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DOING GOOD IN COMMUNITY

Annual Christmas Dinner

- Janice Sialiano

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HAPPY

NEW YEAR!

▶ publisher's note

Written by: **Anita Jones**

I think most of us are ready to say goodbye and good riddance to 2020. What a year it was! We cannot ignore the fact that it brought a lot of sorrow on many levels to so many people. The Covid-19 virus, a worldwide pandemic, brought sickness, loss of life, loss of loved ones, and the loss of jobs and economic security. This new normal included wearing masks in public, homeschooling, remote learning, drive-by graduations and celebrations, and restaurant pick-up and delivery.

But despite that, and sometimes because of it, a lot of good came also. People were able to work from home,

saving money on commutes and lunches. Families got to spend more time together – a lot more time in some cases as all business travel came to a complete stop.

Our economy is so dependent on tourism and real estate. I was fearful when short-term rentals were no longer allowed and restaurants had to close that we would have a very hard time recovering. Restaurants and small businesses became resilient and discovered so many creative ways to pivot. It was truly remarkable. We hope to capture some of these great stories in future articles.

And our Real Estate market! WOW! Most of you have been on fire and busier than ever! Many of you are reporting your best sales year ever. We are so thankful to be a part of this wonderful community.

Gratitude has always been a big part of my life. My mom, who grew up in the Depression on a farm in North Carolina, taught me that. She often told tales about her family having NO money, emphasizing the “No.” But they lived on a farm where they raised their chickens, pigs, and vegetables. They were able to sustain themselves and help their neighbors.

Their neighbors, in turn, would help them. They had no money, but they had everything they needed. And they were thankful. She taught me that no matter how bad things were, there were always many things for which to be thankful.

I am thankful that we were able to live in this beautiful area during the shutdown last year. For us, there was no better place to be. I am thankful that this publication has given us the opportunity to meet so many of you.



We were extremely excited to get our first publication out last month. We loved the buzz it created and getting your feedback.

We do want to apologize to Tammi and Michael Cole of Realty One Group Dockside for having a misprint on their company name in our magazine. We were thrilled to showcase the great work they and their teams are doing with **One Cares**. We did not even know about the homeless problem here before talking with them.

Now we are at the start of a shiny new year. Who is making resolutions? If you do make resolutions, there are many things that you can do to help your success. In *5 Simple Tips for Keeping Your New Year's Resolution*, Kayla Matthews shows you how to focus on your process.

Her advice is both sound and practical. Her five tips are:

1. Make a Bucket List for the New Year
2. Focus on the Process and Make It Enjoyable
3. Set Mini-Goals and Take Small Steps Daily
4. Write Your Goals Down and Use Checklists
5. Make Goals That Are Attainable and Measurable

Instead of just creating resolutions, strive for something you truly desire in life. Whatever you decide to do with your goals in this new year, enjoy the process and welcome the results.

Carpe Diem!



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INSTAGRAM

Instagram is a powerful tool for businesses to reach a wider audience and drive engagement. Although it's a visual platform, clean copy is the backbone of your business's success.

Think of your Instagram bio as a first impression. What does it say about your brand and what you offer? Include CTAs, hashtags, and social proof to make your bio unique.

Similarly, you can improve your Instagram captions through the use of storytelling, long-form content, and branded hashtags.

If you're running Instagram ad campaigns, you can use a variety of tactics to better connect with your audience, such as asking questions, using quotes or testimonials, emphasizing the benefits of your product or service, and clearly stating what makes you different.

All of these tactics will help you improve engagement, promote your business, and connect to a wider audience on Instagram.

How to Compose a Strong Instagram Bio

What's the first thing that users see when they land on your Instagram page? Your bio! It's the perfect place to explain how your business is different and stand out on the platform.

Here are some Instagram bio copy-writing techniques to begin trying today.

Include a CTA

CTAs are phrases and words that—you guessed it—**tell the user to take a specific action.** They're helpful to include in your Instagram bio because users need a reason to do something. Sure, you can say to follow your account or click a website URL, but what's in it for them?

Ask a Question That the User Is Thinking

Joseph Sugarman, one of the world's top copywriters, once said that you want the customer saying "yes" as much as possible because then they'll be more likely to say yes to the sale. That's precisely why you should consider asking a question in your Instagram ad that relates to the customer experience. Not only will the ad resonate better and create a connection with consumers but asking a question will also improve the likelihood of them taking action.

A good rule of thumb is to **make sure you are only speaking to one audience at a time.** A mistake that I see often is agents try to plug out just one ad and hoping to grab any lead they can when in reality the best practice is to determine your ad budget and divide that budget into however many audiences you are trying

to speak to. One ad for "First Time Home Buyers," one ad for "Relocation," another ad for "Sellers," etc. Even when creating an ad for "sellers" your copyright should be different for an audience that is looking to downsize due to empty nest versus an audience that is looking for more room because of a growing family.

Clearly Offer a Discount or Lead Magnet

Who doesn't want a great deal or something for free? Nobody! That's also why 92% of consumers are looking for a deal when they shop and offering a discount will help convert them. So in real estate, a way to incorporate this CTA would be, "How can you purchase a home with no money down?" As your local real estate expert, I can show you how this can be accomplished." Then have a link to a landing page for them to fill out their information and inquire about 100% financing options.

With this being a new year, partnering with local businesses to promote them is another amazing option and cost-effective on your wallet. Offer a free cup of coffee, free meal on you, a wine basket. Have it where they have to come into the office to meet you and get a personal face-to-face with them, don't forget to add their information to your CRM.

You could also do a promotion - a Wednesday "Dinner on Our Team." You would give out five \$5 Domino's gift cards (that you would get for free from the owner of the restaurant because it

was bringing traffic into his store) and promote this on social media by coming from just a place of contribution and wanting to give back to your community as a way to say thank you. The first 15 people to sign up, get a pizza on You or Your Team. There are many ways you can incorporate this strategy into your marketing ads for as little as \$25 out of pocket (including ad and offer).

Use Quotes or Testimonials

Social proof is everything. That's why leveraging customer testimonials and reviews in your Instagram ads can help boost conversions. When customers explain how your services benefit them, people viewing the ad can relate to those stories on a personal level. A customer's seal of approval also helps show you're a trustworthy brand.

The first step is to generate testimonials. Send out an email to customers asking if they'd be kind enough to make a brief statement about their experience.

Once you've gathered enough testimonials, ask your customers if they'd be willing to let you use them for an ad.

Another option is to share internal quotes from your company in your ads. They can be just as effective as customer testimonials. People want to work with people so it only makes sense to **show the human side of your business.**

Talk About the Benefits, not Just the Features

Product details are factual pieces of information. Think materials, color, and size. Yes, the customer needs to





know this information, but is it really why people buy something? Not necessarily.

Generally, what triggers purchases are emotional and experiential reasons. Think of the deeper benefits of your product to get there. Think about the story of the life the home buyer is going to have when they purchase your seller's home. Providing them with solutions to why they need to buy a new home.

Create and Use a Branded Instagram Hashtag

Sure, you can use the same Instagram hashtags that everyone else is using, but why not **create your own branded hashtags**? That way, there's no competition and you help build recognition for your brand.

Answer Objections Ahead of Time

Seldom do customers flow through a sales funnel without having any questions or objections. It's your job as a copywriter to understand your customers and that includes their objections. Answering these

objections in your Instagram ads will help reduce resistance and promote users to take action.

Brainstorm answers to these questions:

What does a customer want to know about your product or service? Think price, reliability, quality, etc.

What would make a customer not interested in purchasing from you or clicking an ad?

What's preventing someone from becoming your customer?

Once you've answered these questions, you can incorporate this information into your ads to successfully get past objections. When there are fewer objections, there's less time for people to think or get hung up on the details and more time to get to the end result.

Long-Form Content Is In

Instagram captions can be up to 2,200 characters long. How many are you using? You're likely using only a fraction of the limit most of the time. Why not use more of it?

Long-form content isn't just popular for blog posts and YouTube videos. Look at writing your Instagram caption as writing a mini blog post. This helps tell the story better and engage the customer. Always remember that story branding is the best direction to go in with marketing.

Lastly, **make your value proposition clear to your customers and audience.** What makes you unique from the other REALTORS® that are in the area. How are you able to give them the solution to their problem? **What is it that makes you stand out?**








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ZACHARY PEEK



ACTIONS SPEAK LOUDLY

Zach Peek is a man of action. It's something his clients have come to depend upon as they turn to him to make their ambitions into achievements.

As a REALTOR® with Grand Strand Coastal Realty, Zach is proof of how actions speak loudly when they're put to work in the service of others.

FULL SPEED AHEAD

Zach's life has been in full forward motion since he can remember.

"I was born in Mississippi, where my dad was in hotel management," Zach recalls. "We moved around quite a bit, and then settled here in Myrtle Beach when I was 3 years old."

As Zach grew up, he says he loved everything the area has to offer.

"There's so much to be thankful for here. I love being outdoors and pretty much doing anything that has to do with the water," he smiles. "I enjoy a big range of things, from surfing, fishing and boating, to wake-boarding and water-skiing."

LIFE'S MOVES

After high school, Zach moved to Northeast Georgia where he worked for a concrete company.



•••

“We did foundations and poured walls for new construction,” Zach explains. “I worked at that for about a year.”

From there, Zach got into granite countertop work.

“I was teamed up with a great group of guys doing work in Georgia and North Carolina,” he says. “I did installation work, and then moved into sales for a couple of years.”

After briefly moving north with his girlfriend in New Jersey, Zach had enough of the Northeastern winters and returned home to Myrtle Beach after a month.

As he says, “From there, I just started working on the beach. I ran shuttles by day, and then at night I would go and bartend for seven days a week. I did that for about three years, before transferring to the front of the house where I worked as head server for eight years.”

FINDING NEW PURPOSE

In time, Zach felt like he was lacking some purpose.

“At that point, real estate really came into the picture,” he says. “I had gotten my license when I was 18 years old. The thing was, it was also around the time of the economic crash in the late 2000s, so I didn’t really pursue the business at that time. Yet it was always something I was interested in.”

Zach saw the convergence of his background and his interest in real estate take shape.

“Working at the restaurant, I had the opportunity to meet a lot of people,” Zach recalls. “I remember thinking that maybe it would be possible for me to help others while I had the opportunity to build a business of my own.”



Zach passed his test and started in one spot, before meeting Jason Potter, the man who would become his Broker at Grand Strand Coastal Realty.

“Jason has been fantastic to work with,” Zach says. “He has mentored and groomed me over the last seven months, and, in the process, I feel like I’ve received the equivalent of three to five years of experience by working with him.”

GOING DEEPER

Zach’s passion for his work lies in meeting people, getting to understand what makes them tick and finding out what they’re seeking.

“I also really like the contract aspect. I like the challenge of keeping it all together for that amount

of time over two or three months,” he says. “And then it feels good to check in with them and see how they’re their lives living in their new home ... helping them be fulfilled.”

While some see real estate as glitzy and glamorous, Zach sees well beyond that.

“For me, it’s the freedom the job gives me and the rewarding feeling of serving people,” he smiles.

DYNAMIC DIFFERENCE

His results are dynamic. In fact, Zach has produced millions in sales volume during 2020.



“FOR ME, IT’S THE FREEDOM THE JOB GIVES ME AND THE REWARDING FEELING OF SERVING PEOPLE.”

Family is at the heart of who Zach is. And that begins with his fiancé, Miranda Morris.

“She is amazing and helps me in every aspect of my life,” Zach emphasizes. “We’ve been together for 10 years.”

Zach is also thankful for the start his parents, Tom and Melanie, gave him in life.

“They instilled a lot of values in me that have helped me along the way,” he says. “My mom was the fitness person of the family and she helped me get into cooking, which I love.

That’s one of my biggest passions. My dad brought a big personality to the table, too.”

In their free time, Zach and Miranda have a passion for beach volleyball. They also love exploring together.

“It’s great being able to just get out of my comfort zone. So we like traveling to different countries where we don’t speak the language and figuring things out,” Zach explains. “We’ve traveled a lot to a lot of places, including Thailand, Vietnam, Cambodia, Taiwan, Costa Rica and others.”

IN THE MOMENT

Those who know Zach see the kindness he shows people — the way he is drawn to help people he happens to see on the street in the moment ... putting his care for people into tangible and meaningful action.

Zach’s rewarding journey continues and the best is yet to come.

“As you get older, your eyes open up to new things. Most people in the world are really good humans and want the same things. It comes down to shelter, water, food and love,” Zach says. “I want to help and I want my actions to speak for me. That’s the core of my values and what I’m trying to help other people get to. It’s the main driving force in my life.”

Janice loves her little helpers!



There could be no gathering this year, but a lot of Christmas cheer was received with each dinner pick-up and delivery.

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WHEN YOU MAKE A DIFFERENCE IN ONE LIFE, IT CREATES A RIPPLE EFFECT THAT FANS OUT AND AFFECTS THE WORLD.



The volunteers that come together to make this happen are a well oiled machine. They give up their holiday to help others in need.

Proof of that is around us every day. And one of those making it happen is Janice Ash Sialiano.

As a REALTOR® with Coldwell Banker Sea Coast Advantage, Janice and others saw a need, supplied a solution ... and, in turn, are feeding the soul of a community by serving holiday meals to those in need.

From Disaster to Making a Difference
Janice remembers how it all started.

It was 1989, in the weeks following the devastation of Hurricane Hugo.

As Janice says, “We wanted to do more to help people, so we started planning for a holiday meal in September, because we

knew with Christmas coming around the corner, there wouldn’t be a lot of places for people to go for food and fellowship.”

So Janice and others reach out to local churches to see how many people could be fed in their facilities. As the holiday approached, there would be another hurdle. But it wasn’t high enough to prevent a community from rising above.

“On Christmas Eve that year, we had 18 inches of snow,” Janice says. “But we were still able to feed 200 people on Christmas Day.”

Making More Room at the Table

In the years since, the effort — and the results — have continued to grow.



Now that is a lot of turkey!! Thank you Crabby Mike’s for providing the chefs each year!



The joy of serving others is palpable!



Mouth watering!

“This year during our annual event we served 12,000 meals across Horry, Georgetown and Williamsburg Counties,” Janice smiles. “As always, this isn’t a meal intended just for the homeless. This is designed to be a community event for those who are alone who can also benefit from having this fellowship.”

Delivering that kind of impact doesn’t just happen. It takes a lot of sustained effort.

“Typically we have about 500 volunteers that help with the meal itself,” Janice says. “But we also have a committee that works on making this meal happen all year long. They are the heart and core of this effort, and it wouldn’t happen without them.”

The obvious challenges presented by COVID-19 forced changes in the way the event was organized this past Christmas.

“This year we were only able to do pick-ups and deliveries,” she says. “We worked with other local charities to also provide meals to local hospice organizations, Help for Kids, veterans groups, Meals on Wheels, senior centers and others who we could reach out to and make connections with.”

Mouthwatering Menu and so MUCH Food!

The menu for the 2020 meal included an appetizing combination of turkey breast, turkeys, hams and more, along with pre-packaged desserts. In fact, local residents enjoyed their share of 3,400 pounds of turkey breast, 3,400 pounds of ham, 3,400 pounds of mashed potatoes,

4,000 pounds of fresh sweet potato casserole, 3,400 pounds of green beans and 12,000 servings of desserts.

“While we normally prepare fresh desserts and some other side dishes, COVID-19 safety protocols made it safer for us to provides some other alternatives this year,” Janice says.

Janice is quick to shine the spotlight on others who play a central role in continuing the annual tradition.

“Crabby Mike’s provides our chefs. In fact, they’ve been doing our cooking for several years. They are amazing,” Janice says. “Mike is so big on giving back, and

obviously, he and his team are so important in making this event become a reality.”

One of the benefits of the annual Christmas meal extends throughout the year.

“I’m so proud to be part of this group,” Janice says with a smile. “I hope that what we do inspires people to do something for others, as well. It doesn’t have to be big.

Just do something and reach out to a neighbor and do something kind. There are so many people who are alone. If everyone would reach out and do one kind thing, it would make a huge difference in our world.”

“IF EVERYONE WOULD REACH OUT AND DO ONE KIND THING, IT WOULD MAKE A HUGE DIFFERENCE IN OUR WORLD.”

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Written By: **Dave Danielson**
 Photography By: **Jeremy Kierez** - High Tide Content

You've had that feeling where you walk into a place and you feel truly welcomed — cared for and appreciated.

When you walk into Anderson Brothers Bank, the plan is to make you feel that every single time you make your way through the doors.

That's the spirit at work at a place that is far more than a financial institution ... a feeling that is actively cultivated by Bryan Lenertz, who serves as the bank's Horry County Area Executive in Myrtle Beach.

Anderson Brothers Bank is a mainstay — one of the region's landmarks that dates back to its origins in Marion County in 1933.

Deep, Strong Roots

Those deep local roots are meaningful.

"We are a local bank owned by the third generation of the Andersons," Bryan says. "We're proud of the fact that we hire local people and make decisions with that local emphasis in mind, with a big focus on customer service and personal service. Here our customers don't need to wait for us to call someplace far away for an answer to their questions. When people walk through these doors, they know they'll get a direct answer directly from a person."

The proof of that difference can be seen in many ways. One of the tangible examples came during the COVID-19 pandemic.

"When the stimulus package came out, we did the most loans of anyone," Bryan explains. "A big bank doesn't necessarily mean a better bank. People

who work with us appreciate having things taken care of the same day."

An Out-of-the-Box Difference

Not all lenders are created equally. One of the advantages Anderson Brothers Bank delivers involves focused problem-solving.

"As a bank with a mortgage lending and real estate lending division, it feels good knowing that we can do more deals outside the box than the normal mortgage lender," Bryan emphasizes. "As a result, our lenders here can get some things closed that a lot of larger mortgage companies aren't able to do. We're able to offer more avenues and different options."

As Bryan says, it's a rewarding feeling having the freedom and flexibility to serve people at a deeper level.



"In those cases, when there's an issue, we can coach them," Bryan explains. "If there's a blip in their circumstances with their credit, for example, we're here to help them and do a little more than just offer an in-the-box product. It feels good to help someone achieve their goals."

Rising Above

The past year has provided an obvious combination of challenges, opportunities and extreme volume.

Yet, through it all, Bryan says the mortgage team at Anderson Brothers Bank finds ways forward.





Anderson is a local bank with a local emphasis, owned by a third generation of Andersons.

•••

“Our Mortgage Department closes things on time, despite what’s happening in the climate we’re working in,” he says. “They get it done without extensions. As we have demand, we hire for it to keep up with volume expectations and needs. We put the pieces in place to meet the need.”

Better Together

Teamwork is at the heart of the difference Anderson Brothers Bank makes.

“We have a strong team of 12 to 14 people, including producers and processors,” Bryan says. “It’s a fantastic group that has been in the area a long time with a lot of experience and a lot of self-starters. They always want to do better each day. Our people take on an issue and see it through.”

Partnership is central to success for all involved.

“That’s something we are grateful for with our REALTOR® partners,” Bryan emphasizes.

“We always work to demonstrate that we have the clients’ best interests in mind. We know what we’re doing and we’re going to get them taken care of. When they refer you, it feels good because they know you’re going to get things taken care of.”

When you talk with Bryan, it’s clear to see the pride he feels in the teamwork and culture that exists at Anderson Brothers Bank.

“We’re doing well and growing. That’s good, but, at the same time, we step

back and concentrate on staying personable and add technology for our clients where it makes sense and where it can make things more efficient,” he says. “But all along the way, we remember the personal touches with phone calls.”

And, of course, the difference at Anderson Brothers Bank begins from the moment the doors open and someone walks in. It’s a practice Bryan actively cultivates and encourages.

“That’s important for us to have the opportunity to provide that experience that,” Bryan explains. “We love greeting people we work with by name.”

For more information about Anderson Brothers Bank: Phone: 800-345-8081



“We always work to demonstrate that we have the clients’ best interests in mind. We know what we’re doing and we’re going to get them taken care of.”

Bryan Lenertz, who serves as the bank’s Horry County Area Executive in Myrtle Beach, works hard to ensure his team makes each customer feel welcomed and appreciated.

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Writing New Chapters

Lindy Mickle

Written By: Dave Danielson
Photography By: Jeremy Kierez
- High Tide Content



Each life in this world becomes a rich, carefully crafted book ... each a story of triumph, disappointment and perseverance.

In the process of these tales unfolding, locations serve as memorable places that house each transition and step forward.

That's where leaders like Lindy Mickle enter the story.

As a REALTOR® with Peace Sotheby's International Realty, Lindy is there in the lives of so many — providing the expertise and experience that support people in writing new chapters in their lives.

"It's one of the big joys of what I do," Lindy explains. "It's the chance to meet new people from all types of places — getting to know the houses and the owners and the stories of where people are from and what they're trying to achieve in their lives."

Passion for People

Lindy puts her passion for people to work, unlocking the keys to what each person feels is right for them and their future.

"When I work with home buyers, I really enjoy figuring out what it is that's going to fit what they're looking for," Lindy emphasizes. "At the same time, it's rewarding to work with people selling their homes as they prepare for their next steps, as well."

Getting Her Start

Lindy moved here from Charleston, where she worked in events management.

"When I moved here and got married, I knew that I wanted to make a career change," she recalls.





Lindy's background growing up had opened some doors for consideration.

"My mom is a REALTOR®. In fact, she's worked in the business for over 30 years," Lindy explains. "Plus, my brother is a Commercial Broker in Charleston."

Whether predestined or not, Lindy began her real estate career with one of the area's most respected industry leaders — Perry Peace, who heads Peace Sotheby's International Realty.

"Perry needed a licensed assistant to work with him. Luckily, I found out about that opportunity and hopped on board with him," Lindy remembers.

Soon, Lindy earned her real estate license and began her steps forward in the business seven years ago.

"It was challenging learning a new trade, but it meant so much to me in the development of my career to have the guidance and support of others here," Lindy smiles. "There are several others in the office at DeBordieu Colony who helped me work through my transition time getting into this business."

Support and Encouragement

While Lindy has moved into real estate sales full time, the mentoring she is so thankful for still continues.

"I'm fortunate to still be able to work with Perry. We occasionally co-list properties together," she explains. "I will always be grateful to him for giving me the opportunity. I was new to town, and he took a chance. I have learned a lot from him."

Today, Lindy continues to build on her business. In 2019, she recorded \$6 million in sales volume. In 2020, she nearly tripled that, with results in excess of \$17.5 million — a total that has her ranked among the top producers in Georgetown County.

Family Foundation

Success begins at home, and Lindy's thankfulness for her family comes through clearly.

She enjoys time spent with her husband, LR, and their 3-year-old daughter, Reaves.

Together, Lindy and her family enjoy exploring the area.

"There are so many wonderful, natural amenities to enjoy that are near where we live," Lindy says.

"We enjoy time near the creek, as well as fishing and spending hours at the beach."

In her free time, Lindy also loves yoga and exploring local restaurants.

She also has a heart for helping. For the past two years, she has served on the Board of Directors for the Georgetown County Habitat for Humanity.

Encouraging Growth

As Lindy considers her career, she also has advice for those who are considering trying real estate for themselves.

"One of the biggest things people who are starting out to remember is to not get discouraged," Lindy says. "There can be parts of every deal that can be discouraging at times, but keep moving ahead."

She also emphasizes the joy in doing what you love — and who you do it with.

"I encourage people to have the courage to branch out and make yourself known in the community, and to talk with people," she says. "That's a big part of it ... interacting with the community and getting into a good group ... not just to engage with people for real estate, but for the pure happiness of doing things you enjoy and working with people you like."

Those who talk with Lindy instantly sense her fun, honest nature and her values of loyalty and fairness that drive her.

"I am very grateful for what I do," she says. "I enjoy constantly continuing to learn, and being a resource for the people who put their trust in me."

As people throughout the area know firsthand, when they look to have someone help them write the next chapter in their lives, Lindy Mickle is there with care and follow-through to create a successful ending.





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