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Spotlight
**JORDAN
SMITH**

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Spotlight
**HEATHER
MURRAY**
C.A.S.E.
Discount
Flooring

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7 TACTICS TO TURN AN OPEN HOUSE INTO LEADS

Most REALTORS® don't struggle with hosting open houses—they struggle with converting them. Top-producing agents treat every open house like a lead generation opportunity, not just a showing.

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2. They create a reason to attend, offering something unique—neighborhood insights, market data, or a giveaway—to stand out from every other open house.
3. They capture every visitor's information, using sign-in systems that feel natural but ensure no opportunity slips through the cracks.
4. They ask intentional questions, engaging visitors in real conversations to uncover motivation, timeline, and next steps.
5. They follow up quickly, reaching out within 24 hours with personalized messaging that continues the conversation.
6. They connect beyond the property, turning interest in one home into conversations about buying, selling, or future plans.
7. They track and improve each event, reviewing what worked, what didn't, and refining their approach every time.

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STORY BY JACKI DONALDSON
PHOTOS BY JEREMIAH GUELZO,
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In today's real estate market, a simple flooring update can make the difference between a home sitting on the market or selling fast and at top dollar. That difference is exactly where Heather Murray has found her edge. Since opening C.A.S.E. Discount Flooring in October 2023, she has carved out a niche in the luxury vinyl plank (LVP) space, delivering high-quality, affordable flooring with an impressive level of personal service.

Heather recalls a client who was up against a lease deadline and needed flooring the same day. She stepped in, secured the product from her warehouse, and personally delivered it.

Customers quickly learn that Heather, the sole owner and distributor of her thriving business, is a standout in the male-dominated flooring industry. Her work ethic and follow-through speak volumes—often surprising people at first, until she delivers exactly what she promises.

She meets with clients one-on-one to understand their vision and guide them through color choices,

plank size, and durability considerations. Her space features sample boards, allowing clients to see the pattern and feel the material. Heather operates the forklift, stocks inventory, and lifts heavy boxes herself. "I have to be strong to do this work," she laughs. Her husband, Greg, a music and youth pastor, supports her efforts and often helps with logistics. She partners with local, loyal, and trusted installers who work efficiently and to the highest standard.

Heather maintains a 3,500-square-foot warehouse stocked with a wide variety of plank and tile options of residential and commercial grade flooring, from 4.5mm/12mil up to 8 mm/28mil. "I can often provide flooring immediately, which is critical when a house needs a quick refresh before listing or a buyer needs to move in," she shares, noting that all inventory is priced under \$3 a square foot. Her planks are made from SPC (stone polymer composite), making them 100% waterproof, scratch-resistant, and easy to maintain. She also embraces technology to make the process easier for agents and clients, allowing them to upload photos of a space and digitally preview flooring options.



FLOORS *that* CLOSE DEALS

Heather Murray C.A.S.E. Discount Flooring

“**I’M HERE TO SERVE**
and **I LOVE EVERY MINUTE OF IT.**”



From the first consultation to the final plank, Heather ensures every client and every home receives the attention it deserves. “I’m here to serve,” she says. “And I love every minute of it.”

Heather’s background in ministry and health coaching shapes the way she does business. “I want people to feel like family,” she says. “I am thrilled when people buy my flooring, but I am even more thrilled about the opportunity to understand who they are and what’s going on in their lives. I’m a person of faith, and I want to show the love of Jesus to people and be a shining light.”

Heather is eager to build lasting partnerships with REALTORS®. “I’d love to be the first call agents make when they need a flooring solution,” she shares. She also gives clients honest guidance about trends. “HGTV and Pinterest can really drive the market,” she notes. “I joke that I can predict exactly what my customers will want from watching those shows. But I always remind them that they need to be comfortable in their house and choose what’s best for

them.” Light, natural tones are trending now, but her focus remains on helping clients and agents achieve their goals.

Outside of work, Heather enjoys a vibrant life. A trained pianist, she has traveled to every U.S. state except Hawaii. She and Greg have been married for 31 years and share their home with two long-haired miniature dachshunds, Bubby and Boo. Family and business run in her blood—her sister owns and distributes C.A.S.E. Discount Flooring in Northwest Arkansas, keeping the company’s commitment to quality and service a shared family legacy. ▾



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Here's what the Blue Ridge Real Producers
Top 300 REALTORS® sold in 2025

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Faith, Family, Real Estate, and Life

JORDAN SMITH | Keeton & Co.

STORY
BY JACKI
DONALDSON
PHOTOS
BY AMBER
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PHOTOGRAPHY

Jordan Smith never planned to become a real estate agent, but when she and her husband were ready to sell a home they had flipped, she quickly realized the process wasn't going as she hoped. "I spoke with a few REALTORS®, and I felt like they were lowballing the listing price," she recalls. "I told my husband, 'I'm going to get my license and sell this home myself.'" That decision in October 2020 marked the beginning of a career she never saw coming.

Before stepping into real estate, Jordan was a stay-at-home mom and also worked in marketing for Chick-fil-A. Both roles provided her with a solid foundation for her relationship-focused approach to real estate. She vividly remembers a family she helped buy a home two years ago. "Their 7-year-old greets me at church every Sunday," she says. "She remembers me helping her family, and it brings me such joy each week."

Jordan wants every client to feel loved and valued throughout the buying or selling process. "People may not remember every detail I shared during a transaction, but I want them to remember how I made them feel," she shares, adding that she chose her brokerage, Keeton & Co., because of Principal Broker Daniel Keeton's passion for the Lord and kindness toward others. "After our first conversation, I knew I was in the right place."



Prayer first led Jordan to Keeton & Co. “One of my closest friends was an agent with Keeton & Co., and I felt the Lord guiding me in that direction,” she says. “Our mission is to glorify God by cultivating an environment where real estate professionals can reach their fullest potential for the benefit of our clients and the communities we serve.” Within a year, agents began reaching out to her at church and through social media, curious about her success and the supportive culture at Keeton & Co.

Jordan is passionate about mentoring other agents, especially mothers juggling multiple responsibilities. “Moms wear many hats, and I love helping them see they can thrive in real estate while honoring their families and their faith,” says Jordan, who is a working mom herself. She and her

husband, Brad, are raising eight children: Bennet, 10; Amelia, 9; Charlotte, 7; Holland, 5; Hazel, 3; Lennon, 1; Beau, 1; and Boone, 5 months. The family homeschools, stays active in sports and community activities, and cherishes simple family traditions like movie nights. “My kids are part of almost every aspect of the business,” Jordan points out. “They see what it means to serve others, work hard, and trust in the Lord through challenges.”

Looking ahead, Jordan hopes to grow the Keeton & Co. office to 40 agents who serve clients with excellence and grace. “We are not about the grind or hustle culture,” she emphasizes. “We want to do our work faithfully, with integrity, and in a way that benefits our families, clients, and communities. Being faithful with little prepares us to be faithful with much.”

Her faith guides every part of her life. On challenging days, her children are her motivation. “I want them to see that you can overcome hard things with the strength of the Lord,” she shares. Outside of real estate, Jordan enjoys leading worship at her church, taking the kids to the park, and going on family adventures—sometimes as simple as a trip to Costco.

Jordan may never have imagined she’d be in real estate back when she and Brad were flipping a house. Still, here she is, now a broker helping families, mentoring agents, and guiding her children, all while honoring God, serving others, and building lasting relationships. And if you see her big white 12-passenger van at the office, don’t just wave—stop in. Because Jordan Smith makes every connection count. ❖

“**Being faithful with little prepares us to be faithful with much.**”

On Mentorship

Jordan’s mentors, including her parents and Daniel Keeton, taught her the impact of leading with kindness and integrity. “Watching my dad run his business with care and respect taught me so much,” she says. “Daniel has this gift for building people up—it’s something I see every day. Real estate can be tough, but a little kindness and compassion completely changes the experience for everyone.”

Podcasts She Listens To

- 1 / Moms in Real Estate
- 2 / Risen Motherhood

Business Books

- 1 / How to Win Friends and Influence People
- 2 / Unreasonable Hospitality

Favorite Meeting Spots

- 1 / The Muse (her top pick!)
- 2 / Keeton & Co.’s brand-new office space—“It is a DREAM!”

Fun Fact

Jordan once tried out for *American Idol!*



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Three Paths, One Goal

KELLY GRIFFIN,
SHEILA SPINDLER,
& ERIN VOGT
TRINITY REAL ESTATE

STORY BY JACKI DONALDSON
PHOTOS BY KRISTINA ROSE,
KRISTINA ROSE PHOTOGRAPHY

Sheila Spindler, Erin Vogt, and Kelly Griffin didn't set out to build a real estate empire together, but sometimes, the best partnerships start unexpectedly.

Their paths to real estate were very different. Erin had worked in the corporate world before stepping into full-time parenting. Later, she took a part-time job at a local preschool, where she met Sheila. "Sheila and I became fast friends," she states. "We both have three

kids who are the same ages and had similar interests in activities then."

Sheila had already spent 15 years as an early childhood and special education teacher, developing a deep appreciation for patience, advocacy, and guiding families through important seasons of life.

As Erin's children began entering school full-time, she was ready for a new chapter that offered flexibility while keeping her connected to the community she loved. Years of volunteering in schools, sports, and activities had built her a wide and meaningful network, making real estate a natural next step. For Sheila, the inspiration came from personal experience. After multiple moves with her family, she understood the emotions and logistics of relocation and wanted to help others navigate them.

Erin Vogt



ERIN VOGT

Go-To Spots: Coffee Lab • Eastern Divide

Reading & Listening: Glass Half Full, 10% Happier, Housingwire Daily, *The 21 Irrefutable Laws of Leadership* by John C. Maxwell

Life & Family: Married to Chris (26 years). Mom to Ryan (23), Ella (21), and Sean (15). Home includes a dog, a cat, a dachshund puppy, and a dozen chickens.

Off the Clock: Cooking, gardening, and outdoor family time.

Together, they pursued real estate, attending classes and building their business side by side. When they joined their first brokerage, RE/MAX 8, they met Kelly immediately, and the three quickly became close friends and trusted colleagues. “Our shared values, work ethic, and commitment to our clients created a strong foundation that continues to shape the way we work together today,” Sheila shares.

Kelly’s path into real estate looked entirely different. Before entering the industry, she had worked as a bartender, bar manager, in healthcare law, and even as a government contractor reviewing Medicare appeals. “I decided I wanted a career that felt more personal, meaningful, and centered on helping people in a tangible way,” she notes. “Real estate became that path.”

Despite their different backgrounds, the three quickly aligned on integrity, hard work, and a genuine commitment to people. About six years ago, during the early days of the pandemic, a casual idea turned into something bigger. A group text conversation sparked what would eventually become their brokerage. They chose the name TRINITY to reflect both their shared Irish heritage and their bond. “The name represents our partnership, our friendship, and the values we bring to the work we do for our clients and our community,” Sheila explains.

Sheila Spindler



SHEILA SPINDLER

Reading: Let Them Theory • The 5 AM Club • Atomic Habits • Anything by Kristin Hannah

Life & Family: Married to Matt (27 years). Mom to Keaton (23), Carson (20), and Katie (17). Two labs, Scout and Yogi Bear. Family time includes skiing, lake days, concerts, and games.

Off the Clock: Spending time with family and friends, reading, walks, lake days, concerts, watching Packer football, and playing card/board games.



KELLY GRIFFIN

Reading & Listening: Mel Robbins • Atomic Habits • 10% Happier (podcast)

Go-To Spots: Mill Mountain • Our Daily Bread • Brew Da Bean

Life & Family: Lives in Elliston with husband Joe and their cat, Mo. Close with family.

Fun Facts: Has a twin brother. A Swiftie who traveled to Canada for the Eras Tour with her husband.

The impact of that partnership is most evident in the moments they share with clients. Sheila recalls helping a family during the height of the market. “After losing out several times, they finally found their dream home,” she shares. “The tears, the relief, and the smiles were unforgettable.” Erin highlights a recent personal milestone: “My son and his fiancée are buying their first house at the age of 23,” she says. “What an absolute joy and honor it has been to

help them through this process.” Kelly’s defining moment came when she was named REALTOR® of the Year in 2025. “Real estate can be challenging work, and much of the most important work happens quietly, behind the scenes,” she remarks. “That moment was a lasting reminder that service, leadership, and integrity matter.”

As their business has grown, so has their passion for guiding clients through some of life’s biggest moments, and on tough days, they lean on each other. “We build each other up and keep each other going,” Erin says. “They’re my rocks in this crazy real estate world!” Sheila echoes that sentiment. “At TRINITY, partnership is key,” she explains. “That trust and collaboration allow us to support one another while giving our clients the best possible experience.”

Kelly, in her role as Principal Broker, adds, “What keeps me going on tough days is knowing that other people are counting on me, whether it’s a client navigating a major decision or an agent needing support. That sense of responsibility is a powerful motivator.”

Looking ahead, the trio’s focus remains clear and remarkably aligned. They want to continue growing TRINITY while staying true to the relationships and values that brought them together. They want agents to feel supported, valued, and inspired, and they aim to become the standard for what great real estate service looks like—a company known for professionalism, trust, and genuine care. “Our hope is that when people need help with real estate, TRINITY is the first name they think of,” Kelly says. ▾



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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: 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 at betty.lee@realproducersmag.com.

Q: WHO RECEIVES THIS MAGAZINE?

A: 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 a team member, support the publication, and attend our private events to increase your chances.

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