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PUBLISHER'S NOTE

MAY

THE SEASON OF CELEBRATION!

May is a time to celebrate — the hard work, dedication, and heart that each of you brings to this industry and community. It's also a moment to pause and appreciate how far we've come, both individually and together.

We're still reflecting on what an incredible evening our **Joint Awards Gala** was. Bringing together both our DC Metro and NOVA communities for a night of recognition and elegance was truly special. Congratulations to all of our winners — your commitment to excellence continues to inspire this entire community.

This issue is especially meaningful as we are honored to share the stories of those who build not only businesses, but legacies

together in this **"All in the Family"** special issue. These stories are a true reflection of what makes this community so unique — connection, support, and shared success.

We're also excited to welcome three new preferred partners to the Real Producers family: **Principal IT Consultants**, **Junk Thief**, and **Around Town Movers and Storage**. We're thrilled to have you in the community and look forward to all the value and collaboration ahead.

And we can't wait to see everyone at our upcoming Pickleball Classic on May 7th! It's going to be a fun and energetic event filled with connection, competition, and plenty of great moments together.

As we move through May, let's carry this reminder: **"Joy multiplies when shared with others."**

Here's to continued celebration — in business, in community, and in life.



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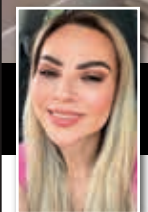
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AI Marketing for Real Estate



What's Changing— & What's Coming Next

BY TODD LEBOWITZ

Artificial Intelligence is no longer a buzzword in real estate marketing—it's becoming the engine behind it. Over the next few years, AI won't just enhance what agents are doing; it will fundamentally change how they attract listings, nurture leads, and dominate their neighborhoods.

What's Already Changing

First, content creation is becoming instant. AI can now generate listing descriptions, social media captions, email campaigns, and even personalized neighborhood reports in seconds. What used to take hours now takes minutes—and it's only getting better.

Second, personalization is moving to another level. Instead of blasting the same postcard or email to everyone, AI can

segment audiences based on behavior, property type, equity position, or likelihood to sell. Marketing will become smarter, more targeted, and more efficient.

Third, automation is eliminating busywork. From triggered campaigns when a listing goes live to automated follow-ups when someone scans a QR code, AI allows agents to stay top-of-mind without manually managing every touch point.

What's Coming Next

The next wave of AI in real estate marketing will be predictive and conversational.

Predictive AI will help agents identify which homeowners are most likely to move based on data patterns—giving them a head start before a listing even hits the market. Instead of reacting, agents will proactively target opportunity.

Conversational AI will also change engagement. Property chatbots, instant valuation tools, and AI-powered assistants will answer client questions 24/7—capturing and qualifying leads while agents focus on high-value conversations.

Design will evolve too. AI-generated graphics, automated branding alignment, and dynamic print personalization will make marketing materials smarter and more visually powerful.

The Competitive Shift

Here's the reality: AI won't replace great agents—but agents who use AI will replace those who don't.

The future belongs to agents who combine local expertise with intelligent marketing systems. That's why companies like **My Marketing Matters** are already building AI-powered tools that integrate print, digital, automation, and lead capture into one seamless platform. From smart neighborhood farming to AI-driven content and QR-based lead generation, the tools of tomorrow are being developed today.

The question isn't whether AI will change real estate marketing—it's how quickly you'll adopt it. The agents who lean in now won't just keep up.

They'll dominate their neighborhoods.



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

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ALL IN THE FAMILY

WHERE REAL ESTATE IS MORE THAN A CAREER

Real estate is often described as a relationship business. But for some, those relationships begin long before the first client call or closing table.

They begin at home.

On the following pages, we're proud to present a special feature highlighting families who have built their lives—and their businesses—side by side. Some followed in the footsteps of parents who laid the foundation years ago. Others found their way into the industry together, growing businesses as partners, siblings, or spouses. And for many, real estate has become a shared language—one that connects generations through purpose, work ethic, and a commitment to serving others.

While each story is different, a common thread runs through them all: real estate is not just what they do—it's something they've experienced together.

In some families, that looks like decades of knowledge passed down through mentorship and example. In others, it's collaboration—building something meaningful alongside the people they trust most. Across every story, there is a deeper layer of accountability, pride, and connection that shapes how they show up for their clients and their communities.

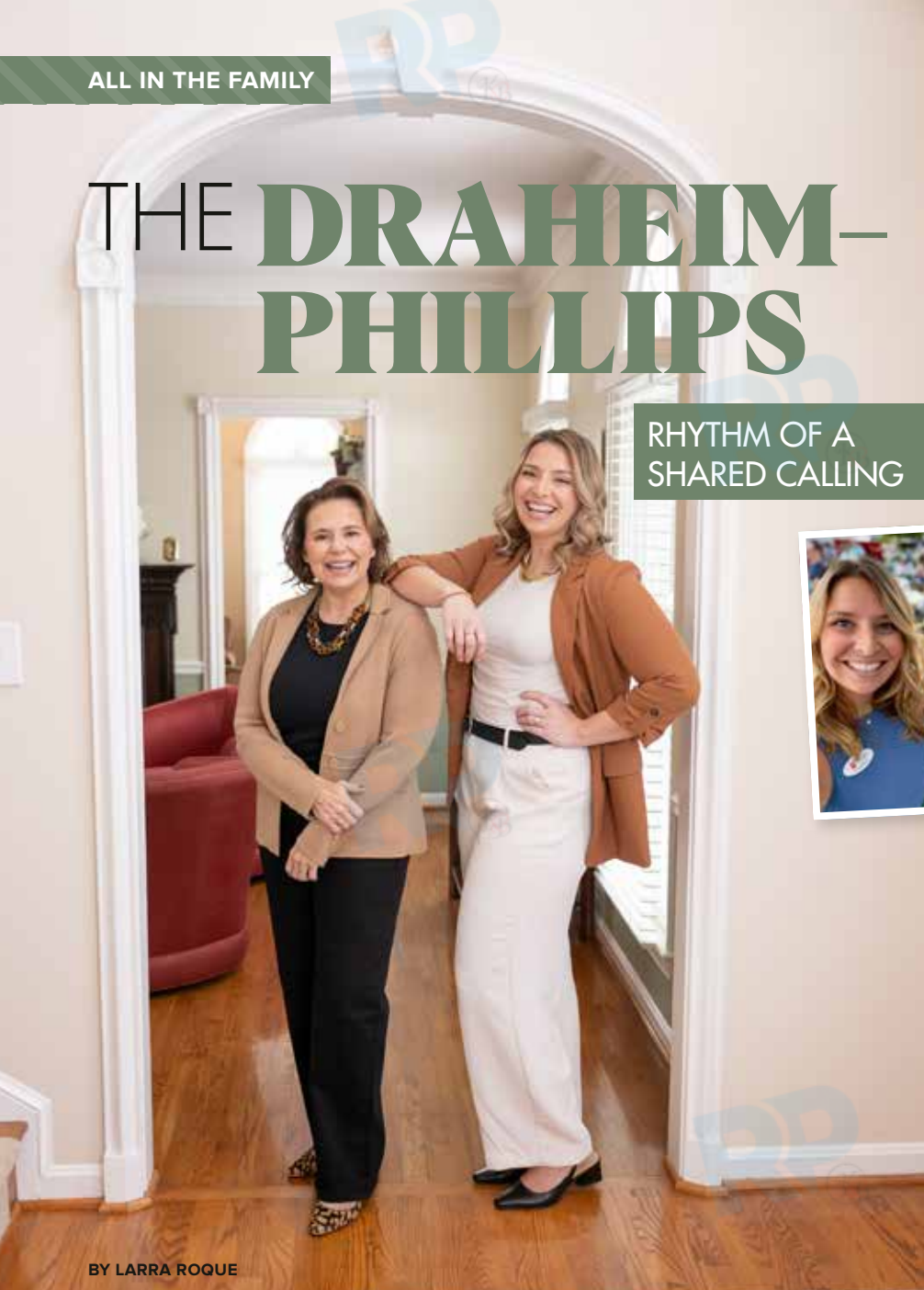
These families remind us that success in real estate isn't only measured in transactions or volume. It's measured in trust, in relationships, and in the impact they make over time.

Whether working together daily or simply sharing the same foundation, these professionals demonstrate that when family is part of the journey, the work carries a different kind of meaning.

We are honored to share their stories.

THE DRAHEIM-PHILLIPS

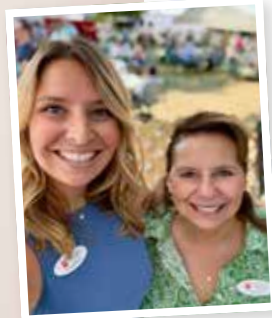
RHYTHM OF A SHARED CALLING



BY LARRA ROQUE

gaining a deep understanding of the business from the ground up.

By the time she earned her license in 2017, Shelley had already built a strong foundation, and she moved quickly. Listings followed, then recognition. Over the years, she earned accolades from respected publications and organizations, establishing herself as a trusted name in the market.



More than awards, what defines Shelley's career is consistency. Her clients know her as someone who shows up no matter the situation, guiding them through both exciting milestones and difficult life moments with steadiness and care.

That example did not go unnoticed at home.

Stepping Into the Business

For Emily Phillips, the path into real estate felt both familiar and deeply personal.

Growing up, she witnessed firsthand the level of dedication her mother brought to her work. The long hours, the problem-solving, and the emotional investment all left an impression. "Her devotion, motivation, and tireless work ethic have always amazed me," Emily shares. "She works around the clock for her clients."



along the way. It is a rhythm they have come to know well, balancing business, family, and a shared drive to serve their clients at the highest level. Together, they are building something that feels both personal and lasting.

Where It All Began

Shelley Draheim did not enter real estate with immediate plans of becoming a top-producing agent. Her journey started in 2008 behind the scenes, working as an office manager and supporting some of the area's leading agents. In those early years, she immersed herself in transaction management and marketing,

After beginning her professional life in healthcare, Emily made the decision to step into real estate, going full-time in 2025. Almost immediately, she was immersed in the full spectrum of the business, experiencing everything from inspections and unexpected challenges to complex client situations.

It has been a fast education, but one grounded in experience and shaped by the example set by her mother.

Side by Side in Business and Life
Working together has become one of the most rewarding parts of their journey.

"It's incredibly fulfilling to know we're not only helping people through major life moments, but also creating something lasting as a family."

Shelley and Emily collaborate closely, combining their efforts on everything from open houses to client strategy. Their dynamic is seamless, built on an understanding that goes beyond simple communication. It is intuitive.

"There's a deep level of trust and understanding that comes from being family," they explain. That trust translates directly into their client experience, where coordination feels natural and support is constant.

Of course, it is not all business. Between appointments, they often find time for coffee runs, quick stops at favorite stores, or simply enjoying the quieter moments in between. Those shared experiences are part of what makes their partnership so meaningful.

Experience Meets a Fresh Perspective
Shelley brings years of experience and oversight to the business, while Emily offers a fresh perspective shaped by her



own recent experiences as both a professional and a homebuyer.

Emily's comfort with newer marketing approaches and her ability to connect with first-time

buyers add a valuable dimension to their work. At the same time, her background in healthcare allows her to relate naturally to older clients navigating downsizing or major life changes.

Rather than approaching the business in completely different ways, they complement each other. Together, they create a well-rounded experience where clients benefit from both seasoned expertise and modern insight.

A Foundation Built on Care

At the heart of their work is a shared commitment to people, including their clients, neighbors, and the broader community.

Beyond real estate transactions, Shelley and Emily actively give back through local initiatives like food drives, seasonal supply collections, and community events. Their approach reflects a belief that success is not just measured in closings, but in impact.

This mindset shapes every interaction. Whether guiding a first-time buyer or supporting a longtime

homeowner, they lead with empathy, integrity, and a genuine desire to serve.

Looking Ahead Together

As their partnership continues to grow, Shelley and Emily are focused on building something that extends beyond today's success.

They envision a legacy defined not just by production, but by example. One rooted in hard work, trust, and the kind of relationships that endure. A legacy of showing up, doing the right thing, and making a difference in people's lives.

"We want to be known for always showing up, for our clients, our community, and each other."

It is a vision that feels both grounded and expansive, much like the journey they are building together.





THE VOLLRATH-FAUTEUX REAL ESTATE CONNECTION

SAME FOUNDATION OF HONESTY AND CARE

BY LARRA ROQUE

Joan Vollrath
Retired Realtor
RE/MAX Allegiance
40 Years

Jessica Fauteux
Realtor
RE/MAX Allegiance
11 Years

They did not build their businesses side by side, yet the connection between Joan Vollrath and Jessica Fauteux runs through every part of their work. Shaped by shared values rather than shared transactions, their story reflects how influence can carry just as strongly across distance as it does through direct collaboration.

Today, Jessica carries that influence forward in her own way. While their careers did not fully overlap, the connection between them runs deep, rooted in shared values and a mutual understanding of what it means to truly serve clients. It is a legacy not defined by working side by side, but by the steady transfer of wisdom from one generation to the next.

The One Who Set the Example

Before real estate, Joan Vollrath was a high school English teacher. She loved her work, but as her family grew, so did her desire to be more present at home. She began searching for a path that would allow her to maintain both professional fulfillment and family involvement.

Real estate offered that balance. It was a thoughtful transition, one that required

both courage and adaptability. Joan built her business during a time when the tools and resources available were far more limited than they are today. Her success came from consistency, strong relationships, and a deep commitment to her clients.

Over the years, she became known not only for her longevity in the business but for the trust she built with those she served. That reputation would later become one of the greatest gifts she passed on to her daughter.

Following a Familiar Path

Jessica's entry into real estate was shaped by a similar turning point. After becoming a mother, she found herself reevaluating her priorities. Like Joan before her, she wanted a career that

allowed her to be present during her children's early years without giving up professional growth.

What started as a practical decision quickly turned into something more meaningful. Jessica discovered a passion for helping people navigate important life decisions, while also building a business that reflected her own values and goals.

From the beginning, she had a unique advantage. Her mother was always just a phone call away.

Separate Businesses, Shared Connection

Although both built successful careers in real estate, Joan and Jessica largely operated independently. They collaborated on only one client together, finding that maintaining separate businesses allowed each of them to thrive while preserving the strength of their relationship.

“If it's not in someone's best interest, we will talk them out of it every time.”

Now retired, Joan continues to play an important role by referring past clients to Jessica. In many ways, Jessica has become the next chapter of the relationships her mother spent years cultivating.

Working in the same industry has also deepened their bond. It has created a shared language and a deeper appreciation for each other's strengths, allowing them to connect in ways that go beyond the typical mother-daughter dynamic.

Two Approaches, One Purpose

The differences between their generations are clear, especially



when it comes to how they approach the business.

Joan built her career through handwritten letters, personal connections, and traditional marketing methods. Jessica, on the other hand, operates in a world shaped by technology. She uses video, social media, and digital tools to connect with clients in ways that were not possible decades ago.

Yet beneath those differences, the core approach remains the same.

Both prioritize relationships. Both value communication. And both believe that the client experience matters more than anything else.

A Foundation of Honesty

Jessica says one of the most meaningful lessons her mother taught her is to be honest, even when it is hard. “If it is not in someone's best interest to buy or sell, we will talk them out of it,” she explains.

That belief came into focus when a client approached her about selling a home tied to a reverse mortgage. Jessica immediately knew it was not a good idea. She called her mother and said, “I don't think this is the right move.”

Her response was immediate. “That's absolutely right,” Joan told her. “That's

everything I've taught you showing up in this moment.”

It is a philosophy that defines how Jessica approaches every client interaction. Sometimes the best service is not pushing forward, but advising someone to wait, reconsider, or take a different path altogether.

Integrity, empathy, and follow-through are not just ideals. They are expectations.

Building What Comes Next

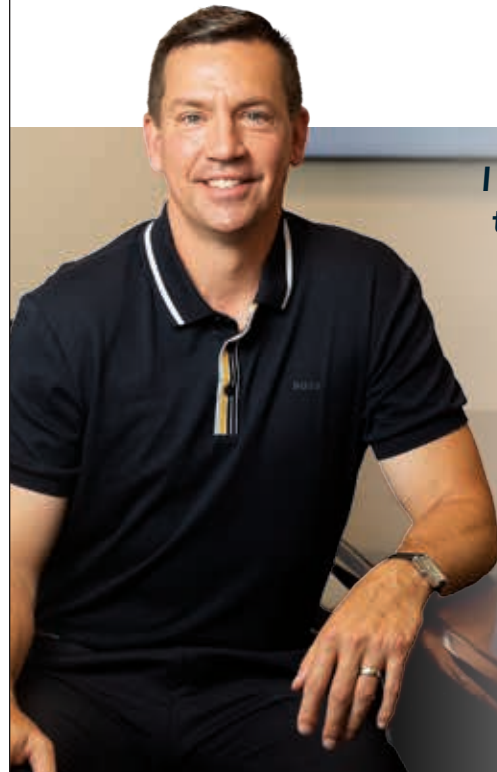
As Jessica looks to the future, her vision extends beyond her own career. The Fauteux Group was named with intention, created as something that could grow and evolve over time.

Whether or not future generations choose to step into real estate, the foundation is already being laid. It is a foundation built not just on business success, but on making a meaningful difference in people's lives.





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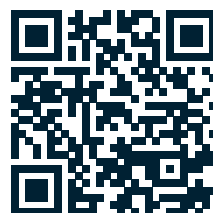
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THE
SCHATZ HAYES
 HOMES EXPERIENCE

BY LARRA ROQUE

WHERE IT ALL
 COMES TOGETHER

Andrea Hayes
 Associate Broker
 Schatz Hayes Homes at
 Samson Properties
 18 Years

Mother
 Realtor
 Schatz Hayes Homes at
 Samson Properties
 14 Years

Husband
 Associate Broker
 Schatz Hayes Homes at
 Samson Properties
 14 Years

There is something uniquely real about building a business with family. The highs feel higher, the challenges feel closer, and every step forward carries a shared sense of purpose. For Andrea Hayes, that reality has been part of her journey as her real estate career grew into a family-centered business.

The First Step Into Real Estate

Andrea Hayes was the one who started it all. Eighteen years ago, she entered the real estate industry with determination and a willingness to grow from the ground up. There was no built-in roadmap, only the understanding that success would come through consistency, relationships, and hard work. Over time, she built her reputation, client by client,

transaction by transaction, steadily creating a business that would later become known as Schatz Hayes Homes.

Her journey was not without its challenges. Like many who build something from scratch, she experienced both the highs of success and the inevitable lows that come with it. Yet those moments became part of the foundation she would eventually share with her family.

As her business grew, so did the opportunity to bring others into it.

Stepping Into the Business

Andrea's mother joined her team fourteen years ago, at a pivotal moment

“It is not just about building a business. It is about building something that supports your family and grows with you.”

in both business and life. With the arrival of Andrea's son, the need for support became clear, and the transition into working together felt natural.

Her mother stepped into the role of Realtor, becoming a steady presence within the business. Around the same time, Andrea's husband took on a behind-the-scenes role as an Associate Broker, helping support the structure and operations that keep everything moving.

Unlike some generational stories, this one did not begin with a parent paving the way. Instead, Andrea created the path and invited her family to walk it with her. What followed was a shared experience built on trust and a willingness to grow together.

Where Family and Business Meet

Working with family brings a unique kind of balance, one that is both rewarding and, at times, challenging.

Andrea is honest about the reality of it. “It is rewarding to know that you can help your immediate family and create financial security,” she shares. At the same time, she acknowledges that there are moments when separating business and family might seem easier.

Still, the benefits far outweigh the challenges. Wins are shared. So are the difficult days. “Your wins are your wins, but your lows are your lows,” she explains. “It is a balancing act.”

Through it all, they continue to move forward as a unit, supporting one another both professionally and personally.

Evolving Together

Across the years, Andrea's approach to the business has remained grounded in

something simple yet powerful: authenticity.

While the industry continues to evolve, with new tools, systems, and expectations, her philosophy has stayed consistent. Treat people the way you want to be treated. Show up as yourself. Build relationships that last.

These values have not only shaped her own career but have also influenced her family. In many ways, those principles flow both ways, shaping not just the next generation but reinforcing the culture within their business as a whole.

The Values That Drive It All

At the core of Schatz Hayes Homes is a commitment to relationships.

After nearly two decades in the business, much of Andrea's success comes from repeat clients and referrals, a reflection of the trust she has built over time. That kind of longevity does not happen by chance. It is the result of consistently putting people first and approaching each transaction with care.

The same values that guide her work also guide her family. Authenticity, respect, and a strong work ethic are not just professional standards. They are part of the culture they have created together.

Looking Toward What's Next

As Andrea looks ahead, her vision for the future is both open and grounded.

She has built something meaningful, and that foundation will always be there for her family. At the same time, she is clear that the next chapter belongs to them. “If my children want to be part of the business, that is fantastic,” she says. “If not, I will support them wherever their goals and passions take them.”



It is a perspective rooted in both pride and freedom. The legacy she is building is not just about real estate. It is about creating opportunity, supporting one another, and leaving the door open for whatever comes next.

A business that began with one has become something shared. And its story is still being written.





THE Nellis Family's MISSION

SUCCESS ACROSS GENERATIONS

BY LARRA ROQUE

Vicki Nellis
Founder of The Nellis Group

Jim Nellis
Co-Founder of The Nellis Group
40+ Years

James Nellis II
CEO of The Nellis Group
32+ Years

Jessica Nellis
Events & Operations
The Nellis Group
5+ Years

Nicole Nellis Cockrell
Lead Listing Agent
The Nellis Group
20+ Years

Keith Cockrell
Pricing Specialist
The Nellis Group
20+ Years

Shari Beard
Director of Operations & Sales
Director
The Nellis Group
17+ Years

Long before the Nellis name became synonymous with trusted real estate service, it was rooted in something much deeper than transactions. It was built on people.

Vicki Nellis, the heart behind The Nellis Group, entered real estate in the early 1980s with a perspective that set her apart. To her, the business wasn't about homes. It was about lives. She believed wholeheartedly that "people are my greatest asset," and that belief shaped every interaction, every client relationship, and every success she experienced.

Alongside her husband Jim, Vicki built not only a thriving business but also created a family culture grounded in faith and service. Her daily ritual, what she lovingly called "snuggling with the Lord," was more than a personal practice. It became a guiding principle she passed down to her children, James and Nicole, influencing both their lives and their eventual careers.

Despite accolades, awards, and serving more than 2,500 families, Vicki never lost sight of her purpose. Real estate, in her eyes, was a ministry. It was a way to give, serve, and uplift others.

That mindset became the foundation for everything that followed.

Finding Their Own Path Back

Interestingly, the next generation did not initially plan to continue the legacy. Growing up in the business meant witnessing its demands firsthand. There were late nights, canceled vacations, and a constant need to be present for clients. Both James and Nicole initially chose different paths. Nicole pursued a career as a parole officer, while James studied psychology with plans to open his own practice.

Over time, something shifted. As The Nellis Group grew and the need for expansion became clear, both siblings found themselves drawn back. It was not just to the business, but rather to the impact it created. What began as reluctance turned into a shared passion, fueled by the opportunity to work together and carry forward what their mother had built.

It became something more than real estate. It became a legacy of purpose.

A Family That Builds Together

Today, the Nellis family operates as a collaborative force, blending personal connection with professional alignment.

"If our focus is on serving people at the highest level, our company will continue to grow and impact the local community for the greater good."

James leads as CEO, while Nicole oversees key aspects of the business, supported by her husband, Keith, who brings analytical precision as a pricing specialist. James's wife Jessica has also stepped into the business, managing payroll, staffing, and events, adding another layer of family involvement.

"We have been blessed by amazing hires over the years that become family, and Shari is a great tribute to the work ethic and dedication Vicki inspired many years ago." After 17 years with the family business, Shari has grown from a transaction coordinator to the Sales Director and Director of Operations.

Their dynamic extends far beyond the office. Whether attending concerts, sporting events, or community galas, their bond is evident. Even in the midst of busy schedules, family remains central. Weekly visits often include Nicole spending time with her nephew while also collaborating with James.

"It's amazing," James shares. "We always have something to talk about, something to build, something to improve together."

A Changing Industry

Across generations, the real estate landscape has transformed dramatically, and the Nellis family has evolved with it.

Vicki built her business through face-to-face relationships and paper transactions. James, on the other hand, has embraced innovation, consistently introducing new technology into the business. His approach combines modern systems with the personal

service the family is known for over the last 4 decades.

Lessons and mentoring from the past remain essential. The family has become intentional about balance, recognizing the importance of stepping away when needed and supporting one another to avoid burnout.

It is a blend of experience and innovation, with each generation strengthening the next.

The Values That Define Them

At the core of The Nellis Group is a clear mission: Invest in people's lives as they invest in real estate.

Faith remains the foundation, shaping how they serve clients and support one another. Integrity guides every decision, ensuring they remain grounded in an industry that can sometimes present gray areas. Excellence is not just a goal; it is a constant pursuit. And their focus on the X-factor is the addition over the years of amazing staff and Agents.

Family traditions reinforce these values. Birthday celebrations are not just about gifts. Each person shares meaningful words and stories that uplift and affirm the one being celebrated.

"We were raised to put people first," James says. "That does not change, no matter how the market evolves."

Looking Ahead

As the Nellis family looks to the future, their focus remains steady. They are committed to continuing a legacy rooted in faith, service, and meaningful impact.



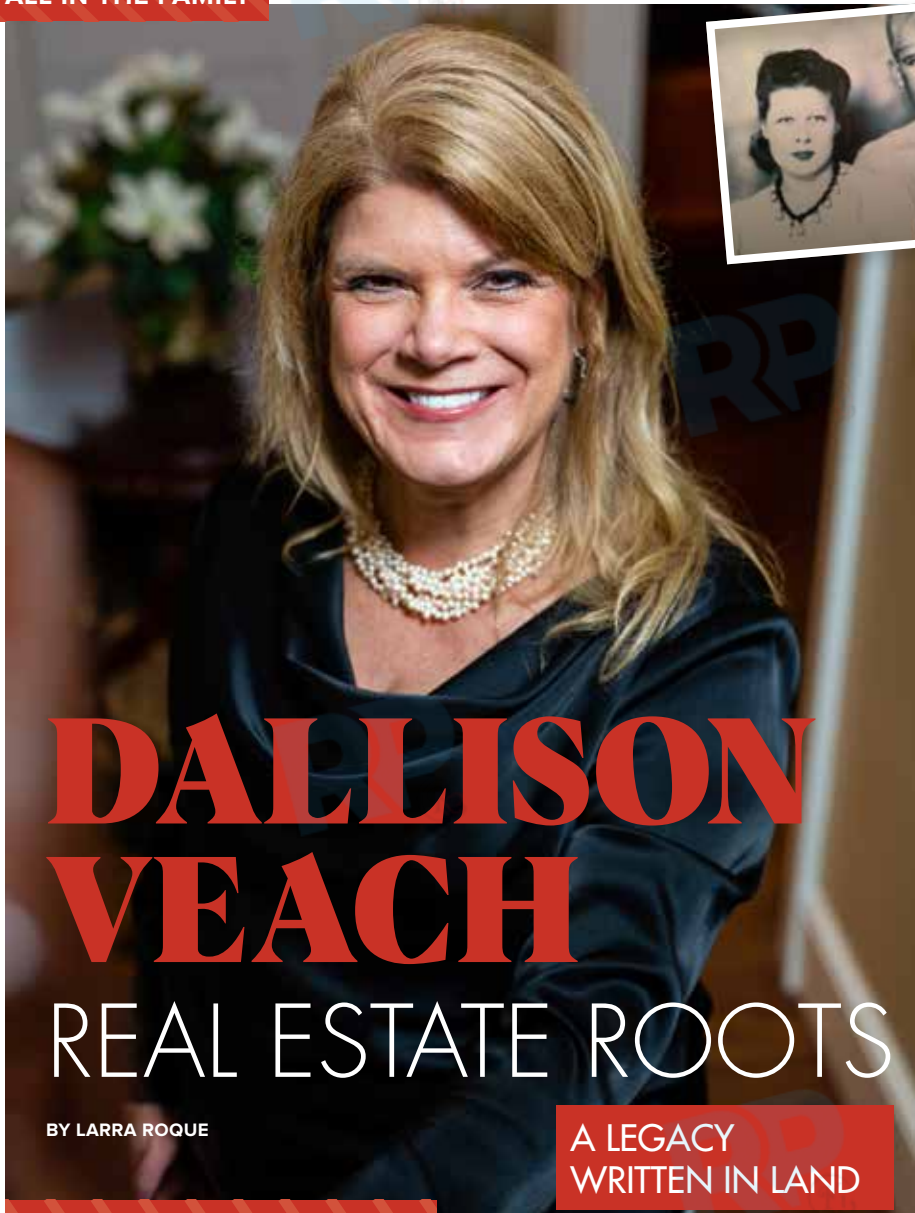
With a new generation already beginning, including James's young son, the story is far from finished. The goal is not simply to grow a business, but to cultivate a culture that endures.

A culture where relationships matter more than results. A culture where success is measured by lives touched.

A culture where the foundation laid by Vicki continues to guide every step forward.



Supporting each other beyond the day-to-day—cheering on Shari's son at his soccer game.



DALLISON VEACH

REAL ESTATE ROOTS

BY LARRA ROQUE

A LEGACY WRITTEN IN LAND



investment, it was Dallison's mother, Bonita Brock, who took a bold step into brokerage. In 1978, at a time when her children were just beginning to grow more independent, Bonita made a decision that would change the course of her life.

Recognizing both her own drive and the opportunity in front of her, she pursued her real estate license. What began as a practical step forward quickly became a defining chapter. Bonita built a successful career across seven states, driven by determination and a natural ability to connect with people.

Her success extended beyond business. It gave her the independence to reshape her life on her own terms, proving that resilience and ambition could open new doors at any stage.

Finding Her Own Path

Years later, Dallison found herself at a similar crossroads, though her path looked different. After leaving a corporate career to spend more time with her young children, she began searching for something that offered both purpose and flexibility.

It was her stepfather, Eugene Sarinski, a seasoned broker, who encouraged her to consider real estate. At first, she hesitated. She did not see herself as a natural salesperson in the same way her mother had been.

What followed was the start of a 20-year career built on her own strengths. Rather than trying to replicate what came before, Dallison developed a style that reflected her personality, blending business acumen with a steady, client-focused approach.



already taking shape. They were not passed down through a formal playbook or shared office space, but through stories, observation, and lived example across generations.

From land development in Central Florida to brokerage leadership across multiple states, real estate has always been part of the family's DNA. Though Dallison ultimately built her business independently, she carries forward a perspective shaped by those who came before her, each generation leaving its own imprint on the way she approaches the industry today.

The One Who Stepped Forward

While real estate was already part of the family through development and

Separate Paths, Shared Influence

Unlike many generational real estate families, the Veach story is not one of working side by side. By the time Dallison entered the industry, her parents were stepping away, meaning their careers never overlapped.

Yet their influence remained constant.

Each generation operated in its own lane. Her grandparents worked directly in land development, with her grandfather focused on the physical work and her grandmother managing the financial side. Her mother and stepfather divided responsibilities in a similar way, pairing strong sales ability with operational leadership.

Dallison built her business independently, though her own children have played a supporting role over the years, helping where they could and gaining exposure to the industry along the way.

Lessons Across Generations

One of the greatest advantages Dallison carries is perspective. Having grown up around multiple facets of real estate, she developed an understanding of land, investment, and long-term value early on.

Each generation approached the business differently. Her mother was known for exceptional sales instincts,

while Dallison leans into a more strategic, business-minded approach. That contrast has allowed her to carve out her own identity while still honoring the strengths she witnessed growing up.

Through it all, one belief has remained constant. Land holds enduring value. Markets shift, and trends change,

but that principle continues to guide her thinking.

A Foundation of Values

If there is one lesson that has remained unchanged across generations, it is the importance of putting the client first.

"Always place the client first. If you do that, business will follow," Dallison says.

That philosophy has shaped every stage of her career. It is not about quick wins or short-term gains. It is about building trust, making thoughtful decisions, and ensuring that each client feels supported throughout the process.

Those values were not taught in a single moment. They were modeled over decades, reinforced through action, and carried forward with intention.

Looking Ahead

"Always place the client first. If you do that, business will follow."



While Dallison does not expect her children to follow directly into real estate, the legacy she is building takes a different form. It shows up in the opportunities she has created for them and the lessons she has passed on.

Two of Dallison's children purchased their first homes in their early twenties, like her, a milestone that reflects the family's belief in ownership and the practical impact of her guidance, while her youngest is on track to follow after graduating from college.

The legacy is not about continuing the same career path. It is about instilling knowledge, independence, and a long-term view of success.



THE YEONAS— SHAFRAN FAMILY LINE

BY LARRA ROQUE

Dean Yeonas
Broker
Yeonas & Shafran Real Estate
45 Years

Jack Shafran
Broker
Yeonas & Shafran Real Estate
45 Years

Lori Shafran
Realtor
Yeonas & Shafran Real Estate
40 Years

Paul Yeonas
Realtor
Yeonas & Shafran Real Estate
6 Years

Dimitri Yeonas
Realtor
Yeonas & Shafran Real Estate
6 Years

Jonathan Shafran
Realtor
Yeonas & Shafran Real Estate
7 Years

Kendall Shafran
Realtor
Yeonas & Shafran Real Estate
5 Years

In Northern Virginia, the Yeonas and Shafran names are more than recognizable. They are woven into the fabric of the region's real estate history. What began as two separate family stories has grown into a shared legacy that now spans four generations, each one contributing to a business built on relationships, reputation, and a deep sense of responsibility.

Today, Dean Yeonas and Jack Shafran carry that legacy forward, working alongside the next generation while honoring the foundation laid decades before. It is a story not only of longevity, but of continuity. The kind that shows up when past, present, and future intersect in meaningful ways.

Foundations That Shaped a Region

The Yeonas story begins with George C. Yeonas, a Greek immigrant who arrived in the United States with determination and vision. After World War II, he and his four sons began building

and selling homes in Falls Church and Vienna, helping shape the early growth of Northern Virginia communities.

Their influence extended beyond construction. They played a key role in the leadership and development of the local real estate association, helping guide the industry during a time of rapid change and expansion.

At the same time, the Shafran family was building a legacy of its own. George P. Shafran, a respected Realtor for more than 60 years, founded Better Homes Realty in 1951 and became a driving force in the creation of the Northern Virginia MLS system. His leadership and commitment to professionalism left a lasting mark on the industry.

These were not just successful careers. They were contributions that helped define how real estate would be practiced in the region for generations to come.

“Integrity and doing the right thing will always be the foundation of everything we endeavor to do.”

Following the Path Forward

For Dean Yeonas and Jack Shafran, stepping into real estate was both a natural progression and a personal choice. Growing up surrounded by the business, they saw firsthand the independence it offered, along with the opportunity to create a meaningful balance between work and life.

Over time, they built careers that reflected both the lessons they inherited and their own individual strengths. Today, they continue that work through Yeonas & Shafran Real Estate, where the next generation is already making its mark. Sons Paul and Dimitri, Jack's wife Lori, their son Jonathan and daughter Kendall, have stepped into the industry, adding new energy to an already established foundation.

A True Family Collaboration

Unlike some generational stories where paths remain separate, the Yeonas and Shafran families have chosen to work together. Collaboration is at the heart of how they operate, even as each individual brings a unique perspective to the table.

It is not without its challenges. Working with family can be both demanding

and deeply rewarding. Yet for them, the benefits far outweigh the difficulties.

There is a shared understanding that comes from both family and business. Problems are solved together, decisions are made with collective experience, and successes are celebrated with a sense of pride that extends beyond the professional.

Generations of Perspective

Over the years, the real estate landscape has evolved dramatically. Technology, marketing strategies, and client expectations have all shifted, requiring adaptability from every generation.

The younger members of the family bring fluency in digital tools, social media, and modern systems. At the same time, they are grounded in principles that have remained unchanged.

The emphasis on relationships, ethical behavior, and service continues to

guide the business. These are not trends or strategies. They are standards that have been passed down and reinforced over time.

It is this combination of innovation and tradition that allows the family to remain both relevant and respected.

A Story Still Being Written

As the fourth generation continues to grow within the business, the future feels both familiar and full of possibility. The goal is not simply to maintain what has been built, but to carry it forward with intention.

The Yeonas and Shafran families hope their name will continue to stand for integrity, professionalism, and a commitment to doing things the right way.

In an industry defined by change, their legacy remains steady. Not because it resists evolution, but because it is rooted in something deeper.



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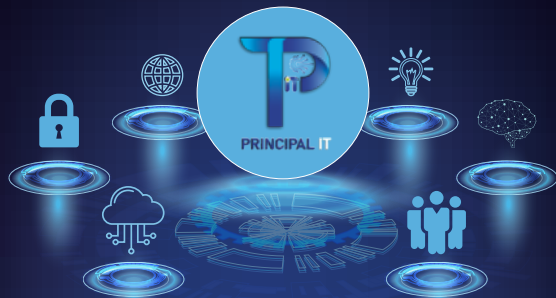
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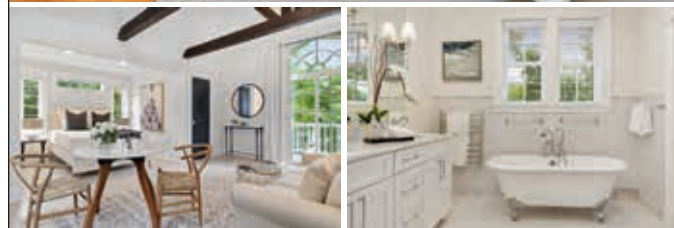
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Awards Gala

March 12, 2026

PHOTOS BY RYAN CORVELLO

A Night of Recognition:

The DC Metro & NOVA Real Producers Awards GALA was a breathtaking celebration of excellence, leadership, and community — an evening designed to honor the agents and partners who continue to elevate the real estate industry across both markets.

Hosted at Culture in Washington, DC, the GALA welcomed top-producing agents and trusted partners into an elegant, elevated atmosphere worthy of the achievements being celebrated. From the anticipation of award announcements to the pride shared among peers, the evening was filled with moments that reflected the strength and unity of the Real Producers community.

The Awards GALA stands as a cornerstone event for DC Metro & NOVA Real Producers — not only recognizing success, but celebrating the stories, dedication, and relationships behind it. Winners were honored, nominees applauded, and the entire room shared in the joy of collective achievement.

We extend our deepest thanks to our event sponsors — **Units NOVA, My Pro Movers & Storage, Pruitt Title, J & J Painting, CMG Home Loans, Moyer & Sons Moving & Storage, SERVPRO, Chalet Settlements, Ink'd** — whose generous support made this premier celebration possible.

Every unforgettable moment was beautifully preserved through **Ryan Corvello's photography**, while **Studio R's video coverage** captured the emotion and elegance of the evening, allowing the experience to live on long after the final award was presented.

Thank you to everyone who attended and helped make this GALA such a powerful celebration of excellence. We are honored to serve this community and look forward to continuing to recognize and celebrate its leaders in the years ahead.

For more information on upcoming DC & NOVA Real Producers events, please contact info@dcmetrorealproducers.com or info@novarealproducers.com.



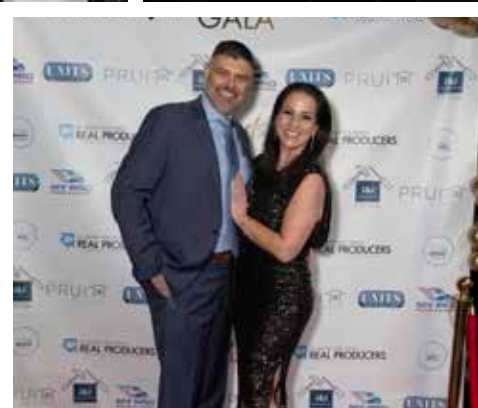
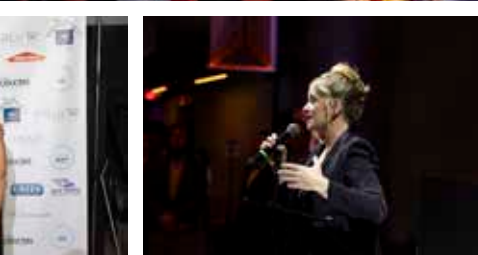
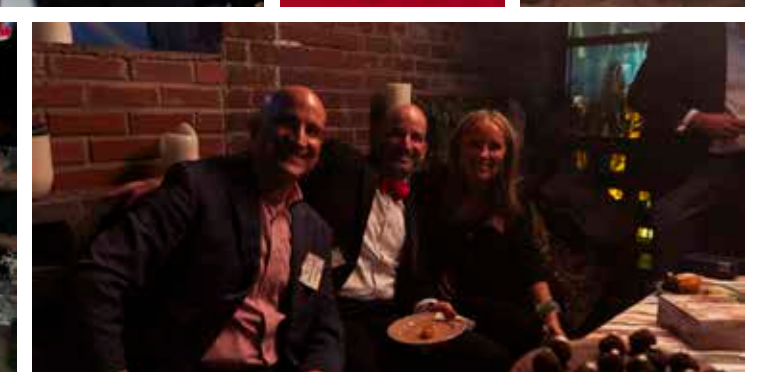
Congratulations to Our NOVA REAL PRODUCERS' WINNERS

With thousands of votes cast, this truly represents the strength and voice of our community. Congratulations to this year's winners:

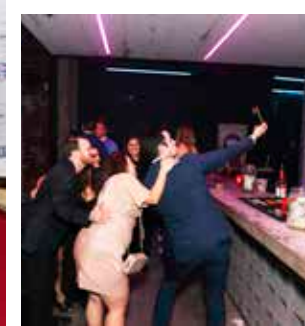
- Real Producer of the Year: Kat Massetti
- Team of the Year: Carolyn Young
- Rising Star of the Year: Hermela Balcha
- Broker/Owner of the Year: Donny Samson
- Partner of the Year: Sherry Skinner
- Social Media Marketer of the Year: Dilyara Daminova
- Class Act Award: Colin Gunderson
- Leader of the Year: Bic Decaro
- Impact Award: Youssef Zeroual
- Ultimate Connector: Kat Massetti
- Legends in Real Estate: Casey Samson

Your dedication, leadership, and impact continue to elevate this industry and inspire those around you.





CONTINUED ▶



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At its core, Culture is built around the idea of transformation. The space effortlessly shifts from a high-energy concert hall to an interactive art gallery or an elevated private event setting, creating a backdrop that feels fresh and engaging every time you walk through the doors.

With soaring ceilings, a customizable layout, and full-scale production capabilities, Culture is designed to host everything from intimate gatherings to large-scale celebrations. The venue accommodates hundreds of guests, while still maintaining a sense of intimacy that keeps the energy personal and connected.

What truly sets Culture apart is its commitment to experience. Every detail—from the lighting and sound

to the flow of the space—is curated to encourage interaction and elevate the moment. Whether it's a live DJ set, a networking event, or a curated social gathering, the environment invites guests to engage, connect, and stay present.

The venue also embraces a wide range of cultural influences, regularly hosting events that span genres and communities, from electronic music and hip-hop to art-driven experiences. This diversity is intentional, reflecting Culture's mission to create a space rooted in creativity, inclusivity, and shared energy.

For our most recent event, Culture delivered exactly what its name promises—a vibrant atmosphere, seamless execution, and an energy that carried throughout the night. It's the kind of place that doesn't just host an event—it becomes part of it.

Culture DC proves that when the right space meets the right people, the result is something unforgettable.

*Culture: 2066 Fenwick St NE,
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RANK	NAME	OFFICE	SELLING #	SELLING \$	BUYING #	BUYING \$	SALES	TOTAL \$
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TOP 100 STANDINGS - BY UNITS

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

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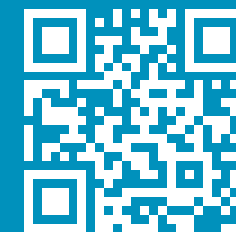
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