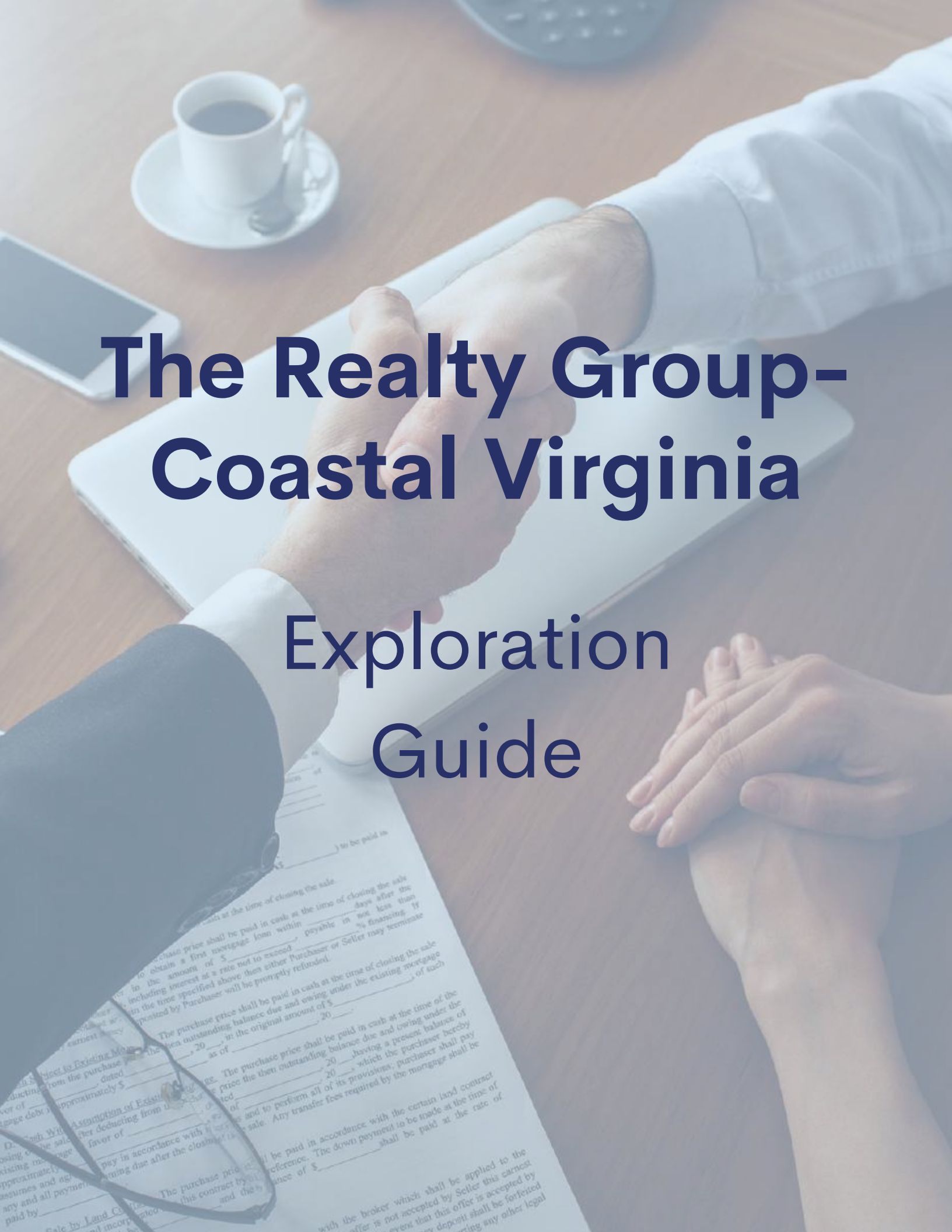




The Realty Group- Coastal Virginia

Exploration Guide

The RGCV Story

While The Realty Group - Coastal Virginia was technically founded in July of 2023, our story truly starts back in the fall of 2005/Spring of 2006, because that's when the company's partners, Keith Hinton (owner) and Heather Roemmich (CEO) made their way into the real estate industry.

Keith entered real estate with a 2 year old daughter, a wife (Kim) that was eight months pregnant with their second daughter, and no other source of income whatsoever. Fortunately, through blessing and hard work, he launched his career by selling 52 homes in his first year in 2006.

Over the course of the last 20 years, Keith has sold hundreds of homes, operated four different real estate franchises, and coached several owners of real estate teams.

Heather jumped into our industry right after graduating from Virginia Tech University. Over the last 19 years, she has done everything from sales to operations, becoming the COO of the area's largest team and overseeing it for several years.

After knowing each other for 15 years, the timing was right for Keith and Heather to partner in business together. Over several meetings, they realized they were both passionate about the idea of truly transforming the real estate agent experience.

Hence, The Realty Group - Coastal Virginia was born and we are striving every day to enhance the level of service and support that we provide to our Agent Partners.

As you'll see in the following pages, we are unique in how we do things. We think and act from a standpoint of abundance vs. scarcity and we do everything with the goal of creating long-term, mutually beneficial business relationships.

Whether we mutually decide that working together is an excellent fit or not, we truly appreciate the time and energy that you're putting towards exploring a partnership with us.

Thankfully yours,

Heather Roemmich

CEO - The Realty Group - Coastal Virginia





The RGCV Vision

The simplest way to describe the RGCV vision is that we want to put in an honest week's work in an effort to help as many people thrive within this industry as we can. We genuinely don't believe in 80-100-hour workweeks, even during The Launching phase of our business. We feel that if we serve people (including ourselves) "holistically," which includes helping them protect a healthy work-life balance, we will be satisfied with whatever growth we accomplish over the next 5-10 years.

That said, we also need to project potential long-term outcomes and create a business model that can accommodate those levels of growth. Our current vision is as follows:

- 4000 Annual closed units
- 200 Agent Partners averaging 20 units per year
- 28 of which are RGCV Career Coaches that each coach six APs
- 10-LOs, 15-total person mortgage division closing \$650M in annual volume
- A title company closing 2000 title policies annually
- Total "non-agent" staff of 40-50, bringing the company to a total of 200-220 people

This vision is for Hampton Roads alone, which would be a market share of about 10%. While we may never expand geographically, we chose the name of the company to easily accommodate "The Realty Group-Richmond, Charlotte, Raleigh, etc."



Who Are We Looking to Partner With?

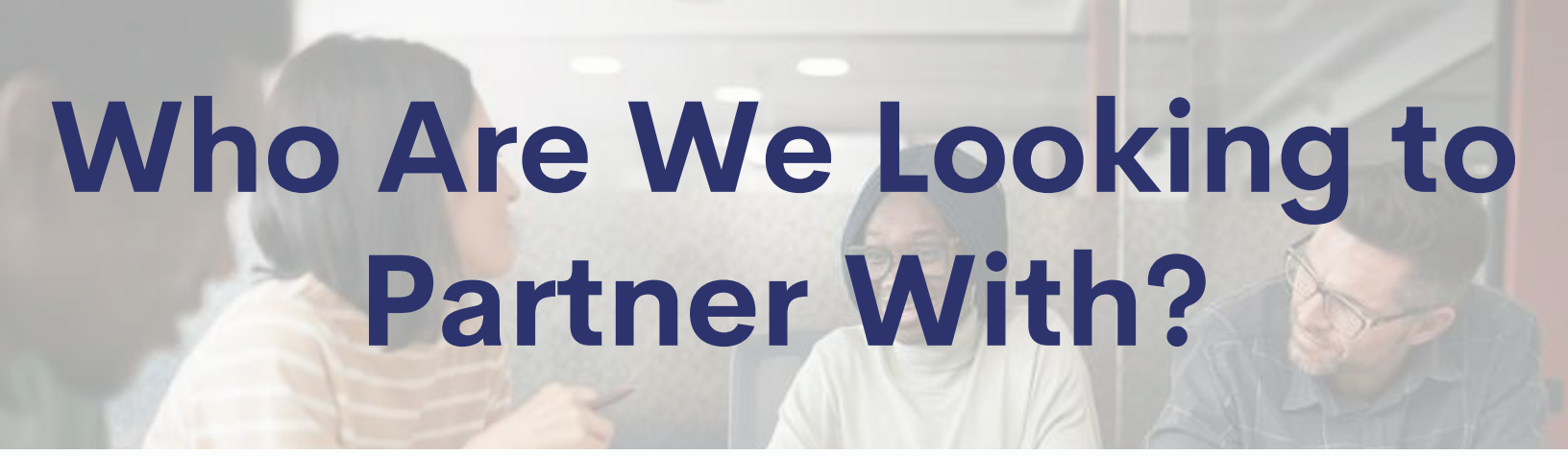
We are very frequently asked, “What type of person are you looking for?” or “Who’s your ideal partner?” We answer those questions very simply, and the same way each time. There are four characteristics that we evaluate in exploring the “level of fit” for our organization.

Integrity

While it should go without saying that we wouldn’t want to be in business with someone without integrity, we feel so strongly about it, that we still “weigh in” on the subject. Quite obviously, integrity includes not stealing, embezzling, or doing anything else illegal. But we define it further as: truly treating every client fairly, fiercely advocating for their best interests, and genuinely exhausting every possible effort to follow through and perform on what you said you would do.

Kindness

While there is a huge overlap of high-integrity people who are also kind, there are actually some people that, while having a high level of integrity, they are not kind to other people. Thus, kindness is the second quality that we look for in potential RGCV Agent Partners. We want to create a culture where we’re attracting people that genuinely find it joyful to positively impact the others around them.

A blurred background image showing three people in a meeting. A woman on the left is looking towards the center. A man in the center is looking down. A man on the right is looking towards the center. They appear to be in a professional setting, possibly a conference room.

Who Are We Looking to Partner With?

Drive

After an adequate amount of time spent with an Agent Partner candidate, we can typically assess their integrity, kindness, and talent fairly accurately. A person's level of inner drive is almost impossible to truly identify until they've onboarded and it's time to actually "do the work." Real Estate is a "contact sport," and without sufficient lead generation and lead follow-up activity, an individual's talent level becomes genuinely irrelevant.

Communication Ability

The first thing to be said about the communication ability characteristic is that it's listed as the 4th out of 4 characteristics for a reason. If a candidate has a high level of integrity, kindness, and drive, then "LET'S GOOO!!" We have a specific training/coaching system to teach people to communicate at a high level anyway.

While reading through this page, you may notice that there's no mention of any real estate-specific experience. That's because we place absolutely no value on whether or not a candidate has already been in real estate. A track record of success in business of any kind? Absolutely! But it does not need to be in real estate specifically. Every single successful agent had a "first day" in real estate. If you're the right fit, we'd be honored if your first day is with us.



What is The Realty Group-Coastal Virginia?

We are consistently asked, “So, what exactly is The Realty Group-Coastal Virginia?” We’ll begin by actually stating what we aren’t.

We are not a “Brokerage.”

RGCV is not a brokerage. And, we don’t have any intention of becoming one. We feel that changing RGCV into a brokerage would take time away from supporting our Agent Partners at the highest possible level.

We are not a “Team.”

While we are far more similar to a team than a brokerage, we still feel that “team” implies that our Agent Partners work “for” RGCV, and we simply don’t see it that way. We genuinely view our model as a true partnership with agents for them to develop their careers.

We ARE a “Real Estate Platform.”

We truly see each agent that chooses to partner with us as an individual business owner. Our “Agent Partners” are choosing, for whatever portion of their careers that they’d like, to make use of the RGCV Platform to best serve their clients and to build their individual businesses.



What Does RGCV Provide?

LEADS

The RGCV leadership invests thousands of dollars each month to provide leads for our Agent Partners to prospect to.

In addition to that, we consistently and continuously train our RGCV Agent Partners how to engage with, nurture, and ultimately convert the leads we provide into closed transactions and repeat clients.



What Does RGCV Provide?

100% ADMINISTRATIVE SUPPORT

We don't just provide transaction coordination, our staff does:

- ALL of the writing and submitting of your contracts
- ALL of the writing and submitting of your addendums
- ALL of the coordination with our mortgage and title partners
- ALL of the coordination and scheduling of all inspections
- Listing photography, signage, and lockbox coordination

We do this because we want our Agent Partners to be completely freed up to spend their working hours with their clients and to generate more of them!

A background image showing three people in a meeting. A woman in a white turtleneck is smiling and looking at a laptop. A man in a grey shirt is looking at the laptop. Another person is partially visible on the left. They are sitting around a table with papers and a small potted plant.

What Does RGCV Provide?

RGCV 52-POINT CLIENT TOUCH SYSTEM

RGCV Agent Partners categorize their databases into “As & Bs”

Quarterly Touch Plan for “Bs”

- Each month: Emails sent out weekly over the first three weeks

Quarterly Touch Plan for “As”

- Each month: Emails sent out weekly over the first three weeks
- Months 1 & 2: Postcard sent in the 4th week of both months
- Month 3: Reminder Media coffee table magazine sent in the 4th week of the 3rd month

What Does RGCV Provide?

RGCV 52-POINT CLIENT TOUCH SYSTEM

Example(s) of Email



Wait... You Guys Will Pay For My Home Inspection?

Yes, it's true! Our company has a program where we'll pay for your home inspection when you buy a home with us (and potentially some of your moving costs), saving you hundreds of dollars.

- ✓ **Free Home Inspection:** We cover the cost of your professional home inspection!
- ✓ **Moving Cost Assistance:** We may contribute a set amount to help with your moving expenses!
- ✓ **Significant Savings:** Keep more money in your pocket and reduce your out-of-pocket expenses when buying a home with us!

Simply hit reply to learn more!

Hampton Roads Real Estate Market Update 8th Quarter - 2020

As an active participant in the local market, we're happy to share our insights with you. Here's a quick snapshot of the market as of 9/30/2020.

5,200 Total Properties Sold
\$111,424 / Sq. Ft. Average Sale Price
22 Average Number of Days on Market



Have Questions? Email What This Means for You? We're here to help you understand the market and how it affects your home.

Example(s) of Postcards



Example(s) of Magazines





What Does RGCV Provide?

TRAINING

GLOVER U SALES ROCKET TRAINING

The Realty Group-Coastal Virginia has partnered with “Glover U” to provide the most relevant, well-rounded training in the industry. Jeff Glover, owner of one of the highest-producing real estate teams in the country, has developed Glover U into one of the fastest-growing training organizations in our business.

Everything from cold-call prospecting, to open house strategies, to relational client events. Jeff Glover lays out the tools and mindset that you’ll need to succeed at whichever forms of client lead generation you choose to pursue.

RGCV believed in the Glover U “Sales Rocket” program enough that we pay 100% of the cost and provide it, completely free of charge, to our Agent Partners. We also host group sessions with our leadership over the first three weeks of each month to do a “Recap and Q&A” of the Sales Rocket sessions.

A background image showing three people in a meeting. A woman on the left is gesturing with her hand while speaking. A man in the center is smiling and looking towards her. Another man on the right is looking at a laptop. They are sitting around a table with papers and a small potted plant.

Glover U Sales Rocket System and Schedule

RGCV “coaches through” the Glover U Sales Rocket System three times each year. We do so by conducting our “Sales Rocket Roundtable Discussions” on the first three Thursdays of each month, immediately following our morning team huddles. Each week, we recap and brainstorm around the content of the next two (of the 33 total) Sales Rocket sessions as we make our way through the program.

Week #1: Session #1: Introduction, Session #2: Laying the Foundation, Session #3: The Realities of Real Estate

Week #2: Session #4: Goal Setting, Session #5: Business Planning

Week #3: Session #6: Presentation Skills, Session #7: Mastering Scripts and Dialogues

Week #4: Session #8: Time Management, Session #9: Top 25 Sources of Business

Week #5: Session #10: Building & Working your Database, Session #11: Expired Listing Business

Week #6: Session #12: For Sale By Owners Business, Session #13: Circle Prospecting Business

Glover U Sales Rocket System and Schedule

Week #7: Session #14: Internet Leads & Online Lead Generation, Session #15: Lead Follow Up & Lead Conversion

Week #8: Session #16: Pre-Qualifying & Pre-Listing Package, Session #17: Traits Of A Top Listing Agent

Week #9: Session #18: Listing Presentation Script & Live Listing Presentation, Session #19: Pricing Property & Price Reductions

Week #10: Session #20: Handling Seller Objections, Session #21: Communication Styles

Week #11: Session #22: Versatility, Session #23: Buyer Lead Generation

Week #12: Session #24: Buyer Consultation & Showing Process, Session #25: Live Buyer Consultation

Week #13: Session #26: The Offer Consultation, Session #27: Handling Buyer Objections

Week #14: Session #28: Open Houses, Session #29: Door Knocking

Week #15: Session #30: Closing & Negotiating Techniques, Session #31: Social Media & Digital Marketing

Week #16: Session #32: Writing Copy, Session #33: Creating An Unreal Customer Experience

A background image showing three people in a meeting. On the left, a person in a striped shirt is looking down at a document. In the center, a person in a white turtleneck is smiling and looking towards the right. On the right, a person in a plaid shirt is looking at a laptop. They are all seated around a table with various items like a glass of water and a pen holder.

1-on-1 Weekly Career Coaching

RGCV is 100% committed to the success of our Agent Partners. Therefore, each Agent Partner is provided a 1-hour, 1-on-1, weekly coaching session with an RGCV Career Coach. During these sessions, the Career Coach uses the RGCV 40 in '26 coaching system to help the Agent Partner “know his numbers” and to stay on track to meeting his annual goals.

The RGCV weekly coaching program also represents an exciting opportunity for our Agent Partners to become our much-needed RGCV Career Coaches. Once an Agent Partner meets and exceeds the required production standards, he is eligible to be interviewed to become one of our Career Coaches. For the person with a big heart to make an impact to others, the Career Coaching role is both highly fulfilling and profitable - as the coach receives a base salary and an override from each transaction generated by the Agent Partners under his leadership.



What Does RGCV Provide?

At RGCV, Our Agent Partners Do Not Touch Their Pockets

- RGCV pays for:
 - All MLS Dues
 - All Realtor Dues
 - All Monthly Brokerage Dues (whichever brokerage you choose)
 - All Client Entertainment (RGCV company credit card)
 - All Client Closing Gifts (RGCV company credit card)
 - All Lead Generation Expenses (CINC leads, CRM, etc.)
 - All Open House Expenses (snacks, drinks, gift cards, etc.)

RGCV "Movement"

The RGCV Leadership feels strongly about serving our Agent Partners members "holistically", not just financially. Therefore, we invest in their health by covering the monthly costs of their gym memberships.



The RGCV Movement Program is a purely voluntary benefit for our Agent Partners, and all we ask is that they make use of the gym at least four times each month for the company to fund the membership.

RGCV Home Selling System

At RGCV, we provide you with a full-on “Home Selling System” to present to your seller clients. This is designed to net your sellers the highest amount possible and to give them the peace of mind that you're going to do just that!

SELLER PRESENTATION

MARKETING PLAN

PLATINUM MARKETING PLAN



HOW WE NET OUR SELLERS MORE THE RGCV HOME SELLING SYSTEM

1. POSITIONING OURSELVES TO SUCCEED

Being #1 is the first on record but it is also the most important. Many companies spend hundreds of dollars on outdoor advertising and advertising for a product to get the message. Why would it be more a high importance to this as well?

"PRICE, CONDITION, LOCATION"

The word "location" at some point that there are the three factors in selling a house. It's a huge mistake to get in the opposite order - Location, Condition, Price.

2. LOCATION

The location of a property is extremely important in selling the "house" that has a lot more to do with the price. The most important is the "location" of the property. It is the location of the property that has the most impact on the price. Making the correct choice is the key.

3. PRICE & TIME

Your home's condition is very important. As the end of the day, buyers purchase homes based on a lot of factors. One of the most important is the "location" of the property. It is the location of the property that has the most impact on the price. Making the correct choice is the key.

Another important factor is the "location" of the property. It is the location of the property that has the most impact on the price. Making the correct choice is the key.



THE RGCV PLATINUM "COMING SOON PLAYBOOK"

COMING SOON FACEBOOK ADS

See our daily for the 10 days prior to the "Go Live Date."

COMING SOON NEIGHBORHOOD MAILINGS

300 mailings sent out to your neighbors in some of the potential markets to buy.

COMING SOON FULL MARKETING VIDEO

Posted on Facebook and Instagram on Monday, Wednesday, and Friday leading up to the "Go Live Date."

DOUBLE OPEN HOUSE INITIAL WEEKEND

An Open House on Saturday and Sunday. And... since we need so much access to your home, The Realty Group Coastal Virginia sends you away on Saturday evening on us!

RGCV Home Buying System

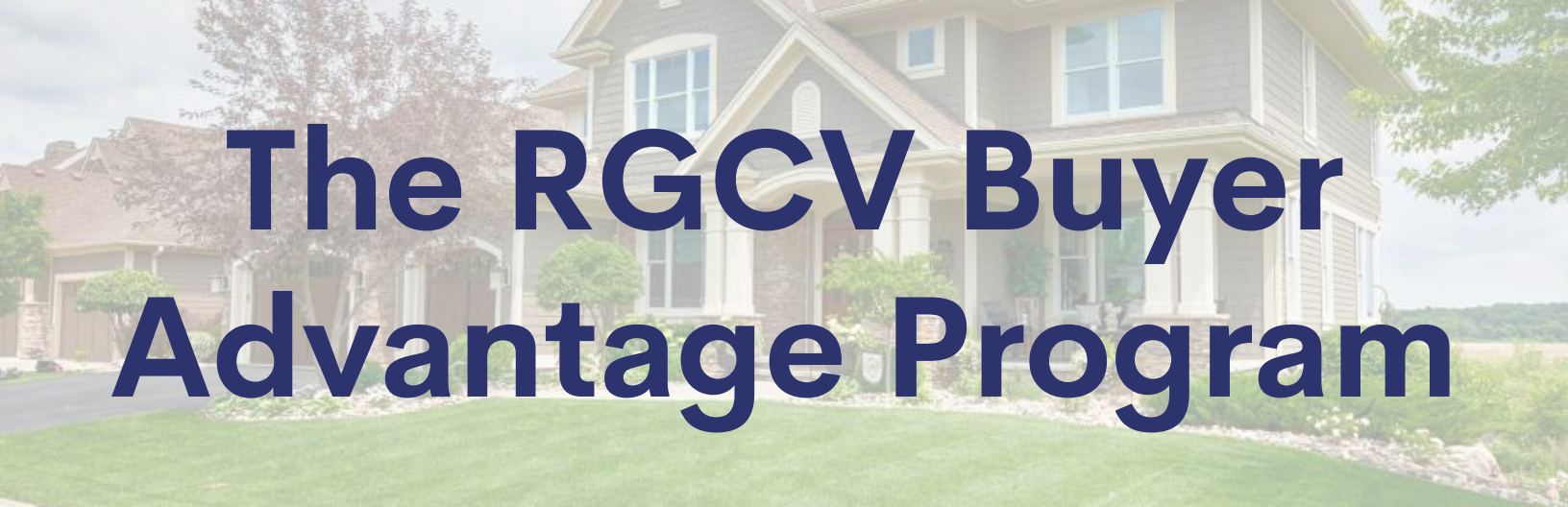
The RGCV “Home Buying System” is absolutely pivotal in getting your buyer clients prepared to compete and win in competitive situations. We have used the “RGCV 5 strategies” many times to help our clients win against multiple offers. Additionally, our Buyer Advantage Program helps streamline the entire process and provides a direct benefit to our client as well.

BUYER PRESENTATION

FIVE STRATEGIES

BUYER ADVANTAGE PROGRAM





The RGCV Buyer Advantage Program

At The Realty Group - Coastal Virginia, we seek to provide our clients far more value than the “industry standard”. Therefore, we have aligned with CMS Mortgage Solutions to provide a truly integrated, “one-stop-shop” experience.

The concept of this program is very simple. Since The Realty Group - Coastal Virginia is a collection of highly active Realtors, we sought out a company that would be willing to provide our clients specifically with the following two benefits:

1. “Through the roof,” “over the top” level of service

We specifically interviewed Andrew Cannon of CMS Mortgage Solutions to make sure that we were completely confident in their level of knowledge and customer service. Unlike other lenders, Andrew work directly with our Operations Team on a daily basis. Additionally, they’re 100% available on nights and weekends to get our buyers final numbers on that perfect house that just hit the market!

2. Completely Free **Home Inspection** and **Property Appraisal**

As part of the agreement that RGCV has negotiated on behalf of our clients, CMS Mortgage Solutions pays for the costs of our clients’ home inspections and appraisal fees - saving them \$1,000+ in expenses leading up to closing. Beyond that, CMS Mortgage actually “takes the risk.” In the event that a transaction doesn’t close for any reason, CMS still covers the above expenses as opposed to them falling back on our client.

While the ownership group of The Realty Group - Coastal Virginia has a financially beneficial relationship with CMS Mortgage Solutions. In no way whatsoever is it a requirement of our clients to participate in the RGCV Buyer Advantage Program or to make use of CMS Mortgage Solutions.

RGCV Agent Partners Benefit and Compensation Schedule

Launching Agents

- The Launching Agent begins by attending the RGCV onboarding class on Monday - Thursday of the first week from 9:00 am - 1:00 pm
- Following that, he/she completes the Glover U "Sales Rocket" Sessions (33) by self-study and attends the 3 weekly "Sales Rocket Recap" Sessions
- 40% of commissions from the first three closings is paid to the Launching Agent
- Business cards, access to CINC leads, and skip tracing provided

Agent Partners

- Graduation to a Level 1 Agent Partner upon closing 3 transactions within the first 6 months
- During the first RGCV Company meeting, the new Agent Partner receives:
 - Upgraded business cards with "Agent Partner" on them
 - RGCV Swag with "Agent Partner" on the back of any headwear
 - RGCV AMEX card to pay for all client entertainment expenses
 - Social Media and Sphere Announcement of the promotion
 - Initial set of 5 customized For Sale signs (more if needed)
- RGCV pays for all expenses moving forward such as:
 - (up to \$100 of a brokerage's monthly fee)
 - All REIN Dues and HRRRA Dues
 - All client entertainment expenses
 - All marketing expenses 52-touch system to Agent Partner's sphere including direct mail and magazines
- Agent Partner's Monthly gym membership payment
- 100% company matching RGCV retirement program
- 88% of commissions from all closings (including company retirement match)
- RGCV agent partners receive a \$5000 monthly draw against their commission earned. This is paid by way of a \$2500 direct deposit on the 15th and 30th of each month



\$10,000 RGCV Recruiting Bonus Program

As with everything else, we truly see our team members as partners in the business. That partnership certainly includes collaborating in the growth of the company itself. Therefore, we've created a way to financially partner with RGCV Agent Partners that refer agents into the company.

When an agent joins the company that's referred by a current Agent Partner, that Agent Partner receives the first \$10,000 of "RGCV Company Dollar" that the new team member generates.

Our vision is to have several Agent Partners that make an additional \$50,000 - \$70,000 each year by simply introducing other talented individuals to The Realty Group-Coastal Virginia.



Team Member Wealth-Building Plan

It is human nature to spend the money that we make, or more accurately, the money we have access to. Fortunately, it is also very easy to “make ends meet” on only slightly less income if we “never see the money”.

Therefore, The Realty Group - Coastal Virginia has a wealth building program for all of its agents. This program is to ensure that the RGCV Agent Partners, Operations Staff, and Leadership are saving money for their futures and building wealth during their time with our organization.

The details are as follows:

- 10% of any income is deducted and transferred to the team’s financial advisor
- RGCV deposits a 100% match of the 10% into a “parallel account” for the team member
- Once the team member is vested - Five (5) years for staff, 100 closings for Agent Partners, RGCV transfers the funds from the parallel account into the team member’s brokerage account, and then funds that account directly with the matching contribution from that point forward
- At that point, the team member is now “vested”, and the total sum (their contribution + the company contribution) is their asset for if and when they depart from the team.



The RGCV Company Trip

At RGCV, we place a very high value on relationships, and, therefore, we block off a few days each February to spend some time away together as friends.

This coming February (19-22), we'll travel to Le Blanc Resort in Cancun for a few days of rest and relaxation. RGCV pays for the cost of taking each of our Agent Partners on our company trip. Additionally, each of them has the opportunity to receive the following enhanced vacation packages based on the amount of production over the previous calendar year.

Platinum Award Winning Package

At least \$300,000 of closed GCI in the previous calendar year

Two all-expense paid trips, including airfare and stay at the Le Blanc all-inclusive resort. Premier travel package including first-class airfare and spending money for the trip

Gold Award Winning Package

At least \$200,000 of closed GCI in the previous calendar year

Two all-expense paid trips, including airfare and stay at the Le Blanc all-inclusive resort

Silver Award Winning Package

At least \$100,000 of closed GCI in the previous calendar year

One free cup of coffee, completely paid for by RGCV, at the airport during our layover on the way to Cancun. This isn't just a black coffee. This includes any type of "11 words in the title" type of coffee that you'd like. It can have 13 shots of espresso in it if that's what you choose. However, we absolutely do not recommend that, as you probably wouldn't sleep for the entire trip.

Company Rewards Trip

Where?

**Le Blanc
Cancun, Mexico**



When?

**February 19–22
2027**

**Five Star, Five
Diamond
All Inclusive
Resort**





The RGCV Launch Program

Whether someone is a seasoned real estate agent or a newly licensed individual, we believe the RGCV Launch Program to be an integral component to an agent's explosive growth. We make use of the Glover U Sales Rocket system (previously described in this packet), and we add the ongoing support of our RGCV Launch Coach to assist in our Launching Agent's growth.

The "RGCV Fundamentals" Program

Week #1

Monday: 9:00 AM - 1:00 PM

- Systems
- Policy and procedures
- Time blocking and expectations

Tuesday: 9:00 AM - 1:00 PM

- Buyer contract
- Home Buying Guide
- Buyer Advantage Program

Wednesday: 9:00 AM - 1:00 PM

- Listing paperwork
- Home Selling Guide
- How to pull comps

Thursday: 9:00 AM - 1:00 PM

- CINC overview
- Glover U Sales Rocket Roundtable Discussion
- Scripts and objection handling

Ongoing: First three Thursdays of each month

- 10:00 - 11:30 AM: Glover U Sales Rocket Roundtable Discussion

After the initial four-day "Launch Class," the agents meet with the RGCV Launch Coach each week for a one-hour coaching session until they've closed three transactions with the company. At which time, they graduate to become "RGCV Agent Partners" and they're matched with an "RGCV Career Coach" for their weekly coaching meetings moving forward.

The RGCV “Brokerage of Choice” Program

As we’ve mentioned previously, The Realty Group- Coastal Virginia is a platform with Agent Partners, as opposed to a real estate brokerage. RGCV provides leads, appointments, full-time operations support, sphere marketing support, and all Agent Partner dues/expenses as part of our platform.

The actual brokerage that our Agent Partners choose to affiliate with is 100% up to them. We actually love the idea of supporting agents licensed at all different brokerages and getting to know their leadership along the way.

The brokerage of choice program also happens to create a unique opportunity for a currently licensed agent to “try” our platform without the hassle of changing brokerages. In the event that an Agent Partner finds that RGCV just isn’t quite the right fit for them, they’re already at the brokerage they love, and thus, they don’t have to change back.



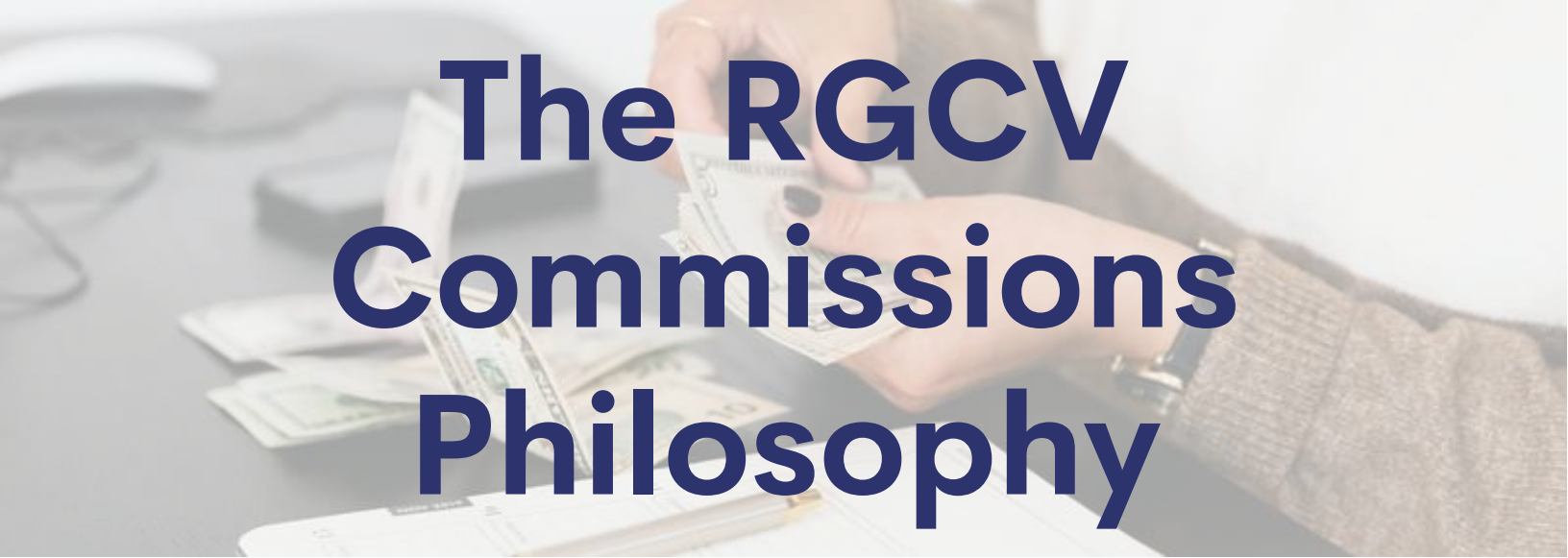
RGCV Relocation

The Realty Group-Coastal Virginia's leadership wakes up every day excited about meeting the right people to partner with. The ideal mix of integrity, kindness, drive, and talent is very hard to find in candidates for our company.

SO... why would we only look for those people in Coastal Virginia?

Hence, The "RGCV Relocation Program." We are more than happy to pay for the relocation costs to move an Agent Partner to Coastal Virginia to thrive with us.

We're looking for long-term, mutually beneficial business relationships with fantastic people. Covering their expenses to relocate is a very, very easy decision.

A background image showing a person's hands counting US dollar bills on a desk. The bills are fanned out, and the person is wearing a watch on their left wrist. The image is slightly blurred and has a warm, golden-brown tint.

The RGCV Commissions Philosophy

Whether you're currently in the real estate industry or you've just been paying some attention to it, you may know that agent's commissions have become a hot topic over the last couple of years.

While the intricacies can be described by conversation in detail, the broad strokes are that a few of the industry regulations have changed over the last 18-24 months in relation to how commissions are charged and disclosed. The RGCV leadership regularly trains on these changes and on how to properly communicate them to our buyer and seller clients.

As it pertains to commissions (and everything else for that matter), we treat our clients with 100% honesty and transparency. We feel strongly about treating our "most savvy" client exactly the same as someone with no "industry knowledge" whatsoever, because that is simply fair to people and the right thing to do.

Therefore, we require that our Agent Partners implement the same commission structure when serving all of their clients, and because of that, being a part of the RGCV platform means never having to wonder about two past clients discovering that they were charged a different set of fees.



Engage and Participate

As you'll remember from previous pages, The Realty Group-Coastal Virginia is a "real estate platform" that agents can choose to make use of to enhance their careers.

That being said, one of the major values of our platform is the opportunity to "collaborate" and "community" with the other RGCV Agent Partners.

Therefore, we're looking for individuals who genuinely enjoy the idea of spending time with other Agent Partners and learning/growing alongside them.

We really don't believe in the word "requirements," especially since we view this as a "mutually agreed upon partnership." Therefore, these are the sessions that our Agent Partners "mutually agree" to attend, if they choose to remain a member of our platform.

Tuesdays and Thursdays

9:30-10:00 am- Agent Partner and Launching Agent huddles to "check in."

10:00 am-12:00 pm- spend time in the office to lead generate and/or collaborate.

Weekly Coaching Meetings

Various 1-hour time blocks - Agent Partners and Launching Agent coaching sessions on mindset, lead generation, and lead conversion.

2nd and 4th Thursdays

11:30 am-1:00 pm- RGCV Company Meeting, we promise to do our best to make these educational, informational, and inspirational.

Monthly Social Events/Charitable Efforts

While these certainly aren't mandatory, we really want to be partnered with people who would want to participate.

RGCV Community Support

At The Realty Group-Coastal Virginia, we feel strongly about giving back to the community that has been so good to us. We do so by supporting three specific charitable organizations that we're proud to be associated with. From each closed transaction, as a group, we donate \$500 to a combination of these causes, "off the top" of each commission.



ROC Solid Foundation is a wonderful organization that supports children and their families battling cancer. They do so by building playsets for the child, thus preserving their chance to experience the "joy of play."

Mercy Drops gets "right into" the local neighborhoods and supports the "lost" members of the community. Focused primarily in Portsmouth, VA, Mercy Drops distributes thousands of pounds of food and supplies, along with additional counseling services to the community each year.



Virginia's Kids Belong Services Foster Children throughout Virginia through financial support, mentoring, and adoption coordination. We are beyond proud to support an organization that makes such an impact in the lives of these very deserving children.

Meet Our Staff and Leadership



Keith Hinton

Keith Hinton is the Owner and Founder of The Realty Group – Coastal Virginia, bringing nearly two decades of leadership, production, and entrepreneurial experience to the real estate industry. He began his career in 2005 at a pivotal time in his life, entering the business with a young family and no other source of income, and went on to sell 52 homes in his first full year. Over the past 19 years, Keith has sold hundreds of homes across Coastal Virginia, owned and operated four real estate franchises, and coached multiple team owners, earning a reputation as a respected leader and mentor. Founding The Realty Group – Coastal Virginia in 2023, Keith is driven by a philosophy rooted in abundance and long-term relationships, with a passion for elevating the client experience, empowering agents, and creating lasting value for all involved.



Heather Roemmich

Heather Roemmich is the Chief Executive Officer of The Realty Group – Coastal Virginia, bringing nearly 20 years of experience across sales, operations, leadership, and team development. A Virginia Tech graduate, she entered the real estate industry immediately after college and went on to work in nearly every aspect of the business, ultimately serving as Chief Operating Officer of the region's largest real estate team, where she oversaw years of growth and operational complexity. Known for her clarity, accountability, and service-driven leadership style, Heather is passionate about creating exceptional client experiences through strong systems and sustainable business practices. After a 15-year professional relationship with Keith Hinton, she co-founded The Realty Group – Coastal Virginia in 2023 to help transform the real estate experience by focusing on abundance, collaboration, and long-term, mutually beneficial relationships that deliver meaningful value and lasting impact.



Kailey Mann

Kailey has been dedicated to the real estate industry since 2017, bringing a wealth of experience, passion, and a people-first mindset to her role as Director of Team Operations. Having grown through a wide range of positions—including Director of First Impressions, Marketing Assistant, Listing Coordinator, Transaction Coordinator, Operations Manager, and now Director of Team Operations—she offers a well-rounded understanding of the real estate process from start to finish. Kailey thrives behind the scenes, creating seamless systems, managing details with precision, and supporting her team to ensure every client experience is smooth, organized, and stress-free. Driven by a genuine love for real estate and helping people achieve their goals of homeownership, she is committed to excellence, clear communication, and making the entire process efficient and enjoyable from beginning to end.

RGCV Vendor Partners

At RGCV, we provide a “one-stop shop” experience for our clients. This means that we have formulated partnerships with mortgage, title, and home inspection providers to create a truly seamless process for our buyers, sellers, and Agent Partners.



Isabelle Scheible is a dedicated professional with nearly four years of experience in the industry. She began her career as a receptionist and quickly advanced to the role of processor, showcasing her strong work ethic and commitment to personal and professional growth. Born and raised in the Ocean Lakes area of Virginia Beach, VA, Isabelle has a deep connection to the water, which fuels her passion for sailing. She is an avid sailor and is capable of navigating a 35ft sailboat. Outside of work, she enjoys a variety of activities, including hiking, reading—averaging 60 books a year—and traveling. Isabelle has visited Italy several times and enjoys exploring new places whenever possible. A proud dog owner, Isabelle, shares her life with three dogs and cherishes time spent with her family especially her three sisters. Her dynamic range of interests and experiences has shaped Isabelle into a versatile and well-rounded professional.

Thompson Law Group



Raised in Dana Point, California, John Guitron developed a strong sense of discipline and service early in life. In 2010, he enlisted in the United States Coast Guard, beginning a distinguished military career that spanned 15 years and included assignments across California, Hawaii, Washington, and Virginia. During his time in the Coast Guard, John held several critical leadership and instructional roles, earning certifications as a Master Training Specialist, Firearms Instructor, and Command Financial Specialist. These positions reflected a deep commitment to mentorship, operational excellence, and financial responsibility. He concluded his military service in 2025, exiting with the rank of Chief Gunner's Mate. Following his transition from active duty, John continued to serve the community as an Armed Security Officer in the state of Virginia. At the same time, he pursued a growing passion for finance, becoming a licensed loan officer in 2025. With a unique blend of military leadership, security expertise, and financial knowledge, John brings dedication, integrity, and a mission-focused mindset to every endeavor.

CMS Mortgage Solutions



My name is Michael Shirley, and I'm a licensed home inspector with over eight years of experience serving clients throughout the Commonwealth of Virginia. I bring a strong hands-on construction background in carpentry, concrete, foundation work, and post-frame and steel building construction, which helps me understand homes from the ground up. I enjoy working with buyers, sellers, and homeowners and take pride in helping them feel informed and confident throughout the inspection process. I'm known for my attention to detail and my ability to explain findings in a clear, straightforward way, without unnecessary jargon or pressure. My goal is to provide thorough inspections performed with care, honesty, and professionalism. I deliver easy-to-read reports and honest insights so my clients can make decisions they feel good about, knowing they have a clear understanding of the property.

Elite Home Inspections

A group of business professionals are seated around a conference table in a modern office setting. They are engaged in a meeting, with some looking at documents and others looking towards the center of the table. The image is slightly blurred, emphasizing the text overlay.

The RGCV Exploration Process

At RGCV, we place a very high value on the idea of a “great fit.” Therefore, we have a process that we use to get to know potential Agent Partners really well.

Step #1- Initial Meeting

Let’s get to know each other a bit and mutually decide if it makes sense to explore further.

Step #2- Personality Assessment

Are you naturally extroverted or reserved, assertive or laid-back? We find this to be a very helpful tool to further explore the potential relationship.

Step #3- The “BDA” Meeting-Background, Dreams, Aspirations

This meeting is absolutely awesome. We truly love getting to know people, and this allows us to really understand how we can help them and what they value the most.

Step #4- Hang Out with US

We think we’re cool! But we’re actually not for everyone. Come spend some time with us at our company meetings, office sessions, and social events to see if you even “like our vibe.”

A group of business professionals, including men and women, are seated around a conference table in a modern office setting. They appear to be in a meeting, with some looking at documents and others looking towards the camera. The background is slightly blurred, showing office furniture and a bright, airy environment.

Are You Serious?

As people begin to explore the real estate industry, they often times hear of the statistical data related to the success rate of Realtors. The numbers can be rather shocking.

- Nationally, approximately 75%-80% of new real estate agents leave the industry within their first year
- Approximately 85%-87% have left the business within the first 2-5 years
- In 2025, approximately 71% of agents sold one or less homes
- Locally, in the Hampton Roads area:
 - There are approximately 10,259 total licensed real estate agents
 - Last year, approximately 41% of them sold zero houses
 - Another 33% sold 5 or less (\$40,000 in average income)
 - Another 20% sold between 6 and 20 houses (\$85,000 in average income)
 - Lastly, 5.4% sold 21+ homes (\$175,000 in average income)

At RGCV, by way of our leads, training, coaching, and support, we're looking to "blow away" the numbers that are typical to our industry. We are absolutely positive that, if a person consistently puts in the work, we can help them ramp up to a very lucrative and fulfilling career.

Thank you so much for taking the time to read through our "Exploration Guide." We know that your time is valuable, and we really appreciate it.

Whether you choose to partner with The Realty Group-Coastal Virginia or not, we hope that you absolutely crush it in Real Estate. This industry has been such a blessing to our families and us, so we know that it can be to you (and yours) as well.