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# Contents

## PROFILES



**14** Tom & Christy Wallace



**22** Bailey Jenkins

## IN THIS ISSUE

- 6 Preferred Partners
- 8 Meet the Team
- 10 Real Producers: More Than a Magazine
- 12 By the Numbers
- 14 Partner Spotlight: Tom & Christy Wallace, RealPixs Real Estate Media Partners
- 18 Event Recap
- 22 Featured Agent: Bailey Jenkins
- 28 Cover Story: Mike Belcher
- 36 FAQs



**28** Mike Belcher  
COVER STORY

If you are interested in contributing or nominating agents for a story in future issues, please email us at [betty.lee@realproducersmag.com](mailto:betty.lee@realproducersmag.com).

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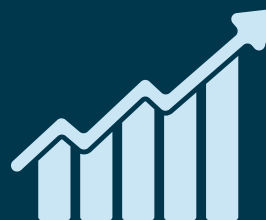


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STORY BY MADDIE PODISH  
PHOTOS BY KRISTINA  
ROSE PHOTOGRAPHY

# Tom, Christy, & Eli Wallace

REALPIXS REAL ESTATE MEDIA PARTNERS

Photography was never a phase for Tom Wallace. It was a constant. He picked up a camera in middle school, became the photo editor for school publications, and carried that passion through college. What he did not anticipate was how one conversation would redirect that lifelong skill into a business now quietly driving faster, stronger home sales across Southwest Virginia.

About 15 years ago, a friend from Tom's church was house-hunting and voiced a familiar frustration. The listing photos online were not doing the homes justice. "She suggested I get into real estate photography," Tom recalls. He took the comment seriously. What started as a part-time experiment with one agent

evolved into RealPixs, built on the belief that photography should move homes, not just make them look good.

Today, RealPixs operates as a family-run business led by Tom and his wife, Christy. During COVID, Christy left her full-time position to join the company, and their son, Eli, later joined as well. Working together allows them to move faster and maintain quality control at every step. "We roll on scenes as a team," Tom shares. "We get photoshoots done faster than the average single person can." That efficiency has become critical in a market where timing often determines momentum.

Speed alone, however, does not earn loyalty. Consistency does. Agents who

work with RealPixs know they can expect flexibility, responsiveness, and next-business-day delivery. "They know that if they call us, we will deliver the next business day," Tom explains. When weather shifts or sellers are not quite ready, the team adapts, sometimes capturing exteriors first and returning later to complete interiors so listings stay on track.

RealPixs also stands out for how comprehensively it serves agents. The company's offerings include professional photography, aerials, floor plans, 3D tours, videos, and property websites. They complete virtual staging manually rather than through AI, preserving realism and accuracy. "By not using AI, our pictures maintain a more genuine look," Tom notes. Instead of upselling each add-on, RealPixs bundles these tools into square-footage-based packages to give agents flexibility, not limits.

That philosophy applies to every home they capture. "No matter the price point, every home deserves the same high-quality work," Tom emphasizes.



RealPixs photographs every space, allowing agents and sellers more options, control, and peace of mind. In some cases, those additional images have even served as documentation when questions arise at closing.

Beyond photography, RealPixs removes a major marketing burden from agents. Each shoot includes a property website and ready-to-use templates for social media, flyers, and brochures at no additional cost. For agents managing multiple listings, that support saves time and keeps branding consistent.

“

NO MATTER THE  
PRICE POINT,  
EVERY HOME  
DESERVES THE  
SAME HIGH-  
QUALITY WORK.”



Social media has also fueled the company's growth. Long before it became standard practice, RealPixs actively shared listings across platforms. Today, the company maintains a presence on more than 10 channels and reaches over 20,000 views among postings. They share every property they photograph, expanding exposure far beyond MLS boundaries. That reach has led to homes selling sight unseen, especially in college towns like Blacksburg and Radford. "People viewed the photos, the floor plans, and the videos and have made offers without ever visiting the home," Tom says.



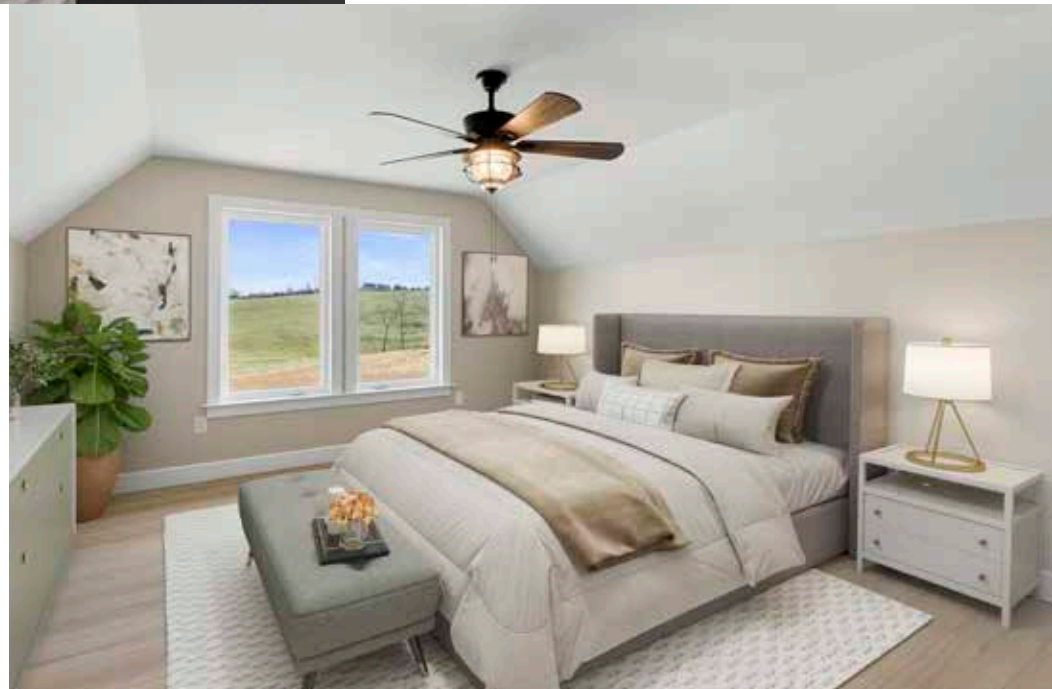
“  
PEOPLE VIEWED  
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FLOOR PLANS, AND  
THE VIDEOS AND  
HAVE MADE OFFERS  
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VISITING THE HOME.”

The results feel personal. “When an agent calls and tells me, ‘You won’t believe how fast that home sold,’ I know it was because of the pictures,” Tom reflects. Sellers feel it, too; sometimes, they see their homes in a new light and briefly reconsider the sale altogether.

Despite steady growth and record months, RealPixs has never had to advertise. Every new relationship has come through word of mouth.

When they are not behind the camera, Tom and Christy spend their time the same way they run their business: together. With five grown children and two grandchildren, family remains central to their lives. “We enjoy each other’s company,” Tom shares. “We love working together and spending time together.” That connection carries into their work, creating a business that feels less like a job and more like a shared purpose.

At its core, RealPixs succeeds because its goals align with the agents it serves. “Our goal is to help the home sell as fast as it can for as much money as it can,” Tom stresses. When that happens, trust and referrals follow. And for Tom, Christy, and Eli, working side by side as a family, every day brings something new to capture.



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BEFORE

AFTER

# A Memorable Start to 2026

Our first event of the year brought us together at Oakwood Country Club for an afternoon of connection, celebration, and gratitude.

PHOTOS BY AMBER PERDUE, AMBER PERDUE PHOTOGRAPHY & BRYCE SCOTT, RAPID IMAGERY

What a fantastic way to kick off 2026. On February 18, the *Blue Ridge Real Producers* community gathered at the historic Oakwood Country Club for an afternoon to remember.

The beautifully appointed space, impeccably presented dishes (the pot stickers were a particular hit), and the steady hum of meaningful conversation set the perfect backdrop for what this network does best: build genuine relationships. The energy in the room was a true reflection of this community. Simply put, it would not have been the same without each of you.

A sincere thank-you to the sponsors who made this event possible:

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Special appreciation also goes to the talented Amber Perdue of Amber Perdue Photography, Bryce Scott and the Rapid Imagery team, Abby with One Fine Day Events, and Robby Lee, our steady hand behind the scenes.

Events like this are a powerful reminder of what makes this network so meaningful. We celebrate business success, but the camaraderie, encouragement, and genuine connections are what truly set this community apart.

Please keep our sponsors top of mind when making referrals. Their support is what allows us to continue providing this platform at no cost to our top-producing REALTORS®.

We are already looking forward to our next event on **May 6 at The Hotel Roanoke**. Stay tuned for details, and as always, my inbox is open. I would love to hear what you are working on and who you think we should feature in an upcoming issue.

Warmly,

**Betty Lee**  
Publisher



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Charlene Jones with David Wilson, The Crew, & Tim Gardner, Inspepx Inspection Services





From left to right: Sandra Cuff, Alyshia Merchant, & Jemoni Carter



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# Bailey Jenkins

NEST REALTY SOUTHSIDE

STORY BY MADDIE PODISH  
PHOTOS BY CHER JOHNSON,  
PORTRAITS BY CHER

*In Roanoke, community shows up in small moments, familiar faces, and the way people look out for one another.*

*It's where relationships matter, people tend to stay rooted, and showing up consistently carries weight. For Bailey Jenkins, that sense of connection has always been both a comfort and a compass.*

Bailey has a pattern. When something matters to her, she doesn't approach it halfway. She leans in fully, commits deeply, and builds something lasting. That approach has shaped how she lives, how she travels, and how she practices real estate.

A Roanoke native and top-producing agent, Bailey is also the lead associate broker for Nest Realty Southside in Crystal Spring, a branch of Nest Realty Roanoke. Before residential real estate became her focus, her career began in Richmond, where she worked in commercial real estate with CoStar. "I managed a big portfolio of real estate and worked closely with brokers and investors," she recalls. "That experience gave me a really strong foundation and helped me understand the industry from a different angle."

The work sharpened her skills, but it didn't fully satisfy her. Commercial real estate felt distant. The relationships, while professional, lacked the depth she valued. At the same time, she found herself missing Roanoke—the familiarity, the people, and the sense of belonging she had grown up with. That feeling intensified after she lost a close childhood friend. "Unfortunately, one of my very dear friends passed away, which was a huge wake-up call for me," she shares. "It made me



*“Home is where life happens.”*



stop and think about what I was doing and whether I was really happy.”

The response was immediate. Within a few days, Bailey listed her home, packed up her life, and returned to Roanoke with her dog. “My house was on the market the next weekend,” she says. “I was in my real estate class a week later.”

From the start, Bailey approached real estate the same way she approaches everything else—all in. Licensed in 2021, she has been full-time since day one, seeking out mentorship, absorbing the details of the business, and shaping the kind of agent she wanted to become. “I told myself that if I was going to do this, I was going all in,” she explains. “I wanted to be educated, prepared, and fully present for my clients.”

That mindset shows up in the way she runs her business. Bailey is known for her attention to detail, particularly with first-time buyers. She takes time to walk clients through contracts line by line, making sure they understand what they’re signing and why it matters. “Buying a house is one of the most important decisions you’ll ever make,” she notes. “My responsibility is to make sure my clients understand exactly what’s happening and feel confident the entire way.”

Her commitment doesn’t end at the closing table. Over time, clients become friends. Transactions turn into long-term relationships. “It goes beyond just a transaction for me,” Bailey says. “I get to know their families, their goals, and what matters to them.”

That same depth of commitment shows up outside of real estate, most notably in Bailey’s love for Italy. What began as a spontaneous trip quickly became something much bigger. “I booked a ticket on a whim,” she recalls. “I ended up having the absolute best time.” She didn’t just visit, though. She returned. Again and again. Along the way, she built friendships, immersed herself in the culture, and eventually decided to learn the language. Today, Bailey takes Italian lessons four days a week. “When I fall in love with something, I don’t really look back,” she admits. “I dive in.” Italy became a place of inspiration and grounding, much like Roanoke itself. It is a reminder that beauty, relationships, and intention matter.



Back home, Bailey channels that same energy into her community. Named a Woman of Impact this year by the American Heart Association, she serves as a board member for Chris’s Coffee & Custard and Habitat for Humanity in the Roanoke Valley. Her involvement stems from genuine kindness and empathy, not the need for visibility. “Investing in your community should be no strings attached,” she says. “It’s about genuinely caring.”

As lead broker of Nest Realty Southside, Bailey continues to produce while offering elevated, boutique-level service backed by her broker’s license. Real estate, for her, is about showing up consistently, advocating clearly, and building trust through community. “Home is where life happens,” she reflects. “Being trusted with that process is something I never take lightly.”

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# MIKE BELCHER

**MIKE BELCHER** didn't set out to build a career in real estate. The idea emerged unexpectedly while he and his wife, Nicole, were sitting on a beach in Mexico during their 10th-anniversary trip. The couple talked about why he was still working a 9-to-5 job that limited both their income and impact. Mike recalls asking himself, "Why am I holding onto something that no longer fits the life we're trying to build?"

At the time, Mike was still operating under the mindset he grew up with. Work a normal job. Contribute to a 401(k). Retire when the time comes. Real estate offered a different vision, one that Nicole had already begun to build. After entering the industry in 2016, she quickly found success and grew what

## **KELLER WILLIAMS REALTY**

would become the Belcher Home Team and brokerage with Keller Williams Roanoke. Mike officially joined the business on the operations side in 2021 and stepped into production the following year.

Leaving a traditional job behind came with uncertainty. At the time, the decision felt risky. Looking back, it became foundational. "There's always that point where you ask yourself if you're doing the right thing," Mike reflects. "But the only way we can fail is if we quit."

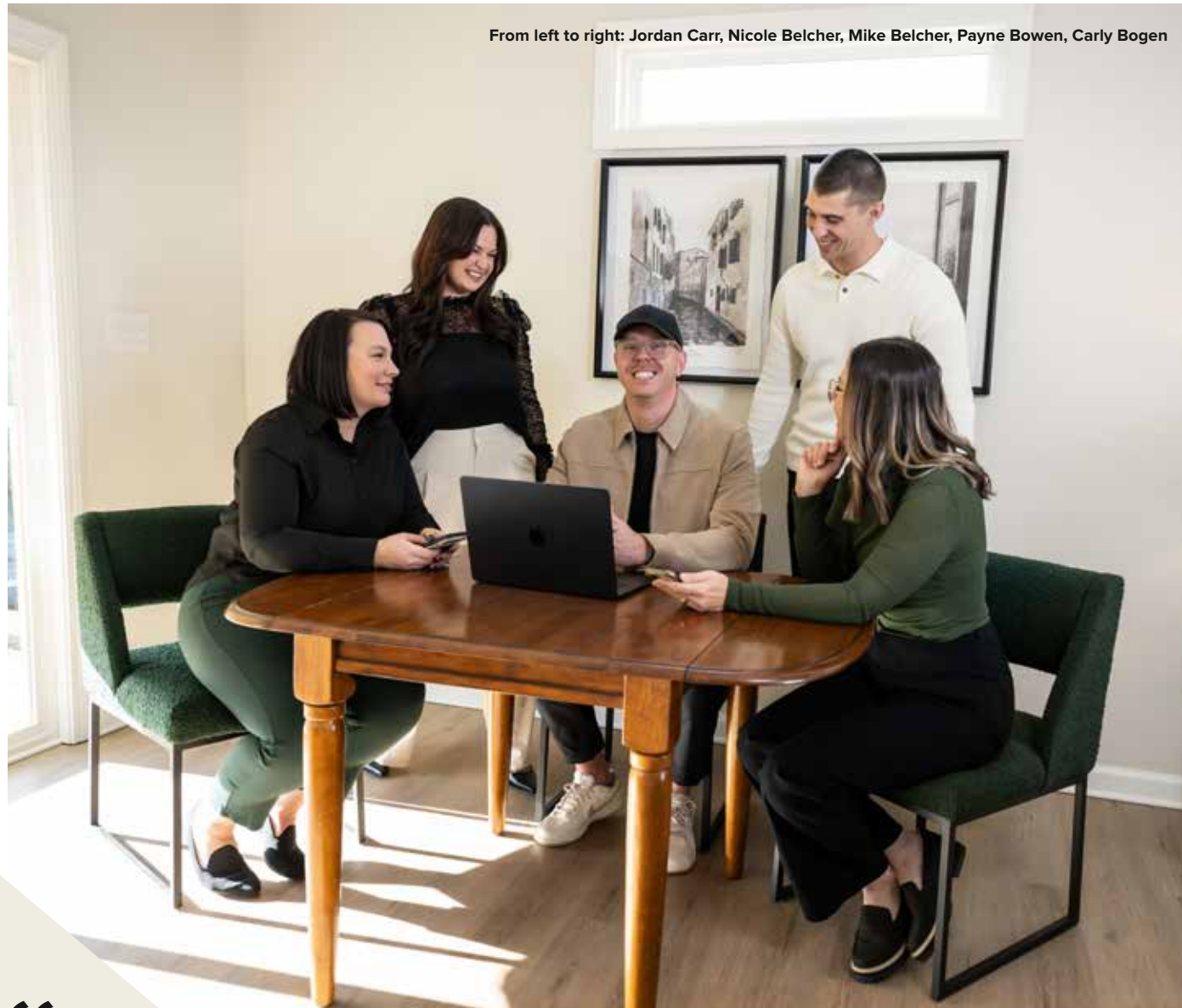
Today, Mike and Nicole operate as true partners, both in business and in life. Their success comes from defined roles and a shared vision. "Nicole has a clear

role," Mike explains. "I have a clear role. And we're pushing everything forward together. I couldn't ask for a better business partner."

That clarity extends to how their team operates day to day. The Belcher Home Team believes that people matter just as much as production. With the recent addition of Carly Bogen and Jordan Carr, alongside longtime team member Payne Bowen, the team continues to grow in a way that aligns with its values.

Mike believes systems and structure are the difference between growth and burnout. Time blocking, working from the office, and intentionally collaborating are all essential. "We treat real estate like a job," he notes. "We get up, and we go to the office every day."

From left to right: Jordan Carr, Nicole Belcher, Mike Belcher, Payne Bowen, Carly Bogen



“**There’s always that point where you ask yourself if you’re doing the right thing. BUT THE ONLY WAY WE CAN FAIL IS IF WE QUIT.”**

For Mike, systems are not restrictive; rather, they allow freedom. For example, in 2024, the Belcher family spent an entire month in Honduras on a mission trip. While they were away, the business continued to operate at a high level. “We were gone all of July and had a record-breaking August,” Mike shares. “It reaffirmed our systems and our people.”

Mike also brings a unique perspective through his background as a licensed contractor. While he does not perform contracting work for others, the knowledge informs how he serves clients. “One thing that separates us is how well we know the contract,” he emphasizes. “We explain it in depth and protect our clients to the max.”

That strategic approach has helped the team grow through changing market conditions. In 2025, the team took 73 listings and expanded its market share. “We sold more homes last year than

we ever had,” Mike shares. “And we’re on track to exceed our numbers again this year. Beyond production, Mike is passionate about investing, especially for real estate agents. “Only about 20% of agents own real estate, which is what we do every single day,” he points out.

For Mike and Nicole, investing is about more than income. When purchasing rental properties for each of their three daughters, they had one goal. “Investing was a way for us to create something they could fall back on,” Mike comments. “A legacy.”





“  
Nicole has a clear role.  
I have a clear role.  
And we’re pushing  
everything forward together.  
**I COULDN’T ASK  
FOR A BETTER  
BUSINESS  
PARTNER.”**

Leadership has not always  
come naturally to Mike.  
“It’s one of my struggles,”  
he admits. “But I care about  
people. We want to cast a  
big enough vision so the  
people in our world can  
fulfill their dreams.”

Giving back is part of the  
fabric of the business. Client  
events benefit charitable  
causes, including the Blue  
Ridge Women’s Center and  
the Rescue Mission. “Money  
is only good for the good it  
can do,” Mike observes. “For  
us, we commit to making an  
impact on our families, our  
clients, and our community.”

At home, the Belchers  
prioritize experiences  
over things. Travel has  
become a family tradition.  
“Our kids will remember  
experiences far longer  
than they’ll remember  
presents,” Mike asserts.

When asked to sum up his  
professional philosophy, Mike  
responds, “Why not? So much  
of real estate is changing  
your mindset from ‘I have to  
do this’ to ‘I get to do this.’”

For Mike Belcher, that simple  
question has shaped the  
life he’s built on purpose,  
partnership, and the  
philosophy that with the right  
mindset and systems, growth  
is always possible.

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# FAQs



## WELCOME TO REAL PRODUCERS!

Here, we answer the most frequently asked questions about our program, and we are always open to discussing anything regarding this community—this publication is 100% designed to be your voice.

### Q: WHO RECEIVES THIS MAGAZINE?

The magazine goes to the Top 300 real estate agents in Central and Southwest Virginia, based on their sales volume from the previous year, and our preferred partners. With thousands of agents in the region, being part of this elite group is a testament to your hard work, dedication, and success.

### Q: WHAT IS THE PROCESS FOR BEING FEATURED IN THIS MAGAZINE?

A: Anyone on the Top 300 list can nominate other real estate agents, businesses, brokers, owners, or themselves. Office leaders may also submit nominations. We consider everyone in the Top 300 who comes to our attention because we don't know everyone's story, and we rely on your help to learn about them. While we can't guarantee a feature, we encourage you to meet with Betty Lee, support Real Producers, and attend our private events to increase your chances.

### Q: WHAT IS THE COST TO FEATURE A REALTOR®, AGENT, OR TEAM?

A: Features are completely free—we are not a pay-to-play publication. We share real stories of top producers based on achievements and nominations.

### Q: WHO ARE THE PREFERRED PARTNERS?

A: Preferred partners are the businesses on the index at the front of the magazine who actively support this community. They appear in every issue, attend our quarterly events, and participate in our online community. We do not randomly select these businesses, nor do we work with every company that approaches us. One or more agents in this community have recommended every preferred partner you see. In fact, we won't meet with a business that you or your peers have not vetted and approved. Our goal is to create a powerhouse network of REALTORS®, agents, and trusted affiliates so we can grow stronger together.

### Q: HOW CAN I RECOMMEND A PREFERRED PARTNER?

A: If you'd like to recommend a local business that works with top real estate agents, please reach out. Email or text [betty.lee@realproducersmag.com](mailto:betty.lee@realproducersmag.com) | 540-900-1517.

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