in a classroom, she teaches people how to buy and sell homes.

“I’ve always loved helping people grow and reach their potential,” she says. “Real estate gives me the opportunity to do that in a new way — by helping clients achieve one of their biggest life goals.”

In 2019, Rachel made the leap into real estate full-time, bringing her educator’s mindset with her. For her, every transaction is a teaching moment, and every client becomes part of a story built on mutual respect and understanding.

Turning Knowledge Into Confidence

At Long & Foster REALTORS with The Yeatman Group, Rachel has built a reputation for reliability, patience, and precision. Her mission is to educate clients through every step of the process so that they not only reach their goals but also feel confident along the way.

A New Way to Make a Difference

Rachel grew up in Ashburn, Virginia, where community and connection were part of everyday life. After earning her master’s degree in elementary education, she began teaching fourth grade — a role that taught her not only how to manage



Her ability to blend professionalism with warmth has made her a trusted partner to families across the region. It's not uncommon for her to stay in touch long after closing day, celebrating new memories, renovations, and life changes right alongside her clients.

Beyond her personal production, Rachel also mentors and recruits new agents, sharing the same patience and positivity that once filled her classroom.

Home, Heart, and Happily Grounded

At the end of the day, Rachel's success is anchored by what matters most — family, faith, and finding joy in the everyday moments. She and her husband, Kevin, share a life full of laughter, road trips, and two lovable Rottweilers, Diesel and Moose. Diesel, now seven, is the laid-back shadow who follows her from room to room, while three-year-old Moose brings the energy and keeps everyone entertained.

When they're not busy with clients, Rachel and her husband are usually on the move — traveling between their home in Richmond and their getaway spot in Charleston, South Carolina. "Charleston has become our peaceful escape," Rachel shares. "We love the beach, the food, and the chance to slow down and be present."

Even with a packed schedule, Rachel makes time for the things that refill her spirit. She enjoys discovering new restaurants, cooking with her husband, taking long walks with the dogs, and watching football on weekends. Her faith keeps her centered, and she's actively involved in her church and Bible study group, drawing daily encouragement from her favorite verse, Micah 6:8: "To act justly, to love mercy,

and to walk humbly with your God." Those words guide every part of her life, and they also shape how she serves in real estate: acting with integrity, showing compassion and kindness, and staying grounded in humility and dependence on God as she helps others through one of life's biggest journeys.

"Life moves fast in real estate," she reflects. "But I've learned that balance is everything. I try to live with gratitude and be intentional about where I spend my time and energy."

A Teacher's Spirit, A Realtor's Drive

Though she hasn't been in the classroom for years, Rachel still carries the heart of a teacher into her real estate career. Her goal has always been the same—to make others feel supported, informed, and capable. Her approach to real estate reflects the same principles that once guided her teaching: clear communication, thoughtful preparation, and genuine care.

Looking ahead, Rachel hopes to continue growing her business while deepening her impact in the community. "I want to keep learning and serving others," she says. "My dream is to build a business rooted in trust and lasting relationships."



"I don't just help people buy or sell homes — I help them understand the why behind every decision, and more importantly, take the time to listen to their stories," she explains. "That understanding makes the process less stressful and more rewarding."

Her results speak for themselves. Last year, Rachel closed 40 transactions totaling more than \$22 million in volume, earning recognition as a two-time Builder Boss, OSC Dream Award recipient, and Magnolia Club honoree. She's also been named a Rising Star and consistently ranks among the Top 10 producers on her Richmond team — even reaching the number-one spot on her team out of about 60 agents.

The Power of Relationships

While Rachel loves the thrill of negotiations and closings, what fulfills her most are the relationships she builds along the way. "Every client has their own journey," she says. "Learning their stories and being part of such a significant chapter in their lives keeps me inspired."

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Alicia

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A Foundation Forged In Resilience

BY AMELIA ROSEWOOD
PHOTOS BY PHILIP ANDREWS

Resilience has a quiet way of shaping leaders. It shows up in discipline, in courage, in the willingness to walk away from comfort in pursuit of something greater. Some people are built by circumstance. Others are built by choice.

Alicia Soekawa is both.

From immigrating to the United States as a toddler to rising through the ranks of corporate pharmaceutical sales, from launching her own brokerage to expanding a national one, every chapter of her story reflects intentional growth. Not reactive. Not accidental. Intentional.

“You can build a high-performing real estate business without sacrificing your life,” she says. “Strategy, standards, and self-leadership matter more than hustle.”

She has built hers exactly that way.

Roots That Shaped Her

Alicia grew up in Richmond, Virginia, after immigrating from Korea with her family as a toddler. Her upbringing instilled discipline, resilience, and a deep respect for education and community. Those values remain central to how she leads today.

She attended Monacan High School before graduating from Meredith College with a double major in International Studies and History. Law school was once the plan. Instead, she stepped into pharmaceutical sales, spending fifteen years in oncology and health systems with Amgen.

The corporate world sharpened her. It was competitive and performance-driven. She thrived in it. Yet even as

she succeeded, she felt the pull toward something she could build herself.

“I have always been an entrepreneur at heart,” she says.

Real estate was not a random decision. Her father had been a Realtor in the early 1990s, and she remembers helping him write contracts when technology and language barriers made it difficult. The industry had always been in her peripheral vision. The difference this time was courage.

After a pivotal conversation with her husband, she left a high-paying corporate career and stepped into a 100 percent commission business in 2014.

From Corporate Climber to Business Owner

Alicia’s success in real estate came quickly. She earned Rookie of the Year in

2015 and became a top producer at Long & Foster, later ranking among the Top 100 and Top 250 agents in her market.

But achievement alone did not satisfy her.

Being a mother of three while building businesses forced a deeper evaluation of how she wanted to operate. Grinding harder was not sustainable. More hours did not equal more freedom.

“Being a mother while building businesses taught me to leverage early,” she explains. “I learned quickly that systems matter more than hustle.”

That mindset shaped her evolution. She launched The Collaborative brokerage in 2022, creating a values-driven environment for agents who wanted both performance and balance. In September 2024, she folded





throughout Virginia and beyond, helping the company scale nationally and internationally. She wants to step further into ownership, focusing less on daily operations and more on vision.

“Everything in your life is either preparing you or revealing you,” she says.

Her life reflects both.

She will continue coaching and speaking, mentoring women navigating personal and professional transitions, and exploring how artificial intelligence can create leverage across her businesses.

Alicia Soekawa has built a business with intention, shaped by resilience and sustained by strategy. She proves that high performance does not require personal sacrifice. It requires clarity. ▾



“You can build a **HIGH-PERFORMING REAL ESTATE BUSINESS** without sacrificing your life.”

it into Fiv Realty when asked to open the state of Virginia for the expanding cloud-based brokerage.

Today, she serves as Principal Broker of Fiv Realty Co. in Virginia while continuing to sell intentionally. In 2024, she closed 19 personal transactions totaling just under \$12 million. That number was deliberate. She was focused on coaching, leadership, and brokerage growth. This year, she plans to personally cap production between \$20 and \$25 million while expanding the company’s footprint across the country.

Her vision stretches further. She aims to help scale Fiv Realty nationally and internationally, build a revenue share organization of 300 agents under her leadership, expand into investment syndication, and increase her real estate portfolio significantly over the next decade.

She is not chasing volume. She is building infrastructure.

The Coaching Perspective

In 2020, Alicia became a certified business coach with Tom Ferry International. She is now one of his Mastery Coaches, guiding 28 clients across the United States and Canada. She also serves on the Tom Ferry Speaker Bureau and regularly speaks on personal branding and business strategy.

Coaching has sharpened her lens.

“Master decision guidance,” she advises. “Raise your standards before you raise your goals.”

Her approach is calm and strategic. She is data-driven under pressure. She understands positioning and perception deeply. Whether advising a seller in a shifting market or helping an agent restructure a chaotic business, she focuses on clarity and confidence.

Seeing that moment when someone moves from overwhelm to certainty is what fulfills her most.



“Helping people find clarity,” she says. “That’s the best part.”

Life Beyond Business

Alicia’s life outside of real estate is equally intentional.

She and her husband, Michael, recently celebrated 25 years of marriage, marking three decades together. Their three children reflect different seasons of life. Sebastian, 20, works for United Airlines. Clover, 17, is a junior at Deep Run High School. Reign, 8, attends Adams International School.

Family is her anchor. They love traveling together and exploring new cultures. Alicia proudly calls herself a foodie, always eager to experience new cuisine. When not traveling, they are homebodies who value quiet movie nights and relaxed evenings at home. Their two dogs, Ken and Candy, round out the household.



RICHMOND REAL PRODUCERS' Spring Fling

MAY 19, 2026

PHOTOS BY PHILIP ANDREWS

**An Evening of Energy & Renewal:
Richmond Real Producers Spring Fling**

Richmond Real Producers Spring Fling was a vibrant gathering designed to celebrate connection and new beginnings across the Richmond real estate community.

The evening, set at the Maymont Foundation, brought together leading agents and esteemed partners for a sophisticated gathering focused

on fostering collaboration and new momentum. A vibrant seasonal energy filled the venue, facilitating natural conversations, strengthening professional ties, and enabling meaningful connections.

More than a seasonal celebration, Spring Fling was a reflection of what happens when the right people come together in the right environment—new opportunities emerge, and growth naturally follows.

We extend our sincere gratitude to our Sponsors—**Cavalier Moving**, **Tidyish**, and **Floor Coverings Int'l**

—whose partnership brought every detail to life.

Philip Andrews and **The Perfect Plat** beautifully captured the essence of the evening, showcasing the vibrancy and authenticity of this incredible community.

Richmond Real Producers continues to show that community over competition is more than a phrase—it is the foundation for lasting success.

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