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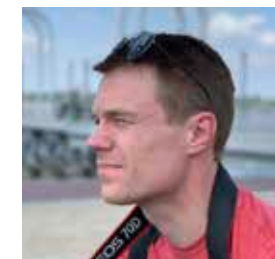
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FAQs

about this magazine

We realize that Real Producers is a newer concept here in Baton Rouge and some of you may be wondering what it's all about. Hopefully, by answering some of the following questions, you'll better understand!

WHO RECEIVES THIS MAGAZINE?

The top 300 agents in the GBRAR MLS. We pulled the MLS numbers (by volume) from January 2019–December 2019 to formulate our recipients for the 2020 delivery. The list will reset the end of this year and will continue to update annually. This elite audience is a fraction of our local real estate agents, but represents over 80% of the residential business. These 300 agents are well deserving of the recognition and set a prime example of what it looks like to exceed in real estate. They are the ones to call if you are considering a career in real estate. They are the ones to call if you want someone with experience in buying, selling or investing in real estate. They are the current leaders in this industry.

HOW DO YOU DECIDE WHO IS FEATURED IN THE MAGAZINE EACH MONTH?

Every feature you see has first been nominated. Agents can nominate other agents, affiliates, brokers, owners or even yourself! We value the nominations from local office managers, market leaders and our preferred partners. We will consider anyone brought to our attention and attempt to connect with them and hear their stories. We understand

that not everyone wants to share their story and not every story needs to be shared. We are here to Connect, Elevate and Inspire the real estate community and we work from a seat of positivity and encouragement, while also acknowledging the reality that this career has its challenges.

SO HOW DO WE NOMINATE?

You email gina.miller@realproducersmag.com with subject line *Nomination* and explain why you think this person needs to be considered. It could be an amazing story of overcoming extreme obstacles, leadership qualities, exceptional customer service, community involvement, or the example they set for the community as a whole. We will set up an interview to ensure it's a good fit. If it all works out, then we put the wheels in motion for our writers to conduct an interview and our photographer to schedule a photo session.

SO HOW MUCH DOES IT COST THEM TO BE FEATURED IN YOUR PUBLICATION?

Zero dollars. Absolutely Nothing. Yes. You read that right. We are not a pay-to-play model. We do not call agents and ask them to pay us to tell their

story and make them “look like top agents.” We share the stories of our REAL PRODUCERS for free, thanks to our Preferred Partners and it's an honor to allow others an opportunity to get to know them a little better! We are a relationship-building platform if we are anything.

WHAT IS A PREFERRED PARTNER?

Great question. Preferred Partners are businesses that have been recommended to us by some of our top producers. They are interviewed and vetted to see if this is a fit! If they choose to utilize this platform to engage with our audience of top-producing agents in our area then they will have an ad in every issue of the magazine, attend our private, exclusive events and be a welcomed part of our community. We have private social media groups where our agents and partners can communicate and continue to strengthen their relationships and elevate their business. We do not work with every business that approaches us. Not everyone is a fit. Every name on every ad you see in this publication has a “stamp of approval” in a sense. Our goal is to create a powerhouse network, not only for the best agents in the area but the best affiliates, as well, so we can grow stronger together.

WHY IS MY LENDER NOT A PREFERRED PARTNER?

If you've referred us to your favorite lender, or any other vendor on your list and you do not see them included, it can mean one of three things: 1.) We have not been able to connect yet to schedule an interview, 2.) we connected and they chose not to join us or 3.) perhaps after the interview we recognized that they were not aligned with our core values to strengthen the real estate community in our area.

HOW CAN I RECOMMEND A VENDOR I USE?

If you have a recommendation for a business that works with local real estate agents and adds to the value of their client's experience, please let us know! Send an email to gina.miller@realproducersmag.com and we will reach out and conduct the interview! If it's a fit, you will see their ad in the next issue!

If you are interested in working with any one of our current Preferred Partners, I can say with certainty they are interested in working with you, too! We are happy to make that connection for you! Just let us know how we can help make that happen!

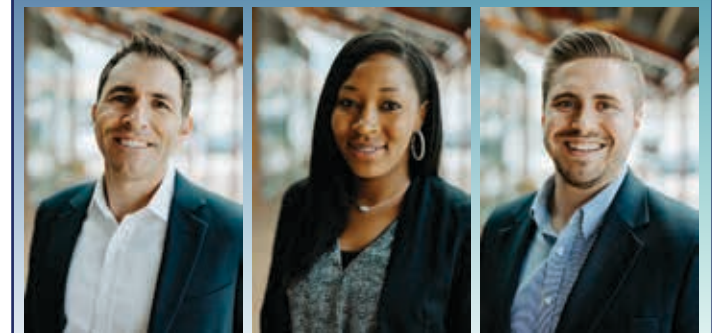
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CIRCUIT BREAKER ELECTRIC

IT'S IN THE CONNECTION

Michael Webster began the love for his career at 10 years old working after school and during summer breaks under the guidance of his uncle, William Henry. The trade stuck with him as an adult and he powered through over two decades of experience in the industry before he branched out on his own. With the help of his wife, Daffaney Jenkins, they started their own business, Circuit Breaker Electric.

The two began the business after the Great Flood of 2016 ravaged parts of the Greater Baton Rouge community. They saw people in need of businesses with integrity and decided to answer the call. For Circuit Breaker Electric, business is all about integrity, cost-efficiency, creativity and reliability. They stuck to those promises and business quickly boomed.

"It was bad that it had to happen on the back of the flood but it was a prosperous starting point because everybody needed work," Jenkins said.

...



Michael Webster,
Electrician & Owner

Circuit Breaker
Electric, L.P.



•••

Now, the two are working on their next move — paying it forward and teaching the trade for the betterment of the Greater Baton Rouge Community.

Building an Outlet

Jenkins and Webster, in collaboration with NAMI Louisiana and Janice Bonner-Davis, founded Reflection of the Green Leaf. As a forensic psychiatric nurse for the state of Louisiana, Jenkins recognized a need. The organization advocates on behalf of those who are mentally ill by decreasing barriers through art, evidence-based psychotherapy.

“We just found that those that live with mental illnesses need some form of an outlet to express their feelings, especially those impacted by mood disorders, schizophrenia or intellectual disabilities,” she said. “We provide an avenue for them to sell their work and develop a trade. It’s an art entrepreneurship to help them develop a trade for them to thrive while managing their mental illness.”

The next step for Circuit Breaker Electric will be to serve as a partner to provide educational opportunities for participants with Reflections of the Green Leaf and those transitioning from prison to help them develop their own trade as an electrician.



“If you teach that trade to someone, they learn and are able to have something that’s creative — electrical work is very creative and technical and unique — and they can live off of that trade and feed their families off of that trade,” Jenkins said.

The combination of technical skills and creativity required makes electric a unique trade.

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Connectivity

“My favorite part of the job is working with real estate agents to design and customize lighting for homes and commercial buildings,” said Webster.

From recess lighting to ceiling fans to ornate chandeliers, there’s a highly technical aspect to the work to ensure proper installation and safety, but it also takes a creative touch to create a unique and inviting lighting environment.

“That’s when I get to use my creativity and help them with design and remodeling of homes for sale,” Webster said. “That’s some of my favorite work to do — to come in, renovate and see an end product.”

Webster and Jenkins are a duo with an unmatched passion for transforming spaces and lives.

With the help of Jenkins’ sister, Danielle Jenkins, who serves as the internal operations manager of Circuit Breaker Electric and their beloved family pet, a Pekingese named Blue.



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BRITTANY KENNEY

Anchored & Accomplished

In her first year of real estate, Brittany Kenney launched to the top 25 percent of agents in her area and this year she earned her broker's license, becoming the Associate Broker for Anchor South Real Estate. Climbing the ranks in real estate takes major sacrifices, overcoming challenges and determination when you feel like quitting. Quitting was not an option for Kenney. The success you see now does not necessarily reflect the challenges she faced to get where she is, but she knows and remembers them well.

Going For It

Kenney, a long-time paralegal working in civil and criminal law, sought something with "a happier ending." Her search led her to marketing and administration for a small brokerage in North Carolina.

"I fell in love with it and knew that's what I needed to do," she said. "I started as an administrator and learned all of the paperwork and everything else behind real estate with the help of my broker. Once I got the hang of it, she said for me to get my license and go rock it. So, that's what I did."

Sadly, soon after her career switch, tragedy struck. In March 2015, her husband Adam, an active duty member of the United States Marine Corps, passed away.

While some tried to discourage Kenney from pursuing real estate, Adam had kept encouraging her.

"He would say, 'You know what? If you want to do it go for it' but before I finished school he passed away, so it was, for me, proving to him, but also to myself and my kids, that life can knock you down, and it may get hard, but just keep pushing through."

In the wake of such devastation, Kenney and her children found solace through a connection she made as an agent.



Brittany lost her husband in 2015 and was left to raise her two small children and figure out what their life would look like now.



Brittany visits the grave of her late husband, Adam, with her husband Jaymis. "I honestly couldn't stand where he stands and don't know what I did to deserve him."

"People cross our paths right when we need them the most," she said.

She met a client who had connections to just the right people she and her family needed to help them through.

"Through this transaction, I was able to help them, and they helped me in ways they didn't even realize."

...



It was then that I knew how much real estate goes beyond the transaction for me. It's more about the personal connection with each person," she said.

Kenney's ongoing success is proof that hustling and making genuine connections pay off.

Mom Guilt

"Mom guilt" is the shoulds, the supposed-tos, and "the other moms are" thoughts that clank around in the thoughts of hard-working mothers as they push through the have-tos and deadlines of every day. The feelings are all too real for a 21st-century parent of any gender. And while they often sting, there is comfort in knowing they originate from a deep, parental and almost supernatural love and caring for one's children. Something she inherited from her grandmother.

Kenney's granny, Suzan McCaskill, and her have always had a close-knit bond. "When I was a little girl I'd go spend the weekend with her and we'd go to Walmart every Saturday night then go home and eat ice cream and polish our nails for church on Sunday." McCaskill leaves her sticky notes of encouragement but Kenney says she does fuss at her sometimes to slow down and enjoy life a little more.



Brittany and her granny, cheerleader and biggest fan, Suzan McCaskill



"The phone is always ringing, and I'm always being pulled away at family functions or dinnertime, but I know that they understand that this is my job and helping everyone is something I'm very passionate about," Kenney said.

"My down to earth and sometimes a little too casual demeanor gives clients a more personal feel throughout their experience whether buying or selling," she said. "I've had so many people tell me they can relate so much to me because I'm not a pushy person, and because I'm just me!"

Kenney remarried in April 2017. Her family, especially her husband Jaymis and children Mackenzie, 13, and Tucker, 11, are always at the forefront of her mind.

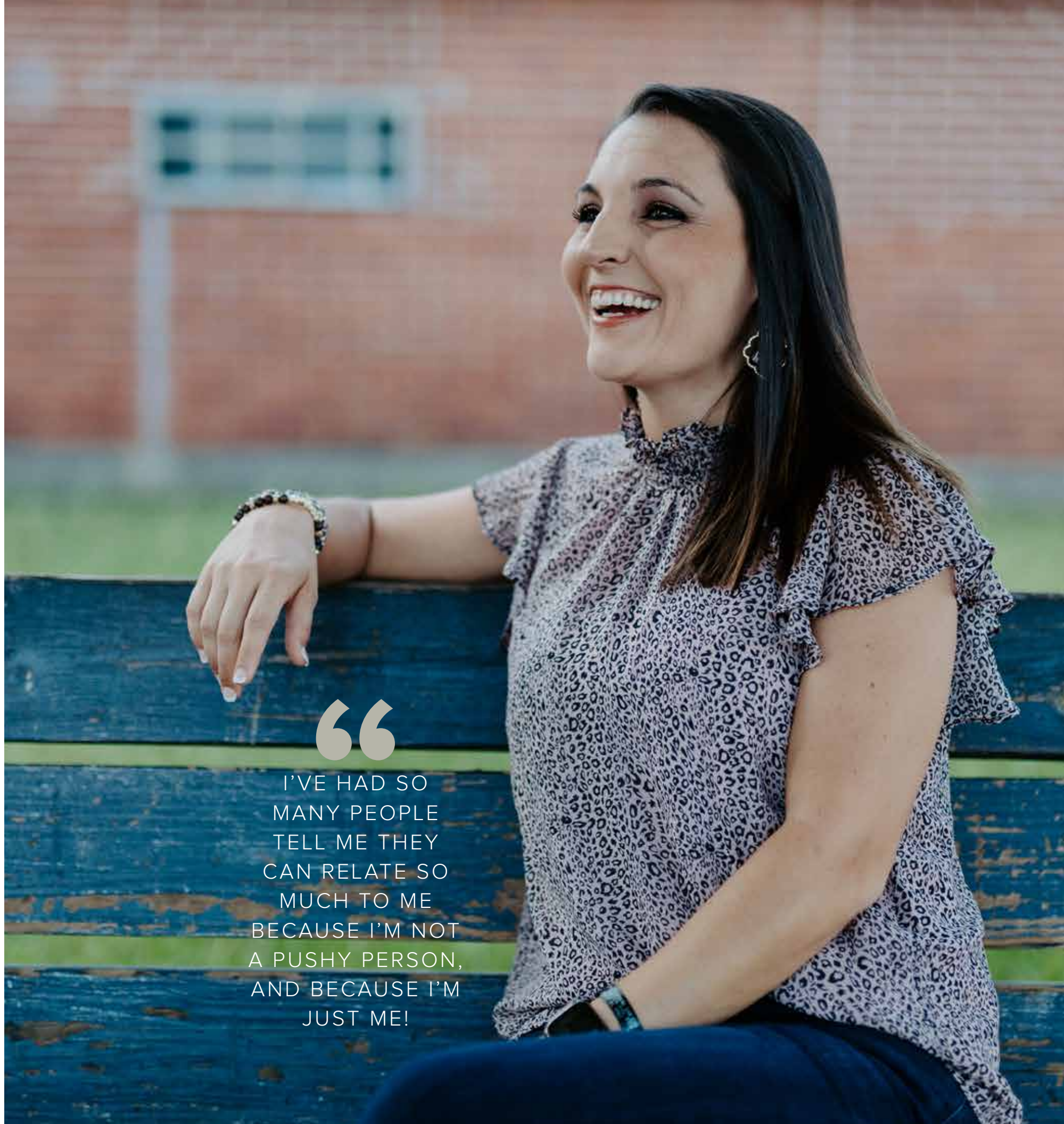
"They need recognition for putting up with all of the craziness," she said with a laugh.

She's a caregiver by nature, with a heart too big to say no when someone is in need.

"I tend to spread myself too thin sometimes, but I'm working on finding the balance in it all so I can have the best of both worlds. I never say no. Ever. There are nights I'm up working well after everyone else goes to bed just because I do not like to put things off. I think it's safe to say I'm addicted to real estate," she said.

She spearheads a team with the help of a buyer's agent and a transaction coordinator and still hustles to keep up with the pace of business. She and her team recently had 17 under contract at one time.

"Being able to grow my team and see some of those goals and visions I've had come to life has been rewarding in itself," she said.



“

I'VE HAD SO MANY PEOPLE TELL ME THEY CAN RELATE SO MUCH TO ME BECAUSE I'M NOT A PUSHY PERSON, AND BECAUSE I'M JUST ME!

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▶▶ cover story

By Breanna Smith
Photos by Aaron Cox

NICOLE ROWELL

Real Estate in the Fast Lane

Nicole Rowell keeps her pedal to the metal, whether she's working on a real estate transaction or in the final stretch of a drag race — she doesn't let up. Bumps in the road are her nitrous gas, not an excuse to slow down or look back.

When she finds time to slip away from the hustle and bustle of real

estate, she's behind the wheel of her 2013 Mustang GT. Her mind works best when her foot is hovering over the pedal and the steering wheel gripped.

"When you are on the starting line it is just you and the track ahead of you. Your mind is so clear in those moments," she said.

Winning is fun and trophies are great, but her eyes are often set on the joy that comes from the community that has become her chosen family over the years.

"Although it's an extremely competitive sport, the racing community is much like family," she said. "It's a great community, they do a lot and

...

•••

give back a lot. It's something I really enjoy being a part of."

Rowell's energy and focus is the driving force behind her successful real estate business.

"If I could work 24 hours a day, I would," she said chuckling. "It's just me as a solo agent. Solo, really solo," she said when asked whether she has an administrative assistant.

Speeding Through Struggle

Through her 13 years in real estate, she's overcome loss and challenges that would stop many in their tracks, but her grace and confidence made the struggles seem like mere speed bumps.

In 2009, Rowell began battling an unknown illness and, like always, kept moving forward. She visited every specialist around and endured a battery of tests but to no avail. Finally in 2013, doctors discovered a positive autoimmune marker. That test qualified her for acceptance to the Mayo Clinic in Rochester, MN, where she was diagnosed with several autoimmune diseases.

"I started treatment but I still felt like something was wrong," she said.

For seven years she continued to search for that missing component to her illness.

"It was something I had to battle with. I was really sick for a period of time but it didn't stop any of my production. It just motivated me and kept me going," she said.

In early 2020, she got the answers she sought for so long and was diagnosed with Dysautonomia, a condition in which the autonomic nervous system does not function properly. The syndrome is not rare, but it is difficult to diagnose because not many people are aware of it. This is why Rowell is dedicated to raising awareness of the symptoms and how common it actually is.

"My clients kept me going," she said of those 10 years of searching for answers. "I didn't want to sit back and focus on that so I focused on my career and helping others. It just drove me to continue forward and strive to find my diagnosis."

Slowing Down to See the Beauty

Rowell loves the pace of a busy real estate career but always slows down to enjoy the craftsmanship of the architecture.

The artistry of architecture speaks to her, especially in homes and old churches. Rowell, a devout Christian, finds solace in photographing historical churches.

"I love the history of them, I love to photograph them. They're absolutely beautiful...I feel really connected with old churches and I love the beauty of them," she said.

Her appreciation of the art is something profoundly a part of her, an awareness her parents and grandparents passed down to her. Both of her parents led successful careers in the industry, her mother as an architectural draftsman and her father as a masonry contractor. She often reminisces on fond memories made with her grandmother, Marie Crotwell, a long-time area real estate agent.

"Construction and the real estate field was somewhat always a part of my life," Rowell said. "My grandmother was a REALTOR®, and as a child, I spent a great deal of time with her while she was working. I was fortunate to experience her ability to work with clients while negotiating deals. As I grew older, I realized that her passion had become my passion and I decided to become a REALTOR®, too."

At 21, she built her own home by subcontracting out each portion of the construction. The process only strengthened her love for the process of making a home.

After four years as a real estate agent, she decided it was time to earn her broker's license. It was a goal she set to further her career and fulfill a dream her grandmother always had before she passed away.

"It was in honor of her...it was something she wanted so I fulfilled that dream for her," she said. "I didn't necessarily want to open my own brokerage but I did want to get to that next level."

•••

"I didn't want to sit back and focus on that so I focused on my career and helping others. It just drove me to continue forward and strive to find my diagnosis."



PATTON

» broker spotlight

By Breanna Smith
Photos by Aaron Cox

BRANTLEY

SERIOUSLY FUN

Managing real estate transactions is serious business, but for local broker Patton Brantley, the competition involved in every aspect is what he believes makes it fun.

Patton's Path

He followed in the footsteps of his mother, REALTOR® and consecutive top producing agent, Susan Brantley, but created his own path at the same time.

Straight out of college and finishing up shifts at the Bocage Country Club, Brantley forged a path in real estate as a 23-year-old agent. The first few years were slow, as his circle of friends was still renting and his name was new in the game. He spent six years working with Burns & Company, the same place his mother had spent much of her career.

On the sandy shores of Orange Beach, he struck up a conversation with Bob Shallow, one of the top-producing RE/MAX agents in the world.

"After that conversation, I felt a new energy," he said. "I felt that I should go do this on my own and I should do it my way. So that's what I did — I started Patton Brantley Realty Group."

First Things First

Susan Brantley was the first agent he asked to join his team. She was a reputable real estate agent in the Greater Baton Rouge area and a role model for her son. To his surprise, she politely declined the offer and said he would need to prove himself for a year before she moved over to his company. So, prove he did.



He and one other agent made up the Patton Brantley Realty Team and he worked countless hours with clients and continuing education opportunities and began his rise to the top — his way. Exactly a year later, his mother joined his company and has been there ever since.

"She likes to say I'm her boss but she's still the boss, which is very true, Mother is always the boss," he said with a chuckle.

He helps her with the ever-changing tech landscape, and she helps the team navigate unique situations as they arise.

"Whenever I have a question come up she's the first person I call because most likely she's gone through it before," he said.



The two make a unique, dynamic duo to complement the Patton Brantley Realty team. In the 12 years since forming the company, he has proven time and time again that going his way, was the best way.

Competitive Compassion

Baton Rouge is affectionately called a big small town that shrinks with every new connection. As a native and Catholic High School and Louisiana State University alum, Brantley didn't have a hard time building a name for himself once he got the ball rolling on business.

Whether on the soccer field or in a meeting room working out the most favorable contract for his clients, Brantley has his sights set on winning and combines his spirit of competitiveness with compassion for others.

His membership in the Baton Rouge Ancient Athlete Society perfectly encapsulates his nature.

He competes on the soccer field, softball diamond, volleyball court and football green with his fellow Ancient Athletes. And he's wholly dedicated to the society's mission of raising funds for members that face serious hardships or tragedies — to care for brothers and sisters in need.

Brantley's fostering that nature in both of his sons, Brant, 6, and Bankston, 4, as coach of their little league baseball and basketball teams.

He passionately competes to get the best deal for clients because more often than not, they are some



of his closest friends. And the best part of working with friends is being able to joke and share laughs.

His favorite client story is a prank he and a close friend played on his wife. Anthony Piazza and Ann Mullins toured several homes with Brantley before they found their dream home.

"Ann fell in love with the home and just had to have it," Brantley said.

The contract was finalized, they were buying the house, but Piazza wanted to throw in a twist to make the deal a Christmas surprise for Mullins.

Brantley made a call to Mullins on December 23.

"I told her, I'm so sorry — we just couldn't get it to work. If anything happens I'll let you know, but it just didn't work out."

Piazza's brother went to the house on Christmas Eve to outfit it with a gigantic red bow. The next morning, Piazza and Mullins drove by the house, while she was under the impression they would just look at it one more time to lament the loss. When they arrived she was awestruck, and Piazza revealed the truth.

She had choice words for Brantley in that Christmas morning phone call, then they all shared a big laugh.

"It was great," Brantley said laughing. "We still joke about it today."

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