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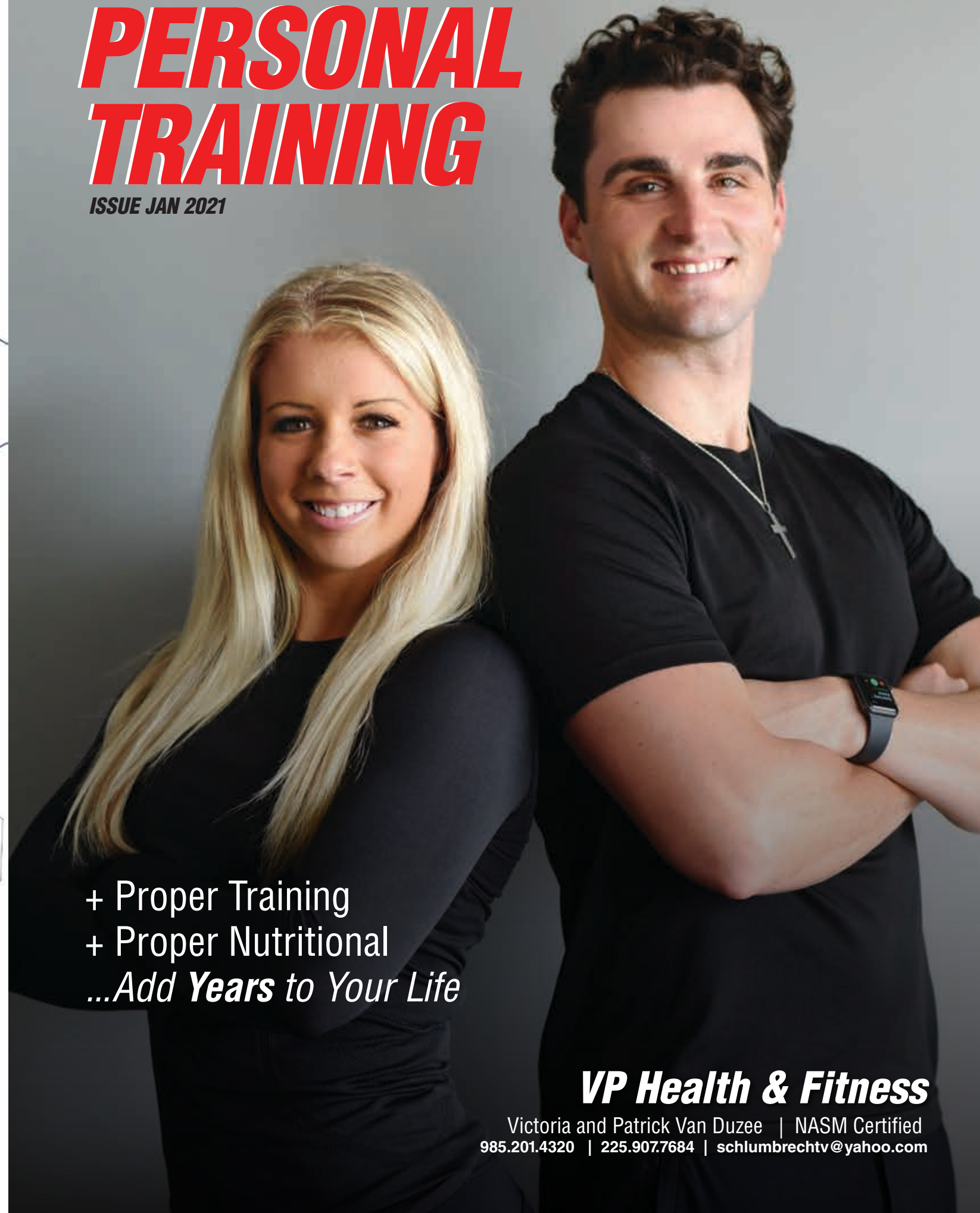
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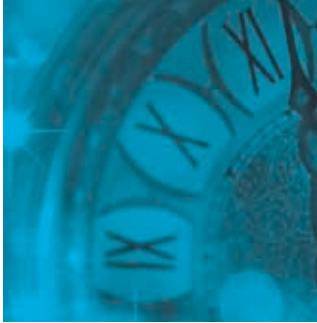



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TABLE OF CONTENTS

	07 Meet the Baton Rouge Real Producers Team		08 Question of the Month		10 Partner Spotlight Paragon Inspections
	16 RISING STAR Ericka Queen		20 Partner Spotlight HomeKey Mortgage		26 Cover Story SONDRA RICHARD

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



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MEET THE BATON ROUGE

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Gina Miller
Owner/Publisher
225-337-3277



Kurt Miller, Sr
Contributing Editor



Carolyn Foley
Ad Manager



Breanna Smith
Writer



Aaron Cox
Photographer



Brady Crane
Videographer



Lyndsie Harrington
Administrative Assistant

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question of the month

Who or what got you through 2020?

Hello, 2021. Hopefully, you will take it easy on us! The last year definitely had some lows and highs. Speaking of...the real estate market saw historically low interest rates creating a house buying high! Inventory was low at times, there were multiple offers on available houses, and houses were selling before you could get a sign in the yard! Thankfully our community is equipped with educated, professional REALTORS® that can navigate the market and take care of the buyers and sellers that need their help.

We asked some of our top producing agents and Partners... Who or What got you through 2020?

SONDRA RICHARD: I would have to say finding out the transparency of others and who you surround yourself with makes all the difference in the world.

NICOLE GAUDET: Vodka

DENISE THIBODEAUX: Prayer and Zoom Calls

JILL LEMOINE: Good friends, great family, lot of prayers and at times my bar cart!

KELLY MITCHELL: Jesus! Nobody but Jesus!

JORDAN TROSCLAIR: Mindset and Adaptation

RYN JONES: Prayer, looking for silver linings, remembering we are all in this together...and of course wine.

KAREN MOORE: Jesus, family, friends and great clients plus wonderful cooperating agents! My sweet hubby and FAITH!

TIFFANY SICARD: Sondra Richard and her kind spirit

LEIGH MOSS: "I can do all things through Christ who strengthens me." This too shall pass.

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

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Scott Guidry

▶▶ partner spotlight

By Breanna Smith | Photos by Aaron Cox

Often the best way to learn how to build something is to start with tearing it apart. Houses are no exception. Scott Guidry can trace pipes through the kitchen with one look at the sink – a skill that only comes after nearly a decade of tearing houses apart and putting them back together.

...



Guidry spent eight years with an environmental company that specializes in mold remediation.

“We would go in, take the house apart and put it back together. The main reason I got into home inspections was because we would walk into these houses with huge problems and I would think to myself ‘Man, if somebody would have seen this just two months ago this wouldn’t even be an issue.’”

An ounce of prevention is worth a pound of cure.
-Benjamin Franklin

Scott wanted to help people find minor issues before they turned into problems with major damage to a home – and a bank account. The knowledge Scott gained working in deconstruction and construction has given him X-ray vision to see what’s going on behind the walls without using any power tools.

“It’s fulfilling to know that taking a close look at everything from exhaust vents to balcony handrails can potentially save someone’s life,” he said.

It’s why he insists on being as thorough as possible, while working efficiently to provide a report the same day.

Residents of South Louisiana know all too well the destruction that water can cause. A drip turns into a trickle and before you know it...a flood. Water leaks are often the culprit behind the most expensive damage. Scott learned that lesson on the job with mold remediation and in 2016, when The Great Flood ruined all of the tailgating equipment he and his friends had collected over the years for their traditional mega-tailgate on the LSU campus.

“You can’t really complain because we lost tailgate equipment when most people lost their houses,” he said.

But it was another reinforcing lesson in the destructive power of water and one he took note of as he began Paragon Inspections.

“To fix a leak is one thing – to fix the damage that a leak causes is a totally different ballgame.”

Most people shudder at the thought of being the bearer of bad news – especially when it is bad news about someone’s dream home or the

“I’d much rather tell you bad news than you move into a house and then you have bad news.”



biggest investment of their life – but Scott takes a realistic approach.

“I’d much rather tell you bad news than you move into a house and then you have bad news,” he said.

It’s hard to put a price tag on peace of mind, especially during the home buying or selling process. Fortunately, Scott doesn’t charge extra for that. The honesty, realistic overview and in-depth analysis are all part of the package. But Scott’s commitment to service doesn’t stop there. In 2016, he

became a licensed real estate agent to provide a more all-inclusive service. With permission from the owners and REALTOR®, he can access a home’s lockbox to do an inspection and write up a report without requiring anyone else to get involved.



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Ericka QUEEN

IF THE CROWN FITS

A Queen Knows

Ericka knows what she wants. She knew from the time she was little that she wanted to be in real estate. And here she is.

To say she is determined and goal oriented is an understatement. Queen got her license just 3 years ago and is already climbing the ranks of top earning REALTORS in the Baton Rouge area. She helps her buyers and sellers get to the table successfully and can now add investments to her portfolio. Queen and her brother recently purchased a fourplex. “My goal this year was to buy one investment property. I ended up buying a new house, renovating my first one and turning it into a rental, and then started a separate business with my brother.”

Building generational wealth and helping others is important to Queen. “We have hired all local people we know and are renovating to make nice affordable housing for individuals in our community.” She continued. “I want people to see how real estate has changed my life.” It’s not just about the sale for Queen. It’s so much more than that. She is passionate about educating her clients and loves helping first time homebuyers achieve their goals. “Making a difference is what matters to me and that begins with organized efforts and a determination to reach my goals.” When she meets with buyers, she talks about the importance of credit, financial literacy and wealth building. “Customer experience and education is extremely important to me and my business.”



Her Little Prince

At 26, an invisible enemy attacked Queen. Until then, she was the picture of health. “I was in the ICU for nine days before my rheumatologist figured out what it was. I thought I was about to die. I was getting tested for all of this stuff - it was intense. I had to relearn how to do everything... I was in the hospital so much.” At one point, doctors told her there was a 50/50 chance she would live. The diagnosis: Lupus. A chronic autoimmune disease that can cause inflammation and pain in any part of the body with no known cure. Doctors delivered more grim news - if she wanted to have children, it would be a high-risk pregnancy. Then, a miracle. Her son AJ, a sweet, healthy baby who is now a fun-loving five-year-old. Queen points to her son as her biggest motivator to create a beautiful life and help other women do the same. “He is such a little joy. I’m always like ‘okay, I’ve got to do this for him,’” she said. “My son keeps me motivated all the time.”

▶▶ rising star

By Breanna Smith
Photos by Aaron Cox





Queen knows very well the power an encouraging word and helping hand can have on other women facing struggles in their life. She has always had a soft spot for women and children who have experienced domestic violence. She has served on the IRIS Domestic Violence Board since 2018.

Adjust Your Crown

“Your current situation does not determine what your future is going to be. You can always change it. My life was completely different three or four years ago than it is now. I want people to know there is somebody there for you who cares because a lot of times, you don’t have the support you need from your family and friends, so I always try to do what I can.”

When she’s not caring for her son, posing for a Mercedes Benz ad, working with her clients, renovating her new investment property or creating a note-worthy social media post, Queen dives into motivational podcasts and

books that will teach her a new skill. She stays focused on the positive and that effort has gained some attention from others seeking the same. For two years running, she was named one of the top real estate agents in our area to follow on social media.

Her name fits her personality. She lives a life of honor and strives to make every day a day filled with a little sparkle and style. She pushes through life’s challenges with seemingly effortless grace and dignity, and when struggles come her way, she adjusts her invisible crown and just hustles harder.

“I just try to make each day happy!”



“

I had no choice but to give 100% to real estate and now I have a career I love.

HAPPY New Year

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It took just one quick conversation with Tiffany Sicard for Tallo to realize the limitless possibilities of their partnership. Sicard is the mother of five children, married to Sgt. Gerald Sicard with the City of Walker Police Department.

“Being a wife and a mother to five beautiful children has given me a unique understanding of life’s transactions,” she said.

Her dedication to serving the Denham Springs and Walker communities are as impressive as the resume she has built as a mortgage originator over the past 22 years. She has worked in every facet of mortgage lending as a co-founder, branch manager, sales manager, senior loan officer, mortgage loan processor, underwriting and in a position with a local title company. The well-rounded education she has earned in mortgage lending makes explaining the process to agents and homebuyers both easy and fun.

“Everyone on my team has the same mission and that is keeping not only the buyers, agents and

It’s all about what you do every single day. When a twist of fate put Tiffany Sicard and Kyle Tallo in touch, the two knew immediately it was a match made in entrepreneur heaven.

Tallo is a seasoned real estate broker who has built on the legacy his father, Bobby Tallo, made in South Louisiana real estate with Berkshire Hathaway HomeServices Southern Properties.

He focused on expanding the business from Hammond into Livingston Parish, then he set his sights on creating a mortgage company to help anyone in need of assistance with a mortgage loan.

Kyle Tallo and his wife Heather Tallo teamed up with Sicard to create HomeKey Mortgage this year. With the help of Jason Furlong as the

...

...
sellers informed, but making sure the process is well-communicated and everyone is satisfied.”

Providing great customer service comes naturally for Sicard. She has already dedicated a lifetime to community service. She is heavily involved in everything from the local Litter Initiative to helping neighbors rebuild after devastation.

The Tallos and Sicard are birds of a feather – they love Livingston

“

Everyone on my team has the same mission and that is keeping not only the buyers, agents and sellers informed, but making sure the process is well-communicated and everyone is satisfied.

Parish and focus entirely on providing high-quality customer service with honesty, integrity and an open door for educating and consulting with clients.

“2020 has proven the strength and dedication behind our team to make our mark and be the best we can be to our community,” she said.

Serving others isn't just what they do, it's who they are.



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Meet Sondra Richard.

She's known as the Singing REALTOR® because of the karaoke and DJ company she has owned for 33 years, the same one she started at 17 years old. Since becoming a REALTOR®, she scaled back her karaoke time and only DJs exclusive events. Unless, of course, you are one of the 1,500 people who tuned into her Monday quarantine-style DJ sets via Facebook Live.

Open Line

Sondra answers the phone no matter what. She Zooms into meetings from her back porch.



Several purchase agreements have been signed on that same porch, some of them at midnight.

If her line rings and there's a problem on the other end, you can bet she's going to solve it. She served in the Cajun Navy during Hurricane Harvey after losing her own home during the Flood of 2016. The South Louisiana native is no stranger to the destruction of floods but was fortunate enough to avoid seeing the rising water in her home...until 2016.

"If you've had that kind of devastation in your life, it changes you," she said.

She rounded up a few friends and created the Cajun Ladies Crisis Team, a group of South Louisiana women dedicated to rendering assistance during natural disasters. She's known for her dedication to helping those in need and created the group as



“I’m not here to **SAVE THE WORLD.** I’m here to **SAVE ONE PERSON AT A TIME.**”

a hub for people who reach out to her wanting to make donations or volunteer help.

“I started using my head instead of my feet, but I’ve always been boots on the ground,” she said.

People know if they give Sondra items, she will make sure it goes toward making a difference in someone’s life.

“If I get it out of a good heart, I’m going to give it with a good heart.”

She collects a wide range of donations for people affected by Hurricanes. Everything from chili dogs to generators to cash is put towards helping people get their lives back in order after a natural disaster. Her friends jokingly call her the Digital Mayor of Watson because she is almost always coordinating – and because so many people say she could undoubtedly get elected.

On the Line

When she isn’t on stage delivering one of her iconic Purple Rain performances and selling homes, she’s gone fishin’...saltwater fishing, that is.

“My dad taught me freshwater fishing, but that was too boring. I wanted bigger fish.”

She catches a lot of red snappers but prefers flounder. She’ll trade her reds for a flounder to put on the grill any day.

She reels in clients as easily as she does the fish. Her clients often become raving fans and great friends. It’s not every day you meet someone with genuine zeal for having fun in life. Sondra isn’t all play and no work, though. She just focuses on doing what’s right to help others.

“I have to do what’s right because I’ll see my clients at the BBQ next week,” she said, laughing.

Life is fun, but real estate is a serious business for Sondra. When you love what you do, and the people you’re helping, hard work is fun.

“If you’re not having fun doing real estate, get out! It is a privilege to hold a license in the state of Louisiana.”

For her, being in the business is an honor. In Sondra’s eyes, there’s nothing more fun than helping others find “their own piece of America.” And when a hurricane sweeps in and destroys the home built on that piece of America, she’ll be there then, too.

“I’m not here to save the world. I’m here to save one person at a time.”



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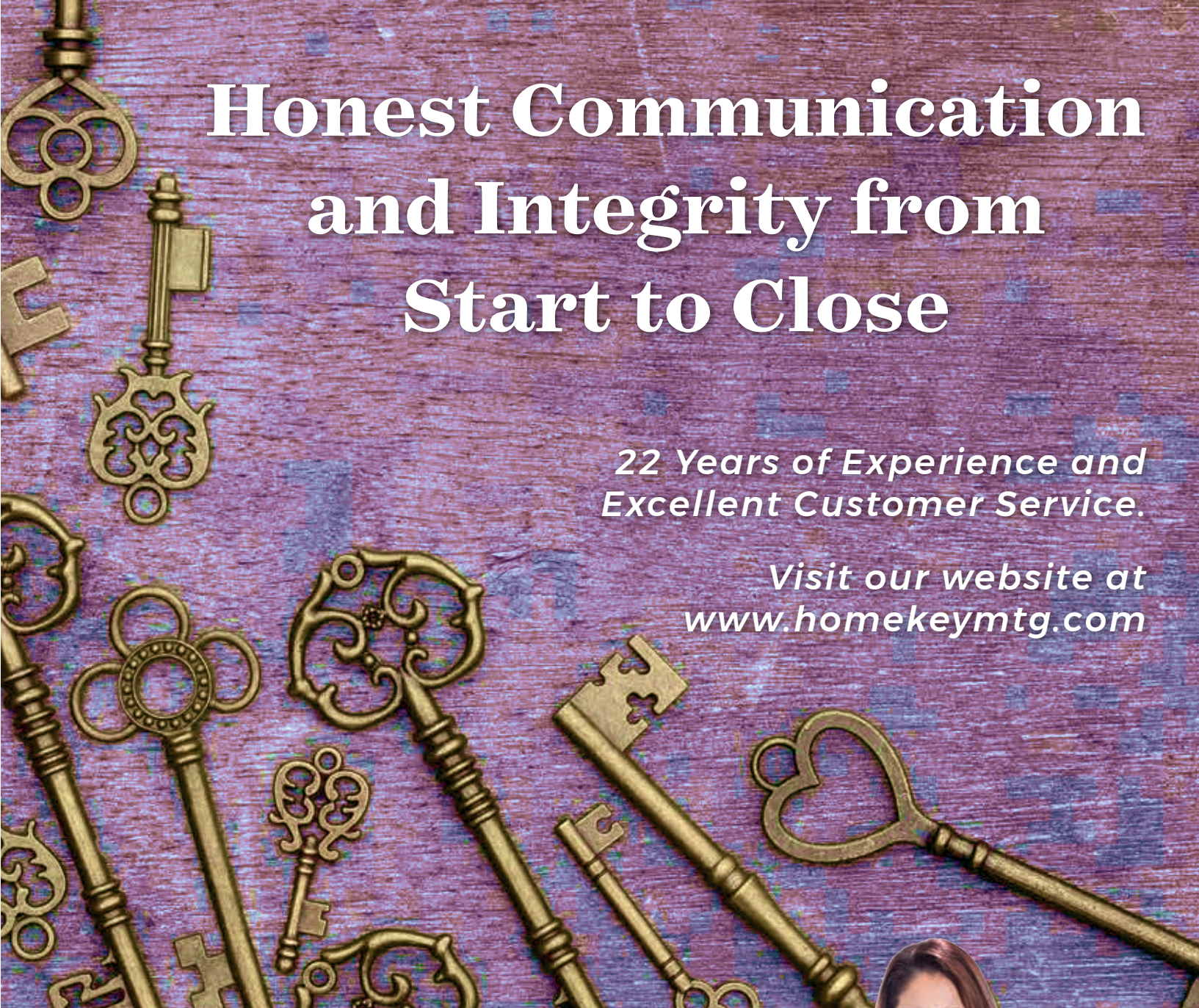
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Attorney at Law

CORINNE SCHWARTZBERG
Attorney at Law
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