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# MEET THE BATON ROUGE

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**Gina Miller**  
Owner/Publisher  
225-337-3277



**Kurt Miller, Sr**  
Contributing Editor



**Carolyn Foley**  
Ad Manager



**Breanna Smith**  
Writer



**Aaron Cox**  
Photographer



**Brady Crane**  
Videographer



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

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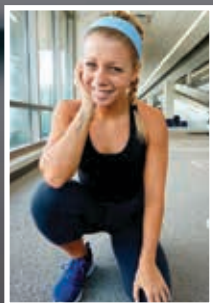
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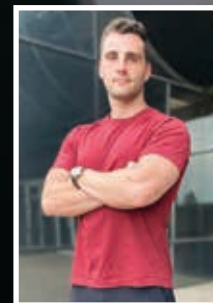


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# PUBLISHER'S NOTE

Whether face-to-face or over a Zoom call, the beautiful adventure of getting to meet so many amazing individuals this year has far exceeded every expectation of what I imagined being publisher of *Baton Rouge Real Producers* would entail.

The way this community has embraced me and encouraged me... It's humbling and my life is richer and more blessed than I ever imagined it could be. Thank you. Seriously. Thank you.

By the time this publication hits your mailbox, we will have gathered together at Cocha for our first event,

Covers & Cocktails. I'm giddy just typing that! It's going to be every bit of wonderful and our January pub will have all the pictures to prove it!

If we've yet to connect, please reach out and let's make it happen. And if you know of a business that would enjoy connecting with more REALTORS®, we'd love to meet them and see if it's a fit! Let's get the cream to the top and make the real estate networking community of the Greater Baton Rouge Area the best in the nation!

This year was...*fill in the blank*. For myself, this year was unforgettable. I couldn't ask for more. It was wrapped

in a different kind of blanket but the blessings were oddly cozy. I had a peace I can't explain. I made more friends, and met more neighbors than ever before in my life. I faced some challenges and there were some difficult days, but I liked 2020. It won't be forgotten...that's for darn sure.

I'm so proud of each of you. I love being a champion of your success and learning from you in the process. You challenge me and I'm better for having taken this journey.

Happy Holidays, Merry Christmas and a Blessed 2021 To You All,  
**Gina**

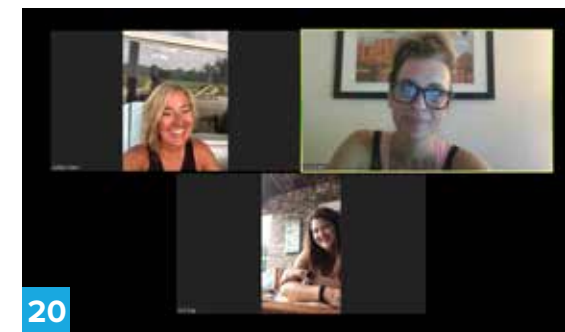
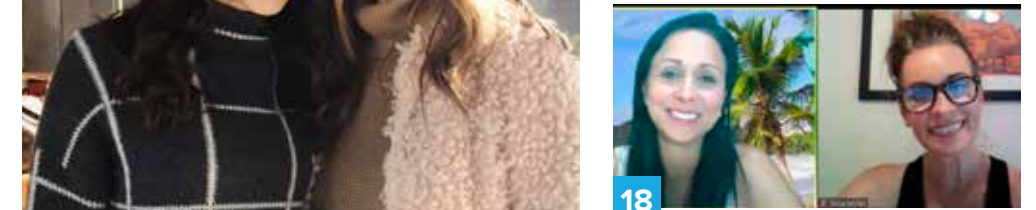
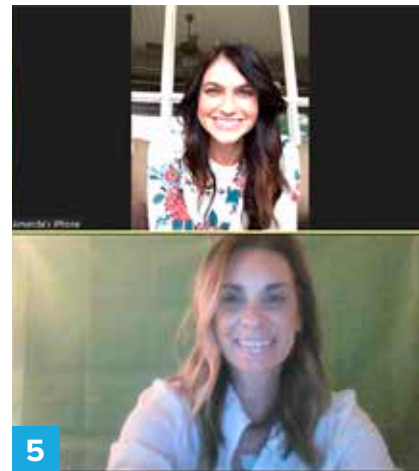
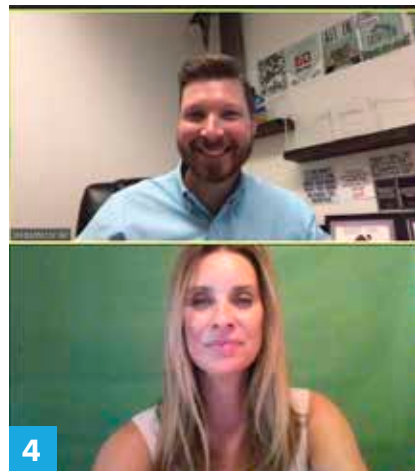
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# MEET THE COMMUNITY

CHECK OUT SOME OF THE CITY'S **TOP 300** PRODUCING REALTORS.



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2. Ericka Queen
3. Meghan Dunne
4. Jordan Trosclair
5. Amanda Walker
6. Brittney Melancon & Deante' Thomas
7. Jerry Del Rio
8. Kelly Mitchell
9. Kyle Petersen
10. Kaylyn Ward
11. Leigh Moss
12. Geri Guarino
13. Jessica Huber
14. Carrie Godbold
15. Pat Wattam
16. Stacy Belanger
17. Rebecca Sotile Knight
18. Natasha Engle
19. Jarrod Brown
20. Ashley Greer and Kim Day

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# What Charitable Organizations Have Your Heart?

There are so many amazing ways to get involved and give back to our great city! Our REALTORS® and Partners do not shy away from showing up and volunteering and offering help to someone in need. Here are just a few of them.

**JORDAN TROSCLAIR:** Nick Tullier Strong Foundation. Can't forget our fallen officer! He still needs our help!

**ROSS GARBARINO:** Live2Serve

**LEIGH ADAMS:** Bella Bowman Foundation, McMains Children's Developmental Center, Our Lady of the Lake Children's Health

**BRITTINY HOWARD:** We usually do a turkey per closing. We started in 2016 during the flood. (I flooded and read a story in a Facebook group about a mom telling her little that they couldn't have Thanksgiving but she promised Santa would come). I usually just find folks who need the donations and meet them. No questions asked. This year I'm not sure what I'll do with the turkeys.

**JILL JAGGERS LEMOINE:** Children's Miracle Network, St. Jude, and Veterans organizations

**ERICKA QUEEN:** I'm a board member for IRIS Domestic Violence Center and a member of Junior League

If you are seeking ways to help you can reach out to any of the aforementioned individuals for more information on how you can contribute your resources to serve. And if you yourself are involved in any type of volunteer or charitable organization, please let this community know so they have an opportunity to get involved as well.

Each month we like to ask our Realtors and Preferred Partners in our private Facebook group a Question of the Month. To participate and have your answers featured in an upcoming publication, simply find us at **BRRP Top 300 & Partners** and request to join, then watch for the question of the month!



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Since 2006, TitlePlus has helped real estate agents and their clients across Greater Baton Rouge, Ascension and Denham Springs navigate the legal aspects of transactions with grace.

TitlePlus began in an office on Florida Boulevard in Baton Rouge. Now, the company boasts four offices – two in Baton Rouge, one in Denham Springs and one in Prairieville to offer convenient locations across the Greater Baton Rouge region and beyond.

### The Plus

Founder Jacques Favret is well-versed in the legal field, bringing decades of experience in matters ranging from litigation to bankruptcy to the closing table. Before TitlePlus, Favret worked for a local church as a human resources director. He's built a firm foundation for TitlePlus and has reinforced the businesses foundational principles – expertise, compassion and adding value to every experience – with each hire, transaction and team goal.

He has a knack for finding and retaining talented people with sound values. He has built a team focused on the same principles he holds in the highest regard. He brought on David Morgan in 2016, an attorney with a diverse background.

...

▶▶ partner spotlight

By Breanna Smith | Photos by Aaron Cox

...

The TitlePlus team boasts of more than a dozen staff members who keep operations and customer service running smoothly.

A firm foundation, while time and energy-consuming to build, always pays off in the long-run. Favret often recognizes the hard work and successes of employees – his favorite part of the job.

“Our company is structured so if one succeeds, all succeed,” Morgan said. “We’re all connected in some way, shape or form and that bleeds over into the service aspect of what we do. While you may talk to different people in our company, we all have the same focus in life – that’s what makes TitlePlus unique.”

**Do Good Business**

The compassion the TitlePlus team has for everyone – clients, partners, co-workers and members of the community – is unmatched.

When there are questions, the TitlePlus team works hard to find answers. The company is rolling out a new software system to allow



clients and partners to access information regarding their transactions at any time.

“It removes any mystery,” Favret said.

The investment in technology is just another way for TitlePlus to cater to those they serve.

“We care about what someone is going through when they come in here. We understand and respect that this is something people may do once, twice maybe three times in their life and it’s a huge deal for them. So when issues arise we approach them from a place of compassion and understanding,” Morgan said. “We’re compassionate people and that’s an important quality to us. It naturally bleeds over into the way we do business.”

In the wake of Hurricane Laura’s devastation, the TitlePlus team wasted no time. They held a supply drive donating much-needed items to Hurricane Laura victims, and only a few weeks later, for those of Hurricane Delta.

All of Favret’s fundamental principles boil down to doing good business. When an employee donates money to local non-profit, TitlePlus matches it. If someone needs time off to travel for a mission trip, it isn’t taken from their vacation time.

“As a company, we have benefitted from this community and it is important for us to give back,” Favret said.



“As a company, **WE HAVE BENEFITTED FROM THIS COMMUNITY** and it is important for us to **GIVE BACK.**”



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# Michael RODRIGUEZ

▶ rising star

## [ Vision & Values ]

By Breanna Smith | Photos by Aaron Cox

Michael Rodriguez thrives when he's with friends and when he's going after his next goal – the perfect storm of personality traits to create a Rising Star REALTOR®. He stays on standby, always ready for the next adventure, whether that be a great conversation, a night of frogging or a round of golf.

### Won't Press Pause

Rodriguez is new to real estate, wrapping up his first year as a full-time agent this month, but he's no stranger to hard work. Since deciding to go all in, he has crushed every goal he's set – more than doubling his production goal for 2020 with \$7 million in sales. He's not pausing to celebrate, though. His sights are already set on even bigger and better goals for 2021. He just can't help it – when he sets his mind to conquering a goal, it's as good as done.

Rodriguez is thankful for the circle of people around him. His closest friends and family offer the inspiration and encouragement he needs to envision and attain his goals, he said.

Growing up, he watched his dad, Rudy, work hard to be a provider. Rudy worked in chemical sales, the family-owned restaurants and now he sells cars. Michael's grandmother owned a toy store in Abbeyville for several years.

"We're a family of sellers, it's in our blood," he said.

Rodriguez carries an infectious excitement with him wherever he goes. His enthusiasm for projects and going after what he envisions is empowering for colleagues, friends and clients alike. The sales process is natural for Rodriguez – he sees it as sharing a vision, not pushing a product.

"I love the constant contact of real estate," he said.

Rodriguez is a genuine people person energized by being around and helping others. He doesn't show up anywhere empty-handed and has never been the first to go home. Yet, at the same time, he savors peaceful mornings alone in the deer stand as much as rowdy nights frogging or watching football with friends.

### Background Knowledge

His experience in landscaping and painting help him see the potential in properties and offer unique insights to his clients. He knows whether an eggshell or a satin finish will look better on the walls and can identify all the shrubbery in the backyard. He may even be able to tell homeowners if the house comes with guests. Yes. Guests. He considers himself an expert in ghosts, "a big ghost guy" trained by his night-time routine of watching *Ghost Adventures*.

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“  
Working  
on being  
a broker  
and owning  
property –  
those are  
my two big  
goals right  
now – just  
continuing  
to grow.”



“  
I love the  
constant contact  
of real estate.”  
”



••• **Focused on the Future**  
Rodriguez is always looking ahead and anticipating the next rung on the ladder. He keeps his head up and moving forward, no matter what the task is.

“Positive thoughts breed positive actions,” he said. “I believe in the power of positivity.”

When he started as a dishwasher at PJ’s Coffee, he didn’t stop until he was a barista. While working for a local landscaping company and managing paint deliveries for Sherwin Williams, he set his sights on a real estate license.

Each step prepared him for the next, and with a little push from friends, he gave real estate a try. After a year of working as an agent part-time, he went all in. “I knew the only way to succeed was to give it my all,” he said.

After interviewing several big-name brokerages across Baton Rouge, Rodriguez walked into Adam Campo Real Estate in 2018 and immediately felt at home. “I fell into place with Adam,” he said. “He’s set me up to be successful.”

Most days, he works from home with two assistants – Louie, a black Toy Poodle and Grady, a white Goldendoodle. The Golf Channel or WJBO offer background noise as he conquers the days’ tasks.

The possibilities of the future are his fuel.

“Working on being a broker and owning property – those are my two big goals right now – just continuing to grow.”

▶ cover story  
By Breanna Smith  
Photos by Aaron Cox

## RE/MAX PROFESSIONAL

“I don’t know that I always had an entrepreneurial spirit, but being in real estate and getting a taste of it really sparked me.”

Lisa Landers has had a few careers – all of them centered around her dedication to helping others learn, heal and grow. After almost two decades as a teacher and guidance counselor at Catholic High School in Baton Rouge and a brief stint as a pharmaceutical sales rep, she took a leap of faith into real estate.

Now, 16 years later, The Landers Team and RE/MAX Professional are leading forces in the local market.

### For the Mental Health of It

Landers sees real estate through a different lens as a former licensed mental health counselor.

“I think I view the home buying event in a different way in its effect on everyone’s mental health,” she said. “Most home purchases or sales are usually connected to



some other life-altering event, which can make the process even more trying.”

New homes typically come with emotional milestones – marriage, a new job, divorce, welcoming a new baby or downsizing and leaving a home with countless memories. “It’s not just buying a house or selling a house – there’s a story to it.”

Landers’ success is fueled by her innate desire to help others navigate uncharted territory and cope with life’s toughest challenges. Many questions, concerns and problems may arise in the home buying or selling process.

“Everybody’s got a little bit of crazy in them and when you mix that up with buying a house –,” she trails off with a laugh.

For Landers, being a resource to help others clear their mind and overcome obstacles sparks unexplainable joy.

She recognizes the value of her partners in the business, both those in the office and the dozens of experts required throughout the process. She’s a resource, a problem-solver and a counselor.

“You can’t be everything to everyone. You can’t give them advice on whether a house needs a new roof or whether it has foundation problems – there are experts for all of those things.”

Landers is patient yet tenacious and never minds lending a listening ear. Her natural ability and finely tuned skills

in helping others have launched her as a broker and leader of The Landers Team to the top of Louisiana’s real estate world.

### Creating the Ideal Brokerage

After several conversations and daydreams about the perfect brokerage, Lisa decided it was time to turn the dream into a reality. She invited five women over for coffee. That day each of them decided they would work with Lisa’s RE/MAX Professional brokerage and her “ideal brokerage” was born.

“Thankfully my friends Toni House, Donna Wolff, Jill Lemoine, Danna Strange, and of course Melissa were willing ●●●

“

THANKFULLY MY FRIENDS TONI HOUSE, DONNA WOLFF, JILL LEMOINE, DANNA STRANGE, AND OF COURSE MELISSA WERE WILLING TO TAKE A CHANCE ON ME. ”

to take a chance on me,” she said. “In a 24-hour period, six of the top producers from our former brokerage walked out the door.”

Landers also began The Landers Team alongside her daughter-in-law Melissa Landers and Melissa’s sister Lauren Johnson. While some shy away from working with family, The Landers Team couldn’t imagine doing it any other way.

“It brings a lot more to the table with the three of us, and we have a great time together, too,” she said. “We can tell each other anything, we’re all honest with each other and nobody gets their feelings hurt. We’ve all got each others’ back.”

Since opening in January 2011, The Landers Team has consistently been in the top 3% in volume among the Greater Baton Rouge Board of REALTORS®. For the past five years, The Landers Team has been ranked in the Top 5 Teams in RE/MAX Louisiana. In 2018, The Landers Team was ranked as the number one team in the state of Louisiana and received the Titan Award from RE/MAX International.

“I don’t know that I always had an entrepreneurial spirit, but being in real estate and getting a taste of it really sparked me,” Landers said.

Becoming a broker and founder of RE/MAX Professional along with The Landers Team are among her greatest decisions, she said.

“It takes me back to my teaching roots. I feel like the house mother and counselor for the office.”

Landers and her team have garnered a reputation for selling luxury homes, though they work on a variety of property transactions. Luxury homes are fun, but they require a heaping dose of patience and sometimes, spontaneity.

Several years ago Landers sold a home to former Louisiana governor Mike Foster.

“When he called me on the phone I said, “like THE Mike Foster?””

He barely looked at the house, agreed that it looked good then he hopped on his helicopter and flew back to Franklin.

“I called him that afternoon and asked if he wanted me to email him the purchase agreement to sign and scan back to me. He said he didn’t know how to do all that. The next day I drove two hours to his plantation where he lived to have him sign. That was the most interesting day in my real estate life.”

Lisa Landers sees her job as a broker and real estate agent as more fun than work. She can use her creativity, people skills and counseling expertise to make life easier for others, yet her competitive nature rises to the surface when it comes to getting the best for her clients.

“I am a lot more competitive than I thought,” she said with a laugh. “I never thought I had that side to myself.”

After almost 10 years in business, REMAX Professional has grown to 64 agents and consistently ranked among the top-producing agencies in the Greater Baton Rouge Area. The brokerage that began with six friends is ranked number four in volume within our market.

**It begs the question – what can’t women do when they come together?**



MELISSA LANDERS

While working in the corporate world, a boss told Melissa Landers there are two types of women – those that work and those that stay home. She didn’t buy it.

With her then-newborn Maddie in tow, she began real estate part-time. And like many real estate love

stories, it was only a few years before it grew into a full-time, seven-days-a-week calling. In her third year of real estate, her and her husband David Landers, Jr. added another baby, Reese, to the mix.

The dizzying schedule of a booming real estate career and caring for a family with two little ones is enough to make the heart race just thinking about it, but in the midst of the hectic days is right where Melissa thrives.

Her favorite part of real estate? “The crazy days that are never the same,” she said. “I love my relationship with my clients and past clients.”

She works constantly for her clients and rarely says no. Her wholeheartedness keeps clients coming, with a vast majority of her business being referrals.

“I don’t cold call or do internet leads. I appreciate the referrals from past clients because I know I did my job and did it right.”

Eleven years into the business, she couldn’t imagine life any other way. Working with her mother-in-law Lisa and little sister Lauren is a reward in itself.

“You can have it all. You can have kids and work! It is hard, yes! But anything worth doing takes sacrifice and lots of hard work.”

When she isn’t catering to people’s needs in the real estate world, she’s continuing the legacy of her late father by serving meals at the Bishop Ott Homeless Shelter.

“He volunteered there and we still do it as a family in his honor.”



JILL LEMOINE

For former CPA Jill Lemoine, real estate is all about relationships and making dreams come true for others.

“So many times, it’s difficult and challenging to make the parties involved to understand that they don’t have to draw blood and be the winner.”

Lemoine enjoys pouring into others and working with them in tandem, whether clients, partners or her team members in real estate.

“It’s basically a team effort and shouldn’t be adversarial. You can still work in your clients’ best interests but make it a pleasant transaction. It’s tough sometimes, but you have to do it!”

One of her favorite transactions involved sellers who were there every step of the way with their buyer – which could have been very uncomfortable but they made it not so. After closing, the young man buying the home brought cookies and arrived at his new home to a fully stocked fridge ready to cater to a housewarming party.

“After closing, the sellers took the young man around the neighborhood to introduce him to the neighbors. To me, it meant success, as everyone was a winner in this case!”

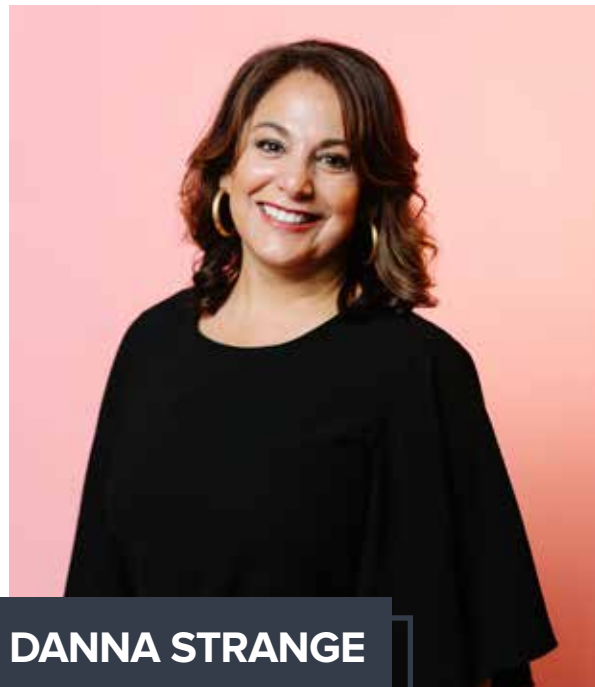
Lemoine sees the value of teamwork firsthand. During one showing in particular she learned the value of working together to figure out a plan and execute it – and never leaving the keys inside.

She was showing a home with a 10-foot high backyard fence with no gates. As they walked outside, the buyers shut the self-locking door behind them with everyone’s phones and keys on the counter inside.

“Thank goodness my client was young and very fit and was able to scale the walls to get us out!”

As a mother, she and her husband poured themselves into their four daughters. The result was four successful, strong and independent women – something Lemoine considers her greatest accomplishment of all. One is a nurse, one is a hairdresser, one is a doctor, and the youngest is an attorney.





**DANNA STRANGE**

Danna Strange was a stay-at-home mom until 23 years ago when she ventured into real estate. Now, she's a rock star multi-million-dollar-producing grandmother of four.

She doesn't mind putting in extra time to make sure every one of her clients leaves the signing table happy and clear-minded but she doesn't beat around the bush. She's honest and upfront with everyone, and it's what she believes has made her a Real Producer.

Over the years, she has helped generations of families find their forever homes.

"I have friends who have purchased and sold homes with me and their parents and children have done the same. Now the children are having babies," she said. "It is such an honor to be a part of their lives."

She loves houses themselves - from the landscaping to the interior design. But it's the people and the stories her clients share she loves the most. They make the long hours

and difficulty of balancing work and personal time completely worth the challenge, she said.

"Real estate allows me to make an impact on their lives. I never stop learning from them."

When she isn't keeping up with her grandchildren, Poppy, Perry and new twins Amelia and Adele, and Doberman Riggs, she enjoys riding bikes or heading to the beach for a long weekend.

She has been married to her high school sweetheart for 35 years. Together they participate in various local charities year-round through his catering business, Unique Cuisine. Strange also volunteers through RE/MAX Professional and the Greater Baton Rouge Association of REALTORS® to benefit Our Lady of the Lake Children's Hospital and other local organizations.



**TONI HOUSE**

House has the patience to see anything come to fruition if it will lift someone's spirits. She has been in real estate for more than two decades, working with some

clients for more than eight years helping them find their dream home.

One of her favorite client stories is a true testament to her patience.

A sweet couple fell in love with a home, submitted an offer and were outbid.

"The wife was in tears so we regrouped and looked on a Saturday, found another home and submitted an offer. The seller rejected it. The sellers had decided not to sell the home after all."

It was a devastating blow, but one Toni encouraged the couple to take in stride. They didn't rush to look at more houses and, acting on Toni's advice, waited things out for a while.

"Well, within that time period, the buyers of the first home they

originally wanted walked from that sale." Despite the highs and lows, the buyers walked away with their dream home.

Toni's favorite part of working in the real estate field is brightening the home buying and selling process for her clients by giving her clients the time and grace they need. Her desire to be a ray of sunshine doesn't stop there. She also volunteers at Baton Rouge General with Chemo Snacks - providing a much-needed spark of joy for patients.

House finds it easy to spread happiness because she sees it in the small things - walking her dog Toby, golfing with her 26-year-old daughter and diving into an uplifting book.

She's a dog-lover and a people person who puts the highest value on quality time, especially when it means cooking with her group of best friends.



**DONNA WOLFF**

Donna Wolff is a seasoned Realtor with a career spanning nearly two decades. She has a friendly spirit, infectious laugh and deep-seated passion for all things real estate.

In 2010, Donna immediately wanted to join the REMAX Professional brokerage. She loves being a part of "the OGs as Melissa likes to call us."

Real estate is something she has always enjoyed, even before she made it a career. She often called her friend and Realtor Cecil Broussard to ask about pricing and information on homes her friends were interested in touring or purchasing.

"That was when there were still MLS books with listings that came out every week," she said.

Soon, Cecil began passing her MLS books onto Donna. Just for kicks, she did a lot of leg-work for family and friends hunting for their dream home.

As Donna neared retirement as a stay-at-home mother of three, she began thinking about the career she wanted.

"I thought I can't just play tennis all the time, I'll be bored to death," she said.

She chose real estate, inspired by some of the best in the business, including Cecil Broussard and Jerry del Rio, both fun-loving and passionate real estate agents.

Wolff works hard in her industry and for her industry. She is an appointed member of the Louisiana Realtors Association Board of Directors and currently serves as the Chairperson of the Risk Management Committee. The former President of the Greater Baton Rouge Association of Realtors also assists with mediation and arbitration. Her years in real estate prepared her for the position, as has motherhood.

"Having three kids in three-and-a-half years - I'm good at handling disputes," she said laughing.

Donna has been married to John Wolff, III for 36 years. The couple have three children and three grandchildren - Emma, Waylon and Winnie. She enjoys spending time with friends, family and her beloved grandchildren.

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