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## LEAH MOONEY

**RISING STAR:**

Hart Burke Kelman

**ON THE RISE:**

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**PARTNER SPOTLIGHT:**

Springer Sisters

**EVENT RECAP:**

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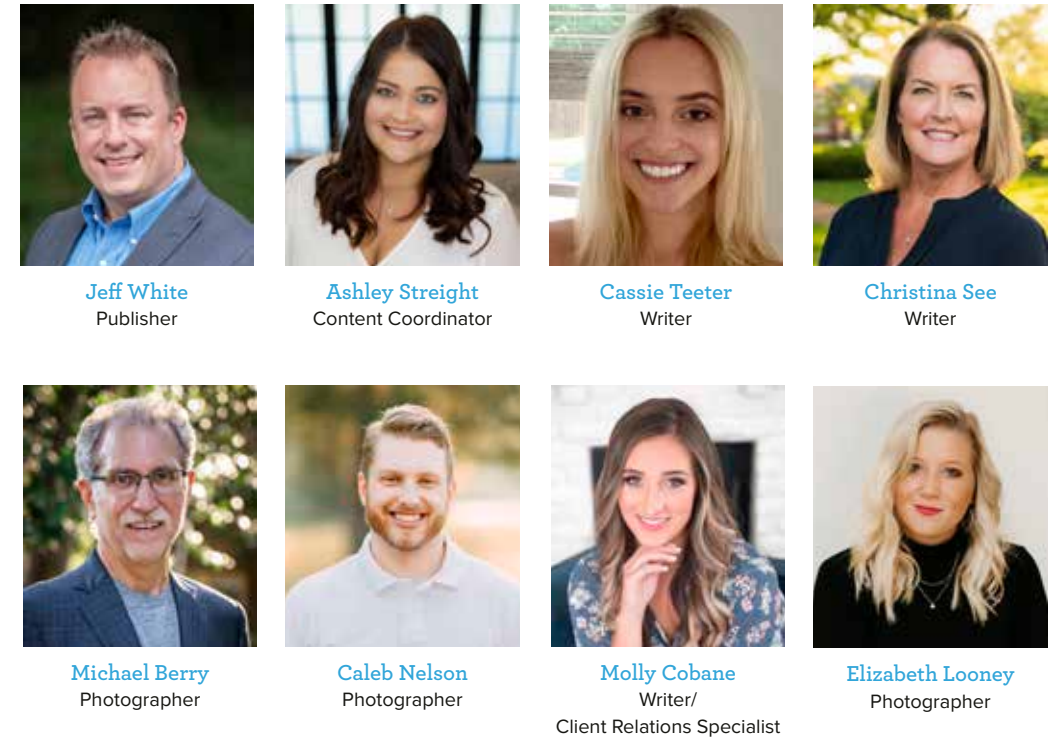
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# MEET THE MEMPHIS REAL PRODUCERS TEAM



If you are interested in contributing or nominating REALTORS® for certain stories, please email us at [Jeff.White@RealProducersMag.com](mailto:Jeff.White@RealProducersMag.com)

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# Connecting, Elevating, and Inspiring

## THE HEART OF MEMPHIS REAL ESTATE

publisher's note

Welcome to *Memphis Real Producers*, where our mission is more than just words on a page—it's a commitment to fostering a vibrant and thriving real estate community in our beloved city. As we embark on this journey together, I am honored to share our unwavering dedication to connecting, elevating, and inspiring the best of the local real estate industry.

At the core of our magazine lies a profound belief in the power of connection. We understand that in an ever-evolving industry, collaboration and networking are essential ingredients for success. Through our platform, we aim to serve as a bridge, bringing together agents, brokers, industry experts, and aspiring professionals to forge meaningful relationships, share insights, and support each other's growth. Truly Collaboration above Competition.

Moreover, we are deeply passionate about elevating the standards of excellence within the Memphis real estate community. Through our curated content, we spotlight the achievements, innovations, and best practices of top-performing agents and industry leaders. By showcasing their expertise, strategies, and success stories, we aim to inspire our readers to reach new heights in their own careers and set new benchmarks for excellence.

However, our mission extends beyond mere recognition—we are also committed to inspiring positive change and driving collective growth within our community. Whether it's through thought-provoking articles, educational resources, or profiles of agents making a difference, we seek to ignite a spirit of innovation, empowerment, and continuous improvement among our readership.

*Memphis Real Producers* is not just a magazine—it's a dynamic platform designed to elevate the culture of real estate. Whether you're a seasoned industry veteran or a newcomer eager to make your mark, we invite you to join us as we embark on this exciting adventure together.

I extend my deepest gratitude to our readers, contributors, and partners who make this publication possible. Your support, feedback, and engagement fuel our passion and drive us to continuously raise the bar. Together, let us connect, elevate, and inspire one another as we continue to shape the future of Memphis real estate.

Thank you for being a part of our community.

**Jeff White**  
Owner/Publisher



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meet the  
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▶▶ partner spotlight

By Cassie Teeter  
Photos by Caleb Nelson

**The Springer Sisters are an all-female team of 13 professional organizers. The group was created in 2017 and is led by two sisters: Holly Kulp and Tanya Springer. They are members of the National Association of Productivity and Organizing Professionals (NAPO) and the Professional Network on Aging in Memphis. They are also one of our preferred partners here at Real Producers. Their services include decluttering, downsizing, space organization, packing, unpacking and more.**

Holly and Tanya grew up in Brentwood, Tennessee. They both studied psychology at the University of Tennessee. After college, Holly began to work for a drug testing lab. She worked there for years and held various positions in logistics, marketing, sales, and HR. She has also been a drug sales representative and a preschool teacher. Holly and her husband, David, have lived in Memphis for 25 years and have three children, JW, Sam, and Ruby. Tanya had a career in hospitality on the restaurant side of the business. She held managerial and training roles at various restaurants before partnering with a coffee and bagel franchise in South Carolina. There, she oversaw operations for all of their five locations. She gained experience in all aspects of running a business before moving back to Tennessee to work alongside her sister in 2019.

The Springer Sisters found their niche in professional organization after the deaths of both their grandparents. After seeing how difficult it can be for grieving family members to let go of belongings, they knew they wanted to create a business that could serve people by navigating the transitions life brings. So, they took their natural talents and years of experience in other professions and created their company. Holly and Tanya each bring their own strengths to the table, and both have excellent things to say about each other.

Holly: "Tanya is our communications expert. We're known for our communication with clients and third-party vendors, and she manages that beautifully. She is very emotional, kind, and passionate. She knows when clients need to take a break and when they're having a good or a bad day. She's like a wizard picking up on other people's emotions. She keeps a lot of balls in the air that I couldn't even begin to catch."

Tanya: "Holly does all of our marketing and she's really great at public speaking. We do a lot of presentations, and she is definitely the star of the show. She's really good at logistics, big thinking, and keeping things organized on a large scale. She's just a really on-the-ball person, and I think her creativity is one of her strengths as well. Her brain is just always working for the creative side."



“  
**Tanya is our communications expert. We're known for our communication with clients and third-party vendors, and she manages that beautifully.**  
”

Holly and Tanya are passionate about growing the newest facet of their business, which is their packing service and full-service move management. They can handle every aspect of their clients' moves: decluttering the whole home, managing third-party vendors, being there on the day of the move, packing and unpacking. They have even had clients go out of town and come back completely moved into a new home. In deals like these, their relationship with real estate professionals is essential. About this, Tanya says:

“Most people just don't know what services are out there. They really look to their real estate agents to be a person of advice. And they are! It's so gratifying when a REALTOR® calls us to jump in and help. Their clients never would have known about these services on their own. Everybody loves a trusted referral!”



Holly and Tanya also find great reward in acting as a resource to their community, even if they never go to their homes. The two regularly speak at the Collierville library to various groups, especially for seniors and women. They do presentations on downsizing, basic organization, and offer advice on other issues.

The Springer Sisters and their team have a high success rate, excellent reviews, and are always looking for people to partner and build relationships with. These women pride themselves on showing their clients that they truly care about them. This is what sets their business apart, making them an excellent partner to have.

Tanya: "We see a lot of folks through many different chapters of their lives and in different transitions. These people aren't just our clients. We maintain

contact with a great deal of the people we help. Our service is not merely a transactional relationship; we really do become like members of the family. It's impossible not to care deeply about our clients and not become invested in their stories."

Holly: "I want people to remember that they're so much more than their things or their actions. Everybody matters, and no one is alone. We're all humans in this same big boat of life. Life can throw some crazy curve balls and people have to pivot. Stuff gets thrown to the wayside because they're shifting their priorities. We see some really strong, amazing human beings and they don't even realize it. We just love people to know that they're amazing and cared for. I hope that we leave people uplifted, because they deserve that."



“  
It's impossible not to care  
deeply about our clients  
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MEET HART BURKE

# KELMAN



▶▶ rising star

By Christina See  
Photos by Elizabeth Looney Photography

## LEADING WITH HER HEART

Hart Burke Kelman is proud to be a native Memphian and serving the wonderful community that raised her. Hart was born in March of 1988. She received her BA in Liberal Arts from the University of Mississippi in 2010. While working as a physical therapy technician, she went back to school and obtained her MA in Teaching Elementary Education from Christian Brothers University in 2013. She spent five years as a teacher in public, private and charter schools in both Memphis and New Orleans. Hart found teaching to be a very rewarding profession, and she loved helping her students grow and listening to the funny things they would say. As if that weren't enough, she also taught English as a Second Language.

After her fifth year of teaching, Hart decided to make a career change. She signed on as Realtor® Recruiter at the Crye-Leike Main Office on Quail Hollow, and she has been there ever since. She made many friendships with people in all different departments at Crye-Leike during this time and attributes much of her success to these relationships she formed. After two years recruiting and helping others get their real estate license, it seemed that getting her RE license was the natural next step. Through much encouragement from her mom, she made the leap in March of 2020. Hart's RE license now hangs proudly on the wall with her mom's - Margaret Burke, a successful Memphis Realtor® for nearly 40 years. Hart is beginning her fifth year as a Realtor® and loves it more every day.

In addition to her mother, Hart looks up to her Broker, Angie Kelley, who takes the time to answer all of Hart's questions as she navigates tricky situations and is always available to offer advice and guidance. Steve Brown served as her boss while working as a recruiter, and he continues to mentor her in her successful career as a Realtor®. Hart began her career as a Realtor® right when Covid hit, and she didn't have any sales for the first six months. However, being the tenacious woman that

she is, she stuck with it through those lean months by studying, working on her marketing strategies, and engaging with her sphere of influence.

She qualified for the MAAR Multi-Million Dollar Club each of her first four years of selling real estate and hopes to become a lifetime member this year. 2023 was her most successful year to date; she sold nearly \$11 million dollars in real estate. Hart sees continuing education as an important way to stay abreast with the industry. She has three designations: Pricing Strategy Advisor, Accredited Buyer's Representative and Senior Real Estate Specialist. Hart hopes to be a lifelong learner in an ever-changing industry.



## HART'S ADVICE TO NEW

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To Hart, the most rewarding part of the business is working through the challenging situations that occasionally pop up during a transaction and leave her clients feeling happy. First time homebuyers have a special place in her heart because she loves the sense of pride she sees on their faces on signing day for their first home. Hart loves helping people buy homes to be closer to family because her family is so important to her.

When it comes to role models in this business, Hart's mother is Class AAA. Margaret managed to raise three girls and working full-time as a Realtor® helping to provide for the family. She was always present at the girls' school events and extracurricular activities.

Hart has modeled her own lifestyle on this success story with her husband, Clark. They have an almost 2-year-old son, Burke, and a 3-month-old daughter, Patsy. Clark is a partner and independent insurance agent at Page, Chaffin & Riggins. Together, they love to go for walks, sit outside, or go to the park or the zoo with their children. Clark and Hart are die hard Ole Miss fans and love to attend sporting events whenever possible. Hart is also passionate about her favorite hobby, tennis and leading her Bible Study group on Thursday mornings. Hart feels like she is close to achieving that work/life balance that is so important to all young families.

The Kelman Family is also happy to be able to support their church- St. Michael, the Southern Eye Institute and Madonna Circle. Hart was recently the Sweepstakes Chairperson for Madonna Circle which benefitted Binghamton Christian Academy.

Hart's advice to new Realtors® is to not be afraid to put yourself out there. Network with other Realtors®, work with them, and get to know as many people in the business as possible. It's more fun to work with people you already know and like, but it's also nice to make new friends during any transaction. Hart's goal is to be remembered as someone who always treated others with kindness. We at Real Producers heartily applaud this action.



Big League Movers would like to congratulate **Hart Burke Kelman** on his Rising Star Feature this month

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# NOMINATIONS / RECOMMENDATIONS!

### NOMINATE YOUR FAVORITE AGENT:

We are always accepting nominations for feature stories! If you know a colleague who is absolutely ON FIRE and deserving of celebration, we would love to feature them in an upcoming edition of *Memphis Real Producers* magazine! Categories may include Top Producer, Rising Star, Team Leader, Broker, Giving Back to the Community, etc. To nominate a fellow REALTOR®, simply scan this QR code and follow the prompts. We look forward to receiving your nominations!



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# MEET **ETHAN WHITLEY**

## *From Home Runs to House Hunts*

Ethan Whitley was born in Memphis and grew up in Mason, Tennessee. After graduating from Covington High School, Ethan went on to play baseball and study at the University of Tennessee at Martin where he was an All-American first baseman his freshman year of college. He graduated in 2021 with an undergraduate degree in business management, minoring in finance. In 2022, he earned his Master of Business Administration.

Coming out of college, Ethan wasn't exactly sure what career he wanted to pursue. He considered several paths, but ultimately wanted a career that provided him with the greatest financial opportunity. Ethan began researching sales careers and ultimately decided on real estate. Many said it was not a good time to get into the business due to rising interest rates, but he decided he would try it out for a year. When he first began his career as a REALTOR®, Ethan was not sure what the future would hold.

"My dad has been a lender for over 40 years. As a lender, he has always been in the realm of real estate. He knows how rewarding the business can be. To be honest, I really just wanted to be in a career where the sky's the limit. Being an athlete taught me the importance of consistent hard work and dedication. As an athlete, you control the amount of work you put in. The outcome you have as an athlete is often a direct reflection on the amount of quality work you contribute when no one is watching. It is no different in real estate. You control your business. There are no limits. That's what made me pursue a career as a REALTOR®."

Other than teaching baseball lessons while he finished the classes required to apply for his real estate license, being a REALTOR® has been his only job. He has been working at Crye-Leike since he earned his license in 2022. There, he has come to know and learn from many experienced and successful agents that have played a crucial role in his career. Like in baseball, Ethan has noticed that being successful in the real estate industry is dependent on how much time and work you put in and your willingness to learn from others.

“In baseball, if you get three hits out of ten at bat, you’re considered a great hitter. That means you fail seven out of ten times. You have a lot of obstacles that you can’t let get in your head. You have to realize, ‘Hey, this is difficult, and I am going to fail at times, but I just have to keep going.’ Real estate can be like that, too. It did not take me long to figure that out. Sometimes you work a deal for buyers or sellers that just doesn’t work out. There is a lot of time and work that goes on behind the scenes that others don’t see. Sometimes you have to wait for success. It doesn’t happen overnight. It can take months or years to build something. Even if you don’t see success immediately, you have to be patient and persevere. The results will come.”

When he first started out as an agent, Ethan was excited to explore the many different areas of the business. His first sale was a residential investment property, but he wanted to expand his business into commercial real estate as well. His first listing was a gas station/c-store. Ethan knew this transaction would be difficult due to the location being closed for several years, but he was excited for the challenge. After successfully closing multiple gas stations/c-store locations last year, Ethan has found his niche in commercial real estate. If he hadn’t taken on the challenge of that first gas station/c-store listing, he would’ve missed out on multiple other opportunities in commercial real estate.

Ethan has since sold investment real estate, land, luxury homes and commercial real estate, but he is also very passionate about his work with first-time homebuyers. As a 25-year-old agent, he can easily relate to these clients. Like Ethan and his wife, Olivia, many first-time homebuyers are newly married and starting out on a new part of life. These people know what they want and are excited about the future, but do not always know what steps to take. Ethan loves to help these clients, and all of his other ones, through each step of a sale.



“Being a REALTOR® is about helping others accomplish a dream. Someone’s dream could be buying their first house, selling a house, expanding their investment portfolio, investing in land, bringing an old home back to life ... People find this business exciting because it helps them achieve something important to them. Being somebody that plays a role in helping them accomplish that is a very satisfying part of being a REALTOR®.”

After having a great first year, Ethan knows he has found a career he loves. After only one year, Ethan was able to achieve his goal of becoming a member of the 2023 MAAR Multi-Million Dollar Club. He credits his early success to Jesus, his wife, Olivia, the support from their family, and the mentors in the company.

“With my clients and other REALTORS® that I work with, I want to always be known as kind and honest. That’s the main

thing. I strive to build my business around honesty, trust, and integrity because that is what is most important in this business and in life.”

“My advice to anyone getting into this business is to not focus only on the result, but to focus on doing your best. Success is not always about the outcome because oftentimes, you cannot control the outcome. All you can control is doing your best. If you’re doing something that you love, being kind to others, and doing your very best at whatever it is, that’s success to me.”

Ethan and his wife, Olivia, started dating in high school and have been married since November of 2022. Outside of work, Ethan loves to spend time outdoors, whether it is hunting, fishing, or taking a relaxing drive through the countryside. Ethan and Olivia love to spend their free time traveling and spending time with their family.

“  
*If you’re doing something that you love, being kind to others, and doing your very best at whatever it is, that’s success to me.*  
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“  
*There is a lot of time and work that goes on behind the scenes that others don’t see. Sometimes you have to wait for success. It doesn’t happen overnight.*  
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## MEET



► cover story

By Christina See  
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“Growing up, my family was in commercial construction,” says Leah, “so I grew up playing in various job sites and drawing plans.” From the time she could walk, she would tag along with her dad to various building developments and architects’ offices. Leah says, “I spent a lot of time at our family business, Holbrook Electric, which was on Cooper and Southern for many years. One of my earliest memories was when my dad wired the Children’s Museum of Memphis, and I was the first kid who ever got stuck up in the skyscraper!”

Leah became a REALTOR® because people told her often that she was good at sales. So, she took the leap on selling one of the most expensive assets a person can buy! She got her real estate license in December 2015 and started at Crye-Leike. She joined Keller Williams in January of 2017 as an independent agent after being given the opportunity to sell both Residential and Commercial. She has never wavered from this good decision. She is an MMDC Lifetime Member and a Keller Williams Realty International (KWRI) platinum and double gold individual producer. Leah just began her 8th year as a REALTOR® with a career volume of \$70m.

Leah Mooney was born and raised in Colonial Acres in East Memphis. After high school, she studied Business at the University of Memphis and then went to work for a bank where she met her future husband, Ash. (They married in June 2007). Later, Leah opened and managed a retail store in Saddle Creek until her daughter, Ava, was born. She then stayed at home to raise Ava (now 16), son Nolan (11), and son Spencer (25).

Leah has been lucky to have had several mentors or people who have positively influenced her life. “Sarah Layson is the GM of our Memphis/Southaven market centers and team lead of the Layson group. Sarah has been such a force of leadership, strength, encouragement and support all while being a great wife, mother and friend. She is a prime example of work-life balance. I am blessed to have her on my side and to call her my friend. On the commercial side, it’s Fletcher and his dad, John Elkington. Fletcher is a longtime friend and has brought some incredible business to Memphis, Nashville, and all over the country. John introduced me to one of my favorite clients years ago – an art gallery dealer in Midtown who has become very special to me. In my ‘baby agent’ years, John and Fletcher took me under their wings as we committed to a massive project in Germantown for over two years, which ultimately did not come to fruition; however, the knowledge I gained from that experience was invaluable. They have my whole-hearted respect.”

Like many outstanding REALTORS®, Leah admits to self-doubt on occasion. “The internal monologue can be really loud when you have large corporations, first-time homebuyers, and families depending on you to handle one of the largest transactions they’ll ever make.” At the start of her career, a seller took a chance on Leah and had her list a 50k square foot shopping center for him. “Closing that property gave me the confidence I needed to keep pursuing the ‘big fish’. Commercial real estate can be intimidating, but with my background and drive to learn something new every day, I’ve taken it on full steam and never looked back. It’s not easy being one of the few women in commercial but closing so many various properties from churches to art galleries, to night clubs and sanitation headquarters, I’ve proven to myself time and again that I can do hard things well.” Leah even sold KW’s White Station building and found their new location on Ridgelake Blvd.



Leah believes that as long as she can serve her clients well while also being present for her family, she’ll keep selling. The family loves to travel together as much as possible. They love going to the lake, watching Yankees baseball, and going to Grizzlies and Memphis basketball games.

For Leah, the definition of success is an individual path and everyone’s different. “Success for me is having a balanced life with my business and my family. Sure, it’s closing deals, but it’s also being a present wife, mother, daughter, sister, and friend. It’s being efficient at my job, while making sure my family comes first. Success is being able to master both, and although I’m getting better at achieving it, I must work on it every day.”

When asked for advice for up-and-coming REALTORS®, Leah says, “Not every year is going to be stellar in production. This career has ups and downs just like the market, so focus and work on yourself daily and do not compare yourself to others. Never be the smartest person in the room, and if you are – get a new room. Kindness goes far and so does your reputation, so be the agent who is kind and respected, but who also stands their ground.”



“

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