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The Tattoo Issue

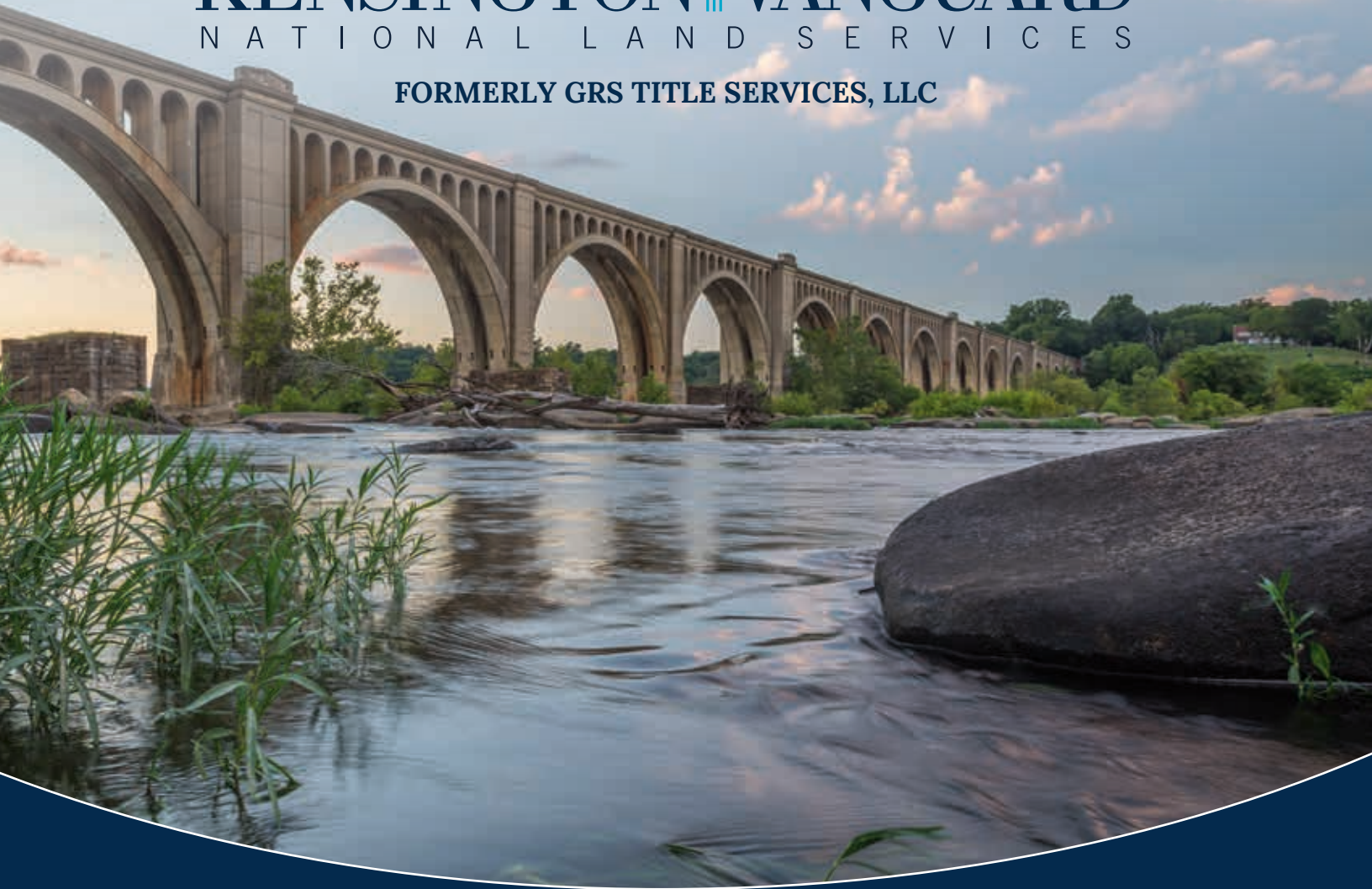
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Contents

IN THIS ISSUE

- 6 Preferred Partners
- 8 Meet The Team
- 10 Publisher's Note
- 12 Partner Highlight: See Through Window Cleaning
- 16 The Tattoo Issue: Ink That Tells a Story
- 32 More Trusted Trade
- 35 Top 200 Standings



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16 COVER STORY The Tatto Issue

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JUNE

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 appreciate how far we've come and the progress that continues to build with each step forward.

Within our Real Producers community, that growth is seen in the relationships we nurture, the stories we share, and the support we give one another. It's a reminder that success isn't just about individual achievement, but about the strength of the network we build together.

We're also excited to welcome two new preferred partners to the Real Producers family: **Amazing Listing Photo** and **All Dry Service**. We're thrilled to have them join the community and look forward to the value and collaboration they'll bring.

As we move into the second half of the year, it's the perfect time to stay focused, stay intentional, and continue investing in the connections that drive success.

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

Here's to building momentum, strengthening relationships, and making the most of everything still ahead.



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STEPHEN DONAHUE

SEE THROUGH WINDOW CLEANING

Brightening Lives, One Window At A Time

BY AMELIA ROSEWOOD
PHOTO BY PHILIP ANDREWS



For Stephen “Steve” Donahue, the founder and owner of See Through Window Cleaning, every streak-free window represents more than just a job well done. It reflects his lifelong commitment to service, family, and faith.

Since launching the business in 2004, Steve set out to build something unique. He wanted a business that offered flexibility for his young family while allowing him to help start a church in his Richmond community. “I wanted something physical, service-oriented, and meaningful,” Steve explains.

Family-Owned, Customer-Focused

From humble beginnings, See Through Window Cleaning has grown into a trusted name for both residential and commercial clients. Steve’s commitment to excellence shows in every detail of the business.

“We’ve been family-owned and operated since day one,” he says proudly. Over the years, all five of his children have worked in the business, learning firsthand the value of hard work and integrity. Today, two continue to work alongside him.

The company specializes in low-rise interior and exterior window cleaning,

servicing homes and businesses up to the fourth story. Precision and care are at the core of every job, supported by a five-step process designed to ensure a seamless experience from start to finish.

From gathering information and providing estimates to scheduling, cleaning, and following up, every step is handled with professionalism and attention to detail. “We’re known for being efficient and thorough,” Steve shares. “We use a purified water

filtration system for the exteriors and high-quality hand tools for the interiors. And we always treat our clients’ homes and belongings with respect.”

Despite their strong systems and long-standing reputation, clients are often struck by the company’s personal feel. That balance of professionalism and genuine care, grounded in a Biblical worldview, is what continues to set See Through Window Cleaning apart.

Beyond the Business

Family remains central to Steve’s life. Married to Joanna since 1992, he deeply values their partnership and the life they’ve built together. As parents of five, the Donahue’s have created a home rooted in love, support, and shared values.

Living in the countryside, Steve and Joanna enjoy the outdoors and spending meaningful time together as a family. Their close-knit bond extends into their church community, where they remain actively involved and connected.

When he’s not working, Steve enjoys hunting, fishing, hiking, and running, often alongside his dog, Murphy. He also prioritizes fitness and staying active. Beyond that, he dedicates time to serving as the commanding officer of the U.S. Naval Sea Cadet Corps in Richmond, where he mentors young individuals



More than 20 years in, the original vision behind the business still drives everything forward. For Steve, success is not just about clean windows. It is about serving people well, building something meaningful, and staying true to the values that started it all.

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To experience the See Through difference, contact Steve at steve@seethroughwindowcleaning.net or visit Seethroughwc.com. Because sometimes, a beautiful view is all it takes to see the bigger picture.

and helps shape future leaders with strong character and discipline.

Looking Ahead

As See Through Window Cleaning continues to grow, Steve remains focused on strengthening his team while building out leadership within his residential crew. While growth is important, his commitment to flexibility and exceptional service remains unchanged.



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THE TATTOO ISSUE

INK That Tells a STORY

BY LARRA ROQUE

Every tattoo carries a story—of where we’ve been, what we’ve overcome, and who we’re becoming. In this issue, you’ll meet agents whose ink represents more than art. It reflects faith, resilience, identity, and legacy. Much like the work they do every day, these marks are personal, permanent, and deeply meaningful. Because in real estate—and in life—it’s the stories behind the surface that leave the greatest impact.



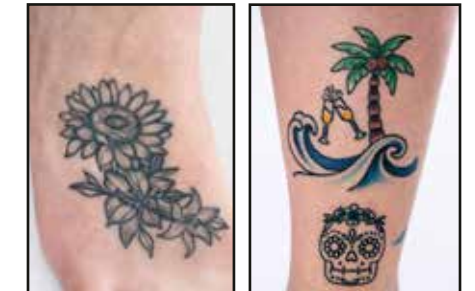
NIKKI ASBELL

A LIFE THAT LEFT A MARK

Brokerage: Keller Williams Metro, **Years in RE:** 6, **No. of Tattoos:** 11

What’s the story behind your favorite tattoo?

It’s a flower tattoo on my foot representing my two daughters. My oldest actually got the same one as me, which made it incredibly special. The lily represents her, and the sunflower represents my youngest. It’s something we now share, and I hope one day my younger daughter joins us.



The tattoo sits quietly on the top of her foot, but its meaning carries far beyond what you see at first glance. A lily and a sunflower, simple in form, deeply personal in intention. Nikki Asbell got it in Puerto Vallarta, surrounded by family, during a trip that would become more than just a vacation. It became a moment of connection.

Her oldest daughter sat beside her, getting the same tattoo, a shared experience that turned ink into something lasting between them. What began as a bonding idea evolved into a tradition in the making, one rooted in meaning, memory, and motherhood. Each flower tells a story, one for each of her daughters, and together they reflect the center of Nikki’s world.

Over time, her tattoos have become more than art. They are markers of seasons, places, and people. This one, in particular, grounds her daily, a quiet reminder of why she shows up the way she does.

What inspired you to get it at that moment in your life?

My oldest had just gotten her first tattoo, and during a family trip to Mexico, we decided to do something meaningful together. Being there with my daughters and my parents made it more than just a tattoo. It became a memory tied to family and connection.

If it were the title of a life chapter, what would it be called?

A Life That Left a Mark.

How does this tattoo reflect the way you work in real estate?

It reminds me of my “why” every single day. My daughters are everything to me, and they drive how I show up. Real estate gives me the ability to build a life around them, and I approach my work with that same level of care, purpose, and heart.

MORE FROM NIKKI

Do you see a connection between leaving a mark in real estate and the mark of your tattoo?

Absolutely. I want my clients to feel like they matter beyond the transaction. Just

like my tattoos, the impact I leave should feel personal and lasting.

What’s the most memorable reaction you’ve gotten about it?

People often ask about my leg tattoos, and it turns into conversations about the places and memories behind them. They love that each one tells a story.

Has your tattoo ever helped spark a conversation or connection with a client?

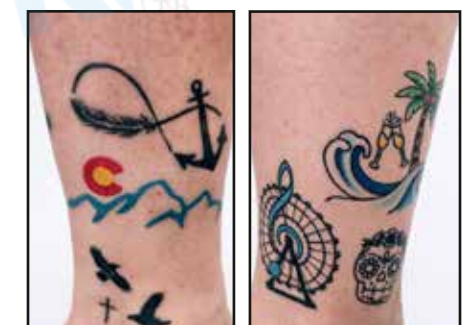
Yes, especially in the summer when they’re visible. It’s an easy way to break the ice and build a more personal connection.

If you designed a tattoo for your real estate journey, what would it be?

It would be my logo, the Tree of Life. It represents growth, roots, and building something meaningful that lasts.

Do you see your tattoo more as art, a reminder, or both?

Both. It’s art that captures a moment, but it also brings me back to exactly where I was in life when I got it.



“Everything I do is rooted in the life I’m building for my daughters and the moments we create together.”

MATT BARLOW

MARKED BY LEGACY



What started as a bold declaration at 18 has transformed into something far deeper over time. This tattoo is no longer just a name—it is a story of family, remembrance, and the kind of legacy that lives on long after us.

For him, the ink represents not only where he comes from, but who he strives to be every day.

At 18, he proudly tattooed his last name, Barlow, in Old English font—a symbol of identity, strength, and stepping into manhood. Decades later, after the loss of his father and reflecting on his grandfather's impact, that same tattoo took on new meaning. Inspired by their shared middle name, Royal, he added a king's crown above his name and redesigned the piece entirely. What was once a youthful expression of pride has become a lasting tribute to two of the most important men in his life.

Brokerage: Real Broker LLC
Years in RE: 5
No. of Tattoos: 3

What inspired you to get your favorite tattoo at that moment in your life?
 I was proud of my last name, my family, and my heritage. It was a way for me

to celebrate becoming a man. I worked out a lot back then and listened to a lot of 2Pac, so I'm sure a little of it had to do with flexing.

If your favorite tattoo were a chapter title in your life, what would it be called? Legacy

How does this tattoo reflect the way you work in real estate?

My grandpa and my dad were both very hard workers and providers. I've always been a very determined and driven individual, and I learned how to work hard and push myself even when life is tough, partly from them, and partly through playing football.

Do you see a connection between leaving a mark in real estate and the mark of your tattoo?

Yes, absolutely. It all comes back to legacy. I hope to make a positive impact on the lives around me—as a friend, as a Realtor, as a dad, and as a teammate. I want to be remembered for supporting others and making a difference that lasts.



MORE FROM MATT

What's the most memorable reaction you've gotten about it?

I haven't shown the tattoo off a lot yet since I had it done at the end of summer, but my family on my dad's side truly loves it and understands the meaning behind it.

Has your tattoo ever sparked conversations or connections with clients?

The original BARLOW tattoo has definitely changed over the years. Old English tattoos were more common back then, and I've had people joke, "Were you worried you'd forget your last name?"

If you designed a tattoo for your real estate journey, what would it be?

A roadmap highlighting the adventures this career has given me. Little moments and memories along the way would represent the families I've been blessed to help. Honestly, that might turn into my next sleeve idea.

Do you see your tattoo as art, a reminder, or both? Both, 100%.

What's one lesson from your career that will always stay with you?

Always go the extra mile for my clients. When I do that, I'm honoring them, but I'm also honoring God and my family.



Some stories are written in ink so they can never be forgotten. For Jeana Bryant, her tattoos are not just expressions of art but living reminders of the people and moments that shaped her long before real estate entered the picture.

On her thumbs, her parents' initials rest where she can see them every day. She lost her mother at 13 and her father at 26, losses that quietly redefined her sense of strength. Another piece, vivid with yellow sunflowers and boxing gloves, honors her childhood best friend who fought Ewing's Sarcoma with relentless courage. What began as grief became something enduring. Over time, her tattoos have evolved into a language of resilience, a way to carry love forward rather than leave it behind.

Brokerage: Valentine Properties
Years in RE: 3
No. of Tattoos: 36+

What do your tattoos represent to you today?

They're a mix of remembrance and identity. Some pieces carry deep emotional weight, while others are

JEANA BRYANT

RAISED BY LESSONS SHE CARRIES

simply art. Together, they tell the story of everything I've lived through and everything I've become.

How have those experiences shaped the way you show up for clients?

They've made me more understanding. You never know what someone is carrying. I try to lead with empathy, patience, and honesty because those things mattered most to me in difficult moments.

Do your tattoos help you connect with people in your work?

Absolutely. They're usually the first thing people notice. It opens the door to real conversations. Suddenly, it's not just about houses. It's about shared experiences, and that builds trust naturally.

What does leaving a mark in real estate mean to you?

A tattoo becomes part of your identity, and a home becomes part of someone's story. I get to be part of that chapter. It's not permanent in the same way, but the impact can last just as long.



MORE FROM JEANA

If your favorite tattoo were a chapter title in your life, what would it be called? Raised by lessons I didn't ask for.

Most memorable reaction to your tattoos?

When someone feels inspired to finally get theirs. That confidence means everything.

Art or reminder?

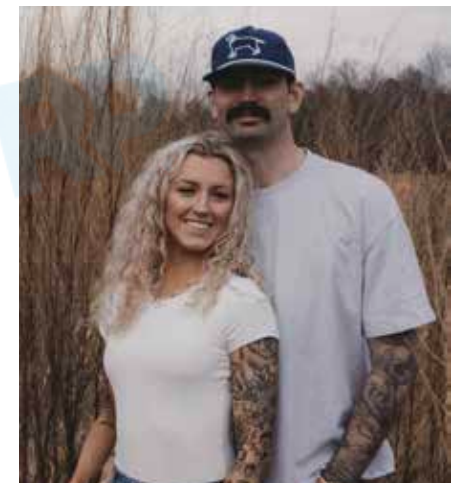
Both. Some are deeply personal, others are just for the love of art.

A tattoo for your career journey?

American traditional lock and key.

A lesson that stays with you?

What's meant for me will never require me to shrink. Showing up as myself is enough.



“Legacy isn't just what you leave behind—it's how you show up for others every single day.”

“I don't just carry my story with me, I live it, openly and without apology.”

DONOVAN CARTER

ADVENTURES ON THE HIGH SEAS



The story begins far from open houses and policy reviews, in a place defined by movement and uncertainty. Donovan Carter's forearm tattoo was inked overseas during Operation Iraqi Freedom, a permanent marker of his first deployment aboard the USS George H.W. Bush. He was a plankowner, part of the original crew, stepping into a chapter that would shape his sense of identity and purpose.

At the time, the tattoo was about belonging. It represented the Navy, his role, and the weight of service. Over the years, its meaning has deepened. What once marked a moment now anchors a mindset. It reminds him not only of where he has been, but of the values he carries forward: honor, courage, and commitment, principles that now guide his work and relationships in business.

Brokerage: Goosehead Insurance - Torica Agency
Years in Industry: 5
No. of Tattoos: 30

What does your tattoo represent to you today?
 It's a reminder of who I was and who I still aim to be. The Navy taught me

discipline and accountability, and I try to bring that into every client interaction.

How does that experience influence your work now?

In real estate and insurance, people rely on you during big moments. My background helps me stay steady, communicate clearly, and follow through. Those values don't change.

Do clients connect with that part of your story?

All the time. It sparks conversations, especially with veterans or anyone curious about service. It breaks the ice in a real way and builds trust.

What does it mean to leave a lasting impression in your field?

It's about being remembered for the right reasons. Helping someone through their first home or policy is a big deal. If they walk away feeling taken care of, that sticks.



MORE FROM DONOVAN

If your favorite tattoo were a chapter title in your life, what would it be called? Adventures on the high seas.

Most memorable reaction?

My wife isn't a fan. She reminds me now and then, which always makes me laugh.

Art or reminder?

Definitely a reminder.

Dream tattoo for your career?

A mountain range. Highs, lows, and appreciating the climb.

A lesson that stays with you?

Treat people with kindness, understanding, and honesty. Always.



LORNA CORNETT

CHOSEN WITH INTENTION

tattoos. I wouldn't say I have a single favorite because they all come from that same passion. Each one reflects something I've always been drawn to, their strength, their beauty, and the way they carry themselves. It just felt natural to turn something I've loved for so long into artwork I could keep with me.

What inspired you to get it at that moment in your life?

I can't say there was one exact reason, but it was a time when I felt sure of myself. My husband and I had gotten motorcycles, and we met a tattoo artist who created custom designs, which made the experience feel more meaningful. I think it was a combination of things, but mostly it came down to knowing I was at a point in life where I wouldn't regret it. I was choosing something I truly loved.

If your tattoos were the title of a life chapter, what would it be called?

I've honestly never thought about giving that chapter a name. For me, it wasn't about defining a period of my life, it was more about expressing something that has always been part of who I am. It feels less like a chapter and more like a constant.



At first glance, Lorna Cornett's story in real estate is defined by consistency, experience, and steady growth. Eleven years in, her work speaks for itself. But beyond the professional exterior is a quieter, more personal layer, one that most clients never see. Tucked beneath everyday visibility are three tattoos, each rooted in a lifelong fascination with cats, especially the strength and beauty of big cats.

They were never meant to be statements for the world. Instead, they were chosen with intention, at a point in life when she felt confident there would be no regrets. What began as a passion became something permanent, expressed through custom artwork created by a tattoo artist she trusted. Over time, those pieces have remained exactly what she intended them to be: not declarations, but personal art, held close and revealed only when she chooses.

Brokerage: Weichert Realtors, Brockwell & Associates
Years in RE: 11
No. of Tattoos: 3

What's the story behind your favorite tattoo? I've always loved cats, and I've been especially fascinated by big cats. That admiration really inspired my



MORE FROM LORNA

Do you see a connection between leaving a mark in real estate and your tattoos?

No, I see them as completely separate. My work speaks for itself in a different way.

Most memorable reaction?

Most people don't even know I have tattoos, so when they do find out, they're surprised. My mom was especially impressed by how detailed and realistic they are.

Have they sparked client connections?

Occasionally, but it's not something that comes up often.

If you designed a tattoo for your real estate journey?

It would be a road leading to dreams coming true, something simple but meaningful.

Are your tattoos art, a reminder, or both? For me, they are art.



“Where I've been reminds me how I show up for people today.”

“Some things are meant to be seen by everyone, and some are meant just for you.”

K. COLE DICKINSON

FAMILY INKED IN TIME



grandma and grandpa on their wedding day in 1957 in SF, CA. It's both personal and visible. My grandparents shaped so much of who I am, and having them on my neck keeps their memory close while letting me display it boldly.

How does it influence your work in real estate? It reminds me of the foundation my family built and my grandfather's example as a salesman. I strive to bring that same integrity and dedication to my clients.

Has it helped connect with clients? Absolutely. Clients often notice it and start a conversation—sometimes about tattoos, sometimes about family. It's a natural icebreaker and builds trust immediately.

Do tattoos relate to leaving a mark professionally? Yes. Just as a tattoo is permanent, the experience I create for clients should



On Cole Dickinson's neck rests a portrait that transcends mere artistry—a depiction of his grandparents on their wedding day in 1957. It's a reminder of roots, love, and the lineage that shaped him. For Cole, who is literally covered in tattoos, this one holds a special place. It marks both respect and rebellion: a way to claim a bold spot on his body while honoring the family his mother adored.

The tattoo serves as a compass. It recalls the lessons of his grandfather, a lifelong salesman for RCA, whose diligence and determination continue to inspire Cole's work in real estate. Every time he glances at it, he remembers where he came from, why he works, and the importance of leaving a meaningful mark. Beyond personal symbolism, it sparks conversation, opens doors, and connects him to others who value memory, story, and artistry etched permanently in ink.

Brokerage: The Yeatman Group of Long and Foster
Years in RE: 5
No. of Tattoos: 100+

What's the story behind your favorite tattoo? My favorite tattoo is also my best tattoo; it is a portrait of my



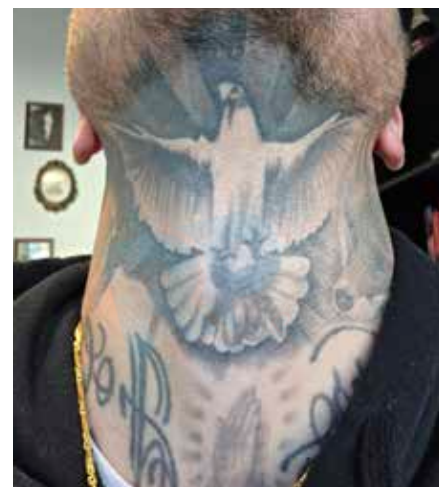
be memorable and meaningful. Every interaction is part of their story.

MORE FROM COLE
Life chapter title for your favorite tattoo? Family.

Most memorable reaction? My grandma kisses it when she sees me, saying she's kissing herself.

Art or reminder? Both. Some tattoos commemorate a time; others are pure art.

Lesson from your career? Every transaction is monumental to a client, even if it feels routine to me. Slow down, cherish it, and help them celebrate it.



“Every mark tells a story, and some of the most important ones remind you where you come from.”



The words came to Sebastian Duque Plata quickly, almost instinctively, in the middle of a three-day stretch of tattoo work in Colombia. What began as a decision to complete the flow of his sleeve became something far more permanent in meaning. *Memento vivere*. *Memento mori*. Remember to live. Remember that you will die.

At the time, Sebastian was searching. Life felt uncertain, his direction unclear. A conversation with his father shifted something internal, reframing not just how he saw the future, but how he approached each day. The tattoo became a line in the sand, a reminder to step out of avoidance and into presence.

Over time, its meaning has only deepened. What once marked a turning point now anchors his daily mindset, urging him to slow down, stay intentional, and recognize that time, for all of us, is finite.

Brokerage: Hometown Realty
Years in RE: 1 year
No. of Tattoos: Two sleeves, left upper back, and right pec chest tattoos

What's the story behind your favorite tattoo? I got both sleeves done in Colombia in three days. I needed

“Life is short, so every moment and every interaction deserves intention.”

SEBASTIAN DUQUE PLATA

LEARNING TO LIVE BEFORE IT'S TOO LATE

something to connect the design, and those phrases came to mind instantly. They remind me that life is short, so I need to live fully.

What inspired you to get it at that moment in your life? I was going through a lot mentally and felt lost. A conversation with my dad helped me shift my mindset to living each day with purpose.

If it were the title of a life chapter, what would it be called? The Awakening: Learning to Live Before It's Too Late.

How does this tattoo reflect the way you work in real estate? It reminds me that time matters for everyone. I focus on being present, listening well, and helping clients make intentional decisions.

MORE FROM SEBASTIAN
Do you see a connection between leaving a mark in real estate and the mark of your tattoo? Yes. My tattoo is a personal reminder, but in real estate, I want to leave an



impact through trust and how I make people feel.

What's the most memorable reaction you've gotten about it? People usually compliment the detail and artistry of my tattoos.

Has your tattoo ever helped spark a conversation or connection with a client? Yes. It often leads to deeper conversations and helps build trust quickly.

If you designed a tattoo for your real estate journey, what would it be? A compass. It represents guiding people through important decisions.

Do you see your tattoo more as art, a reminder, or both? Both. The art draws attention, but the meaning keeps me grounded.



AUSTIN HIGHFILL

YOUR STORY ISN'T FINISHED

On the inner wrist, a small script quietly commands attention: James 1:12. Austin Highfill placed it there intentionally, knowing each glance would be a reminder of perseverance. But this isn't just a verse—it's a semicolon in green, a symbol that his story continues, even after upheaval. The tattoo became a quiet companion through a major team breakup, brokerage transitions, and the painstaking process of rebuilding a business. Every day, it reinforces resilience, reminding him that growth often follows struggle.

He got it during a pivotal life shift: leaving college swim coaching to embrace real estate full-time. At the time, he was stepping into uncertainty, moving away from stability, and redefining his identity. The scripture resonated deeply: blessed is the one who perseveres under trial, for a crown awaits those who remain steadfast. That message wasn't just inspiration—it became a daily practice, a grounding force for faith, trust, and patience in both life and work.

Over time, the tattoo evolved into more than a personal reminder. It's a bridge, connecting him to clients, colleagues, and even strangers, opening conversations about resilience, faith, and shared human experience. For Austin, the mark on his wrist mirrors the mark he hopes to leave in real estate: one of empathy, integrity, and guidance through challenges.



Brokerage: Eden Properties with KW Metro Center
Years in RE: 13
No. of Tattoos: 5

How does your tattoo reflect your approach to real estate?

Real estate isn't easy. Every transaction carries uncertainty, negotiations, inspections, client hesitations. This tattoo reminds me that every challenge is part of the process, not a setback. It keeps me grounded, patient, and consistent. The long game, not instant results, shapes meaningful growth.

Do you see a connection between leaving a mark in real estate and your tattoo?

Absolutely. Both are about impact. My story—wins and setbacks alike—helps me connect with clients and colleagues on a deeper level. It informs how I guide others, fostering empathy and clarity through shared experience.

Has your tattoo ever sparked a conversation with a client?

All the time. Once, a seller noticed the scripture on my wrist and revealed



“Every challenge is part of the process—not a setback, but a lesson that shapes the journey ahead.”



he had the same symbol, tied to his son's mental health journey. That connection won the listing and forged a lasting friendship.

If it were the title of a life chapter, what would it be called?

Your Story Isn't Finished.

If you could design a tattoo for your real estate journey, what would it be?

I'd design a larger piece, a sleeve or back tattoo, representing a journey. It would reflect relationships, growth, setbacks, and transformation, illustrating how every challenge shapes a stronger, more aligned path forward.

MORE FROM AUSTIN

What inspired you to get this tattoo when you did?

Leaving coaching for real estate was daunting. I needed a daily reminder to trust the process.

Do you see it more as art or a reminder?

Both. It's meaningful and visually unique, marking reflection and momentum.

What's your most memorable reaction?

Clients often share personal stories when they notice it. It sparks real conversation beyond real estate.

One career lesson that stays with you?

Before blaming others, ask: What is this experience teaching me? That reflection drives growth.



You notice it gradually. Not one tattoo, not even a handful, but the full picture. For Jonathan Hock, it's not about any single piece standing out. It's the collective. More than fifty tattoos come together as a living gallery, each one carrying its own story, artist, and moment in time. To him, choosing a favorite would miss the point entirely. The value is in the whole.

What started at eighteen became something more intentional over time, especially after 2020, when his pace and purpose around tattooing shifted. He leaned into it as a collector, drawn to the artistry and the process of building something piece by piece. If there is a theme that ties it all together, it's not expression alone; it's commitment. The patience to keep showing up, to keep adding, and to trust what's being built over time.

Brokerage: Napier Realtors, ERA
Years in RE: 3
No. of Tattoos: Over 50

What's the story behind your favorite tattoo?

I honestly can't pick a favorite. It would be like choosing a favorite child. Every tattoo I have means something to me in its own way. Some represent my kids and my wife, others are tied to different artists or moments in time. More than anything, I have a

JONATHAN HOCK

BUILT OVER TIME, MARK BY MARK



deep appreciation for the art, history, and culture of tattooing. When I look at my tattoos, I don't just see images, I see a collection of incredible artwork from talented people.

What inspired you to get them at different moments in your life?

I've been getting tattooed since I was eighteen, but I really got more serious about it around 2020 after Covid. That's when I started building more intentionally. I'm a collector at heart, and I loved the idea of collecting artwork from different artists. Some pieces are personal, like the ones for my family, but a lot of it comes from that appreciation for the craft itself.

If your tattoos were the title of a life chapter, what would it be called?

It would be called "Building." Not because of any one tattoo, but because of the process as a whole. I enjoy adding to the collection over time. It's not about rushing to finish something, it's about continuing to build on it piece by piece, and that's something I really connect with.

How do your tattoos reflect the way you work in real estate?

They reflect my commitment. When I start a large tattoo, I'm in it until it's

done. I show up, sit through it, and finish the project. Real estate is the same way for me. When I take on a client or a deal, I don't quit halfway through.

MORE FROM JONATHAN

Do you see a connection between your tattoos and your legacy in real estate?

Absolutely. I want to build something meaningful in both. The tattoos are a collection I'll carry forever, and I want my work in real estate to leave a lasting impression too.

Memorable client reactions?

Most of the time it's a surprise. People talk to me first, then meet me and realize how many tattoos I have. It usually becomes a conversation starter.

Have they helped you connect with clients?

Definitely. They make me more approachable. Some clients relate to that and feel more comfortable right away.

If you designed a tattoo for your career?

A burning house with someone putting it out. That's a big part of what we do, solving problems behind the scenes.

Are your tattoos art, a reminder, or both?

They're art to me. I respect the artists and the culture, and I'm proud to carry their work.



“I don't quit what I start, whether it's a tattoo or a deal, I see it through to the end.”

SAMI JOHANNES

REMEMBERING OF WHERE I COME FROM



At eighteen, Sami Johannes chose a single word to carry her into adulthood. “Faith,” inked across her left chest, was not about having everything figured out. It was about stepping forward anyway, trusting that direction would come with movement. At the time, it symbolized independence, her first real decision made on her own, even with the steady support of her family behind her.

Her second tattoo tells a more layered story. A blended flag honoring her Jamaican and U.S. Virgin Islands heritage, it reflects where she comes from and the sacrifices that shaped her path.

Brokerage: Keller Williams
Richmond West
Years in RE: 5
No. of Tattoos: 2

What’s the story behind your favorite tattoo?

I only have two, so they’re both my favorites. My first is “Faith” on my left chest, which I got on my 18th birthday. It really marked that transition into adulthood for me. It felt like my first big decision, something I chose for myself. My second tattoo is a flag that represents my heritage. My mom is from Jamaica and my dad is from the U.S. Virgin

Islands, so I combined both. That one is a constant reminder of where I come from.

What inspired you to get it at that moment in your life?

The first one was all about independence. Turning eighteen felt like stepping into a new level of responsibility, and getting that tattoo was my way of owning that moment. It may seem small, but it carried weight for me. The second came from reflection. It was about recognizing my roots and making sure I always carry that with me, no matter where life takes me.

If your tattoos were the titles of life chapters, what would they be called?

My first tattoo would be “On My Own.” Even though I’ve always had support, that was the first time I made a major decision for myself. My second would be “Sankofa,” which is about remembering where you come from. It’s about honoring the past while continuing to grow, and that’s something I try to live by.

How do your tattoos reflect the way you work in real estate?

They show up in my work every day. Faith is a big part of this business



because you don’t get paid until a deal closes, so you have to believe in what you’re building. My heritage tattoo reminds me of my parents’ sacrifices and how hard they worked to create opportunities for me. That drives me to build something meaningful, not just for myself, but for my child and my family.

MORE FROM SAMI

Do you see a connection between leaving a mark in real estate and your tattoos? Yes, both are about identity. I want my work to leave a meaningful impact, not just numbers, but real stories.

Has your tattoo sparked client conversations? Not often, since they’re usually not visible, but when they are, it can open the door.

Most memorable reaction? People sometimes don’t recognize my back tattoo right away since it blends two flags.

If you designed a tattoo for your real estate journey? A winding road or roller coaster with light at the end, something that reflects growth and hope.

Are your tattoos art, a reminder, or both? Both. They express who I am and help bring me back to center when I need it.

“Faith guides my path, but my roots remind me why I keep going.”



Long before it became a lasting symbol, Tracey McLean’s tattoo was a declaration. In 2007, she chose to mark what she already knew in her heart, that the man beside her would become her husband. A year later, that belief became reality. What began as a bold expression of love has since unfolded into something much larger—a shared life, an eighteen-year marriage, and even a creative partnership that now includes a trilogy and a soundtrack released together.

But the meaning didn’t stop at romance. Over time, the tattoo has come to represent something deeper, rooted in faith, commitment, and growth. It reflects a chapter she describes as submission, direction, and understanding. It is not just about love found, but love sustained, nurtured, and lived out daily, both in her personal life and in the way she moves through the world.

Brokerage: United Real Estate
Richmond
Years in RE: 19
No. of Tattoos: 7

What’s the story behind your favorite tattoo? My favorite tattoo was really a statement of truth at the time. I got it in 2007, knowing that my now husband

TRACEY MCLEAN

THE ART OF LOVE

was going to be my husband. We got married in 2008, so it truly felt like fate. That tattoo represents the beginning of something that has grown into an eighteen-year marriage. Since then, we’ve built a life together and even created together, writing a trilogy and releasing a soundtrack under the House of Zoe. It all ties back to that moment of certainty and love.



understanding. It wasn’t just about falling in love; it was about learning, evolving, and becoming better together. Those words really capture what that time in my life meant and how it shaped who I am today.

How do your tattoos reflect the way you

work in real estate? They show up in how I treat people. I lead with love, kindness, and positivity in every interaction. Everything I’ve learned on my journey, especially from that time in my life, carries into my work. I want people to feel seen, supported, and cared for, not just as clients, but as individuals.

MORE FROM TRACEY

Do you see a connection between leaving a mark in real estate and your tattoos? Yes, absolutely. It’s about being remembered, not just for what you do, but for how you make people feel.

Most memorable reaction? The Bible verse under my tattoo gets a lot of attention. Someone once joked that it meant my husband wasn’t a mama’s boy, and that stuck with me.

Have they sparked client connections? More recently, yes. Especially when I share our book and story, it opens up deeper conversations.

If you designed a tattoo for your real estate journey? It would be me holding the world in one hand and a Bible in the other, representing faith and purpose.

Are your tattoos art, a reminder, or both? They are art, but specifically the art of love.



“Love, faith, and kindness are the marks I carry into everything I do.”

SHAWN SELLARS

A MARK OF BECOMING



The moment wasn't subtle. It came with a proposal on Sugarloaf Mountain, a yes that changed everything, and a quiet understanding that life had just shifted direction. The very next day, in Brazil, Shawn Sellars sat down for a tattoo that would hold all of it. A snake wrapped around his wrist, detailed and deliberate, marking not just where he was, but who he had decided to become.

It wasn't about the design alone. It was about timing, intention, and a promise. What began as a symbol of a fresh start has since become something more grounded. A daily reminder of commitment, growth, and the decision to step fully into a new chapter. Not just for himself, but for the life he is building alongside the woman he calls his rock.

Company: SS Electrical Solutions LLC
Years in the Industry: 6
No. of Tattoos: 12

What's the story behind your favorite tattoo? I got it in Brazil about two years ago, right between Christmas and New Year's, right after I proposed to my fiancée on Sugarloaf Mountain. The next

day, I had a snake tattooed around my wrist by one of the best artists in the world. For me, it represents a fresh start, a new chapter, everything aligning at once. Every time I look at it, it takes me right back to that moment. It reminds me of her, my best friend, the person who's been there through everything. That tattoo carries all of that with it.

What inspired you to get it at that moment in your life?

She inspired it, but it was also bigger than that. It was a moment where I knew I had to level up. When I asked her to marry me, that came with a responsibility to be better, do better, and keep growing. That tattoo marks that shift. It's a decision to leave the past behind and step into the man she deserves. Every time I see it, it keeps me accountable to that.

If your tattoos were the title of a life chapter, what would it be called? "Rebuilt With Purpose — Turning Pain, Growth, and Rebirth Into a Life That Became Art."



How does this tattoo reflect the way you work in this industry?

It reflects how I approach everything. We built our business from nothing, starting at a kitchen table with no roadmap, just work ethic and execution. Over time, we grew it step by step into what it is today. That same mindset applies in real estate. It's about consistency, discipline, and doing exactly what you say you're going to do. No shortcuts. Just building something real and letting it compound over time.

MORE FROM SHAWN

Do you see a connection between your tattoo and your legacy? Yeah, both are about building something that lasts, personally and professionally.

Most memorable reaction?

People always notice the detail and color first, then they're blown away when they hear where it was done.

Has it helped connect with clients?

Absolutely. It opens the door to real conversations, and that builds trust fast.

Art, reminder, or both?

Both, but the meaning is what keeps me locked in every day.

“It's not about where I started, it's about who I chose to become.”



Some tattoos mark a moment. Others tell a story. For Erik Shipp, his favorite does both and then some. When his daughter turned 18, she didn't ask for a gift. She asked for a memory they could carry forever. Together, they chose a tattoo inspired by Adventure Time, a nod to the show that filled their home with laughter, imagination, and connection for years. It's more than ink; it's a timestamp of a relationship, a permanent reminder of shared moments that shaped who they are to each other. A father-daughter bond, etched in a way words never quite could be.

Erik's tattoos have grown with him, each one a chapter, each one earned. From his early days as a stay-at-home dad to building a more than a decade-long career in real estate, his ink tells a story of evolution, grit, and purpose. One standout piece, a sacred heart wrapped in fire, captures the duality he lives by: passion and precision, edge and integrity. Another favorite: the word Professional tattooed on the back of his calf years ago to keep in mind where he was heading and how to get there. Because for Erik, it's never just about the surface. Whether it's the art on his skin or the way he shows up for his clients, it's all rooted in the same goal—leave a mark that matters.

ERIK SHIPP

TOGETHER IN THE WRECKAGE OF THE WORLD

Brokerage: Long & Foster - The Scott Team
Years in RE: 11
No. of Tattoos: Too many to count

What inspired your favorite tattoo?

My daughter asked me to get one with her for her 18th birthday. It's based on Adventure Time and our shared love for the show. It's about connection, memory, and our father-daughter bond.

How does that reflect your work in real estate? The family piece is personal, but my sacred heart tattoo reflects my professional ethos. I approach every client with care, attention, and respect. It reminds me to be both passionate and thorough.

Have tattoos helped you connect with clients? Definitely. Several clients have tattoos themselves, and it creates an immediate sense of camaraderie. It makes conversations natural and relaxed, which I find important in this business.



Do tattoos mirror the real estate experience? Yes. Both are memorable, meaningful experiences. Just like a tattoo, buying or selling a home is personal, often emotional, and ideally guided by a professional.

MORE FROM ERIK

Life chapter title for the tattoo?

"It is just you and me in the wreckage of the world." - Adventure Time

Most memorable reaction?

My grandfather asked if I regretted getting tattooed. I told him it's better to regret something you have done than something you have not done.

Art or reminder?

Both. My tattoos are artistic, but they also anchor moments and memories.

Dream tattoo for your real estate journey?

A balance scale representing how helping others fuels your own growth, that with success comes failure, and that how you balance it all is critical for long-term success.

Lesson from your career?

No two clients, or tattoos, are the same. Every experience is unique and meaningful.



“Every mark tells a story, and the ones you leave matter as much as the ones you carry.”

TAMARA TOTMAN

BECOMING WHO I ALWAYS HOPED I COULD BE



Long before contracts and closing dates, Tamara Totman found her footing on a yoga mat. In a season marked by change, she created a version of Ganesha, the elephant-headed figure known for removing obstacles, as the logo for her studio. Years later, that same symbol lives on her forearm, a quiet but constant reminder of the moment she chose growth over fear.

At the time, the tattoo marked a leap into the unknown, opening a business, trusting her instincts, and learning to breathe through uncertainty. What it represents now feels even more layered. It is less about a single chapter and more about a way of being. In an industry that often feels fast and transactional, her tattoo calls her back to patience, presence, and the steady belief that obstacles are not meant to stop us, but to guide us forward.

Brokerage: The Hogan Group
Years in RE: 4
No. of Tattoos: A few

What does your Ganesha tattoo represent to you today?

It represents growth and trust. It reminds me of a time when I stepped into something new and learned how

to stay grounded even when everything felt uncertain.

How does that mindset show up in your work with clients?

Real estate can feel overwhelming, so I try to be a calm presence. I help people move through the process rather than fight against it. That shift makes all the difference.

Has your tattoo helped you connect with clients?

All the time. People are curious about it, and it opens the door to real conversations. It gives them a glimpse into who I am beyond the transaction.

What does it mean to leave a lasting mark on your business?

It's about how people feel when they work with you. I want clients to feel supported, understood, and at ease. That's the kind of impact that stays with them.



MORE FROM TAMARA

If your favorite tattoo were a chapter title in your life, what would it be called? Becoming Who I Always Hoped I Could Be.

Most memorable reaction?

Someone once questioned why I'd tattoo a business logo. It reminded me that meaning is personal.

Art or reminder?

Both. It's beautiful, but it also keeps me grounded.

A tattoo for your real estate journey?

An evolving design with pathways or doorways. Something that reflects movement and new beginnings.

A lesson that stays with you?

It's never too late to start over and build something meaningful.

“Growth begins the moment you stop resisting the path in front of you.”



Scott Wynn doesn't point to just one tattoo when asked about meaning. He points to all of them. Thirteen pieces, each one tied to something earned, lessons learned, loss endured, and the growth that followed. To most, they read as artwork, but to him, they are markers. Intentional reminders of where he has been and the standards he carries forward.

His collection holds both weight and purpose. Tributes to his late father and son, Kaden, sit alongside those of his children, Tyson and Kailani, along with symbols of his roots in Dinwiddie County and the 804. Others reflect the harder chapters, the kind that shape you, whether you are ready for them or not. If there is a single thread connecting them, it is this: every mark tells a story of resilience, and every story points to who he chose to become.

Brokerage: REAL Broker LLC
Years in RE: 7
No. of Tattoos: 13

What's the story behind your favorite tattoo? It's hard to pick a favorite because they all matter to me. Each tattoo represents a different chapter of my life, the lessons I've learned, and the reminders of my recovery journey. I have pieces for my father and my son,

SCOTT WYNN

LEARNED THE HARD WAY, LIVING THE RIGHT WAY

Kaden, who have both passed, and those carry a lot of weight. Some represent challenges I've faced and have grown through, while others reflect where I'm from, Dinwiddie and the 804. To most people, they're just artwork, but for me, they're reminders of everything that's shaped me.

What inspired you to get them at those points in your life?

The significance isn't the moment I got them, but the journey it took to get there. Each one represents a key lesson or a defining decision about my identity. They are intentional reminders of my progress and commitment to personal growth, fatherhood, and my career.

If your tattoos were the title of a life chapter, what would it be called?

It would be "Learned the Hard Way... Live the Right Way." That sums it up.

How do your tattoos reflect the way you work in real estate?

They completely reflect my approach to real estate. I'm intentional in how I work, and I hold myself to high standards. No shortcuts, no half efforts. I've learned that doing things the right way matters, and that carries into how I show up for my clients every day. My father always said, "Don't do things half-assed!"



MORE FROM SCOTT

Do you see a connection between your tattoos and your legacy in real estate?

Yes. Tattoos leave a mark, and so does how you treat people and show up for them. I want to be remembered for doing things the right way.

Have they helped you connect with clients?

They rarely come up because they're typically covered. However, when they do, they help create a real connection, opening the door to honest conversations.

If you designed a tattoo for your real estate journey?

I already have. My Scott Wynn Real Estate icon logo, "HIGH RD" as a nod to my "why", and the Dinwiddie Old English "D" and 804 all tell that story.

Art, reminder, or both?

Both, but more about what they represent and the standards they hold me to.



“The hard lessons shaped me. The standard keeps me!”

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