

HAMPTON ROADS

MAY 2026

REAL PRODUCERS[®]



Holly
Fisher

Berkshire Hathaway
HomeServices RW
Towne Realty

CONNECTING. ELEVATING. INSPIRING.



The Fastest Way to Upgrade Your Listing? Start Outside!

Spring is peak listing season in Hampton Roads, and great curb appeal is what gets buyers excited before they even walk through the door. Here are three quick landscaping upgrades that make homes photograph better and attract more attention online.

ADD COLOR AT THE FRONT DOOR

Two large planters with seasonal flowers instantly frame the entry and make listing photos pop.

REFRESH THE MULCH

Fresh, dark mulch is one of the easiest ways to make landscaping look clean, polished, and well maintained.

POWER WASH THE ENTRY

Driveways, walkways, and porches can look brand new in under an hour with a quick wash.



COLIN ROBERSON

Vice President
NMLS # 1042184
M: (757) 620-8362
croberson@arborhl.com
arborhl.com/contact/croberson

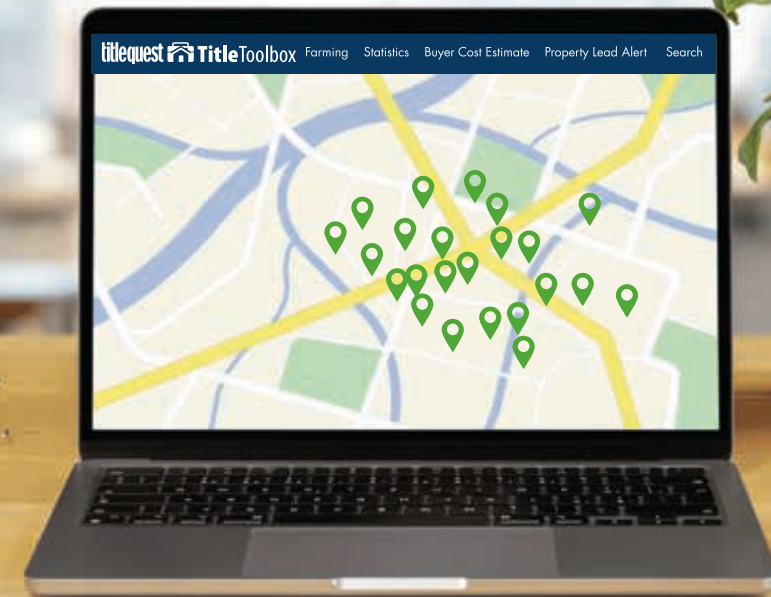


Licensed by the Department of Financial Protection and Innovation under California Residential Mortgage Lending Act, Branch License # 4131248; CalCon Mutual Mortgage LLC, dba Arbor Home Loans is an Equal Housing Lender NMLS #46375; Corporate phone (888) 488-3807, 3838 Camino del Rio N Suite 305, San Diego, CA 92108. For more licensing information visit: <https://arborhl.com/licensinginformation/>. All products are not available in all states. All options are not available on all programs. All programs are subject to borrower and property qualifications. This is an Advertisement.

titlequest

MOBILE & ONLINE AGENT TOOLS

AT YOUR FINGERTIPS



Comprehensive Farming Tools
Closing Cost Calculator
Seller Net Sheet
Electronic Earnest Money Deposits



Yes, it matters where you close.®

Contents



Holly Fisher **12**
COVER STORY

PROFILES



18 Carrie Williams



38 Bruce Jones



30
Imani Overton-Santos



IN THIS ISSUE

- 6 Preferred Partners**
- 10 Meet the Team**
- 11 2025 By the Numbers**
- 12 Cover Story:** Holly Fisher
- 18 Partner Spotlight:** Carrie Williams, Revolution Mortgage
- 22 Toast to the Top Event Recap**
- 30 On the Rise:** Imani Overton-Santos
- 34 In The Loop:** More than a Magazine
- 38 Featured Agent:** Bruce Jones
- 44 Hampton Roads REALTOR® Association**
- 46 FAQs**

If you are interested in nominating people for certain stories, please email us at: joni@realproducersmag.com.



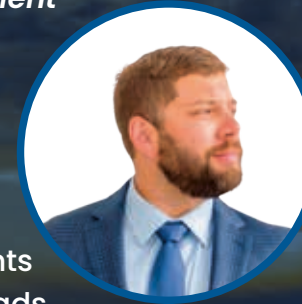
www.uamva.com

When Your Lender Feels Like Family

Meet the Leadership Behind United Atlantic Mortgage

Competitive rates. Community values. Family-level care.

James Joseph Griffin III
VP of Business Development
(757) 340-6022
james@uamva.com



James drives UAM's growth by building high-trust relationships with top-producing agents throughout Hampton Roads. He oversees recruiting, strategic partnerships, and the development of programs like MVP and UP that help agents scale their business through stronger lending support. James brings a direct, results-focused approach shaped by years of working on both the real estate and mortgage sides of the industry. His role centers on making UAM the go-to lending partner for agents who expect speed, accuracy, and creativity on every file.

Gloria Griffin Odom
VP of Operations & Corporate Loan Officer
(757) 563-4640
gloria@uamva.com



Gloria is the operational backbone of UAM. With more than a decade of experience in lending, she ensures every file moves with the precision, compliance, and communication that agents rely on. She leads UAM's loan operations, manages underwriting coordination, and personally works with borrowers as the company's primary Corporate Loan Officer. Gloria's reputation in Hampton Roads is rooted in transparency, reliability, and a consistent ability to get difficult deals across the finish line.

Together, James and Gloria form the leadership team that keeps UAM family-strong, locally focused, and performance-driven. Their combined experience shapes the culture that Real Producers agents experience: personal service, fast execution, and mortgage expertise that strengthens your business.

Preferred Partners

This section has been created to give you easier access when searching for a trusted real estate affiliate. Take a minute to familiarize yourself with the businesses sponsoring your magazine. These local businesses are proud to partner with you and make this magazine possible. Please support these businesses and thank them for supporting the REALTOR® community!

ADVERTISING

Real Producers
(757) 348-7809

APPRAISAL SERVICES

CMP Appraisals
Brittany Perry
(757) 689-0607
vabeachappraisals.com

ASSOCIATION OF REALTORS®

Hampton Roads REALTOR® Association
(302) 359-8356

BLINDS/SHADES/SHUTTERS/DRAPES

Budget Blinds of Hampton Roads
(757) 356-9996
budgetblinds.com/chesapeake

BRANDING | VIDEOGRAPHY | PHOTOGRAPHY

Hawkins Co.
(757) 470-1751
www.hawkinscoagency.com

BUILDER

Chesapeake Homes
Nicole Maggio-Deaton
(757) 448-3742
ChesHomes.com

CATERING

Catherine's Catering
Catherine Gettier
(757) 650-3771
catherinescatering.com

FENCING WOOD/METAL/ COUNTRY FENCING

Hercules Fence Company
Gardys Reyes
(757) 321-6728
herculesfence.com

FINANCIAL ADVISOR/ FINANCIAL PROFESSIONAL

Peacelink Financial Planning, LLC
Gross Leland
(757) 504-2765
peacelinkfp.com

GIFTS

Delightful Deliveries
Hannah Johnson
(757) 276-1267
Wwww.dd-757.com

HOME INSPECTION

Beacon Property Inspections
John Burke
(757) 822-4839
www.beaconpropertyinspections.com

Lind's Property Inspections

Curt Lind
(757) 575-5932
Lindspropertyinspections.com

MAD Home Inspections

Brandon Boggs
(757) 770-8413
madinspections.com

Safe House Property Inspections

Austin McCrory
(757) 418-0944
SafeHousePropertyInspections.com

HOME STAGING

Impressive Home Staging
Kim Dombrowski
(757) 803-3877
ImpressiveHomeStaging.com

HOME WARRANTY

ACHOSA Home Warranty, LLC
Tina Carneal
(757) 291-4398
achosahw.com

Choice Home Warranty

Sydney Balmer
(757) 752-0298
chwpro.com

First American Home Warranty

Jennifer McCormick
(757) 390-8785
www.firstamrealestate.com

ONLINE PARTNER DIRECTORY



HOUSE CLEANING SERVICES

K.F. All Clean Services
Kimberly Huezo Figueroa
(757) 748-5392
kfservicesallclean.com

HOUSE CLEANING/MAIDS

Gleam House Cleaning
Jasmine Johnson
(757) 610-7505
gleamhouse.cleaning

INSURANCE SERVICES

Thomas & Howard Agency - Goosehead Insurance
(757) 852-0761

MORTGAGE

Alvin Lapitan & Greg Bell — The Broker
(757) 619-4494
thebrokerva.com

Cara Erickson — Atlantic Bay Mortgage

(757) 348-2262
www.atlanticbay.com/
caraerickson/

Carrie Williams — Revolution Mortgage

(757) 870-4614
www.revolutionmortgage.com/
loan-officer/448070

Christie Woytowicz — loanDepot

(757) 619-5279
loanDepot.com/cwoytowitz

David Burchett — Arbor Home Loans

(757) 773-8545
Arborhl.com

Gloria Griffin Odom — United Atlantic Mortgage

James Griffin III
(757) 619-0930
uamva.com/who-is-uam/

Justin Miller — Veterans United Home Loans

(619) 818-5976
VUJustinMiller.com

Liz Copeland — CrossCountry Mortgage

(434) 466-3289
lizcopelandteam.com

Movement Mortgage

— Kirk Team
(757) 802-2578
movement.com/lo/
matthew-kirk

MOVING SERVICES

Marathon Moving Services

Milton Whitaker
(757) 348-5124
marathonmoving
services.com

Tidal Town Moving

Roger Burnham
(757) 705-0205
tidaltownmoving.com/
movers/virginia-beach-va

PHOTOGRAPHY & VIDEOGRAPHY

Level Up Visual Media
Darren Meyers
(757) 304-0144
levelupvisualmedia.com

Lighthouse Visuals

(757) 637-1743
LightHouseVisuals.com

Murawski Photography, LLC

Mason Murawski
(757) 504-6461
www.murawskiphoto.com/

PHOTOGRAPHY/ BRANDING

Leah Ariel Photography
(757) 202-7666
LeahArielPhotography.com

PRINTING / PROMOTIONAL

Innovative Twist
Josh Alvelo
(757) 553-1111
innovativetwist.com

SOCIAL MEDIA MARKETING/ MANAGEMENT

A Digital Marketing Consultant

Mary Kromer
(732) 606-5236
ADigitalMarketing
Consultant.com

TITLE & ESCROW

Title Concepts
Shannon Blatt
(757) 819-6682
TitleConcepts.biz

TitleQuest

(757) 609-2900
titlequest.net

True North Title

(757) 963-5223
TrueNorthTitle.com

TITLE ATTORNEY

Hanger Law
(757) 351-1510
www.hangerlaw.com

TRANSACTION COORDINATOR

The Agent Concierge
Eileen Merchant
(757) 642-6530
theagentconciiergeco.com

CHOICE Home Warranty
Welcome May

New homes, new beginnings, and a busy spring market. Make sure your clients are protected long after closing day.

With **Choice Home Warranty**, you provide peace of mind, smoother transactions, and happier homeowners.

Let's keep your business growing this spring.

- Covers All Your Major Systems!
- Award-Winning Coverage
- Low \$75 Service Call Fee
- Discounts on Multi-Year Pricing
- 24/7 Claims Service

Sydney Balmer
Account Executive
Mobile: 757-752-0298
Email: sbalmer@chwpro.com

PeaceLink
FINANCIAL PLANNING

Financial Planning for REALTORS

Helping REALTORS & self-employed professionals get the life they want from their businesses

MANAGE CASHFLOW | REDUCE TAXES | GROW WEALTH

Investment advisory products and services made available through Peacelink Financial Planning LLC (LFP), a registered investment advisor, 3/15/29 09/21

www.peacelinkfp.com | admin@peacelinkfp.com | 757-279-5015 | 1213 Laskin Rd | Suite 107 | Virginia Beach, VA | 23451

Schedule a FREE consultation today!

Seamless Transactions Start with Solid Inspections.

Beacon
PROPERTY INSPECTIONS

Sewer Scans, Mold Testing, Lead Paint Testing, Asbestos Testing & Pool Inspections
Same-day Reports | **10% Military Discount** | **Locally Owned & Operated**
SERVING ALL OF HAMPTON ROADS AND NORTHEAST NORTH CAROLINA SINCE 2006.

757.822.4839 | **www.beaconpropertyinspections.com**

INTERNACHI® CERTIFIED
Shining a LIGHT on the home buying process



See how Chesapeake Homes will make a difference in your client's new home purchase.



Experience the Quality.



Experience the Satisfaction.



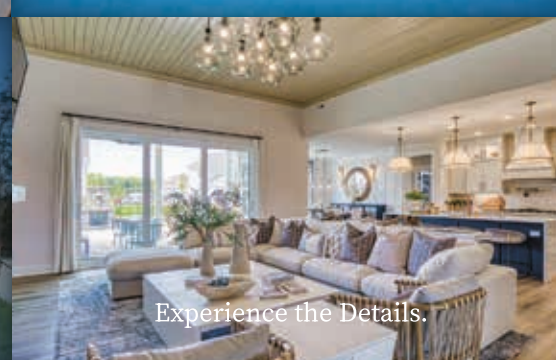
Experience the Togetherness.



Experience the Enjoyment.



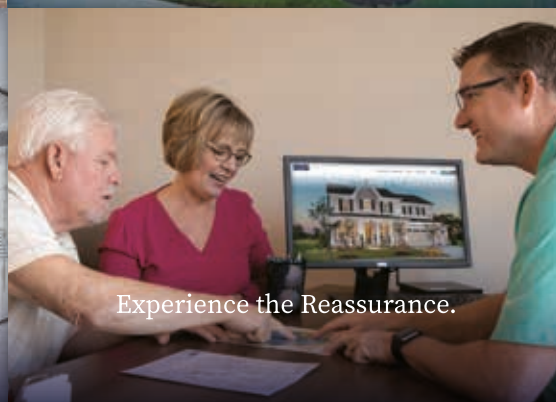
Experience the Appeal.



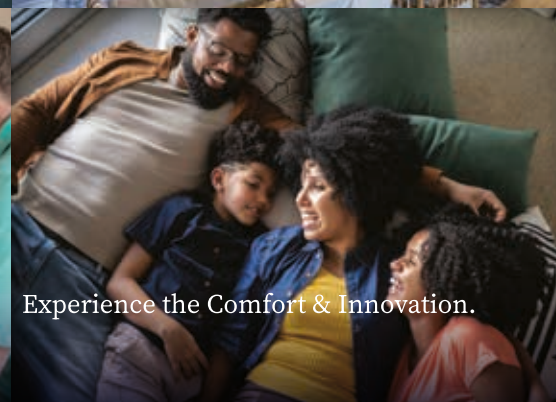
Experience the Details.



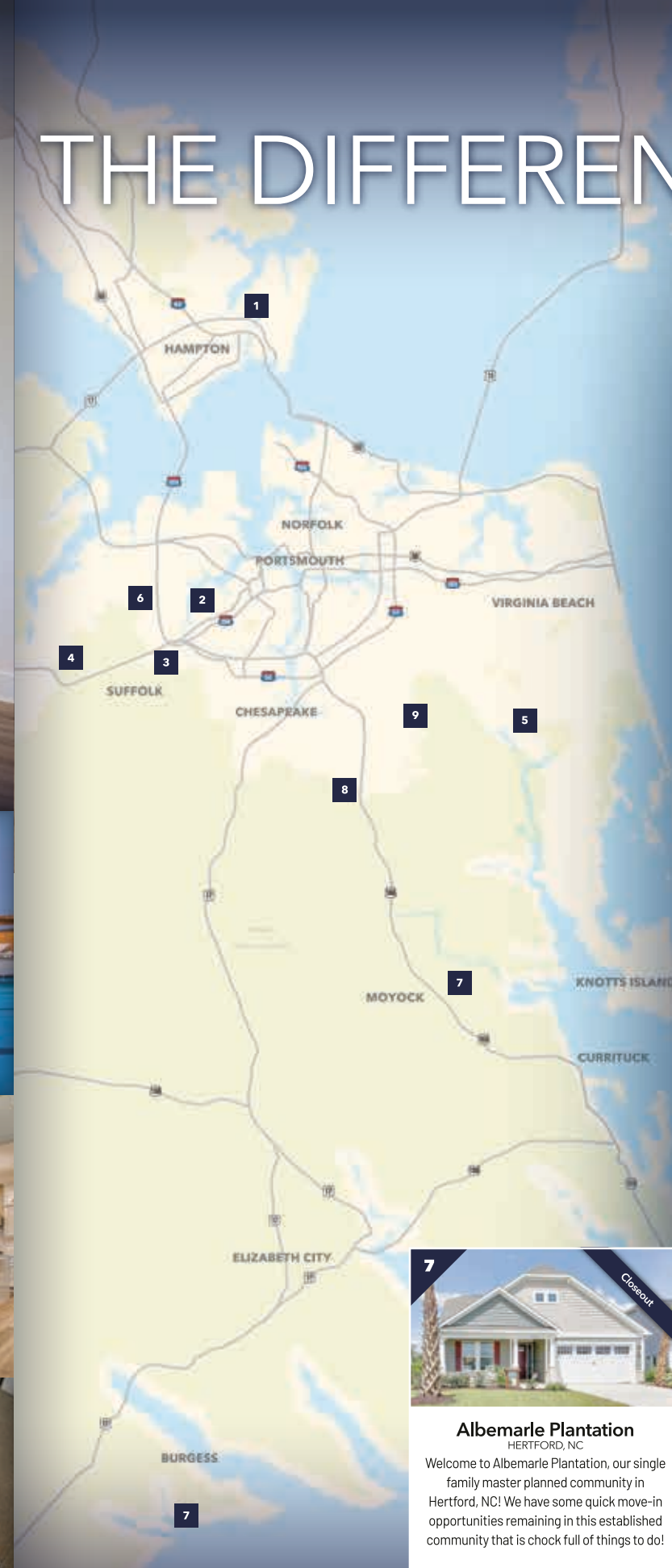
Experience the Vision.



Experience the Reassurance.



Experience the Comfort & Innovation.



1
Townes at Coliseum Central
HAMPTON, VA
Get ready to call Hampton, Virginia home with these beautiful three-story townhomes. The perfect location for anyone who wants to have their own oasis away from the hustle and bustle of everyday life.



2
River Club
SUFFOLK, VA
Welcome to the heart of Suffolk, where you can call the community River Club home. While located close to various city centers, the community itself offers lots of entertainment with its many proposed community amenities.



3
Creekside Reserve
SUFFOLK, VA
Creekside Reserve is a welcoming community where everyday life feels a little brighter. Located within Suffolk, this thoughtfully designed neighborhood brings together scenic surroundings, southern charm, and everyday convenience.



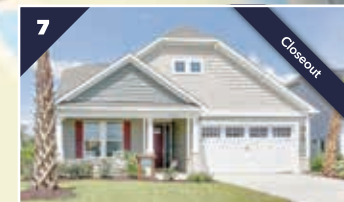
4
Edgewater
SUFFOLK, VA
Welcome to Edgewater, your fresh start in Suffolk living. This exciting new community is where comfort, connection, and natural beauty all meet to make coming home the best part of your day.



5
Ashville Park
VIRGINIA BEACH, VA
Discover the gem of Virginia Beach-Ashville Park! This master-planned community is thrilled to welcome all looking for a home that allows you to enjoy life in style.



6
Walker Grove
CHESAPEAKE, VA
Join our VIP list today and stay up to date on the latest about our newest community in Chesapeake, VA. Rooted in charm and surrounded by everything you love, your next chapter begins in Western Branch.



7
Albemarle Plantation
HERTFORD, NC
Welcome to Albemarle Plantation, our single family master planned community in Hertford, NC! We have some quick move-in opportunities remaining in this established community that is chock full of things to do!



8
The Village at Edinburgh
CHESAPEAKE, VA
The Village at Edinburgh is a new community located in the desirable Great Bridge area. This neighborhood is crafted for those who value space and a truly elevated place to call home. Join our VIP list today!



9
Cobblestone Cay
CHESAPEAKE, VA
Coming soon to Chesapeake is Cobblestone Cay. Surrounded by inviting green space and in a prime location, creates the perfect community for all types of lifestyles. Join our VIP list to learn more!

Meet The Team



Joni Giordano-Bowling
Co-Publisher
Publisher
joni@realproducersmag.com
757-348-7809



Dave Bowling
Co-Publisher
dave.bowling@n2co.com
757-450-2899



Jacki Donaldson
Managing Editor
jacki.donaldson@n2co.com
352-332-5171



Misty Prewitt
Photographer
misty@mistysavestheday.com
757-620-0082



Mary Kromer
Social Media Manager
mary@adigital
marketingconsultant.com
732-606-5236



Iran Parker
Event Coordinator
iran@asharpevents.com
757-450-1936



Maddie Podish
Writer
msparks7382@gmail.com
757-634-8998



Dan Clark
Writer
757-206-4144
dan@danclark.realtor



LEAH WALLACE
Photographer
info@leahariel
photography.com
757-202-7666



Andrew E. Woods
Photographer
andrewewoods@gmail.com
617-444-9887



Mason Murawski
Photographer
murawski.photography@gmail.com
757-504-6461



Darren Myers
Photographer
757-304-0144
hello@levelupvisualmedia



Sony Pierre
Photographer
757-280-1503
sonypierrestudio@gmail.com



Will Hawkins
Photographer
757-470-1751
will@hawkinscoagency.com

Cover photo by
Leah Wallace,
Leah Ariel Photography



DISCLAIMER: Any articles included in this publication and/or opinions expressed therein do not necessarily reflect the views of The N2 Company d/b/a Real Producers but remain solely those of the author(s). The paid advertisements contained within the Real Producers magazine are not endorsed or recommended by The N2 Company or the publisher. Therefore, neither The N2 Company nor the publisher may be held liable or responsible for business practices of these companies.



2025

BY THE NUMBERS

HERE'S WHAT HAMPTON ROADS TOP 500 REAL ESTATE AGENTS SOLD

\$7.1 BILLION



TOTAL VOLUME

TOTAL UNITS

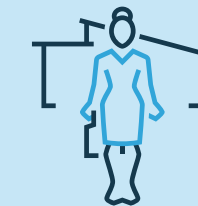


15,248



AVERAGE
VOLUME
PER AGENT

\$14.3 MILLION



AVERAGE
UNITS PER
AGENT

30

Holly Fisher

Berkshire Hathaway HomeServices RW Towne Realty

STORY BY DAN CLARK • PHOTOS BY LEAH WALLACE, LEAH ARIEL PHOTOGRAPHY

When you spend a few minutes talking with Holly Fisher, you can tell she isn't trying to be the loudest voice in the room. She's built for the long game, the kind where clients feel genuine care, the process stays clear, and nobody feels like just a number.

Holly has seen a range of approaches in this business up close, and high-pressure tactics aren't her style. "Some parts of the industry lean toward a more forceful approach," she says. "I get it; some clients respond well to that." She prefers a different path.

Her confidence stems from a lifelong career in real estate, starting in 1992 with residential corporate relocation and later in asset management. She became a full-time REALTOR® about 17 years ago. She's confident without being aggressive, direct without being overbearing, and intentional about guiding people through a transaction that usually carries far more emotion than anyone expects.

"I'm going to show them exactly how I can get them from point A to point Z," Holly shares. That "A to Z" line isn't just a phrase for her. She sees real estate as a major asset transaction and treats it accordingly. She pays close attention to the details that matter, the shifting

timelines, and the curveballs that pop up at the worst possible times. The goal is to guide someone through something deeply personal and high stakes while helping them stay grounded.

"This process isn't just A to B," she says. "It's bigger than that; it's a big asset procedure."

That mindset also explains how her business grows. Many of her opportunities don't come from jumping into every conversation and throwing her name and number out there. They come from people who observe her work and recommend her. Holly says she's fortunate that clients refer her, which happens when people feel genuinely cared for.

Holly's approach is relationship-driven and disciplined. She's thoughtful about how she shows up for clients at all hours. She's equally mindful about protecting her clarity so she can serve at a high level. For Holly, clarity is an asset. From her gym regimen to what she eats, drinks, and doesn't drink, she designs her life to protect that asset. It helps her remember the little things (and little things matter), keeps her sharp when stress hits, and allows her to connect with clients in a way that feels rare in an ever-distracted world. "I tend to remember things, which is





a beautiful asset,” she explains. “I’m going to remember your kids’ names. I’m going to remember that you went on a vacation this past July.” And her approach is not solely to sell a house, but to also foster real relationships.

Holly is deeply committed to the community she calls home, and she puts real support behind the community she serves. She is passionate about small businesses, farmers, and local markets. She sponsors the Ghent and King’s Grant Farmers Markets, and she’s been connected to both since their inception. “I’m passionate about how they serve our communities,” she notes, “and helping sustain them is important to me.”

Outside of work, Holly’s life is full of family and lifelong friends. Her husband of over 30 years is a lifetime local resident and waterman who loves to surf. They have two sons, one of whom recently graduated from college (Holly feels lucky that he moved home and began his career). Their youngest son is in his senior year of college, and Holly would be thrilled if he moved back as well. They have deep roots in Virginia Beach and Norfolk, with a big family close by, and that closeness creates a stability that shows up in how she works.

Ask Holly what drives her, and she’ll say the quiet satisfaction of doing the work the right way and being the kind of agent clients don’t have to worry about. She takes something that can feel chaotic and turns it into a clear path. “I’m direct,” she says. “I’m not passive about it.”

That line fits her perfectly: warm but not soft, professional but not performative, grounded but still driven. Holly is the kind of agent who doesn’t need to shout to be heard because the people she works for do that for her.

At the end of the day, Holly’s value is in how she moves. She’s present, compassionate, direct, and consistent. She brings calm confidence to every transaction. Her clients feel that. They relax. They trust the process, and when it’s over, they remember how she made them feel. 🏡



“I’m going to show them exactly how I can get them from point A to point Z. This process isn’t just A to B. It’s bigger than that; it’s a big asset procedure.”



Justin knows Veterans.

Dedicated to serving those who served, Justin makes the VA loan process simple.



Veterans United.
Home Loans of Hampton Roads

Justin Miller

RETIRED US NAVY SEAL, Senior Loan Officer, NMLS #2102284

Cell: (619) 818-5976

Justin.Miller@vu.com | VUJustinMiller.com



Connect with Justin!



“At every step, Justin went above and beyond. Every question I had was answered quickly, professionally, and succinctly.”

- Nathan G.

“Justin was professional, quick, and an overall amazing help with making this journey easy. Happy to have him on my side walking me through things.”

- Glenn G.

“Best loan officer ever! He guided me all the way and was very professional. Everything went smoothly. Thanks, Justin!”

- Alex O.



Carrie Williams

REVOLUTION MORTGAGE

STORY BY MADDIE PODISH
PHOTOS BY LEAH WALLACE,
LEAH ARIEL PHOTOGRAPHY

With over 23 years in the mortgage industry, Carrie Williams has built her career on more than just experience. She's built it on relationships, consistency, and showing up in a way that actually matters.

Real estate has always been part of her story. With her father in the business, Carrie was introduced early on, but what kept her here was the balance of numbers, strategy, and staying closely connected to the market without losing the human side, which is exactly how she operates today.

Carrie isn't the lender who disappears once clients are pre-approved. She's present. She's responsive. She's involved—from the first conversation all the way to the closing table. "I've always been a numbers person," she says. "But this isn't just numbers; it's people. It's their life, their goals, their future. That part matters just as much."

In a world that's becoming more automated, Carrie intentionally leans the other way. "I'm not big on just sending a link and saying, 'fill this out,'" she explains. "I want to actually talk to my clients. I want to understand what they're trying to do, not just what they qualify for." For Carrie, getting approved is only part of the equation. "I'm not here to just push a loan through," she states. "I want my clients



why her team prioritizes clarity, speed, and follow-through from start to finish. "We've worked really hard to build a reputation people can trust," she shares. "Not just getting deals done—but getting them done the right way."

That reputation hasn't happened overnight. "Going from no one having ever heard of Revolution to now being in the Best of COVA magazine and backing it up with solid transactions is really important to me," Carrie stresses.

For Carrie, the work is never about hype; it's about consistently showing up, doing what you say you're going to do, and making sure both clients and agents feel

taken care of every step of the way.

to feel good about their decision today and six months or a year from now."

That mindset is what led her to Revolution Mortgage. After years in the industry, Carrie wanted more control over the process, the experience, and the people she was mentoring. Revolution gave her that balance of national reach with a strong local presence while keeping everything in-house for better communication and consistency. For agents, that combination translates to something simple but critical: reliability.

Carrie understands how much is riding on every transaction and how quickly trust can be lost when communication breaks down or timelines slip, which is

She's equally passionate about mentoring the next generation of loan officers, helping them understand that success in this business is about knowledge and how you show up for people. "Mentorship is huge for me," Carrie comments. "You can teach guidelines and products, but you also have to teach how to truly take care of people."

Her reach is another advantage. With the ability to serve clients in nearly every state, Carrie is especially valuable to military families and buyers on the move while maintaining a strong local presence and understanding of the Hampton Roads market.

“ I stay present in every step of the process because strong relationships are built through consistency, communication, and showing up, which keeps my clients supported and my agents a step ahead.”



Outside of work, Carrie brings that same heart into her community. She serves on the Board of Directors for CHKD, a cause that's deeply personal to her. "It's important to me to be part of something bigger than just business," she says.

At home, life is just as full. As a mom of two, she balances everything the same way she approaches her work—with intention. "You can't give everything 100% all the time," she cautions. "So I focus on what matters most that day and give it my full attention."

When they can, her family loves to travel and is working toward a goal of visiting all 50 states together before her kids graduate.

At the heart of everything is how Carrie shows up for her clients, agents, and every deal she touches. She notes, "I stay present in every step of the process because strong relationships are built through consistency, communication, and showing up, which keeps my clients supported and my agents a step ahead." ❏



CONNECT WITH
CARRIE WILLIAMS
 757-870-4614 | CRWILLIAMS@
 REVOLUTIONMORTGAGE.COM

Outside the Box. Inside Your Deal! 🏠

Not every borrower fits a conventional mold - *and that's where we **THRIVE!***

Non-QM Loans are designed for borrowers who don't fit standard lending guidelines. These programs use alternative methods to qualify income or credit, offering more flexible paths to homeownership for self-employed borrowers, investors, or those with unique financial situations.

All programs are handled completely **in-house**- no brokering out.

1099 Income Qualifying

Short-Term Rental Income

Bank Statement Loans

DSCR Loans

FAST CLOSINGS | CLEAR COMMUNICATION
 ALWAYS IN THE LOOP

Make May a momentum month with financing solutions that go beyond the standard. More approvals mean more opportunities to close!

LET'S MAKE MOVES.



Carrie Williams
 BRANCH PRODUCTION SALES MANAGER
 NMLS# 448070
 757.870.4614
 crwilliams@revolutionmortgage.com
 www.carriewilliams.net



COMPANY NMLS#1686046 Adverted in: FL, NC, VA

ADVERTISEMENT | T2 Financial, LLC. D.B.A. Revolution Mortgage is an Equal Housing Opportunity Lender N MLS #1686046 (Nationwide Multistate Licensing System - www.nmlsconsumeraccess.org) Terms, conditions, and restrictions may apply. All information contained herein is for informational purposes only and, while every effort is made to ensure accuracy, no guarantee is expressed or implied. Not a commitment to extend credit. Branch Address: 780 Lynnhaven Parkway, Suite 180, Virginia Beach, VA 23452 - Branch NMLS# 2562948 - Branch Phone: 757-734-4930

**YOUR PARTNER
 WHEN THE
 COMPS ARE
 HARD TO FIND**



Third-generation appraisal teamspecializing in complex properties, waterfront, acreage, and beyond in Virginia Beach, Chesapeake, Norfolk, Suffolk, and the surrounding Hampton Roads area

2509 George Mason Drive #6658, Virginia Beach, VA
(757) 689-0607 · vabeachappraisals.com



NO AVERAGE CONVERSATIONS HERE

Inside the Real Producers Toast to the Top 500 Event BY JONI GIORDANO-BOWLING



On March 10, 2026, Hampton Roads Real Producers brought together an extraordinary group of professionals for an evening of recognition, connection, and celebration.

More than 200 of the top-producing real estate agents in our market gathered to honor one another for achieving Top 500 status, a milestone that reflects not just production, but also consistency, dedication, and excellence in an ever-evolving industry.

Collectively, the agents in attendance represented over \$2.5 billion in closed real estate volume in the past 12 months. That number is staggering, but what truly stood out was the depth of experience in the room. Every handshake carried with it years of knowledge, countless transactions, and stories that only seasoned professionals can tell.

The result? Conversations that went beyond surface-level networking. From market insights and shifting trends to

shared challenges and big wins, the dialogue was elevated, meaningful, and energizing. And of course, the evening featured plenty of laughs, genuine connections, and the unmistakable camaraderie that defines the Hampton Roads real estate community.

A highlight of the evening was the dynamic, real-time photography experience provided by our Gold Sponsor, Level Up Visual Media. Guests enjoyed seeing photos from the event as they were published live, adding an interactive, engaging element that kept the energy high throughout the night. These photos are all available on our website, hrrrealproducers.com.

Events like this one would not be possible without the incredible support of our sponsors. We extend our deepest gratitude to our Platinum Sponsor, United Atlantic Mortgage Corp of Virginia, and our Gold Sponsor, Level Up Visual Media, for helping bring this celebration to life.

We would also like to recognize our valued Silver Sponsors, whose contributions play a vital role in creating memorable experiences for our community:

- Chesapeake Homes
- M.A.D (My American Dream Home) Inspections
- Goosehead Insurance, Thomas & Howard Insurance Services Agency
- The Broker Mortgage Experts
- Impressive Home Staging
- Budget Blinds
- Safehouse Property Inspections

In addition, we are grateful for all of our Real Producers partners who consistently support our mission and help us deliver

high-quality events and opportunities for connection. You can find a comprehensive list of these impressive businesses on the Preferred Partner pages of this magazine.

This celebratory event was a reminder of what's possible when top professionals come together with a shared commitment to growth, excellence, and community.

If you're looking to get more involved with Hampton Roads Real Producers, we would love to connect with you. The best is yet to come.





CONTACT US!

Know a business that would like to be part of our Real Producers club? We would love an introduction!

BNI
COASTAL VIRGINIA

If referrals matter... Why are you leaving them to chance?

- Qualified Referrals**
A room full of professionals trained to recognize your ideal client.
- Structured Growth System**
Proven meetings, accountability, and measurable results.
- Grow With Intent**
Strategic connections. Real relationships. Real revenue.

Leah Wallace
Executive Director

Learn More

757-202-7666
leah@bnicova.com

bnicova.com

Photograph Now Pay at Closing!!
RATES START AT 0%

Your first Real Estate listing media services are **FREE** to new clients.

- HDR Photography
- Cinematic Video
- Fly-Thru Videos
- Walk-Thru Tours
- Floor Plans
- Site Plans
- Agent Voiceovers
- Property Websites
- Marketing Media
- Agent Branding

Your Total Real Estate Media Solution.

LEVEL UP VISUAL MEDIA
BOLD VISUALS. ELEVATED RESULTS.
Photo • Video • Aerial
(757) 304-0144
levelupvisualmedia.com

TIDAL TOWN MOVING
EST. 2022

THE BEST MOVING COMPANY IN HAMPTON ROADS

We Offer a 10% REALTOR® Referral Discount

- ✓ Residential Moving
- ✓ Commercial Moving
- ✓ Local Moving
- ✓ Furniture Assembly
- ✓ Item Loading

757-981-0500



HAWKINS CO.

A CREATIVE COMPANY

PHOTO + VIDEO CONTENT
SOCIAL MEDIA MANAGEMENT
INFLUENCER MARKETING
AI WEB DESIGN

(757) 470-1751
 will@hawkinscoagency.com
 www.hawkinscoagency.com

Building America Together

As a top-five retail mortgage lender in America¹ and the top non-builder-owned lender to new homebuyers in the U.S.,² loanDepot's digital loan experience and vast product spectrum allow us to deliver the right loan and improve chances of a more certain and timely closing.

loanDepot offers:

- Fully digital loan experience³ powered by best-in-class technology⁴
- Lender Paid Mortgage Insurance options up to 95%²
- Long-term lock options and buydowns
- Builder processes to enhance customer experience



Christie Woytowicz (757) 619-5279
 Senior Loan Consultant cwoytowitz@loanDepot.com
 NMLS #743042 www.loanDepot.com/cwoytowitz



 1) Source: www.scotsmanguide.com/rankings/top-mortgage-lenders/2023-top-retail-lenders/ 2) Source: www.wsj.com/buyside/personal-finance/best-mortgage-lenders-d0ea859d 3) Results may vary. Conditions apply. 4) Source: www.housingwire.com/articles/announcing-the-2024-tech100-mortgage-winners/ 5) LPMI availability is subject to qualifications. | 192 Ballard Ct., Suite 100, Virginia Beach, VA 23462 | loanDepot.com, LLC NMLS ID 174457 (www.nmlsconsumeraccess.org). Licensed by the VA Bureau of Financial Institutions MC-5431. (040224 131872-2014b)

HELPING YOUR CLIENTS THRIVE

Your Trusted Insurance Partner

- Over 50 Carriers, Competitive Quotes**
Ensuring your clients get the best coverage at the best rates.
- Superior Service, Every Time**
Think of me as an extension of your team—responsive, knowledgeable, and always ready to help.
- Proactive & Client-Focused**
I'll only recommend what your clients truly need to protect their new home and dreams.



Lets make your transactions seamless.
 757-390-7918
 shae.thomas@goosehead.com
Shae Thomas
 Your Go-To Insurance Partner
 Thomas & Howard Agency
 Powered by 

VIRGINIA BEACH'S PREMIER HOME INSPECTORS

FROM SERVING OUR COUNTRY TO SERVING HOME OWNERS



Owner Curt Lind

Doing what we do to take care of our clients!

(757) 270-1817

Lindspropertyinspections.com
 Lindspropertyinspections@gmail.com




WE LOVE WHAT WE DO, AND IT SHOWS IN EVERY ROOM.



K.F. ALL CLEAN SERVICES

- Deep Cleaning • Move-In/Out Cleaning • Recurring Cleaning
- Airbnb/Rental Cleaning • Office Cleaning
- Post- Construction Cleaning & More

Call or text
 757-748-5392 • 757-831-0431
 allcleanservices@gmail.com
 www.kfservicesallclean.com



Licensed - Insured - Locally Trusted • Serving Hampton Roads area

Honor Their Sacrifice. Protect Their Legacy.

This Memorial Day, we remember those who gave everything — and we're here to help protect the homes they fought for.

Your home is more than an address. It's your legacy. Your memories. Your family's beginning. That's why protecting it matters.

- Owner's Title Insurance**
A one-time investment for lasting protection.
- Wire Fraud Protection**
Protecting your funds from real estate's fastest-growing threat.
- Identity Fraud Protection**
Keeping your personal information secure — always.

TITLE CONCEPTS

Wherever service takes them — we can close anywhere in the world.

For those who serve, have served, and the families behind them — we are honored to serve you.

TITLE CONCEPTS | 757-819-6682
 Your Trusted Title Team — Every Time

Your protection. Our priority.

Imani

IRON VALLEY REAL ESTATE

STORY BY MADDIE PODISH
PHOTOS BY LEAH WALLACE, LEAH ARIEL PHOTOGRAPHY

LOVERTON-SANTOS

The moment Imani Overton-Santos realized she was pregnant, the future suddenly felt very clear. Staying in her comfortable corporate job meant security, but it also meant staying stuck. With a leap of faith, she cashed out her 401(k), paid six months of her mortgage, and decided to bet entirely on herself and a career in real estate. Looking back now, that decision changed everything.



Today, Imani is a top-producing agent with Iron Valley Real Estate while also co-leading a growing real estate team. But the journey to get there began with a willingness to trust her instincts and step into uncertainty.

Sales had always been part of Imani's life. Before real estate, she worked in several sales roles, including as an assistant store manager at AT&T. Before that, she sold seasoning packets to pizza shops across the country while living in New York, where she briefly attended college for film acting. Through those experiences, she learned something about herself. "I realized I really enjoyed talking to people," Imani recalls.

What made her successful in sales is her ability to build trust. "My approach has always been selling myself and building relationships," she explains. "If people trust you, they feel confident working with you."

Her path into real estate began when a family friend helped her and her husband purchase a home in Virginia Beach. During the process, he suggested she might be a natural fit for the industry. The idea stuck. She earned her real estate license while still working her corporate job, unsure if she was ready to leave the security of a steady paycheck.

Imani believes God was closing doors that weren't meant for her and guiding her toward real estate. When she discovered she was expecting her first child, everything shifted. "If I have this baby while working this job, I'll be stuck," she remembers thinking. "That scared me more than taking the chance." With her husband's support, she decided to go all in.

“**My approach has always been selling myself and building relationships. If people trust you, they feel confident working with you.**”

Those early days required hustle. Imani hosted open houses, knocked on doors, and cold called to build momentum. By the time her daughter was born, she had already closed two transactions. Soon after, more deals followed, and by the end of her first year, she had completed 11 transactions. "That first leap changed everything," she says. "Now when I feel that pull toward something, I follow it."

Over time, her business evolved. Today, much of her production comes from relationships she has built over the years through past clients, family members, and professional partners. "I'm very sphere-based now," she notes. "A lot of my business is organic."

Beyond her personal production, Imani also discovered a passion for leadership. After gaining experience early in her career as part of a team, she eventually branched out on her own. Not long after, she began collaborating with other agents through informal masterminds and weekly meetups that eventually grew into a structured team. Today, she co-leads that team alongside fellow agent Gina Shores. "Gina is absolutely my rock in real estate," Imani shares. "She's my sounding board for the team and for personal deals and challenges, too. I truly don't know how anyone runs a team alone."



Imani also credits much of her leadership style to the example set by her broker at Iron Valley Real Estate, Edgar Muñoz. “If I ever call Edgar, he answers,” she says. “That kind of leadership sticks with you.” That example shaped how she leads her own team. “If someone on my team calls me, I want them to know I’m going to be there for them, too,” she stresses.

In addition to selling homes and leading her team, Imani has expanded into real estate investing, flipping properties, and bringing new life to homes in need of renovation.

Despite the many moving parts of her career, she credits her ability to balance it all to the strong support system around her. Her husband, parents, siblings, and extended family help care for their two daughters, who are now 6 and 3. She’s especially grateful for her husband’s constant support, along

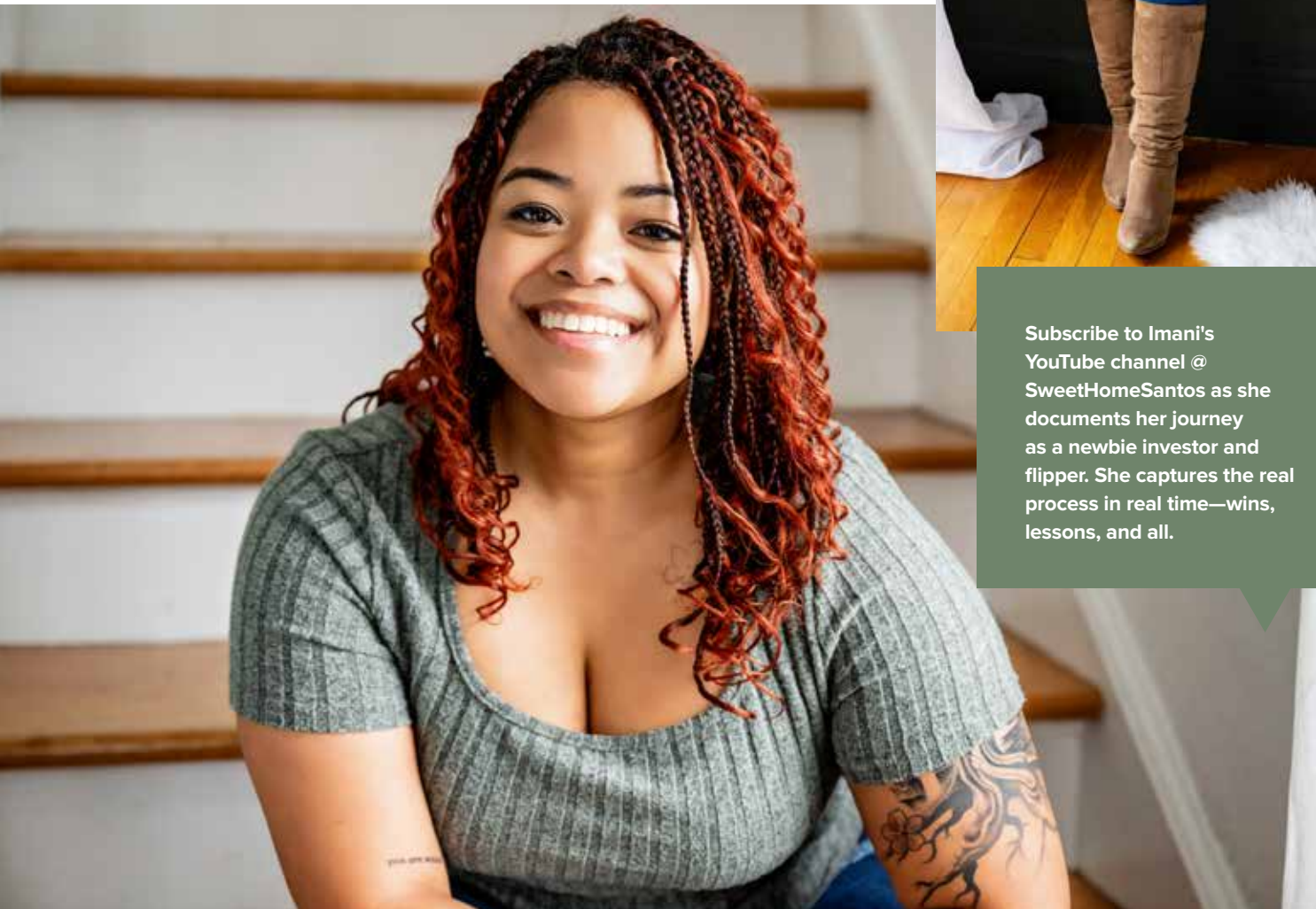
with the love of her children, Maia and Amarah, and the encouragement of her business partner, friends, team, brokerage, and loyal clients. “You have to have a tribe in this business,” Imani states. “Real estate can be amazing, but it can also be overwhelming. Having people in your corner makes all the difference.”

Outside of work, family time takes priority. Imani and her husband enjoy trying new restaurants, spending time on the water, and traveling with their daughters.

For Imani, the journey from corporate employee to thriving real estate leader has reinforced one powerful lesson: Trust the instinct to pursue the opportunities placed in front of you. “If I’m ever down, it doesn’t mean I’m out,” she says with a smile. “I’ll always fight my way back.”



Subscribe to Imani's YouTube channel @ SweetHomeSantos as she documents her journey as a newbie investor and flipper. She captures the real process in real time—wins, lessons, and all.



BEGINNING TO END CAREER SUPPORT—HARRA IS THE REAL DEAL.

“

Mimi Stephan-Kopassis 2026 HARRA BOARD MEMBER

Being a REALTOR® means leading the real estate profession—it means standing out. REALTORS® gain access to powerful advocacy, trusted industry resources, exclusive tools, and a respected Code of Ethics that builds consumer confidence. Membership strengthens your voice, your network, and your business. Don’t practice real estate alone. You’ve built it—now protect it. Elevate your influence and stay ahead in a changing industry. If you’re serious about your business and your reputation, it’s time to join the organization today that sets you apart— HARRA REALTORS®.

”





MORE THAN A Magazine

CONNECT WITH THE PEOPLE AND PARTNERSHIPS SHAPING OUR MARKET

Visit Our Website

Bookmark our website and follow us on social media to stay close to everything Real Producers. From exclusive content and trusted preferred partners to event recaps, photo galleries, and more—it's all waiting for you. Scan the QR code on this page (or visit hrrealproducers.com) and follow along for the latest updates.

Turn Your Real Producers Story Into a Powerful Marketing Tool

Take your Real Producers feature a step further with a custom 4- or 8-page printout. These high-quality, branded pieces are perfect for open houses, listing appointments, and direct mail—helping you highlight your expertise and leave a lasting impression. Email joni@realproducersmag.com to explore options and pricing.

Nominate Agents Making an Impact

Know agents who are raising the bar or making a meaningful impact in the community? We'd love to celebrate them. Submit your nominations on our website.

Support the Partners Who Support This Community

Our preferred partners help make this magazine possible through advertising, event participation, and ongoing support of our community. Because of them, this publication is free to agents. Please support these trusted businesses whenever you can.

Recommend a Trusted Local Business

Know a standout local business that goes above and beyond for real estate professionals? Help us grow our trusted network by recommending them on our website.

Stay in Touch

We're always looking for ways to serve this incredible real estate community better and create opportunities to collaborate, elevate, and inspire. Have ideas or feedback? Reach out anytime at joni@realproducersmag.com.



Make Every Listing Glean Before The First Showing

Queen of Clean
Jasmine Johnson

757-610-7505
gleamhouse.cleaning

GLEAM HOUSE CLEANING

One-Time Deep Cleanings
Recurring Services | Move-in/Move-outs
Hoarding Clean-Up

Powered by eco-friendly products
Licensed, Insured & Bonded @ f in

SIGN. SMILE. SOLD.

True North Title gives you one more reason to celebrate—every closing stays secure with Closinglock.

- Secure docs & wire-fraud protection
- Fast commission wiring
- Mobile & e-closings
- Trusted in-house notaries
- Responsive communication
- Expert, integrity-driven closings
- \$2.5M wire insurance per wire

Safe closings.
Clear direction.

Julie Whitehorne | Business Relationship Manager & Closer
757.963.5223 | julie@truenorthtitle.com | TrueNorthTitle.com

RELIABLE LENDING
SOLUTIONS
DESIGNED WITH YOUR
CLIENTS IN MIND!

As your local and trusted lender, you can count on:

- **Problem-Solving Lending** – Creative strategies that turn challenges into successful closings.
- **True Upfront Underwriting** – No surprises later in the process, just clarity and confidence.
- **Availability That Works for You** – When you need me, I'm here to help.
- **A Tailored Loan Experience** – Every client is unique, and their financing should be too.



Teaming up with a lender who values relationships, communication, and results makes all the difference. Let's connect!

Cara Hunt Erickson, CDLP

Sr. Mortgage Banker, NMLS #834056
Licensed in NC & VA
Direct: 757-348-2262
caraerickson@atlanticbay.com
www.CloseWithCara.com



Availability of TBD upfront underwriting is dependent on individual client scenario. Information deemed reliable but not guaranteed. All loans subject to income verification, credit approval and property appraisal. Not a commitment to lend. This communication is intended for real estate and/or financial professionals only and not intended for distribution to the general public. Atlantic Bay Mortgage Group, L.L.C. NMLS #72043 (nmlsconsumeraccess.org) is an Equal Opportunity Lender. Located at 600 Lynnhaven Parkway Suite 100 Virginia Beach, VA 23452.

This look.
\$0 down.

With our **Pay at Close** option, you can get your listing market-ready **NOW** and pay when it sells.

From staging to repairs, and everything in between, access funds to cover a wide range of listing prep services—with **no upfront costs** and **no added stress**. Just a beautifully prepared home that captures attention and moves buyers from browsing to buying.



Scan for a quick quote
757-803-3877



\$49.00 Termite & Moisture Inspection When Scheduled With a Home Inspection



SEWER CAMERA INSPECTIONS • TERMITE/MOISTURE INSPECTIONS
MOLD SAMPLING • POOL INSPECTIONS • PROPERTY SANITATION
MULTIPLE TEAMS OF INSPECTORS • QUICK REPORTS

(757) 418-0944 - SafeHousePropertyInspections.com



REAL ESTATE/WDI INSPECTIONS • TERMITE INSPECTIONS & TREATMENT
SEASONAL PEST CONTROL • MOSQUITO & VECTOR CONTROL
RODENT CONTROL & EXTERMINATION • REPAIR SERVICES

(757) 367-8342 - PestHeroes.com

Looking for That
**Perfect Mother's
Day Gift?**

Show mom how much you care with a gift that helps her household run smoothly. With a home warranty, she's covered 24/7, rain or shine, making everyday life easier.

Let's connect.

firstamrealestate.com
Phone Orders: 800.444.9030



First American
Home Warranty™

Your Local Resource
Jennifer McCormick
757-390-8785
jmccormick@fahw.com



"I'm your home warranty expert, so you don't have to be"



Bryce Jones

THE REAL ESTATE GROUP

STORY BY DAN CLARK
PHOTOS BY DARREN MYERS,
LEVEL UP VISUAL MEDIA

Bruce Jones will be the first to tell you he doesn't have the "real estate script" nailed down. He's got three little kids, the mornings are chaos, and half the time he feels like he's hanging on just like everyone else. That's part of what makes him easy to trust. He isn't performing. He's just telling the truth.

Bruce has been licensed since the end of 2013, and he built his business the long way. No paid leads. No team. No big marketing machine. Just him, his phone, and a lot of reps. Over time, the referrals started stacking, and he learned what kind of agent he wanted to be. That path started with construction.

Before real estate, Bruce was on the contracting side. He pursued a contractor's license, worked as a contractor, and served as an assistant project manager on bridge projects for English Construction.

Then life shifted fast. In 2012, his dad passed away unexpectedly. Bruce was working on the road, which forced him to rethink what "building something" would look like. He knew he wanted to be a business owner. He also knew he wasn't going to start a bridge-building company. Real estate became the lane with a lower barrier to entry and greater control.

Like many agents, he originally got into real estate thinking he'd do flips, sell a few houses on the side, and keep it moving. But then he got the bug. "Within the first year, I was like, 'I'm going to do this forever,'" he reflects. He loved working with people.

Flips stayed in the picture for a while, and he learned a lot from them. But he also learned something honest about himself. When he's working on a project, he gets obsessive. He laughs about being the kind of guy who falls down a rabbit hole for months, then comes up for air and finds a new one.

Around 2021, he stopped flipping and focused fully on the business that was already working. He'd rather do fewer things well than juggle too many things and drop the ball on service. And service is what Bruce is proud of. He doesn't pretend he's an A+ at

everything in this business, but he'll tell you straight up he takes pride in how he shows up for people. "I love that part," he says. "I hate prospecting."

His business reflects his love. Bruce is referral-based, fully. "I am 100%

referral," he shares. "My monthly business expenses are like \$75 a month, which is for my CRM." He uses Buffini, keeps a board, tracks names, and watches the cycle play out year after year. Slow turns into fast, fast turns into slow, and over time, the averages hold.





I'M NOT GOING TO BE AT YOUR KID'S SOCCER GAME. I'M NOT GOING TO HOST AN EVENT. WE'RE NOT GOING TO DO CHRISTMAS SANTA MOVIE NIGHT.

BUT WHEN YOU ARE READY TO SELL A HOUSE, I'M REALLY GOOD AT WHAT I DO."



The difference now is that Bruce has learned how to win in markets where skill matters more than luck. He's a numbers guy. "I'm not going to be at your kid's soccer game," he comments. "I'm not going to host an event. We're not going to do Christmas Santa movie night. But when you are ready to sell a house, I'm really good at what I do."

He takes pricing seriously. He conducts a detailed market analysis and line-by-line adjustments, similar to how an appraiser thinks, but with marketing in mind. When the market was on fire and everything sold at 20% over asking, he felt his role reduced to opening doors and collecting signatures. When inventory increased and buyers hesitated again, his style began to shine. He's the agent people call when a home sits, when the pricing conversation gets real, and when the seller needs someone who's going to be straightforward and strategic.

Bruce chose The Real Estate Group because its structure fits his stage of life. The company has a cap model, but it still feels like a traditional brokerage. He wants an office and likes the classes, the brokers available for questions, and the space where he can go when the calendar has gaps, and he wants to sharpen his skills.

Family is the anchor now. Bruce and his wife have three kids ages 5 and younger, and life looks like ballet pickups, soccer, walking to the park, and being present. They live in Little Neck with a trail and park close by, so evenings often end outside with the kids.

Bruce Jones is a numbers guy with a service heart. A referral-based agent who's built his business on being good at the actual job. A dad who's competitive but clear about priorities. And in a market where people want competence, honesty, and someone who's going to squeeze every dollar out of the deal without losing the relationship, he's exactly the kind of agent clients keep talking about. ▀



CROSSCOUNTRY MORTGAGE®

ELEVATING THE LENDING PROCESS

EMPOWERING OUR CLIENTS ON THEIR JOURNEY TO HOMEOWNERSHIP



Personalized Service:

With a background in Wealth Management, I understand the importance of building strong relationships with clients, I take time to understand their entire financial picture and provide customized solutions.

24/7 Availability Sets Me Apart:

Life doesn't always run on a 9-to-5, Monday-through-Friday schedule! I am available day or night, 365 days a year, to offer guidance and support and help get those quick offers in.

Expert Advice:

As a local lender, I understand our market, and with years of experience I can provide valuable insights and recommendations to our clients, guiding them through the entire lending journey.

**This is an advertisement and not a commitment to lend. Cross Country Mortgage LLC is an Equal Housing Lender

Liz Copeland 

Sr. Loan Officer & Sales Manager
Virginia Beach, VA
Licensed in VA, NC, MD, and FL
434.466.3289
lizcopelandteam.com

 @lifeoflizcope
 Liz Copeland

Personal NMLS1342399
Branch NMLS1909529
Company NMLS3029

Photo by Kelly Freel, Kelly Freel Photography

Your Closing Starts Here.

- ✓ OVER 20 YEARS OF COMBINED EXPERIENCE
- ✓ LICENSED AND CERTIFIED
- ✓ SAME-DAY SERVICE AVAILABLE
- ✓ QUICK, FREE OVER-THE-PHONE ESTIMATES
- ✓ LOCALLY AND FAMILY-OWNED
- ✓ VETERAN-OWNED



BRANDON BOGGS
OWNER / INSPECTOR

BOOK YOUR HOME INSPECTION WITH US!
757-770-8413 | madinspections@gmail.com | www.madinspections.com

A Strong Season Starts With Stronger Legal Support

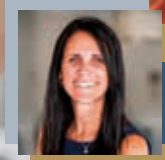
As the spring market accelerates across the Southside, strong buyer demand, investment activity, and fast-moving listings create a need for thoughtful legal oversight. Hanger Law delivers attorney-led closings and real estate legal guidance designed to keep every transaction moving smoothly and securely.

From contract to closing and well beyond, we're here to support agents and protect their clients every step of the way.

Attorney-Led Closings · Real Estate Law · Client Protection



Mark L. Stevenson
CEO



Lindsay M. Barton
Partner



Haley Van Syckle Morgan
Relationship Manager



757.351.1510 757.737.5223
hmorgan@hangerlaw.com

MEET YOUR NEW SECRET WEAPON



I'm Mary Kromer, owner of a digital marketing agency built to help REALTORS® like you dominate your market.

WE SPECIALIZE IN:

- Custom Websites · Social Media Management
- SEO · Targeted Social Ads · Email Marketing
- QuickBooks Bookkeeping & Reconciliations

Ready to see where your digital presence could be stronger?
I'm offering a **FREE Website Audit**—no strings attached.



STAND OUT. SCALE UP. SELL MORE.

Let's get you the attention your business deserves.

732-606-5236
adigitalmarketingconsultant.com

The Pop By Fairy is Here!



Thoughtful Client
Gifting Made Simple

Because the agents who stay consistent stay referred.

We help you stay in touch with every client without the stress of planning, shopping, packaging, or delivering.

Delightful Deliveries helps real estate professionals create memorable moments through seasonal pop by gifts that keep relationships warm and meaningful all year long.

Simple for you.
Meaningful for them.
Because thoughtful touches make lasting impressions.

Your Pop By Fairy,

Harrah Johnson



SCAN ME

WHEN YOU WANT TO RECOMMEND THE BEST



"Security in Every Job"
Since 1955

757.321.6700 HERCULESFENCE.COM



Whether you're buying or selling, reliable coverage brings peace of mind. That's why we offer free listing coverage—protecting sellers while their home is on the market and giving buyers confidence in a smooth, stress-free transition.

KEY POINTS

- Total Coverage Amount: \$1,000
- Coverage Length: 180 days
- Trade Call Fee: \$150
- Heating & Cooling
 - Can use the full \$1,000 toward repairs/replacements.
- Other Systems & Appliances
 - Can use up to \$500 for repairs or replacements

THE ACHOSA DIFFERENCE

- You choose your own contractors for all required services
- Our process provides more value to your local community
- Our service experts are here to improve your experience

MEET YOUR LOCAL REPS

MOTHER/DAUGHTER TEAM

Maddie
RODISH
Senior Sales Executive
737-634-8998

Tina
CARNELL
Senior Sales Executive
737-291-4398

tinamaddie@achosahw.com www.achosahw.com

I Never Knew That!

BY DR. DAWN KENNEDY, HAMPTON ROADS REALTORS® ASSOCIATION, CHIEF EXECUTIVE OFFICER

Recently, the Hampton Roads REALTORS® Association (HRRRA) hosted its annual Major Investor Recruitment event at the Chrysler Museum's Perry Glass Studio in Norfolk. The evening saw one of those crazy March temperature drops, and it was sleeting as I prepared for the event. I decided to take an Uber when the sleet and weather advisory started. Knowing it would be dark when the event ended—and that I am not a great driver—Uber seemed like a safe bet. It was on the Uber ride home that I had a very interesting conversation with my driver.



He asked me the complex question, "What do you do for a living?"

He asked me to explain what I meant by "representing 4,000 members—REALTORS® and affiliates" and what I meant by "advocating for private property rights." I began to explain that REALTORS® are an organized group of real estate practitioners—agents and brokers—who literally work every day through their dues payments, which fund community advocacy and activity, and through their volunteer talents, which drive the committees and board of directors.

I said, "You told me you just bought a house. Did you use an FHA loan?" Upon his affirmative "yes," I said, "You can thank the REALTORS® for fighting to raise the cap on FHA loan limits so the public could actually afford to buy a home." When I asked, "You closed last year; did you need flood insurance?" he responded, "Yes." I said, "You can thank the REALTORS® because when the government shut

down, we made sure that federal flood insurance continued beyond its expiration date, ensuring people could close on the home they purchased."

"Do you itemize deductions as a business owner?" "Yes." I responded, "You can thank the REALTORS® for your mortgage interest deduction, which was on the chopping block a few years ago—until REALTORS® put up a heck of a fight."

I told him what makes the REALTOR® organization work to protect your rights as a homebuyer, home seller, and homeowner is that we speak with one voice, and we represent 1.5 million voters. As we pulled into my driveway, I said the general public owes the REALTORS® a huge debt of gratitude for all that we do for independent contractors, as well as homeowners, buyers, and sellers. I talked about how REALTORS® are community champions in so many ways.

REALTORS® are widely recognized as "community champions" through extensive volunteerism, philanthropic

efforts, and civic engagement. They know their local neighborhoods and work toward making them better. According to NAR, 70% of REALTORS® volunteer in their communities, which is three times the rate of the typical American. I ended the conversation with, "This is the huge difference between a REALTOR® and a real estate agent."

He responded, "I never knew that!"

As REALTORS®, we need to promote our value—not just as practitioners, but also as the community champions we are.



HELPING YOUR CLIENTS CROSS THE

Finish Line

- Residential & Commercial Moves
- Packing & Delivery Services
- Military & Senior Discounts

Hampton Roads top-rated full-service moving company

Placing 1st in customer satisfaction

Marathon Moving Services

Give us a call at 757-348-5124 for a free estimate!

marathonmovingservices.com • booking@marathonmovingservices.com

REAL ESTATE MEDIA SOLUTIONS

FIRST TIME CLIENT SPECIAL

FIRST TIME CLIENT SPECIAL INCLUDES:

- Matterport Virtual Tour
- Floor Plan
- HDR Photos
- 2 Virtual Twilight Images
- Drone Photos

BETTER VALUE QUALITY LISTINGS

VIEW ALL SERVICES

(757) 637-1743 | info@lighthousevisual.com

FAQs



Here, we answer frequently asked questions about this publication. We're always open to connecting about this community.

WHO RECEIVES REAL PRODUCERS MAGAZINE?

- **South Hampton Roads Real Producers:** This publication reaches the Top 500 agents across South Hampton Roads, from Smithfield to Sandbridge and into North Carolina. Rankings are based on REIN-MLS volume from January 1

through December 31 of the previous year, with the list resetting annually.

- **Peninsula Real Producers:** This edition follows the same criteria but serves Peninsula/Williamsburg agents, with distribution to the Top 300. We identify agents by their broker's MLS location. Please contact us if (a) your MLS office is outside the region, but you primarily work in South Hampton Roads or the Peninsula or (b) you'd prefer to be associated with a different region than your MLS designation.

Q: WHAT IS THE PROCESS FOR BEING FEATURED?

A: Anyone in the Top 500 can nominate agents, teams, brokers, businesses, or themselves. Office leaders may also submit nominations. We rely on your input to discover stories, as we don't know everyone. While we can't guarantee features, we encourage you to connect with our team, support fellow top producers, and attend private events.

Q: WHAT IS THE COST TO BE FEATURED?

A: Features are completely free, thanks to our preferred partners.

Q: WHO ARE THE PREFERRED PARTNERS?

A: Preferred partners are businesses featured in the magazine index who actively support this community. They appear in each issue, attend events, and engage with our network. Every partner is recommended and vetted by agents—we do not work with businesses that haven't earned your trust. Our goal is to build a strong, connected network of agents and affiliates.

Q: HOW CAN I RECOMMEND A PREFERRED PARTNER?

A: To recommend a trusted local business, email joni@realproducersmag.com.



Check out our fresh meal prep menu!



EASY HOME DELIVERY MEALS
EVENT CATERING • CORPORATE CATERING

757.650.3771 | www.catherinescatering.com

SPRING INTO HOMEOWNERSHIP



Let us help you plant the seeds for your future with competitive mortgage options and experienced guidance every step of the way.

Whether you're buying your first home, upgrading, or refinancing, now is the perfect time to make your move. **Contact me today!**



MATTHEW KIRK

BRANCH LEADER | NMLS #947887

Cell: (757) 802-2578
movement.com/matthew-kirk

575 Lynnhaven Parkway Suites 100, 101, & 160, Virginia Beach, VA, 23452 | AL-947887, FL-LO83729, GA-947887, LA-Temporary Authority, MD-947887, NC-1-183489, PA-101180, SC-BFI-MLO-947887, TN-947887, VA-MLO-12248VA | Movement Mortgage LLC. All rights reserved. NMLS ID #39179 (For licensing information, go to: www.nmlsconsumeraccess.org). Additional information available at movement.com/legal. Interest rates and products are subject to change without notice and may or may not be available at the time of loan commitment or lock-in. Borrowers must qualify at closing for all benefits.

THE AGENT CONCIERGE REALTOR SUPPORT & SUCCESS CO.



More than your average Transaction Coordinator - your strategic partner in intentional growth and excellent service.

- Optimized systems that save you time and strengthen your brand
- Elevated client experiences that build trust, loyalty, and referrals
- Reliable local field coverage when you can't be in two places at once
- Dependable support through your busiest seasons



Eileen Merchant
Founder, Lead TC
(757) 642-6530
Eileen@TheAgentConciergeCo.com

FOR AGENTS WHO TREAT SERVICE LIKE STRATEGY.

@THEAGENTCONCIERGE | THEAGENTCONCIERGE.CO.COM

Are you Working with a **MORTGAGE** **BROKER?**


If **not**, your clients may be missing better options.



**LOCALLY OWNED.
RELATIONSHIP DRIVEN.
BUILT FOR
PARTNERSHIPS.**

- No call centers.
- No big-bank bottlenecks.
- Just a local team that gets deals to the closing table.

At The Broker, we work side-by-side with real estate professionals to deliver flexible lending solutions, competitive options, and a seamless client experience from contract to closing.

 The Broker-Mortgage Experts, NMLS ID #2450802. For licensing information, visit www.nmlsconsumeraccess.org.

WHY REALTORS PARTNER WITH US

BROKER ADVANTAGE

Access to multiple lenders and loan options—so deals don't die because of one set of guidelines.

RELIABLE CLOSINGS

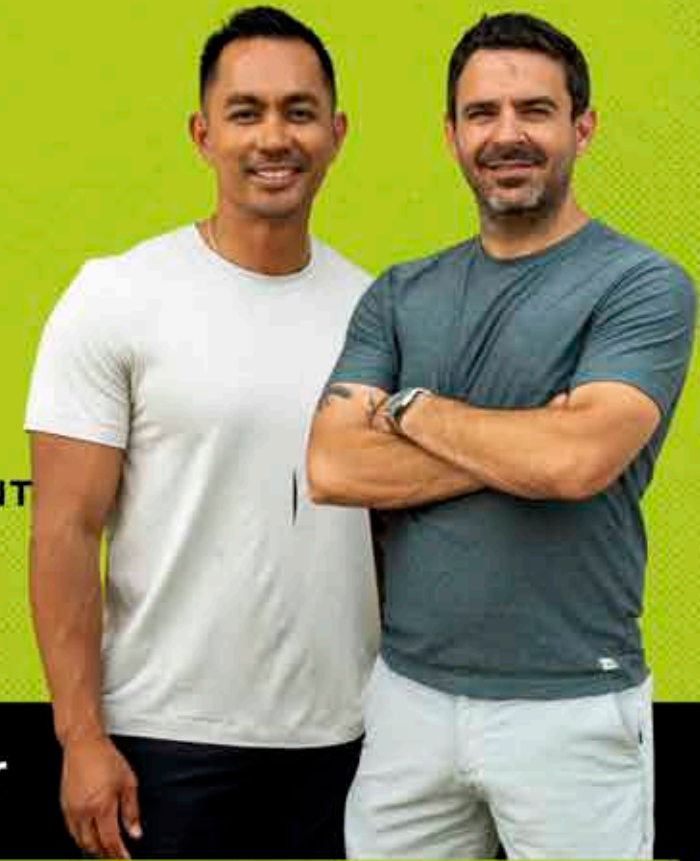
Clean files. Honest timelines. Fewer surprises.

LOCAL DECISION-MAKING

We're locally owned. Questions get answered here, not forwarded to a corporate office.

CLEAR, CONSISTENT COMMUNICATION

You get updates before you have to ask.



A mortgage broker works for the client—not the lender.

- ✓ More loan options
- ✓ Competitive pricing
- ✓ Personalized strategies
- ✓ Solutions for complex files

BETTER OPTIONS LEAD TO STRONGER OFFERS AND HAPPIER CLIENTS.



LET'S PARTNER FOR SUCCESS

Whether you're helping first-time buyers, move-up clients, investors, or veterans, we're here to support your deals with clarity, speed, and confidence.

When your clients win, you win.

Let's start the conversation about how we can better serve your veteran clients — and make the process smoother for everyone involved.

Let's close more deals - Together!

CONTACT US TODAY www.thebrokerva.com

 **BUDGET
BLINDS**
Style and service for every budget.

**Same style & service.
New & inspired showroom!**

**We are having a Grand Opening Celebration!
Thursday, May 7th | Ribbon Cutting 4PM**

Come tour our brand new showroom, enjoy local bites and libations, and meet our award-winning team. From design to professional installation, we deliver a full-service experience that helps homes show better, sell faster, and impress buyers.

**1761 Jamestown Rd,
Williamsburg 23185**

Request a Free Consultation
757-356-9996
BudgetBlinds.com

(Ask about our exclusive preferred partner pricing!)

