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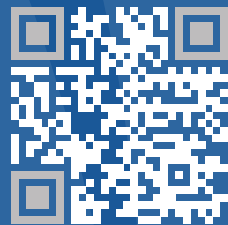


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MOMENTUM IS A CHOICE

Why the habits you reinforce now determine how strong the year becomes

BY GABRIEL CHANDLER

By the time May arrives, the year has revealed its direction.

The early goals have either turned into habits—or faded into intentions. The conversations you've prioritized are either compounding—or quietly disappearing. And the momentum you're carrying now will largely determine how the rest of the year unfolds.

Momentum isn't something we stumble into. It's something we **choose**—daily.



Gabriel Chandler
Publisher
Cape Fear & Brunswick Real Producers

The most effective professionals don't wait for ideal conditions. They build rhythm. They protect their energy. They stay connected to people who elevate their thinking and challenge their standards.

That mindset is at the core of Real Producers.

Consistency Creates Confidence

High performance isn't built on one great month or one big win. It's built through consistent action taken in the right environment.

When you surround yourself with peers who are disciplined, driven, and intentional, your own standards naturally rise. Conversations become sharper. Decisions become clearer. Execution becomes more focused.

This community exists to support that rhythm—so success doesn't feel heavy, isolated, or reactive, but intentional and repeatable.

The Value of Staying Engaged

It's easy to pull back as schedules fill up and summer approaches. But the professionals who continue to grow are the ones who remain present—staying engaged in conversations, relationships, and rooms that matter.

Real Producers is not about constant motion. It's about meaningful connection.

Showing up consistently—whether through events, introductions, or collaboration—creates a long-term advantage that compounds well beyond a single transaction or season.

Setting the Tone for What's Next

This is the moment to assess what's working, refine what isn't, and recommit to the standards you expect from yourself and the people you surround yourself with.

If you've been engaged, keep building.
If you've been quiet, this is the time to reenter with intention.

This platform exists to support your growth—not just this month, but year after year.

Momentum is built one decision at a time.
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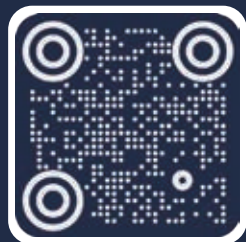
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NORTH CAROLINA REAL ESTATE:

Key Changes & Agent Adaptation

The past year has brought one of the most significant disruptions to the North Carolina real estate industry in decades. While the state's Real Estate License Law has remained largely unchanged, the practical application of brokerage—especially compensation and agency—has shifted dramatically due to the National Association of REALTORS® (NAR) settlement and related policy changes.

1. The NAR Settlement: Restructuring Compensation

The most impactful change stems from the 2024 NAR antitrust settlement, which directly altered how commissions are

structured and communicated. Historically, sellers paid a total commission that was split between listing and buyer agents.

Under the new rules, buyer agent compensation can no longer be advertised on MLS systems, sellers are no longer expected to automatically pay buyer agent commissions, and commissions must be negotiated independently and transparently. This effectively dismantles the cooperative compensation model and introduces a true free-market pricing environment.

2. Mandatory Buyer Representation Agreements

A major operational shift is the requirement that buyers must sign written agreements with their agent before touring homes. This formalizes buyer agency in a way that previously was often informal or delayed. Buyers are now explicitly aware of agent compensation obligations, and agents must articulate their value proposition earlier in the relationship.

3. Increased Transparency and Consumer Awareness

The settlement emphasizes upfront disclosure of compensation structures and clear negotiation of fees between all parties. Consumers are more informed and often more skeptical about agent value, pushing the industry toward a consultative sales approach rather than transactional facilitation.

4. Pressure on Commission Rates

Despite expectations of significant reductions, commission compression has been modest. The larger shift is in how commissions are justified rather than the percentage itself. Agents must defend fees through service differentiation and results.

5. Increased Competition and Industry Shakeout

The removal of guaranteed compensation structures has increased competition among agents and placed pressure on part-time or low-production agents. The market is shifting toward a performance-based brokerage environment.

6. Emerging Business Model Changes

Agents are experimenting with flat-fee or à la carte services, buyer-paid compensation models, and hybrid brokerage structures. There is concern about affordability for first-time buyers, which may influence future policy or lending practices.

How Agents Must Pivot

To remain competitive, North Carolina agents must clearly articulate their value, strengthen buyer consultations, improve negotiation skills, leverage technology, and adopt a fee-for-service mindset.

Conclusion

While North Carolina's statutory framework has not dramatically changed, the practical reality of brokerage has. The NAR settlement has accelerated a transition toward transparency, negotiation, and accountability. Agents who adapt will be better positioned to succeed in a more competitive and consumer-driven market.

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MARCELLO CALIVA

Building a Legacy

WRITTEN BY DAVE DANIELSON
PHOTOS BY T.J. DRECHSEL

From a childhood split between the sun-soaked beaches of Los Angeles and the coastal charm of Wilmington, North Carolina, Marcello Caliva has always lived between worlds. Born in Venice Beach, California, Marcello spent his school years in Wilmington after his family relocated in 1980, while summers were reserved for California's Ojai Valley and Los Angeles. Growing up immersed in both coastal cultures and watching his family's ventures, it was perhaps inevitable that he would gravitate toward real estate—a world where vision, design, and opportunity converge.

A Family Legacy of Real Estate and Entrepreneurship

Marcello's introduction to the industry wasn't just academic; it was generational. His grandfather, father, and extended family were deeply rooted in commercial construction, building low-rise flex

spaces in Culver City, California. After moving to Wilmington, his father purchased a historic mixed-use building on 9 South Front Street, living on the top floor while renovating it meticulously for decades. Over time, the family acquired and restored multiple properties, including a condo in Timber Creek on Bald Head Island and a six-unit waterfront building in Florida, often executing 1031 exchanges. Witnessing these renovations unfold, Marcello learned firsthand the intricacies of real estate

development, investment, and the patience required for long-term success. "I feel that I was destined to be in the real estate industry in one manner or another," he reflects.

Before earning his license, Marcello honed a variety of skills—from working in the family restaurant, Caffe Phoenix, to building computers, networks, and programming in IT. He eventually joined Intracoastal Realty in their IT department, bridging his technical expertise with his growing interest in property.





Starting Strong in a Competitive Market

Marcello became a licensed real estate agent in 2005 and has spent his entire career with Intracoastal Realty, moving from working with the Margaret Collins Team to Michelle Carls' team before launching out on his own, around 2009. Over the past two decades, he has built

a remarkable track record, closing over \$200 million in transactions, including \$36 million in the last year alone.

Like any agent breaking into a competitive market, Marcello faced his share of challenges. As a single father navigating a commission-based business during the Great Recession, he juggled school drop-offs, client calls,

and evenings working as a server to make ends meet. "I had to get creative fast," he recalls. He found his niche in short sales—transactions many agents avoided due to complexity—developing relationships with banks and servicers to close deals efficiently. "The community on South Harbor Island really took care of me and helped me succeed. I owe so much of my career to those relationships," he says.

Passion, Precision, and a Client-First Approach

Marcello's philosophy has always emphasized service, expertise, and integrity. Whether assisting clients in residential, commercial, or luxury waterfront properties, he prioritizes understanding their goals and providing thoughtful guidance. "I absolutely love when clients are happy," he says. "Seeing them continue to work with me or refer others is incredibly rewarding."

He also acknowledges the impact of mentorship and support from colleagues. Figures like Margaret and Eddie Collins, as well as Intracoastal Realty's owners Jim and Trey Wallace and Broker-in-Charge David Small, have guided him through complex transactions and high-stakes deals. Their guidance, combined with Marcello's determination, has allowed him to develop a reputation as a knowledgeable, trusted consultant.

Balancing Life, Family, and Growth

Outside of real estate, Marcello is driven by personal passions: travel, surfing, tennis, cooking, and exploring new cultures. His family remains central—his mother Deborah Caliva, renowned for her eye for design and the creative force behind Caffe Phoenix, has been a constant inspiration. His son Niccolo, 22, is a skilled auto restorer, while his daughter Zoe, 20, is thriving in public health studies at the College of Charleston. "With the kids out of the house, I now have more time to dedicate to the business, but family will always come first," he notes.

Marcello also dedicates himself to charitable causes, including the



“

The community on South Harbor Island really took care of me and helped me succeed. I owe so much of my career to those relationships.”



“

I want to be respected by the community, known for relationships rather than transactions, and always to represent my clients with the utmost integrity.”

American Cancer Society, St. Jude, and Make-A-Wish, ensuring that his success translates into giving back to the community that has supported him.

Looking Ahead with Ambition and Integrity

As Marcello looks to the future, he has ambitious goals: marketing a luxury waterfront home over \$10 million, expanding his commercial development projects, and leveraging emerging technologies like AI and social media to enhance client experiences. Yet,

through all the growth and innovation, he remains grounded in his guiding principle: the Golden Rule. “I want to be respected by the community, known for relationships rather than transactions, and always to represent my clients with the utmost integrity,” he says.

For those entering the real estate world, Marcello’s advice is clear: absorb knowledge at every opportunity, engage deeply with the community, and build a reputation that reflects your character as much as your skill. In Wilmington’s

competitive market, it’s not just sales numbers that define success—it’s trust, expertise, and a commitment to doing right by the people you serve.

Marcello Caliva’s journey—from Venice Beach to the heart of Wilmington—illustrates how vision, hard work, and unwavering integrity can transform passion into a lasting legacy. In a city where relationships define real estate success, he stands out as a consultant, mentor, and agent whose dedication resonates far beyond closing deals.

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Anne Leanos

MADE FOR THIS

WRITTEN BY DAVE DANIELSON
PHOTOS BY BRADLEY STICKLAND

Anne Leanos doesn't approach real estate as a transaction. For her, it's a mission—one grounded in service, strategy, and long-term outcomes. An agent running a highly intentional, client-focused practice at Christie's International Real Estate | Coastal in Wrightsville Beach, Anne serves as Broker in Charge for Christie's Coastal and brings a level of discipline and leadership that reflects a career shaped by the U.S. Navy, Fortune 500 experience, and years of hands-on investing.

Roots Shaped by Movement and Discipline

Born in Burlington, Wisconsin, Anne's upbringing spanned very different worlds. She grew up in Hilton Head Island and later attended high school in the Chicago suburbs, experiences that gave her both coastal sensibility and Midwestern grounding. That early exposure to change and adaptation laid the foundation for a life defined by mobility, adaptability, and resilience.

Her academic path was equally rigorous. Anne earned a Bachelor of Science degree from the United States Naval Academy, with a minor in German, followed by an MBA from Washington University in St. Louis' Olin Business School. Those credentials aren't just résumé builders—they became the framework for how she thinks, plans, and executes in Real Estate.

From Corporate Leadership to Client Advocacy

Before entering real estate, Anne built a 25-year career in customer-facing sales and marketing, including director-level leadership roles at companies such as Caterpillar and PepsiCo. There, she led complex negotiations, managed large territories, and drove growth through disciplined strategy and a culture rooted in customer service excellence.

Real estate, however, began long before her license. As she and her husband Alex—also a Navy Veteran—relocated for military duty stations and corporate roles, they built a residential and commercial investment portfolio

across multiple states. Through those experiences, Anne saw firsthand how thoughtful real estate decisions could shape financial security and lifestyle. That realization ultimately led her to transition into serving real estate clients full-time after receiving her North Carolina license in November 2022.

Rapid Growth, Grounded Approach

Anne began her real estate career with a small brokerage, briefly spent time at a large national brokerage, and then found her professional home at Christie's International Real Estate. Her business quickly gained momentum,

fueled by data-driven pricing, elevated client experience, and clear, proactive communication with customers and collaboration with co-brokers.

The results speak loudly. In just three years, Anne achieved more than \$33 million in residential sales, serving 43 families and closing \$20.6 million in 2025 alone. Her annual production has scaled from \$5.5 million in 2023 to \$7.5 million in 2024, and then nearly tripled in 2025. She's consistently recognized as a top-producing agent in her market and was named to the prestigious 2026 Christie's International Real Estate





Masters Circle—a global distinction reserved for elite performers in luxury real estate.

Her accolades extend beyond real estate. Through her Navy Reserve career, Anne has earned the military's Legion of Merit Award and the Defense Meritorious Service Medal, honors that reflect decades of service and leadership under pressure.

Leadership Under Pressure

Transitioning from a salaried executive role to a commission-based business was not without challenge. Anne credits empathy for clients, schedule discipline, and a willingness to invest early in systems, marketing, and administrative support as critical to her success. Treating real estate like a business—not a side hustle—allowed her to scale with intention.

Balancing her current role as a Navy Reserve Captain, which requires one weekend a month and two weeks of travel each year, adds another layer of complexity. But through thoughtful planning and trusted support partners, Anne ensures her clients experience seamless service without interruption.

Values, Vision, and What Sets Her Apart

Anne's background as a Navy Public Affairs officer, corporate executive, and real estate investor gives her a rare blend of calm leadership, marketing



excellence, financial perspective, and structured execution. She is known for blending understanding with sharp business acumen—advocating for her clients while maintaining pricing discipline and clear processes.

Her favorite part of real estate is standing beside clients during major life decisions and seeing the long-term impact of those choices years later. She believes real estate is most powerful when treated as a long-term advisory relationship, not a short-term sale.

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Life Beyond the Transaction

Outside of work, Anne is deeply committed to family, community, and service. She and Alex support Veteran-focused charities, and Anne volunteers as a student mentor and Advisory Board Council member with UNCW's Cameron Executive Network. She is also involved with the U.S. Naval Academy Cape Fear Alumni Association and the Southeast NC Military Officers Association of America.

Anne enjoys travel, fine dining, kayaking, sailing, fitness, and mentoring others. She is an avid reader, balancing business books like *The 5 Types of Wealth* by Sahil Bloom with lighter reads such as *Sandwich* by Catherine Newman. Podcasts like *Ninja Selling* and *It's a Good Life* round out her learning mix.

Defining Success and Looking Forward

To Anne, success means delivering excellent outcomes for clients,



maintaining integrity, and building a business that supports a meaningful life. Her goals include continued referral-based growth, expanding her advisory role with investors and relocating clients, and mentoring agents on the Christie's Coastal team who are ready to level up. She is committed to building her own investment portfolio—purchasing at least one rental property per year since becoming licensed, with plans to accelerate that growth.

Her advice to up-and-coming producers is simple: master the fundamentals, price honestly, communicate clearly, execute relentlessly, and treat the business with professionalism. Anne Leanos doesn't chase transactions. She builds relationships—grounded in trust, strategy, and results—and that philosophy continues to define her impact across the Cape Fear region and beyond. ▾

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WRITTEN BY DAVE DANIELSON
PHOTOS BY BRADLEY STICKLAND



Covering What Matters Most

In today's real estate landscape, success is about more than technology—it's about trusted relationships and personalized service. Holly Angermeier, an experienced insurance agent with The Huneycutt Group Insurance, embodies this philosophy through her unwavering commitment to clients and referral partners alike.

"I am here to serve my clients from the time we start together and continue along the way as their insurance needs change with purchases of homes, autos, and recreational items," Holly shares. Her client-first approach is deeply rooted in her upbringing in Pennsylvania, where her parents instilled strong values of hard work and dedication to serving others.

Holly began her insurance career in 1988, building a small agency alongside another agent while working with MetLife in Pennsylvania. Her career later brought her to Wilmington, where she worked with several agencies and developed strong referral relationships.

"The best compliment I get from my clients is when they express how much it means to them when they receive a call back quickly, a timely response to their questions, or even an in-person visit from me."

In 2014, she joined The Huneycutt Group Insurance in Wilmington, North Carolina, bringing decades of experience and industry knowledge with her. "I am a sales agent that works with realtors, lenders, and clients from referrals. I am able to shop many companies for insurance to get clients the best rate to help keep their mortgage payment lower," she explains.

Family plays an important role in Holly's life. Outside of work, she enjoys spending time at the beach and supporting her husband and his band, The Fossil Rockers. Her natural ability to connect with people has been a consistent thread throughout her career, including her time working with direct sales companies while raising her children.

That same relational strength makes her a trusted and dependable resource for clients. "The best compliment I get from my clients is when they express how much it means to them when they receive a call back quickly, a timely response to their questions, or even an in-person visit from me," Holly says.

At The Huneycutt Group Insurance, seamless service is a top priority. Holly and her team ensure clients never feel passed along or unsupported. "For most people, when they are purchasing a home, I let them know the range of services that we provide in addition to homeowners insurance," she notes. The team understands that many clients relocating to the area require more than just homeowners coverage, often needing auto and recreational insurance as well. Their goal is to deliver customized solutions that align with each client's specific needs.

The team's dedication has been especially evident during challenging times, such as in the aftermath of Hurricane Florence. "The volume of calls, claims, and questions rivals



“My lenders, realtors, and clients have encouraged me along the way with positive and uplifting comments. It’s a big compliment when they feel comfortable enough to refer me to their friends, neighbors, family, and clients.”

anything I’ve experienced in the industry,” Holly recalls. Through it all, The Huneycutt Group Insurance remained focused on serving the community, finding solutions, and continuing to identify the best insurance options available for their clients.

Founded in 1998, The Huneycutt Group Insurance is committed to providing exceptional value and ensuring clients’ coverage remains current, adequate, and effective. With more than 50 years of combined experience, the team represents over 25 insurance companies and continually evaluates new resources to strengthen clients’ insurance portfolios. Holly is proud to be part of a firm that offers comprehensive coverage—from residential to recreational—helping protect homes, vehicles, and lifestyle assets.

For realtors seeking to elevate their clients’ home-buying experience, partnering with The Huneycutt Group Insurance is a strategic advantage. Holly’s expertise, responsiveness, and commitment to service make her an invaluable partner. “My lenders, realtors, and clients have encouraged me along the way with positive and uplifting comments. It’s a big compliment when they feel comfortable enough to refer me to their friends, neighbors, family, and clients,” she says.

As the real estate market continues to evolve, dependable and creative insurance solutions are more important than ever. The Huneycutt Group Insurance remains focused on staying ahead of industry changes while delivering outstanding service. “Clients are putting money toward a big part of their investments in their home, and we want to make sure that they receive quality service,” Holly emphasizes.

Realtors are encouraged to experience the difference that The Huneycutt Group Insurance provides. Reach out today to learn how Holly Angermeier and her team can support your clients with the confidence, protection, and personalized service they deserve. ▾



CONTACT US!

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Caylin Hawkins

GROUNDED IN PURPOSE

WRITTEN BY DAVE DANIELSON
PHOTOS BY BRADLEY STICKLAND

From her office on Military Cutoff Road in Wilmington, Caylin Hawkins has carved out a distinctive place in the real estate world—one rooted not in traditional home sales, but in something more foundational: the land itself. As a single agent with Berkshire Hathaway HomeServices Carolina Premier Properties, Caylin has built her business by following her curiosity, embracing her niche, and staying grounded in what matters most—family, integrity, and service.

From the Gulf Coast to the Carolina Coast

Born in New Iberia, Louisiana, and raised along the Gulf Coast in Corpus Christi, Texas, Caylin’s story has always been tied to water, community, and movement. Before real estate, her career path was anything but conventional. She spent a decade working in laboratory settings in College Station and San Antonio, then pivoted to entrepreneurship, owning a karaoke and entertainment company for 12 years. Later, she entered the oil and gas industry in Houston, gaining experience in yet another demanding field.

But real estate had always been quietly present in her life.

“My mom was a Realtor when I was younger,” Caylin says. “I grew up around it, even if I didn’t realize it would become my career.”

In 2012, when her mother decided to return to real estate, Caylin joined her in taking classes—partly to learn, but mostly to spend time together. Life took another turn when Caylin became pregnant with her daughter, prompting her to seek stability in a traditional 9-to-5 role. Still, the seed had been planted.

A Fresh Start—and a Second Chance

In 2017, Caylin and her husband made what she calls “the best move ever,” relocating to Wilmington, North Carolina. With no oil and gas industry to return to,



“THERE’S SOMETHING DIFFERENT ABOUT LAND TRANSACTIONS. IT’S NOT ABOUT FURNITURE OR FINISHES—IT’S ABOUT VISION. IT’S ABOUT HELPING SOMEONE BUILD A FUTURE.”

she revisited the idea of real estate—this time with full commitment.

She earned her North Carolina real estate license in early 2018 and began her career with Keller Williams on Heather Smith’s team, gaining valuable experience and insight into the local market. After a year, she transitioned to

Century 21 Sweyer and Associates—now Berkshire Hathaway HomeServices Carolina Premier Properties—where she began to find her footing.

At first, her work centered on residential real estate. But it wasn’t long before an unexpected opportunity shifted her trajectory.

Becoming “The Land Lady”

A call to list a small parcel of land changed everything.

“In smaller communities, word travels fast,” Caylin says. “Before I knew it, I was getting more and more calls about land.”

Rather than resist the shift, she leaned into it. What she discovered was a passion for understanding the nuances of land—its topography, its potential, and the unique stories behind each property.

“There’s something different about land transactions,” she explains. “It’s not about furniture or finishes—it’s about vision. It’s about helping someone build a future.”

From inherited parcels to investment opportunities and dream homesites, Caylin found herself drawn to the meaningful role she could play in guiding clients through important decisions. She embraced the nickname “land lady” and set out to become a true expert in the field.

Caylin has earned multiple awards, including BHHS President’s Circle, Top 6% of the network, #5 Listing Agent for 2025 Landfall office, and Realtors Land Institute Apex Producers Club 2025.

Pursuing Excellence Through Education

That commitment to expertise led Caylin to the Realtors Land Institute and the prestigious Accredited Land Consultant (ALC) designation—one of the most

respected credentials in land brokerage, with fewer than 800 designees nationwide.

Determined to earn her place among them, Caylin immersed herself in the process. She logged more than 100 hours in classrooms, traveled extensively for conferences, and dedicated herself to mastering every aspect of land transactions.

A pivotal moment came at the National Land Conference in Tucson, Arizona.

“I walked into that room not knowing a single person,” she recalls. “And I walked out feeling like I had found my people.”

There, she connected with mentors and industry leaders who would help shape her journey, offering guidance, encouragement, and a sense of belonging within a specialized community.

A Resource for Clients—and Colleagues

Today, Caylin’s expertise extends beyond her own clients. She has made it a mission to serve as a resource for other agents, helping them navigate the complexities of land deals with confidence.

“I want to be someone people can count on,” she says. “Whether it’s a client or another agent, I want to provide clarity and direction.”

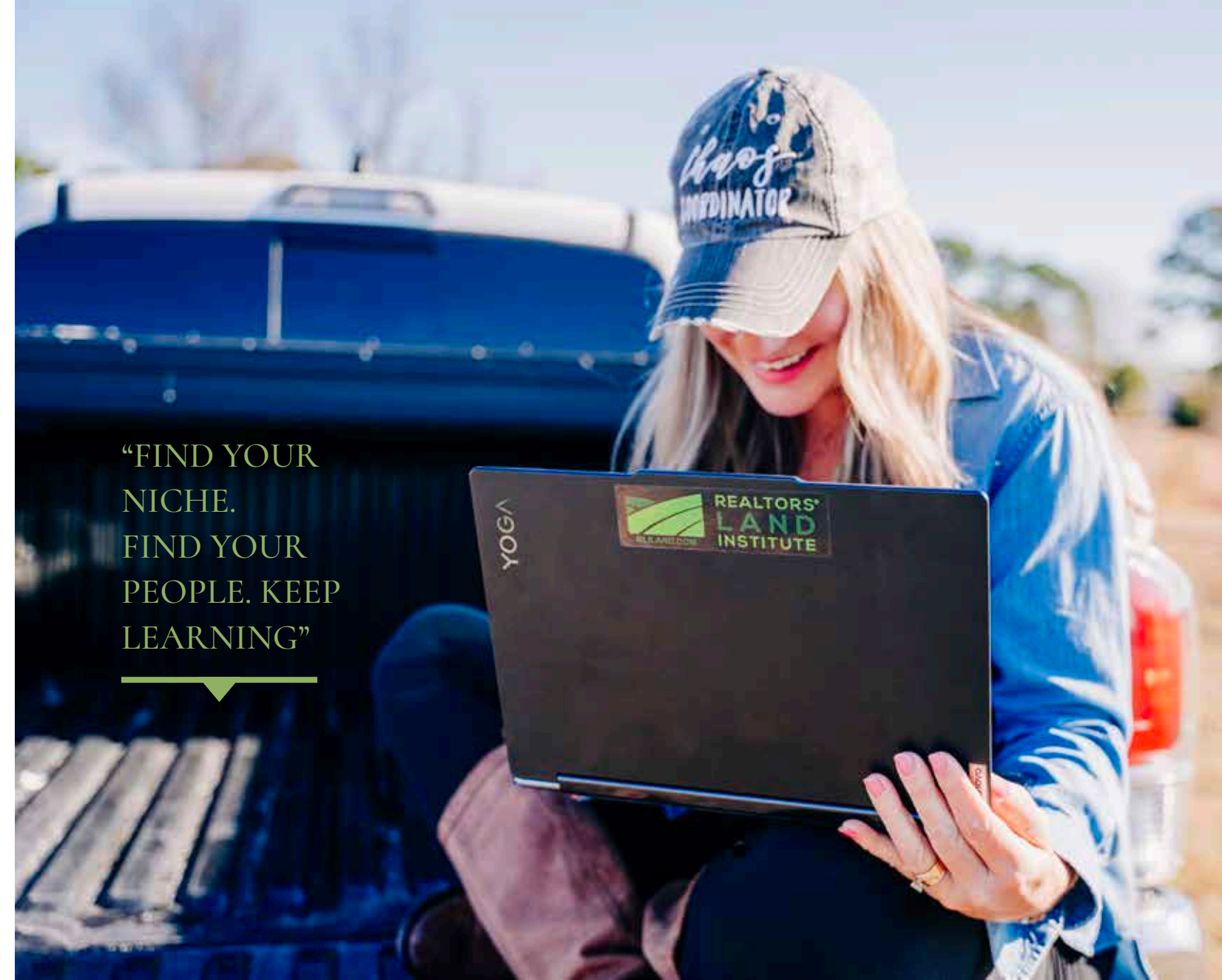
Her approach is hands-on and deeply informed—built on both education and experience, as well as countless hours spent walking properties and studying the land itself.

Family at the Center of It All

While her professional achievements are significant, Caylin is quick to point to her family as her greatest source of pride and motivation.

Her husband, Brandon, owns H.I.T. Home Inspections and plays an active role in both business and family life. Together, they are raising two children—Callie, 12, and Silas, 7—whose activities and accomplishments bring constant joy and inspiration.

From soccer fields and baseball games to beach days and boating adventures,



“FIND YOUR
NICHE.
FIND YOUR
PEOPLE. KEEP
LEARNING”

the Hawkins family embraces the coastal lifestyle to its fullest.

“I just love being their mom,” Caylin says. “That’s everything to me.”

Balancing Passion and Purpose

Balancing a growing business with family life requires intention, and Caylin is mindful of setting boundaries that allow her to be fully present in both spaces.

“Land deals don’t usually come in at 9 p.m.,” she says with a smile. “But even when they do, it’s important to know when to step away.”

Outside of work, she enjoys time at church, trivia nights with friends,

and even a new venture into a local pool league—small moments that add richness to an already full life.

A Vision for the Future

As she nears completion of her ALC designation, Caylin is looking ahead to the next phase of her career—one that includes deeper involvement in industry organizations, continued education, and opportunities to contribute at both the local and national level.

Her goals are ambitious, but her approach remains grounded.

“Find your niche. Find your people. Keep learning,” she advises. “And always lead with kindness.”

Rooted in Integrity, Driven by Passion

At her core, Caylin Hawkins is driven by a genuine love for what she does—and for the people she serves.

“I adore my family, I geek out over learning about land, and I truly love helping others,” she says. “Honesty and integrity are at the center of everything.”

In an industry that often focuses on structures and transactions, Caylin has found her purpose in something more elemental—helping others understand, appreciate, and build upon the land beneath their feet.





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