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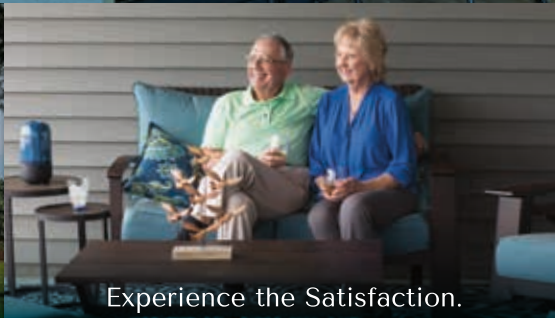
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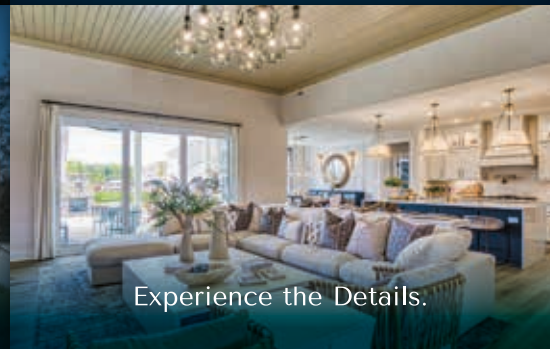
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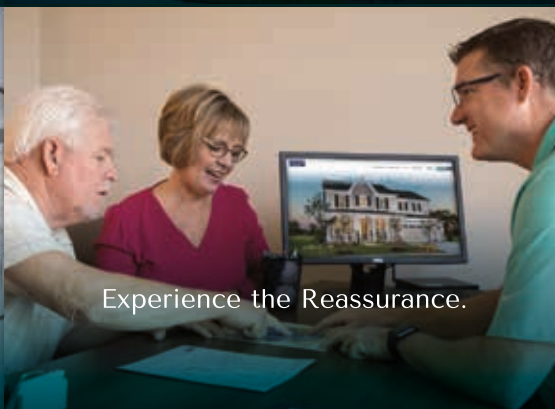
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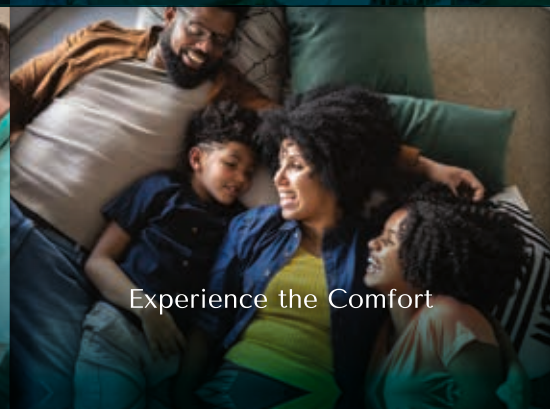
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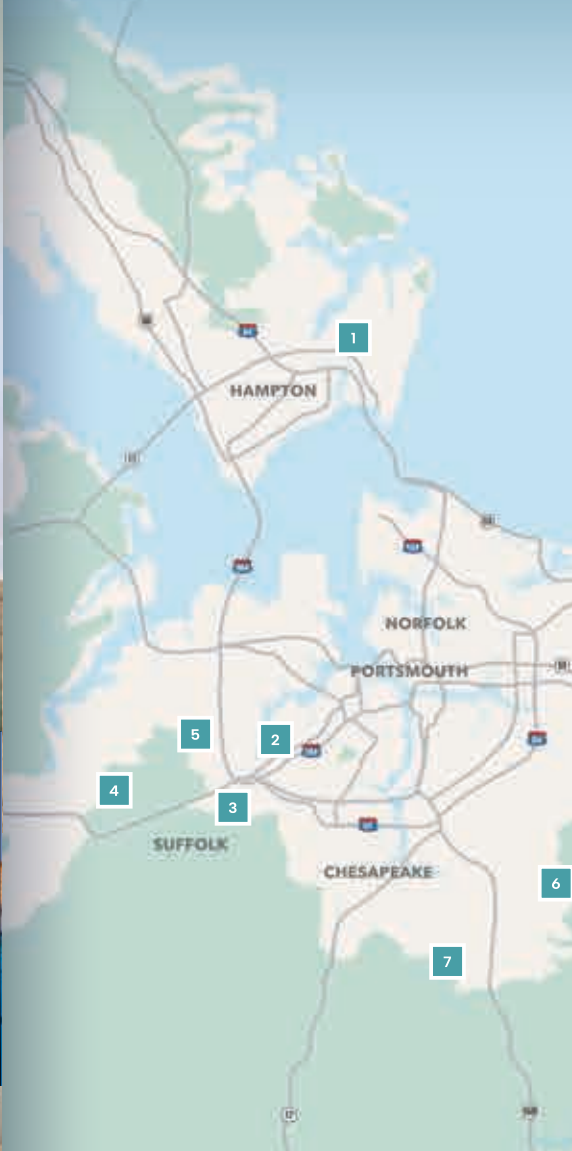


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PROFILES



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Jeffrey Taylor



Brian Colombrito

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TOTAL VOLUME

TOTAL UNITS

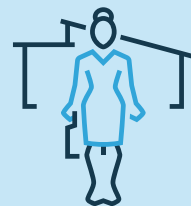


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Sneha Rana

Seaside Realty

From Navy Machinist's Mate to Real Estate Leader

STORY BY ELIZABETH MCCABE
PHOTOS BY DARREN MYERS,
LEVEL UP VISUAL MEDIA

"I never believed failure was an option," says Sneha Rana of Seaside Realty. Raised by a family of strong, ambitious women she proudly describes as "Super Type As," Sneha grew up believing that if she worked hard enough, she could accomplish anything she set her mind to. "I am who I am because of how I was raised and the people who raised me," she shares. "My family and my ancestors shaped who I am."

Originally from Kathmandu, Nepal, Sneha moved to the United States at 18 to attend school. "I ended up joining the Navy instead," she notes with a smile. She served as a machinist's mate for 16 years, with assignments in Japan, California, Washington State, Chicago, and Virginia. "I was in a very male-dominated profession," she mentions. "It wasn't easy, but I knew if I worked harder than everyone else, I would earn my place."

Those years taught her discipline, resilience, and leadership—qualities that still define her today.



“Sometimes they don’t even want to talk about real estate. They just need someone to listen or remind them they’re going to be okay.”



Mama Bear

As a machinist’s mate, Sneha helped keep the ship operational, from propulsion systems and power generation to producing fresh water and repairing critical equipment. “I was responsible for making sure the ship could do its job and that life could continue on board,” she explains.

After retiring from the Navy for medical reasons, Sneha earned her real estate license in 2021. She had always been interested in real estate, but buying her first home in Virginia in 2017 made her realize it was the path she wanted to pursue. “That’s when I knew real estate was what I wanted to do,” she comments. “I was just waiting for the right opportunity.”

Today, she sees remarkable similarities between serving in the military and serving her clients. “I still see myself in the same role I had in the Navy,” she shares. “I’ve always been Mama Bear, and I still take care of my people.”

More Than Real Estate

“A lot of military families relate to me because I’ve lived the life they live,” Sneha states. “They don’t just gain a real estate agent. They gain someone who understands them, someone they can trust, and often a lifelong friend.”

Real estate allows Sneha to change lives. “Sometimes I’m helping someone become the first homeowner in their family,” she says. And because she invests so much time getting to know her clients, many relationships continue long after closing day. “If they need advice,

resources, or someone to point them in the right direction, they know they can call me,” she stresses. “Whether I’m recommending a contractor or a therapist or giving tips on traveling with a newborn, I’m their go-to person.”

For military families living far from relatives, that support often becomes something much bigger. “I’m part of their village,” she adds.

Her commitment has helped build a community that extends well beyond real estate. “I’ll be walking through

Target, and someone will stop me to say hello,” she laughs. Many first meet Sneha through Facebook before becoming clients. Others need encouragement. “Sometimes they don’t even want to talk about real estate,” she says. “They just need someone to listen or remind them they’re going to be okay.” She considers connections just as important as negotiating contracts. “I believe real estate is what God called me to do,” she says. “Through real estate, I can make a difference in people’s lives every day.”

“Sneha is the definition of a hustler. She has the drive and determination to take her anywhere she wants to go. Watching her find her niche and truly come into her own has been incredibly rewarding as one of her mentors. What makes Sneha special, though, is who she is beyond real estate. She is funny, personable, and authentic, and she genuinely cares about people. As a mom, a friend, and a professional, she has faced her share of challenges, but somehow, she always finds a way to keep moving forward and come out stronger on the other side. Working alongside her has definitely been a ride, and I wouldn’t have it any other way. She will forever be my “little coyote” (she knows why), and I am incredibly proud to call her not only a colleague, but also one of my close friends and family. I know this is only the beginning for Sneha, and I’m incredibly proud of everything she has accomplished and everything I know she is still capable of achieving.”

—Val Lee, Seaside Realty





A Positive Outlook

Despite experiencing tremendous personal loss, including the deaths of both her father and her partner, Sneha refuses to let hardship define her. “I’ve been through a lot, but I’ve learned that you do what you have to do and keep moving forward,” she states. “I don’t let difficult moments define me.”

That same mindset carries into every part of her business. “I’m not someone who does things halfway,” she emphasizes. Ranked among Hampton Roads’ top individual agents, Sneha remains focused on growing rather than celebrating accomplishments. “I still have so much to learn,” she says. “I listen to experienced brokers, ask questions, and keep improving because I always want to be better than I was yesterday.”

Travel Tales

When she’s not meeting with clients, Sneha loves traveling with her 10-year-old son and 1-year-old daughter. “My daughter already has more passport stamps than many adults,” she says with a laugh. Earlier this year, she returned to Nepal for the first time in 22 years, giving her children the opportunity to experience the country where she grew up. “It was one of the best experiences of my life,” she says. “My kids got to see where I came from, meet family, and understand their roots. That meant everything to me.”

Her children remain her greatest motivation. “My kids are my whole world,” she says. “They’re my sidekicks and the reason I work as hard as I do.”

Whether serving military families, mentoring first-time buyers, or raising her children, Sneha approaches every role with the same philosophy that has guided her throughout her life.

For her, leadership comes down to the people she serves, the relationships she builds, and the lives she has the privilege to impact. People have always come first. ▀



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Jeffrey Taylor

AWEIGH
REAL ESTATE

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

Jeffrey Taylor decided he wanted a career in real estate at 7 years old. Then, after reading *Rich Dad Poor Dad*, he became fascinated with the idea of real estate investing. That interest stayed with him through high school and eventually led him to Old Dominion University, where he earned a double major in real estate finance and business analytics.

Jeffrey entered the corporate world after graduation and worked briefly as a budget analyst. Before long, he realized he wasn't in the right place. When one company decided it no longer needed his position, he used the moment to finally pursue the industry he had been thinking about most of his life. He earned his real estate license in December 2016 and now works with Aweigh Real Estate.

His start wasn't immediate. Jeffrey waited five months for his first closing, but once the business began moving, he never looked back. He has spent most of his career as an independent agent and has built a business that now runs primarily on referrals.

That shift toward referral business came after years of working internet leads through multiple online sources. Those leads produced transactions, but Jeffrey realized many of the relationships felt temporary. "I needed to build the relationships," he shares. "I didn't do enough of that during the first half of my career. Now I do it right."

Today, he follows the Ninja Selling system and focuses heavily on staying connected, asking better questions, and learning what matters to people beyond the transaction. He wishes he had embraced that approach earlier, especially during college. "I focused on the education and not on building my sphere," he states.

His education still gives him an advantage. His background in finance, business analytics, and statistics helps him evaluate the numbers behind a transaction, while his continued study of negotiation, psychology, and human behavior helps him guide clients through their decisions.

He points to books such as Chris Voss's *Never Split the Difference* and Daniel Kahneman's *Thinking, Fast and Slow* as influences on the way he communicates and negotiates. "I care deeply about my clients as people, not as numbers," he states. "I try very hard to avoid the transactional mindset."

Jeffrey tells clients early that the price of the house won't change the level of service they receive. He wants them to feel confident in the home they choose and overwhelmingly satisfied with the experience. "If you buy a \$200,000 house or a million-dollar house and you're happy, I've won," he exclaims. His wife has played an important role in creating that experience. She worked as his assistant for about six years before becoming licensed herself, and Jeffrey quickly credits her with many of the ideas they use in the business.

One of their favorite ideas is the "first night in your house survival kit." Buyers receive a large storage tote filled with practical items they may need before they unpack everything, including toilet paper, soap, cleaning supplies, snacks, plates,



cups, and utensils. Jeffrey has given more expensive gifts, but few have received the same reaction. “I’ve had more people gush over how thoughtful that gift is than when I’ve given them a \$500 knife set,” he relates.

When the survival kit doesn’t fit the client, he creates something personal. A scotch lover might receive a bottle of Macallan. One coffee enthusiast received a collection from



If you buy a \$200,000 house or a million-dollar house and you’re happy, I’ve won.”



several local roasters. Those gifts come from the conversations Jeffrey has throughout the transaction. He tries to sit down for coffee or a meal with every client. He asks about family, work, hobbies, and goals because he wants to understand the person he is representing.

Jeffrey describes his role clearly. “I don’t sell houses,” he says. “I sell myself. I help you find the right house, and I make the process easy and fun because it can be stressful and difficult.”

Outside of real estate, Jeffrey and his wife share their home with two unusually large cats and a chihuahua-dachshund mix. Jeffrey also enjoys pickleball, woodworking, and blacksmithing, and he recently started learning how to sail.

His interests reflect the same curiosity he brings to his business. Jeffrey likes learning how things work, understanding people, and improving the way he approaches the next challenge.

The 7-year-old who dreamed about real estate may not have known exactly how he would get there. Jeffrey has turned that early interest into a career he’s built on preparation, relationships, and a commitment to clients who know he’s invested in more than the closing. 🏡

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WINE-ING DOWN THE SUMMER

PHOTOS BY LEAH WALLACE, LEAH ARIEL PHOTOGRAPHY



A night of wine, wonderful people, and a little bit of FOMO. If you weren't at **Wine-ing Down the Summer**, well, you definitely missed a good one.

On August 18, the *Real Producers* crew traded the usual hustle of real estate for an evening of wine, laughter, connection, and a whole lot of summer vibes at **Waters Edge Winery**. And let's just say, our host sponsor understood the assignment.

From the moment guests arrived, the atmosphere was relaxed, welcoming, and downright fun. The food was a hit, the wine was flowing, and the setting allowed us to slow down and enjoy the people around us. Waters Edge Winery provided the perfect backdrop for an evening that was less about business cards and more about building the relationships that make this industry so special. And, of course, the guest list was the real star of the night.

Real Producers events aren't your typical networking events. They are

invitation-only gatherings reserved for the **Top 500 agents in the market** and our **vetted preferred business partners**. No open registration. No ticket sales. No "bring whomever you want." Just a carefully curated room filled with some of the most influential people in the local real estate community. That exclusivity is what makes these nights different.

A huge thank you goes to our **Platinum Sponsors, Shannon Blatt with Title Concepts and Liz Copeland with CrossCountry Mortgage**, for helping make this evening possible. Your continued support allows us to create these memorable experiences for the people who make up the *Real Producers* community.

We are also incredibly grateful to our **Silver Sponsors: Tidal Town Moving, Budget Blinds of Hampton Roads, The Happy Plumber, M.A.D. (My American Dream) Home Inspections, Chesapeake Homes, Level Up Visual Media, and Leah Ariel Photography**

Powered by B.N.I. Thank you for investing in the relationships, community, and connections that make *Real Producers* what it is.

And to everyone who came out, raised a glass, shared a laugh, made a new connection, or enjoyed a few hours away from the daily grind, thank you for making this event one to remember.

For those who weren't there? We'll let the photos do the talking. Because when you see the smiles, the conversations, the wine, and the crowd in the room,

you may find yourself wondering how you get on that guest list next time.

Here's the thing: you don't—unless you qualify. *Real Producers* is intentionally exclusive. Our events are reserved for the **Top 500 agents in the market and businesses that have been recommended, vetted, and invited to become preferred business partners.**

So if you were watching from the outside thinking, "I need to be in that room," you're not alone.

Keep producing. Keep connecting. Keep showing up. Because the next *Real Producers* event might be the one you don't want to miss.

Until then, cheers to summer, great wine, great people, and even better relationships.







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A Taste of Waters Edge

Our recent *Real Producers* event brought us to Waters Edge Winery & Bistro of Norfolk. We caught up with owner and winemaker Jason Witt to learn more about the craft winery that is unlike any other.

How did Waters Edge come to be?

Dyan and I built this place from a simple idea: great wine, great food, and time well spent with people you care about. We moved to Norfolk while I was on active duty as a Navy helicopter pilot. After 21 years in the cockpit, including long deployments, I wanted work that kept me home and still felt like service. We found the old Taste building on Hampton Boulevard sitting empty and opened the full-production winery and restaurant kitchen in March 2023.

What makes Waters Edge stand apart?

Most Virginia wineries are vineyard destinations. We are a working urban winery inside a full bistro. You can taste more than 30 varietals because we are not limited to one climate. You can watch production, bottle your own wine, then sit down to a real dinner without leaving the building. We are also veteran-owned and family-run in a Navy town, right by ODU and Hampton Boulevard.

What can guests experience?

- Tastings, flights, house wines and sangrias, retail bottles, custom labels
- Full bistro lunch and dinner (American/Italian-leaning, wine-paired)
- Wine club (Commonwealth, Sailors, Admiral's, plus corporate) with member tastings, wine dinners, wine-bottling experiences, and dine-in wine discounts

- Monthly wine dinners
- Custom bottling/labeling parties in the tank room
- Private events and catering: plated, buffet, or charcuterie
- Private dining room
- Covered garden patio
- Cozy Corner
- Full winery buyout

What is the Waters Edge vibe?

Warm, polished, and unhurried. Nautical and coastal without being stiff. Comfortable enough for a midweek glass after work, elegant enough for a birthday, closing dinner, or office party. Live music. Staff treat people like regulars. Business casual. Dog-friendly patio.

What keeps people coming back?

The combination of house-made wine they can't get everywhere else, food that actually matches the pour, and service that doesn't rush the table.

What stood out to you about the event?

How quickly the room turns from a "nice restaurant" into a working hospitality floor: wine in hand, the tank room as a conversation piece, a patio for overflow networking, and staff who can run a timed program without making guests feel herded. Agents can relax and

JASON SHARES FUN FACTS WORTH POURING OVER

- Dyan and I met because her fourth-grade class in Michigan wrote letters to sailors. My mom was her principal. She "voluntold" me to be her pen pal, which turned into a marriage, 15 moves around the world, two kids, and this winery.
- I was not a commercial winemaker when we signed the lease. Navy checklist discipline translated surprisingly well to tanks and barrels.
- We source fruit globally and make harder-to-find bottles here, including Gewürztraminer, Pinotage, Petit Verdot, and Montepulciano.
- *Coastal Virginia Magazine* named us Best Winery Overall at its 2024 WineFest. We've placed at every major local festival we've entered.
- Our 17-year-old son Brady has legally helped with wine deliveries under Virginia's minor exception. It's truly a family shop.

hang out with their peers in a local business that reflects the community instead of a stuffy banquet hall that could be anywhere.

How can real estate professionals use the space?

Leverage our venue as you would a standout property—invite clients and colleagues to experience a space that leaves a lasting impression.

- Client appreciation and closing dinners with wine folks can take home with a custom label
- Team meetings and masterminds
- Open-house after-parties and listing celebrations
- Recruiting and broker events
- Holiday parties with awards nights, with every guest leaving with a bottle they helped finish

Hidden gem on the menu?

The Norfolk Brussels: flash-fried, bacon, feta, and hot honey. Guests who order them once usually reorder them for the table. Close second: the almond sparkling and the sangria flight.



Owner & Winemaker
Jason Witt

What else should we know?

If you are hosting clients or a team, tell us who is in the room and what you want the night to feel like. We would rather build one good pairing and one good flow than hand you a generic package.

Wine club and custom bottling are the easiest ways for agents to give clients something they will still have after the closing dinner. And if you have not walked the tank room, do that first. It is the part of the building that explains why this is not just another Hampton Boulevard restaurant.

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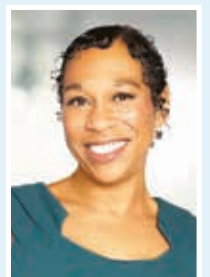
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THE REAL ESTATE GROUP

The Agent Who Isn't Afraid to Point Out What's Wrong

STORY BY ELIZABETH MCCABE • PHOTOS BY LEAH WALLACE, LEAH ARIEL PHOTOGRAPHY



The broken gutter. The damaged soffit. The signs of moisture hiding beneath the crawl space. While some agents are busy pointing out granite countertops, Brian Colombrito is busy pointing out the problems that could cost his clients thousands of dollars.

Different? Yes. Effective? Without a doubt.

“I’m not selling a home because I need a sale,” Brian says. “I’ll point out what I don’t like about a home, even if other agents don’t.” He’s interested in helping his clients make smart decisions, and clients appreciate that approach.

With his knowledge of construction, renovations, and remodels, Brian

can troubleshoot homes, pinpoint problems, and save clients headaches. He explains, “I’ve built decks and done kitchen and bath remodels. I just renovated a rental property after gutting it.” That experience and expertise benefit his clients.

Clients value Brian’s honesty, one of the defining characteristics of his 25-year real estate career. They know he’ll tell them the truth, even when they don’t want to hear it. That’s why

referrals have become the foundation of his business. Many of the families he helped years ago now send their children to him to buy their first homes. “I’m not an overbearing type of real estate agent,” he is quick to point out. “People gravitate toward me because they like and trust me.”

For 20 years, Brian has been with The Real Estate Group, which speaks volumes about the brokerage’s quality. Brian appreciates the tools his company offers, as well as the training and social media support. “The packaging is just phenomenal,” he comments.

Restaurants to Real Estate

Originally from New Jersey, Brian relocated to the area in the 1980s to attend Virginia Wesleyan University, where he earned a business degree. For years, he channeled his entrepreneurial spirit into the food and restaurant industry. Brian owned and operated several successful local restaurants, including Famous Uncle Al’s Hot Dogs franchises in downtown Norfolk and Virginia Beach, The Plume Street Grill, and a catering business.

Although Brian was successful in his entrepreneurial efforts, starting to raise a family while working in restaurants was challenging. “I had a young daughter at the time, and I didn’t like the hours,” he candidly states. “I was always interested in real estate.” He had the opportunity to manage an apartment community in Virginia Beach in 2002, and he liked it.

The lessons he learned from the restaurant industry prepared him for the next chapter of his life. As he explains, “When you work for yourself, you have to stay motivated.” Brian also built a sphere of influence while owning restaurants. “I got to know a lot of people,” he notes. “Having a good network of friends and colleagues is crucial to my business.”

“

I’m not selling a home because I need a sale. I’ll point out what I don’t like about a home, even if other agents don’t.”





Early in his career, Brian realized that earning credibility and gaining traction wasn't easy. "Getting the first one or two transactions under your belt is huge," he shares. Once clients experienced his honesty, responsiveness by text and phone, and knowledge of homes, referrals naturally followed. Today, many of those original clients have returned multiple times.

Brian also uses social media to leverage his business. "Social media taught me to stay in front of past clients," he says. "I've got a good network of friends through social media."

Licensed in both Virginia and North Carolina for more than two decades, Brian enjoys assisting clients in both states.

Fun, Family, and the Future

Outside the office, Brian has a variety of pastimes. A lifelong musician, he

plays both drums and guitar and has performed with several local cover bands through the years. His son, a Virginia Tech graduate who now serves as an admissions counselor at Regent University, inherited that musical talent and plays multiple instruments himself.

A go-getter, Brian refuses to slow down athletically. "I still play ice hockey at my age," he laughs. Fortunately, it's a no-check league, complete with a full-face cage, and he works out at the YMCA three to four days a week. "Skating," he says, "is much easier on the knees than running." He adds, "I also have two beautiful golden retrievers that keep me active."

A family man, he celebrated his 30th wedding anniversary this past September with his wife, Kelly, an operating room nurse at Princess Anne Ambulatory Surgery Center. Their daughter, a graduate of the



University of Mary Washington, proudly serves in the U.S. Coast Guard.

To relax, Brian loves cooking for family and friends, a hobby that naturally carried over from his restaurant days. "Family and friends keep me grounded," he stresses. "Cooking for everyone is another hobby and a release for me."

Easygoing, friendly, and quietly funny, Brian has built a career by putting people ahead of the sale. In an industry built on trust, that strategy never goes out of style.

At 66, Brian doesn't spend much time thinking about retirement. "There is nothing I'd rather do than real estate," he says. 🏡

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



Home Starts Here.

At United Atlantic Mortgage, those three words reflect nearly 20 years of putting relationships first. As the mortgage and real estate industries have changed, this family-owned company has remained focused on helping families achieve homeownership while creating innovative opportunities that help real estate professionals grow alongside them.

As a single mother, Sandra Griffin wanted the flexibility to build a career around her family without sacrificing the relationships she'd built with her clients and referral sources. After two decades in the mortgage industry, she founded United Atlantic Mortgage in 2006. "I secretly hoped I'd leave a legacy, but I really created the company to accommodate my business," Sandra shares. "Everything else grew from there." For years, Sandra focused on serving her clients. Then life brought the right people together.

Sandra's brother, Steve Travis, spent years underwriting loans for national lenders in Arizona. When he considered moving back to Virginia to be closer to his children, Sandra saw a chance for them to work together. "She guilted me into coming back," Steve notes, barely finishing the sentence before laughter breaks out around the table. Sandra smiles as she admits, "There might be a little truth to that."

After 15 years underwriting mortgages, Steve returned with a different perspective on where the mortgage industry was headed and ideas for how United Atlantic Mortgage could evolve with it. "We're not the new kids on the block," he explains. "We've been here a while, and we're offering things big-box lenders don't."

Sandra's children found their paths back, as well. James first built a career in real estate before realizing he could make an even greater impact helping agents from the mortgage side. Gloria's journey was different. After losing her father, she returned home as an assistant with no mortgage experience and discovered a career she genuinely loved. Becoming a loan officer gave her the same flexibility she watched her mother build decades earlier.

Sandra reflects on everyone finding their place. "Each of the children earned their own respect because they've come up through the company in their own lane," she comments. "We all sit in very specific roles. The greatest shift for me

has been stepping back because it isn't Sandra Mortgage. It's United Atlantic Mortgage."

As lending regulations changed, many companies faced obstacles. Steve saw an opportunity. "I knew this was going to become the new way of doing business," he recalls.

The MVP Program grew out of countless conversations around the family table about how they could bring even more value to the real estate professionals they work with.

The MVP Program allows real estate agents to become dual-licensed and legally participate on the mortgage origination side of their buyer transactions. Agents create an additional income stream while continuing to serve their clients as they always have, with United Atlantic Mortgage's experienced operations team fully supporting every loan from application through closing.

Recognizing that not every agent wanted to become dual licensed, the family later developed the UP Program. Through a RESPA-compliant LLC joint venture, agents and teams can share in a mortgage company's long-term growth and profitability, creating passive income without changing their business model or taking on loan-officer responsibilities.

Together, the MVP and UP Programs give agents two different ways to grow their income and expand their businesses without changing what already makes them successful. "I realized I could do more on the mortgage side by being the voice that resonates with real estate agents," James says. "These programs simply create another opportunity from the business they've already built."

The idea wasn't universally accepted. "We got a lot of pushback," Sandra recalls. "People didn't understand what we were trying to accomplish." Instead of backing away, the family kept refining the program. Before long, the results spoke for themselves.

One of the first success stories came from a husband-and-wife team many *Hampton Roads Real Producers* readers may recognize. The husband, a recently featured Top 500 producer, added six figures in additional income during his first year participating in the MVP Program. As participation grew, the program also underwent a comprehensive audit by the Commonwealth of Virginia, validating the family's innovative approach.



“We’re not the new kids on the block. We’ve been here a while, and we’re offering things big-box lenders don’t.”

For James, the programs represent more than additional sources of income. “Our reason for aligning with *Real Producers* is to help elevate top agents into the top one percent of the top one percent of agents,” he explains. “These programs give agents a unique edge over their peers without changing the way they already do business.”

Sandra agrees. “This isn’t about taking something away from anyone. It’s about creating opportunities that help agents build their businesses, build their brands, and ultimately do more for their families,” she reflects.

For Gloria, every loan represents a family. “Buying a home is one of life’s biggest milestones,” she stresses. “It fills our cup to be part of that process for other families. We don’t just love each other. We love our business. Every story is different, and we treat every client like they’re part of our family.”

Twenty years ago, Sandra quietly hoped she might build something lasting. Today, she works alongside her brother, watches her children carry the business into its next generation, and sees that the legacy she built was never just about mortgages. “If we were selling apples on the side of the street, I’d be doing that with them,” James says.

CONTACT US!

Because at United Atlantic Mortgage, **Home Starts Here.** ▼

Interested in learning how the MVP or UP Program could help grow your business? Text “TOP 1%” to James Griffin to start the conversation.



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Tricks or Treats of the Trade? YOU DECIDE.

BY DR. DAWN KENNEDY

If you are reading this article, you are likely in the Top 500 of real estate agents, so you probably have the tricks of the trade down. However, when you become a REALTOR®, a member of the National Association of REALTORS® (NAR), you gain access to a few tricks or treats that real estate agents do not. Let's grab our metaphorical Halloween bucket and collect a few treats from the REALTOR® Association neighborhood.

The first thing to know is that the neighborhood is a global one. The 2024 NAR Global Ambassador Handbook lists more than 70 REALTOR® associations across 55-plus countries. We have over 33,000 REALTOR® members in Virginia alone. While the local MLS may offer access and contact information for its participants, it does not offer access to a directory of REALTORS® nationwide or internationally. That directory is a valuable membership benefit with a corresponding trick of the trade: being a REALTOR® means access to a massive national network of other agents. When clients move to another city, a REALTOR® can safely refer them to another REALTOR®. This works in reverse as well. If you are not a REALTOR®, how will out-of-state buyers or sellers find you?

Want another trick with a treat? REALTORS® who achieve NAR designations and certifications also have dedicated networks for exchanging referrals among members with that level of specialized education. Many designations also offer exclusive marketing materials available only to other designees. Only

REALTORS® have access to this specialty education and corresponding network, and live designation and certification courses are the cornerstone of the Coastal Virginia Association of REALTORS® (CoaVAR) education and member benefits program.

Directories and access to other agents who must follow a strict code of ethical and professional behavior aren't the only national neighborhood tricks and treats. The REALTORS® Property Resource (RPR) is a directory of properties and data nationwide. One of the greatest benefits of this tool of the trade is the ability to drill down to neighborhood statistics using ESRI and Census data. The platform is highly customizable, with AI tools built in to help design everything from listing presentations to CMAs to flood zone overlays. If time is indeed the most valuable resource, RPR is one of the best tools out there, and the real treat is that it is 100% included in annual membership dues. For those members who don't want to master AI but do want to leverage its possibilities, RPR is the answer.

Safety is always a consideration when trick-or-treating, and a phenomenal tool, FOREWARN, is available at no additional cost to REALTORS®. This comprehensive safety app, a \$240 annual value, is part of the state association benefits package for local members.

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