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JEFFREY FINN  
JOHN FINN JR.

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▶▶ broker spotlight

By Jess Wellar  
Photos by  
Philip Andrews



# JEFFREY FINN & JOHN FINN JR.

A FAMILY TRADITION OF SERVICE

**“Every brokerage likes to say they’re a big, happy family but we’ve been around and we know better!” John Finn Jr. laughs. “We’re a big family though, and we like to train — day and night — and have fun in the process.”**



Jeffrey Finn, principal broker of United Real Estate Richmond

Family is everything to John and his brother Jeffrey Finn, co-founders of United Real Estate Richmond, the largest Black-owned residential real estate brokerage in Virginia. Started in 2015 and named by Fortune Magazine as one of the fastest-growing privately owned companies in America, URER currently boasts 250 agents under the Finn brothers' supervision — which certainly keeps life interesting.

“We are always learning something new from the younger generations and we both really enjoy going to conferences to keep up with the latest ideas and technology,” Jeffrey chimes in. “Technology moves so fast, you have to stay on top of it and keep up.”

Licensed for over 45 years, John relishes his role of managing senior broker while Jeffrey is URER's principal broker. John has a history of serving in leadership positions, including as president of the Richmond Association of REALTORS®, and has received numerous awards for his contributions to the real estate community, while Jeffrey also brings plenty of business experience to the table. Licensed since 1999, Jeffrey turned around countless struggling franchises, such as Papa John's and Dominoes, and had a tow truck company for a while before he finally got a job working at Infineon Semiconductor.

“John and I were already selling and flipping houses together, and when the semiconductor company closed down, I decided to go full-time,” Jeffrey recalls.

## A ROSY FUTURE

Though sales dipped in 2022, URER estimates they sold close to 1,500 units last year and over 1,700 units for \$503 million in 2021. With offices in Atlee Station (Hanover) and The Arboretum (Chesterfield), the brothers are keen to continue expanding their territory while remaining the dominant brokerage in Central Virginia. There's certainly no shortage of ancillary irons in the fire, either.

“The future is bright for our brokerage, as we see a wealth of opportunities for professional growth and expansion. Along with venturing into the Virginia Beach, Hampton, Newport News, and Williamsburg markets, we are broadening our services to include title and escrow, mortgage, and construction,” John remarks. “Furthermore, we opened a real estate school last September, launched an insurance company, and are currently exploring avenues in home health care. It's all about servicing our clients, and our clients are our agents.”

“Our commitment to providing comprehensive services that exceed the expectations of a traditional brokerage is unwavering,” adds Jeffrey. “Our ultimate goal is to build a lasting legacy for the future, one that serves our clients and community for generations to come.”

## FIVE GENERATIONS OF SERVICE

Both brothers were quick to give credit to their parents and their long lineage of ancestors for helping them realize the importance of assisting others and giving back to the community.

“Our approach to providing support is inspired by the way our dad and grandpa ran their businesses; they really cared about their employees and their personal lives outside of work. That kind of support is not commonly found in our industry,” John



John Finn Jr., managing broker of United Real Estate Richmond



Brothers John Finn Jr. (left) and Jeffrey Finn (right) co-founded United Real Estate of Richmond, the largest Black-owned residential real estate brokerage in the state.

points out. “We always thought everyone treated their employees that way... Then, Jeffrey and I got to the corporate world and found out our employers really didn’t care that much about our personal lives.”

The Finn family has a rich and inspiring multi-generational history in real estate, that begins with James Finn, a Civil War sailor who settled in Winterpock, Virginia, and became a farmer and carpentry repairman. Five generations later, John and Jeffrey carry on the family tradition of providing great service.

“Our number one goal is to assist other Realtors in building their businesses. We take pride in upholding the values that have been passed down through our family over time too. It’s truly rewarding to be able to help others succeed while honoring our family’s legacy,” John beams. “That’s the way we grew up, and we also like to bring that approach to the agents — not to just look for a deal. They need to get out in the

community and give back by getting involved with service work.

### BEYOND THE LEGACY

As John and Jeffrey look to the future, the backbone of their business is training the next generation of agents to become top producers in the real estate industry. They are both quick to note it takes hard work, dedication, and persistence to reach the top.

“At United, we teach five principles that can help you achieve your goals: building a strong network, focusing on your brand, staying up-to-date with industry trends and technology, providing exceptional customer service, and setting goals and tracking your progress. By following these principles and staying committed to your success, you can become a true champion in this business,” John advises.

“Remember, success in real estate is not just about closing deals, but also about building lasting relationships with clients. That’s why an agent may leave our team, but they will always be family.”

“Success in my life has been an ongoing journey,” he concludes. “It’s not so much about getting there; it’s about how you get there, achieving material things when you’re serving along the way. Success is all about reaching back and bringing others with you, sometimes even pushing them in front of you... It’s the most fulfilling thing in my life. Once I made a commitment to serve, my life got a whole lot better. The more people we help, the more successful we are.”

John Jr. is happily married to Lorri, his wife of 35 years, and they have two sons: Antonio (42) and John III (29). The family shares a deep love for Alabama football (Lorri’s alma mater) and VCU basketball. On Sundays, they often enjoy playing golf together. As a bachelor, Jeffrey adores spoiling his nieces and nephews to no end. Having been a college basketball player in his youth, he still has a passion for the sport and enjoys hopping into his vintage sports car to catch an NBA game in Charlotte, D.C., Philly, or New York.

In honor of their parents, John and JoAnne Finn, the brothers have established a charitable foundation that contributes to the Beta Gamma Lambda Education Foundation; in partnership with Alpha Phi Alpha Fraternity, they have endowed scholarships for deserving students. The brothers also provide support for organizations such as Cristo Rey High School, Autism Speaks, and MCV Foundation. John has actively served on the boards of The McShin Foundation, the Metropolitan Business League, Virginia Supportive Housing, and The VCU Foundation, demonstrating their family’s commitment to giving back to the community.

**“IT’S TRULY  
REWARDING TO  
HELP OTHERS  
SUCCEED.”**

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## JOHN S. FINN, JR. CRB, CRS, GRI, ABR

Senior Managing Broker

2015 President of the Richmond Assoc. of Realtors • 2017 “Realtor of the Year”

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