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Women's Council of REALTORS® Coastal Virginia

BRITTANY SHAZIER, MARILYN RIVERA, NICOLE KUCH, LINDSAY PENNINGTON, AMANDA WALSH



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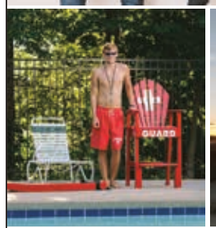
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TOTAL UNITS

6,429

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$9.2 MILLION

AVERAGE UNITS PER AGENT

22

Where Leaders Rise

Women's Council of REALTORS® Coastal Virginia turns connection into momentum.

STORY BY JACKI DONALDSON • PHOTOS BY SUSAN FOWLER, FOWLER STUDIOS PHOTOGRAPHY

Among members of the Women's Council of REALTORS® Coastal Virginia, Lindsay Pennington is known for recognizing leadership potential before people see it in themselves. Her habit of encouraging others to pursue new opportunities has even inspired a phrase: "getting Lindsay'd."

Nicole Kuch knows the experience well.

In 2021, Nicole was a transaction coordinator at Garrett Realty Partners when Lindsay invited her to the first in-person Women's Council event following COVID. Although licensed, Nicole had never completed a transaction under her name, and she wondered what she would have in common with the group. Then she heard Lindsay, Regina Scott, Sandra Hood, Marilyn Rivera, and others talk about what Women's Council had done for them.

Nicole joined that August. Soon after, Lindsay suggested she become first vice president, the network's secretary role. Five years later, Nicole is in her second year as Coastal Virginia president and serves as director of MLS and transaction coordination at Garrett Realty Partners. In June, she unexpectedly found herself speaking onstage at a national Women's Council event. Afterward, she immediately texted Lindsay: "This is all your fault."

Nicole's story reflects a theme that has repeated throughout the Coastal Virginia network since its founding 10 years ago: Someone recognizes potential





in another person and encourages her to see what might come next.

Regina led the effort to charter the network in 2016, with Lindsay as founding president-elect. Lindsay, now vice president of operations and a partner at Garrett Realty Partners, saw Women's Council as another avenue for professional development on the Peninsula. "Your REALTOR® Association excels at advocacy, while Women's Council excels at leadership development," says Lindsay, who has since served in leadership at the local, state, and national levels.

The network launched with roughly 55 members and a philosophy that remains today: Women's Council would complement the local REALTOR® association rather than compete with it, offering another place to develop skills, make connections, explore leadership opportunities, and provide a pipeline of leaders for various association positions.

Lindsay can trace that impact through her own career. After serving as Coastal Virginia president in 2018, she became president of the Virginia Peninsula Association of REALTORS® in 2020. At Garrett Realty Partners, she progressed from managing broker to partner and, in 2025, vice president of operations. "I believe 150 percent that being in Women's Council and leaning into the leadership development has changed the course of my career," she shares.

Marilyn understands that transformation from another perspective. A native Spanish speaker, she joined Women's Council nine years ago, when public speaking was well outside her comfort zone. "Before, if someone gave me a microphone, I would shy away from it," she says. "Now, if you give me the microphone, then you have to take it away from me."

Marilyn, broker-owner of MR Rivera Realty Group, progressed from treasurer to president-elect and then served two years as local president. After serving on NAR committees, she is now Virginia state president-elect, preparing to become state president. "Sometimes we don't see in ourselves everything that we can be

"The more you are surrounded by leaders, the better your business. Get in the right rooms."

doing," Marilyn notes. "I want to plant the seed and then see everybody grow."

Amanda (Mandy) Walsh has seen that same ripple effect. The founder and broker-owner of AMW Real Estate joined Women's Council in 2019. At a Virginia REALTORS® conference, she attended a Women's Council meeting and sat beside Marilyn, whom she had never met despite working in the same industry. That chance meeting helped lead Mandy into leadership. Today, she serves as Virginia's first vice president, sits on the national Technology Investment Committee, and is preparing to serve as COaVAR president-elect in 2027.


Marilyn Rivera


Nicole Kuch


Amanda (Mandy) Walsh


Lindsay Pennington

For Mandy, the value extends beyond titles. She sees it in something as simple as an elevator ride at a conference. At most events, people may barely speak. At Women's Council, they introduce themselves and exchange business cards. Mandy often hands out goodie bags. "No one is ever alone at Women's Council," she points out. Events are also brokerage-free spaces, allowing agents from competing companies to build relationships without worrying about recruiting pitches.

Those connections often last. Marilyn has friendships across the country, while Nicole shares a group text with women she met during a national leadership program in 2024. "I still have a relationship with those ladies that I saw two years ago for a day and a half," Nicole comments.


Brittany Shazier

The local network currently has 29 members and is looking to grow. Membership generally includes local events, and nonmembers can attend for a fee. Programs have covered topics ranging from AI and negotiation to new construction, self-care, and tax strategies, with additional leadership training at the state and national levels.

Brittany Shazier represents the next chapter. A member for about a year, she will serve as Coastal Virginia network president in 2027. She hopes to build on its collaborative culture by bringing national speakers, motivational programming, and discussions about books, podcasts, and other resources members can apply to their businesses.

Brittany also wants real estate professionals to recognize how Women's Council's national reach helps members build rapport, share ideas, and exchange referrals. "The more you are surrounded by leaders, the better your business," she emphasizes. "Get in the right rooms." Her invitation to anyone curious about getting involved is simple: "Contact any one of us and say, 'Tell me more.'" Lindsay adds, "No matter where you are in your real estate journey, we have tools and resources to help you meet your next goal."

Nicole once thought she was "just a TC," someone whose role was to sit behind a computer and support the agents around her. Women's Council changed how she saw herself. "Through being in Women's Council, I figured out I'm so much more than that," she shares.

Sometimes all it takes is someone else recognizing that potential first.

Women's Council of REALTORS® Coastal Virginia









Theresa Ashberry

CENTURY 21 NACHMAN REALTY

STORY BY MADDIE PODISH • PHOTOS BY MASON MURAWSKI PHOTOGRAPHY

For more than 30 years, Theresa Ashberry has started her mornings before sunrise, climbing behind the wheel of a school bus and greeting students as they begin another day. What she could never have imagined when she first took that job is that many of those students would grow up, start families of their own, and call her when they were ready to buy or sell a home. That full-circle experience perfectly reflects the life Theresa has built in the county she has always called home.

Born and raised in Mathews County, Theresa developed a deep connection to the area long before she became a REALTOR®. Her father worked at Langley Field, while her mother stayed home with the family. Theresa grew up in a close-knit household, an experience that helped shape her appreciation for relationships and looking out for others. "Growing up, we didn't have a lot to do, but we didn't think we were missing anything," Theresa recalls. "We had the water, the beaches, family, and friends. I spent a lot of time with my cousins because my siblings were older."

While many people leave their hometowns in search of something new, Theresa never felt the need to look elsewhere. The place that shaped her childhood eventually became where she would build her career and raise a family while serving generations of local residents. "Mathews is my home and my life," she shares. "If something happens, everyone is there for you. People show up, and they help."

That spirit has remained a constant throughout every chapter of her life. Theresa and her husband, JJ, built their life in Mathews, raising their family and staying deeply connected to the people, schools, and traditions that make the county special. Faith and service have guided her along the way.

Real estate was not part of a carefully planned career path. Instead, Theresa





I want people to feel *connected right away.* **I want them to know the places and people that make this community such a** *great place to live.*”



believes the opportunity arrived exactly when it was meant to. “God opened up this opportunity for me,” she reflects. “My cousin was a broker with Century 21, and everything just seemed to fall into place.”

What began as a new opportunity quickly became a natural fit. Years spent working with families and building relationships prepared her for a profession grounded in trust and connection. Today, some of the students she once greeted on her bus have become her clients. “I’ve had some of them call me when they’re ready to buy a home, which is so special,” Theresa says with a smile.

One of the things Theresa enjoys most about her work is introducing people to the area she loves. When clients relocate to Mathews, she goes beyond helping them find a house. She creates welcome baskets filled with local information and recommendations, along with a little community history to help them feel at home from day one.

Whether she is pointing newcomers toward Richardson’s Cafe, sharing the history of New Point Comfort Lighthouse, or recommending a visit to the observation deck overlooking the Mobjak Bay, Theresa enjoys helping people discover what makes Mathews special. “I want people to feel connected right away,” she explains. “I want them to know the places and people that make this community such a great place to live.”

While real estate keeps her busy, those closest to Theresa remain her priority. She is a proud grandmother of two who lovingly call her GiGi, and she treasures every opportunity to spend time with them. “My grandchildren come first and always will,” she shares.

Outside of work, Theresa can often be found near the water. For more than 30 years, she has traveled regularly to Nags Head, returning to a favorite stretch of beach. Closer to home, she enjoys walking to River Shore at the end of her road, taking in the peace of the water and watching the sun set as the sky fills with color. “There is just something about watching the sunset over the water,” Theresa says. “The colors in the sky remind me of God’s beauty and how blessed we are to live in a place like this.”

As her business continues to grow, Theresa remains focused on the values that have guided her throughout her life. For her, success is not about awards or sales volume but about relationships, trust, and the opportunity to help others put down roots in the area that has given her so much.

“I’ve never wanted to live anywhere else,” Theresa notes. “Mathews has given so much to me, and I love being able to give back by helping people find their place here.”

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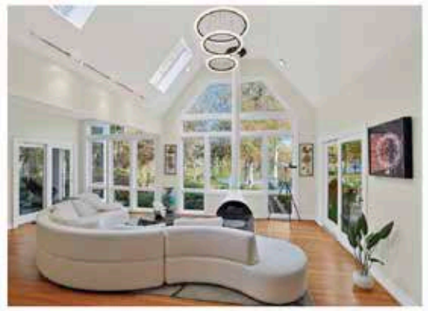
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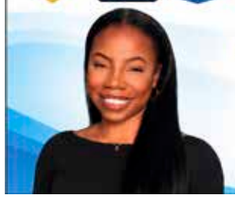
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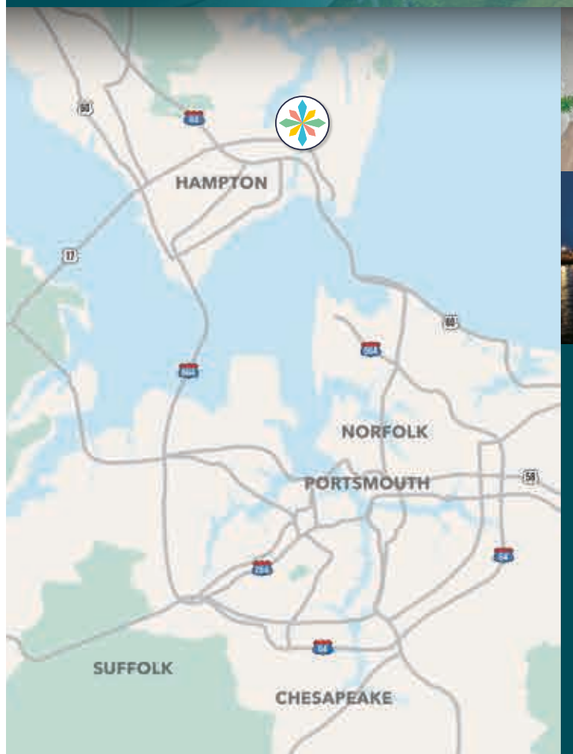


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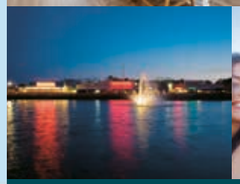
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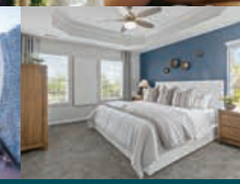












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TINA Carneal & MADDIE Podish

ACHOSA HOME WARRANTY

PHOTOS BY SUSAN FOWLER, FOWLER STUDIOS PHOTOGRAPHY



Home warranties may be their business, but for Tina Carneal and Maddie Podish, education is at the heart of what they do. As Achosa Home Warranty's only mother-daughter duo, they have spent the last three and a half years deepening relationships, cultivating trust, and leaving a legacy.

Since their last *Real Producers* feature in 2024, their business has grown organically beyond Virginia as they partner with agents to protect clients in Maryland, North Carolina, South Carolina, and Georgia. "As long as the client is located in any of the 30 states we're currently licensed in, we can service them," Tina shares. She credits much of that flexibility to Achosa's unique model, which allows homeowners to choose their own licensed contractors while giving agents the ability to work with Achosa representatives they already know, like, and trust.

When agents think of home warranties, Tina's name is usually the first to cross their mind. With 14 years in the industry, she describes Achosa as a breath of fresh air after spending her first nine years at a traditional home warranty company.

Unfortunately, in 2022, the family faced the unexpected loss of Maddie's son, Kane. During that time, Maddie felt the support of the Hampton Roads real estate community in full force. "It was overwhelming to receive so much support from people who only knew me through my mom's Facebook posts, friendly conversations, or simply watching me grow up during her years in the industry," Maddie reflects.

As she began healing, Maddie realized she needed a change and walked away from her role at a local hospital where she had spent six years. A few months later, conversations began about adding another representative to the state. "I told them if they were going to hire someone, it had to be somebody I would like to work with," Tina states with a smile.

Now the duo couldn't imagine working without the other. "We complement each other well," Maddie says. With Tina's tenure in the industry making her a wealth of knowledge and Maddie's fresh perspective on marketing, they have hit their stride and rebranded themselves as The Legacy Team.

Their conversations naturally flow back and forth between life and work, but Maddie's face lights up when they talk about Achosa's claims process. "We know we aren't the only company allowing clients to choose their own contractor, *but* we do know we are the only company that pays those contractors their retail rates over the phone with a credit card before the contractor leaves the client's home," she states proudly. The client experience also remains at the forefront, with a hold time of less than 10 seconds when filing a claim.

Educating agents and clients remains a top priority for the pair, especially in terms of setting clear expectations about coverage. "When expectations are unrealistic, we are setting the client up to have a bad experience from the start," Tina notes. "Just like real estate agents, we are







held to our contract's terms and conditions." Maddie plainly states, "I'm not here to sell rainbows, unicorns, and butterflies. I'm here to give clients realistic peace of mind for their major systems and appliances."

Their approach comes in handy, especially when an agent has not had the best outcome with a previous home warranty company. Rather than taking on the task themselves, the partners encourage agents to connect their clients directly with Tina and Maddie for the hard questions, like annual coverage limits or inclusions and exclusions, so clients can make an educated decision themselves. Their philosophy is summed up in the phrase "Be the source to the source."

Tina and Maddie's goal is to have agents comfortable enough to connect clients with them via email or a group text. These kinds of personal introductions mean the most to them. In return, the agent can expect that they will educate the client, answer questions honestly, and represent them well without having to lead the conversation.

> **"I'm not here to sell rainbows, unicorns, and butterflies. I'm here to give clients realistic peace of mind for their major systems and appliances."**

Though growth is important and they have goals to hit, neither Tina nor Maddie believes success comes from working more. Tina sets aside time for family, travel, and spending time with friends, whether she is at a trivia night or on a weekend getaway to explore a new city.

After years of facing infertility issues, Maddie and her husband, Thomas, welcomed their baby girl, Kenna Jane, into the world in July 2026. "I asked her angel brother for a new 'why' in my life, and the next day I found out I was pregnant with her," Maddie shares. "She truly is our little miracle."

As Tina and Maddie look at their photos, they can't help but realize they are truly creating a legacy.

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Alison McPherson

Liz Moore & Associates

STORY BY MADDIE PODISH • PHOTOS BY SUSAN FOWLER, FOWLER STUDIOS PHOTOGRAPHY

Ask Alison McPherson what success in real estate looks like, and her answer might not be what you expect from a top producer. "I definitely don't need to be No. 1 to live a happy life," she says. After 10 years in the business, becoming a mother, and unexpectedly losing her mom, Alison has learned to measure success by the life she is building alongside her career: the clients she serves, the people she loves, and the moments she gets to be present for.

Long before real estate, Alison was helping people navigate another major life event: weddings. After graduating from college in 2010, she spent several years in the wedding industry before feeling ready for something new. The idea of real estate took hold while she and her husband, Josh, were buying their home. Alison found herself asking what she describes as "a hundred-million questions" about the industry and soon began to see a new career taking shape.

Her experience in weddings proved surprisingly relevant. Both industries involved emotional, expensive decisions and clients who needed education, patience, and sometimes a little hand-holding. The difference was how Alison felt about the outcome. Real estate gave her an opportunity to help people make decisions that could impact their lives long after closing day.

She found her professional home at Liz Moore & Associates, where she has remained for her entire 10-year career. The local, woman-owned company immediately appealed to Alison, as did its emphasis on collaborative, in-person training. "From the beginning, it just felt like the right place to be," she explains.

A decade later, Alison contributes to that same learning environment by teaching classes within the company's rookie program, covering everything from Canva and social media to lead magnets and content creation. Teaching newer agents also gives her a chance to see the industry through fresh eyes. "Get close to a brand-new agent," she advises. "In some ways, it reminds you why you got into this. The excitement that just beams off of them is so motivating and contagious."

Alison's roots run deep on the Peninsula. She grew up in Tabb, where she and Josh began dating as sophomores in high school. After college, they returned to the area thinking the move might



be temporary, but family, friendships, and the life they built gave them plenty of reasons to stay. Today, their son, Benjamin (5), keeps them busy with kindergarten, baseball, and soccer, and being present for those parts of his childhood has become one of Alison's greatest priorities.

That perspective deepened in 2024 when Alison lost her mom. As executor of her mom's estate, she had to navigate grief alongside the responsibilities and decisions that follow a loss, an experience that reshaped her personal and professional priorities. Once caught up in the hustle of it all, Alison now places greater value on Benjamin's games and school activities, time with friends, and family days at Busch Gardens, the pool, or the beach. "Nothing in real estate matters more than my kid," she states.

> **"I have a huge level of empathy for people who have to walk through a process they don't want to walk through."**



The experience also opened Alison's eyes to an area of real estate she hopes to serve more intentionally. After seeing firsthand how overwhelming it can be to manage a loved one's estate while grieving, Alison has begun exploring estate and probate sales. She is also developing Death & Real Estate, a project focused on practical resources for people faced with tasks such as cleaning out and preparing a loved one's home for sale. "I have a huge level of empathy for people who have to walk through a process they don't want to walk through," she shares.

Alison continues making room for the pieces of life that matter simply because she enjoys them, too. One is a tradition she shared with her mom: attending touring Broadway productions in Norfolk. She still has season tickets today, with *Hamilton* and *Waitress* among her favorites.

For Alison, success is less about doing more and more about being intentional with her work, her family, and the people who trust her to guide them. She wants her clients to make the decision that is truly right for them, even when that decision doesn't result in a transaction.

After 10 years in real estate, that legacy is what she hopes matters most. "I want people to know that I really cared," she says with a smile.







Photo by Crystal Belcher Photography



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FAQs

Welcome To Real Producers!
Here, we answer the most frequently asked questions about our program, and we are always open to discussing anything regarding this community—this publication is 100% designed to be your voice.

Q: Who Receives This Magazine?
A: The Top 300 agents on the Peninsula in Hampton Roads, VA. The Peninsula extends from the Chesapeake Bay Bridge-Tunnel in Hampton to the greater Williamsburg area and everything in between. We pull MLS numbers (by volume) from January 1 through December 31 of the previous year for the Peninsula and Williamsburg areas. We cap the list at the Top 300 producers and base our distribution on those rankings. We reset the list at the end of each year.

Q: What Is The Process For Being Featured In This Magazine?
A: Anyone on the Top 300 list can nominate other real estate agents, businesses, brokers, owners, or themselves. Office leaders may also submit nominations. We consider everyone in the Top 300 who comes to our attention because we don't know everyone's story, and we rely on your help to learn about them. While we can't guarantee a feature, we encourage you to meet with a team member, support Real Producers, and attend our private events to increase your chances.

Q: What Is The Cost To Feature A REALTOR®, Agent, Or Team?
A: Features are completely free—we are not a pay-to-play publication. We share real stories of top producers based on achievements and nominations.

Q: Who Are The Preferred Partners?
A: Preferred partners are the businesses on the index at the front of the magazine who actively support this community. They appear in every issue, attend our quarterly events, and participate in our online community. We do not randomly select these businesses, nor do we work with every company that approaches us. One or more agents in this community have recommended every preferred partner you see. In fact, we won't meet with a business that you or your peers have not vetted and approved. Our goal is to create a powerhouse network of REALTORS®, agents, and trusted affiliates so we can grow stronger together.

Q: How Can I Recommend A Preferred Partner?
A: If you'd like to recommend a local business that works with top real estate agents, please reach out at **joni@realproducersmag.com.**

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