

# **Todd Ball**

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## What is your favorite thing about Richmond?

I have so many favorite things about Richmond but at the top of my list are the neighborhoods and communities. Libbie and Grove, Bonair, Glen Allen, Hanover, The Fan, and many more. Each is distinct, and yet we are all connected.

#### What initially drew you to real estate?

Imagine a career in which you get to drive around, look at homes and talk to people. It's also a business that my wife Anne and I could do together. My dad owned a small real estate firm, Ball & Emory Real Estate, in the '50s and 60's so talking about or at least overhearing conversations about houses and neighborhoods was something I grew up with.

# How does your background bring a unique perspective to your work?

Serving clients and customers has been my life's work and my goal is to remove the stress of home buying and selling for my clients. My expertise in real estate is why clients first do business with me but my passion for service, often taking care of tasks many agents wouldn't, is what sustains the relationships My clients know I have their back! This often leads to representing families, we've sold the sister's home, now we're selling the brother's home, We represented the cousin, we ended up representing his three cousins. Service, doing what it takes, you'll be respected for it and in the end, you'll be rewarded for it in so many ways!

## Why is relationship building so key to your success?

I'm asking folks to trust me with what is probably the biggest purchase or sale they will ever make in their lives. My relationships build the trust that builds the business

### What's most important to you in your business?

Serving others and being on the same team as my wife Anne. We really complement each other given our life experiences and our passions. That said, we share the same common goal of serving others.

### How do you give back to the community?

I am very active in my church, Richmond's First Baptist. I have served as a team leader for special projects and for the church's budget. I've co-chaired a Leadership Course, taught bible classes as well as led the creation of the Charlotte Acres project: an urban farm community focused on addressing Richmond's food desert.