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OCTOBER 2026

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Featured Agent
**RACHELE
HUNLEY**

Partner Spotlight
**KELLEY'S
ELECTRIC, LLC**

Event Recap
**END-OF-SUMMER
SOIRÉE**

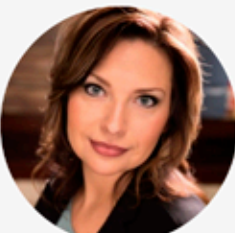
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Most REALTORS® don't have a lead problem. They have a consistency problem. A full pipeline doesn't happen by accident. It happens by design. The agents who never worry about where their next deal is coming from aren't luckier than you. They just built a system, and they work it every week, without fail.

They treat lead generation like a non-negotiable appointment.
Prospecting isn't something top producers do when they have time. It's the first thing on the calendar, protected like a client meeting, because it is.

They know their numbers.
How many conversations lead to a client? How many clients close in 90 days? Top agents track their pipeline like a business owner because they are one.

They never let their database go cold.
The agents with the fullest pipelines are constantly warming up relationships, not just chasing new ones. Your next deal is already in your phone.

They have a follow-up system that runs even when they're busy.
Busy seasons are exactly when most agents stop prospecting. The best ones built a rhythm that keeps running whether the market is hot or slow.

They diversify their lead sources intentionally.
Relying on one source is a risk. Top producers build multiple streams, referrals, sphere outreach, open houses, and strategic partnerships so no single dry spell stops their momentum.

They shorten the gap between contact and conversion.
Speed matters. The agent who responds first, follows up consistently, and stays top of mind wins the relationship. Systems make that possible without burning out.

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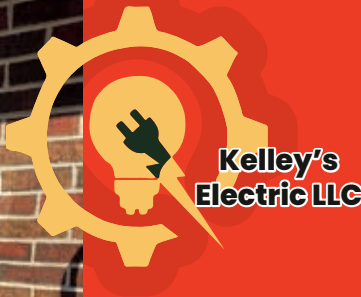
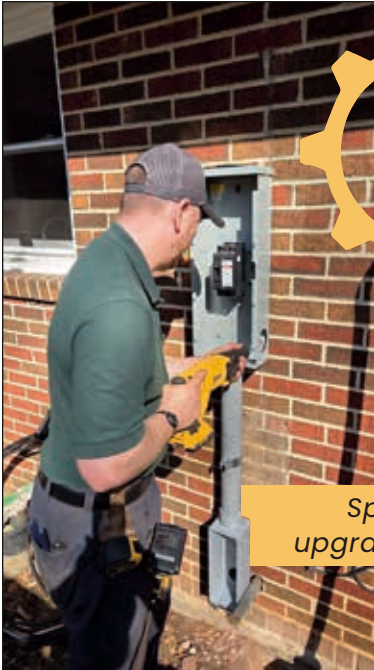
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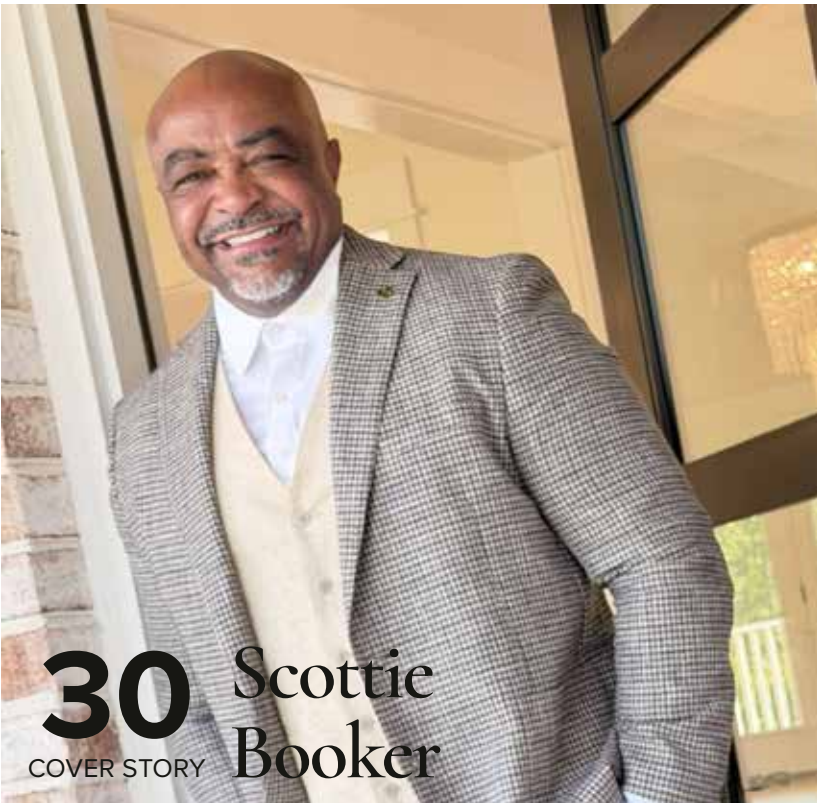
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COVER STORY

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**BY THE
NUMBERS**

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

\$3.9 Billion
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10,127
TOTAL TRANSACTIONS



34
**AVERAGE
TRANSACTIONS
PER AGENT**

\$13 Millon
**AVERAGE
SALES VOLUME
PER AGENT**



EVENT RECAP



Jim Lane of VBR Roofing, Event Planner Chelsea Yeatts of One Fine Day Events, Rob Rigatti of VBR Roofing, Martin Chege of Comparion Insurance Agency, Betty Lee, Robby Lee, and Tim Gardner of Inspepx Inspection Services



Photographer Jeremiah Guelzo captures a group shot

WHERE CONNECTIONS BLOOM

PHOTOS BY JEREMIAH GUELZO

Blue Ridge Real Producers brought together top-producing REALTORS® and preferred partners for a beautiful End-of-Summer Soirée at Riviera Vines in September. Guests enjoyed an afternoon of conversation and connection surrounded by flowers,

with the added treat of picking blooms to take home. Sweet Indulgence Bakery in Lynchburg catered the delicious food, while Riviera Vines provided a cash bar along with complimentary tea and water.

A special thank-you to Jennifer and Riviera Vines for being wonderful hosts and to our Gold Sponsors, Blue Ridge Moving and TJ Superior Cleaning, for helping make the event possible. Thank you to everyone who joined us for a memorable end-of-summer afternoon.



Cover REALTORS® Jonathan and Megan Lazaro



REALTORS® Sandra Cuff and Alyshia Merchant with cover REALTOR® Ashley Fellers



Featured REALTORS® James Altice and Brandon White with Martin Chege of Comparion Insurance Agency



James Altice & Martin Chene



John, Rapid Imagery



Jim Lane of VBR Roofing, cover REALTOR® Darin Greear, Shree Campbell of S&S Services, REALTOR® Tammy Nichols, Martin Chege of Comparion Insurance Agency, and Rob Rigatti of VBR Roofing



Blue Ridge Real Producers event team Jeremiah Guelzo, Betty Lee, Chelsea Yeatts, Robby Lee, and John and Bryce of Rapid Imagery



Event Planner Chelsea Yeatts with REALTOR® Esther Cerle and cover REALTOR® Nancy Page



Featured REALTOR® Gary McCullough



Cover REALTOR® Ashley Fellers with Betty Lee



REALTORS® Amber and Eric Gerner



Featured REALTORS® Brandon White and James Altice



Cover REALTOR® Nancy Page with Betty Lee



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JOSHUA KELLEY

KELLEY'S ELECTRIC, LLC

An inspection flags an outdated electrical panel. A buyer falls in love with an older home but has questions about the wiring. A seller needs repairs before closing. A light that worked perfectly yesterday suddenly doesn't, and everyone wants to know why.

Electrical issues can surface at any point in a real estate transaction, and when they do, having a knowledgeable electrician to call can help agents and their clients understand the problem, determine what needs to be addressed, and keep moving forward.

With more than a decade of electrical experience, Joshua Kelley, owner of Kelley's Electric, LLC, helps homeowners and real estate professionals

find solutions when electrical concerns surface. "Electrical is one of the most important areas to look at when buying or selling a house, especially in older houses," says Joshua, a licensed Master Electrician.

A Boones Mill native and Franklin County High School graduate, Joshua's path into the trade began before graduation, when he took electrical classes in high school. In 2012, he started working as an electrical helper and spent the years that followed developing his skills through residential and commercial work. Along the way, Joshua had another goal in mind: owning his own business. At 32, Joshua founded Kelley's Electric in October 2024.

Kelley's Electric serves residential and commercial clients throughout the Roanoke area. The company handles troubleshooting and repairs, service and wiring upgrades, lighting controls, generators and interlock kits, switch and receptacle installations, renovations, remodels, and new installations.

STORY BY JACKI
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WIRED
FOR THIS



“SUCCESS IS NOT HOW MUCH MONEY YOU MAKE BUT **WHAT YOU DO WITH IT.**”



For agents, that range of experience can be particularly useful when an inspection report raises questions or a property needs electrical work before it can move forward. Joshua understands that identifying a problem is only part of the equation. Clients also need to understand what it means and what can reasonably be done about it.

Troubleshooting is a natural fit for someone who genuinely enjoys being challenged. “I do this because I enjoy it,” Joshua says. “I love doing electrical work. I thrive on being challenged and improving my knowledge and skill.”

Safety remains at the center of that work. Electrical systems are easy for homeowners to overlook because they are often hidden behind walls, inside panels, and above ceilings. In older homes especially, years of repairs, additions, renovations, and changing electrical demands can create concerns that deserve a closer look.

For Joshua, one of the most satisfying parts of his job is “making homes safe and code compliant while not breaking the homeowner’s wallet.” He also understands that the people calling him may already be dealing with the stress of buying, selling, renovating, or discovering an unexpected problem. His goal is to provide knowledgeable service while remaining approachable, something he hopes will make Kelley’s Electric a company agents feel comfortable recommending to their clients.

Joshua also wants real estate professionals to understand what supporting a small local business means. Kelley’s Electric carries his name, and every customer



contributes to something deeply personal. “When you hire me, you are helping support my family,” he says.

Family has been central to Joshua’s journey. He is grateful for his wife, who has supported him through difficult seasons and the process of building a business. “I’m grateful for my wife, who has seen me at my worst and has still stuck by my side no matter what,” he shares.

When he isn’t working, Joshua enjoys less technical pursuits. He recently discovered a love for hiking and hopes the family will tackle more mountains together and perhaps add bike riding to their adventures. At home, one of his favorite activities is simply wrestling with the kids.

Those priorities also shape his definition of achievement. “Success is not how much money you make but what you do with it,” Joshua says. “Stay frugal and take care of those closest to you.”

As Kelley’s Electric grows, Joshua intends to keep expanding his knowledge while maintaining

the personal service of a local company. He currently offers a complimentary electrical service inspection, a \$395 value, with any paid diagnostic service.

For the real estate professionals he serves, Joshua hopes to become the person they can call when an electrical question threatens to become one more unknown in an already complicated transaction. Years from now, he hopes clients remember more than the electrical work he completed. “I want to be remembered for my customer service and my friendly attitude,” he says. 🏠

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Interactions Over Transactions

Rachele Hunley

POE & CRONK
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STORY BY JACKI DONALDSON
PHOTOS BY AMBER PERDUE,
AMBER PURDUE PHOTOGRAPHY

At 4:45 on a Friday afternoon, Rachele Hunley’s phone rang. She answered. “Oh my gosh, you answered your phone,” the woman on the other end said. “Of course,” Rachele responded.

For Rachele, answering the phone was typical. For the architect calling, it was remarkable enough to mention. That distinction captures something essential about the way Rachele has built a 23-year real estate career in Roanoke: When clients call, she answers. “I want all sides to feel comfortable,” says Rachele, who strives to be fair, responsive, and caring.

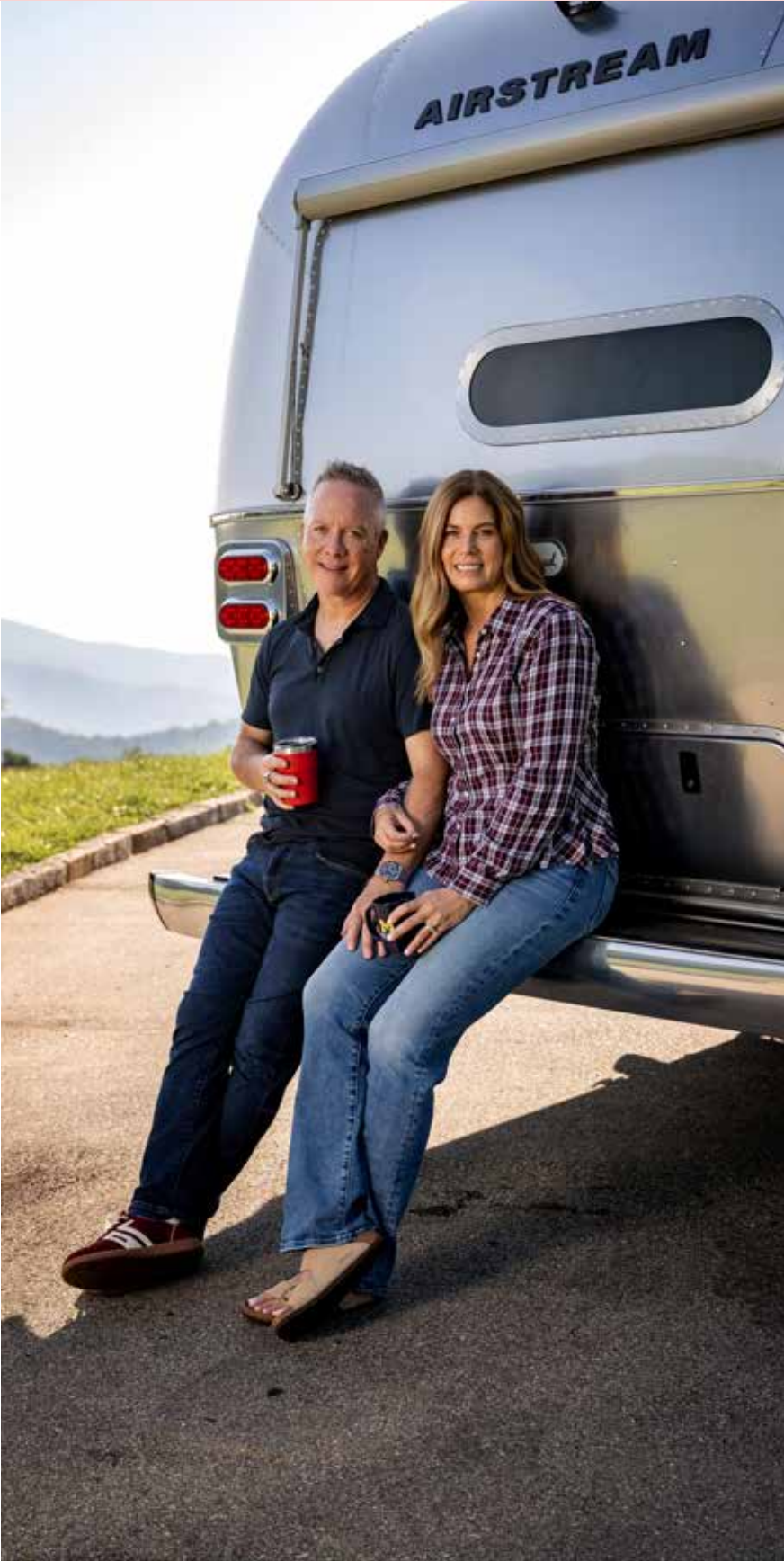
Rachele grew up in Michigan and attended Northwood University, a small private business school. A competitive volleyball player, she admits athletics drove her college decision. “What did I go to school for? To play volleyball,” she jokes. She earned degrees in marketing management and international business, then worked in human resources near Ann Arbor.

Rachele originally moved to Roanoke because of a work opportunity without knowing anything about the city. As her plane descended and the mountains came into view, she remembers thinking, “Wow, what a beautiful place.” She loved Roanoke immediately. A few years and two daughters later, she found herself searching for a career that would allow her to spend more time with Carsen and Camryn.

Real estate made sense. She loved building a home in Michigan and, after moving to Virginia, toured about 40 houses before buying the first one she had seen. Her agent, Wayne Amos, guided her through the process and eventually became her mentor when she earned her license in 2003. The two remain in touch today.

Rachele’s career began when she joined Boone & Co. during a strong market. “People were walking in the door needing help, which was great,” she shares. Without an established network in Roanoke, those opportunities gave her a place to begin building her business.

Boone & Co. was later acquired by Long & Foster, and Rachele eventually joined Lichtenstein Rowan Realtors, where she spent seven years. As investor clients began asking about commercial properties, she frequently called Poe & Cronk Real Estate Group for guidance. After several conversations, she was encouraged to consider joining the firm. Although she was happy where she was, Rachele saw an opportunity to add commercial real estate while continuing to serve residential clients. She has now been with Poe & Cronk Real Estate Group for almost nine years and is currently VP of Residential and Commercial Services.



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Much of Rachele’s business comes from friends, family, and referrals. Some of her closest friendships began with clients she met early in her career. Their children grew up together, they traveled together, and the relationships continued long after closing.

Her depth of real estate knowledge has become one of her greatest resources. Recently, while touring a property, Rachele gave a buyer her opinion of its value. When he asked where her assessment came from, she had a ready answer: “My experience!”

A self-described Type A personality—but with a lowercase a—Rachele works independently because she likes knowing exactly what is happening with every client. She adapts her approach to each person but remains especially focused on communication. Impatient herself when waiting for a response, she makes sure no one is waiting on her. “Buying and selling homes can be stressful,” she notes. “My job is to make it less stressful.”

Her career has grown alongside her family. When Carsen and Camryn were young, Rachele sometimes brought them to showings, their two car seats filling the back of her small red Jetta. Today, Carsen, a U of M graduate, is an RN at Michigan Medicine, while Camryn earned a master’s degree in Global Strategy & Sustainability at the University of Edinburgh and remains in Scotland, working for Changeworks.

Rachele and her husband of 20 years, Corey, also have a son, Cash. Corey, a musician and longtime

manager at Kelley’s Music, now spends more time on photography and drone work through his company Lightning Bird Photography and helps Rachele with real estate properties.

Away from work, Rachele loves spending time with family and friends, traveling, playing pickleball, and camping. During COVID, the family bought an Airstream, allowing them to spend time together and occasionally escape cell service. “Is this all I had to do to bring your stress level down?” Corey asked her on one trip. “Yep,” Rachele said.

Rachele plans the family trips. A recent trip through Banff and Jasper National Parks checked a longtime destination off her bucket list and became one of her favorite adventures.

Her willingness to make room for life has not slowed her professionally. Last year, Rachele received her firm’s top overall producer award, but she does not measure success by hitting a predetermined number of transactions. She says, “I measure real estate success by the trust I build, not just contracts I close.”

That philosophy shapes her work and relationships. No wonder her clients so often become friends and start calling her Shelly, the name those close to her have always used. That small shift says a great deal about the career she has built. A client calls, Rachele answers, and somewhere along the way, she becomes Shelly. 🍷



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GUELZO (UNLESS
OTHERWISE NOTED)

BOOKER

DIVINE FOG REALTY COMPANY

OPEN-DOOR POLICY



Photo by James Harrington

At a Home for Your Heart gala, a young woman who had recently aged out of foster care received the keys to a brand-new house, thanks to Scottie Booker and a community of people who had rallied around her.

The two-story home in downtown Lynchburg resulted from an ambitious collaboration through Divine Fog Serves, a nonprofit Scottie founded to give back to the community. The Lighthouse Community Center provided the lot, local builder Gary Schmincke volunteered his time, and additional partners donated materials and helped reduce construction costs. Local nonprofits nominated potential recipients, and

an independent board selected the young woman.

For Scottie, watching what she did with the opportunity was especially meaningful. She became involved in volunteer work, which eventually led to employment and a new chapter in her life. The experience reflects what Scottie hopes to accomplish far beyond buying and selling houses. “My heart and passion are to serve clients, the community, and agents,” he shares.



The house he gave away

Born in the Lynchburg area and raised for several years in Amarillo, Texas, Scottie returned to Virginia as a teenager when his mother packed him and his brother into a small Volvo and headed to their

grandmother's home. His mother rented, and Scottie gave little thought to homeownership or real estate. Looking back, he describes the industry as something that was "hidden in plain sight."

After high school, Scottie headed to college to study radiology but admits he was unfocused and headed down the wrong road. He eventually returned to Lynchburg and began factory work, including a job on a production line labeling Bath & Body Works products.

By his late 20s, Scottie was taking a harder look at his life. He deepened his faith and began reading about finances, eventually picking up *Rich Dad Poor Dad*. The book changed the way he thought about possessions. "I realized I had a bunch of liabilities," he says. "All my desires up to that time were buying trophies of life and not what brought value."

Scottie began studying real estate and investing while continuing his factory

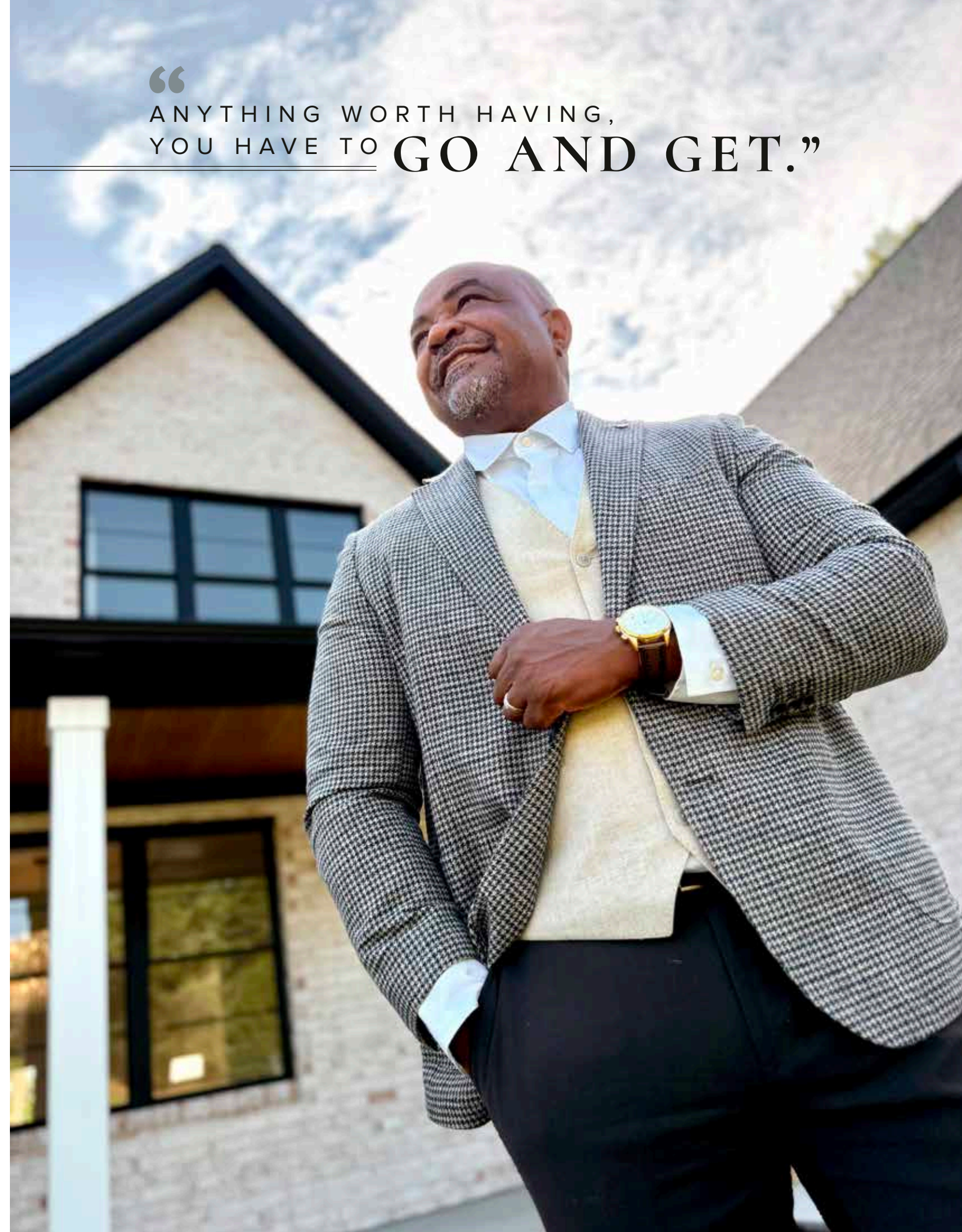
job. He purchased his first investment property before buying a personal residence and eventually accumulated several properties. He enjoyed investing and flipping homes, but as he became increasingly involved with his church and community outreach, he realized real estate could provide another avenue to serve buyers and sellers.

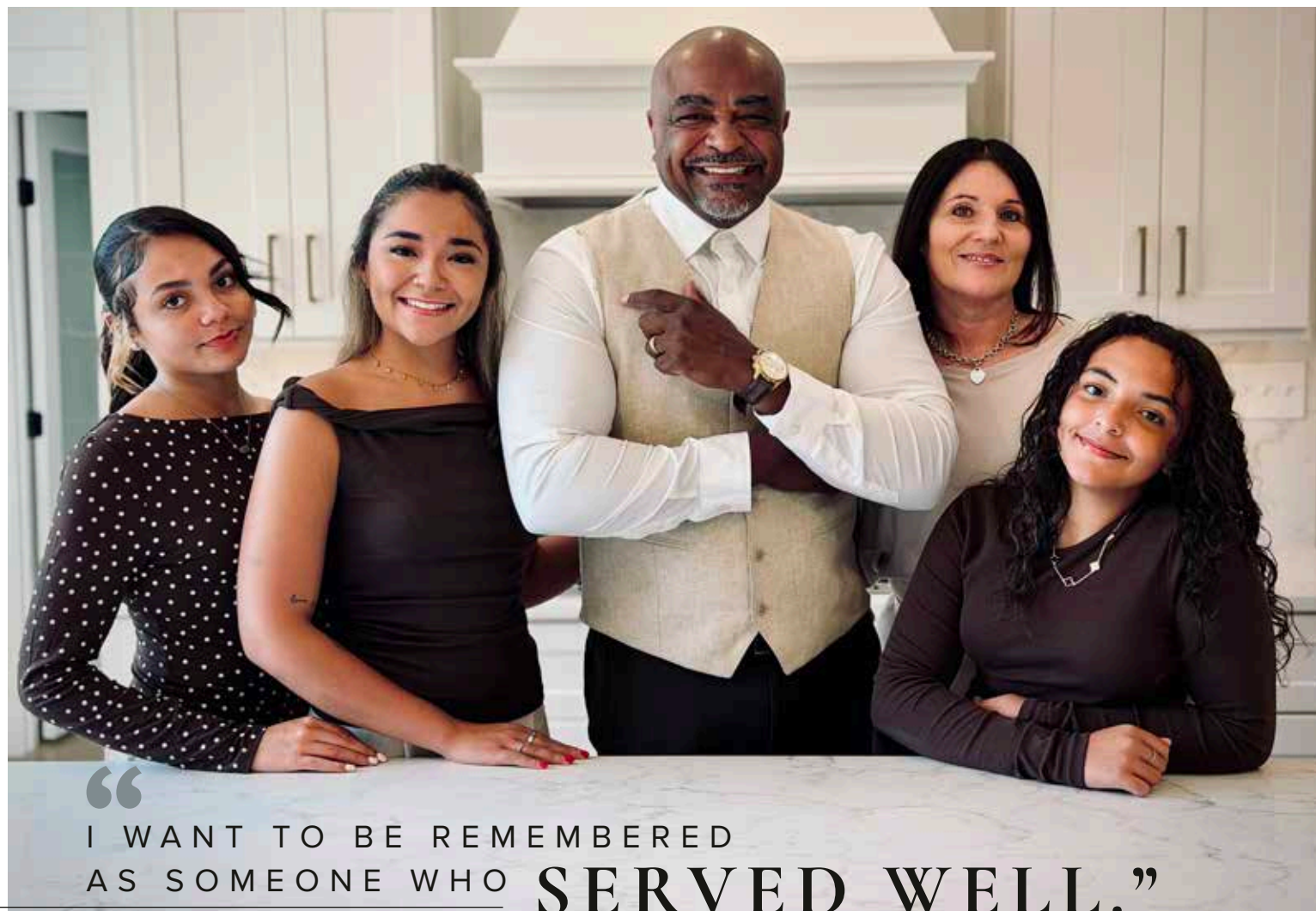
Scottie began training with Weichert in 2006 and earned his real estate license in 2007. He approached his new career proactively, hosting open houses, knocking on doors, contacting FSBs, mailing cards, and making sure everyone he knew understood what he was doing. "Anything worth having, you have to go and get," he stresses.



Photo by James Harrington

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“
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In 2008, Scottie was laid off from his factory job, pushing him into real estate full time during a recession. He was also a new husband, having married his wife, Frances, that year. He credits Frances, whom he had first met years earlier, with inspiring many of the positive changes he was making in his life.

Scottie joined Century 21 in 2008 and spent nine years there, becoming a top-producing agent and eventually an associate broker. He earned his broker's license in 2015, and his vision expanded beyond his own production. He wanted to share his knowledge and experience

with other agents while continuing to serve clients.

In July 2017, Scottie founded Divine Fog Realty Company. Today, he remains a producing agent while also leading and mentoring agents within the company. Divine Fog has expanded beyond Lynchburg, with offices in Northern Virginia, North Carolina, and California, and Scottie has plans to continue growing into additional markets.

As the business grew, so did Scottie's commitment to giving back. He founded Divine Fog Serves to invest in the community, support other nonprofits, and assist with needs ranging from

disaster relief to larger community initiatives. The annual Divine Fog Classic golf tournament and Home for Your Heart gala raise money to support those efforts.

At 54, Scottie says his definition of success has evolved. Real estate can provide a good living, but financial success alone does not provide the fulfillment he wants. “You can make a lot of money, but I get a lot of fulfillment from truly serving,” he notes.

Service begins at home, too. Scottie and Frances have four children, ranging in age from 11 to 31. Their daughter Kiana is already following Scottie into

real estate, earning her license while attending Liberty University. Outside the business, Scottie's priorities remain his family, community, and church.

As he looks ahead, Scottie plans to continue growing Divine Fog, but the number of offices or transactions will never be his only measure of success. “I want to be remembered as someone who served well,” he says. The house in downtown Lynchburg is one visible example of that mission. For Scottie, however, serving well is bigger than one grand gesture. It is the principle behind the career, company, and life he has spent years building. 🏡

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