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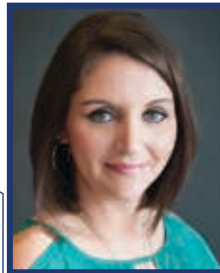
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Dees Hinton
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Kayland Partee
Videographer /
Photographer



Cindy Raborn
Assistant Publisher

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Publisher's
NOTE
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Our July 13th Social Night was a hit! We had a big time gathering together at The Station in Madison. The food, music and doorprizes were great! Over 20 agencies were represented at the event along with our ad partners! We will have a picture recap in our September issue!

I want to thank each of our Sponsors for hosting this event!

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I also want to thank ALL of our ad partners! Without them, we would not be able to do what we do! Be sure to use our Preferred Partners page as a resource when you need an experienced, recommended professional in any industry!

Lastly, I want to thank the Real Estate Industry for supporting Central Mississippi Real Producers for the past 2 years. We enjoy meeting each of you, celebrating your successes and connecting Realtors® with each other and with other professionals in various industries! We look forward to growing and continuing our mission for years to come!

If you know of someone that would like to be a part of our networking organization and publication or someone who would make a great feature, please let me know! We are always looking for more partners and new ideas!



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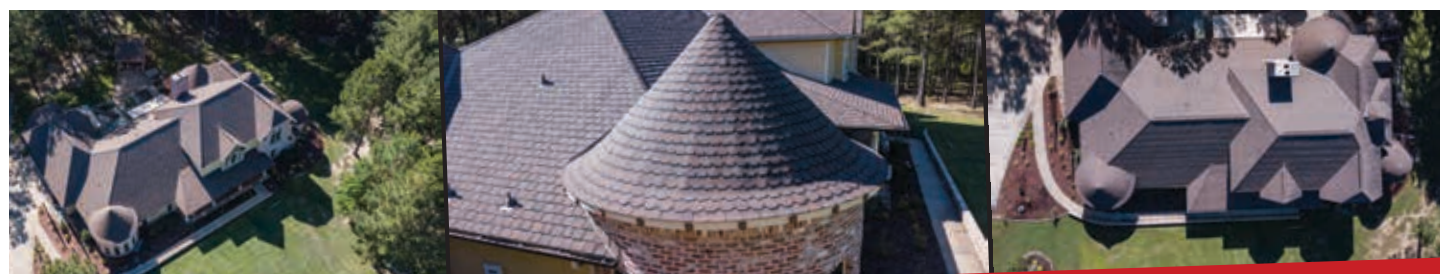
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The Maselle family
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CENTURY 21 MASELLE & ASSOCIATES: A FAMILY AFFAIR

MONIQUE

MASELLE KELLY

When she was approached by *Central Mississippi Real Producers* magazine, Monique Maselle knew she wanted to honor her family. She is the third generation in her family to sell real estate for CENTURY 21 Maselle & Associates, the company her grandmother, Jan Maselle, and aunt, Binnie Joe Boggan, started. They were soon joined by Monique's father, Doug Maselle. "I consider my grandmother, dad and aunt to all be icons in this business," says Monique. "I am successful because they have paved the

way. I am amazed by all they have accomplished over the years."

Jan Maselle never dreamed she would spend her career selling real estate. She was a teacher from Indiana. Her late husband, Bob, was a professor who taught sales and marketing. "His work took us to many cities," says Jan. "We lived in both New York City and in Ohio before being relocated to Dallas, El Paso, Mobile, Little Rock and finally to Mississippi, where Bob was from." With each move, Jan had

interactions with real estate agents and she was very interested in what they did to help those relocating find new homes. "I thought it might be a good idea to sell real estate when we moved to Mississippi." Little did she know that someday many of her family members would join her in the business.

Jan taught school for a few years at Pearl High School before taking classes and getting her real estate license. She went to work for Underwood Realty. "When I said I



Top Producer
Monique Maselle Kelly

wanted to start my own company, Mr. Underwood told me I could stay there as long as I liked," she says. In 1979, Jan started her own real estate company that today is known as CENTURY 21 Maselle & Associates. Jan "retired" in 2019, but she is still the owner and serves as the Secretary/Treasurer for the corporation.

Growing up in a mobile family, Jan's daughter, Binnie Jo Boggan, attended 10 different schools in five Southern states. She got her license in 1980 and became one of the original founders of the company. Throughout her career, she has been dedicated to the transferring of families and was the first broker in Mississippi to earn the Certified Relocation Professional designation.

Jan's son, Doug, joined the company full-time after building homes and selling real estate on the side. "I quit building when it became too much to manage the company and build as well," he says. Now managing broker and president of CENTURY 21 Maselle & Associates, Doug got his license in 1980 and has held his brokerage license since 1994. Under Doug's leadership, the company has grown to be one of the largest and most productive CENTURY 21 firms in the country. "We call Dad 'the dream maker,'" says Monique. "He always supports everything we want to do."

Monique has been selling real estate since 2007 but has been around the business all her life. "When I first got my license, I worked with my mom (Nita Maselle) as a team," says Monique. "I was really pregnant, and it was great spending time with her." Nita had been an accountant for the company. "We shared an office and when my daughter was born, we took



“We utilize the strengths of those within the company to present and we bring in professionals such as home inspectors, closing attorneys and even Joe Usry from the Central Mississippi MLS to speak to our agents.”



her along with us on showings!" After Monique gave birth to her third child, Nita was ready to retire. Monique went to work at Maselle full-time and Nita took care of the children.

Monique feels privileged to work for the number one CENTURY 21 firm in over 38 states. She is a multi-million-dollar producer and has been a top producer, a top lister and has won the Topaz and Diamond awards from CENTURY 21, which are based on units sold. Last year she was fifth in the state for CENTURY 21 and currently, she is first in the state for units closed and 102nd in the nation. While she chose to stay in the metro Jackson market, Monique's brother, Clay, has his license as well and sells

real estate in Chattanooga where he is also a member of an Americana band, Strung Like a Horse.

In Maselle's first year of business, they sold \$7.5 million. "That's not too bad," laughs Jan, "especially considering houses averaged around \$70,000 at that time!" Relocation has been a big part of the company's business over the years. "We recognized from our own experience the importance of providing relocation services," Jan says. "We became the dominate relocation company here – there weren't many companies doing that in the Jackson area when we started." The company partnered with Homerica in 1985, a firm based in Chicago. "They interviewed our

company and understood that we were serious about what we were doing. We have been the largest relocation company in Jackson ever since." Jan thought she would head up the relocation division, but Binnie Jo jumped in and has grown the department over the past 20 years. "She had just had her third child and she needed more structure in her workday," Jan explains, "so she began running the relocation department. From the very beginning, we looked for the strengths of everyone in our company. We assign tasks that will use those strengths. Sometimes we must be a bit fluid, moving from one area to another, but it has worked for us. Binnie Jo has been fantastic. She built our relocation business in a



Monique Maselle Kelly



short amount of time, and we have averaged \$55 to \$60 million a year in relocations.”

Maselle has continued to evolve and expand over the years. After working real estate for a few years, Doug got the itch to build again and he started Maselle Builders. The company also features its own real estate school, Maselle Career College, Inc. that offers online pre-licensing and post-licensing courses, as well as continuing education classes. “We call it ‘boot camp,’” says Monique. While Covid changed a lot in the business, Monique says the company will soon begin having regular sales meetings again. “We utilize the strengths of those within the company to present and we bring in professionals such as home inspectors, closing attorneys and even Joe Usry from the Central Mississippi MLS to speak to our agents.”

CENTURY 21 Maselle & Associates has offices in Flowood, Brandon, Madison, Clinton, Oxford, Senatobia, Southaven, and Batesville, with 212 agents. The company affiliated with CENTURY 21 in 1997.

The Maselle family has a real passion for their work, proven by the fact that so many members of the family are involved in the business. “It has worked very well for all of us,” says Doug. “We are all very different personalities, and we all have different skills, likes and dislikes,



so we have just allowed each of us to take the roles in the company that have worked for us, and luckily it has worked out. Not that we haven’t had any disagreements, but we have had surprisingly few. I think that’s primarily because we have always had complete trust in each other, so therefore we have accepted each other’s advice and

decisions in the roles we have taken with the company.”

Monique says she is grateful for all she learned from her family about the business and all she is still learning. “I still call my dad for advice, and that may never stop. I’m just so proud of my family, and I hope that I am able to do their legacy justice.”



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JAN *Maselle*

“

I thought it might be a good idea to sell real estate when we moved to Mississippi”
say Jan.

Little did she know that someday many of her family members would join her in the business.



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Daughter Monique says “We call dad ‘the dream maker’. He always supports everything we want to do.”



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rising star Ryan Ainsworth

Written by Susan Marquez. Photography by Abe Draper Photography.

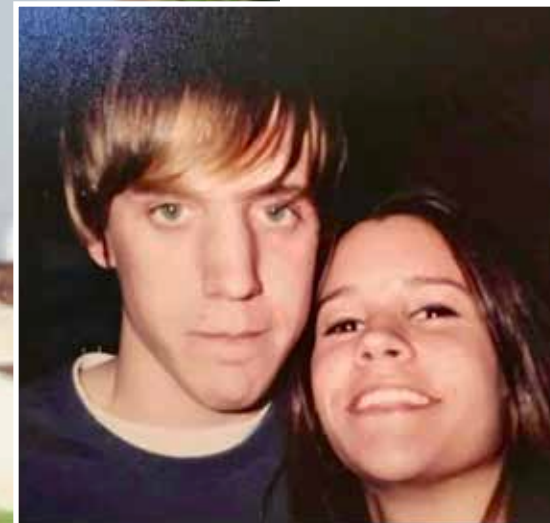


From Law Enforcement to Real Estate, Ryan Ainsworth Found his Dream Career



Like many little boys, Ryan Ainsworth dreamed of becoming a policeman when he grew up. After graduating from Brandon High School, he attended the Mississippi Law Enforcement Training Academy, graduating in 2008. At the age of 21, Ryan wore the badge of the Vicksburg Police. He was in Vicksburg for two years before joining the Ridgeland Police Department, where he was on the force for eight years, seven of those as a DUI cop. "I taught field sobriety at law enforcement trainings," he says.

Ryan married his high school sweetheart, Mallory, whom he met when he was just 16. "I met her at the Winn-Dixie," he recalls. "She worked there, and I had just gotten my driver's license, so I went to the store for my mom as often as she needed me to!" The couple has five boys, Carter (13), Eli (10), Ashton (8), Knox (5), and Shepherd (2). Raising a family on a police department salary was difficult. "There was never money left over after paying bills to save up for a vacation or anything extra," he says. "I wanted more for my family."



Ryan says a lightbulb went on when he had a talk with one of the officers who worked with him.

"He had gotten his real estate license and he showed me his first commission check. It was for more than I had made altogether on overtime pay for the previous year." It didn't take Ryan long to figure out that selling real estate would be a good way to supplement his income and to spend more time with his family. "I saw the opportunity to make good money, although it was a leap of faith. My 'why' on getting into the real estate business is that I was struggling financially and didn't see a future. I wanted to do more for my boys." While being a police officer was a fulfillment of his boyhood dream, Ryan realized real estate could make even more dreams come true.



After getting his license in 2015, Ryan continued his work with the Ridgeland Police Department while selling real estate on the side for six months. Ryan finally decided to make the plunge do real estate full time. "I took my retirement, even though people tried to talk me out of it." Ryan left behind a steady paycheck with benefits to a commission-only job, but he was confident he was ready.

The first company he interviewed with was Exit Advantage Realty. "I learned a lot working there, and that helped me get going." He made the move to Three Rivers Real Estate, where he has been for four years. Helping others with the process of buying a home is something that gives Ryan a lot of personal

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satisfaction. “That’s a big deal for anyone,” he says. “A home is the largest purchase most people will make in their lifetime. I try to make it an enjoyable experience.”

Ryan says his family’s dream is to find acreage where they can have their own camp. “We love the outdoors and we enjoy hunting and fishing.” Carter is active in competitive bass fishing and he will be joining his school’s bass tournament team this fall.

The family enjoys football and they are involved in fantasy football. “It’s something we can do together, and it’s a lot of fun.” They also enjoy taking vacations now, especially to Disney World. The family attends Pinelake Baptist Church on Lakeland Drive.



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Passionate About Taking Care of Clients



...

Adam Ryan won't settle for mediocre. He has a passion for taking care of clients and handling things the right way with his business. As a State Farm business owner, Adam works to make sure clients get the coverage they need, when they need it. "One thing we'll never do is have a REALTOR® or mortgage broker waiting on us to close a deal. Our goal is to become the insurance agency of choice in the Metro area and the great State of Mississippi. We can only get there if we provide the best product and service possible."

A native of Woodville in southwest Mississippi, Adam graduated from Wilkinson County Christian Academy before going to college to play football for Delta State. While still in college, Adam took a summer job in Columbus selling cars. "I went to work there for the summer and ended up selling cars there for the next four years!"

While working at the dealership, Adam learned a lot about business, how to deal with people and treat customers, how to sell and most importantly, while living in Columbus he met his wife, Sumer. The couple got married and began

talking about what they wanted for the future, which included starting a family. Knowing that he didn't want to sell cars for the rest of his life, Adam transitioned into the insurance business. He says that decision turned out to be the best career decision of his life.

After working in the insurance business for someone else for eight years, Adam, with Sumer's support, took a leap of faith and decided it was time to go into business for himself. "I was a top producer at my former company and State Farm began recruiting me. At first, I wasn't interested. I was happy where I was and didn't feel the need to do anything else." But after thinking about it, Adam decided that it would be great to be his own boss. "We left our life in Columbus behind and moved to Madison," he says. Adam started his business three years ago. "My new office is next to the Half Shell in Flowood. That is a great area and a perfect location for my business."

The decision to have his own agency has been a good one for Adam. "We have four people on our team, about to add another. We have more than doubled our business in the three years we've been here, and we continue to grow by leaps and bounds. We plan to keep growing! I made the



commitment early on to provide the best customer service possible, and that makes all the difference."

Having his own business is important to Adam because he wants his children to know that they, too, can create their own path in life.

Adam and Sumer have three children. "They are all active in different activities, and while it keeps us busy, we wouldn't want it any other way," says Adam. Mary Addison, the oldest at age 9, is involved in gymnastics and a travel soccer team. The middle child daughter Avery, age 6, is in cheerleading and soccer. And bringing up the rear is son Wynn, age 4, who just started his first year of T-ball. "I



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am big on youth sports," Adam states. "I grew up playing sports. It teaches so many life lessons that are important later in life, such as responsibility, character, how to work with a team, and overcoming adversity. I love to be involved in what my children are doing. I coach both soccer and T-ball, and I love it!"

Giving back is also very important for Adam and his family. "I'm on the Board of the Ronald McDonald House Charities of Mississippi. We learned just how important the work they do can be to families after we had a child spend time in the UMMC NICU while living in Columbus. That's another reason I love having my own State Farm agency. I am able to build my own team, and that gives me the time to do other things I'm passionate about."

Adam is also passionate about being outdoors. "I'm a huge outdoors guy, and I love to hunt for turkey and deer. It's something I grew up doing, and it's a part of who I am. I love it!" The Ryan family resides in Madison, and they are active in the Gluckstadt campus of Pinelake Baptist Church.

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