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## MEET THE BATON ROUGE REAL PRODUCERS TEAM



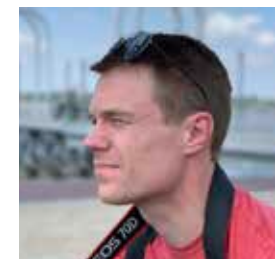
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## PUBLISHER'S NOTE

As I write this Publisher's Note, some four weeks in advance of its publication date, our nation is in the midst of a powerful movement seeking justice. While so much can be said about these current events, I recognize that this magazine exists not for you to hear my personal views and values, but for you to hear the voices and stories of your colleagues in the real estate industry.

My hope is that by continuing to introduce you to influencers within the community through this magazine – revealing not only what you might have in common but what might make you different from one another – it can serve as a vehicle for positivity and even for challenging your perspective. Hard conversations are rightfully being had all around us right now, but here at Baton Rouge Real Producers, we commit to our mission of connecting, elevating, and inspiring real estate professionals. Of being a community that supports and cherishes every top producer and respects your unique story.

On that note. Let's get together and bring all of our uniqueness to The Vintage, downtown Baton Rouge on August 13 from 11-1 for our Launch Party! *Beignets & Hoorays*. A celebration brunch! Invites will be sent in the near future containing all the details. Space is limited, so once you receive your invite, RSVP and reserve your spot to gather together with our agents and partners for a really good time of networking and celebrating the fact that you are one of the TOP 300 agents in our area.

See you there!  
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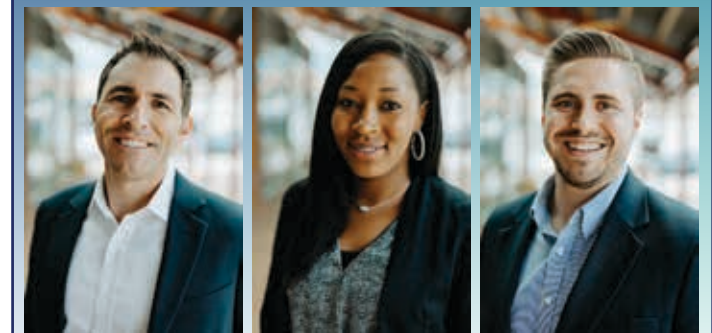
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# Gulf Coast Title

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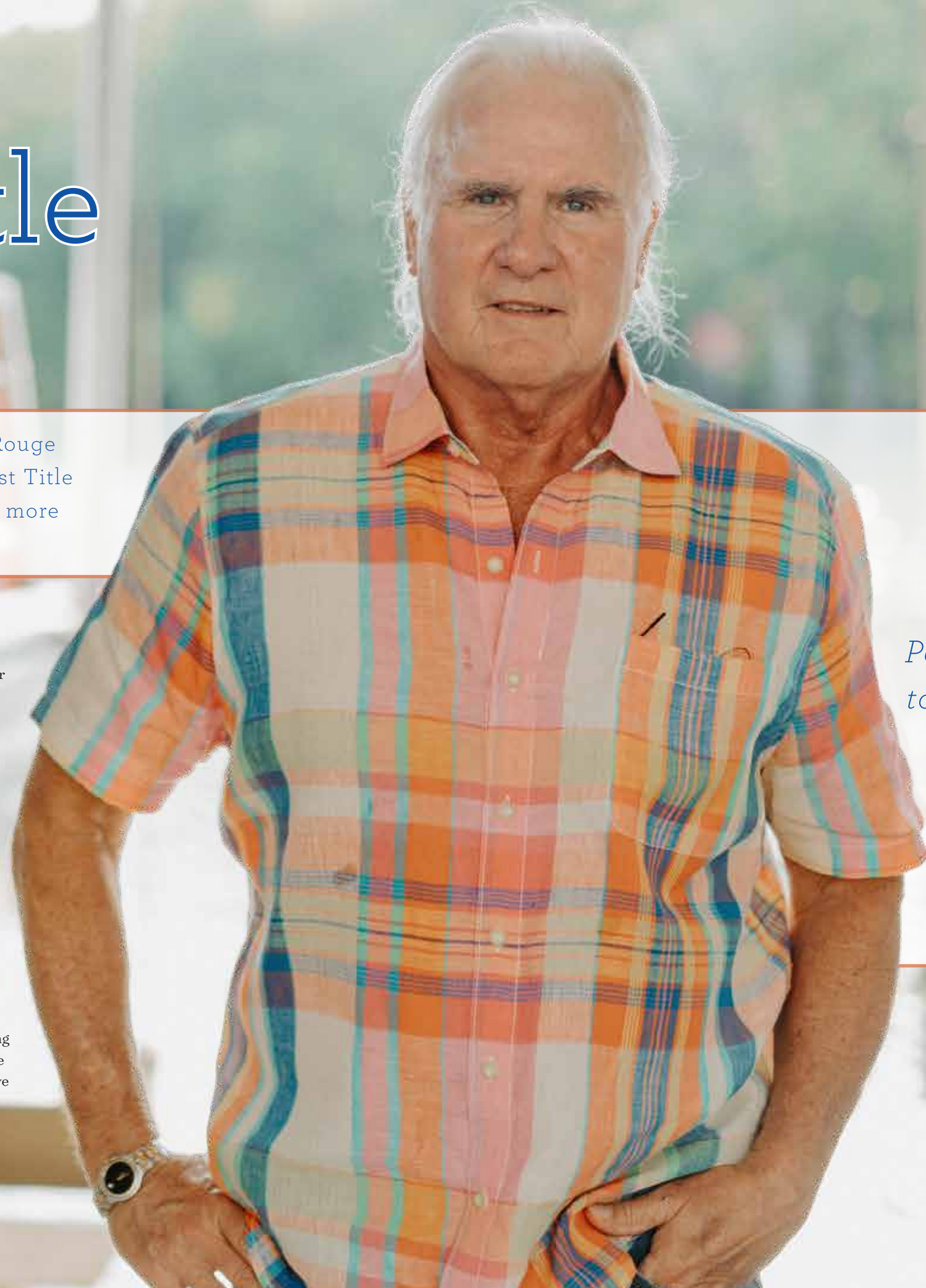
Owner and Title Attorney Bill Adcock has spent more than 44 years practicing commercial and residential real estate law. In 1999 he rebranded and renamed his law firm to Gulf Coast Title to pay homage to his affection for water and boating, two of his loves. But his greatest love is his wife, Patty, who has worked alongside him and been in the industry for 38 years. She works as the Gulf Coast Title Operations Director.

The two have raised four children, and all but one has followed in their footsteps in the title industry. Rachael Thames, their youngest, has worked with her parents for 15 years and is the Gulf Coast Title Abstractor.

The Adcocks have built a reputation for being relaxed, humble and knowledgeable. Along with four decades in the industry comes an unparalleled level of experience. They have seen it all in the title industry, and don't mind handling everything from closing on a loan to diffusing a fistfight.

Also closing deals at GCT is title attorney, Summar Kasem-Hoang, a graduate of LSU School of Business and Southern University Law. Having experience in the service industry, running family-owned businesses, Summar is no stranger to offering quality customer service and nurturing her clients. "I love building lasting relationships with my clients, the challenge of working unique deals and finding creative solutions for them."

...



“

*He does everything he commits to doing. People can talk to him and he's here to help everyone.*

”

Joelle Hocke,  
Marketing Director.

•••

Kasem-Hoang says they really do go above and beyond for their clients and they are happy to do so, “any time, any place.”

One of Bill Adcock’s most memorable clients was his first — a sweet, elderly lady purchasing her first home had to bring \$2,000 to closing. He and his team watched in amazement as she pulled dollar bills and coins, from her pockets, purse and a ladies’ best-kept hiding spot — her bra. They straightened the money out and got to counting only to find she was \$20 short.

Without a second thought, he and the real estate agent split the cost and sealed the deal.

“He does everything he commits to doing,” said Joelle Hocke, Gulf Coast Title Marketing Director. “People can talk to him and he’s here to help everyone.”

**Business Casual**

Adcock’s number one goal for Gulf Coast Title has been to create a casual and comfortable environment where everyone feels welcomed. That goes for clients and coworkers.

He’s been laser-focused on title law since 1999, and he’s curated a team of highly-qualified REALTORS®, attorneys and professionals to “provide services to people at a reasonable price and in a comfortable atmosphere.”

Gulf Coast Title is a business that feels like home — kids and pets are welcome in the office and a relatable, easy-going attitude is considered a job requirement. But Bill Adcock makes one thing clear — a casual attitude does not mean the work is casual.



“  
*I love building lasting relationships with my clients, the challenge of working unique deals and finding creative solutions for them.*  
”



“I love this role because I have work-life balance, flexibility, and it’s literally my job to visit my friends and support the growth of their business,” Hocke said.

Hocke, a licensed REALTOR® for 19 years, says following one simple rule has helped her as a top producing agent and now, as the marketing director:

*“Don’t be stale. No one likes a stale chip, a stale partner, or stale news.”*

Even after more than two decades in the title industry, Gulf Coast Title is ever-evolving to meet the unique needs of clients, lenders and REALTORS®.

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# MEGHAN DUNNE

## LEAP OF LUXURY

**M**eghan Dunne is no stranger to leaps of faith. This Rising Star doesn't mind the breath-taking plunge that many of the best opportunities in life require. Her willingness to move, go and grow is how she has climbed to the top, with nearly \$20 million in volume in just two years.

### JUST JUMP

Dunne began her real estate career in Colorado selling luxury condominiums and doing part-time accounting for the Keller Williams office there. In November of 2017, she flew into Baton Rouge for her grandmother's funeral, where her family introduced her to Jennifer Waguespack with Keller Williams Red Stick Partners.

As the two talked, Dunne excused herself to step outside, where she called her now-husband Ryan Piscopo and said, "We're moving to Baton Rouge."



"He said okay, and we hung up," Dunne said with a laugh. "When I see an opportunity, I just jump."

Working with Waguespack and the Keller Williams Red Stick Realty Team was non-negotiable from the moment the two met, Dunne said.

"When you look at someone, you can just tell by the way they act and their confidence and kindness...I had to work with her."

Two months later, in January 2018, Dunne arrived in Baton Rouge with everything she could fit in her truck — if it didn't fit, it didn't come. She called Waguespack shortly after arriving, the two met for lunch and have been working together ever since.

Dunne calls their partnership "an absolute rockstar situation."

The 1,200-mile move down to the boot was not Dunne's first big jump — that came a couple of years earlier while she was in college training as a classical flutist. While pursuing a double-major in classical flute and business during her sophomore year of college, Dunne joined the real estate program. There, she discovered her passion for helping people navigate the world of buying and selling real estate.

...



“

I WAKE UP  
**EVERY DAY**  
 AND SAY  
 I'M GOING  
 TO **LEARN**  
**SOMETHING**  
 TODAY, AND  
 I'M GOING  
 TO DO  
**MY BEST.**

”



...

“It hit me like a freight train,” she said.

Until then, she had spent most of her life training to get into a music school to become a professional classical flutist, even leaving high school a year early to attend a music boarding school in Michigan. The acceptance rate for collegiate music school is much lower than most people think. Some of the best music schools have similar acceptance rates to Ivy League schools like Harvard and Yale, hovering around eight percent.

Her flutist dream required long hours of practice in an attempt to be the best. Every aspect of her music training focused on preparing for cutthroat competition.

“In music, every day my goal was to beat other people,” Dunne said. “But in real estate, my goal every day is to help people. It went from being focused on me to being focused on other people, and that’s what made the jump pretty clear to me.”



**FOCUSED ON GROWTH**

Dunne earned her REALTOR® license while still working on her bachelor’s degree and hit the market as soon as her diploma was in hand. She got a lot of pushback about her age at first. She recalled one client grilling her about the average water heater usage of a home and asking if she had “even sold a home before.”

She learned early to shrug off the doubt and keep going with the advice of one of her early clients, Ellen, who “is just one of those clients that turned into adopted family.” Ellen told Dunne to focus on learning and growth, not the negativity of one or two people.

“I wake up every day and say I’m going to learn something today, and I’m going to do my best,” she said.

The way Dunne sees it, real estate is a learn-as-you-go, ever-evolving industry. It’s the ready-to-learn mentality that matters, not age, because every transaction, client and story are new and different.

“Real estate changes every day,” she said. “You live and learn, but you have to dive in.”

She often calls Waguespack for advice on transactions with exceptional circumstances. Sometimes Waguespack has done something similar...sometimes she hasn’t. But every time, they get it done, and do it right by their client.

# Shane

cover story

# ROBERTSON

By Breanna Smith  
Photos by Aaron Cox

## Work Hard, Play Hard

New Iberia native Shane Robertson doesn't shy away from a good challenge. After 25 years in the sales and distribution business, he decided it was time for a new career and tested out real estate. Test passed. In just six years, Shane, with Berkshire Hathaway HomeServices, has scaled to the top in Baton Rouge real estate production.

Robertson has been recognized as a Top Agent and earned both the Platinum Level Award and President's Circle recognition in 2017, 2018 and 2019.

His real estate career started as a part-time pursuit that quickly blossomed into something bigger. Building on that growth, he began The Robertson Team two years ago. Since then, the team has grown to include four agents and one administrative assistant.

### Up for the Challenge

During his first year as a licensed real estate agent, Robertson finalized 47 transactions while still working a full-time job. He summed up his first few transactions with one word: challenging. He kept at it and committed to learning all he could from those around him. And it worked.

"Working with good agents within the office, in a great atmosphere with good brokers, that's what I will say is the biggest reason for my success," he said.

Robertson doesn't approach a problem, he tackles it. He doesn't just handle a client's unique request, he anticipates it and takes care of every detail with a smile.

...



...



“There’s no one outworking Shane,” Anthony Daquano, an agent on The Robertson Team said. “I think of myself as a hard worker but seeing how hard Shane works makes me just want to be even better.”

No matter where, when or how, Robertson makes sure his clients get service that exceeds their expectations. From meeting clients before and after “working hours” to driving across a few parish lines to host a showing via FaceTime, there’s no boundary for providing exceptional service.

“My motto is go over and beyond. I tell my agents and my team if you’re willing to do what other agents are not willing to do, you will reap the rewards in this business.”

Robertson doesn’t focus too much on the bumps in the road, but instead, he’s figuring out a way over, under or around them.

“Not every deal is going to be easy, there’s a lot of times you have to be the bearer of bad news but don’t let that stop you...stay in communication and always be willing to learn.” He admits that even after years of doing real estate he’s still learning. “Every transaction is going to be different and there’s always a hurdle you have to cross but if you’re willing to put the work in, the reward becomes a lot bigger.”

Free time is a rare luxury for top-producing REALTORS® and Robertson is no exception.

“You truly lose track of what day it is as a real estate agent,” he said.

Balancing work with life outside of real estate is just another challenge he faces head-on with a helmet. When he’s not showing homes and problem-solving he’s on his Harley on the open road, out on the water or hitting a hiking trail.

**Happy to Help**

One of Robertson’s best strategies for answering questions and solving problems is his well-maintained list of preferred clients and vendors. Not only do these partners assist him in getting transactions to the closing table seamlessly, but his list also serves as a quick reference when someone is looking for advice or an answer.

“My favorite part is just getting to help clients and getting to be that point of contact, whether it’s a client I’m working with, a past client or a person that may not even use me but knows they can pick up the phone and call me with a question.”

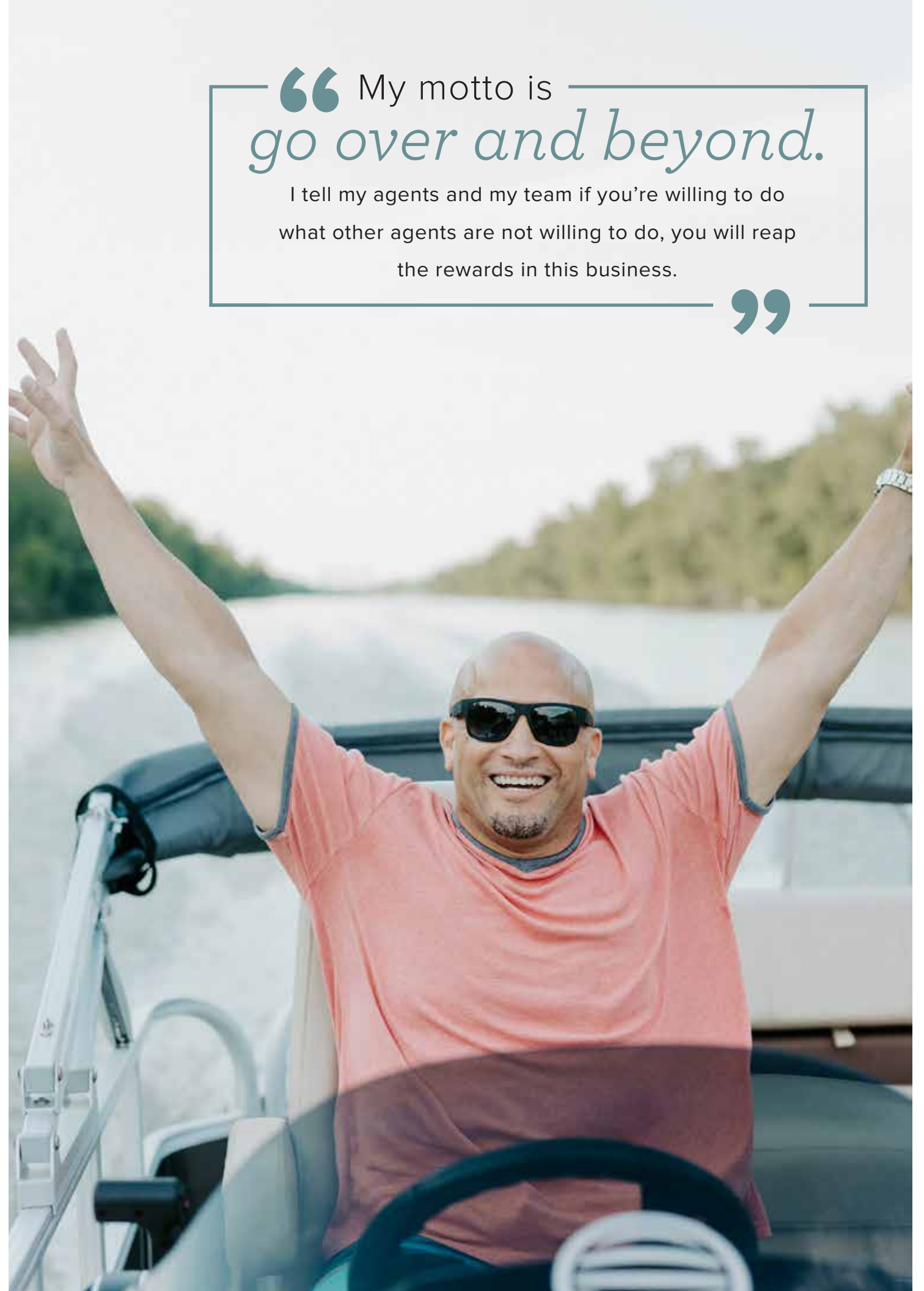
“He’s the type of person you can talk to about anything,” Deangelo said. “He thrives on being helpful, meeting new people and building genuine, meaningful relationships.”

...

“ My motto is *go over and beyond.*

I tell my agents and my team if you’re willing to do what other agents are not willing to do, you will reap the rewards in this business.

”



•••

#### In The People Business

Some people describe video tours and digital meetings as the “new normal” due to the coronavirus pandemic, but Robertson is optimistically awaiting the real return to normal so he can safely get back to being out and about.

“I hope this isn’t the new norm,” he said. “This is a people-person, face-to-face type business.”

That’s the way he likes to do business, volunteer and live life, face-to-face, hand in hand. He spends holidays serving meals to the homeless and packing boxes for the Food Bank.

“I’ll never turn down an opportunity to help,” he said. “I’m willing to help anywhere I’m needed.”

Being a part of The Robertson Team means getting the help you need, whether you’re an agent or a client. Getting to the closing table is fun, but playing a role in others’ growth and prosperity is the real reward, Robertson said.

“I love the craftsmanship of homes...But it was also the enjoyment of just helping friends and family and clients become homeowners and being a voice in teaching about real estate.”

“

Not every deal is going to be easy, there’s a lot of times you have to be the bearer of bad news but don’t let that stop you...

*stay in communication and always be willing to learn.*

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# smart move real estate

By Breanna Smith  
Photos by Aaron Cox

## Brandon Richoux & Derek Overstreet

### UNLIKELY PAIR, UNBELIEVABLE RESULTS

In 2014, Brandon Richoux was finishing up an undergraduate degree in finance and Derek Overstreet was trying to get his house sold. The two worked together at a local insurance and investment firm, and Richoux's dad, Jay Johnson, happens to be a seasoned real estate agent. A few months after they initially met about listing Overstreet's home, the three had a business plan for a real estate company.

"I started studying June 6 and got my license on the 26, haven't looked back since," Overstreet said. "I always said if I ever found something and all it took was my hard work to be good at it I would kill it, and I am, because I love real estate."

Overstreet and Richoux work as the broker and associate broker, respectively, under the leadership of Johnson, who is Smart Move Real Estate's chief executive officer. Johnson has amassed over 25 years of experience in real estate, mortgage banking and the financial services industry.

“We really do have a heart for our clients.”

“Smart Move wouldn't exist without him,” Richoux said of Johnson. “Derek and I couldn't do what we do without him making it possible.”

Each of the men bring unique experiences, personalities and strengths to the real estate brokerage. It's just one reason their partnership was indeed a Smart Move.

### DYNAMIC DUO

Overstreet and Richoux both handled their first real estate transactions in August of 2014, and business has been on the upswing ever since. Now, they have more than 20 agents working under their brokerage.

With more than a decade between them, they bring different perspectives and strengths to the business.

In some ways, the two are polar opposites. Overstreet enjoys wearing a nice tie with a button-down shirt tucked. Richoux...not so much.

“I take professionalism to a whole new level but you'll never see me in a suit and tie,” Richoux said laughing.

But the two share the same core values of professionalism, always extending a helping hand and paying kindness forward.

“We balance each other very well,” Richoux said.

Dedication to their clients and agents has helped Smart Move Real Estate build a solid name for itself, especially in the Denham Springs community.

“We really do have a heart for our clients,” Overstreet said.

He recalled watching a 21-year-old first-time homebuyer show up to closing despite a debilitating illness. As she signed the final closing agreements, Overstreet saw tears drop onto the paper.

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“She was crying tears of joy the entire time she signed papers,” Overstreet said.

About four months later, Overstreet was in Walmart with his wife when suddenly he felt arms wrap him in an embrace, “and it was her!” he said laughing.

First-time homebuyers tend to be his favorite client experiences.

“Now this is going to sound corny,” Overstreet said. “But my favorite part is seeing the smile on a young, new homeowner’s face at the closing table.”

For Smart Move Real Estate, it isn’t about making big sales or bringing in numbers. It’s about being able to help a single mom or veteran find a place to call their own.

Helping others is what the two were meant to do, and real estate is how they do it. In addition to helping clients get to the closing table, Richoux volunteers with Mighty Moms, an organization that provides meals to the needy, and The Lot Project, which provides a meal and worship service for the homeless community of downtown Baton Rouge.

Through their Hero Savings Program, Smart Move offers discounted services for all military veterans and first responder personnel. Families of veterans who



<< Dusty Landry, Lisa DiMaggio, Lindsay Conques, Chris Thomas, Alaina Muyaka, Derek Overstreet, Jay Johnson, Brandon Richoux, Kelli Barnett, Rachael Taylor, Michelle Bradley, Lesley Taylor

“We want to see beforehand that they have a passion for serving and helping people.”

have paid the ultimate price can “consider the cost of our services paid in full.” The program is something Overstreet, an Army veteran, holds particularly close to heart.

**LOVE WHAT YOU DO AND DO IT WITH LOVE**

Smart Move CEO Jim Johnson is a natural leader and teacher, having spent several years as an instructor at one of Baton Rouge’s premier real estate schools. So it’s no surprise that the foundation of their brokerage is providing high-quality, meaningful training for their agents.

“Agents really get trained here,” Overstreet said.

A majority of the agents working with the Smart Move brokerage are new to real estate, but they can’t be new to helping others if they want to join the team.

“We’re selective with agents,” Richoux said. “We want to see beforehand that they have a passion for serving and helping people.”

Overstreet and Richoux are dedicated to paying forward the education and encouragement they received and continue to get from Johnson by focusing heavily on agent training and creating a family-like atmosphere within the brokerage.

“We’re really obsessed with our brokerage environment,” Richoux said. “We want to make sure it’s family-oriented with everybody helping each other, everybody just loving on each other and having a good time.”

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