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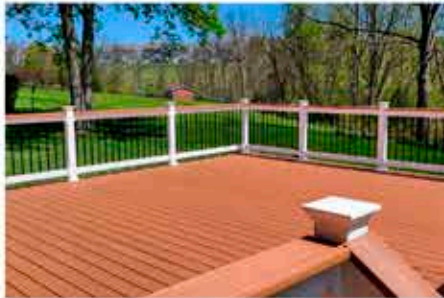
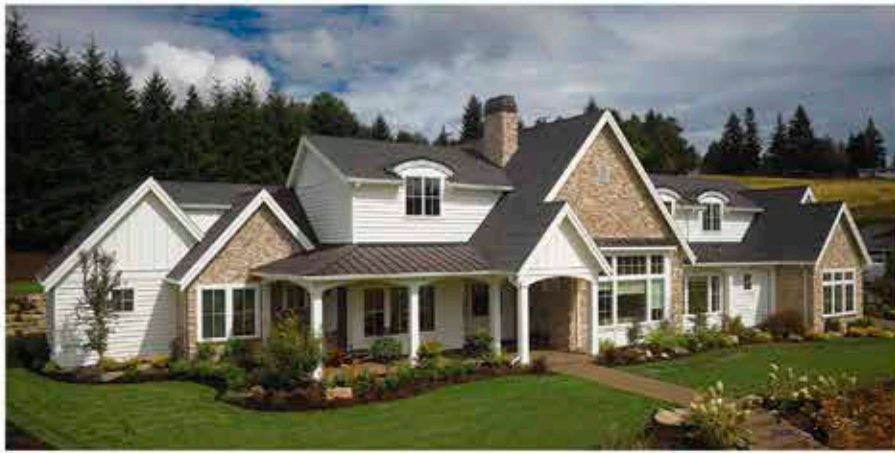
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COVER STORY

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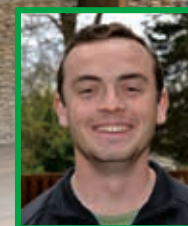
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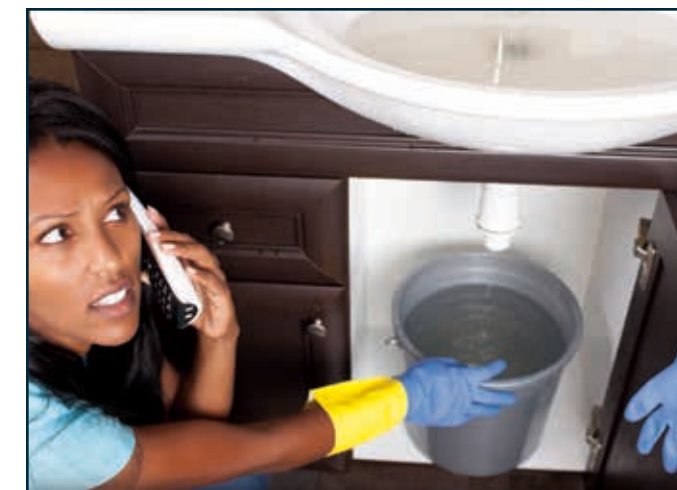
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doesn't automatically transfer into the names of the surviving family members. Instead, it exists in a kind of legal gray zone, the family lives there and considers it "theirs," but the title is still tied to someone who is no longer living.

The legal term for this situation is a "tangled title," and it creates serious complications. Without a clear deed in their names, families cannot sell the home, refinance the property, or create an effective estate plan. Many programs designed to support lower-income homeowners, such as property tax credits and major home repair assistance are only available to individuals whose names are on the deed.

For real estate agents, a tangled title also means you can't simply list and sell the property. Before any sale can happen, the estate must be opened, heirs identified, and the deed legally transferred. This process can take months and cost money families often don't have readily available.

Here's where things can go seriously wrong. Because the property tax bill is still generated in the deceased owner's name, heirs sometimes don't receive it or don't realize they're responsible for it. In Maryland, unpaid property taxes can eventually lead to the property being sold at a tax sale, potentially causing the family to lose a home they've lived in for generations over a relatively small debt.

The good news is that Maryland took meaningful action effective January 1, 2026. Under HB 0059, counties must now withhold certain owner-occupied homes and properties lived in by heirs from tax sale. The law also creates a registry that lets families formally flag their properties for protection. Additionally, the law expands notice requirements and gives families more time to resolve tax debts before a sale can occur.

When you encounter a property where the deed hasn't been updated after an owner's death, don't just flag it as a title issue and move on. Encourage the family to consult with a real estate attorney promptly. The new registry means families can proactively protect themselves but only if they know it exists.

Heir property situations also present a real opportunity to serve clients well. Families in this position often need guidance, patience, and a team of professionals working together. Connecting them with the right attorney early in the process can be the difference between a smooth sale, a years-long ordeal or worse, the loss of a family home.

About the author (drafted with the assistance of AI): Erin August is an Attorney in the Real Estate Department at Shulman Rogers, P.A. She was born in Washington, DC and raised in Montgomery County, Maryland, where she resides with her husband, son and cat.

What Real Estate Agents Need to Know About Heir Property and Maryland's New Tax Sale Protections

You've seen it before. A family reaches out wanting to sell a home that belonged to a parent or grandparent who passed away years ago. The family has been living there, paying the bills, maintaining the yard. But when you pull the property records, the deed is still in the name of someone who died in 2003. Welcome to the world of heir property, and it's more common than most agents realize.

Heir property is real estate that passes from one generation to the next without ever going through the formal legal process of transferring the deed. When a homeowner dies without a will, or when a family simply never goes through probate, the home

HELLO JUNE, A Season of Growth!

June marks the halfway point of the year — a moment to pause, reflect, and recognize the growth that has already taken root. It's easy to get caught up in the rhythm of busy days, but this season reminds us to look around and appreciate how far we've come. Every story, every connection, and every success within our Real Producers community has been built through consistency, collaboration, and care.

As we move into the second half of the year, we're excited for what's ahead — especially our upcoming **Deal or No Deal event this September**. It's sure to be an engaging and memorable experience, bringing together our community for connection, fun, laughs, and meaningful moments. We can't wait to see everyone there.

We're also excited to welcome our newest preferred partner, **Peace Junk Removal** and **Axcess Studios, LLC**. We're thrilled to have them join the Real Producers family and look forward to the value and collaboration they'll bring to our growing network.

The second half of the year invites us to keep nurturing that growth — to stay intentional, inspired, and focused on the values that make this community so strong.

As we move through June, let's remember:
"Gratitude and growth go hand in hand."

Here's to thriving together — in business, in purpose, and in community.



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MEET SOPHIA: The AI Property Assistant Changing How Listings Engage Buyers



BY TODD LEBOWITZ

In today's real estate market, speed and responsiveness are no longer advantages—they're expectations. Buyers don't wait. They explore listings at all hours, ask detailed questions, and often move on quickly if they don't get the answers they need.

That's where a new kind of technology is beginning to reshape the landscape: AI-powered property assistants.

Leading this innovation is My Marketing Matters, whose upcoming release of Sophia represents the next evolution in how listings engage with buyers. Sophia is an intelligent, property-specific assistant designed to connect with prospects the moment their interest is sparked. Whether a prospective buyer scans a QR code on a postcard, clicks a link from social media, or visits a property site, Sophia is there to respond instantly.

But unlike generic chat tools, Sophia is built with a clear purpose: to stay within the boundaries of the listing itself. She answers questions based only on the information provided—property details, features, neighborhood insights—ensuring accuracy while maintaining brand and compliance standards. When a question goes beyond that scope, she seamlessly redirects the conversation back to the advisor.

The result is a controlled, consistent experience that enhances—not replaces—the agent's role. For agents, the value goes beyond simple responsiveness. Every interaction becomes an opportunity to better understand buyer intent. What questions are being asked? What features are drawing the most attention? Which prospects are highly engaged? These insights, delivered in real time, allow advisors to prioritize follow-ups and focus their efforts where they matter most.

Sophia also extends the lifespan of every marketing piece. A postcard is no longer just a visual

touchpoint—it becomes an interactive gateway. A sign rider becomes a 24/7 information hub. A social post becomes the start of a conversation rather than a one-way message.

This shift is subtle but powerful: marketing is no longer just about exposure—it's about engagement.

As AI continues to evolve, tools like Sophia are setting a new standard for how listings are presented and experienced. The agents who embrace this shift early will not only capture more attention—they'll convert it more effectively.

Because in a world where every listing looks good, the ones that respond will stand out.

Sophia, developed by My Marketing Matters, is slated for release in late April, with live demonstrations beginning shortly thereafter. For agents looking to stay ahead of where the market is going—not where it's been—this is one innovation worth keeping an eye on.



With more than 25 years of experience, Todd Lebowitz is CEO and owner of My Marketing Matters, which he runs with his business partner Ram Devaguptapu. Together, they have grown the company to be a recognized leader in real estate marketing with more than 20,000 clients locally, regionally, and nationwide.



How to Gain a Listing Referral Midway through a Transaction

BY WADE VANDER MOLEN

Wouldn't it be amazing if you could get your seller in escrow to refer you before their transaction closes? A great realtor doesn't "ask for referrals"... they engineer moments where referrals feel natural, easy, and even expected. When a seller is in escrow, you're sitting in the highest emotional + trust window of the entire relationship. The worst time to ask a seller client for a referral is out of nowhere. You need to prime them so they aren't caught off guard. The best time to ask for a referral or introduction to someone else is after a clear win. The emotion from the win, creates the opportunity.

Clear Wins

Many Realtors don't realize that instead of asking for a referral at the end of the deal, you can do it after clear wins. For example, you ratify over asking and in multiple offers. That is pretty common in the Spring market. Many sellers are anxious as to what is going to happen, so when they experience this awesome win, this is a great time to ask. Another example would be when you negotiate the home inspection, a credit for the seller, or a free rent back. Things that add high value back to you and create a win and low stress for your seller. You are probably thinking that you do this

already. Great! Now you just need to formulate your ask.

The Referral Ask

Instead of asking your seller, "Do you know anyone looking to buy or sell?" Say this instead: "Hey, quick question—now that we've gotten through [specific win], who else do you know that I should be helping right now?" This works better because it ties the ask to a result. You are also assuming that they do know someone to introduce to you. Also, when you use that definitive language after a win, people go out of their way to connect you to another person. This also works because it positions you as someone who helps vs selling. Lastly, make it easy for them by saying: "A lot of my clients like to connect me with friends or family going through this so they don't have to figure it out alone." You are telling them your ideal person to be speaking to next.

Pre-Close Gratitude Call

As closing nears you are already having conversations with your seller client. You can give them a call and in the conversation layer in: "Hey, before we go to closing, I just want to say I really appreciate working with you. People like you are exactly who I build my business

around." Then: "And if there's anyone else you'd want to have this same experience, I'd love to help them too." Again, reminding them who you like to work with, and you want to provide the same experience to others. Who can they connect you with?

Referrals don't come from asking harder and vaguely. Referrals are a product of timing (the right moment), framing (helping others) and simplicity (the next step.) Give this a try on a your next couple of seller transactions and watch it create a great result for you and your real estate business.



Wade Vander Molen is senior vice president of business development at Pruitt Title LLC in the Northern Virginia/ Washington, D.C., area and has been in the title industry since 2005. Wade helps real estate professionals with all facets of their marketing and teaches a new, sustainable business model to help them grow their businesses. You can visit Wade at www.DCtitleGuy.com.

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CHRISTIAN JACKSON

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BY GEORGE PAUL THOMAS
PHOTOS BY RYAN CORVELLO

WHERE INTEGRITY DEFINES VALUE

For Christian Jackson, real estate has never been just a profession. It has been a calling shaped by experience, discipline, and an unwavering commitment to integrity.

Born and raised throughout Prince George's County and the surrounding DMV, Christian's journey into real estate began long before he ever carried the title of appraiser. "My best friend's dad was a real estate broker," he recalls. "He was always talking to us about the importance of owning property and investing, but at the time, I wasn't listening."

That changed in the early 2000s when Christian was guided through the purchase of his first property. With little knowledge but strong mentorship, he bought, rented, and sold the home within months, walking away with a profit that altered his perspective forever. "I made about twenty thousand dollars," he says. "At that point, I felt like I hit the jackpot. That was the moment I knew real estate was where I wanted to be."

Finding His Lane in a Shifting Market

Christian spent time flipping homes in Florida before the 2007 market collapse brought everything to a halt. Watching the volatility of that side of the industry made one thing clear. He wanted a career



in real estate that was stable, consistent, and not dictated by market swings.

"I didn't want a fluctuating market to control my future," he explains.

It was during that period that he remembered a brief interaction with an appraiser in Tampa. "He walked through a house in ten minutes, I handed him four hundred dollars, and I immediately thought, I'm in the wrong business."

After returning home, Christian enrolled in appraisal courses at a local community college while working full-time and supporting a young family. Learning that licensure required two years under a certified appraiser nearly stopped him in his tracks. "Finding a mentor in the appraisal world is extremely hard," he says. "Most people don't want to train their competition."

Still, Christian trusted the process. "I left it in God's hands," he says.

That decision led to a life-changing opportunity through a former boss, whose unexpected phone call connected Christian to the mentorship he needed. From there, the path became clearer, though not easier. Christian worked full days, then trained late into the night, often until one or two in the morning.

"I was newly married with two kids," he says. "But I had a vision, and I was determined to get my license."

Eventually, he did.

Building a Business, Not Just a Job

In 2012, Christian founded Jackson Appraisal Group, a milestone that marked the beginning of intentional growth. Today, he serves as Owner and Chief Residential Appraiser, overseeing every aspect of the business while leading a team of appraisers, trainees, and administrative support.

"I truly wear all the hats," he says. "From reviewing reports to training appraisers and building relationships, it all matters."

"I TRULY WEAR ALL THE HATS. FROM REVIEWING REPORTS TO TRAINING APPRAISERS AND BUILDING RELATIONSHIPS, IT ALL MATTERS."

One of the company's defining strengths is its structure. Unlike many appraisal firms that operate as solo practices, Jackson Appraisal Group was built to scale. That decision has allowed the company to handle significant volume while maintaining quality and consistency across the DMV.





“We built this as a business, not just a job,” Christian explains. “That structure allows us to deliver reliable, high-quality reports within the time frames our clients need.”

With an average team tenure of nearly ten years, loyalty and longevity are hallmarks of the company culture. Christian takes particular pride in training new appraisers, many of whom have gone on to become certified professionals.

“Watching someone grow from knowing very little about real estate into a highly competent appraiser is incredibly fulfilling,” he says.

The Human Side of Valuation

As technology continues to reshape the appraisal industry, Christian remains a strong advocate for the role of human judgment. While automated tools have their place, he believes they can never replace experience, context, and understanding.

“Real estate appraisal is both an art and a science,” he says. “It’s not just numbers. It’s human behavior, market nuance, and understanding why buyers make the decisions they do.”

That philosophy extends to his work with Realtors. While top-producing agents often know their markets inside

and out, Christian frequently serves as a trusted third-party voice when sellers need reassurance.

“When I provide an independent appraisal, it gives both the seller and the agent confidence,” he explains. “It aligns expectations and helps everyone move forward with clarity.”

Christian also emphasizes mutual respect between appraisers and agents. “By the time we walk into a property, the Realtor has already spent weeks or months studying that home,” he says. “When we listen to each other, the outcome is better for everyone.”

Advocacy, Leadership, and Integrity

Beyond day-to-day business, Christian is deeply involved in advocacy for the appraisal profession. He works with legislators, contributes to industry conversations, and speaks publicly about appraisal bias and structural inequities.

“Our goal is to identify where the system falls short and work collaboratively to fix it,” he says. “That work matters.”

Integrity remains the foundation of everything he does, especially as both a Realtor and an appraiser. “I want it known without question that I would never cross that line,” Christian says. “I protect the agent-client relationship



with everything I have. My integrity is worth more than any transaction.”

Life Beyond the Profession

At home, Christian is a proud father to Christian Jr. and Bailey, and a devoted “Uncle Chris” to his nephews and nieces. “They are my whys,” he says. “They are the reason I push as hard as I do.”

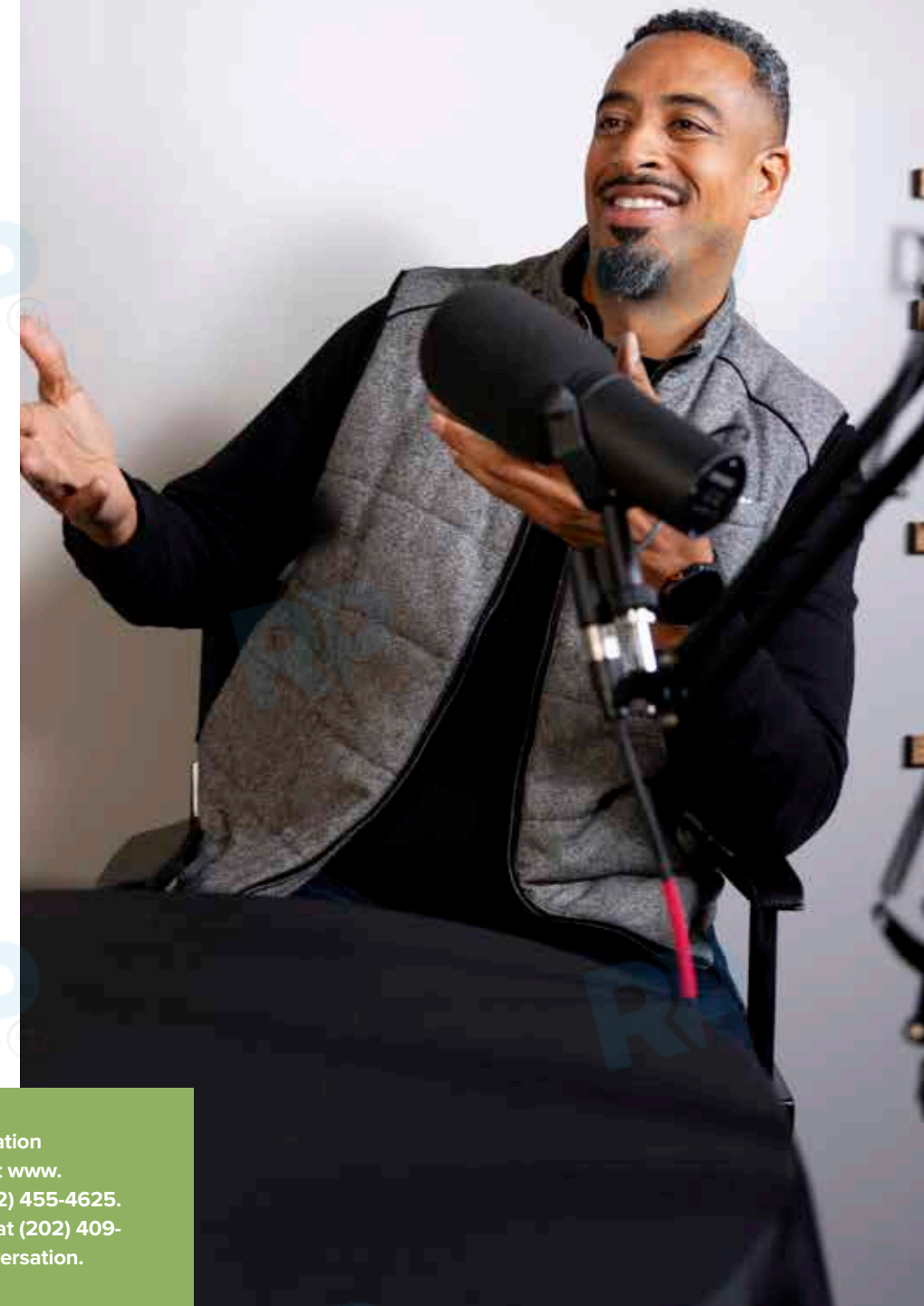
Outside of work, Christian prioritizes health, boating on the Potomac, and traveling when time allows. Fitness has become a daily discipline, while boating provides a rare opportunity to unplug and reset. “Sometimes I’ll work from the boat,” he says, “but most of the time, it’s just about clearing my mind.” That same spirit of connection extends into his personal life, where he hosts an annual “One Big Family” Cookout, bringing together friends, family, colleagues, fellow appraisers, Realtors, and clients in a celebration that reflects the community he’s built both personally and professionally.

Looking Ahead

Inspired by books like *The Secret*, Christian’s long-term vision includes expanding his rental portfolio and continuing to mentor the next generation of appraisers. “I’m taking it ten doors at a time,” he says. “It’s about building intentionally.”

For Realtors, his message is simple. “Respect and communication go a long way,” he says. “When we work together, the valuation is stronger, and the process is smoother.”

“RESPECT AND COMMUNICATION GO A LONG WAY. WHEN WE WORK TOGETHER, THE VALUATION IS STRONGER, AND THE PROCESS IS SMOOTHER.”



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BRANDI DILLON

THE POWER
OF PRESENCE



BY AMELIA ROSEWOOD
PHOTOS BY RYAN CORVELLO



Some people ease into a room quietly. Brandi Dillon is not one of them. Her presence is immediate, confident, and undeniably warm, the kind that makes people feel both energized and at ease within minutes. It's a balance she's mastered over time, blending bold leadership with a genuine sense of connection that clients and colleagues alike are drawn to.

"I am bold enough to lead, but warm, honest, and personable enough to trust," Brandi says.

That combination has become the foundation of her business and her reputation as an Associate Broker, Managing Director, and partner with The Agency Frederick, in Frederick, Maryland. It's also what continues to set her apart in an industry where personality alone is never enough, but authenticity makes all the difference.

Built Through Change

Brandi's story doesn't follow a straight line. In fact, it's shaped by movement, adaptation, and constant change.

"My background made me who I am. I'm very driven and image-aware, but also emotionally aware of the people around me."

Born in Virginia but raised across multiple states, she attended 13 schools throughout her first 12 grades in Maryland, Washington State, and Idaho before going on to earn a degree in International Business, along with two additional years of trade school. While that kind of upbringing could feel unsettling to some, for Brandi, it became a powerful advantage.

It taught her how to read people quickly, build connections in unfamiliar environments, and adapt without hesitation. Those skills now show up in her business every day.

Her early career reflected that same variety. Before entering real estate,

Brandi helped open businesses, worked in technology sales, and spent time in entertainment and catering. Each experience added another layer to her skill set, shaping a professional who is both creative and practical, driven yet deeply intuitive.

"My background made me who I am," she says. "I'm very driven and image-aware, but also emotionally aware of the people around me."

Finding the Right Fit

In 2016, Brandi made the decision to step into real estate, drawn by the opportunity to build something of her own while helping others navigate meaningful life moments.

“I wanted a career where I could help people and also create a successful business,” she explains.

What she found was exactly that, along with a platform that allowed her personality and strengths to fully come to life. From the beginning, Brandi approached the business with intention, not just focusing on transactions, but on the experience she was creating for her clients. “I believe real estate should be exciting, not stressful,” she says. “This is one of the biggest moments in someone’s life, and I love bringing both light-hearted energy and peace of mind to the process.”

That mindset has shaped the way she works with clients and the culture she helps create within her office.

Leading with Purpose

Over the years, Brandi’s role in the industry has grown well beyond individual production. She has taken on leadership positions that reflect both her commitment to the profession and her desire to make a broader impact.

In 2025, she served as President of the Frederick County Association of Realtors, while also continuing her work as an Associate Broker, Managing Director, and office partner at The Agency Frederick.

She has also been recognized with the company’s prestigious Chairman Award for three consecutive years, a reflection of both her performance and her influence.

Recently, Brandi has made a conscious decision to shift part of her focus away from purely personal sales volume and toward building something larger.

“In recent years, I’ve focused more on growing our office, mentoring agents, and being involved in the community,” she says. “It’s allowed me to prioritize quality and long-term impact.”

With a projected volume of \$15 million this year, her business continues to thrive, but success, for Brandi, is no longer measured by numbers alone.



Brandi Dillon with Bethany Gosnell — a reflection of how rewarding it is to mentor, guide, and watch others step into their potential.

It’s about leadership, growth, balance, and creating opportunities for others.

A Life Fueled by Energy

Outside of real estate, Brandi’s life reflects the same bold, adventurous spirit she brings to her work.

She enjoys skydiving, traveling internationally, and spending time with friends and family, often gathered around a fire regardless of the season. Those moments, she says, are where connection matters most.

Her home is also shared with two dogs, Molly and Kodi, an English Shepherd and Belgian Malinois mix who keep life lively.



Brandi’s creative side shows up in her love for projects and community events, and her passion for helping others extends far beyond real estate. She is fluent in Spanish and serves on the



board of Unidos Por Amor, a Dominican-American nonprofit organization. Locally, she stays involved through community kitchens, clean-up initiatives, and service events with FCAR.

If she hadn’t chosen real estate, she believes she may have become a therapist, a path that reflects her natural ability to understand people on a deeper level.

Looking Ahead

As she looks to the future, Brandi’s vision is centered on growth, both personally and professionally. She plans to build multiple streams of income and create a business that operates with strength and sustainability, one that continues to thrive beyond her direct involvement.

For those looking to follow a similar path, her advice is simple and direct.

“Be bold, show up polished, and care more than anyone else,” she says. “When you do that, success follows.”



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Partnering with John L. has been one of the best experiences I've had in real estate. On multiple transactions, I located the deals while John provided the contractors, handled the funding, and managed the renovation process from start to finish. It was truly a seamless partnership — I didn't have to worry about the heavy lifting, and together we were able to close profitable, well-executed projects. John's professionalism, reliability, and ability to get things done made every collaboration smooth and successful. I look forward to working with him again in the future. — V. Hargrove, Associate Broker, Samson Properties



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Sophia FERDERER

Success with Purpose

BY AMELIA ROSEWOOD
PHOTOS BY RYAN CORVELLO



From the very beginning, Sophia Ferderer knew she wanted more than just a job. She wanted a career that felt meaningful, one where the work she put in each day mattered not only to her, but to the people she served. That desire for purpose ultimately led her to real estate, where helping others through life-changing decisions became both her mission and her motivation.

Growing up in Montgomery County, Maryland, Sophia began her professional career in fast-paced, rapidly changing fields. She holds a Bachelor's degree in Political Science and has built her experience primarily in marketing and operations roles within the education technology sector. These roles strengthened her adaptability, problem-solving skills, and ability to remain steady in dynamic environments. As Sophia reflects, "Working in constantly evolving spaces taught me to embrace change and view challenges as opportunities for growth rather than obstacles."

Finding the Right Path

Sophia officially entered real estate in July 2024, but the calling had been forming long before that. She was drawn to the idea of guiding people through one of the most significant milestones of their lives and doing so with care, knowledge, and trust.

"Buying or selling a home is more than a transaction," she explains. "It's a major

life milestone, and I wanted to be part of work that truly makes a difference."

Real estate offered the perfect intersection of Sophia's strengths. It allowed her to combine her passion for helping people, her marketing and lead generation experience, and her drive to succeed into one role. From the very beginning, she entered the industry with clarity of purpose, choosing to prioritize trust, long-term success, and thoughtful growth over short-term gains.

Photo by Bitts & Bobs Photography



A Personal Why

What makes Sophia's work especially meaningful is how deeply personal it is. As the daughter of immigrants who came to the United States with little more

than hope and determination, she grew up witnessing sacrifice firsthand. Long hours, uncertainty, and perseverance were part of everyday life, all in pursuit of opportunity for the next generation.

Some of Sophia's most meaningful clients are fellow children of immigrants. Helping them achieve homeownership represents far more than closing a deal. "For those families, buying a home reflects years of sacrifice and resilience," she says. "Being part of that moment is incredibly powerful."

That perspective shapes how she shows up for every client. Sophia understands that behind each transaction is a story, and she treats each one with the respect and care it deserves.

A Tailored Approach

Sophia is a member of the Jen Vo Property Group at Keller Williams Capital Properties, serving clients throughout Montgomery County and beyond. From the beginning, she has been intentional about avoiding a one-size-fits-all approach.

Every client journey is customized. Sophia takes the time to listen closely, observe thoughtfully, and learn the details that matter most. "No two buyers are the same," she shares. "I want to understand not just what my clients need in a home, but how they live and what matters to them."

That level of attentiveness has quickly set her apart. In her first year alone, Sophia closed \$5.5 million in sales, a strong start that reflects both her work ethic and her ability to connect meaningfully with clients.

Now entering her second year in the business, Sophia has set her sights on closing \$15 million in sales. While the goal is ambitious, her focus remains steady. She believes success comes from consistency, relationships, and a long-term mindset rather than instant results.

"Real estate rewards those who show up every day and do the small things well," she says. "It's about earning trust,



balancing motherhood with a growing business has shaped her discipline and time management. Her husband, whom she met on the very first day of her first job out of college, has been by her side for 15 years, supporting her every step of the way.

Family time often includes cheering on Michigan football, attending Nationals games, and spending weekends at baseball and soccer practices. In 2025, their household grew again with the addition of Coco, a playful cockapoo puppy who has quickly become part of the family routine.

Spending time with loved ones keeps Sophia grounded. It reinforces why the idea of home matters so deeply to her and why helping others create that sense of security is at the heart of her work.

Looking Ahead

Sophia's long-term vision includes becoming one of the top agents in her brokerage and stepping into a leadership role where she can train and develop other agents. Her guiding philosophy remains simple but powerful. If the work does not scare you a little, the dream is not big enough.

Her advice to aspiring top producers reflects that mindset. Focus on consistency. Commit to excellence. Build relationships that last. Above all, treat every client with care and integrity. Sophia believes that when you lead with heart and authenticity, your reputation becomes your strongest asset.

nurturing relationships, and having a commitment to excellence.”

Sophia is also looking ahead to leadership opportunities within her team. Teaching and coaching others has always been a passion, and she hopes to eventually move into a training role where she can help new agents find their footing and build confidence early in their careers.

Life Beyond Transactions

Outside of real estate, Sophia's life centers on family. She is a mom to two young boys, Cameron and Lucas, and



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SIMON SARVER

BUILT DIFFERENT FROM THE START

BY AMELIA ROSEWOOD
PHOTOS BY RYAN CORVELLO



SOME AGENTS LEAD WITH CHARM. OTHERS LEAD WITH HUSTLE. SIMON SARVER LEADS WITH INTENTION.

When asked to describe himself, he does not reach for polished marketing adjectives. “I don’t have to give certain answers that are going to make you want to hire me later. I can just be honest,” he says. Honest. Hardworking. Intentional. Steady. Funny. Underneath it all is what he calls a strong moral compass.

An immigrant from the former Soviet Union, Simon has spent nearly his entire life in the D.C. metro area. He grew up in Northern

Virginia, attended Fairfax High School, and earned his undergraduate degree from Longwood University. At first, he thought he would become a teacher. He quickly realized that path was not for him and pivoted. That willingness to reassess and adjust would later define his business approach.

Before real estate, Simon worked as an analyst at the Department of Energy. His background was numbers, data, and strategy. That analytical mindset never left.

A Correlation Between Effort and Outcome

Simon entered real estate in 2014 and never looked back. He did not ease into part-time. He jumped fully into the business.

The motivation was simple. He wanted a clearer connection between effort and reward. “I was sick of working harder than everyone else around me and not really seeing that same success,” he explains. In government and contracting roles, output and success were not always aligned. Real estate offered something different. It offered accountability to himself.

He also had an advantage. He knew the region intimately. Having lived in Northern Virginia,

Washington, D.C., and now Maryland, Simon was already a subject matter expert in the communities he would go on to serve.

That combination of local knowledge and analytical thinking quickly became a competitive advantage.

Strategy in Every Detail

Today, Simon is a Senior Vice President at Compass, a designation earned through consistent production. He is also the team lead of Karta Properties. With an average annual sales volume of about \$30 million, he has his sights set on reaching \$40 million in 2026.

His numbers are strong, but it is how he achieves them that sets him apart.

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“As an analyst, you have to be strategic,” Simon says. For sellers, that means building individualized game plans. No two homes are treated the same. No listing is approached with a template mindset. “One size fits all doesn’t really work in real estate,” he explains.

For buyers, every contract term is intentional. “Every single thing we put into the contract is an opportunity to make our offer stand out.” Nothing is random. Every clause is considered.

Perhaps his greatest strength is translating complexity into clarity. He takes large amounts of data and makes them digestible. He walks clients through robust processes in ways that make them feel calm and confident. He combines competitiveness with approachability, creating what he describes as a rare balance. He is relentless in negotiation, yet grounded in integrity.

Clients at every price point receive the same white-glove service. In the past year alone, Simon has represented both a \$200,000 condo and a \$2 million home. The level of care does not change.

As an immigrant who built his own path without generational wealth, representation matters deeply to him. He works proudly with clients utilizing VA loans or specialized financing programs. “I feel like everyone deserves really high-end representation,” he says. And he means it.

Life Beyond the Numbers
At home in University Park, Simon’s world looks very different from spreadsheets and contracts.

He and his wife, Kathryn, have been together since before his real estate career began. They are raising two young children, ages 6 and 4, in a neighborhood rich in community and connection.

Much of their free time is spent with neighbors and friends.

His children are at what he calls a “fun age.” They are learning to ride bikes, exploring new sports, and discovering books. His six-year-old recently learned to read, and now the house is filled with pages turning.

Simon is also a lifelong music lover. He has been collecting vinyl since he was a teenager, not as a collector



chasing rarity but as someone who listens deeply. From jazz to classic rock to soul, music has always been a steady thread in his life.

He has also volunteered extensively over the years, from animal rescue organizations to neighborhood fundraising efforts for the Greater Capital Area Food Bank. Service is not a branding strategy for him. It is simply part of who he is.



“I FEEL LIKE EVERYONE DESERVES REALLY HIGH-END REPRESENTATION.”

Always Sharpening the Edge
Even after more than a decade in the business and consistent recognition from Compass, Washingtonian, RealTrends, and Real Producers, Simon remains focused on growth.

He sets specific, measurable goals. One of his current objectives is to achieve a level of professional proficiency in AI that would allow him to teach a course to his team. Not just learn about it, but master it.

When asked what advice he would give aspiring top producers, his answer is immediate.

“Read. Read a lot.”

From business strategy to personal development to novels and history, Simon believes growth begins with curiosity. The market changes. Technology evolves. The only constant is the need to keep learning. ▾

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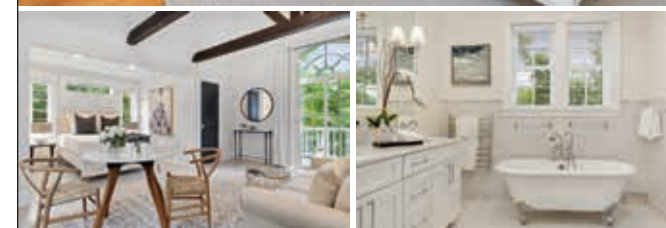


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TOP 100 STANDINGS - BY UNITS

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TOP 100 STANDINGS - BY UNITS

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RANK	NAME	OFFICE	SELLING #	SELLING \$	BUYING #	BUYING \$	SALES	TOTAL \$
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Disclaimer: Information based on closed MLS data and supplemental data provided by Everynook, as of May 5, 2026, for residential sales from January 1, 2026, to April 30, 2026, in Virginia, Maryland and Washington, D.C., by agents licensed in our D.C. metro service area of Washington, D.C.; and Frederick, Montgomery, and Prince Georges counties in Maryland. Numbers not reported by the date the information is retrieved are not included. MLS is not responsible for submitting this data. Some teams may report data under an individual agent's MLS ID.



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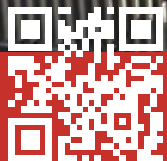


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