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# OUR LAUNCH PARTY WAS A

# BLAST!

Our Carolina Coast Real Producers launch party was a huge success. We loved being able to finally gather and meet many of you in person for the first time. We enjoyed watching you connect with agents that you had closed deals with but had never met, or maybe had not seen in a while. Our preferred partners enjoyed meeting new top agents and chatting with those they already knew.

It is a wonderful thing to be able to connect a face with a name! We cannot wait to build this community closer with each event. Many of you asked – when can we do this again? How about August, before school starts? We hated missing many of you who were FINALLY able to get away with your family during spring break, but so happy you were able to go.

We learned a lot on this first venture. We learned you get slammed with so much email that your launch-party invitation got buried in the mass. We learned that some of your admins automatically unsubscribe from these emails to protect you. I found this out when an agent told me she was bringing her broker who had unsubscribed. He never knew he had received an invite! We also found out a lot of these invitations went to spam.

I want to again thank our sponsors: Julie Almeida, Kent Schaeffer and their team at Seaside Furniture for sponsoring the bar, and Olga Kazakova, owner of Design the Sign, for our wonderful beach tote bags and all of our signs. We loved what Olga did with our backdrop banner.

I also want to give a shoutout to all our preferred vendors who gave us tremendous swag items to put in the totes. We received a lot of great feedback on that.

And finally, I want to thank Albert and Michael, owners of Conrad Farms Gourmet Gifts, for their beautiful gift baskets they donated for our door prizes. The winners were really excited about these! They also added a bottle of their great hot sauce in your tote bags. I put it on practically everything.

Thanks for your support. Our goal is to make each event better. We will see you in August, if not before. Happy spring!



ANITA AND BILL

We welcome your feedback! Email me at [anita.jones@realproducersmag.com](mailto:anita.jones@realproducersmag.com).



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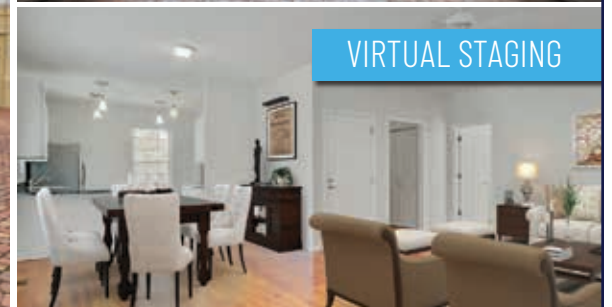
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## A BUSINESS WITH NO SIGN IS A SIGN OF NO BUSINESS

*Personal Branding is Introducing your Story and Services to the World*



**A**merican entrepreneur and Amazon founder and CEO Jeff Bezos is widely quoted as saying, “Your brand is what people say about you when you’re not in the room.” As REALTORS®, personal branding is introducing your story and services to the world. People want to give their business to someone they feel they know and trust, and let’s face it: competition is fierce. Marketing your business and your clients’ properties in an effective and eye-catching way could make all the difference in the world.

Cue Design the Sign, a local full-service printing company whose affordable prices and lightning-speed turnaround times have earned thousands of repeat customers.

Whether for real estate needs, retail restaurants, small businesses, or homes, Design the Sign can customize signs that fit any need. Specializations include: offset printing, digital design, and fabrication of signage that includes printing business cards, flyers, posters, brochures, post-cards and rack cards, menus, receipt books, letterheads,

and office paper material; indoor or outdoor custom signs made of coroplast, PVC, aluminum, and plexiglass; vinyl banners of all sizes and finishes. They also offer large format posters and murals; graphics and installation for cars, trucks, and trailers; dimensional logos for office lobbies and installation of window, floor, and wall graphics; any size, shape, and quantity bumper stickers, labels, or decals; and vinyl lettering and numbers. Design the Sign’s production team has a record one-day turnaround time for specialty items!

Owner Olga Kazakova emigrated from Belarus to the United States with only \$300 in her pocket. She came on a student visa and attended Coastal Carolina University, where she minored in Marketing and earned her bachelor’s degree in Business Administration while maintaining employment at various jobs from house cleaning to Pizza Hut. After college, Olga and her husband at the time, Ward Shepherd, began designing websites and mobile apps for local businesses. It was then that they discovered the enormous demand for printed products. “We thought

•••

the best way to help small business owners and their community would be to open a printing and sign business with a focus on understanding the client's vision and quickly turning it into a visual reality," Olga said. They operated on a belief that "you become successful by helping other people to become successful," she added.

A lot has happened since the purchase of their first single printer nine years ago. What started off as self-taught graphic artists working in an area the size of a living room, has grown to a staff of five plus a team of designers and production workers in a 3,000-square-foot office space. Design the Sign's product offerings have developed from a mere five products to over 100 different products and services. Its clientele has expanded from helping one single customer to now having helped over 4,000 customers and businesses.

Seven years ago, Sarah Swartz joined the design team and has since built up her own long list of clients, many of whom request her specifically to handle their projects. The team's most recent member, Jeff Miller, joined the design team three years ago and has been a tremendous asset.

Production members Tanya Temple and Zhenya Wade put their heart and soul daily into bringing all of the orders to life. "In almost a decade, everything has come quite a long way! I owe a lot to my incredible, hardworking team and all the work and business they bring in for us," Olga said. "My journey played out as the American Dream that came true, and I can only see us growing more from here."

The team operates by two mottos. The first is: "A business with no sign is a sign of no business." Olga and her team understand that their clients call on them to help get their business or name out on display. They strive to establish not just a business relationship with clients but a friendly rapport. "We thrive when they thrive, and we want them to understand our team cares about their ideas and projects," Olga said. The company's second motto is: "Any job, big or small, do it right, or not at all." Design the Sign is dedicated to giving its full attention to its clients, no matter the scale.

In her free time, Olga can usually be found spending time outdoors, whether it be camping or going to the beach. She also enjoys spending time with her



family, including her mother, father, and sister, who have also relocated to the United States. "We enjoy getting together and having a Russian potluck; just a full day of everyone cooking and enjoying great food," Olga said. "When things quiet down, we enjoy talking and joking around by the fireplace."

Olga added, "My team is looking forward to working with you, and I'm looking forward to meeting you all!"

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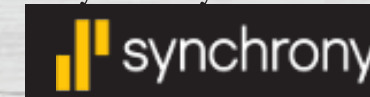


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# a legacy of leadership



## LINDA GIVEN and KEMP NASH



This tourney funds scholarships for high school students who are continuing their education – all in honor of Michael Nash.



Michael Nash Soccer Field North Myrtle Beach

### ▶▶ giving back to the community

Written By **Dave Danielson**  
Photography By **Jeremy Kierez**, High Tide Content

One of the sure signs of success in life is the difference made in the lives of others.

Two who are prime examples of that are Linda Given and her son, Kemp Nash.

As local iconic leaders of the Nash/Given Team with Century 21 Coastal Lifestyles, Linda and Kemp form a dynamic mother/son team who continue to build on their legacy of leadership each day.

“Success is being able to lay my head down at night knowing that I did all I can that day to take care of my clients’ needs. Also, especially important to me is having a loving family to go home to at night and wanting to go to work every day because I love what I do,” Kemp emphasizes. “It’s about creating clients for life ... and having a real estate company that has been in business over 40 years. It not only creates jobs for our employees, but also the many agents that we have mentored and are out there doing real estate today.”

### Their Beginning in the Business

Linda started her real estate career in 1981 when she earned her license in South Carolina. She got her broker’s license a few years later. In 1990, she earned her broker’s license in North Carolina.

“Before that, I was running a waterslide, miniature golf course and shopping area. One of the owners, Charles Tilghman, who developed much of North Myrtle Beach, told me he would like me to get my real estate license,” Linda remembers. “Being a single mother of two boys, I explained to him that I couldn’t take a job without a salary.”

Charles told Linda not to worry ... he would pay Linda to do all of his bookkeeping.

“So, I began taking my real estate courses and proceeded to work for Mr. Tilghman. This was the best thing that could ever have happened to me,” Linda smiles. “He was one of the most ethical people that I have ever met, and he was definitely my mentor. While I worked for him, I had an opportunity to become a property manager for several homeowner associations, which eventually led to 10 associations. This was about eight too many, but it took me some years to figure that out. I still manage one but plan to retire from it at the end of this year. Meanwhile, my real estate sales grew and by the third year in the business, I was in fairly good shape financially.”

Kemp started his real estate career 26 years ago after getting his start as a student and banquet waiter. Kemp had graduated from Coastal Academy and then went on to earn his Bachelor of Science degree from the University of South Carolina, where he worked two jobs.

As Kemp recalls, “I was 25 years old, was getting married and needed a real job. My dad, Charles (Swami) Nash, started this company 40 years ago. I had been around real estate all my life, and felt it gave me the best path for my future.”

Kemp moved back to North Myrtle Beach to start his journey in the real estate business, and he has been here ever since. He owns the company with his half-brother, Kyle Nash, and is Broker in Charge.

### Life’s Crossroads

Life presented more than its share of challenge and heartbreak to this family over time.

...

“In the early 1980s, Kemp was diagnosed with Hodgkin’s Disease,” Linda recalls. “At that point in time, it could have been a death sentence. Kemp and I were immediately sent to Charleston, where he underwent surgery and chemotherapy. We were there for almost a month. For the next two years, we traveled to Charleston for treatment almost every month.”

As Kemp remembers, “Going through that time kept me from excelling at soccer. I continued to play, but I was very sick. I just had a strong desire to play.”

Kemp recovered, but would also face another scare when he suffered a heart attack at age 47.

“It held me down for a few months, but my work ethic wouldn’t let me quit,” Kemp explains. “My strength is to keep fighting and not to give up when things look down.”

But tragedy struck in 1993, when Linda’s other son, Michael, was killed in a bungee-jumping incident.

“In 1993, during Michael’s summer vacation from the College of Charleston, he worked at a bungee jump in Atlantic Beach. Michael had graduated from North Myrtle Beach High School the year before, where he played and loved soccer,” Linda says. “He had walked on to the College of Charleston soccer team but was redshirted his freshman year.”

Michael had a summer job working at a bungee-jump attraction and had one more night left at work before heading back to school. As Linda says, the owners of the bungee jump had a problem with the original setup, so they had rigged it with a winch and cable. One of the owners was operating it on the ground, and he put Michael in the cage with the customers.

“Michael went up with a 17-year-old. The owner wasn’t paying attention and went beyond the mark with the winch and cable, which caused the cable to fray and the cage to fall, killing both Michael and the customer, Zack Steinke,” Linda says. “Our hearts were broken, and our lives were changed forever.”



The annual Michael Nash Soccer Tournament is second largest in SC.



In 1990, Linda married Stan Given. Michael’s dad, Swami, was now married to Nina. Both their families were in shock. Michael was well-known in the community, and the tragedy was such that our entire cities, North Myrtle Beach and Myrtle Beach, grieved with us. This shocking tragedy was reported on television and in print. The whole community was mourning the loss of this promising young life.

At the suggestion of then North Myrtle Beach High School soccer coach, Newt Merricks, Linda, and her family started the Michael B. Nash Memorial Soccer Scholarship Tournament. After Newt’s retirement, the tournament continued and grew with the school’s girls’ soccer team coaches — first with Lorrie Ruggieri and now with Kelsey Winkler. After beginning with a few teams the first year, the tournament has grown into the state’s second-largest soccer tournament, attracting 18 boys and girls teams each year.

“Every year, our goal is to give some scholarship funds to each graduating senior who is continuing their education and so far, we have been able to do so,” Linda explains. “This doesn’t bring Michael back, but it is a weekend that lots of our friends and family remember and honor him.”

#### Dedicated Service and Drive

Linda and Kemp bring a dedicated spirit of service and drive to their work each day.

As Linda says, “The wonderful thing about selling real estate is the feeling that I have when I have helped someone realize their dream, whether it be through the purchase of their primary residence or a second home. I have always adored working with most everyone I have encountered.”

Kemp says real estate is a part of my life and always will be.

“I have been around real estate since I was a kid going to open houses with my dad, putting up for-sale signs when I was able to drive and now being a Broker in Charge and owner

of a company that I feel like has a great reputation of being honest and putting our clients’ needs ahead of our own.”

Away from work, Linda, Kemp, and their family have a wide range of activities they enjoy.

Linda has a strong passion for traveling and reading. She’s also very active in her church, Ocean Drive Presbyterian, where she taught Sunday school for years.

#### Supporting a Strong Community

Linda has a passion for her community. She completed Leadership Grand Strand and has been on the North Myrtle Beach Planning Commission and has served on the Board of Directors for Ocean View Memorial Foundation.

Linda has been involved in giving back to the industry she loves. In fact, she has served as Treasurer, Vice President, President, Education Committee Chair and on the Board of Directors during her years on the Grand Strand Board of REALTORS® which merged with the Coastal Carolina Association of REALTORS®.

#### Looking Ahead

As she considers her career and the industry that has given her so much, Linda feels great gratitude.

“I know that I have reached the age where most people would retire, but I just can’t imagine a life without selling real estate. So many times, success is about money. I think we all want to be able to make enough money to enjoy life and take care of ourselves and our family, but to me, success is feeling good about yourself, your family and about the people you have come into contact with each day.”

#### Building with Their Best

Those who get to know Linda and Kemp know they are real people who have a genuine interest in their clients’ future and their dreams.

“Helping people is what I do, and I am very proud of that. I enjoy building people’s trust that I have never met by giving exceptional service. I like to say I devise a plan for each client I work with,” Kemp says. “My goal is to find their need and then create a plan to meet that need.”

As Linda says, “My hope is that people see me as a knowledgeable REALTOR®, wife and mother with a good sense of humor and many satisfied clients,” she says with a smile. “What more can I ask for?”

Truly, the people of the region are better off each day, thanks to the legacy of leadership of Linda Given and Kemp Nash.



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# JOSHUA CARTER

**BREAKING NEW GROUND FOR THOSE HE SERVES**

► cover story

Written By **Dave Danielson**  
Photography By **Jeremy Kierez**, High Tide Content

Leaders in life look for ways to make the path ahead easier for those around them.

That's a quality that perfectly describes Joshua Carter.

As Broker Associate with Grande Dunes Properties, Josh is breaking new ground for his clients and helping them move closer to their dreams.

"The most rewarding part of what I do is seeing people happy after the transaction has completed," Joshua says. "When I sell their property for them, and the stress has been lifted from their life and they can move forward, that is the most rewarding."

#### Getting His Start

Joshua grew up in Windsor, Vermont, and attended Plymouth State University in New Hampshire, going for a degree in the Information Technology field.

"After the first year, I decided to go down a different path," Joshua says. "I ended up becoming a Corvette technician and moved from a small town in Vermont to Las Vegas, Nevada, where I lived for three years."

From there, Joshua moved into the themed construction industry, where he spent 10 years traveling through 48 states for a wide range of construction projects.

"At that point, I wanted to find roots and bought a house in Myrtle Beach. My mom and stepfather built a home here at the beach. So I bought a home here in Myrtle Beach while still traveling for work. I was



finishing up the sea lion exhibit at the Riverbanks Zoo in Columbia, South Carolina, at the time," Joshua recalls.

"My REALTOR® who I bought my house with, Rene Fletcher, actually just reached out to check in to see how the house was going. We talked and I mentioned to her that I was looking for a change and it would be hard to build a family while traveling for work. She thought real estate would be a good fit. I was a little skeptical at first, never being in sales."

Joshua did move forward. He earned his license in 2016 and joined The Harrelson Group with Century 21. He jumped in with both feet.

#### Learning and Growing

Like most who enter the business, Joshua experienced a time of transition.

"It took me five months to get my first sale, and I was down to my last month of savings. Then the listings started coming," he says. "Then I had 14 more deals that came in the rest of the year. I give thanks to Greg



“  
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I COULD EVER  
RECEIVE  
IS WHEN A  
PAST CLIENT  
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SOMEONE TO  
ME FOR MY  
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Harrelson and the coaching I got from him. I knew I was in the right place.”

Joshua has steadily built his business through time and in 2018 went to Grande Dunes Properties to focus more in the luxury market. In fact, during his relatively young real estate career, Joshua has already recorded \$65 million in sales volume, including \$26.5 million in 2020.

Joshua earned the Grande Dunes Diamond Award and finished 2020 as a Top-10 agent. He has his sights on an even bigger 2021 and is working to streamline his processes for the increased volume.

**Passion for the Profession**

The passion Joshua feels for his work is easy to see.

“I like helping people. You want to learn something new every day. I had that mindset of when I got in,” he says. “I work a lot with luxury real estate, also. One of the things I enjoy the most about that is the opportunity to get to know people who have been extremely successful and to learn from them.”

**Family Foundation**

Away from work, family forms a strong foundation in life for Joshua ... including his mom and stepfather in Myrtle Beach, Tom and Eileen Johnson, along with his brother Christopher. In Vermont, he has his father and stepmother, Nick and Debb Carter, and his brother Taylor.

In his free time, Joshua and his family have a passion for golf. He also likes traveling and spending time at the beach. He also enjoys time with his golden retriever, Titan.

Joshua also has a drive to continue learning and growing in the business. With that in mind, he takes part in coaching from the Mike Ferry organization.

**Leading the Way**

Those who know Joshua appreciate his kind, thoughtful and respectful approach to life and business.

As Joshua says, one of his primary goals in life is for people to know that they can count on him.

“I love helping people achieve their goals in real estate. For instance, if someone is looking to sell their home, my goal is to



provide exceptional service to them and allow them to achieve what they are looking to do,” Joshua emphasizes.

“The greatest compliment I could ever receive is when a past client referring someone to me for my services.”

Day by day, Joshua is breaking new ground for those he serves.



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▶ rising star

Written By Dave Danielson  
Photography By Jeremy Kierez, High Tide Content



## RELENTLESS PURSUIT

There is a wonderful power in having an ongoing drive to serve ... a tireless passion for what you do. That is what Desiree Rowles brings to life and her work each day.

As a REALTOR® with Century 21 Stopper & Associates, Desiree serves those around her with a rewarding, relentless pursuit.

As Desiree says, “When I work with someone, I always want to do the most I can for them. One example of that is when it comes time for negotiating. It makes me feel great when I can help them get a better price than what their list ask price was. My clients appreciate that my hard work makes this happen for them.”

**Following Her Vision**  
Desiree first moved to the Myrtle Beach area when she was 21.

“I came here as a waitress and started bartending, because that is good money in a tourist area. I wanted to be part of this lifestyle. I love it here!” she says. “Through the process of working and meeting people, I had several individuals who suggested that I think about getting into real estate.”



**Made for This**  
Desiree had always felt a strong knack for sales. Soon, she would put this ability to work again.

“I had been licensed in Georgia. I started working for a small builder who did 20 homes a year,” Desiree recalls.

“In this job, I did the invoicing, accounting, and MLS listings, along with advertising, marketing, and Facebook social media. I saw the possibilities that came with selling homes. I got licensed, and it went from there.”



•••

### Early Results

As Desiree started in real estate, it was on a part-time basis. She continued bartending for a short time.

“I couldn’t believe it. I was bartending part time during my first month in the business,” she remembers. “Then, during my second month, I had eight closings. I remember wondering, since I had been so successful with only working at real estate part time, what I could do if I put my attention to it full time?” This is an amazingly fast start for a newcomer to real estate. There is so much to learn, and takes a lot of time to build relationships, so it is rare for a new agent to get this many closings in their first month.

A little over a year ago, Desiree joined the team at Century 21, Stopper & Associates.

### Signs of Success

Through time, Desiree’s record of successes have continued to mount.

In fact, in 2019, she recorded 96 deals and completed another 100 deals in 2020. In 2021, she is on track for 115 deals! In the process, she has been ranked as the number-one individual agent in her brokerage, Century 21 Stopper. She is the epitome of a Real Producer Rising Star.

To make that record of achievement even more astounding, she does it all by herself. And she has done this while being a single mom. She was thrilled with her beautiful wedding in March of this year to Kody Rowles.

The secret to Desiree’s success is straightforward.

“I think it comes down to my diligence and desire to help my clients,” she says. “I just work extremely hard. I get up early in the morning and



“ I REMEMBER WONDERING, SINCE I HAD BEEN SO SUCCESSFUL WITH ONLY WORKING AT REAL ESTATE PART TIME, WHAT I COULD DO IF I PUT MY ATTENTION TO IT FULL TIME? ”

work late at night. Even on Christmas Eve, I am showing property. I answer my phone; I am always responsive. I never want people to be waiting on me.”

### Life’s Treasures

Away from work, Desiree treasures time with her family, including her 8-year-old twins, and her new husband.

In her free time, Desiree enjoys playing board games with her children, spending time at the playground, playing cards, pool and darts.

Giving back is also a big part of her world, too. Desiree is a member of the Coastal Carolina Association of REALTORS®. She is also a member of Young Professionals Network (YPN), where she supports a range of worthy local causes.

Faith plays a central role in Desiree’s world, too. “God and family are at the center of who I am, along with the relationships I have the chance to create through the work I do,” she says with a smile.

### Sparkling Dreams

When you talk with Desiree, you quickly see her spark and get a sense for the spirit that her clients enjoy on a daily basis.

“I just never want to stop. I cannot be still. I never have a day off. It’s hard for me to stop,” Desiree says. “I feel a very strong eagerness to move forward and to stay active and busy.”

Each day, Desiree continues her relentless pursuit to help all of those around her.

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Bill and I would like to give a special shoutout to Julie Almeida, owner, and Kent Schaefer, manager of Sea Side Furniture, and Olga Kozakova, owner of Design the Sign, for not only sponsoring this event but also for giving us support from the very beginning.

And finally, we want to thank Albert and Michael, owners of Conrad Farms Gourmet Gifts, for their beautiful gift baskets they donated for our door prizes. The winners were really excited about these! They also added a bottle of their great hot sauce in our tote bags. I put it on practically everything. We hope you enjoy.

Check out the launch party videos on our Facebook page. Thank you!

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