

CHESAPEAKE

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## LORI GOUGH

*With Three Generations  
of REALTORS<sup>®</sup>,  
She Couldn't Be Happier!*

**TOP 150  
STANDINGS**

**ON THE RISE**

VINCENT PRINCIPE

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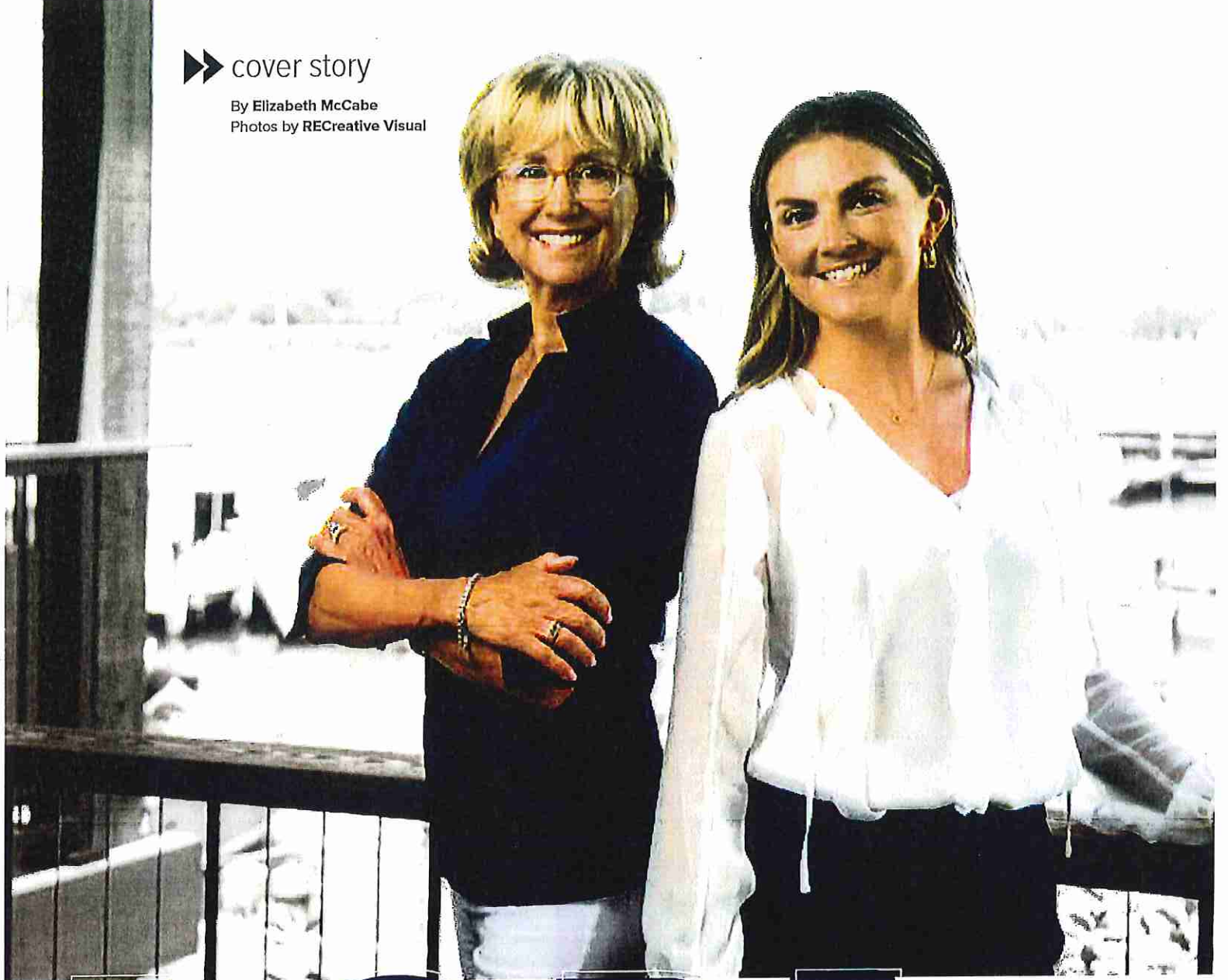
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▶▶ cover story

By Elizabeth McCabe  
Photos by RECreative Visual



# LORI GOUGH

**WITH THREE GENERATIONS OF REALTORS®, SHE COULDN'T BE HAPPIER!**



REALTOR® Lori Gough with Long & Foster is thrilled that there are three generations of REALTORS® in her family. “My mother was a REALTOR®. I am a REALTOR® and now my daughter, Kellie Gough McLendon, is a REALTOR®. She has been at Long & Foster for 2 years and she’s killing it.”

Kellie, who is following in her mother’s footsteps in real estate, has some big shoes to fill. Lori has a career total exceeding half a billion dollars with 23 million in sales last year. This year, she is set to surpass that figure.

#### **FROM JOURNALISM TO REAL ESTATE**

Interestingly, Lori didn’t set out to do real estate initially. She comments, “I was a Journalism major at the University of Maryland.” After college, she started working with DARCARS Automotive Group, where she found herself mentored by John Darvish, the company’s owner. “I learned how to negotiate for a

living,” she comments. “It also helped me with my real estate skills.”

In 1995, Lori’s husband Tim became a partner in First Republic Mortgage, sparking her initial interest in the real estate market. She started assisting him with a few loans, setting the foundation for what would become a lifelong passion for the field.

Lori earned her real estate license in 1996, following in her mother’s footsteps.

#### **LIKE MOTHER. LIKE DAUGHTER.**

“My mother has been the most influential person in my life, shaping who I am,” says Lori. “She is turning 90 in June and has an incredible work ethic. She believed in education and was a fantastic role model, which helped me become who I am today.” Her stellar work ethic was a direct result of her mother.





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#### JUGGLING IT ALL

The road to real estate wasn’t easy. “I had three small children,” comments Lori. Juggling her roles as a mother as well as a successful REALTOR® wasn’t for the faint of heart. “I also had a husband, Tim, who had a successful career,” she reflects. He is currently the CEO of Bay Capital Mortgage in Annapolis.

How did she do it all? “I perfected the juggling act pretty well after a while,” she says. When she started to master her work-life balance, life threw her another challenge with COVID. “That knocked me for a loop,” admits Lori. “It made me reevaluate my work-life balance.” Ultimately, the pandemic helped Lori live a more balanced life and helped her become the REALTOR® she is today.

#### A NEW FACE

Two years ago, Lori also welcomed her daughter Kellie on the team. She couldn’t be happier. “I see her as someone who can take it to the next level. She has the same work ethic that I do and her grandmother does,” she raves. “She also has the [right] personality, is extremely intelligent, and a fast learner. She brings a whole new element to real estate and raises the bar in the game.”

Kellie has the drive and determination in real estate that helps her soar. A Division 1 lacrosse player at Lehigh University, she used her competitive drive in sports and now in business. “She is a true Type A, just like her mother and grandmother.”

“I’m excited to train and develop Kellie’s skills, teaching her what it has taken me 27 years to learn,” explains Lori. “I’m excited to impart that knowledge and help her to be the best she can be.”

#### FAMILY FOCUSED

Lori and Tim are blessed with three children, Kristen, Kellie, and Tommy. Kristin just finished her first year in law school in Atlanta. “We’re excited to have a lawyer in the family,” says Lori. Tommy has Down Syndrome and currently works at the ChopTank restaurant in Annapolis. “We call him the ‘Mayor of Annapolis’ because he knows everyone.” When people see Tommy, they always smile.

#### ACTIVE INTERESTS

When not working, Lori loves to play tennis and travel. “I’m really looking forward to traveling more in the next decade,” she shares. “We also just bought a boat. We bought a home on the water in Annapolis 2 years ago. We jumped into boating and we are enjoying that as well.”

#### FINAL THOUGHTS

Lori is establishing a legacy through real estate. She is not just a Top Producer but a symbol of family values and unyielding dedication. As her legacy continues to grow, she remains an example of what can be achieved with hard work, passion, and a deep love for family and community.