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Bill Poulin
 Publisher / Owner



Anita Jones
 Publisher / Owner



Jeremy Kievez
 Photographer



Dave Danielson
 Writer



Katherine Farber
 Writer

If you are interested in contributing or nominating REALTORS® for certain stories, please email us at anita.jones@realproducersmag.com



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Welcome to Carolina Coast Real Producers

► publisher's note

By Anita Jones



We are delighted to welcome you to the wonderful world of *Carolina Coast Real Producers* with this inaugural issue! You are now a part of an elite community and are receiving this magazine because you are one of the best at what you do. YOU are in the top 10% of all agents in this area. Congratulations!

My husband Bill and I are so excited to be starting this new platform to help you build relationships with top-performing agents. We are publishing this magazine monthly to inform and inspire agents to be more involved in building relationships in your business and communities, while providing a platform to connect with like-minded affiliates who are supporting your growth.

It is our mission to build community and strengthen relationships among top REALTORS® and vendors all over the Grand

Strand of South Carolina. The REALTORS® we celebrate on this platform work throughout Horry and Georgetown counties. This magazine is about you and for you. We welcome your feedback and input. Thank you so much for sharing your personal stories with us over these last months. Your stories are amazing and inspiring. We cannot wait to share them with this elite membership.

In this holiday season, in this extraordinary year, we are especially grateful that we can have a part in building community

and relationships among the best REALTORS®, and their business partners, in this beautiful Grand Strand area.

Inside this publication, you will find both a social and a business component. We will highlight top-producing real estate professionals and give you an inside look at their personal life. Each issue will be unique to our Carolina Coast area to reflect who you are as a community of top real

estate professionals. If you know a top producer, a rising star, a broker or sales manager, or someone involved in a great charity in the industry, please reach out to us and nominate them.

Our goal is for this publication to showcase what you are most interested in, so please contact us, and stay in touch. Story ideas and nominations can be sent to me directly at anita.jones@realproducersmag.com. We encourage you to contribute!

This publication is being provided free of charge to you, as a top producer in real estate. The cost of producing, printing, and mailing each magazine is covered by the preferred partners that you see in each issue. We do our best to screen our advertisers after you have referred them to us to ensure they really are the best of the best.

They must earn the privilege of being here and being represented in **YOUR PREFERRED PARTNERS** list. We would like to personally thank all our business sponsors who partnered with us, as well as the many REALTORS® who helped bring *Carolina Coast Real Producers* to life. We are especially thankful to all our Preferred Partners who caught the *Real Producers* vision early before we were even launched.

We will highlight top-producing real estate professionals and give you an inside look at their personal life. Each issue will be unique to our Carolina Coast area to reflect who you are as a community of top real estate professionals.

The more you know about someone, the easier it is to find commonality and build collaboration. This platform will also serve as a bridge between you and the top affiliates you love. You know it takes your entire team of agents and partners like lenders, closing attorneys, inspectors, etc. to bring your deal to close expertly and efficiently. Behind every great agent, there is a remarkable team. In this crazy new world of social distancing and quarantining, community is more important than ever!

Along with the magazine we will host various events where you, the best of the best, get together at interesting local venues to rub elbows, mastermind, have a good time, and strengthen your Carolina Coast community throughout Horry and Georgetown counties. Events are relaxed and fun with free food, drinks and music at top restaurants, gardens, historic sites and more. The events are designed to increase social connections between top REALTORS® and top affiliates so that the best of the best can grow their businesses together. It is our goal that the events create a culture of community and relationship-building.

Bill and I (high-school sweethearts) are from Jacksonville, NC, which is two hours north. We loved growing up at the beach. It is in our soul. We lived

in both Wrightsville Beach and Wilmington, NC. We bought a condo at Cherry Grove in 2001 and that became our meeting place for family and friends every summer. We immediately fell in love with this area and knew we wanted to live here!

This year has been such a mess in so many ways. There have been many heartbreaks over disrupted plans and hindered goals, both personally and professionally. But seeing our Real Estate market soar in the midst of this has been inspiring. Launching *Carolina Coast Real Producers* during this pandemic has been empowering. Incredible opportunities are often birthed out of challenging circumstances. So THAT is what Bill and I will be toasting to on this New Year's Eve. As we wrap up this surreal year, we will cheer the fact that in spite of the events and sorrow of this year, and maybe even because of it...2021 holds all the potential and possibility that one could ever dare to dream!

We would like to personally thank all our business sponsors who partnered with us in making the magazine free to all top producers. Just know that *Carolina Coast Real Producers* would not exist without you!

Cheers to you and your success and Happy Holidays! And ONWARD to a most Happy and Prosperous New Year to all of you. See you at our launch party in the spring!



Anita Jones and Bill Poulin
- Owners and Publishers

Anita
(843) 999-4645
anita.jones@realproducersmag.com

Bill
(843) 424-2689
bill.poulin@realproducersmag.com



Making a BIG Impact

ASHLYNNNE CHAPMAN

All the Right Reasons



Those who lead in life tend to share many of the same qualities. One of those is consistently doing things with their motivation centered around those they serve. A perfect example of this truth is Ashlynnne Chapman.

As a REALTOR® with Ace Realty, Ashlynnne is a true Rising Star in the Myrtle Beach market. She is making a name for herself by reaching stellar results for all the right reasons.

“I think you are the most successful when you are providing something of value and are confident in yourself as a person,” Ashlynnne says. “Additionally, true success happens when you’re helping bring others up, too...a rising tide raises all ships.”

Finding Her Path

Ashlynnne is a native of the Washington, D.C., area, whose work history started on a different path. “Real estate was never on my radar,”

Ashlynnne smiles. “I had just finished my degree in communications and sociology, and was planning on going in an entirely different direction.”

“I wanted to work in the medical field to help those who didn’t know how to get the medical help they needed. I wanted to be the liaison between them and the medical world.”

Ashlynnne was informed that one of the prerequisites for her intended role was having office experience. “I had been in the food and beverage industry up until that point, and didn’t really have any of that, so I just accepted a job at the first place that offered me one — which happened to be a real estate office,” she explains. “I managed the office and also assisted the agents where I got to know all the contracts and procedures, and was able to get a good understanding of the behind-the-scenes nature of the business.



...

I essentially learned real estate in reverse – I knew all the paperwork long before I ever showed a house or had a client of my own!”

There was something more. “My broker at the time said he thought I could be really good at selling real estate,” she recalls. “He said, ‘I really think you should give this a shot.’”

She thought, why not? And has loved it ever since.

“This business offers something different every day,” she says. “I’ve always known the standard 9-to-5 office job would never fulfill me. I need flexibility, different challenges, and a lot of personal interaction. Real estate is the perfect blend of that: it’s an ever-changing environment and I get to meet and work with so many new people which keeps it interesting for me.”

“It’s also very rewarding because you are playing an important role in someone’s life. You get to offer your expertise and be a voice of reason for them through the entire process. Homeownership is such an important piece of the wealth accumulation puzzle. Helping my clients get there, especially when it is for a family buying a home for the first time is always so exciting.”

Magic in the Moments

There are those times that stick with Ashlynn. “They are the times when you walk in the front door and you can just feel that this is the one; you can see it on their faces and you can feel that energy in the room” Ashlynn emphasizes. “There is real magic in those moments.”

A big part of the joy Ashlynn feels each day is the opportunity to team up with her fiancé, Derek Heppe, who

is also the firm’s broker in charge. “Working alongside Derek is an absolute dream,” she beams. “He is the hardest worker I know; he inspires me every day to do the best I can.” Together, Ashlynn and Derek create rewarding results. In fact, so far in 2020, the pair have accounted for over \$13 million in sales volume. There is a reason they are known as “The Dream Team.”

Away from work, Ashlynn cherishes time with Derek and her parents, Cathy and Gerald, who moved to the area in the summer of 2018. In her free time, Ashlynn is a self-admitted homebody. “And at the same time, I’m also a major adventure junkie,” she laughs. “I love traveling and doing anything outside. We live on the waterway, and love taking the boat out every chance we get. We’ve gone everywhere along the Carolina Coast – from Bald Head Island all the way down to Charleston – it’s a blast!”

Camping and hiking are also favorites for Ashlynn, along with spending beach days with family, cooking, and walking her two dogs — Deke and Scarlet. Giving back is also central to her nature. Ashlynn is very involved with local animal rescue efforts, and is immersed in the care of Pitbulls. “I specialize with their temperament and getting them ready for their forever homes,” she says. “I’ve actually rescued dogs roadside when I’m with clients. I have a big crate with blankets and a water bowl in my car now, just in case I find one that needs help. I’m always bringing animals home!”

Giving Spirit

As Ashlynn answers questions about her success and the future, she bases her answers in terms of others. “Success is knowing who you are and using your talents and your gifts for the betterment of others. In business, I think that also means building a brand that’s authentically you, and doing it in a way that brings joy to the people you work with. I don’t really identify success in terms of deals or dollar signs.”

“When you can make a positive impact and leave everybody you meet better or happier for having known you – that is a successful life. True success is bigger than just being a savvy business person, it’s making the world around you better for everyone you can.”



Giving of herself matters when she can see the results in others. “After speaking as part of a couple REALTOR® panels about best practices for success, several women came up to me and told me I inspire them. That was a career high for me...I always try to be a person who lifts up and empowers others, I want to help others realize that they are capable of great things too!”

That’s what it looks like when success comes...for all the right reasons.



▶▶ giving back to the community

ONE CARES

DOCKSIDE ONE REALTY

Written By: Dave Danielson
Photographed By: Jeremy Kievez



ONE  CARES

...

TAMMI and MICHAEL COLE
Passion with a Purpose

When you have a passion for what you do, you can count yourself among the lucky ones.

When you pursue that passion with a sense of purpose for helping others, you magnify that effect and improve the world.

Two examples of those who live with that spirit each day are Tammi and Michael Cole, Co-Owners of Realty One Group Dockside — and the **One Cares Foundation** they've created.

Tammi remembers how her real estate journey began.

"I got into real estate sort of backwards," she smiles. "Mike was in the business first. I had worked as an RN. He got in when our son was a baby in 1994. After working with other organizations, Michael started working for himself and opened Dockside Realty. Then, in 2017, we joined with Realty One Group Dockside."

Tammi earned her real estate license in 2010, but had been there with Michael in many ways since the very start of his real estate journey.

It didn't take long for Tammi to discover that the parallels between nursing and real estate she had hoped for were definitely real.

"It is a very rewarding career. As a nurse, my role was taking care of people. That role definitely continues with real estate. I feel that each day," she smiles.

Away from work, Tammi and Michael enjoy time spent with their children — 26-year-old son Tyler, who has earned his license and joined the team, and their 23-year-old daughter, Shelby.

In their free time, they enjoy time at their lake house, as well as spending time boating, cooking and entertaining family and friends.

Through time, Michael's and Tammi's efforts created rewarding results — adding team members — and extending their ability to care for those around them.

One Cares is Born

"Michael and I had always been involved individually with causes. But then we realized we have so many agents we could bring together, who would love to help us. We knew that doing this with a team would leverage our strengths and we could help so many more people."

Today, Realty One Group Dockside has more than 380 agents between three offices.

"With that number of people, we have a lot of human power, and we knew that we could make a huge difference. We started off with fundraising events for coats, can drives and providing school backpacks," she says.

They also saw a need with Meals on Wheels.



HOT Fundraising idea!

"At one point, Meals on Wheels was about to close," Tammi remembers. "It's an organization that does so much for people who rely on them. So we did a food and money drive to help them keep their doors open."

Along the way, Tammi and Michael created their own 501(c)(3) — the **One Cares Foundation** — an effort that provides a way to organize volunteers and that also provides another way for people to put their tax-exempt dollars to work for the betterment of the communities where they work and live.

Meeting Real Needs

The need for services is real.

"It's amazing. This will surprise a lot of people. There is a lot of homelessness for kids in Myrtle Beach, even among



Come and Get it!!



Great Turnout!



Mike rises high to make Project Lighthouse shine!



The rains held off!

people who have moved here from other states," Tammi explains. "Maybe they came for vacation and ran out of money and can't get back home. In other cases, it's a case of family strife."

That spirit of identifying needs and doing what they can to find solutions continues.

"Thankfully, there is this program called Project Lighthouse, which is part of the Sea Haven efforts," she says. Project Lighthouse is the primary focus today for **One Cares**.

As Tammi says, "Project Lighthouse is a drop-in center for younger adults. They can come here to get a little help with life's necessities. They get help obtaining an ID and other basics of life, including housing, jobs and education. It's an awesome place."

As with most older buildings that have been repurposed for a community

benefit, the original purpose of the building and the new purpose require some physical upgrades.

That's where **One Cares** comes in.

"We're slowly making the building more appealing with painting...giving the 2,500 square foot warehouse space a facelift," she says. "We're painting walls and floors and putting up half walls to delineate spaces so that those who come here can have separate areas where they can do homework, watch TV, do laundry and more. This is a huge project we're undertaking. This one is way out of our norm. We've done a lot of planning. It feels good to see the results of what we're doing."

Organizing the Effort

In a time when there are so many needs in numerous parts of our society, Tammi acknowledges, it can be difficult for those who want to make a difference to know where to start.

"That can be the hardest part...knowing how to get involved," Tammi says. "If you start small in one area, it can grow into something better. That's what we're doing with our agents. We have a board of 12

people who meet regularly to identify those needs. We put those needs out there for our agents and the sign-up sheets fill up immediately. Most people at their core want to help, but don't know where to start."

So each day, Tammi, Michael and their team are making an impact that will continue to produce positive ripples through time.

"It's a good feeling knowing that we can help and do something to give back," she says with a smile.

That's passion fulfilling a real purpose.

FOR MORE INFORMATION ABOUT ONE CARES

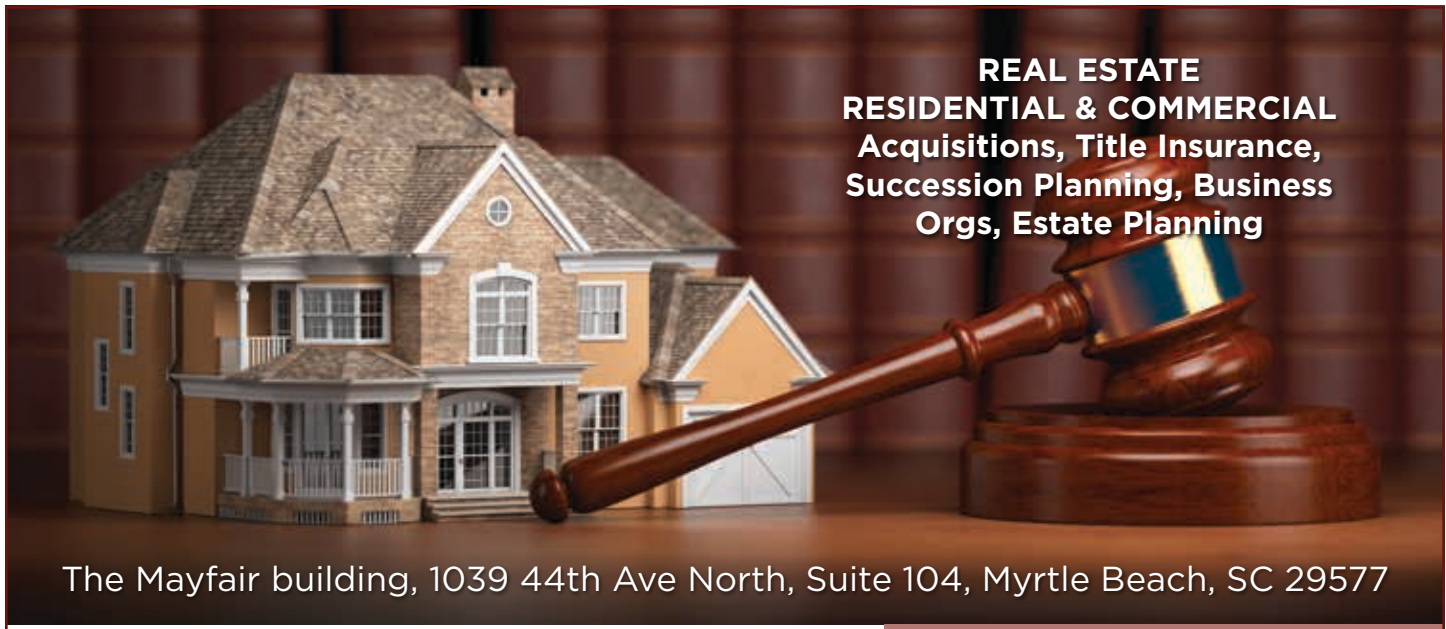
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10 SOCIAL MEDIA MISTAKES

& How to Avoid Them

Written By: **Katherine Farber**

To err is human, and behind every great business social media presence is a human (or several). We all make mistakes, and the same is true with social media management. However, while a hashtag typo or an incorrect link can (and likely will) happen as you market your brand, there are certain social media mistakes you can avoid.

10 Social Media Mistakes To Avoid

We've highlighted the top 10 most common social media mistakes with pointers on how to avoid them.

1. Treating all social media platforms the same.
2. Creating an overly promotional social presence.
3. Lacking a strategy.
4. Having ill-defined objectives (or worse) no goals at all.
5. Ignoring your followers.
6. Posting inconsistent or irrelevant content.
7. Being inauthentic or not personal enough.
8. Leaving no space in your calendar for timely posts.
9. Focusing on quantity over quality.
10. Forgetting about the magic of repurposing.

Whether you're starting a new business or optimizing your current social strategy, you can sidestep these common blunders with a little knowledge and preparation.

Social Media Mistake 1: Treating All Social Media Platforms The Same

Every social media platform is a different ecosystem with its own nuances. On Instagram, you can't include clickable links in captions. Twitter has a 280 character limit for posts. LinkedIn is a strictly-professional network, while Pinterest thrives on creativity.

On certain platforms, you can, and should, tag accounts to cross-promote. On others, that would be bad form.

Bottom line, not all social platforms are created equal. Not even close.

Be creative with your posts and share unique versions to different platforms. What's more, you likely don't even need to be on every social media platform. Certain networks will make more sense and drive better results for your business than others.

How to avoid it: Do brief competitor research to see where similar businesses in your industry focus. Buffer explains which channels most businesses use. Unsurprisingly, the top three are Facebook, Twitter and Instagram.



Social Media Mistake 2: Creating An Overly Promotional Social Presence

A typical social media mistake is to treat your profile like a purely promotional vehicle. The online audience sees more than enough advertising. The Sprout Social 2019 Index report found that 35% of consumers will unfollow a brand if they post too many ads.

Your social media presence should not be a billboard for your business, but instead a network to meaningfully connect with your community and share useful information. It should also serve as a knowledge center and resource for you to gain valuable insights.

How to avoid it: Remember that social media is an opportunity to educate your audience, participate in relevant industry conversations, promote thought leadership and even recruit employees. For example, 84% of organizations use social media for talent acquisition, and

70% of employers use social media to screen and research potential candidates. Utilize your social platform like the robust tool that it is.

Practice social listening to figure out what posts and content resonate with your target audience.

Then, find the right mix of promotional vs. engaging posts for your business. Traditionally, marketers promoted the 3-to-1 ratio (three engaging posts to every promotion) or the 80/20 rule (80% of your posts should inform, educate and entertain, and 20% promote).

However, there are no hard-and-fast rules anymore. It truly depends on the brand and audience. Just don't overdo it on promotions. Social media is not the place for hard selling.

Social Media Mistake 3: Lacking A Strategy

Developing a strategy is not easy—47% of marketers struggle to create one that supports their organization's goals. However, a strategy is absolutely essential before you spend any time or resources on social media marketing.

Many brands think that regularly posting images of their team or reposting interesting content is enough for their social presence. But if you want to drive true growth and see ROI, you need goals and plans.

Beyond your general strategy, you need to have a plan for each platform, including a distribution schedule. People are active on social media at different times.

Automating a post across all the channels at the same time can make your brand look socially "thirsty."

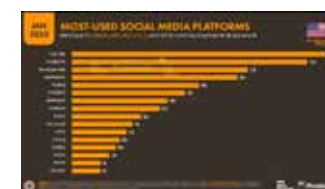
Imagine this scenario: I'm your social media follower and a potential lead. On my lunch break, I check my three

favorite social platforms—Facebook, Instagram and Twitter. I see the same post for your business on all three. I feel like it's spammy and clogging up my feed and unfollow your account. It's a rookie social media mistake.

How to avoid it: Approach social media as you would any other campaign for your company. To create your strategy, outline:

Specific goals (more on that next)
Budget (finances) and resource allocation (i.e., who on your team will execute)
Plan of action (deadlines and schedule)
Key performance indicators (KPIs) to measure results

Don't get stuck in analysis paralysis, trying to create a complex plan. The above four points are enough for the foundation of your strategy.



Whereas, Hootsuite offers a look at the social platforms most used by audiences.

To plan your distribution schedule, look at when your followers are most active on each channel. (You can find that data under the Insights section for each platform). Then make sure to distribute your post times throughout the day. For example, LinkedIn at 9 a.m., Twitter at 12 p.m. and Instagram at 3 p.m.

Lastly, decide on which metrics to track so you can not only measure your effectiveness but also make data-backed decisions for future strategy. Tracking KPIs and metrics is especially important if you invest in paid social ads.

Social Media Mistake 4: Having Ill-defined Objectives or (Worse) No Goals At All

Goals ensure that your efforts

are purposeful. The first part of a social media strategy is outlining goals. Many businesses have vague aspirations for social media that aren't tied to real results.

While the general goal of social media marketing is to grow and sustain your business, you also need specific objectives so that you can benchmark your efforts and measure success.

All of your work on social media should be to advance your business's specific goals. Many marketers forget this.

How to avoid it: Try the SMART goal-setting technique to help frame your business's objectives. Make sure each goal is:

Specific: Clearly defined goals will help your team stay on the same page.

Measurable: Use your KPIs and metrics to measure success.

Achievable: Given time and budget, can you achieve your goals?

Realistic: Is success possible with your resources? Have other brands done the same?

Time-sensitive: Set deadlines for all goals.

Social Media Mistake 5: Ignoring Your Followers

The whole point of social media is to be social, to interact with others digitally. You want to cultivate your followers to become brand advocates, potential customers and converted leads.

Too often, companies make some of the most common social media mistakes: posting without engaging with followers, not responding to comments or ignoring negative feedback and reviews. Not only does this look bad for your brand, it actually hurts your visibility in the long run.

Additionally, user-generated content (UGC)—a follower posting about, tagging or mentioning your brand—is often an untapped gold mine.

Social Media Mistake 6: Posting Inconsistent Or Irrelevant Content

While it might not seem like the end of the world to miss a few days of social because you're short-staffed or busy with operational projects, the algorithms are extremely sensitive. Posting regularly and stopping cold turkey can affect impressions, reach and other factors.

Social Media Mistake 7: Being Inauthentic or Not Personal Enough

No matter the size of your company, human touch makes a difference. Customers, clients and potential leads want to put a face and name to your business.

Social Media Mistake 8: Leaving No Space In Your Calendar For Timely Posts

Social media can't be a set-it-and-forget-it activity. Sure, you can plan and schedule a good portion of your posts. But you need to leave room in your calendar for timely topics.

Social Media Mistake 9: Focusing On Quantity Over Quality

While I touched on this in the first mistake, spreading yourself too thin is such a typical social media mistake that it requires its own section. So many brands post too often, which is a quick way to get blocked or unfollowed. Or companies try to be present on several networks and struggle to keep up.

Social Media Mistake 10: Forgetting About The Magic Of Repurposing

With all these social media mistakes in mind, the last one might seem counterintuitive, as I've cautioned about treating platforms separately and creating unique, strategic content. Despite that, when done correctly, you can repurpose content on social media.



WENDY HARDIN



PRIVILEGED TO
WORK WITH BEST
AGENTS IN HORRY
& GEORGETOWN
COUNTIES



sponsor spotlight

Written By: Dave Danielson
Photography By: Jeremy Kievez

JOYE, NAPIER, RISHER & HARDIN, LLC A Rewarding Resource On Your Side

As the pace of life and business continues to quicken, the number of moving parts can be challenging.

Having a partner you can trust can make all the difference for you and your clients.

That's where Joye, Nappier, Risher & Hardin, LLC shines.

Wendy Hardin is a Partner at the firm. She has a focus on — and passion for — real estate. In the process, she is a rewarding resource on your side, along with her two paralegal team members.

"I'm the real estate attorney in our office. While I do some estate planning

and handle some other corporate matters, about 99 percent of my practice is focused on real estate."

COMMUNITY CONNECTION

Wendy's connection to the area has been a long one.

"I had always enjoyed visiting Myrtle Beach. Our family came here every year on vacation, so it wasn't hard for me to decide that I wanted to relocate to this area. Who doesn't want to live at the beach?" she says. "I initially had not planned on going into the real estate practice. I was initially hired by a law firm to handle estate planning and probate matters. Just before I started my new job, the real estate attorney relocated and I filled that vacancy. I joined our firm here in 2005 and have been practicing real estate here for the last 17 years."

As Wendy says, the ease of a real estate transaction is very important to a client.

"The whole process can be challenging, whether it comes from not having the best experience with the party on the other side, or if things don't work out the way you want them to," she explains. "I want my

clients to feel I represented them well and made it a good process for them."

READY ACCESS

There's no substitute for getting the help you need and getting it when you need it!

"I think one of the things our partners and clients appreciate about us is that they can reach us on the phone," she emphasizes. "Access to the attorney and their staff is extremely important for people. I always tell our staff that even if they don't have anything new to add from the last time they spoke with a client, it's still very important to keep them informed ... to let clients know we're involved in that closing and can tell them where things are at in the process. A real estate transaction is usually one of the largest financial events that a person goes through so they are understandably nervous. Good communication is key!"

•••

Wendy has a knack and love for details.

“One of the things I enjoy the most is getting into the research aspect of real estate with title searches and tracking down information. I really enjoy being in a closing with clients and talking with them ... making them feel comfortable,” Wendy explains. “Sometimes when people are selling property, it may not be the best time for them. There are all types of circumstances. I like making them comfortable and making it as easy for them as possible, so they don’t feel they’ve been left out of the loop in their own closing.”

LIFE’S HIGHLIGHTS

Away from work, Wendy looks forward to time spent with her significant other, Justin, who works in the golf industry.

“We love to travel. I moved here because I love the beach, so I spend a lot of time there. Real estate practice is fast-paced, so it’s nice to just relax on the beach. For exercise, I enjoy running. It gives me a chance to reflect on my day, either at the beginning or the end of it, and maybe give myself time to figure out some of the puzzles we tend to find in title searches.”

Family has definitely been a defining force in Wendy’s life.

“My parents worked very hard. I think there was a point when they each worked more than one job for several years,” Wendy recalls. “My mother retired at the age of 75 after working for the same textile plant for over 50 years. She is the hardest-working person I know, but she also took pride in her work. She enjoyed it. My parents set that example for me and encouraged me to work hard.”



Wendy and the rest of the firm feel pride in being able to support their community. Through time, they’ve been big supporters of the American Red Cross, the local Rotary Club, Coastal Carolina Association of REALTORS® events and local schools. They also hold an annual fish fry for first responders during the May motorcycle rally. And



during the 1,000-year flood of 2016, they had a big supply of sand dumped in the parking lot and served as a place for community members to come and get free sandbags.

As Wendy considers the joy she gets from her work, she begins with the satisfaction of being there as a resource.

“I like building relationships with REALTORS® and clients. In fact, I have clients that I’ve known since I began practicing 17 years ago,” she

smiles. “I appreciate being able to watch them and their families and businesses grow. That’s the most fulfilling part of my job.”

FOR MORE INFORMATION ABOUT JOYE, NAPPIER, RISHER & HARDIN, LLC:
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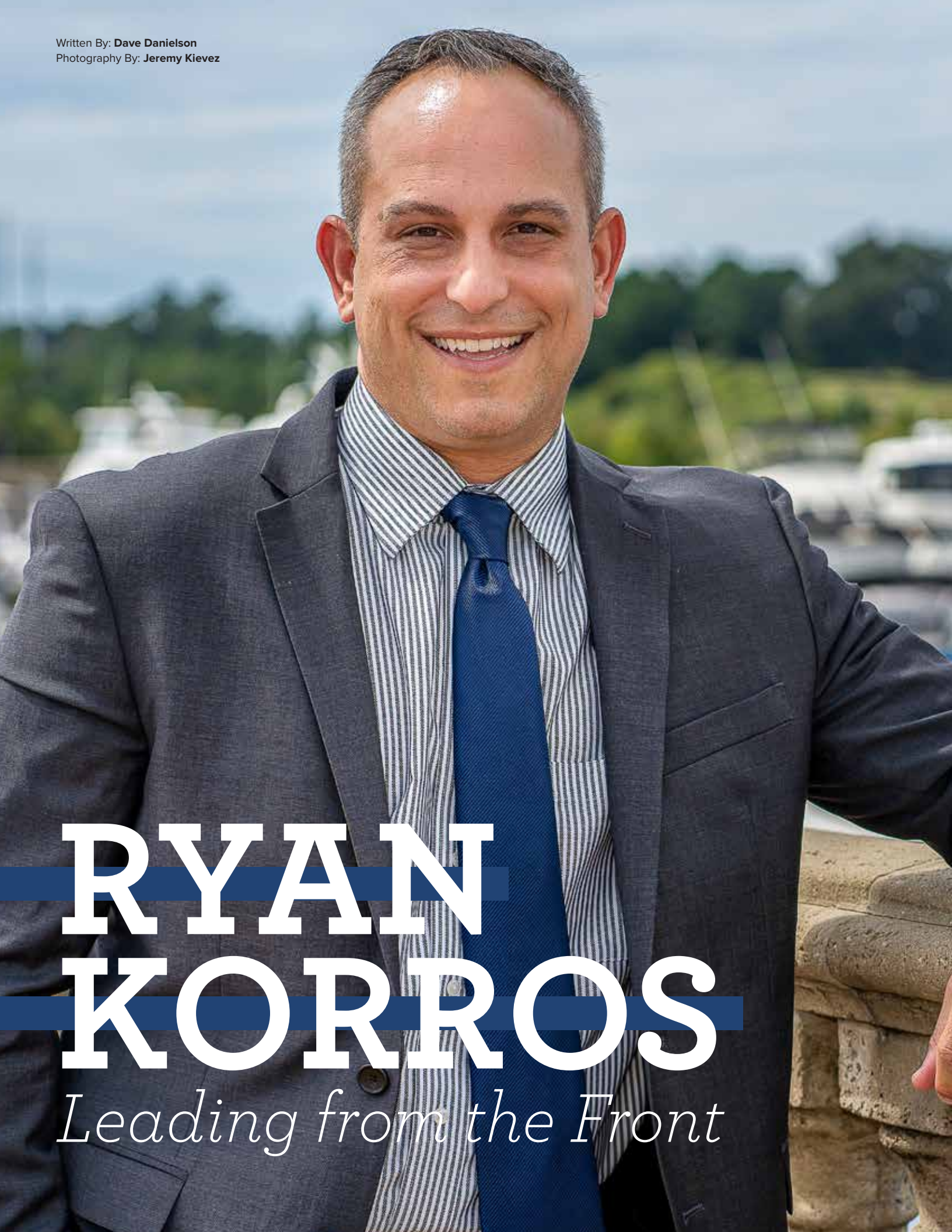


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RYAN KORROS

Leading from the Front

RYAN KORROS One for All

Leaders set themselves apart. More times than not, they do that through the example of excellence they set.

One of those who fit that description is Ryan Korros, a REALTOR® and Team Leader of The Ryan Korros Team with RE/MAX Southern Shores.

The example of leadership Ryan sets through his work is especially powerful, because he does it by lifting others up and recognizing their contributions — with a one-for-all spirit.

“What we do each day is 100 percent a team effort. Without our team efforts, I wouldn’t be as successful,” Ryan says. “They help me grow as both a person and as a leader.”

Discovering His Passion

Like many in the business, Ryan’s story in real estate began on another path.

“I’m originally from Kentucky and moved here in 1998,” Ryan says. “I was bartending at Bummz Beach Café on Myrtle Beach. Many of the owners and business people would come to the bar on their lunch break. Some of the REALTORS® would say, ‘Ryan, you know everyone! Could you pass out our cards?’ I would share cards. Then I thought I could do the same thing myself!”

It was 2003 when Ryan began his journey in real estate.

“During my first year, I continued bartending and working in real estate and sold seven houses,” Ryan remembers. “In my second year, I left the bartending behind, took a big leap of faith and went full-time into this wonderful world of real estate.”



The results were astonishing. In that second year, Ryan recorded 73 properties!

“That just changed everything. At the same time, I also started calling a lot of the resorts to introduce myself,” he says. “I didn’t try to get them to list their properties. I just introduced myself as a resource for them. I was trying to work with buyers also, but I didn’t know a lot of people.”

That’s when someone gave Ryan important advice. Pick an area and become an expert. How do you become an expert? You tell everyone you are one!

“My selected area was going to be The Palace Resort, which is one

of Myrtle Beach’s perennial family vacation properties, and proven oceanfront condominium real estate investments. So, I called everyone at the Palace and introduced myself. I asked if they knew anyone who was interested in buying or selling,” Ryan says. “I did that in their different buildings for two weeks. Soon, I got a call from a guy who wanted me to list his property. And luckily, he also had a son who wanted to list his property, as well.”

That year, 27 of Ryan’s 73 deals were in that Palace Resort.

“I just thought that’s the way real estate worked, and I just kept going,” Ryan says.





Surrounded by the very Best! Christy Bias, Ryan Korros, Bobbei Ruswinckel, and Curt Week

Rewarding Results

Today, 16 years into Ryan's real estate career, the Palace has accounted for his 190 sold units in the building.

"I'm fortunate to have some great influences - Mandy Fulford, the owner of RE/MAX Southern Shores and her talented husband Tad Fulford. Our Broker in Charge, Renny Diedrich is amazing. The late Rachel Broadhurst, a local icon and founder of Century 21 Broadhurst, was extremely influential when I was starting my career in Real Estate," Ryan emphasizes. "I also have learned a lot from Mike Ferry and Tom Ferry, both Real Estate Coaching legends."



There have been ups and downs for Ryan, just like every other REALTOR®, including the economic downturn of the late 2000s. In the process, he kept going with the help of others. In 2011, Ryan went to RE/MAX, and by 2016, he became the number two ranked individual agent among all RE/MAX agents in the state in transactions.

"At that time, I started focusing on trying to grow a team, but didn't really know how," he says. "In 2016, I hit a plateau of 80 properties three years in a row and realized I couldn't do this anymore just by myself...so I started my own team and brought on my own buyer's specialists. Today, we have three agents."

Team Spirit

Last year, our team recorded a remarkable 143 transactions, completing 2019 as the number six ranked RE/MAX team based on production in the state! In turn, the team ranks among the top 1 percent of all REALTORS® in the local MLS.

"It's important to recognize the talents and abilities of others.

You also need to recognize your team member may be better equipped to handle a certain task than you are," Ryan says. "I've been fortunate to surround myself with the very best Client Care Coordinator, Closing Coordinator and three Buyer Specialists. My team now includes Carol Franceski (Client Coordinator), Amy Edwards (Closing Coordinator), Curt Weeks (my first Buyer Specialist since 2017), Bobbei Ruswinckel (Buyer Specialist since 2019) and our newest team member and Buyer Specialist, Christy Bias. All of

these team members are very dear to me. I enjoy the added productivity they bring to our company, and it has been so much fun to see their individual growth."

Family is at the heart of Ryan's world, including his wife of eight years, Angel, who works as a nurse, and their two sons — 6-year-old Braylon, and 3-year-old Rylan.

"My definition of success is having a loving wife by your side and together setting the best example possible for your children," Ryan explains. "My goal when I started the team was simple...I thought if I could make the same or even a little less, I would be happy, because I could spend more time with my family. But it has been the total opposite! Creating and building this team has enabled me to leverage everything. It has definitely taken off. We want a big business but we ALSO want a big life and this wonderful team is enabling each of us to do that."

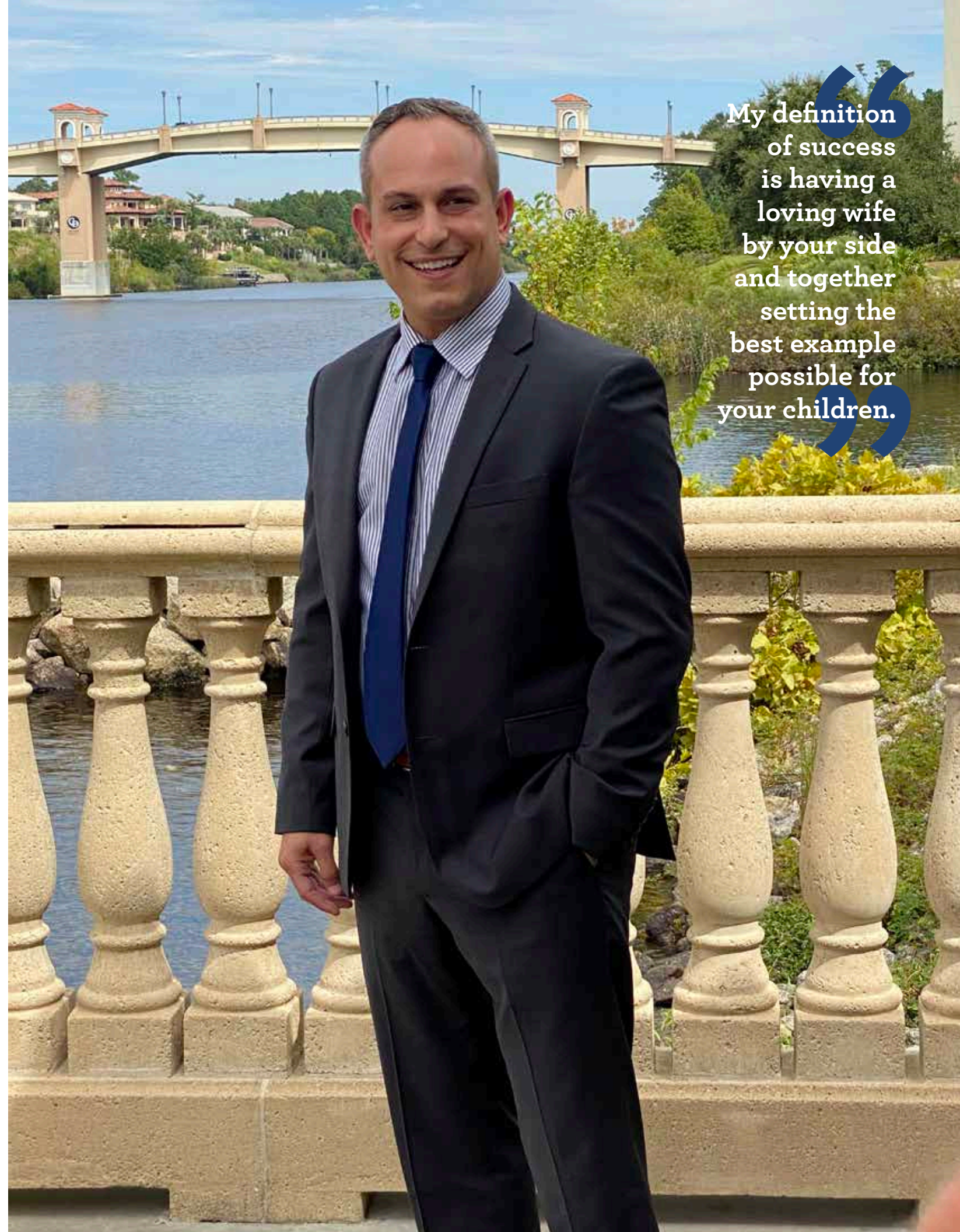
Away from work, Ryan has a passion for hunting, boating, spending time at the beach and taking weekend get-aways to the mountains.

Giving back is also a central focus. Ryan and his family support both the Champion Autism Network and the Children's Miracle Network and their local churches.

As he considers the work he does each day, Ryan focuses on the blessings he has with those around him.

"I love to see our team members grow their business and to see the results they achieve double, triple and quadruple," he says. "It's rewarding to see growth each day."

That's what a true one-for-all spirit looks like.



“My definition of success is having a loving wife by your side and together setting the best example possible for your children.”

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Protecting the rights and interests of our clients through every step of real estate transactions

Wendy A. Hardin

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