



## Sheldon Franklin Kalmus

May 21, 1945 - October 15, 2023

Sheldon (Shelly) Franklin Kalmus, a visionary in the realm of real estate, passed away peacefully on October 15, 2023, at the age of 78. Born on May 21, 1945, Sheldon's life exemplified passion, innovation, and a deep commitment to friends, work, and family.

For 58 years, Shelly was the devoted husband of Sally, and together, they cultivated a life filled with love, travel, and the companionship of dogs. His enduring legacy is carried on through his daughters, Bari Boisvert and her husband Scott of Fremont, New Hampshire, and Stacy Urick and her husband John of Woodbridge, Virginia, as well as his grandchildren, Michael, Charlie, and Madeleine.

Shelly's journey in real estate began in 1966 when, at the age of 21, he became one of the youngest to earn a real estate license at that time. His entrepreneurial spirit led to the establishment of The Real Estate Marketing Company in 1984, a venture that would become a cornerstone of his illustrious career.

In 1993, he achieved another milestone by completing the National Association of Home Builders' (NAHB) Certified Sales Professional course, distinguishing himself as one of the pioneers in the Washington DC area to earn the prestigious Certified New Home Sales Professional (CSP) designation. His commitment to excellence extended to his role as a founding instructor for local CSP programs. In 1986, he was honored with the Master in Residential Marketing (MIRM) designation from the NAHB Institute of

Residential Marketing, solidifying his status as a leader in the field.

Shelly's influence went beyond the boardroom, serving two terms as chairman of the Washington Metropolitan Sales and Marketing Council until 1999 and playing a significant role as the "First Friday Club" Committee Chair. His enduring commitment to the industry was evident through his longstanding membership on the WMSMC Board of Directors.

Outside of his professional and family commitments, Shelly was known for his love of technology, particularly his fondness for Macintosh computers. He also found joy in collecting and selling guns, relishing time at the gun range, indulging his passion for automobiles as an avid car collector, and passionately cheering for the Washington Nationals while good-naturedly shaking his head at the Washington Redskins. His contagious laugh and dad humor brought smiles and groans, leaving an indelible mark on all who knew him.

Shelly will be remembered for his groundbreaking contributions to real estate and his unwavering commitment to friends and family. His legacy lives on in the hearts of those who had the privilege of knowing him.

Services will be held 11:00 a.m. at The Pierce Funeral Home Chapel, 9609 Center Street, Manassas Virginia on Wednesday, December 13, 2023 with burial to follow at Chestnut Grove Cemetery.

# Cemetery Details

## Chestnut Grove Cemetery

Drainesville Road  
Herndon, VA

# Previous Events

## Funeral Service

DEC 13. 11:00 AM (ET)

Pierce Funeral Home  
9609 Center St.  
Manassas, VA 20110  
(703) 257-6028  
pfh@piercefh.com  
<https://www.piercefh.com>

# Tribute Wall



“ *Maureen S. purchased the Peaceful White Lilies Basket for the family of Sheldon Franklin Kalmus.*



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**Maureen S.** - December 04, 2023 at 11:55 AM