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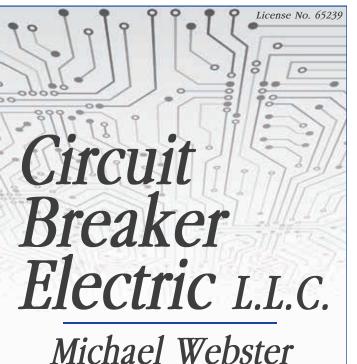


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MEET THE **BATON ROUGE REAL PRODUCERS TEAM**





Carolyn Foley Ad Manager

Breanna Smith Writer



Aaron Cox Photographer

ROLL THE

DICE.



I was clueless in Vegas with some time on my hands.

I'd never gambled before, so I sat down at the table next to a man that looked like he had gambled a time or 200 with his stacks of chips and aromatic cigar, and asked him how to play...

He hands me a \$5 chip and says, *Roll the dice*.

Okay. I roll. And rolled.

And rolled well enough to solicit the attention of the table

boss to mosey on over and check the dice. He obviously saw the crowd, heard the cheers and saw me jumping up and down and high-fiving strangers. We were a rowdy, chip-collecting bunch and it drew some attention.

A fun 30 minutes later, with lack-of-knowledge-odds stacked against me, I had over \$2,000 and some new friends.

Winners make friends easily. Beginner's Luck? No. It was not luck. It was participation.

Standing by and just watching others win will not make you a winner.

What if I'd only watched the man roll the dice and gather higher stacks and never asked him how to play? This man had the knowledge I needed if I wanted in the game and the instructions were simple...



Roll. The. Dice.

The individuals receiving this publication have the knowledge we need. They are already at the table, in the game and doing really well. For the past five months, thanks to this new endeavor, I've had the incredible privilege and opportunity to sit across the table from some of the brightest and best in our real estate community. I've asked questions, taken notes, laughed with you, and cried with some of you, too. This road has not been easy for some of you. You have pushed through the odds, stayed at the table and kept rolling.

With the latest event in our country, COVID-19, we've had unexpected and necessary modifications to the way we conduct our businesses. We experienced social distancing and an impasse on our face to face meetings and gatherings to help dampen the spread of the so-called Invisible Enemy. Each day is bringing new news and information, so by the time this article gets to you, I don't know what our lives will look like, but I do know this... You are the best of the best, and as a good friend told me when I began this brave new adventure...

"You didn't get this far to just get this far."

I am grateful for this opportunity to surround myself with successful players. What you continually surround yourself with, you eventually become. It's inevitable. I am here to champion YOUR success.

It does not take much to champion others. All it takes is a decision. A decision to elevate, inspire and celebrate someone. The partners that have joined us at Baton Rouge Real Producers are here to celebrate your businesses and successes. We look forward to sharing not only the stories of our top producing agents, but we want to give you a behind the scenes look into some of the businesses that you refer to your clients. This month we focused on The Ryan Larussa Team over at GMFS Mortgage. I remember feeling like a celebrity when I entered his office. The atmosphere was so positive, individuals I'd never met before waving and saying "hello!"...I left feeling like I had made three new best friends in Ryan, Adam and Siedda. They have a way about them that makes others feel seen and heard and I know so many of you have done business with them and are thankful for the work they do! Look throughout the pages of this book, recognize the partners that are here to champion you along with us, then reach out. This is about relationships and community, and what we are building here is going to strengthen both.

If you participate.

I love celebrating you. It is my honor and I'm here for it.

Participating, Gina



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SOTILE-KNIGHT

Confidence Community & Connections

Rebecca Sotile-Knight exudes a quality of confidence and professionalism that feels like she's been in the business for over a decade, so it's no surprise that the Donaldsonville native, currently working with Berkshire Hathaway, is this month's Rising Star.

FAMILY FIRST

The support of her family propelled her career. Her late father, Mark Sotile, Sr. was her biggest advocate and supporter from the very beginning.

"He desperately wanted me to do real estate," said Rebecca. "He saw my gift of understanding and passion for working with people and knew I could succeed at this."

She still talks to him every day when she prays.

She is the youngest of five, by about a decade, and admits her dad was much more lenient when she decided to venture out into the real world. Her parents made sure she had the necessities and her brother, Mark Sotile, Jr., offered up his family's spare bedroom for her to call home.

The Sotile name creates an instant connection she's proud to carry forward.

rising star By Breanna Smith Photos by Aaron Cox

When she married Jacob Knight, she never thought twice about hyphenating her name. "Donaldsonville natives travel in packs," she said. "We're everywhere."

GRACE PERIOD

Rebecca admits it was a slow, difficult start. She was 23 when she got licensed and at that time, none of her 20-something friends were looking to buy homes or investment properties.

She learned to give herself a lot of grace during the first two years. She didn't set her sights on a six-figure salary; instead, she focused on learning the ropes and making genuine connections with clients.

Rebecca acted as a buyer's agent during her first real estate transaction, and when the couple said they were interested in buying a foreclosed condo she didn't opt-out or panic. Rebecca told them she wasn't sure how to handle purchasing a foreclosed property, but she would learn.

During a property tour, another agent approached the couple and offered to represent them in the purchase. They refused. Rebecca's transparency and open phone line meant more to them than experience, they told her. And when their son was ready to buy his first home, they called Rebecca.

...

"There's no better feeling than that," she said.

As iron sharpens iron, she attributes much of her success to the confidence she gained working with Summer Rathmann and Katy Caldwell of RE/MAX Realty. They saw the same thing as her dad and suggested she dip her toes into real estate when she worked as a marketing manager with their firm.

"They took me under their wing and taught me everything," she said. "But more than that, they taught me from the beginning how to handle myself as a seasoned agent."

Summer and Katy have developed different business styles over their decade-long careers, and Rebecca jumped at the opportunity to learn from both and develop her own.

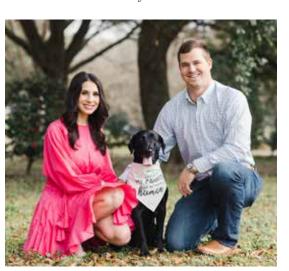
"There's not a right or wrong way to do real estate, there's just a right way to do it for yourself."

COMMUNITY CALLING

Once her grace period was up, she felt that she was truly making a difference in people's lives by walking with them through real estate transactions, but she wanted to find a way to truly give back to the community.

Rebecca interned at a few non-profit organizations while pursuing her degree in public relations from LSU. She knew she could make a bigger impact by partnering her time with the mission of a non-profit, so she dove into volunteering with the Cystic Fibrosis Foundation and American Cancer Society.

Rebecca with her husband, Jacob, and family dog, Remi, announcing their family will be expanding in July. Photo by Caitlin B Hebert





Rebecca was named a Capital City's Finest Runner-Up by the Cystic Fibrosis Organization in 2018. She organized and hosted a 37-team volleyball tournament, raising nearly \$10,000 to help find a cure to the rare, genetic disease that makes it difficult to breathe and shortens lives.

"It really was a proud moment for me," Rebecca said. "It proved to me that we as individuals can make a difference in our communities. You just have to be willing to work hard."

She was inspired by Michelle Lanoix, a surgical sales executive and American Cancer Society board member. As soon as she met Michelle she thought, "If she's doing all of this, I can do something."

Rebecca and dozens of other volunteers worked under Michelle's leadership to organize the 2019 Baton Rouge Best Dressed Ball, one of the largest and most successful local fundraisers. The event brought in more than \$1 million in donations.

REAL RESULTS

As she heads into her fifth year as a real estate agent, Rebecca feels like she's hit her stride.

"Once you commit to your stride, things fall into place," she said.

She works hard for her clients because she understands how emotionally involved a real estate transaction is for many people. Real estate has never been a numbers game for Rebecca.

"I am not a numbers-driven person, I am a people-driven person."

Whether it's reviewing king cakes on her Instagram story, helping a family find their forever home or volunteering, Rebecca Sotile-Knight brings an uplifting and understanding attitude to everything she does.



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partner spotlight Kerner Spotlight By Breanna Smith Photos By Aaron Cox

The Ryan Larussa Team *at GMFS Mortgage* CHANGING LIVES ONE MORTGAGE AT A TIME -----

Being in business during the 2008 housing bubble burst, the 2016 flood and the most recent COVID-19 has seasoned Ryan and his team. From these catastrophes, they have learned how to optimize their business and come back even better.

"When the chips are down, you have to push forward and do the best you can with the team around you," Ryan said.

Adding Value to Every Interaction

Larussa and his team pride themselves on adding value to client interactions and make a point

of evaluating every day through the same lens: "Did we learn something? How did we add value?"

"If you don't bring value, you're going to get left out," he said.

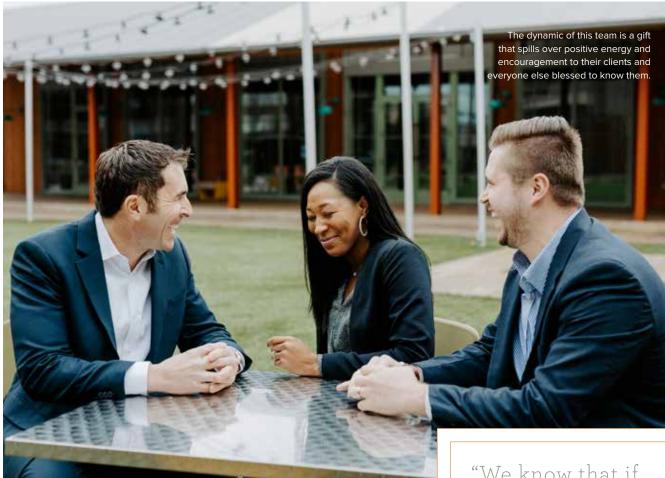


Whether a client is looking to buy, build or refinance, every real estate agent should make sure their clients are taken care of when making any of these life-changing decisions. Ryan Larussa, Senior Loan Officer and Team Lead of GMFS Mortgage Sherwood (NMLS #99209), has helped thousands of people confidently finance and refinance residential properties for 20 years with a value-added, client-based philosophy.

. . .

Financing or refinancing a home is an important decision with significant financial repercussions. It's a process that literally changes lives. Many clients like to focus on the numbers-the rate and closing costs-but Larussa said that's not the most important question.

"It's what are your dreams and goals?"



... He's made a career of matching clients' answers to that question with the right programs to get the best numbers for nearly two decades. GMFS Mortgage offers a variety of residential mortgage programs, like 100% mortgage financing, first responder mortgages, first-time homebuyer, rural development home loans and VA loans for veterans, just to name a few. And all with an A+ rating with the Better Business Bureau. The company also earned the Torch Award for Marketplace Trust.

Matching people with the right programs can easily become the best financial decision someone has ever made, Ryan said, and he's honored to be in the role of helping fellow native Louisianians arrive at those successes. He counts the value-added, not the effort exerted.

"We know that if we help enough people, and we do the right thing every single time for the client, we're going to be taken care of and blessed throughout the process."

Even after nearly two decades, he admits he still gets "a pretty cool burn" in his belly when a first-time home buyer closes on a property. It's a decision that can often leverage people into new and improved financial situations, helping them establish themselves for the future.

"We know that if we help enough people, and we do the right thing every single time for the client, we're going to be taken care of and blessed throughout the process."

"Adding value to others is the surest way to add value to our own lives."

Client-Based Culture

GMFS services between 90 and 95 percent of their own clients which means they don't sell off loans, instead they take care of them. To date, the Baton Rouge GMFS office has helped more than 100,000 clients. Larussa and his team worked with more than 260 families in 2019 alone, growing from the 200 families in 2018.

The culture at GMFS Baton Rouge is centered around clients and exceptional service. It's part dedication to high-quality service and a lot of good, old-fashioned southern hospitality you can expect from a Louisiana business.

GMFS offers the comfort in knowing that when issues arise, there's an office of people waiting to hand you a cup of coffee and solve the problem. After the devastating flood of 2016, Ryan said more than 4,000 of his clients' homes were damaged. His team worked directly with each one of them to offer solutions, comfort and even a shoulder to lean on during an emotional time.

Approximately 65% of Ryan's February 2017 closed loans were from borrowers impacted by the Louisiana flood. His dedication to helping previous clients and people across the community earned him the National GMFS Mortgage Loan Officer of the Week title in March 2017.





Being local goes a long way, especially in Louisiana. While he predominantly works in the East Baton Rouge and Ascension Parish areas, he is also licensed in Alabama, Mississippi, Tennessee and Texas. He holds licenses in those areas so he can assist clients when life brings them outside of Louisiana.

For Ryan and his team, the most important aspect of business is building relationships with real estate agents, builders and home-buyers. Not only is it good for business, it's good for life.

Ryan isn't just after helping people who enter the walls of the GMFS Baton Rouge office, he often takes to Facebook, YouTube and Twitter, where he posts helpful tips and videos for home buyers and property investors.

It's easy to see why Ryan Larussa and his team are ranked second in the Baton Rouge area and fifth in the state, but he gives all credit first to God, then to GMFS and his team members, Siedda Hines and Adam Woods, and Sarah Delaney who helps in day-today operations.

Ryan and his team bring clarity to John C. Maxwell's quote, "Adding value to others is the surest way to add value to our own lives."

E Moss

WORKING TO CHANGE THE WORLD





Baton Rouge native Leigh Moss has a passion for helping people that has helped her earn a spot among the top 20 agents in the city and it all started with a simple question, "Why not me?"

Leigh hit the six-figure salary mark within months of becoming a real estate agent. Soon after, she hired Emily Jocius as her assistant and what she likes to refer to as her Chaos-Coordinator.

After two years as a solo agent, she began the Leigh Moss Group with Keller Williams to keep up with business demand.

Since breaking into the market in April 2015, Leigh has consistently met—and helped the real estate agents in her group meet—six-figure salary goals. However, she doesn't require those on her team to do real estate the same way she does. Instead, she created a business model that fosters the development of unique approaches.

cover story

By Breanna Smith Photos By Aaron Cox

"That's the great thing about Leigh, she creates a space for everybody to be able to shine in whatever they're good at," Emily said.

"She didn't just create a business, she created an environment."

Other agents and entrepreneurs began asking her the secret to her success so often that she launched a public speaking career to keep up with demand. Leigh will tell you there's no secret, just a recipe of equal parts self-care, positivity and work ethic. It's a lifestyle she's

...

She didn't just create a **business**,

she created an environment.

- Emily Jocius

Leigh in front of her listing built by Frank McArdle of Big River Construction & Remodeling Co.



Leigh with her husband, Lenny and daughters, Ellianna and Amelia

...

working hard to share with women in the community through her newest venture, The Relentless Retreat.

"There's a common misconception that work-life balance is something easily achievable. Leigh recognizes that it isn't and puts in the work required to create a balance and make it all flow," Emily said.

NEVER TOO EARLY.

Leigh's feet hit the floor at 4 a.m. every day-as a wife and mother of two, it's the best time for her self-care routine. She exercises, writes in a prayer journal, listens to a personal development podcast then gets ready-false eyelashes and all—before getting the little ones ready to head out the door by 7 a.m...all without a drop of caffeine. She gave that up cold turkey nearly two years ago.

Instead, her fuel is her passion for helping people combined with the entrepreneurial spirit inherited from her dad, Paul Savant, founder of The Bug Man and grandfather, Bennie

I felt God putting this on my heart as young as 12 or 13 but knew it was a massive risk... there's no guarantee you're going to make it.

Why Not Me?"

Manda a co-founder of Manda Brothers Provisions Co. and the Downtown Kiwanis Club.

"[They] taught me how to be a leader and a community advocate and really leave a legacy," Leigh said. "That's important to me."

After a decade in a corporate career, and with a new home and new baby, Leigh launched her real estate career.

"I felt God putting this on my heart as young as 12 or 13 but knew it was a massive risk...there's no guarantee you're going to make it."

She sold her first home in July 2015, and with little knowledge of local price points, gave herself a pat on the back for the \$385,000 price tag only to realize later that it was nearly double the median sale price of a home in Baton Rouge.

It's not just a question she asks in the office. When it comes to creating a community of strong, relentless women, she asked the same question. Last year, she felt God calling her to host an event for

"From then on out I had this mentality of

sional development event in July 2019.

Within four months, she pulled together 17 local vendors, a venue and a panel of speakers all while fundraising to offer the event for free.

women in her community while attending a profes-

On November 16, 2019, the first-ever Relentless Retreat was held at St. Joseph's Academy. It was a day where women came together to share stories of hurt and struggle and experience triumph and connectivity.

"At the end of the day, she wants to help people and change the world," Emily said.

Leigh's taking it one step at a time. First, with her career. Now, with her world.



The Leigh Moss Group Alicia Cavell, Elizabeth Burns, Leigh, Emily Jocius, Ashley Bordelon, Anna Boykin



"On Board" THE CHARCUTERIE TRAIN!

Did you read the title of this article and ask yourself, "What is charcuterie?!" This French term, though hard to pronounce ("shar-cu-tuh-ree"), refers to an assortment of meats paired with different accompaniments, such as crackers, fruit, cheeses, and sauces, and it's growing more popular by the party here in the U.S. There's a certain art to putting together the perfect charcuterie tray, once considered a holiday or special occasion dish. As we move into picnic and garden party season, check out the following suggestions for making your next gathering deliciously successful!

good charcuterie board.

Meats: Choose a variety of meats, such as prosciutto, salami, pepperoni, ham, chorizo, and pâtés; you'll need approximately 2-3 ounces per guest.

Cheeses: Make use of diverse soft and hard cheese options with varying milk types and colors, such as brie, havarti, gouda, hot pepper, cheddar, mozzarella, or blue cheese, soliciting suggestions from the cheese counter employee if needed. You'll need approximately 2-3 ounces per guest.

Nuts and Seeds: Go big or go home! Marcona almonds, spicy nut/seed mixes, caramelized nuts, and even chocolate-covered nuts or raisins are great choices.

Fruits/Veggies: Mix in a colorful assortment of (preferably in-season) fresh and dried fruit, such as grapes, berries, sliced apples, dried apricots, dates, and figs, as well as herbs like basil, rosemary, or thyme. Olives and other pickled or cured vegetables home matters < By Shauna Osborne

The first rule to remember when preparing charcuterie for your gathering is **there are** no rules. Obviously, you will likely want to include the basics - meats and cheeses - but otherwise, have fun with this! Choose items - local, if possible - you and your guests will enjoy as well as those that will work well together visually, keeping in mind any known allergies. Here are some key components of a delightfully complement cured meats and provide beautiful color to the board.

Sauces, Breads, and Other Accompaniments: Add a few spreads, jams, and mustards; honey and olive oil with balsamic vinegar work well here too. Go for artisan breads, a toasted baguette, and gourmet crackers with different shapes, textures, and flavors to keep things exciting.

Once you have your delectable ingredients chosen, decide how you want to assemble them. Begin with your cheeses and small bowls of various canapés, arranging the rolled-up meats around them. Scatter crackers and bread around the space, then add fruits, nuts, and herbs to keep the colors of your platter balanced and beautiful. Don't forget to choose a lovely foundation for your charcuterie spread, such as a large bamboo cutting board, marble slab, or ceramic platter.

Last, consider **beverage pairings** for your delightful delicatessen. Wine is most often paired with charcuterie (though a good scotch, bourbon, or rye will certainly work) to harmonize with the fattiness and saltiness of the proteins. Stick with less complex wines with subtle tannins and low alcohol, such as crisp, white wines (sauvignon blanc, pinot grigio, riesling, and sparkling white wines like prosecco) and lighter and fruitier red wines.





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