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THE KB TEAM!



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Hello October, Harvest & Heart!



October is one of those rare months that feels both calm and full of possibility. It's a season of harvest — a time to appreciate the results of the hard work we've put in throughout the year, reflect on the journey so far, and look ahead to the final months with renewed purpose.

At Real Producers, we're continually inspired by the heart and resilience within this community. Every relationship built, story shared, and success celebrated reminds us that what we accomplish means even more when we have a strong community surrounding us.

That spirit of appreciation makes the timing of our next event especially fitting. We're looking forward to gathering together for our **Gratitude Gala on November 5th** — an evening dedicated to connection, celebration, and showing appreciation for the incredible people who make this community what it is. We can't wait to see everyone there!

As the leaves change, let's hold onto this:

"What we nurture all year, we celebrate this season."

Here's to reflection, gratitude, and celebrating the connections that make the journey worthwhile.



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SHAUN MEALY & GLENN MCLAUGHLIN

BY AMELIA ROSEWOOD
PHOTO BY PHILIP ANDREWS

FLOOR COVERINGS INTERNATIONAL – RVA

The People Behind Every Perfect Step

Most people do not think about flooring until they have to. And when they do, it often comes with a long list of decisions, timelines, and unexpected stress. Shaun Mealy saw that firsthand.

After years of moving between construction, installations, and even time spent in foodservice, he realized

something was missing in the customer experience. People were being asked to make major decisions about their homes in environments that did not reflect how they actually live. That disconnect became an opportunity.

Instead of asking customers to drive back and forth to showrooms, Shaun leaned into a different model. One that

meets people where they are, both physically and mentally. Today, as the owner of Floor Coverings International in Richmond, he leads a business built around convenience, clarity, and trust.

“We can come to you and in one appointment evaluate your space, show you samples in your lighting against your cabinets and furniture, and work

through all the options to find what is best,” Shaun explains.

Alongside him is Glenn McLaughlin, whose steady, relationship-driven approach balances the operation. With over a decade in the flooring industry, Glenn brings both experience and consistency to every project.

“Being able to help solve problems for customers and see the project through to the end is what makes it rewarding,” Glenn shares.

Together, they have created a partnership that blends hands-on expertise with a genuine commitment to people.

A Different Kind of Flooring Experience

Floor Coverings International is not just about installing floors. It is about simplifying a process that can easily overwhelm homeowners and agents alike.



Based in Henrico County and serving the greater Richmond area, the team brings a mobile showroom directly to each client's home. With thousands of samples available on-site, clients can see options in their own lighting, alongside their furniture, and within the context of their daily lives.

That shift changes everything.

“We show up with approximately 3,000 samples,” Glenn says. “Most of the time, the customer is able to see everything and even get pricing before I leave.”

PARTNER SPOTLIGHT

For busy real estate professionals, that efficiency is invaluable. Instead of coordinating multiple appointments or sending clients to different locations, the process becomes streamlined and far more manageable.

Shaun sees it as more than a convenience. It is a way to better serve both agents and homeowners during one of the most important transitions in their lives.

“Floors are one of the first things buyers notice,” he explains. “They reflect the overall care of the home and can give buyers confidence to move forward.”

Experience That Runs Deep

What sets this team apart is not just the model. It is the depth of knowledge behind it.

Shaun has been in and around flooring since the early 90s, with experience that ranges from retail leadership to hands-on installations and home building. That background gives him a perspective that goes far beyond surface-level recommendations.

“I have been in flooring since the early 90s,” he says. “There have been so many changes, and if you are not constantly working on it, it is hard to keep up.”

Glenn echoes that sentiment from his own path. After entering the industry post-college, he has spent the last twelve years learning, adapting, and growing with the ever-changing landscape of products and design trends.

Together, they understand not only what works, but why it works.

Their approach is rooted in education as much as execution. They guide clients through decisions with patience and clarity, knowing that most people do not update their floors often enough to feel confident navigating the options alone.

A Team That Takes Pride in the Details

Behind every project is a team that takes the work seriously.



Shaun leads with intention, building a group that prioritizes both craftsmanship and character. His team includes Glenn, Kevin, and several other key members who handle everything from sales to operations to installations, all working together to create a seamless experience from start to finish.

“I truly feel we have the best people in the industry,” Shaun says.



Shaun and his son enjoying some playtime at the park.

“Everyone believes in doing the best work possible and doing what is right for the customer.”

That mindset shows up in the details.

At times, Shaun admits he has to encourage his team to move faster because they are so focused on getting every aspect just right. It is a problem he is more than willing to have.

Their shared commitment creates consistency, something that both agents and homeowners can rely on.

“We want to make a stressful time easier,” Glenn adds. “If we can simplify the process even a little bit, that is where we see the most success.”

Life Beyond the Job

Outside of work, both Shaun and Glenn stay grounded in the relationships and routines that matter most.

For Shaun, family has always been central. As the middle of five siblings, he grew up surrounded by energy, competition, and connection. Today, that same spirit carries into his life with his seven-year-old son, who shares his love for staying active and exploring.



From skiing trips to outdoor adventures, Shaun values time spent moving, experiencing, and making memories.

Glenn’s life is rooted in Richmond, where he has built both his career and his family. Married for five years with two daughters, he enjoys the rhythm of everyday moments, from T-ball games to evenings with friends.

“My family and I enjoy everything from local restaurants to just hanging out with our group of friends,” he shares.

Their homes are just as lively as their workdays. Glenn’s English lab, Cash, and cat, Stella, add to the mix, while Shaun embraces the same energy through his active lifestyle and family-centered routines.

Both men share a common thread. No matter how busy work becomes, they prioritize being present for the people who matter most.

Looking Ahead

As Floor Coverings International continues to grow in the Richmond market, Shaun and Glenn remain focused on building something that lasts.

For Shaun, that means continuing to refine the process, strengthen the team, and stay true to the values that built the business in the first place.

For Glenn, it includes expanding his own growth, both within the company and beyond.

Their shared philosophy is simple, but powerful.

“Your name is everything,” Shaun says. “Always try to do what is right, and it will come back to you.”

Glenn adds his own perspective, shaped by years in the field. “The harder you work, the more good luck seems to come your way.”

Together, they are not just installing floors. They are building trust, one home at a time. 🏡

CONTACT US!



Whether you are preparing a listing, helping a buyer personalize their new space, or simply looking for a better, more efficient way to handle flooring, Floor Coverings International – RVA is ready to help. Connect with Shaun, Glenn, and their team at 804-409-2200 or visit floorcoveringsinternational.com/location/us/va/north-richmond to experience a more thoughtful approach to flooring.



Glenn with his beautiful family.

The Power of Being a Connector

BY GEORGE PAUL THOMAS
PHOTOS BY PHILIP ANDREWS

MELISSA OEFELIN



"I TRULY BELIEVE THERE'S ENOUGH BUSINESS FOR ALL OF US." IT'S A SIMPLE STATEMENT, BUT FOR MELISSA OEFELIN, IT'S A PHILOSOPHY THAT HAS SHAPED AN ENTIRE CAREER—ONE BUILT NOT ON COMPETITION, BUT ON CONTRIBUTION, RELATIONSHIPS, AND AN UNMISTAKABLE SPARK THAT DRAWS PEOPLE IN FROM THE MOMENT THEY MEET HER.

Spontaneous, authentic, and undeniably outgoing, Melissa brings a natural warmth into every room she enters. That same energy has fueled her journey from a small-town upbringing in Salem, Virginia, to becoming one of Richmond's top-performing independent agents. But behind the cheerful, spunky personality is a steady determination that has been there all along, quietly guiding her path forward.

From Cheerleader to Self-Starter

Long before real estate entered the picture, Melissa was already someone people noticed. Growing up, she was the hometown favorite cheerleader in Salem. It was not just about school spirit—it was about leadership, presence, and learning how to connect with people in a way that felt genuine.

While attending college, she balanced her studies with waitressing, sharpening her ability to read people, anticipate needs, and build rapport quickly. Even then, she carried a mindset that extended beyond part-time work. She was already thinking about building something meaningful, something long-term.

An Accidental Start That Changed Everything

Melissa often laughs when she says she "accidentally" became a REALTOR®, but

the story reveals just how naturally she stepped into the role. At just 20 years old, while still in college, she applied for a position as an assistant at Pheasant Ridge Condominiums. What began as a job quickly turned into an opportunity.

Within six months, she and the lead agent sold 32 high-end condo units. Buyers began handing her earnest money deposits and asking her directly for help. It became clear that she was not just assisting—she was already operating as an agent.

When she shared her desire to pursue real estate full-time, she was warned it would mean "beating the bushes." Instead of discouraging her, that moment ignited something deeper. She enrolled in real estate school the very next day and never looked back.

Since launching her career in March of 2002, Melissa has built a thriving business grounded entirely in referrals. No purchased leads, no shortcuts—just consistent effort, strong relationships, and a commitment to

showing up for people in meaningful ways.

Today, as an Associate Broker with Keller Williams Richmond West, she continues to thrive as a solo agent while producing at an exceptional level. Last year alone, she closed \$13 million in volume across 27 units, earning recognition as one of Keller Williams' Top Independent Agents, ranking number one in volume and number two in GCI and units. Yet despite the impressive numbers, it is not numbers that motivate her most.



What matters most is the long-term connection. Melissa finds fulfillment in walking alongside clients through different seasons of life, from first homes to growing families and beyond. She hosts six to eight client appreciation events each year, creating space for relationships to deepen naturally over time.

Her approach is both strategic and deeply

personal. She helps clients map out their goals and then works with them step by step to bring those plans to life. It is not transactional. It is relational.

A Life Centered Around Family and Joy

At the heart of everything Melissa does are her two sons, Andrew and Camden. As a full-time solo parent, she has built her business around being present



for them. She does not miss dinner, and she is intentional about creating a life that balances success with meaningful family time.

Andrew, a 10th grader, channels his passion for basketball as a member of the Cosby High School team, while Camden, in 7th grade, brings humor and energy to their home. Together, they share a love for travel, whether it is trips to Mexico and Europe, exploring New York, or spending time on the water. Even simple moments like cooking, playing basketball in the driveway, or hitting golf balls together are part of the rhythm of their life.

Outside of work, Melissa embraces joy in every form. She loves karaoke, with "Don't Stop Believin'" as her signature song, enjoys entertaining, and finds peace in paddleboarding and beach destinations. Her life is full, vibrant, and intentionally lived.

Looking Ahead with Purpose

Melissa's vision for the future is both ambitious and grounded. She hopes to

grow her business to new heights while continuing to serve her community in meaningful ways. Personally, she is focused on investing in properties, creating lasting experiences with her children, and supporting them through college.

Her guiding philosophy is rooted in the idea of "Be, do, have." She believes that who you choose to be shapes what you do, and ultimately what you have. It is a mindset that has carried her through both growth and rebuilding, including a pivotal moment when she reset her business from the ground up after becoming a solo parent.

Her advice to others is straightforward but powerful: stay consistent, focus on what works, and do not chase every shiny tool. Build your business around what feels aligned, and never lose sight of your vision.

"If you treat your business like a business, bring value to your clients, and come from a place of contribution, you can build something meaningful while serving your community." 🏡



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ERIN ROSE

BY GEORGE PAUL THOMAS
PHOTOS BY PHILIP ANDREWS

Spend just a few minutes with Erin Rose and one thing becomes immediately clear. What you see is exactly what you get. She is warm, quick to laugh, and refreshingly direct, the kind of person who makes you feel comfortable right away while also telling you exactly what you need to hear.

“I’m always going to be myself,” Erin says. “We’re going to have a good time, but we’re also going to accomplish your goals.”

That balance of authenticity and accountability has quickly become her signature in Richmond’s real estate scene.

From Bridgeport to Richmond

Erin’s story begins in Bridgeport, Connecticut, just outside New York City. Growing up in a diverse environment helped shape her ability to connect with people from all walks of life, a skill that would later become one of her greatest strengths.

She eventually made her way to Virginia to attend the University of Virginia, where she earned her degree in Religious Studies. After graduation, she returned home briefly before planting roots in Richmond in 2012, a city she has now proudly called home for more than a decade.

Her early career path was anything but conventional. Erin worked as a special

education paraprofessional, supporting students with individualized education plans. That role required patience, adaptability, and empathy, qualities that continue to define her work today.

From there, her path shifted into ministry. Erin became a worship leader, then a worship pastor, and eventually served as a worship and teaching pastor at East End Fellowship for seven years. That season of her life deeply shaped her ability to guide, counsel, and support people through meaningful decisions.

“I’ve worn a lot of hats,” she says. “And I think that’s why I can connect with so many different people.”

A Leap into Real Estate

Erin entered real estate in late 2020, right in the middle of a global pandemic. It was a bold move, but one that felt aligned with her desire for independence, flexibility, and growth.

Originally, her interest in real estate was rooted in investing. Encouraged by her then-boyfriend, now husband, Jowan, she decided to get licensed to better understand the process. What started as a practical step quickly turned into something much bigger.

“It just felt like the right fit,” Erin recalls. “I love people, I love helping them make decisions, and I love delivering results.”

Now with REAL Broker LLC, Erin has built a business that reflects both her personality and her values. In her first full year with REAL, she has already closed 20 transactions totaling approximately \$7 million in volume, with a clear goal of reaching \$10 million next.

Life Beyond the Listings

Outside of real estate, Erin’s world revolves around her family, and it is clear that this is where her heart is most grounded.

She and her husband, Jowan, were married in 2023, the same year they welcomed their daughter, Lauren. At two years old, Lauren is already the center of their world.

Her parents also relocated to Richmond after Lauren was born, creating a close-knit family environment that Erin treasures. Having that support system nearby has been invaluable as she balances motherhood, marriage, and a growing business.

At home, life is full, joyful, and often loud in the best way. Erin describes her ideal downtime simply: eating, drinking, and being merry.

“I like to laugh loudly and have a good time,” she says.

She and her family are regulars at Richmond Flying Squirrels games

and enjoy attending sporting events together, including Washington Commanders games. Whether cheering in the stands or relaxing at home, Erin values moments that bring connection and joy.

She is also unapologetically a fan of reality television and game shows, happily admitting she could watch them every day. That sense of fun carries into her friendships as well, where game nights often bring out her highly competitive side.

In quieter moments, Erin enjoys reading and participates in a book club that meets monthly. It offers a chance to slow down, reflect, and connect in a different way.

Her life also includes a shared entrepreneurial spirit with her husband. Together, they run a Polaris Slingshot rental business, another outlet for building something of their own and creating financial opportunity.

Even her quirks add to her story. Erin did not learn how to ride a bike until



she was 24, thanks to a determined friend who insisted it was time. It is a small but telling detail that reflects her willingness to grow, even when it feels uncomfortable.

Looking Ahead with Intention

Erin’s vision for the future is both ambitious and deeply personal. She is driven by a desire to build wealth, create stability, and leave a lasting legacy for her family.

“I want to build something that lasts beyond me,” she says.

In the coming years, she plans to scale her business by building a team and stepping into a coaching role. Teaching comes naturally to her, and she looks forward to mentoring other agents and helping them grow.

Her guiding mindset is simple but powerful, inspired by a quote that has stayed with her through challenges: keep pushing.

“When it looks bad, just keep pushing,” she says. “Sooner or later, something is going to break.”



“It just felt like the right fit. I love people, I love helping them make decisions, and I love delivering results.”



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TINA McCABE

BY AMELIA ROSEWOOD
PHOTOS BY PHILIP ANDREWS

CONNECTION IS THE LEGACY

Spend a little time with Tina McCabe, and it becomes clear why so much of her real estate business has been built through personal relationships. She is outgoing, confident, friendly, and direct, with a deeply caring nature that shapes the way she serves clients, mentors agents, and shows up for the people she loves. For Tina, real estate has always been about people.

Although she was born in New York, Chesterfield is where Tina calls home. Raised in the small-town community of Matoaca, she has called Chesterfield County home for most of her life. Long before she was selling homes there, she was building relationships. Today, that lifelong connection gives her clients something that cannot be learned from a map: decades of firsthand knowledge of the communities, neighborhoods, and people she serves.

Tina earned an associate's degree from Richard Bland College while working three jobs to put herself through school. She worked in hospitality at Spinnaker's in Midlothian and Colonial Heights, taking on roles as a bartender, server, restaurant manager, and assistant manager before moving into outside sales with SunCom AT&T Wireless. Each role demanded patience, communication, resilience, and an ability to understand people quickly.

"My past experience in food service and phone sales built the high-stress communication, customer care, and negotiation skills I use to close real estate deals today," she shares.

Hospitality taught her to read a room, sales taught her to negotiate confidently, and working multiple jobs taught her discipline. More importantly, those years reinforced something Tina believes today: people remember how you make them feel.

A Natural Turn Toward Real Estate
Real estate entered Tina's life organically. While attending nursing school, she began purchasing rental properties and took real estate classes to better understand the properties she owned and how to manage them.

She was not searching for a new career, but the more she learned about the industry, the more naturally it seemed to fit. "There's nothing like the feeling of handing over keys to first-time buyers who never thought homeownership was even in the realm of possibility," she reflects.

Tina understands that feeling personally. At 21, she purchased her first home with no savings and limited funds. That experience has stayed with her and continues to shape the empathy she brings to first-time buyers who may question whether homeownership is possible for them.

She knows what it feels like to stand on the other side of a major financial decision with uncertainty, and because of that, she never wants a client to feel overlooked, intimidated, or treated like just another transaction.

A Reputation Built One Relationship at a Time
Today, Tina leads The Tina McCabe Team with eXp Realty in Chesterfield, Virginia, bringing more than two decades of experience to every transaction. In 2025, she closed 80 transactions totaling more than \$13 million in volume. In 2026, she has already completed 59 transactions.

Her career has brought significant recognition, including Southside Virginia Association of REALTORS® Diamond Sales Awards, Top Residential Sales REALTOR® honors, and Top Residential Sales Team recognition in 2024 and 2025.

"It's always about the relationships with people," she explains. "Business comes naturally and will always be there, but

building relationships with people is the most important thing to me."

That mindset reaches across every price point. Tina enjoys working in the luxury market, but she is equally passionate about first-time buyers and clients who may need extra guidance.

Over the years, many clients have become close friends, and one of Tina's proudest experiences is helping the children of people she served decades ago. Those second-generation relationships reflect the kind of trust you can't manufacture through marketing.

Passing Experience Forward
After more than two decades in the business, Tina's role has expanded





“THERE’S NOTHING LIKE THE FEELING OF HANDING OVER KEYS TO FIRST-TIME BUYERS WHO NEVER THOUGHT HOMEOWNERSHIP WAS EVEN IN THE REALM OF POSSIBILITY.”

beyond helping buyers and sellers. As a certified mentor with eXp Realty, she now guides newer agents and shares lessons learned through changing markets, difficult negotiations, long days, and countless transactions.

As a team leader, Tina believes success becomes even more meaningful when

experience is shared. She encourages the agents around her to build their businesses on integrity, hard work, and genuine relationships, the same principles that have guided her throughout her own career.

“Be ready to work a lot of hours,” she advises aspiring top producers. “It doesn’t come easy; however, the results are fulfilling.”

Paying her own way through college while juggling multiple jobs taught her early that meaningful goals rarely arrive without sacrifice, and she carries that same determination into her business today.

The Life Behind the Business

Tina and her husband, Don, are raising their 16-year-old son, Myles, and she considers being his bonus mom one of the greatest blessings in her life.

Myles is autistic, and as he approaches adulthood, Tina’s biggest personal goal is helping him transition successfully into adult living and become as independent as possible.

Family time often means travel. Tina loves cruises, exploring new places, spending time with friends and family, and enjoying a good glass of wine.

Tina has also been investing more intentionally in her health. Going to the gym has become part of a personal improvement journey, and seeing the results has motivated her to keep prioritizing herself while balancing a life often spent caring for others.

One of the more surprising chapters of Tina’s story is her background in martial arts. She was once ranked third in the nation in fighting during a time when boys and girls were not separated into



Her business has grown, her experience has deepened, and her career continues to evolve, but the principle behind it remains simple.

“Take care of people with your heart and everything else will follow.”

For Tina McCabe, that is not just good business advice. It is the way she has chosen to build her career, serve her community, and create a legacy that reaches far beyond the closing table. ▀

different divisions, which meant she regularly competed against boys.

Martial arts taught her far more than how to fight. It reinforced discipline, confidence, perseverance, and the ability to remain composed under pressure, qualities that continue to serve her in negotiations and leadership today.

Service has been another constant throughout Tina’s life. She volunteered with the Bermuda Rescue Squad and served as president of the Colonial Heights Jaycees, later receiving a life membership in 2015. Today, she is president of the Advisory Council for the Mike Goff Scholarship Fund, supporting education and training for EMS personnel, firefighters, and law enforcement professionals.

“I feel strongly about giving back to our community,” she shares.

A Legacy That Goes Beyond Numbers

As Tina looks toward the future, she wants to continue growing professionally, mentoring other real estate professionals, and learning from the people around her. At home, her priorities are centered on family, health, and helping Myles build a future filled with independence and opportunity.

Her faith gives her another lens through which to view the path that brought her here.

“I truly believe God has had a plan for my life,” Tina says. “Looking back,

I can see that even the difficult seasons helped shape who I am, and that everyone He has placed in my path has been there for a reason.”

After more than two decades in real estate, Tina understands that awards and production numbers matter, but they are only part of the story. The moments that stay with her are more personal: handing keys to someone who once doubted they could own a home, hearing from a former client years later, helping the next generation of a family, or watching another agent gain confidence because of something she taught them.



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Rank	Name	Office	List Units	List Volume (Selling \$)	Sold Units	Sell Volume (Buying \$)	Total Units	Total \$
1	Kim Tierney	Virginia Colony Realty	171	\$127,636,392	54	\$41,641,697	225	\$169,278,089
2	Kim Sebrell	Keller Williams Realty	141	\$78,337,362	8	\$4,209,035	149	\$82,546,397
3	Melony Fuller	Samson Properties	125	\$60,904,547	40	\$18,784,066	165	\$79,688,613
4	Jenny Maraghy	Compass	98	\$69,299,200	7	\$7,960,295	105	\$77,259,495
5	James Nay	River City Elite Properties	122	\$46,634,123	52	\$20,390,030	174	\$67,024,153
6	Margaret Wade	Long & Foster REALTORS	19	\$32,923,000	19	\$23,986,250	38	\$56,909,250
7	Ernie Chamberlain	Hometown Realty Services	56	\$29,228,652	47	\$24,960,367	103	\$54,189,019
8	Matt Jarreau	Hometown Realty Services	89	\$36,836,162	28	\$14,744,668	117	\$51,580,830
9	Gary Martin	Providence Hill Real Estate	75	\$35,976,887	17	\$12,472,450	92	\$48,449,337
10	Cabell Childress	Long & Foster REALTORS	57	\$35,413,499	10	\$12,868,394	67	\$48,281,893
11	John Thiel	Long & Foster REALTORS	103	\$44,129,396	10	\$4,077,950	113	\$48,207,346
12	James Strum	Long & Foster REALTORS	71	\$35,060,445	15	\$8,437,988	86	\$43,498,433
13	Katie Stiles	Joyner Fine Properties	28	\$20,100,405	25	\$19,894,515	53	\$39,994,920
14	Kevin Morris	Samson Companies	83	\$38,137,577	3	\$1,750,000	86	\$39,887,577
15	Nikki Axman	Providence Hill Real Estate	85	\$37,200,874	4	\$2,485,890	89	\$39,686,764
16	John Martin	Shaheen Ruth Martin & Fonville	15	\$22,620,650	9	\$9,515,500	24	\$32,136,150

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