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6. They give value before they ask, offering insights, connections, or resources that make people feel taken care of, and eager to refer others.
7. They stay consistent, not just active, building a simple weekly rhythm of outreach so their pipeline never runs dry between transactions.

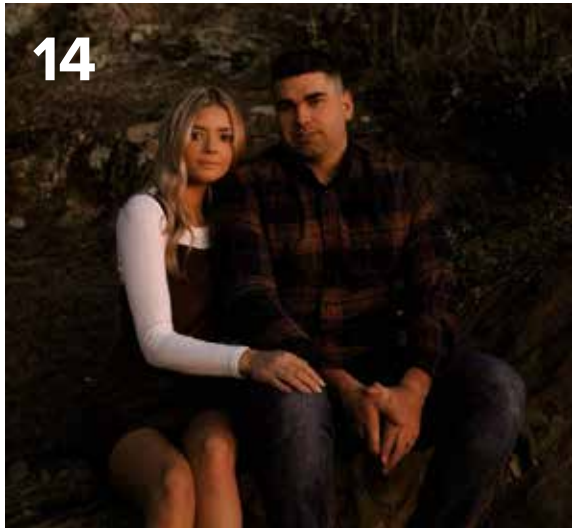
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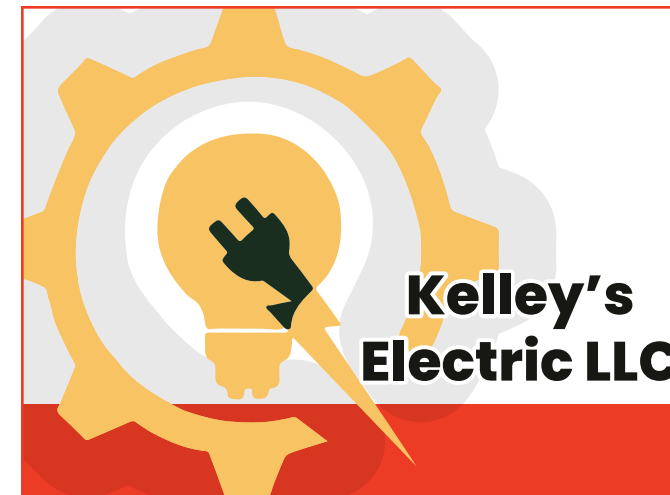


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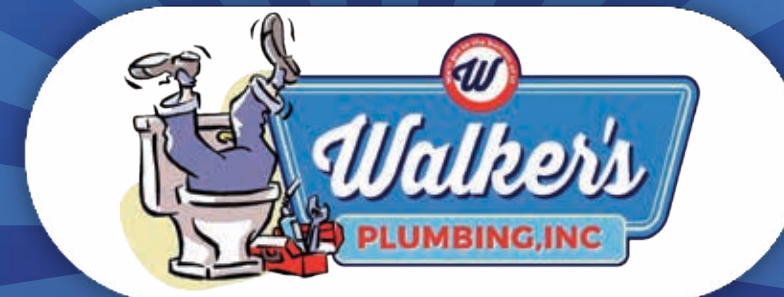
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BY THE
NUMBERS

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Top 300 REALTORS® sold in 2025

\$3.9 Billion
SALES VOLUME

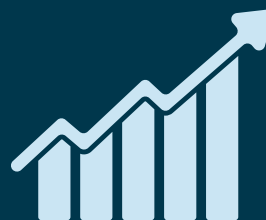


10,127
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AVERAGE
SALES VOLUME
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TYLER & SAMANTHA LUCY

STORY BY JACKI DONALDSON

PHOTOS OF TYLER BY JEREMIAH GUELZO, STONE BLUE PRODUCTIONS

BLUE RIDGE MOVING

Moving is often one of the most stressful parts of a real estate transaction.

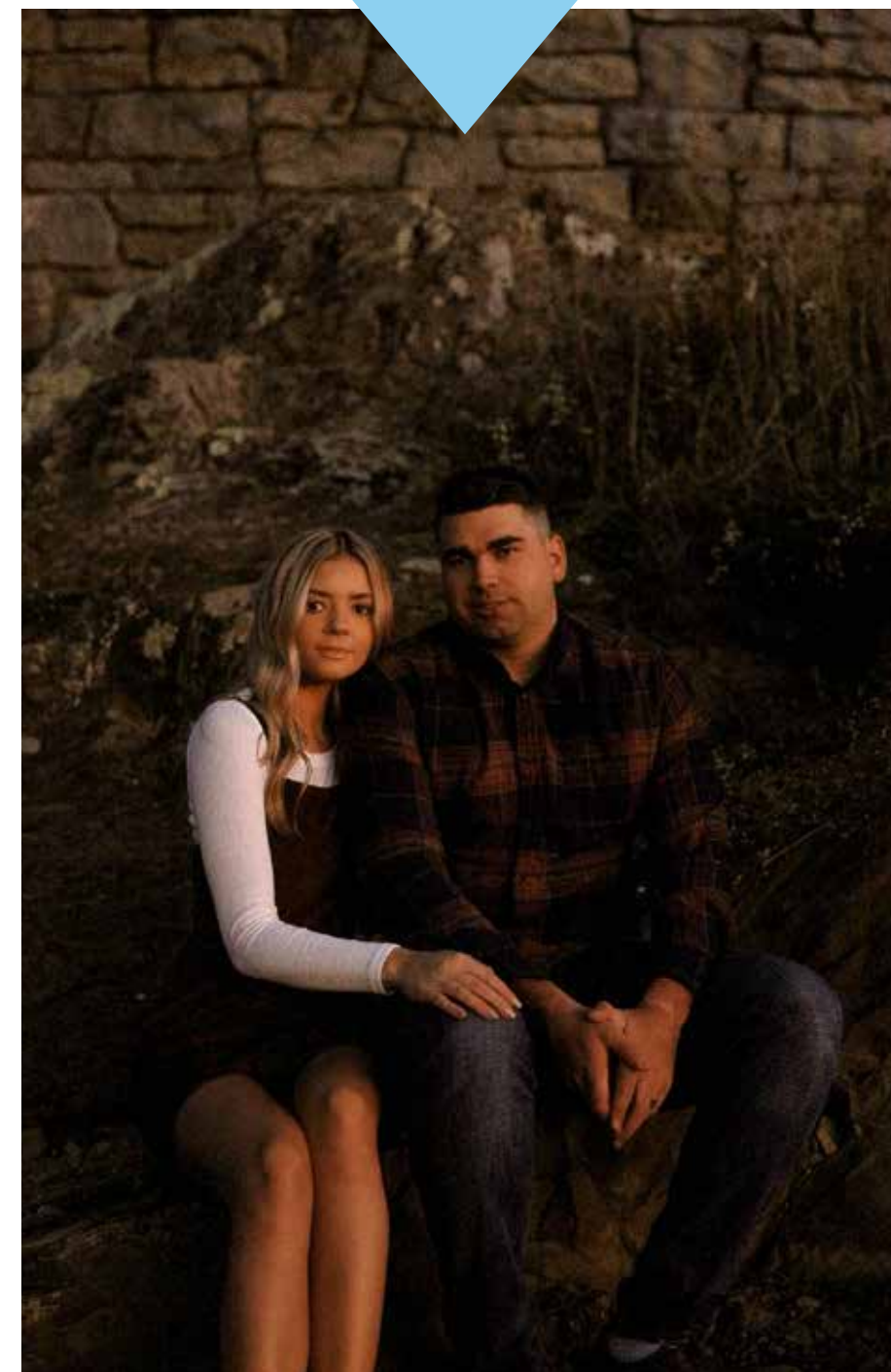
The boxes, packing, timing, and logistics can quickly overwhelm even the most excited buyer or seller. For agents, moving is often where deals feel most fragile. One late truck, one damaged item, one miscommunication, and momentum can slip.

Fortunately, Tyler and Samantha Lucy, founders of Blue Ridge Moving, are experts at handling everything with care. “We started Blue Ridge Moving to serve the community that raised us,” Tyler says. “And we bring that same care to every move we take on.”

Tyler and Samantha are a husband-and-wife team born and raised in Bedford County, Virginia. Their familiarity with the region they serve—from the winding roads around Smith Mountain Lake to neighborhoods across Virginia’s Blue Ridge—runs deep. For them, their service area is also their home, and relationships matter.

“We didn’t want to build something transactional,” Tyler explains. “We wanted to build something people could rely on, where they feel taken care of from start to finish. We’re not a franchise. We’re neighbors. When people call Blue Ridge Moving, they’re talking to the people who own the business, live in the community, and have a genuine stake in doing right by them.”

That philosophy shows up in every part of how they operate. “Integrity first is non-negotiable for us,” Tyler says. “We say what we mean, and we follow through. No hidden fees, no bait-and-switch estimates, no cutting corners. You’ll always know exactly what to expect from us.”



Tyler & Samantha Lucy

Tyler brings a background in structure and accountability to the business. After graduating from the University of Mary Washington in 2018, he spent three years in law enforcement, where precision, communication, and staying calm under pressure became second nature. “That experience taught me the importance of showing up when people are counting on you,” he shares. “Moving days are high-stress moments

for families. Our job is to make sure that stress doesn’t pile on top of everything else.”

Samantha, a Radford University graduate with a degree in recreational therapy, brings a deeply human perspective. “I’ve always been drawn to helping people through transitions,” she explains. “A move is both physical and emotional for people. We try to stay

DID YOU KNOW?

Tyler and Samantha are the team behind two additional trusted service companies—Blue Ridge Cleaning LLC in Virginia and Silver Bullets Moving LLC in Columbus, Ohio.

“This is our community. We live here, we work here, and we take pride in helping people through one of the biggest transitions of their lives.”



aware of that in how we communicate and show up.”

That mindset carries through in how they handle belongings. “Belongings aren’t just boxes to us,” Tyler states. “They’re someone’s grandmother’s china, a kid’s first bed, the couch where your family watches movies on Friday nights. We treat every item like it matters because it does.”

Together, Tyler and Samantha have built Blue Ridge Moving into a locally owned, fully insured moving company serving residential and commercial clients across Virginia’s Blue Ridge. Their services include packing, loading, unloading, heavy lifting,

and transportation for both local and long-distance moves—helping remove pressure from clients and, by extension, the agents who serve them.

For top-producing REALTORS®, that consistency becomes a critical extension of the client experience. Blue Ridge Moving is a two-time winner of Lynchburg Living’s Best Moving Company, an honor the team says reflects both its customers and their crew.

For Tyler and Samantha, it all comes back to why they started. “This is our community,” Tyler says. “We live here, we work here, and we take pride in helping people through one of the biggest transitions of their lives.”

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Many people know Gary McCullough as Lynchburg's Irish REALTOR®. The accent draws people in. The way he listens keeps them there. "I do pick people up because we Irish tend to talk a lot," Gary McCullough says with a grin. "People tend to remember me."

Gary's path to real estate didn't begin in Virginia, or even in this country. Born and raised in Northern Ireland, he studied history and philosophy at Queen's University in Belfast, earning a Bachelor of Arts before settling into a career as a librarian, a role he held from 2006 to 2018. "I thought I'd always be in libraries or management," he comments. "That was the plan." Life, as it often does, had other ideas.

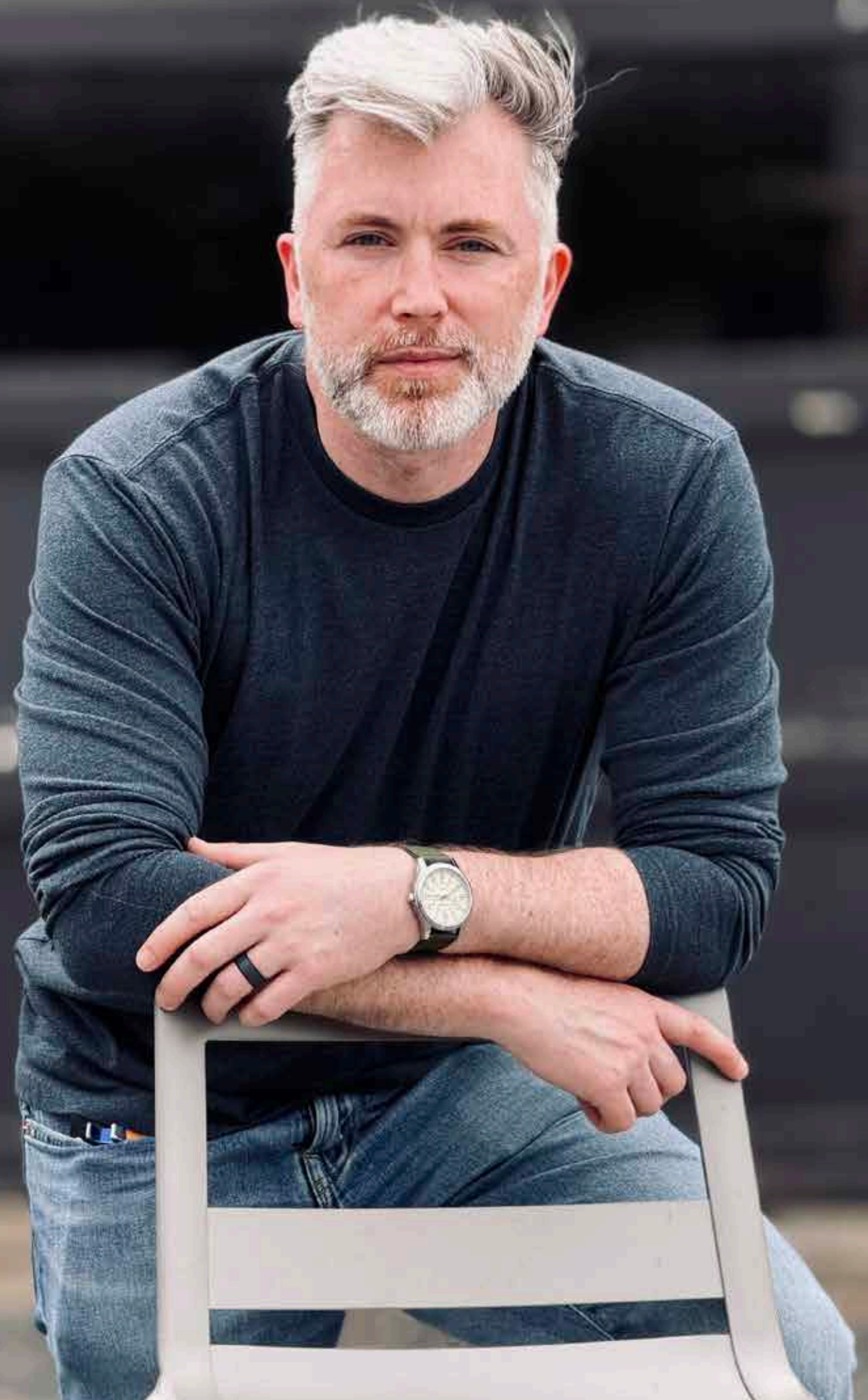
Gary met his wife, Ariel, through a mutual connection. A visit turned into something more, and by 2011, they were married and building a life together in Northern Ireland. Ariel worked as a wedding photographer, and their family quickly grew—six children in total, four girls and two boys. "The first three were born in Ireland, the other three here," Gary shares.

By 2018, the pull to the United States became clear. Gary laughs that Taco Bell and sunshine brought him here. "Really, we wanted to be closer to Ariel's family and find the right faith environment for our kids. Where better than Lynchburg?"

On one of the last days before the family moved to Virginia, Ariel told Gary he should be a real estate agent. "I laughed," Gary shares. A month later, at local agent Jeremy Phillips' home, Jeremy offered to bring Gary onto his team and train him. "My wife just looked at me and said, 'I told you so,'" Gary notes.

Gary earned his license in June 2018 and was active by July. The early days were challenging. "I didn't know it would be so hard," he says. "And I didn't really understand America yet." Still, he pushed forward because he didn't have another option. "I did not have a Plan B," he explains. "Sheer necessity made me become better and make it work."

STORY BY JACKI
DONALDSON
PHOTOS BY JEREMIAH
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In his first full year, he closed 20 transactions, which looked solid on paper, but were not yet reflective of the business he would eventually build. Over time, he began to shape a model that felt more aligned with who he is. “I wanted to be 100% referral-based,” he shares. “No leads. Just relationships.” Today, that’s exactly what his business is.

Nearly every client comes through word of mouth, and Gary typically closes between 32 and 40 transactions a year. His database is a network of people he knows personally. “All clients become friends on some level,” he states. “I stay in touch because I like them, not just because they bring me business.”

That approach, he admits, wasn’t something he studied or adopted; it’s how he’s wired. “A lot of things people write books about in real estate are just the Irish way to do things,” he mentions. “I kind of had the cheat code.”

His process is deeply personal. He prefers to sit down with buyers before ever stepping into a showing, building connection first and allowing trust to develop naturally. He texts, checks in, and often stops by long after the transaction is complete. “Real estate is intensely personal for me,” he says. “I want to know people.”

That connection carries through every part of his business. He works with clients across all price points and doesn’t differentiate based on transaction size. “I work with anyone who needs my help,” he stresses. “It doesn’t matter what the number is.”

Gary structures his life around both business and family. He spends mornings homeschooling his children—a shared responsibility with Ariel—before shifting into appointments, showings, and client meetings in the afternoons and evenings. He often takes one of his older kids with him to home inspections and open houses. They talk about the process, and Gary answers any questions that come up. “It’s not just exposure; it’s mentorship,” he notes, adding that his kids could be superstar agents one day—if they want it.

The most rewarding part of real estate for Gary is what happens after transactions close—when people are settled, enjoying the home, and he walks in and realizes he helped make it happen. “People are so appreciative,” he shares. “It’s life-changing.”

Outside of real estate, you can find Gary playing with his kids, reading, and engaging in local adventures. “Ariel loves architecture and gardens, which sometimes turns into spontaneous visits to vacant homes just to admire the details,” Gary explains.

In a town that once felt new, Gary has found his rhythm. The accent still draws a smile and starts the conversation, but the listening leaves the lasting impression. What sets him apart isn’t where he came from, but how he makes people feel at home. ▀

“All clients become friends on some level. I stay in touch because I like them, not just because they bring me business.”





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Jeff Phillips walked away from a 26-year career and started over in a field he had never worked in before.

One day, he was in a long-established corporate role he had helped build; the next, he was staring at a future that required a real estate license, a new identity, and a willingness to begin again from zero. “I’d only had one job for most of my life,” he shares. “Then suddenly, I didn’t.”

Jeff’s professional life had started in an unexpected place to begin with. A Roanoke native and graduate of Northside High School, he earned his degree from Radford University, where baseball, fraternity life, and a rock band filled his college years. “I was the drummer in the frat band,” he notes. “We had a fantastic time.”

He studied criminal justice, was the first in his family to attend college, and graduated without a clear career path. Music briefly filled the gap until a friend invited him into debt collections. “He was starting a company, and I was the first employee,” Jeff reflects. “We were buying credit card debt from banks and working with people to resolve it.”

Over time, the company grew to hundreds of employees, and Jeff grew with it, quickly stepping into

management and helping lead a 325-person operation. He stayed through decades of expansion and turnover, COVID-era remote work, and major structural changes. But in 2022, when a return-to-office mandate was paired with a vaccine requirement, Jeff walked away. “I was the only member of management to leave,” he recalls. “And although I had been there for almost three decades, my wife encouraged me to look for something new.” So, at age 55, Jeff stepped away from stability, benefits, and routine and into uncertainty. “I didn’t know what I was going to do next,” he shares.

The answer came through a conversation with a longtime friend in the outdoor industry. Jeff has always loved hunting, fishing, and time outside. His friend listened to his situation and said, “I think you’d make a great real estate agent for Whitetail Properties.”

Jeff knew the company name and TV show, but not the opportunity. Within hours, he had a recruiter’s number. Within days, he was interviewing with a company headquartered in Illinois, known for land-focused real estate and a national marketing and outdoor presence. The process moved quickly. One interview turned into two, followed by a Zoom call with leadership. “Everybody on the screen had camo hats on,” Jeff says. “And I thought—yeah, these are my people.” He was hired shortly thereafter.

Jeff studied for his real estate license while his wife, Tonia, joined him and attended classes. That support, he says, became the foundation

for everything that followed. They both earned their licenses, and Jeff joined Whitetail Properties in February 2022.

Today, he operates across an eight-county territory—Roanoke, Bedford, Floyd, Craig, Botetourt, Montgomery, Giles, and Pulaski. This exclusive approach keeps agents deeply connected to the land they represent. “It always starts with where you are,” he notes. “I don’t work in areas I don’t know. Everything I do is within about 90 minutes of my home, thus creating the most effective service for my sellers.”

Jeff’s focus is on land and country homes, with properties ranging from small acreage to large rural tracts. “I’m not a typical residential agent,” he comments. “This is boots-on-the-ground real estate, where no two pieces of land are the same, comps don’t hold as much credibility, and my six-seater Kawasaki Mule side-by-side is a critical part of my success. There is a significant difference between residential real estate versus land and home real estate; therefore, having a land specialist help you with the latter can be of great benefit.”

In his first year, Jeff did well enough to stabilize his transition. In his second year, he was named Whitetail Properties Virginia Agent of the Year. He earned that title again in 2025. Last year alone, he closed 33 transactions totaling more than 2,300 acres and over \$16 million in sales volume. Jeff was also recognized in



OFF THE CLOCK WITH JEFF

- 1 / Avid hunter
- 2 / Celebrating 30 years of marriage with a first-time trip to Montana
- 3 / Proud dad to his daughter
- 4 / Enjoys time at Smith Mountain Lake
- 5 / Founder of the Facebook group *Star City Whitetails* —131,000+ followers and counting
- 6 / Karaoke regular: “I can drum and sing well, just not at the same time.”



Jeff and Tonia

“Land is one of the few assets you can enjoy today, generate income for tomorrow, and pass down for generations—all while it continues to grow in value.”

2025 by Land.com as a Land Star Top Producer for the Southeastern region of the United States.

Now part of a 14-agent Virginia team, Jeff credits the Whitetail territory model for offering both structure and freedom and supporting his direct marketing efforts. He sends just-listed county-wide mailers, just-sold announcements, and targeted outreach built on visibility and repetition across his territory. “Any advertising is good advertising,” he states. “The worst thing you can do is not advertise.”

Jeff often works with sellers at a turning point in life, owners who have spent decades on a property and are now ready for something

different. “They’ve squeezed the lemon,” he says. “They’re ready for a new chapter. The hard part is the sentimental value.” Buyers, he adds, are often chasing something just as personal. “It’s a bucket-list item, a blank canvas,” Jeff points out. “Something they’ve been thinking about and planning for years.”

Looking ahead, Jeff doesn’t see himself slowing down. “I’m a hungry real estate agent,” he mentions. “I spent years in a collections job where people didn’t want to talk to me. Now, I’m in one where they do.” He’s also focused on growing his business. “Two years ago, my wife stopped working at her job of 25 years and started working with me,” he shares. “Now, she is becoming a buyer’s



Jeff in his element

agent for Team Phillips. She has added a whole different gear to our business.”

Four years later, Jeff still walks every property, still answers every call, and still considers his career change the best decision of his professional

life. “The good Lord had a plan for me, and now that plan continues to expand,” he says. Jeff adds, “Land is one of the few assets you can enjoy today, generate income for tomorrow, and pass down for generations—all while it continues to grow in value.”

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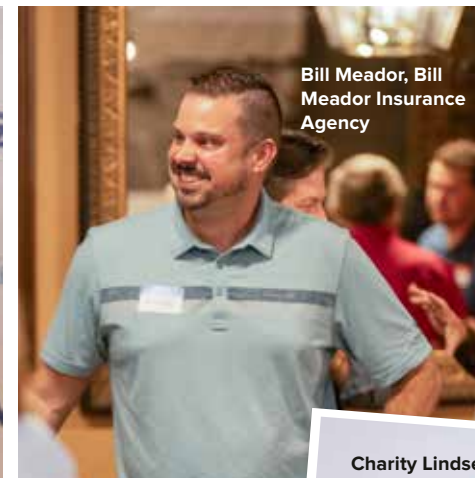
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A ROOM FULL OF GAME-CHANGERS

Market leaders and meaningful conversations filled The Hotel Roanoke during the Blue Ridge Real Producers event.

What an incredible afternoon we had on May 6 at The Hotel Roanoke's AKA. This speakeasy-inspired space provided the perfect backdrop as the Blue Ridge Real Producers community gathered once again for an event filled with connection, conversation, and celebration.

Warm hospitality, inviting surroundings, and lively conversations created the perfect setting for relationship-building and collaboration. Top-producing real estate professionals, industry partners, and friends filled the room with energy, encouragement, and genuine camaraderie, the very qualities that make this community so special.

A heartfelt thank you goes to the sponsors who made this event possible:

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Special appreciation also goes to our team. Photographers and videographers **Bryce Scott (Rapid Imagery)** and **Jeremiah Guelzo (Stone Blue Productions)** captured memorable moments throughout the event. Their talent and creativity beautifully showcased the spirit of the Blue Ridge Real Producers community. Of course, we couldn't pull off our events without Operations Director Robby Lee and Event Planner Chelsea Yeats of One Fine Day Events. They are critical to all we do behind the scenes to create memorable occasions.

Events like these remind us that Blue Ridge Real Producers represents far more than business success. Supportive relationships, shared encouragement, and authentic connections continue to define this network and strengthen this community.

Please continue supporting the incredible sponsors and businesses who invest in this community and help provide these gatherings at no cost to our top-producing REALTORS®.

We are already looking forward to the next opportunities to connect and celebrate together (**Save the Dates: August 5 and November 11**). Until then, keep building relationships, supporting one another, and making a positive impact throughout our community.

Warmly,
Betty Lee
Publisher



Tonia & Jeff Phillips with Justin & Ashley Rolfe



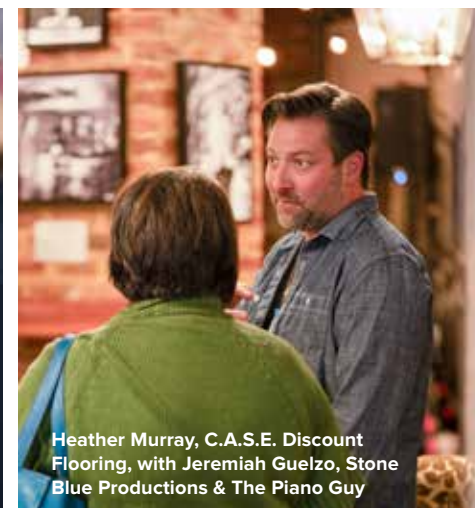
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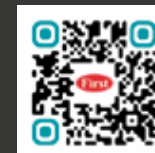


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