

HAMPTON ROADS

JUNE 2026

REAL PRODUCERS[®]



Steve &
Heather Heishman

VERITY GROUP

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James drives UAM's growth by building high-trust relationships with top-producing agents throughout Hampton Roads.

He oversees recruiting, strategic partnerships, and the development of programs like MVP and UP that help agents scale their business through stronger lending support. James brings a direct, results-focused approach shaped by years of working on both the real estate and mortgage sides of the industry. His role centers on making UAM the go-to lending partner for agents who expect speed, accuracy, and creativity on every file.

Gloria Griffin Odom
VP of Operations & Corporate Loan Officer
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gloria@uamva.com



Gloria is the operational backbone of UAM. With more than a decade of experience in lending, she ensures every file moves with the precision, compliance, and communication that agents rely on. She leads UAM's loan operations, manages underwriting coordination, and personally works with borrowers as the company's primary Corporate Loan Officer. Gloria's reputation in Hampton Roads is rooted in transparency, reliability, and a consistent ability to get difficult deals across the finish line.

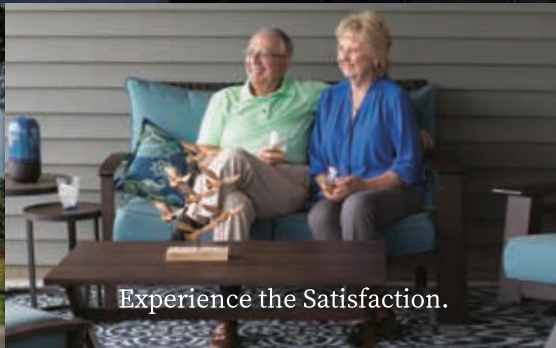
Together, James and Gloria form the leadership team that keeps UAM family-strong, locally focused, and performance-driven. Their combined experience shapes the culture that Real Producers agents experience: personal service, fast execution, and mortgage expertise that strengthens your business.



See how Chesapeake Homes will make a difference in your client's new home purchase.



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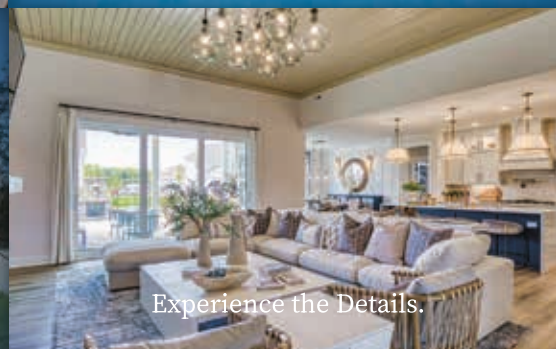
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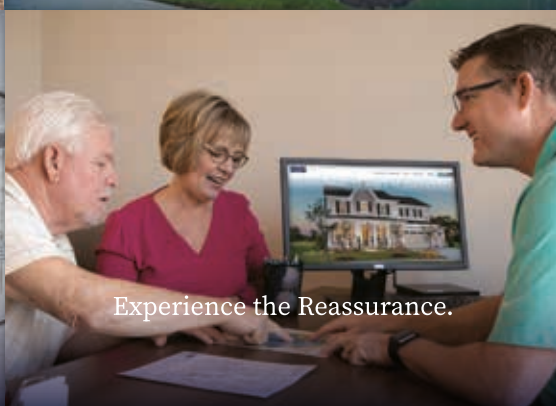
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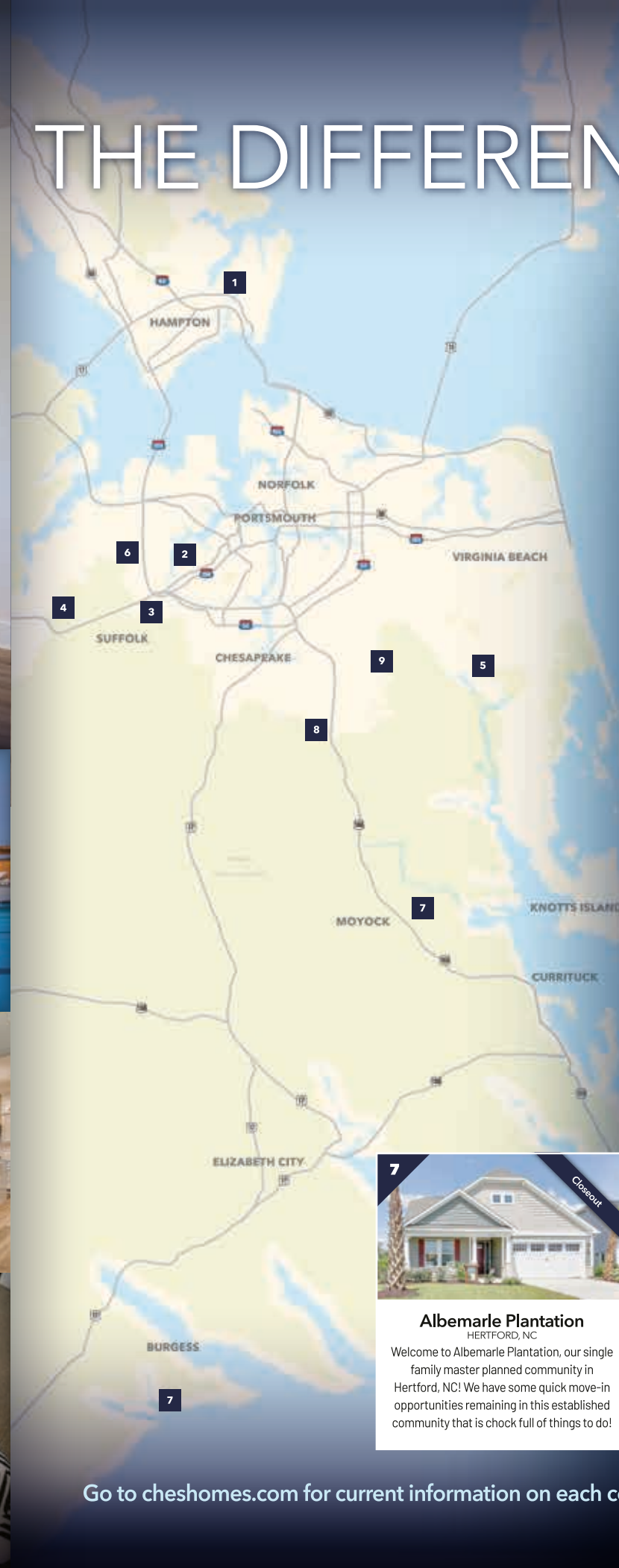
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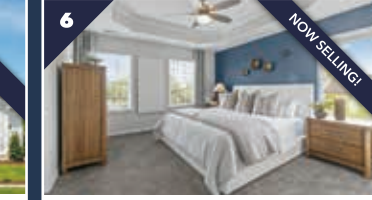
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4 NOW SELLING!
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5 Closeout
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Discover the gem of Virginia Beach-Ashville Park! This master-planned community is thrilled to welcome all looking for a home that allows you to enjoy life in style.



6 NOW SELLING!
Walker Grove
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Join our VIP list today and stay up to date on the latest about our newest community in Chesapeake, VA. Rooted in charm and surrounded by everything you love, your next chapter begins in Western Branch.



7 Closeout
Albemarle Plantation
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8 Coming Soon
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A Stunning Showroom

Reveal



On May 7, our preferred partner Budget Blinds welcomed guests to the Grand Opening of its newly renovated Williamsburg showroom. After acquiring the space last year, the team transformed the former 1980s interior into a modern showroom featuring stylish window treatment inspiration, smart home solutions, and custom design options.



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STEVE & HEATHER HEISHMAN

THE VERITY GROUP

STORY BY DAN CLARK
PHOTOS BY LEAH WALLACE, LEAH ARIEL PHOTOGRAPHY

Getting to know Heather and Steve Heishman gives the same feeling you get when you walk into a well-run home. Everything has a place. Everything has a purpose. And nothing is held together by luck.

They run The Verity Group, a real estate team at Keller Williams Capital Properties, and they've built it with a structure that protects clients, relationships, and their family life, too.

Heather has had her license since March of 2009, and Steve since 2007. They've seen the market shift, watched

technology change the way people shop, and lived through enough transactions to know the difference between good intentions and a process that holds when things get tight.

Heather started early in her career with a local boutique brokerage that specialized in online buyer leads. Later,



she stepped into a management role, and in 2014, she hired Steve. They stayed there until 2017, when they moved. They wanted to get back into production. They wanted to build something of their own—the Verity Group.

Ask what they would've done differently if they had to start over, and Heather doesn't dodge the question. "In the spirit of transparency, we would join a team," she says. That answer reveals a lot. They built their business from experience. They know how long it takes to learn this business the hard way, and they don't romanticize the struggle.

One of the things they care about most is the experience that surrounds the transaction for the client and the agents on the other side, the title company, the lender, the vendors, and everyone who touches the deal. Heather's been training agents since 2010, and it shows in how she talks about the work. "The client experience, the co-broke experience, the experience of all of the people involved that touch the transaction is something that we are really passionate about," she proudly states.

And that passion is baked into the way they operate.

They built an "auto plan" for both buyers and sellers that tracks every step of the process from contract to close. "From transaction to close is 200 checkpoints long," Heather notes. And the reason is simple: They've seen what

happens when people treat real estate like a casual side gig. "New agents don't understand real estate school doesn't teach you how to negotiate," she says. "It doesn't teach you how to protect your client. It doesn't teach you when to communicate and when to ask questions."

That's where The Verity Group set itself apart. Their systems keep clients safe, timelines clean, and mistakes from showing up at the worst possible moment, which is also why their team exists.

As their business grew, they reached a fork in the road that many successful agents eventually face. Their workload grew beyond what they could handle without sacrificing something. "At some point, we were going to compromise our client experience, or we were going to compromise our family life," Heather shares. "The only way to not do that was to grow a team of people who we taught to do it like we did."

The blueprint is growth without sacrificing standards. And with the partnership and leverage they found through PLACE, they were able to build that team with the systems, structure, and support to do it at a high level, which is exactly how they've built their business. They guide people

through something personal, stressful, and usually tied to bigger life changes. Their job is to keep the human side intact while still running a professional process.

They live in a neighborhood with about 520 homes, and they take the health of that community personally. Steve says plainly, "We want to keep our values up." They back that mentality with a move that most people didn't see coming: "Fun fact: Last year we bought the golf course and restaurant in our neighborhood," Heather

"At some point, we were going to compromise our client experience, or we were going to compromise our family life. The only way to not do that was to grow a team of people who we taught to do it like we did."





“

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THE CO-BROKE EXPERIENCE,
THE EXPERIENCE OF ALL OF
THE PEOPLE INVOLVED THAT
TOUCH THE TRANSACTION
IS SOMETHING THAT WE ARE
REALLY PASSIONATE ABOUT.”**

shares. That detail says something about them. They invest where they live. They anchor themselves in the community.

Much of Steve and Heather's free time still revolves around family. They've got five kids. Two are still at home, and two are in college at Virginia state schools but still come home often. Their oldest daughter is a flight attendant based in Miami, adding another layer of adventure to the family dynamic. Steve shares that the kids stay with them every other week, and Heather and their dad share that schedule well. "We try to make as many memories as we can," he comments. They want their home to be where the kids bring their friends, where they can keep an eye on them and where they can stay involved in the day-to-day moments that matter.

Their business is values-driven, and so is their life, which makes their story feel so steady. They've built a structure that supports the client, supports the team, and supports their family.

Heather and Steve respect the complexity of real estate. As a result, their process is detailed, their communication is intentional, and they've built a team that can deliver consistently.

At the end of the day, their blueprint comes down to a few things they've proven through years of reps: protect the human experience, do the work with structure, and don't sacrifice the people you love to grow a business.

That's Verity Group.

And that's Heather and Steve Heishman. ▣

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CHESAPEAKE HOMES

STORY BY MADDIE PODISH

At its core, Chesapeake Homes is about building lasting relationships between clients, agents, and the families who call their communities home. This human-first approach is evident in every step of the process, from the research-driven design of the communities to the respect and collaboration the team offers their co-broke partners.

That dedication doesn't stop once the keys change hands. Irene Splendore, Virginia Sales Manager, explains that her team helps carry that spirit forward by organizing neighborhood events that

bring new homeowners together. "We want to help lay a solid foundation and facilitate relationships between our new homeowners to give them a sense of community," she shares.

Moments like these are why Irene loves her role. During a site visit, when a family came in to write inspirational messages on the concrete slab before the flooring went down, a kid from the home next door recognized the family and ran over, super excited to learn one of his best friends from elementary school would soon become his next-door neighbor. For Irene, that moment

was a powerful reminder of what Chesapeake Homes is truly building. "It's not just about building beautiful new homes," she says. "It's about creating communities where life happens, where memories are made and people connect. That's the real reward."

In terms of new construction, not all builders are created equal, and Chesapeake Homes makes that fact clear from the start. With over 30 years of experience grounded in thoughtful planning, this regional builder has earned a reputation for developing entire communities

designed around how people want to live, all while fostering strong partnerships with agents along the way. The result? A process that feels less transactional and more collaborative for both buyers and their agents.

Irene is a key voice behind this mission. As a former resale agent, she understands the demands of traditional real estate and brings empathy and insight to her current role. "I got into real estate because I wanted to make a real impact in people's lives," she explains. "Now, I'm doing that, just from a different perspective."

That perspective centers on putting agents at the heart of the new construction process. "We know the value buyers' agents bring, and we welcome them throughout, from start to finish," Irene comments. At Chesapeake Homes, agents are encouraged to participate in key

milestones, from pre-construction meetings to pre-drywall walkthroughs, so they stay informed and involved. "The roles are a bit different in new construction, but we still communicate regularly and tailor updates to fit each agent's preferences," Irene notes.

This agent-friendly culture complements Chesapeake Homes' reputation for being client-focused. Rather than chasing scattered opportunities, they develop communities intentionally. Each new neighborhood results from in-depth research that considers current demand, future growth, demographics, and long-term sustainability. "It's like doing a CMA on a massive scale," Irene says. "We look at price points, average household incomes, lifestyle trends, and then design a community that fits perfectly, including amenities." Those amenities (clubhouses, pools, walking trails, and more) aren't afterthoughts. They're integral to the community's design from day one.

This thoughtful, long-term approach pairs seamlessly with a building process that balances structure and flexibility. As a production builder, Chesapeake Homes offers transparent pricing and predictable timelines. "We offer a wide array of personalization options," Irene mentions. "Plus, clients work with our in-house designer to bring their vision to life. It's the best of both worlds—stability and creative freedom."

For agents concerned about lengthy build times, Irene offers reassurance. "Many think new construction means a six- to eight-month wait," she says. "But we have designer showcase homes that can close in as little as 30 days."

Still, speed never comes at the expense of quality. Chesapeake Homes has developed a trusted, reliable process with communication at its core. Once a buyer is under contract, the company





**EXPLORE
CHESAPEAKE
HOMES**

**Coastal VA
Communities:**
Ashville Park
Creekside Reserve
Edgewater
Haven at Centerville
River Club
The Preserve at
Lake Meade
Townes at
Coliseum Central

**Coastal NC
Communities:**
Waterleigh (Moyock)
Belmont at
Albemarle (Hertford)

uses a dedicated app to provide weekly photo and status updates, keeping everyone connected and informed. “We act as guides,” Irene says. “Yes, the process is longer than resale, which can cause some anxiety. But we’re here to manage it through clear communication and a team that truly cares.”

At Chesapeake Homes, building is about more than just structures—it’s about fostering communities and creating lasting connections. With a commitment to quality, transparent communication, and genuine partnerships, they’re redefining what new construction can be for both buyers and agents alike. As Irene shares, “We’re not just helping people find a house; we’re helping them build a place they can truly call home.”

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Berkshire Hathaway HomeServices RW Towne Realty

STORY BY MADDIE PODISH • PHOTOS BY ANDREW WOODS, ANDREW E. WOODS PHOTOGRAPHY

In the Hampton Roads real estate community, the name Ellen Drames is one many people recognize instantly. A lifelong resident of the area and a real estate professional with Berkshire Hathaway HomeServices RW Towne Realty for four decades, Ellen has built a reputation as one of the most trusted agents in the region, particularly in the Suffolk market she proudly serves. Licensed in both Virginia and North Carolina, she serves clients across state lines with the same level of care and expertise. For many people across Hampton Roads, that name also comes with a phrase they know just as well.

“Holy Cow! Are You Ready To MOOOVE?”

What began as a lighthearted idea during a drive through the countryside grew into a memorable personal brand that reflects Ellen’s personality and the rural charm of the communities she has served for decades. While she works throughout Hampton Roads, Suffolk remains the area where her relationships and reputation run especially deep.

Behind the memorable phrase is a career she’s built on consistency, dedication, and a genuine desire to help people navigate one of life’s biggest transitions. Ellen is known as one of the top listing and sales agents with Berkshire Hathaway HomeServices RW Towne Realty and has earned both the Diamond and Platinum awards from the Hampton Roads REALTORS® Association. Still, the accomplishments that matter most to her aren’t the awards but the people she has helped along the way.

For 40 years now, Ellen has guided countless families through buying and selling homes. Today, one of the most meaningful parts of her work is helping the children of past clients begin their own homeownership journeys. Seeing that trust carry from one generation to the next is something she never takes for granted.

Ellen’s path into real estate began with an unexpected opportunity. A family friend who

owned a real estate company encouraged her and her husband to attend real estate school. When someone else who planned to enroll instead joined the Army, Ellen stepped in to take the open seat with her husband, David. That simple decision became a career she loves. “I was about 19 when I started, and I really liked it from the beginning,” Ellen recalls.

The profession suited her well. She enjoyed building relationships and valued the independence the career offered. Over the years, she has watched the industry change dramatically. When Ellen first entered real estate, transactions required far more time and face-to-face interaction. “We used to hand write contracts and drive them to each office,” Ellen remembers. “In the case of a counteroffer, I would take it to the client to sign and then deliver it back to the other agent.”

Today, technology allows transactions to move forward in minutes rather than days. While she appreciates the efficiency, Ellen believes the personal side of the business remains just as important. “With technology you sometimes lose that personal touch,” she says. Maintaining that connection has always been central to her approach. Many of her clients come through repeat business and referrals, relationships she has built over many years by simply staying in touch. “When someone pops into my head, I call them,” she says. “There’s usually a reason I thought about them.”



“I WAS ABOUT 19 WHEN I STARTED, AND I REALLY LIKED IT FROM THE BEGINNING,”

The phrase that helped make Ellen recognizable throughout the community came from a moment of inspiration years ago. After attending a marketing seminar about personal branding, she began thinking about how to create something memorable that reflected both her personality and the rural landscape of the area.

Not long after, inspiration struck during a drive through the countryside. As she passed a field of grazing cows, the idea came to her instantly. “I saw the cows and thought it would be fun to

create something memorable around that,” Ellen states with a laugh. The playful idea for “Holy Cow! Are You Ready To MOOOVE?” idea eventually became part of her identity as an agent, something many people now associate with her throughout the community.

Outside of real estate, Ellen enjoys spending time with her family, especially her grandchildren, and escaping to a beach house in North Carolina whenever she and her husband can. David has also been a REALTOR® for many years and often works quietly behind the scenes. Ellen affectionately refers to him as her “silent partner,” someone who has supported the journey every step of the way.

Serving the same community with the same company and helping families through multiple stages of life, Ellen Drames has built a lasting presence in the Hampton Roads community she proudly calls home.

If you happen to see a cow-spotted vehicle cruising through Suffolk, chances are Ellen Drames is nearby, helping someone take the next step toward home. 🐮



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TOTAL UNITS

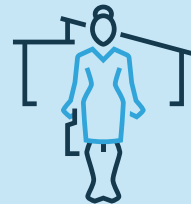


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We recently gathered to celebrate our newly featured top-producing agents and esteemed preferred partners at The Chesapeake Homes Design Gallery, located at 2829 Guardian Lane, Suite 140, in Virginia Beach. Surrounded by beautifully designed spaces, honorees received their framed magazine features and celebrated the work they're doing

in this community. The event was all about connection, appreciation, and recognizing the people behind the stories.

The location itself made the gathering even more special. The Chesapeake Homes Design Gallery is a stunning space featuring a wide array of high-performing finishes, materials,

colors, and sizes that clients can use to personalize their new homes. The gallery is also a great resource for agents. It's perfect for hosting client events, getting together with colleagues, or creating fresh photo and video content, whether inside the gallery or at nearby model homes. If you'd like to use the space for an event or content shoot, reach out to Irene Splendore to discuss options: (757) 770-6646 | irene@cheshomes.com.

Many thanks to the gallery team for offering such an inspiring setting to celebrate our agents and partners.



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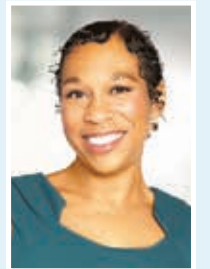
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Melissa Doll-Humpert



RE/MAX Alliance

STORY BY DAN CLARK

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Two things are immediately clear about Melissa Doll-Humpert:

She values strong communication, and she is fully committed to everything she does.

Melissa is with RE/MAX Alliance and has been a REALTOR® since 2004. Her path to real estate success, however, has been anything but traditional. A mother of three boys, she earned her real estate license in 2004 while pregnant with her second son. Shortly after, she decided to place her license in referral status and instead spent the next 21 years running a successful licensed in-home daycare business.

Working from home allowed Melissa to be fully present for her children—a choice she made with purpose. Over the

years, she often told herself she would return to real estate when her boys were older. But each stage of their lives brought new reasons to stay engaged—sports schedules, school activities, and the simple realization that time with them was limited. She chose to wait until they were grown so that when she returned, she could give her business the same level of dedication she had given her family.

In April 2024, just one month before her youngest graduated high school, Melissa reactivated her real estate license. Within

hours, she had her first listing signed. She jumped in with both feet and hasn't slowed down since.

Although her path may have seemed like a fresh start, Melissa wasn't entering the industry cold. Real estate runs deep in her family. Her parents and sister have all been REALTORS®, operating a successful family team for decades. Melissa and her sister, Amy, were originally licensed together in 2004, and during her daycare years, Melissa stayed connected behind the scenes, helping with marketing and remaining involved in the business.

“
If
you
call
me,
you
will
get
me.
”



Her husband's career also played a role. Scott served in the Navy before transitioning into real estate with her family for a time. In 2023, he stepped away to start his own pressure-washing business, and Melissa naturally stepped into the relationships and connections he had built. Together, these experiences gave her a strong foundation and a running start when she officially launched her career.

If you ask Melissa what drives her, her answer is immediate: “My clients—their happiness and their success,” she shares. That commitment shows in her reviews. Clients consistently highlight her availability, communication, and the genuine care she provides throughout the process. Melissa takes responsiveness seriously. “If you call me, you will get me,” she says. Just as she was intentional about being present for her children, she is equally intentional about showing up for her clients.

One example of her approach involved clients relocating to Connecticut. While she connected them with a trusted agent locally, she didn't simply hand things off. Instead, she remained actively involved, collaborating closely to ensure a seamless experience. When her clients found a home they loved, they were competing against nine other offers while also carrying a home sale contingency in Virginia. Despite the

odds, their offer was accepted. The outcome was the result of strong communication, transparency, and true partnership between agents, with Melissa staying engaged every step of the way. Her communication style is often what sets her apart. Clients know they won't be left waiting for answers, and she proactively addresses issues before they escalate.

In another transaction, a client purchasing a home in Virginia was simultaneously selling a property in North Carolina. After their offer was ratified, the deal was nearly derailed when the lender on the North Carolina transaction became unresponsive. Rather than waiting for updates, Melissa took action. She tracked down the lender and went directly to their office to get answers, even though it wasn't her side of the transaction. Her persistence brought clarity, realigned everyone involved, and allowed both closings to happen within one week.

When challenges arise, Melissa often shares a phrase with her clients: “We've got this.” It's more than just reassurance; it's a mindset. Step by step, she keeps communication flowing, stays focused on solutions, and moves the process forward. The phrase has become so meaningful that one client even had it engraved on a gift for her at closing.

Melissa's attention to detail and care for her clients extend beyond the transaction itself. She is known for thoughtful, personalized closing gifts that reflect what matters most to each family, whether it's something for their home, hobbies, or lifestyle.

Family remains at the center of everything she does. Two of her sons attend Rose-Hulman Institute of Technology in Indiana, both studying civil engineering. Her oldest is on a U.S. Army ROTC scholarship and is set to graduate and commission in May 2026, while her middle son proudly serves as an active-duty U.S. Marine in Yuma, Arizona.

With their boys now pursuing their own paths, Melissa and Scott are embracing this new season, spending time together traveling, camping, boating, and pursuing their diving certification for a trip to Bonaire.

For Melissa, success is about what her clients walk away with and how they feel getting there. She recalls one of her happiest moments helping clients purchase a waterfront home in Norfolk. Knowing the home was underpriced, she guided them to submit a strong offer with an appraisal guarantee. When the appraisal came in more than \$100,000 over the purchase price, she was overjoyed. That's Melissa—she celebrates the wins because she understands what they mean for the families she serves.

Working with Melissa Doll-Humpert means having a professional advocate who communicates clearly, stays engaged, and keeps the process moving forward with purpose. And if things ever feel overwhelming, she'll remind you of the one thing she tells every client: “We've got this.”

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REALTOR® of the Year:
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Rookie of the Year:
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In a performance worthy of a standing ovation, 1,167 members were recognized for their outstanding achievements, earning an impressive 804 awards.

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FAQs



Here, we answer frequently asked questions about this publication. We're always open to connecting about this community.

WHO RECEIVES REAL PRODUCERS MAGAZINE?

South Hampton Roads Real Producers: This publication reaches the Top 500 agents across South Hampton Roads, from Smithfield to Sandbridge and into North Carolina. Rankings are

based on REIN-MLS volume from January 1 through December 31 of the previous year, with the list resetting annually.

Peninsula Real Producers: This edition follows the same criteria but serves Peninsula/Williamsburg agents, with distribution to the Top 300. We identify agents by their broker's MLS location. Please contact us if (a) your MLS office is outside the region, but you primarily work in South Hampton Roads or the Peninsula, or (b) you'd prefer to be associated with a different region than your MLS designation.

WHAT IS THE PROCESS FOR BEING FEATURED?

A: Anyone in the Top 500 can nominate agents, teams, brokers, businesses, or themselves. Office leaders may also submit nominations. We rely on your input to discover stories, as we don't know everyone. While we can't guarantee features, we encourage you to connect with our team, support fellow top producers, and attend private events.

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A: Features are completely free, thanks to our preferred partners.

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A: Preferred partners are businesses featured in the magazine index who actively support this community. They appear in each issue, attend events, and engage with our network. Every partner is recommended and vetted by agents—we do not work with businesses that haven't earned your trust. Our goal is to build a strong, connected network of agents and affiliates.

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