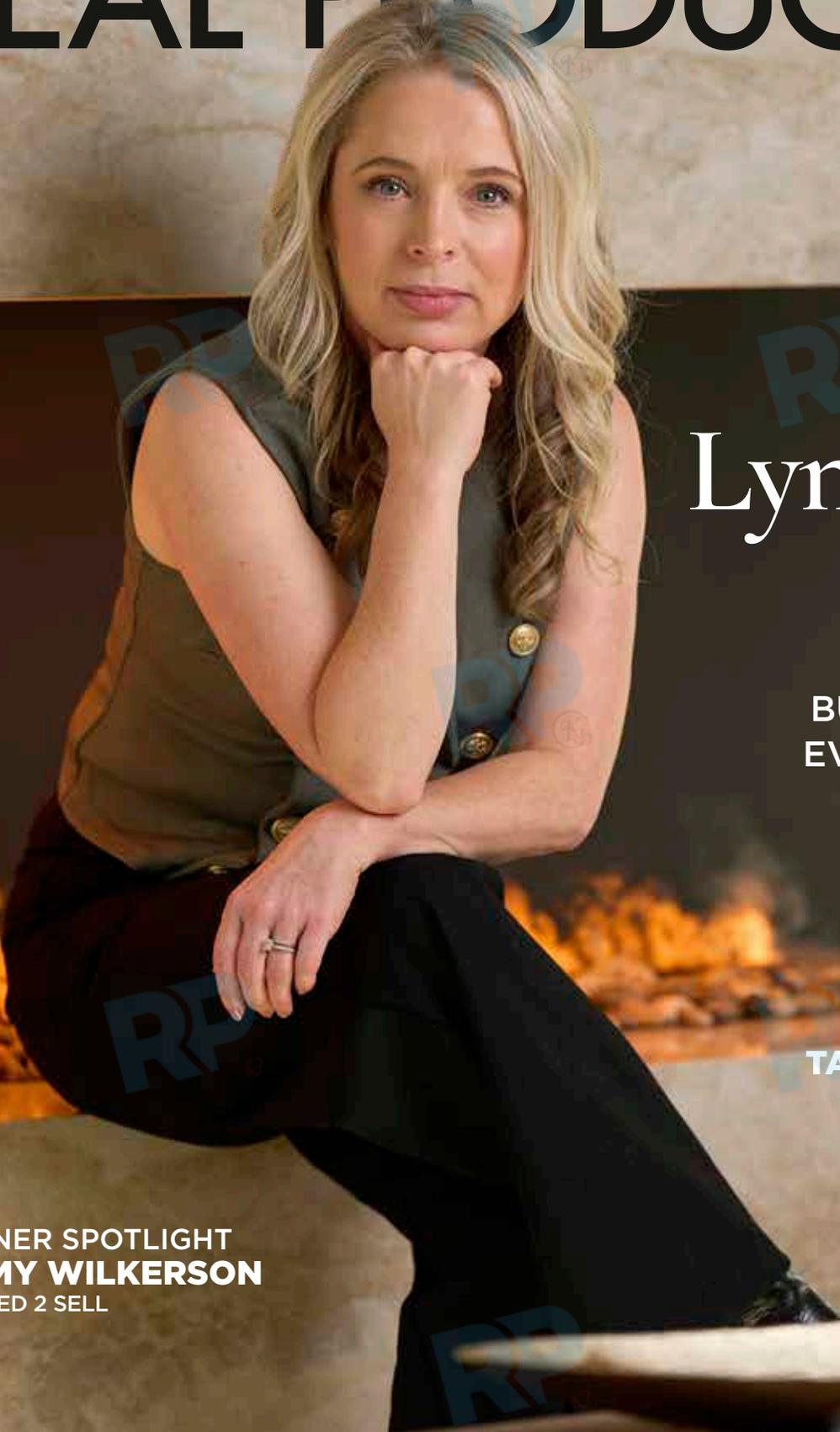


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MARCH 2026

REAL PRODUCERS[®]



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BRIAN PELÁEZ

Agent Spotlight
TAMARA MCGHEE



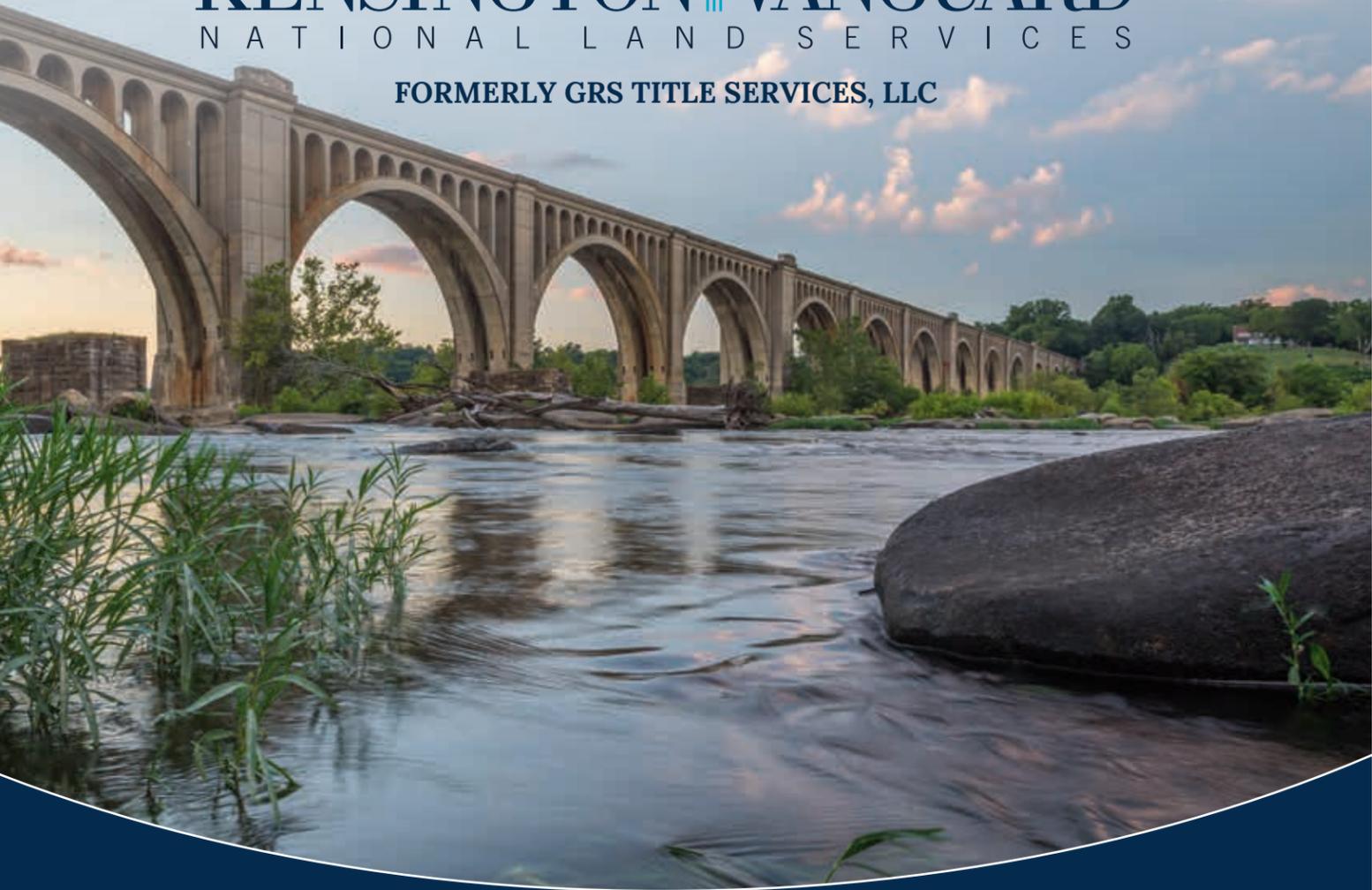
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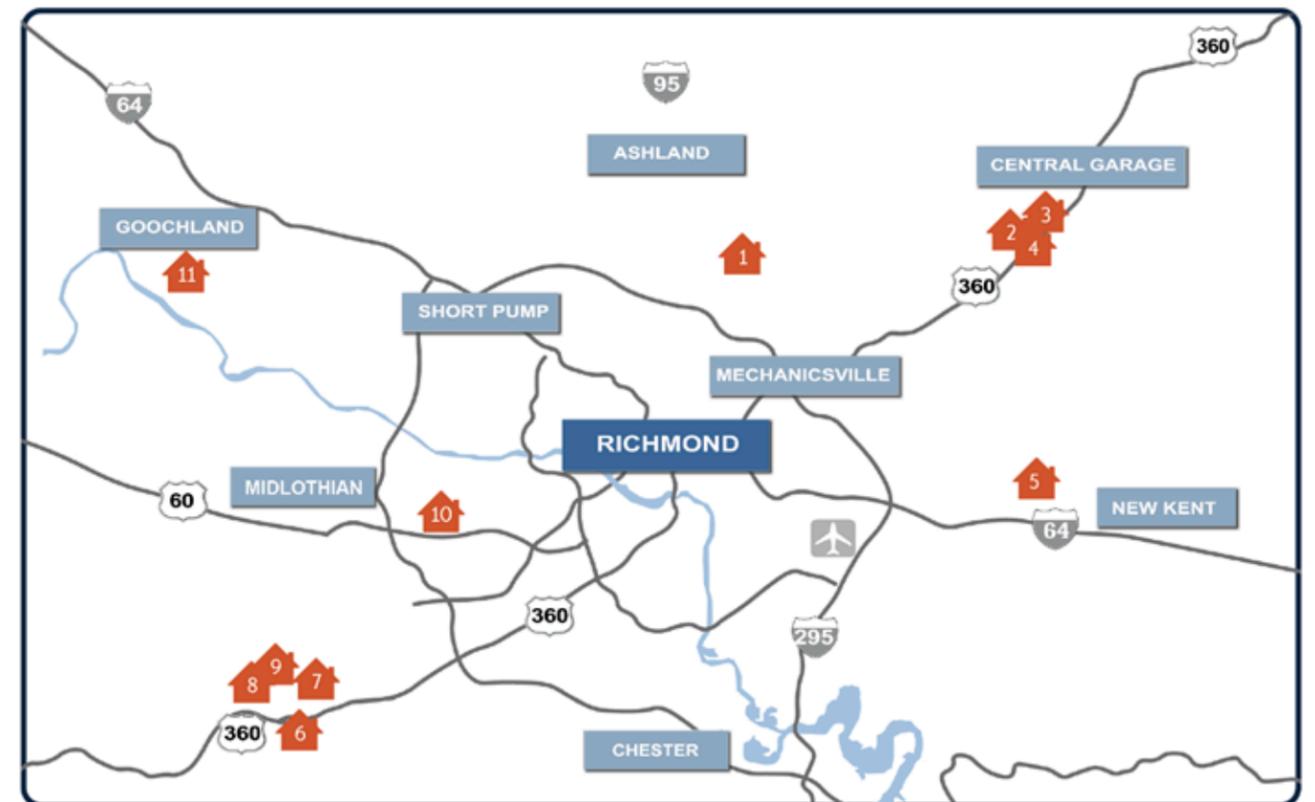
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Welcome to the Class of 2026!



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 two new preferred partners to the Real Producers family: **Mungo Homes** and **Atkinson Insurance Agency**. 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 19th** – Casino Night
- **May 19th** – Spring Fling
- **November 5th** – Gratitude Gala

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!



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FAQ



Since launching *Richmond Real Producers* four years ago, I've received many of the same questions. To save time, I'm sharing the answers here. Remember, this publication is your voice, and my door is always open to discuss anything about our community!

Q: Who receives this magazine?

A: The top 500 agents in the Greater Richmond area. We pull the MLS numbers each year (by volume) for agents licensed in our service area, which includes Hanover, New Kent, Henrico, Charles City, Chesterfield, Powhatan, Goochland, King William Counties. 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, send an email to 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 RICHMOND'S TOP 500 AGENTS SOLD...

15,159



TOTAL TRANSACTIONS



\$7.8B

TOTAL SALES VOLUME



LISTING SIDE TRANSACTIONS

8,960



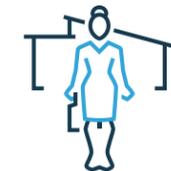
BUYING SIDE TRANSACTIONS

6,199



AVERAGE SALES VOLUME PER AGENT

\$15.6M



AVERAGE TRANSACTIONS PER AGENT

29.8

Information is based on residential sales in 2025 in Greater Richmond, Virginia, by the top 500-producing agents licensed in our service area, which includes Hanover, New Kent, Henrico, Charles City, Chesterfield, Powhatan, Goochland, and King William Counties.

Tammy Wilkerson

DESIGNED 2 SELL

The Power of Presentation

BY AMELIA ROSEWOOD
PHOTO BY PHILIP ANDREWS



When you meet Tammy Wilkerson, it is immediately clear that she loves what she does. With an infectious laugh and a spark of friendly competitiveness, she has built one of Central Virginia's most respected home staging companies from the ground up. As the founder and owner of Designed 2 Sell, Tammy has spent nearly two decades transforming houses into showpieces that sell — and in the process, helping countless families recapture the full value of their homes.

For Tammy, staging is not simply about design. It is about creating emotion, capturing attention, and setting the stage for new beginnings. "Selling a home is one of the most significant events in a person's life," she says. "I take that seriously. My job is to make sure sellers walk away with every bit of equity they deserve."

From East Tennessee to Richmond
Tammy's story begins in the mountains of East Tennessee, where she grew

up working in her family's furniture business. That early exposure to craftsmanship, presentation, and customer care shaped her perspective long before real estate was on her radar. "My dad and grandfather taught me that the most important thing in business is to take care of your customers," she says. "That lesson has never left me."

After moving to Richmond in 2003, Tammy's neighbor asked for help preparing a home that had lingered on

“SELLING A HOME is one of the most significant events in a person's life. I take that seriously. My job is to make sure sellers walk away with every bit of equity they deserve.”

the market for months. With Tammy's guidance, it sold quickly. The listing agent took notice and soon came calling with a simple question: "Can you do that again?" From that moment, Designed 2 Sell was born.

Building Richmond's Premier Home Staging Company

Founded in early 2006, Designed 2 Sell has grown from a one-woman operation into the largest staging company in Central Virginia. What began with Tammy handling every detail — often with the help of her son and his friends — has evolved into a thriving enterprise with 22 employees, a full design and logistics team, and a

warehouse in Powhatan that supplies homes across the region.

The company stages properties as far west as Danville and Halifax, east to Virginia Beach, and north toward Fredericksburg. Each year, they stage roughly 1,000 homes, averaging three to five per day. "Our inventory allows us to handle an incredible volume without sacrificing quality," Tammy explains. "If you are a full-time Realtor, you need a full-time stager — and that is what we are."

Tammy credits her success not just to efficiency but to people. "Our team is the heart of Designed 2 Sell," she

says. "Many of them started part-time in college or while their kids were in school, and now they are leaders. Seeing them grow into full-time professionals has been one of the most rewarding parts of my career."

Within her team, leadership runs deep, with Cathy Ahmed, the occupied home lead designer, handling consultations and assisting on vacant projects. Caryn Montagnino, the lead designer for vacant homes, coordinates layouts and creative direction. Additionally, two managers oversee logistics and daily operations, ensuring every project runs smoothly. "It takes all of us," Tammy says proudly. "I may be the face, but they are the reason we succeed."

The Designed 2 Sell Difference

What makes Designed 2 Sell stand out is both scale and soul. Their vast inventory and experienced crew allow them to take on more projects than any other stager in the area. Yet despite their size, every home receives a personal touch. "We hear from agents





“OUR INVENTORY allows us to handle an incredible volume without sacrificing quality.”



all the time that after we stage, the market reaction completely changes,” Tammy says. “Homes sell faster, and often for over asking.”

Each project begins with a strategy and ends with results. “We are fast, reliable, and detail-oriented,” she adds. “But at the core of it, we care. Every client and every Realtor knows they can count on us.”

A Heart for Home and Family
Outside of work, Tammy’s world revolves around her family. Her husband is an avid golfer, and her son, John, serves as the vice president of Designed 2 Sell while also running a successful podcast that connects a wide community of collectors and creatives. “Watching him lead both personally and professionally has been incredible,” Tammy says. “He has a brilliant business mind.”

Her home life is filled with joy, laughter, and the company of her two one-year-old Malki pups, Daisy and Gracie. “They are my girls,” she says with a smile. “They keep me busy and make me laugh every day.”

A proud Tennessee native, Tammy remains a devoted Volunteers fan. She

brings that same passion to her business — spirited, loyal, and determined to win. When asked what other career she would choose, her answer is simple. “None,” she says. “But if I could go back and work with my dad again in our furniture stores, I would. He has been gone since 2016, but I know how proud he would be of me now.”

Focused on the Future
Looking ahead, Tammy’s goals are clear. “My next chapter is about legacy,” she says. “In the next five to ten years, I plan to hand over a thriving business fully to John.”

Her competitive nature remains as strong as ever, but it is tempered by gratitude and perspective. “I am fiercely protective of the people who do business with me and those who work for me,” she explains. “That loyalty runs deep. I want everyone connected to Designed 2 Sell to succeed.”

Her favorite poem reflects that mindset:
“Success begins in a fellow’s will — it’s all in the state of mind.”

Ready to transform your next listing? Contact Tammy Wilkerson at (804) 640-4828 or tammywilkerson@yahoo.com, and visit Designed2sellrva.com to see why top-producing agents trust Designed 2 Sell.





Tamara McGhee

A STEADY VOICE
AND A LOYAL HEART

BY GEORGE PAUL THOMAS
PHOTOS BY PHILIP ANDREWS

Some real estate careers are shaped by ambition, while others grow from something deeper. For Tamara McGhee of Mission Realty, her journey has always been rooted in relationships. From the first conversation with a new client to the moment she hands over the keys, she leads with warmth, honesty, and a loyal nature that people instantly recognize. “I would describe myself as outgoing and loyal,” she says. “Being a good friend has helped me become a good agent.” That belief guides her approach and reflects the intention she brings to every interaction. As she

puts it, “I want people to feel heard, supported, and never rushed into something that is not right for them.”

From El Paso to Richmond

Tamara was born in El Paso, Texas, before moving to Richmond at a young age. She grew up in Chesterfield County, graduated from Bird High School, and later attended VCU. Her early career was far from real estate, but it played an essential part in forming her professional foundation. She worked in liquor sales, serving the top one hundred bars and restaurants across

Richmond. “It was an incredible job that taught me sales and communication,” she recalls. “I traveled to places like Ireland and Mexico and met amazing people.” Those experiences helped her develop confidence, sharpen her listening skills, and understand the value of genuine rapport.

Stepping into Real Estate

Tamara started her real estate career in 2007, easing in part-time as she determined whether the industry felt right. “I needed to make sure the leap to full-time commission was the right move,” she explains. “I had young kids and wanted a career with more stability at night.” The desire for better balance, paired with her natural gift for connecting with people, made real estate a meaningful fit. By 2008, she went full-time and has remained committed ever since. For her, the work is never routine. She views every new client as another chance to build a relationship that may last for years.

More than anything, Tamara finds fulfillment in guiding people through major milestones. She especially enjoys supporting first-time buyers, offering clarity during an overwhelming process. “They do not know what they do not know, so I love being their guide,” she says. She also loves watching her clients progress through different life stages. “I see someone buy their first home, then call me again when they meet someone, then again when their family grows,” she shares. “It is amazing to grow with them.” Her honesty is a hallmark of her style. “I am really good at telling people why they should not buy a house,” she laughs. She believes this keeps her clients grounded and leads to long-term satisfaction.





The Power of Teamwork

Tamara has spent nearly ninety percent of her real estate career working on teams, and that collaborative environment fits her naturally. She currently serves on the leadership team at Mission Realty, where she helps guide decisions and support the growth of their large network of agents. "Teamwork has always made sense to me," she says. "I grew up playing sports, so that mindset is familiar." She also credits her team leader, Clayton, for shaping her business. "He shares so much knowledge and opportunity," she says. "It has helped me grow, and I love passing that along to the agents who come through our team." Last year, she closed just under \$16 million in volume.

She says, "Recognition is not what drives me, but I am grateful for the impact."

Life Beyond Real Estate

Outside of work, Tamara's world is full, vibrant, and centered around family, friendships, sports, and community. She lives in Glen Allen with her husband, Michael, and their beloved lab mix, Dexter, who is nearing twelve years old. Their sons are grown and thriving. Zachary is serving in the Navy in Corpus Christi, Texas, and Seth, a JMU graduate, now lives and works in Raleigh. "We are really proud of both of them," she says. "It has been fun watching them find their way."

In her free time, Tamara loves exploring Richmond's unbeatable food scene. "The



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You never know when paths may cross again.”

foodie scene here is unmatched," she says. "We try as many new places as we can." She also enjoys sporting events, especially anything related to the Texas Longhorns and Dallas Cowboys. Volleyball is another staple in her routine, and she plays weekly at Richmond Volleyball Club. Her compassion extends to animals as well. "I love volunteering with animal rescues whenever I can," she says. During the holidays, she participates in Angel Tree programs that support seniors. "They deserve more attention," she says. "It feels meaningful to brighten their season."

Looking Ahead

As she approaches her twentieth year in the business, Tamara aims to adapt to industry changes without losing the personal connection that defines her approach. "Technology will evolve, but relationships will always matter," she says. She lives by her favorite quote from Maya Angelou: "People will never forget how you made them feel." Her advice to aspiring agents echoes that sentiment. "Pick up the phone," she says. "Maintain your professional relationships. You never know when paths may cross again."

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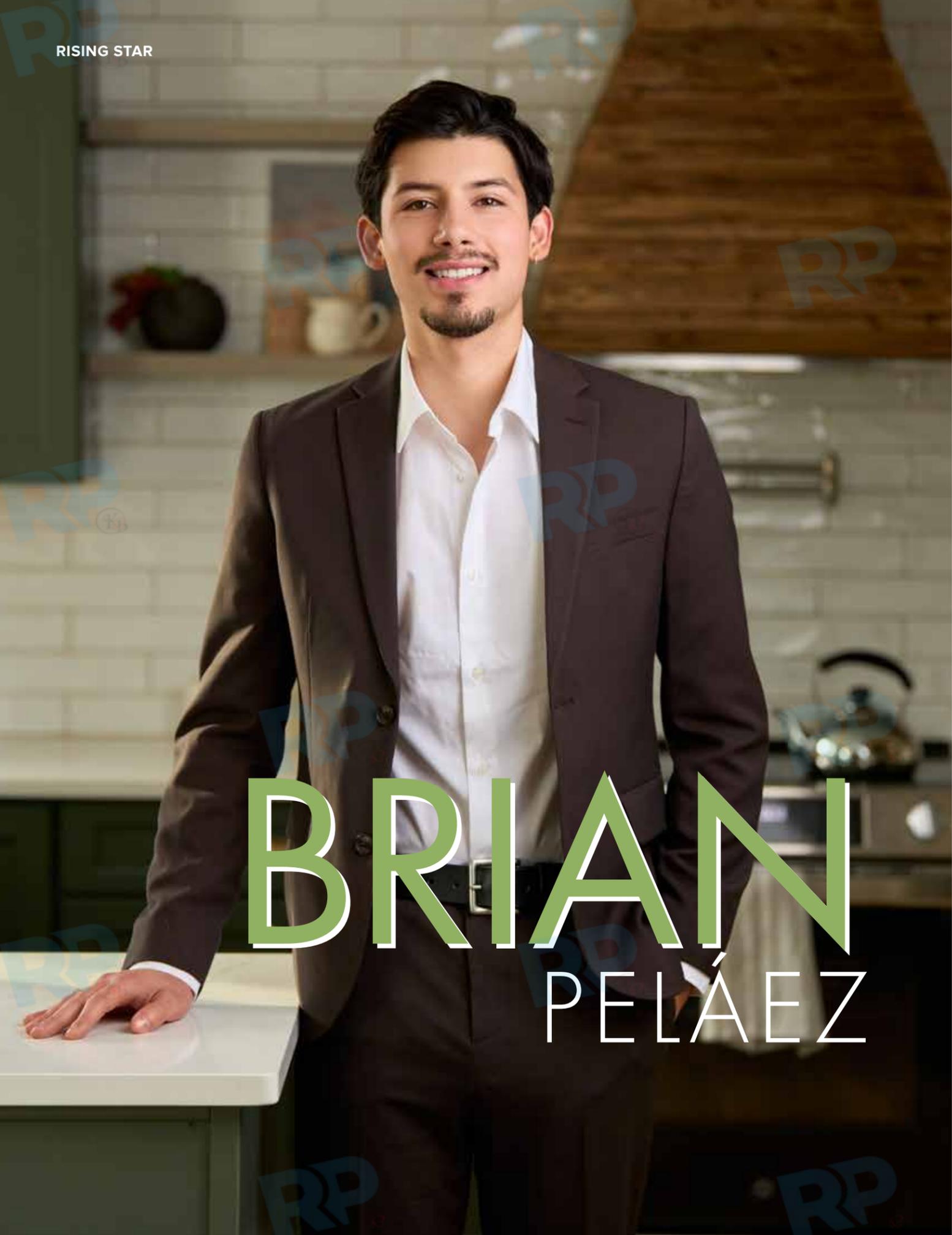
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BRIAN PELÁEZ

PURPOSE OVER PRESSURE

BY GEORGE PAUL THOMAS
PHOTOS BY PHILIP ANDREWS

When Brian Peláez made the leap into real estate, he knew he was stepping into more than a new career. For him, it was a calling rooted in connection, compassion, and purpose. As someone who's spent his entire life in Richmond, Brian has always been passionate about people and community. Today, as a real estate agent with Realty of America, he's using that passion to serve his clients with authenticity and care.

"I've always been confident but approachable," Brian says. "That balance helps me guide my clients through big decisions while keeping things real and human." It's a style that's quickly earned him recognition as one of Richmond's most promising new agents.

Finding His Calling

Brian was born in New Jersey but raised in Richmond, where he's lived nearly his entire life. "Richmond is home," he says. "It's where I grew up, built my friendships, and found my voice." His early years were filled with curiosity about people, what motivates them, and how emotions shape decision-making. That interest led him to take psychology classes at Brightpoint Community College, where



he discovered how much he enjoyed understanding human behavior.

Before real estate, Brian worked as an account representative for a European paper company. The experience taught him valuable business fundamentals, professionalism, and communication skills, but something was missing. "I wanted to make a difference in people's lives," he recalls. "In sales, I was connecting with clients, but I wanted to help them achieve something more meaningful. Real estate gave me that outlet."

His passion truly took root when he purchased his first home in March of 2023. Less than a year later, in January of 2024, Brian officially became a Realtor.

A Purpose-Driven Approach

In his first year, Brian hit the ground running, closing nine transactions and more than \$2.6 million in volume. His goal for 2025 is to help at least 15 families and exceed \$4 million in sales volume. But numbers only tell part of his story. What truly drives Brian is serving clients with empathy and integrity.

"My corporate background shapes my professional side, but my compassionate side helps my clients win," he explains. "I want every client to feel understood and supported, not rushed or pressured."

His clients often describe him as calm, transparent, and exceptionally communicative. "My communication is what sets me apart," Brian says. "I'm always upfront about what's happening, even when the news or updates aren't ideal. Clients trust me because they know I'll always put their needs first."

For Brian, real estate is also a way to give back. He has a deep desire to help underrepresented communities achieve homeownership and stability. "Helping first-time buyers or families who never thought homeownership was possible is what fulfills me most," he says. "It's about opening doors, both literally and figuratively."

Life Beyond Real Estate

Outside of work, Brian's world revolves around family and connection. As one of six siblings, he grew up in a lively, close-knit household filled with





laughter, conversation, and love. “My family means everything to me,” he says. “They’ve always been my greatest support system. I put them above everything.”

When he’s not meeting clients or attending closings, Brian enjoys simple pleasures like cookouts with loved ones, movie nights, and the occasional happy hour with friends. “I like to keep life balanced,” he says. “Real estate can be demanding, but it’s important to recharge and stay grounded.”

He shares his home with a few furry companions who bring plenty of joy and personality to his day-to-day life: a male cat named Juno, and two female dogs, Angel and Iggy. “They’re my little crew,” he laughs. “They keep me company when I’m working from home and make sure I never take things too seriously.”

Outside of his social circle, Brian finds peace in the outdoors and loves taking long walks to clear his mind. He’s also a fan of scary movies, which might surprise people who know his calm demeanor. “I love horror movies,” he admits. “There’s something about the suspense and emotion that fascinates me. Maybe that’s the psychology lover in me.”

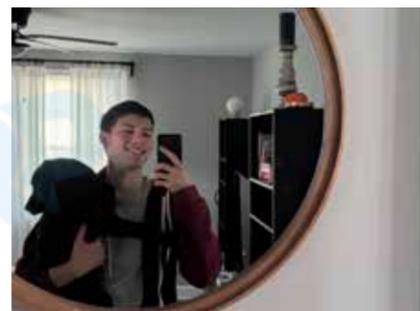
That love for understanding people also extends to his creative side. “I love poetry,

especially romantic poetry,” Brian shares. “It’s one of those art forms that captures emotion in the purest way.”

Though still early in his real estate career, Brian is already thinking about how to use his platform for impact. He hopes to build stronger ties to local outreach programs, particularly those supporting the LGBTQ+ community and local youth. “Community is everything,” he says. “I’d love to be more involved in helping others feel seen, supported, and safe.”

Looking Ahead

When Brian thinks about the future, he envisions growth that goes beyond business success. “I want to keep finding genuine human connections,” he says. “I’m fascinated by how people make decisions and how those choices shape their lives. Maybe one day, I’ll dive back into psychology and study that more deeply.”



In the meantime, his focus is on serving clients with the same patience and empathy that have defined his approach from the start. “Patience is selfless,” he reflects. “Impatience is ego. Your ego thinks it possesses power, but it doesn’t.”

He also offers thoughtful advice to other agents hoping to find their footing in the industry. “Don’t let noise or distraction get into your head,” he says. “Know what your goal is, but be graceful with how you’ll get there. Bad habits and intentions will catch up in the long run. Stay focused, stay kind, and stay authentic.”





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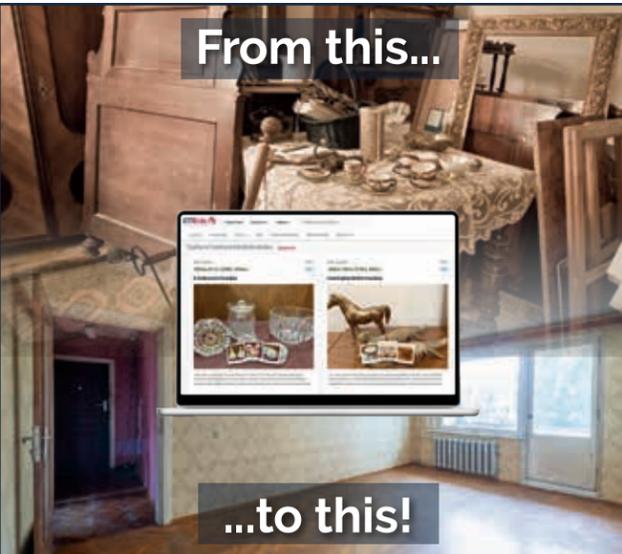



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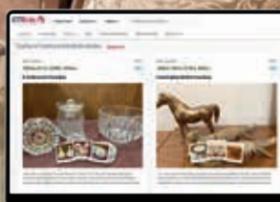
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BY AMELIA ROSEWOOD
PHOTOS BY PHILIP ANDREWS

Some careers begin with passion. Others begin with practicality and reveal their purpose over time. For Lyndsay Jones, real estate became a path she never planned for but ultimately embraced with clarity, commitment, and a deep understanding of what it means to serve.

Born and raised in England, Lyndsay grew up valuing honesty, responsibility, and hard work. She earned a degree in English and Creative Writing before working as a bartender, a role that taught her how to read people, earn trust, and stay grounded. “From a hustle standpoint, nothing is given,” she says. “You have to earn it. The better you serve people and anticipate what they need, the better you are at your job.” Those early experiences shaped her straightforward, reliable, and deeply committed approach to real estate.

A Practical Beginning

Lyndsay’s entry into real estate was anything but glamorous. “I wasn’t inspired in the slightest,” she says with a laugh. “It was more of an in-home care thing. We were buying rentals and flipping houses, and it just made sense to keep my license so we could manage that side of the business.” She became licensed around 2009, never imagining it would grow into a long-term career.

But with every transaction and each new client, Lyndsay began to recognize the long-term opportunity that real estate offered. “Once you’ve sold enough homes and gone through enough experiences, you start to see real estate differently,” she explains. “Selling houses funds my income, but over time, I’ve also picked up rentals, built houses, and flipped houses. Now it’s about keeping things simple and focusing on what fits my future goals.”

A Moment That Changed Her Mindset

Years before she ever thought about becoming an agent, Lyndsay went through a defining experience. After moving from England to New York and eventually to Virginia, she and her family attempted to sell a home. That home sat on the market for 18 months.





“

Even when a transaction goes easily, moving is stressful. If I can make my part as simple as possible for my client, that's a win in my book.”

“When I got into real estate years later, I told myself I would do everything in my power to make sure nobody was ever stuck with a house longer than they needed to be,” she says. The memory stayed with her, shaping her mission. “Even when a transaction goes easily, moving is stressful. If I can make my part as simple as possible for my client, that's a win in my book.”

That commitment became her core philosophy. Every sale represents progress for a family ready for a new chapter, and every smooth transition is a quiet victory.

What Sets Her Apart

Honesty is Lyndsay's compass. “Honestly, honesty,” she says when asked what distinguishes her in the industry. “A lot of people focus only on getting listings, but I want listings that will actually sell and sell within a reasonable time.” She prioritizes transparency over convenience, direct communication over people-pleasing.

She is also known for responsiveness. “Responsiveness gets results,” she says. “It builds trust. It keeps things moving and gets questions answered. It's something I take pride in.”

Her track record reflects that consistency. For most of her career, she has ranked among the top 100 agents in Central Virginia and has even been number one in her market center. Yet she rarely talks about awards. “I probably should have collected some accolades along the way,” she says with a smile. “But it's never been about the titles for me.”

Life at Home

At home, Lyndsay is surrounded by love, purpose, and a full life she has intentionally designed. She comes home to her husband, Adam, who has served with the Virginia State Police for 25 years. She has two children and treasures the time she has left before her youngest leaves for college. “When my son went to college last year, it hit me how quickly time is running out with my daughter still at home,” she says. “So I scaled back a bit this year. I wanted to pick her up and drop her off every day. I'll never get this time back.”

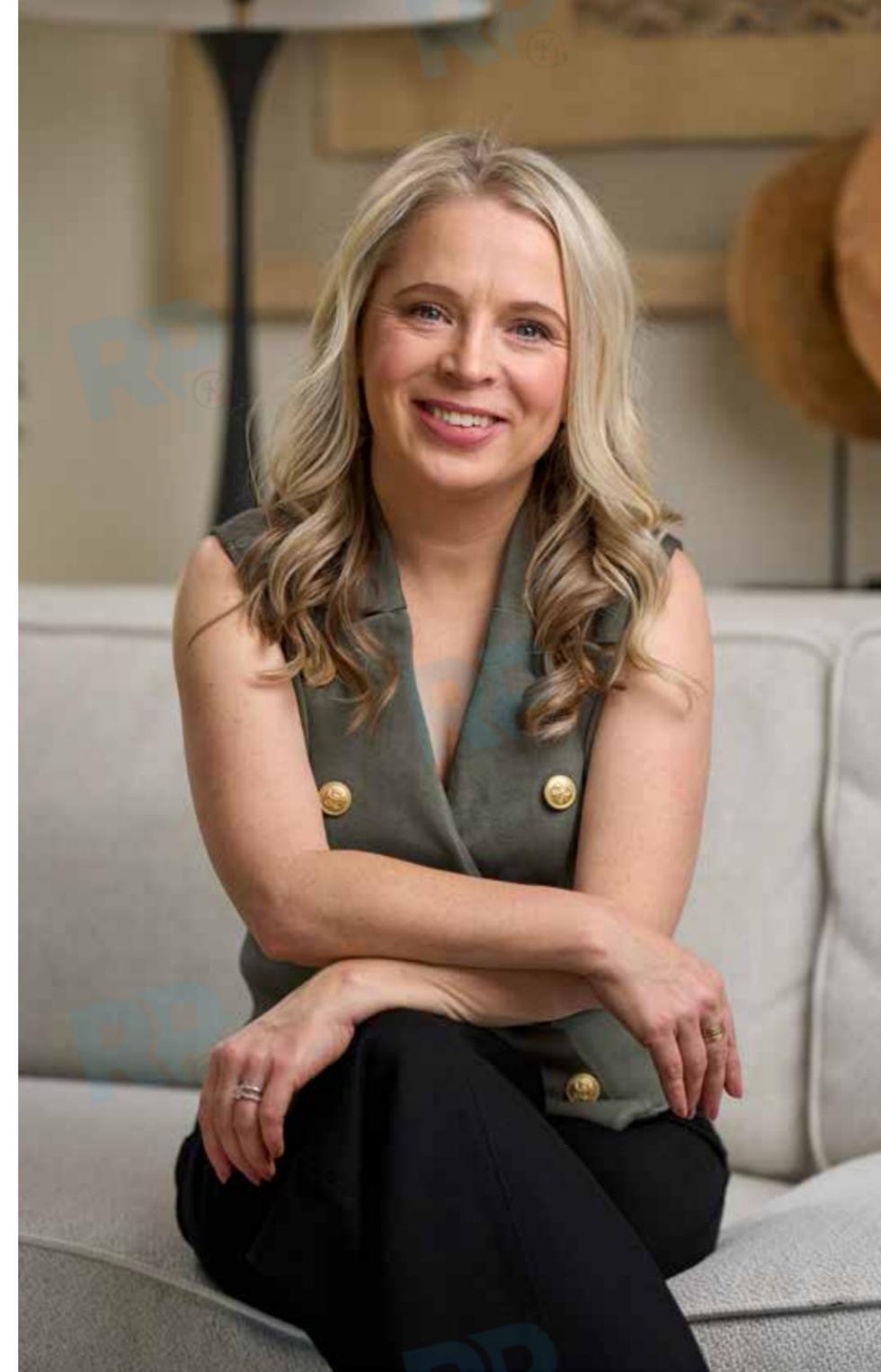
Lyndsay is also a devoted caretaker to four elderly rescue cats. “No one ever seems to want the older cats,” she says. “Their owners passed away, and somehow they all ended up with me. Now I have this really beautiful collection of senior cats, and I'm giving them the best end-of-life years possible. They make me happy, too.”

Travel is her greatest passion outside of real estate and parenting. She has taken her children all over the world, exploring different countries, cultures, and cuisines. “I've built a life I don't need to escape from,” she says. “I travel to experience different places. It brings me so much joy.” Cooking is another love, especially when it connects back to her travels.

One of the most meaningful moments of her life came when she turned 40. After a divorce two years earlier, she asked herself what she had always wanted to do. The answer was clear. She organized a group of friends and climbed Mount Kilimanjaro. “On the morning of my 40th birthday, we summited just as the sun came up,” she says. “I was oxygen-deprived and sleep-deprived, but it was one of the most special moments of my life.”

Looking Ahead

Lyndsay's focus for the next decade is clear. She is determined to reach a level of financial independence that gives her full freedom by the time she turns 50. “I discovered the financial independence movement in late 2017,” she says. “I've been building my financial world around that ever since.” Her goal is



not to leave real estate, but to shift her relationship with it. “I'll always stay in real estate,” she says. “But getting to a place where it's a want instead of a need will be game-changing.”

Her message to aspiring top producers is grounded in empathy and integrity. “Be empathetic and take it seriously,” she says. “When someone gives you the opportunity to guide them through a

real estate journey, that is an extreme privilege.” She encourages agents to think long term, to help clients understand the future impact of decisions, and to represent the industry with pride. “Do this with high morals, values, and integrity. Our clients are paying us one of the biggest checks for a service they will ever write. Focus on delivering value. That is how you build a long-lasting business.”

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