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WELCOME TO THE CLASS OF 2026!

March is a milestone moment for our Real Producers community as we proudly welcome our Class of 2026. Being named among the top professionals in your market is no small achievement—it reflects consistency, dedication, and a commitment to excellence that sets you apart. This recognition places you among an elite group of agents who are shaping the future of real estate in our community.

As part of the Real Producers network, you are joining more than a list—you're becoming part of a community built on connection, collaboration, and shared success. We're honored to celebrate your accomplishments and excited to support you throughout the year ahead!

We're also thrilled to welcome a new preferred partner to the Real Producers family: **Lucent Real Estate Media, LLC**. We're grateful to have them alongside us and look forward to the value and collaboration they'll bring to our growing community.

And one of the best parts of being part of Real Producers is the opportunity to connect in person, and we have an exciting lineup of events planned for 2026:

- **March 12th** - Awards Gala
- **May 7th** - Pickleball Classic
- **September 15th** - Walk of Fame: Celebrating 100 Issues

Each event is designed to bring our top agents together to connect, celebrate, and build meaningful relationships with peers who understand the journey.

As we step into spring and begin this new chapter, take a moment to reflect on what brought you here—and where you want to go next. Success in this industry is built through strategy, resilience, and the willingness to grow alongside others who challenge and inspire you.

We're so glad you're here. Welcome to the **Class of 2026**—we can't wait to celebrate with you all year long.

Here's to an extraordinary year ahead!



Kristin Brindley
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DC METRO AND NOVA
REAL PRODUCERS
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Awards GALA

MARCH 12, 2026

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Together, we'll raise a glass to your hard work and the deals that made this year unforgettable.

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For all information on all DC Metro and NOVA Real Producers events, email info@dcmetrorealproducers.com or info@novarealproducers.com

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FAQ



Since launching *NOVA Real Producers* eight years ago, we've often heard the same questions. To save time, we're sharing the answers here. Remember, this publication is your voice, and our door is always open to discuss anything about our community!

Q: Who receives this magazine?

A: The top 500 agents in the Northern Virginia (NOVA) area. We pull the MLS numbers each year (by volume) in Virginia, Maryland and Washington, D.C., by agents licensed in our Northern Virginia service area, including Alexandria City, Arlington, Fairfax City, Fairfax County, Falls Church City, Loudoun County and Prince William County. We cut off the list at number 500, and the next year's distribution is born. We did this again in January, based on the updated list of the top 500 agents by 2025 sales volume.

Q: What is the goal of this magazine?

A: Real Producers is about building a stronger, more connected real estate community. We believe that when we surround ourselves with successful, like-minded individuals, we can grow to new heights. This magazine is a platform designed to bring together the top 500 real estate agents and our trusted preferred partners, fostering an exclusive and collaborative network. Each month, we share inspiring stories, celebrate successes, and promote events that connect, inform, and inspire. Our mission is to build relationships and empower growth within the real estate industry.

Q: Does Real Producers have events?

A: Yes! We will have specific networking events throughout the year.

Q: What is the process for being featured in this magazine?

A: Being featured is simple and starts with a nomination. Realtors, affiliates, brokers, office leaders, and even self-nominations are welcome! If you know someone with an inspiring story, exceptional leadership, top-tier customer

service, or a remarkable commitment to giving back, we'd love to hear about them.

To nominate, email Wendy@RealProducersKBTeam.com and share why you believe they should be featured. Your insights help us uncover stories we may not know about. Once a nomination is submitted, we'll reach out for an interview to ensure the feature is a great fit. If selected, our team will take it from there, coordinating an article write-up and scheduling a professional photo shoot.

Q: What does it cost a Realtor/team to be featured?

A: Zero, zilch, zippo, nada, nil. It costs nothing, my friends, so nominate away! The only small fee you may incur would be for professional lifestyle photos for the article.

Q: Who are the Preferred Partners?

A: Anyone listed as a "preferred partner" in the front of the magazine is part of this community. They will have an ad in every magazine issue, attend our events, and be part of our online community. We don't just find these businesses off the street, nor do we work with all businesses that approach us. One or many of you have personally referred every single preferred partner you see in this publication. Our partners hold a special piece to this puzzle since their partnership helps support our monthly publication. Without them, we wouldn't be able to feature our top agents or host our social events.



Q: How can I refer a Preferred Partner?

A: If you know and want to recommend a local business that works with top Realtors, let us know!



2026

BY THE NUMBERS

HERE'S WHAT NOVA'S TOP 500 AGENTS SOLD...

17,676



TOTAL TRANSACTIONS



\$15.5B

TOTAL SALES VOLUME



LISTING SIDE TRANSACTIONS

10,192



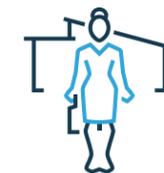
BUYING SIDE TRANSACTIONS

7,485



AVERAGE SALES VOLUME PER AGENT

\$31M



AVERAGE TRANSACTIONS PER AGENT

34.1

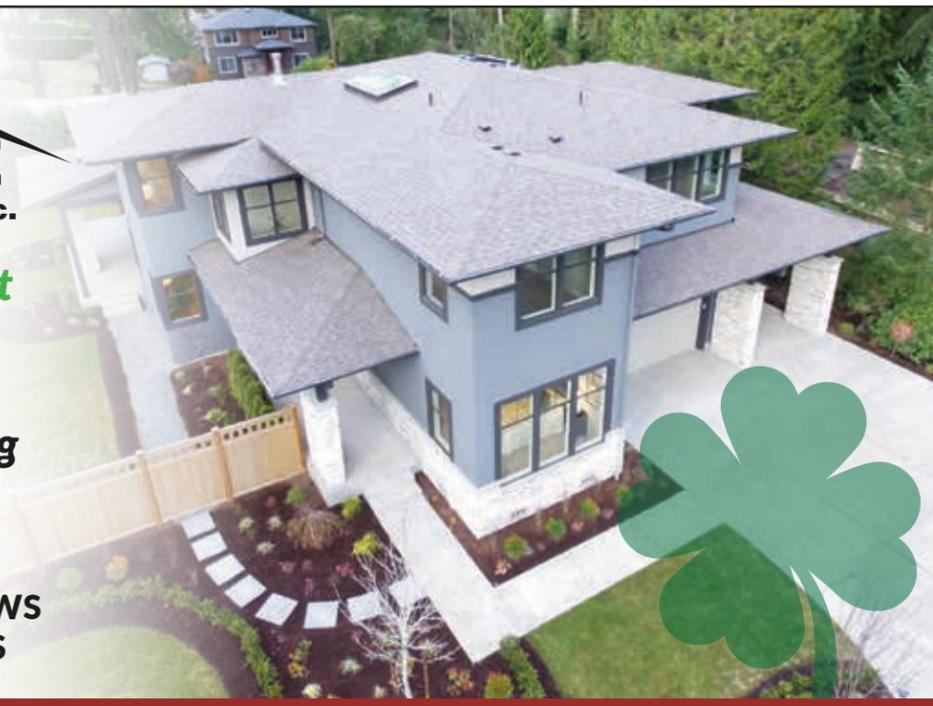
Information is based on 2025 residential sales in Virginia, Maryland, and Washington, D.C., by the top 500-producing agents licensed in Alexandria City, Arlington, Fairfax City, Fairfax County, Falls Church City, Loudoun County, and Prince William County.



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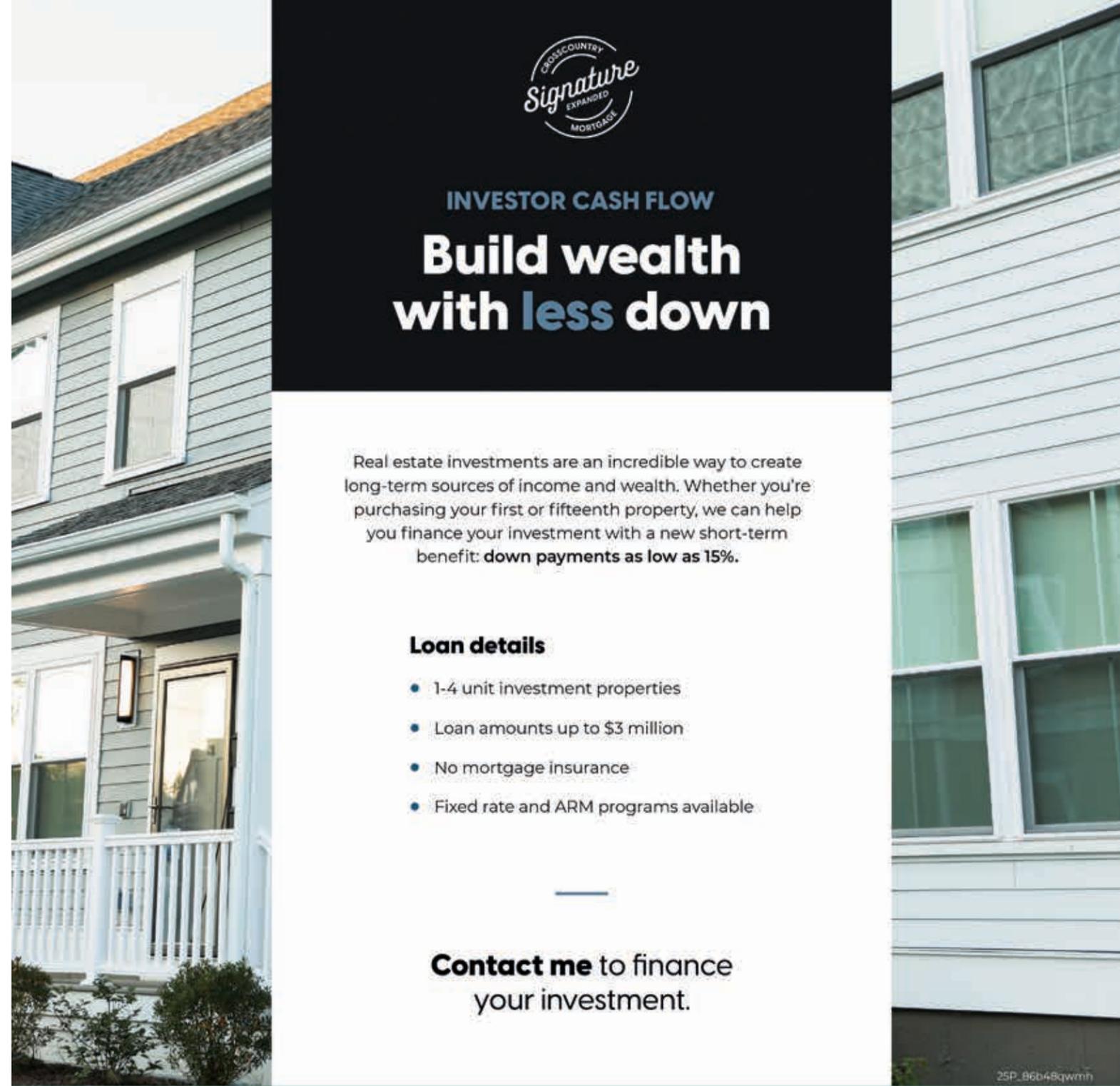
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AI FOR LUXURY AGENTS: HOW HIGH-END MARKETING IS EVOLVING FASTER THAN EVER



BY TODD LEBOWITZ

The luxury real estate market has always demanded a higher level of service, presentation, and precision. But in the past two years, expectations have shifted faster than at any time in recent memory. Today's affluent buyers and sellers are digitally sophisticated, data-driven, and accustomed to instant, concierge-level service. That's where AI is stepping in—quietly reshaping what it means to deliver a luxury real estate experience.

For top-producing luxury agents, AI isn't about replacing the human touch. It's about amplifying it. The right tools allow agents to elevate their brand, deliver faster results, and create the kind of tailored experience that makes clients feel like they are your only priority.

One of the biggest breakthroughs has been **AI-enhanced visual marketing**. Luxury listings hinge on presentation, and AI tools now allow photographers and marketing teams to retouch images, enhance lighting, correct angles, and even stage rooms virtually with remarkable realism. High-end buyers expect editorial-quality visuals, and AI makes that level of polish accessible on every listing—often within hours.

Luxury agents are also leaning into **AI-generated property storytelling**. These tools analyze a home's architecture, design features, neighborhood character, and lifestyle attributes to craft compelling narratives that resonate with discerning buyers. Instead of generic listing descriptions, AI helps produce rich, emotionally-driven copy that elevates a property beyond square footage and finishes.

Another major innovation is **AI-driven personalization**. From dynamic market reports to custom listing launch campaigns, AI can tailor every communication to match a client's preferences, behaviors, and interests. Imagine sending a seller a real-time marketing performance dashboard or delivering buyers an on-demand video tour with an AI narrator highlighting features they care about most. These

touches create a white-glove experience that differentiates elite agents from their competition.

Behind the scenes, AI is streamlining the entire luxury workflow. Tasks that once required multiple vendors—brochure design, neighborhood research, postcard creation, social media rollout—can now be automated in minutes. This not only accelerates time-to-market but also keeps branding consistent and refined across every touchpoint.

Perhaps the most exciting evolution is the rise of **AI-powered client service agents**. These tools can handle inquiries instantly, answer detailed questions about listings, send documents, recommend next steps, and even follow up with leads—24 hours a day. For luxury clients accustomed to immediate answers, this level of responsiveness is a game changer.

As competition in the luxury sector intensifies, agents who embrace AI will be the ones who stand out, scale faster, and deliver an experience that feels both elevated and effortless.

If you're ready to bring AI-powered marketing into your business, My Marketing Matters can help you launch luxury-level campaigns with one click—combining high-end design, automation, and personalization built specifically for elite real estate agents.



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

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Renee CONRAD

WHERE CREATIVITY MEETS COMMITMENT

BY AMELIA ROSEWOOD
PHOTOS BY RYAN CORVELLO

Some agents find real estate later in life. Renee Conrad has been shaped by it, alongside a lifetime of experiences that taught her how to read a room, listen deeply, and meet people exactly where they are. Creative, confident, and deeply people-focused, Renee brings a rare blend of artistry, hospitality, and tenacity to her work as a Realtor with the Honorable Service Realty Group at eXp Realty, serving clients in Montclair and throughout Northern Virginia.

A Creative Foundation

Renee's path began far from contracts and closings. She studied drama at the Tisch School of the Arts at New York University, immersing herself in performance, storytelling, and human connection. Theater taught her how to observe emotion, understand motivation, and communicate with clarity, skills that would later become central to her success in real estate.

After college, Renee spent time working in theater and restaurants, absorbing the rhythm of fast-paced, people-driven environments. In 2004, her love for New York City sparked a new direction. She began her real estate career there, inspired by the city itself and the joy of showing people neighborhoods, homes, and possibilities. That early exposure taught her the discipline and dedication required to succeed in a demanding market.

From Hospitality to Luxury

Renee's professional journey did not follow a straight line, and that is



precisely what shaped her approach today. After working in real estate in New York, she spent many years in the luxury hospitality world, most notably with Four Seasons Hotels and Resorts in Seattle. That experience refined her understanding of elite service, attention to detail, and consistency under pressure.

Each chapter, from theater to hospitality to real estate, added a new layer to how Renee shows up for her clients. She learned how to anticipate needs, remain calm in high-stakes moments, and deliver an experience that feels thoughtful and personal. Those skills now translate directly into how she guides clients through some of the biggest transitions of their lives.



Today, Renee serves as a Realtor with eXp Realty and is an integral part of the Honorable Service Realty Group. She is also a certified mentor within eXp and mentors agents on her team, reflecting her passion for leadership and growth.

In 2025, Renee will have closed 55 transactions, a testament to her consistency, resilience, and reputation for seeing deals through. She credits much of her success to tenacity and empathy. Renee is known for her ability to connect with people from all walks of life and to navigate complex, emotionally charged transactions with care.

What she finds most fulfilling are often the most challenging situations. Helping clients move through difficult transitions, whether personal, financial, or emotional, is where she feels most aligned with her purpose. Those demanding transactions, she says, often become the most rewarding.

Service Rooted in Values

Renee's commitment to service extends beyond real estate. She collects food pantry donations for The Streetlight, a nondenominational organization in Woodbridge that supports the unhoused population in her area. She and her husband also contribute to Arcadia in Fairfax County, an organization that supports veterans through agricultural education and opportunity.

At the core of everything Renee does is a guiding principle she shares with her team lead, Meg Czapiewski: service before self. Putting clients first is not just a philosophy, but a daily practice that



She is equally excited about deepening her partnership with Joseph and watching his career continue to unfold alongside hers. Together, they are building something grounded in trust, collaboration, and shared vision.

and perspective into her world.

Their household is completed by Rosie, a ninety-three-pound boxer and English hound mix whom Renee lovingly refers to as the queen of their street, and, last but not least, Potato, an affectionate guinea pig the whole family adores.

Outside of work, Renee treasures time spent dining out with her

husband, Joseph, who spent 30 years in restaurants as an executive chef. Now they enjoy experiencing meals together from the other side of the table. Theater remains close to her heart, and attending performances continues to inspire her creatively.

Fitness and community play a major role in Renee's life as well. She is an active member of Killa-B Fitness in



Kids with Potato the guinea pig

shapes how she runs her business and supports those around her.

Life Beyond the Transactions

At the center of Renee's life is her family. She works closely with her husband, Joseph Conrad, who joined her full-time in real estate in January of 2025. Their partnership allows Renee to focus on serving her team while building something meaningful together. She also shares life with their twin sons, Marcel and Hudson, who are 13 years old and bring constant energy



Rocking it up at fitness class

Montclair, where she participates in group classes surrounded by a supportive community of women. She also enjoys improv classes in Manassas with Spark Stage Improv, an outlet that has helped her both personally and professionally by encouraging presence, adaptability, and confidence.

Looking Ahead

In the next five to ten years, Renee looks forward to continuing to grow the Honorable Service Realty Group. As the team expands, she envisions stepping further into leadership through a potential sales director role, helping shape the next generation of agents while maintaining the culture that defines their success.

She is equally excited about deepening her partnership with Joseph and watching his career continue to unfold alongside hers. Together, they are building something grounded in trust, collaboration, and shared vision.

Renee draws inspiration from reading memoirs and autobiographies of successful people, learning from the paths others have taken. Her advice to aspiring top producers is simple and lasting: who you surround yourself with is who you will become.



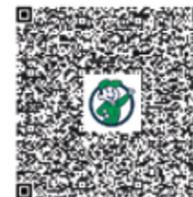
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MEGAN BOISVERT

AUTHENTIC & EMPOWERED

BY AMELIA ROSEWOOD
PHOTOS BY RYAN CORVELLO

There are some people who naturally brighten every room they walk into, and Megan Boisvert is one of them. With her bold personality, creative spirit, and genuine love for people, she has built a real estate career rooted in authenticity and connection. In less than two years at Samson Properties, she has become a fast-rising force in Northern Virginia, proving that confidence, compassion, and consistency can create extraordinary results.

Finding Her Path

A Northern Virginia native, Megan grew up in the Bristow and Gainesville areas. Her natural comfort around people showed up early. She has always been the type to strike up a conversation anywhere and make strangers feel like instant friends. After earning her associate degree in communications, she explored several fields, from Apple and Starbucks to dental assisting and administrative work for major real estate teams.

Through each job, she learned something new. She discovered how to stay calm in high-pressure moments, how to read people well, and how to lead with compassion before anything else. “I’ve always worked with people,” she shares. “I know no strangers, and I’ve always loved helping others.” That gift became one of her defining strengths.

Working behind the scenes for top-producing agents opened her eyes to the potential of real estate. She watched families change their futures through homeownership and saw agents build lives that offered freedom, flexibility, and meaningful impact. She wanted that same opportunity for her own family. “I wanted to change my family’s life,” she says. “The idea of having no ceiling on my success was so exciting.”

In July 2023, she took the leap. Real estate immediately felt different.



For the first time, she felt aligned, motivated, and inspired. As she explains it, real estate became the first job that lit a fire in her and made her eager to grow.

A Career Built on Heart and Honesty

Megan’s first year was nothing short of remarkable. She earned Rookie of the Year at her brokerage, achieved team awards for the highest number of transactions, and closed \$10 million in sales volume across twenty-seven units. This year, she has already surpassed twenty-one units and \$12 million in volume.

Her success comes from her approach. She prides herself on not being pushy, performative, or sales-driven. “I’m very anti-

salesy,” Megan says with a laugh. Instead, she treats her clients like friends, guiding them through every step with patience, clarity, and sincerity. She explains the process in a way that feels human and accessible, turning what can be overwhelming into something understandable.

Her goal is simple. “I’m there to help educate, advocate, and make sure my clients feel confident and comfortable.” That style builds trust quickly, and many of her clients become long-term relationships that she deeply values.

Love, Laughter, and Animals

Behind Megan’s drive is a powerful why. She has been married to her husband for nine years, and the two met when he was stationed



“Don’t give up. Ever. Be consistent, lean into your strengths, and work hard. It will pay off.”

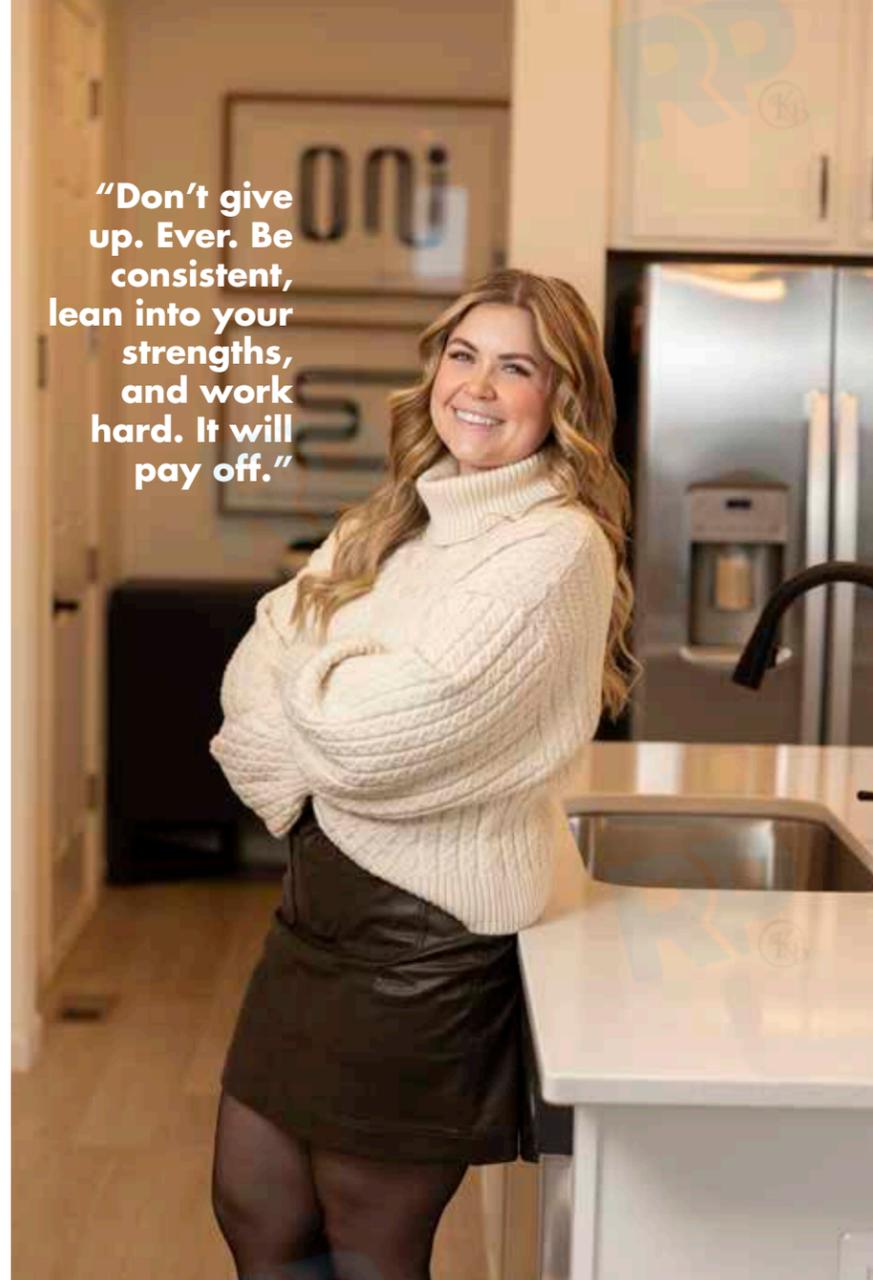


in Arlington during his military service. Together, they are raising two daughters, ages six and three, who shape every decision she makes.

Their oldest daughter is a cancer survivor, diagnosed with a rare childhood cancer at just one and a half years old. Today, she is strong, resilient, and thriving. “She’s a warrior,” Megan says proudly. Their youngest is spirited, goofy, and full of personality, bringing joy and chaos into every day.

Real estate fits beautifully into Megan’s family life. She loves taking her daughters along for showings when school is out. “They’re my little assistants,” she says. “It means the world that I can work hard and still show up for them.”

At home, things are lively. With three dogs, two cats, and fish, the family jokingly calls their home a zoo. Friends affectionately refer to Megan as Snow White because animals seem to find her wherever she goes. She has helped turtles cross the road, chased down runaway dogs,



and reunited lost pets with their owners. “It just always happens to me,” she laughs.

Outside of work, she enjoys Bible study, thrifting, family walks, trying new coffee shops, baking, DIY home projects, and all the simple joys that make life meaningful.

Looking Ahead

The next five to ten years hold big dreams. Megan hopes to continue growing her business, expand her investment portfolio, and turn their current house into a forever home with all the renovations she imagines. She wants to use real estate as a tool to create stability

and opportunity for her daughters. “Setting them up for success is everything to me,” she says.

When she thinks about her career, one theme rises to the surface. Authenticity. “I show up as myself,” Megan says. “I care deeply about people, and I always want to do better and be better.” Her hope is that clients and colleagues feel that every time they interact with her.

For new agents or aspiring top producers, her advice is as honest as it is powerful. “Don’t give up. Ever,” she says. “Be consistent, lean into your strengths, and work hard. It will pay off.”

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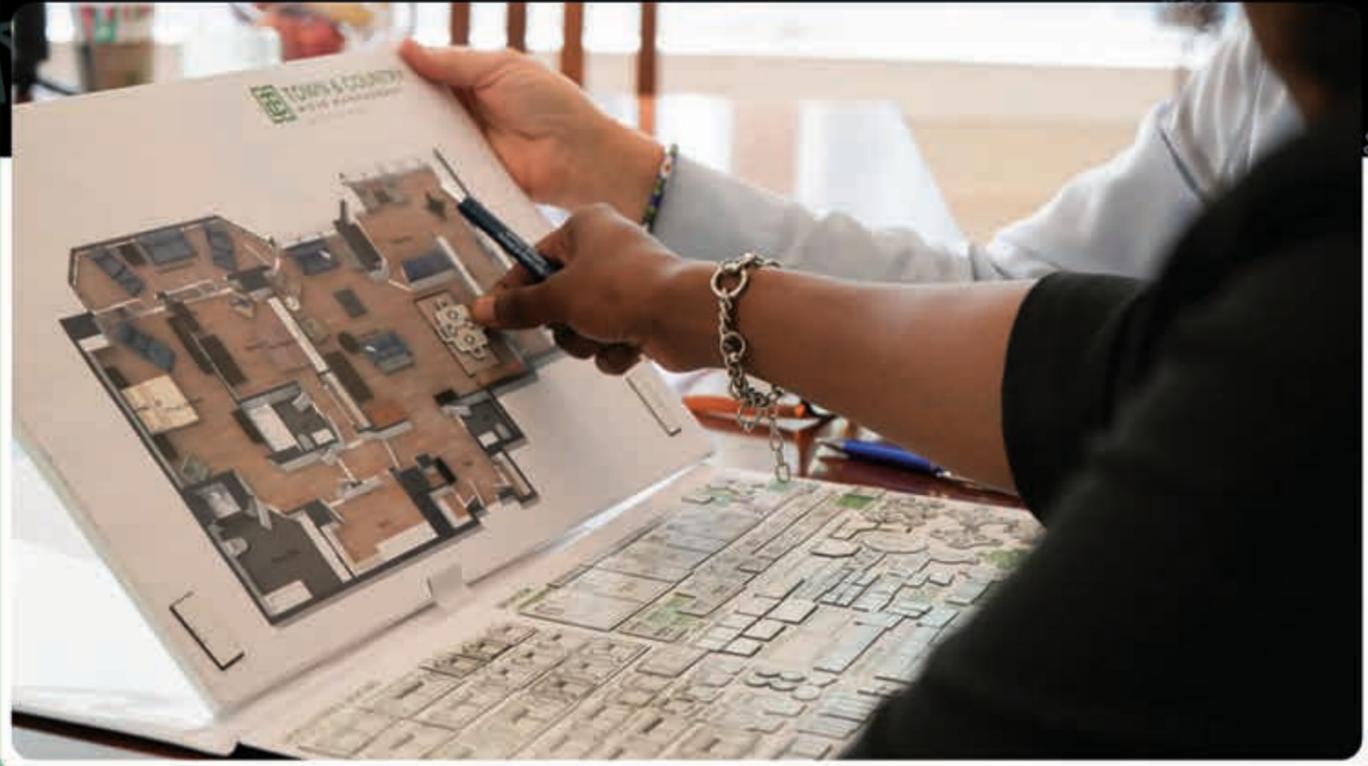
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Karen Hall

MOVING
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BY AMELIA ROSEWOOD
PHOTOS BY ABBY GRACE PHOTOGRAPHY

If there is one phrase that defines Karen Hall, it is this: she moves with purpose. Every decision she makes, whether in business, family, or life, is intentional. For more than two decades, Karen has built a real estate career rooted in service, fueled by creativity, and defined by her unwavering commitment to the military community she understands so deeply.



A Georgia Beginning

Though she may not sound like it, Karen is a Georgia native through and through. She grew up in Fayetteville, where her family still lives in the log home they built when she was in fourth grade. Her childhood was a mix of small-town simplicity and suburban curiosity, surrounded by woods, ponds, and golf carts.

She was the first in her immediate family to attend college, earning a Bachelor of Science in Psychology with minors in German and Photography from the University of North Georgia, one of the country's six senior military institutions. Her original plan was to become a pediatrician, but life and Chemistry 101 had other plans.

"I realized pretty quickly that the medical path wasn't for me," she says

with a laugh. "Psychology, however, opened my eyes to people, patterns, and purpose, and that prepared me for what I do now."

A Military Life That Changed Everything

College is also where Karen met her husband, who would later be commissioned into the U.S. Army as an infantry officer. As a military spouse, she lived the PCS life firsthand, moving from Fort Benning to Fort Drum to Moody Air Force Base before finally settling in the D.C. Metro area.

"Being a military spouse, the daughter of a veteran, and the daughter-in-law of the Air Force's first three-star JAG taught me everything about adaptation and service," Karen explains. "Those experiences became the foundation for my entire real estate career."

When she and her husband eventually transitioned out of military life and bought their first home in Alexandria, the experience was frustrating. Agents did not return calls, showings were disorganized, and the process was stressful. "It hit me," she says. "This could be done better. These families deserve better."



Standing Out by Standing for Something

Karen's first move as a brand-new agent was both bold and brilliant. She bought a bright yellow H2 Hummer, wrapped it with her name, and labeled herself a "Military Specialist." The move caught the attention of NPR and WAMU Radio, which followed her for a day to understand how military moves differ from civilian ones. That national exposure helped launch her career.

She began with Century 21, learning the ropes and mastering her craft before recognizing a major shift in the industry. "The internet and HGTV had changed everything," she recalls. "Clients wanted more knowledge, more authenticity, and more connection."

In 2012, she opened her first independent brokerage, @home Real Estate, which



Her reputation has made her a sought-after speaker, having shared her expertise on national stages for Inman, NPR, the National Association of REALTORS®, CRS, and many others. Also, Karen was a contributor to the MRP certification for NAR.

Karen's work does not stop at closing deals. She and her husband founded The 100 Heroes Project, a program that gives back a portion of every commission to members of the military, police, fire, nursing, and teaching professions. Since its creation in 2016, they have given back more than \$1.5 million.

Home, Family, and Dogs That Rule the House

Karen and her husband have been married for 28 years, working side by side as co-owners of Foxtrot Company. Together, they blend her passion for real estate with his business process expertise. Their two sons have followed inspiring paths of their own. Tristan, 25, works with her in real estate and has built a strong local following, while Brandon is a computer science prodigy pursuing his master's degree in AI and machine learning.



The Hall household is full of love and energy, thanks to their pack of rescue dogs: Caico, an 11-year-old Potcake from Turks and Caicos; Finn, a lovable Great Pyrenees and Chocolate Lab mix; and Freya, Tristan's Dutch Shepherd, rescued from Texas.

When she is not leading her team, Karen enjoys time outdoors hiking, paddleboarding, rucking with a weighted pack, and photographing nature. She believes in weaving life and work together rather than separating them. "If you love what you do and live with purpose, it all fits," she says.

Looking Ahead

Karen's next chapter focuses on expansion and impact.

She envisions leading a team of hero specialists so respected that military families seek out Foxtrot agents above all others. Personally, she dreams of one day owning a farm or ranch near Alexandria, a peaceful haven that doubles as a space for community, events, and veteran outreach.

And through it all, she keeps her favorite guiding mantra close: "Slow is smooth, smooth is fast." It is a principle she applies to every negotiation, relationship, and business decision.

"I don't move for the sake of movement," Karen says. "I move with purpose, always."



Karen Hall's story is one of clarity, courage, and consistency. Her mission-driven leadership continues to inspire not only clients but also agents across the country who are redefining what it means to serve with heart.

Her advice to fellow Realtors is simple and powerful — "Resist the urge to be everything to everyone. Be authentic. Be loud and proud about who you are, not just what you do. That is how you stand out and make an impact."



"If you love what you do and live with purpose, it all fits."

thrived for over a decade before she and her husband reimagined their brand in 2023 as Foxtrot Company, a name that perfectly reflects their mission to serve heroes.

"Foxtrot represents our roots in the military phonetic alphabet, but it also stands for movement and forward motion," Karen says. "It captures everything we believe in."

A Career Built on Purpose and Precision

Over the past 21 years, Karen has become a leading voice in military relocation real estate and an advocate for agents who want to serve that community with integrity. She has

personally closed more than \$30 million annually and leads a brokerage that embodies excellence, empathy, and education.

Her business is 98 percent referral-based, a number she wears like a badge of honor. "I once heard someone say that if any agent claims 70 percent referral business, they're lying," she says with a grin. "Well, I can back mine up with my CRM data. It's 98 percent. Relationships are everything."

That success inspired her to create Referrals Mastery, a course designed to help other agents build sustainable, client-centered businesses.

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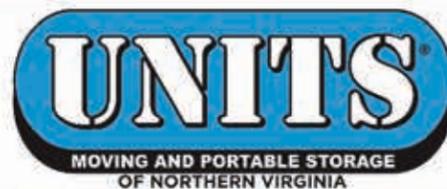


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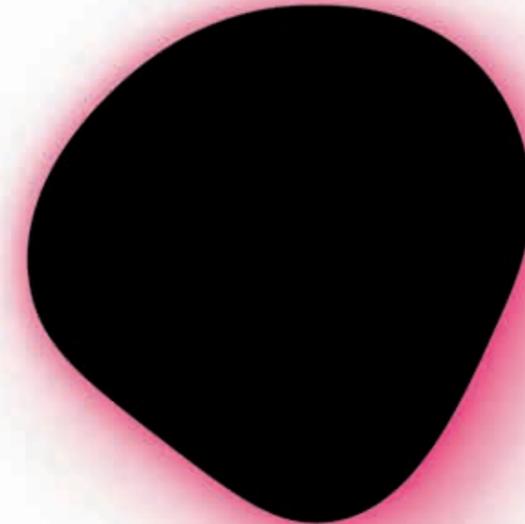
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TOP 100 STANDINGS - BY UNITS

Individual Closed Data as reported by MLS from Jan. 1 to Jan. 31, 2026

RANK	NAME	OFFICE	SELLING #	SELLING \$	BUYING #	BUYING \$	SALES	TOTAL \$
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Disclaimer: Information based on MLS closed data as of Feb 5, 2026, for residential sales from January 1, 2026, to January 31, 2026, in Virginia, Maryland and Washington, D.C., by agents licensed in our Northern Virginia service area, including Alexandria City, Arlington, Fairfax City, Fairfax County, Falls Church City, Loudoun County, and Prince William County. Numbers not reported to the MLS by the date the information is retrieved are not included. MLS is not responsible for submitting this data. Some teams may report each agent individually.

RANKED BY UNITS

Another way to see the Data

You asked, and we delivered. In addition to standings by volume, Real Producers now also showcases Rankings by Units.

This update offers a new perspective — highlighting steady transactions, balanced production, and the many ways agents achieve success. It's about shining a light on all sides of the data and making sure every win counts.

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