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**SPECIAL FEATURE**  
Power Couple: Carol  
and Bill Burchfield

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**VENDOR SPOTLIGHT**  
Michael Conrad: Conrad  
Farms Gourmet Gifts

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**VENDOR SPOTLIGHT**  
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# be thankful

We are always looking for great content. Please email me with your ideas at [anita.jones@realproducersmag.com](mailto:anita.jones@realproducersmag.com).

November is such a magical month as the trees start displaying their leaves of many colors, and the temperature gets a little cooler. The darkness gets here a little earlier, and it is time to get out the fall soup recipes and the crockpots fired up.

Gratitude is such an important part of our life, that we love as Americans, we spend a whole month focusing on Thanksgiving and all of the blessings we have. Now that the supply chain is such as it is with delays spread across all product lines, maybe we can appreciate what we have, instead of focusing on what we want.

We have so very much to be thankful for this year. Covid-19 is finally losing its grip, and the new case trend is heading in the right direction. Many more families and friends will finally be able to gather over the holidays. Gathering will be especially cherished after the isolation endured during the last year. Yes, there is so much to be thankful for!

This November magazine, our 12th, marks our first year in publication! As we look back, we are so thankful for your love and support as we build this amazing community of top REALTORS®. We get so much pleasure watching you grow personally and professionally.

We love that you enjoy learning more about your peers and business partners in our feature articles. We are so proud of your success and engagement in our wonderful community. We also love interacting with you on social media. You make us smile and you inspire us daily. Thank you!

We are especially thankful for all of you we have been able to meet and get to know through this Real Producers platform. It has been an honor!

**Happy Thanksgiving!**



▶ publisher's note



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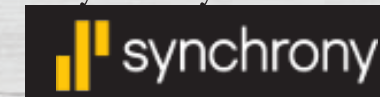


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special feature:

# Carol & Bill BURCHFIELD

## POWER COUPLE, THE BURCHFIELD TEAM

*What Retirement? Thanks, Bill!*

Written By **Barbara Gart** | Photography By **Donald Hovis**, Tides Eye Photography

*Shortly after Carol and Bill Burchfield retired and moved from Ohio to Myrtle Beach, Bill suggested that Carol might like to get her real estate license. Although she didn't ever think she'd actually become a "real working REALTOR," she missed learning from her previous career and thought she could sell the house she and Bill were living in if they ever decided to sell. Carol decided to sign up for a real estate course, but as fate would have it, the instructor needed one more person to sign up for the class to move forward. Bill agreed to sign up as well, and the rest is power-couple history.*

Carol shares, "I never thought about becoming a REALTOR® before, but I had always been interested in looking at houses and real estate. I never actually thought about becoming a working REALTOR® when we signed up for the course, and later I found out Bill thought that while I was working part-time, he would have much more time to play golf. He took the course so the class could go on, and I could get my license and occupy myself while he hit the links. Boy, was he wrong!"

Prior to real estate, Bill had a successful 30-year career in the financial industry, while Carol was a Human Resources Director and Communications Director. Carol and Bill's work has always

involved helping people achieve their dreams, with Carol helping others achieve their career objectives while Bill focused on their financial needs. Carol and Bill are so happy to be able to continue helping others through their new career in real estate. "We made our first cold call on January 23, 2011. We were honored with that listing, and that is where it all began!"

When we started in this business, many REALTORS® seemed to be leaving since the market was in decline. We dug our heels in, tried to figure out how best to reach people and let them know about us. We did a lot of things the old-fashioned way. We wrote several personal letters, hand-addressed and stamped them, and sent them out, introducing ourselves and telling people about us. We often say we were not smart enough to "know and accept" that the market wasn't very strong. We kept moving forward, consistently sending out information, ...







contacting people and doing lots of open houses. Everything eventually started to gel, and we were on our way.”

Over the past 10 years, Bill and Carol have teamed up to help people buy and sell oceanfront, golf course and community homes, condos, and land, not only as primary or vacation homes but as excellent investments in the most beautiful Myrtle Beach and Pawleys Island areas. They have achieved over \$75 million in total career sales, and been recognized with many awards, including #1 Top Producers with Realty One Group Dockside in 2014, 2016, 2017, 2018 and #2 Team Top Company Wide Producers in 2019 and 2020.

Bill and Carol are truly passionate about their clients. “In these times, we are doing everything we can to help our clients make the best possible decisions for themselves when buying and/or selling a home and relocating. The most rewarding part of this business has been meeting with and developing friendships with a group of wonderful people and we feel so very fortunate for this.”

Carol and Bill lived in Ohio for all their married life before relocating to the beach. They are avid Buckeyes who love to travel, cruise, and visit new and different places. Carol

shares, “Bill is an avid golfer, and I am just now starting to play again after a few years away from the game. We really enjoy entertaining and having friends over to break bread, play cards and just enjoy one another. We also love the theatre, Broadway shows, the beach, reading and dining out. We love spending time with our son and grandson Shane and Zane. We have been very fortunate to travel and cruise with them. Bill and I also have a very special place in our hearts for the Alzheimer’s Association and Hospice.”

Over the years, Carol and Bill have enjoyed mentoring other agents and sharing how they got started, along with their business plans, marketing packages and more. Some agents have modeled or duplicated their success with open houses, advertising, marketing, and networking. Carol and Bill enjoy doing this mentoring one-on-one, to help others as they have been helped through the years.

Their advice to up-and-coming agents is “Always try to remember that selling or buying a home is one of the largest transactions most people will

ever deal with in their lifetimes. It is stressful, and your job is to work very hard and smart to take out as much of the stress as possible. Try to walk in their shoes, be honest and understanding. You owe it to your clients to do a first-class job and provide outstanding service and communication.”

Carol and Bill not only share this advice with others but make sure to live it every day. Carol shares, “You are important to us, and we care about how things go for you! We work very hard to take the best possible care of our clients.” Bill echoes the sentiment, adding, “Carol loves real estate, and I love her.”



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Written By Lindsey Wells | Photography By Jeremy Kierez, High Tide Content

# CONRAD FARMS GOURMET GIFTS

*high-quality foods offer taste buds a party with each bite!*

*Close your eyes, and picture this (in black and white, if you can): It is the early 1900s in South Carolina; horse-drawn carriages are the preferred mode of transportation, as electric streetcars are just on the verge of exploding in popularity across America. Women exude elegance and moderation, dressed in full-length skirts or dresses with long sleeves and high necks, while men don suits or long pants kept in place with braces or overalls made of denim.*

In the year 1900, on the original homestead of F.P. Conrad, an idea was born for a family-owned general store. The Conrad family would farm and feed others with a store full of delicious gourmet pantry-style foods. This family company, founded on a whisper of an idea over a century ago, has since transformed into a premier source for gourmet goods—not only in South Carolina, but across the nation. Today, Conrad Farms Gourmet Gifts creates and distributes more

than 105 products, including jams, relishes, sauces, pickles, dressings, salsas and more.

Carrying their family’s legacy into the 21st century, owners Albert and Michael Conrad operate the business according to the same values on which it was founded. “The Conrad family has always operated in a fair and ethical manner. We believe that ‘nice matters’ and fair prices are only right,” they said. “While others like us have a pricing structure that is unrealistic, we offer more value for your hard-earned dollars to keep people coming back for more.”

In 2002, thanks to Michael’s creative mind, Conrad Farms began creating custom arrangements and gift baskets. “We found that our gift baskets were always a hit with family and friends,” Michael said. So, he pursued a Master Certification in gift basket artistry, and



Owners Albert and Michael Conrad





**WE HOPE TO BE REMEMBERED FOR OUR SERVICE AND OUR ABILITY TO MAKE PEOPLE SMILE. KEEPING OUR FRIENDS AND CUSTOMERS SURPRISED WITH NEW AND CREATIVE PRODUCTS— THAT IS REALLY THE BEST PART OF OUR BUSINESS.**

Owner Albert Conrad in front of photo of his grandad who started it all.



Storefront of newest store in Coastal Grand Mall, Myrtle Beach

the business sky-rocketed. Now, custom gift baskets and arrangements are shipped to customers all over the country and in Canada.

During the last two years of the COVID-19 pandemic, the gourmet gift industry witnessed the fall of many big-name competitors after years of serving up the same high-priced gift options. This allows small family companies like Conrad Farms to offer something new and fresh to the market and locale.

Conrad Farms' gourmet goodies are especially popular with real estate agents, who call on the company to create one-of-a-kind closing gifts and arrangements for their sellers and buyers. "We love that we can provide a unique and exciting shopping experience with a wonderful collection of the most unique locally sourced products," the Conrads added.

Albert and Michael believe that the success of their company is not measured in dollars but rather in its customers' continued support of what they do and stand for. Just this year, in August, Conrad Farms opened its second location in Coastal Grand Mall, made possible only through the support of its loyal customers.

Food-lovers and adventurers by nature, Albert and Michael love discovering new local cuisine and relaxing with their rescue dogs, Luna and Milo, who inspired Conrad Farms' recent line of all-natural dog treats. They also enjoy their time spent on the beach and visiting with family and friends in the community.

However, Albert and Michael are happiest when creating new gifts for their stores. They can hardly wait to witness the surprised and delighted looks on their clients' faces upon seeing their custom creations. Seven days a week, the Conrads can be found working to keep business operations in pristine shape. "We have been blessed to have wonderful and supportive neighbors, so we like to spend time catching up with them," the couple said.

Looking into the future, Albert and Michael plan to continue their family's tradition of ethical business while producing high-quality foods that offer taste buds nationwide a party with each bite, every time. "We hope to be remembered for our service and our ability to make people smile," the couple said. "Keeping our friends and customers surprised with new and creative products—that is really the best part of our business."

Visit Conrad Farms Gourmet Gifts online at [www.BestGourmetGifts.com](http://www.BestGourmetGifts.com) or in person at one of these two Myrtle Beach locations: 4633 Factory Stores Blvd., C-120 - or - Coastal Grand Mall, 2000 Coastal Grand Cir.






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**ANNIE**

# Williams

THERE IS NO EASY PATH TO **SUCCESS**

▶▶ rising star

Written By **Barbara Gart**  
Photography By **Jeremy Kierez**, High Tide Content

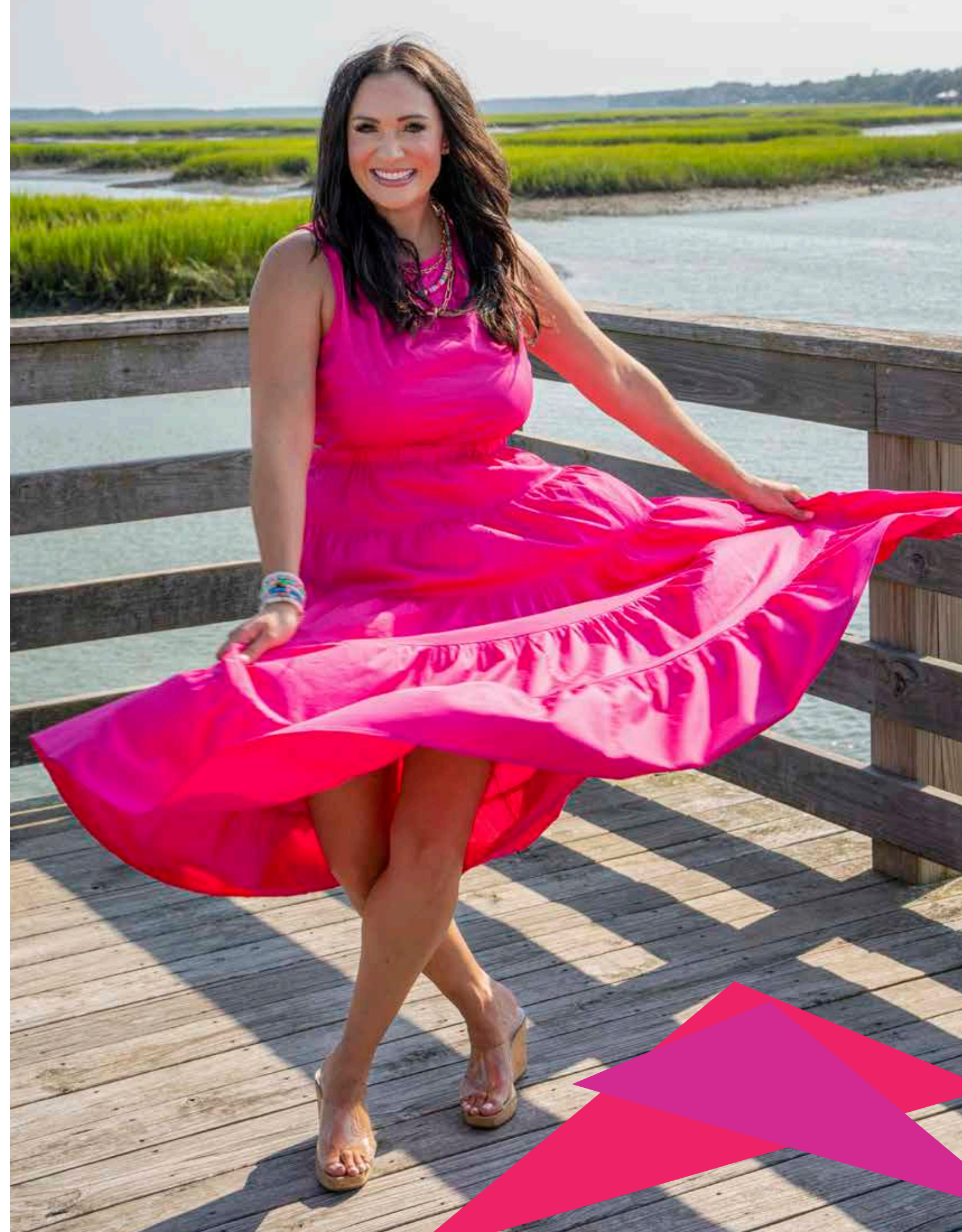
**A**fter the birth of her first child, Annie Williams knew she wanted a career with more flexibility and income potential. She felt that real estate was something she could excel at but was nervous to leave the comfort of her eight-year media career and steady paycheck. “With the encouragement of my husband and his best friend, they talked me through making the transition from the corporate world into real estate. It has given me the freedom to be there for my husband and children, while also contributing to our household income in a capacity that I never dreamed of. Becoming a real estate agent was truly one of the best decisions I have ever made.”

Annie was born and raised in Pittsburgh, PA, and moved to South Carolina to attend college at the University of South Carolina where she obtained a B.A. in Public Relations. “That move was incredibly difficult since I am so close to my family, but yet again, one of the best decisions I have ever made. Between the support of my family and my best friend’s father encouraging a career in sales, I learned that the sky’s the limit, and I have never stopped chasing what I want.”

Annie’s first job out of college was with a Fortune 400 company in Columbia, SC. She was thrilled that she landed such a great job, but only six months into it, she started feeling trapped. “I hated the job and would have rather gone back to waiting tables like I did throughout college. I decided to move to the beach and apply for a serving position at a local restaurant. Right before I put the apron back on, I got a call to interview for a sales position at the local NBC affiliate that was being launched. To my surprise, they offered me the position, and I spent the next eight years helping to build that station from the ground up. This experience helped me build a strong foundation in sales, form so many friendships and relationships and pay off my student loan debt. It also provided a platform years later for me to pursue entrepreneurship.”

Annie says she is blessed to have been surrounded by amazing people in her career. “There are so many that I couldn’t possibly name them all, but they know who they are! Most importantly, my husband, who supported me leaving the corporate world, both emotionally and financially, until I could establish myself in the real estate business.” Annie began her career in real estate in 2016 and

...







•••

has already received numerous awards, including Top Listing Team, Top Sales Team, Do Gooder Award (for philanthropic involvement,) BRG All Star and BRG Elite Club. Her mentors and coaches, including the leadership team at BRG, have helped her to grow her business and expand her team. In 2019, Annie added an assistant/closing coordinator and her “right hand” who has helped take her business to new heights. Annie also says since joining the team, her associate Gordie has done more in 2021 thus far than he did in all of 2020. “He showed great potential, and with a little coaching he was able to achieve his real estate goals.”

Annie is extremely passionate about her clients and providing the highest level of customer service.

While this is something that will never change, “I have shifted my focus towards helping other agents achieve success in the business. I want to give back and support other young professionals in achieving their goals.” Annie also finds it extremely rewarding helping first-time homebuyers, because “they are always so happy, excited and thankful for everything we do as REALTORS®.”

Looking into the future, Annie can’t imagine what her life would look like without real estate. She is grateful real estate continues to provide for her family while being present for them at the same time. Annie and her husband, Dr. Ryan Williams, an optometrist at the Socastee Eye Clinic, have two children, Reece (5) and Halliday (8 months). They



love to travel and spend time outdoors, and in her spare time, Annie enjoys collecting wine, cooking, traveling, fashion, and, of course, a good Netflix series! Her family is passionate about giving back and they support Habitat for Humanity, The Grand Strand Miracle League and their son’s school, Murrells Inlet First Baptist.

Annie says she has received great advice along the way, and if she could give any advice to up-and-coming REALTORS®, she would share, “There is no easy path to success, and this business is a roller coaster, but if you put in the work and surround yourself with the right people, you can do this!” Annie strives to be known as someone who “always operates under the golden rule and is very passionate about the people I love. This includes friends, family, clients, and my fellow agents. My life has been very blessed, and I owe that glory to God.”

“

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## Caring Transitions

# Charlene BLANTON

Written By Lindsey Wells | Photography By Jeremy Kierez, High Tide Content

### Closing One Chapter, Opening a New One

*More often than not, as real estate professionals, your clients call on you because they are closing one chapter in their lives and opening a new one. Some new chapters are positive—getting married or finally moving into a dream home. Other chapters, such as a death in the family or divorce, often occur suddenly and uninvited. In some cases, this may mean the client is left with a house full of personal assets they don't know how to handle. Positive or negative, all major life transitions are stressful. This is where Caring Transitions of Myrtle Beach comes in.*

For 10 years, Caring Transitions has been the Grand Strand's most trusted resource for moving/relocation services, sorting/organizing, estate sale solutions, and online auctions. While most of the company's clients are seniors and their families, it serves individuals of all ages facing any major transition in their lives, such as divorce, death, downsizing, or relocating to a new home. No matter your situation, Caring Transitions stands ready to help.

Owner Charlene Blanton has experienced firsthand the difficult struggles her customers face. It was overwhelmingly stressful when Charlene's grandparents faced a life-changing move to a senior community and struggled to empty a lifetime of belongings from the same home where she was born, all from over eight hours away. She also suffered the loss of her brother, then her father. In 2011, Charlene and her family lost their own home. Having gone through these life-changing events, Charlene finds solace in offering peace of mind and support to families during life's difficult transitions. "I have walked in our clients' shoes and experienced what they are going through," she said.

"I understand their stresses and struggles at an incredibly emotional time. I want our client families to have a better outcome than what we had." Charlene founded Caring Transitions of Myrtle Beach in 2011.

#### Relocation

Let's face it: moving is stressful — even those in pristine physical health groan at the thought of it. Relocating is



So much to keep track of!



Charlene's happy place





Wave when you see her truck!



particularly challenging for older adults and their families when it's time to pack up a home of 30 or 40 years and start over somewhere new. Caring Transitions takes care of floor planning, locating, organizing, and sorting belongings, packing, and unpacking, working with professional movers, and coordinating the change of address with the Social Security office, post office, utilities, etc.

#### Downsizing

For someone who has lived a full life, one of the biggest barriers to overcome is getting rid of decades' worth of accumulated belongings. This can also be an emotional undertaking, as these belongings are attached to significant memories and traditions. Caring Transitions works closely and compassionately with the family or individual to help decide which treasures to keep and discard. The team can manage essential papers/documents, declutter, sort, and organize, and arrange and facilitate donation, disbursement, and liquidations.

#### Estate sales and online auctions

Organizing the sale of a home and its contents can be overwhelmingly daunting. Caring Transitions can professionally plan and manage on-site or online estate sales and liquidations to maximize your profits while minimizing your stress. Services include item research/appraisals, sorting/documenting/preparing items to be sold, scheduling/staffing/managing sales, cleaning and preparing the home for sale, arranging for painters or repairs, and recycling/donating unwanted items.

"There are so many details that go into navigating a smooth move or successful real estate liquidation—way more than folks ever imagine," Charlene said. "We manage all the details, bring to the table all the resources, and provide a seamless, customized plan for each family's unique situation."

For more information about Caring Transitions of Myrtle Beach, call 843-650-0885 or visit [www.CaringTransitionsMyrtleBeach.com](http://www.CaringTransitionsMyrtleBeach.com).

Caring Transitions values its REALTOR® partnerships and places the utmost importance on guiding your clients through transitions while ensuring their homes are REALTOR®-ready. "We connect the dots to get you and your clients to a house that is empty, broom-swept, vacuumed, and ready to go on the market or across the finish line for closing," Charlene said.

Without a comprehensive plan, families often scramble to identify and qualify the resources needed to manage an entire home transition. They must locate, interview, and hire trusted movers, downsizers, estate sale professionals, consignment shops, packing material suppliers, housekeepers, repairmen, home stagers, financial advisors, attorneys, caregivers, pet sitters, and more.

"Oftentimes, these tasks fall to you, the REALTOR®, bogging you down and keeping you from your real job—selling homes," Charlene added. "Trusting your clients with a 'total solution' organization like Caring Transitions ensures the details are handled."

In her free time, Charlene can usually be found digging in the dirt. "I find amazing satisfaction in growing things," she said. Her latest passion is planting for beneficials, like bees, butterflies, and birds. Charlene also enjoys reading at the beach, offshore fishing, hunting, and spending time with her family, including her husband, Derrick, two daughters, Lena and Charlotte, and their yellow lab, Poggie.



*I have walked in our clients' shoes and experienced what they are going through. I understand their stresses and struggles at an incredibly emotional time. I want our client families to have a better outcome than what we had.*

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► appraisal knowledge is incredibly important!

Written By **Cody Bunch**

# For What It's Worth APPRAISALS



In today's real-estate market with properties going under contract within days of being listed, lack of inventory, and a great influx of new residents to the Grand Strand, our market is rapidly changing. Within the prior 12-18 months, certain markets have seen increases from as low as 1% to as high as 30% or more.

Being knowledgeable of these changes and the differences in these markets is incredibly important. Being geographically competent is an ethical requirement for appraisers and is extremely important in today's market. With market increases happening at different rates due to differences in school districts, amenities, appeal of homes and other factors, it is important to understand which market your property is in.

When analyzing the market, we must compare sales over the prior 12, 18 and even 24 months to get a true picture of what types of increases and values have changed. We do this in every market, increasing, decreasing or stable. We determine how much of a change, if it warrants adjustments, and how to apply this based on the data gathered. From this data, we are able to provide the clearest picture of the market to our client, whether that be an individual or a lender client for mortgage purposes. As appraisers, we must ensure this data is clear and accurate; the client is relying on this information to ensure the investment is solid.

The first step in looking at the value of homes in today's market is to determine the market, who is the buyer for this property. What other neighborhoods

or markets would they be interested in? This gives you the first means of comparison to determine comparable properties and property values. We as appraisers cannot compare two properties that do not appeal to the same buyer.

A question often asked is why you cannot use this comparable; it is the same gross living area, bed count, bath count and age. Simply put, comparable property A is located in a gated community with superior amenities and was custom built to superior build quality, while comparable property B was built in a tract built community with inferior build quality with inferior amenities.

These two properties may be in close proximity but are not similar to the open market. This is a very important consideration in pricing and valuing properties. Keeping with similar communities, build quality, craftsmanship, amenities, and styles of homes whenever possible will provide you with the most comparable properties. This is one of the biggest challenges in today's market as we are seeing values in lower median home price communities being compared to values in communities that have historically sold for 30-50% higher, simply due to lack of sales in the lower-median-priced communities.

Why are appraisals coming in lower than contract price? The appraiser has used what they feel are the most comparable properties in the market. They have adjusted these properties to

provide the most accurate representation of the market value for the subject property. The contract price is an agreed-upon price between the seller and the buyer; sometimes this is lower than market value, and sometimes it is higher.

As a real-estate agent or homeowner, do as much research as possible. Do your comparable research prior to the pricing of the property and have that data ready. This will allow you to have an educated conversation about pricing. In our market today, we see on a daily basis properties that are listed with no sort of market research or solid data to back the list or contract price. In these instances, we see 10-20% shortfalls between value and contract price.

When the market research has been performed, and there is data to back the pricing, the values are often near or over the contract price. In summary, be as educated as possible on the market you are in. This will allow you to have the tools you need to help you, your clients, buyers, and sellers in the home buying process. If you know you are writing a contract over market value, make sure your client can cover that gap, and be honest about that possibility.

The market is ever changing, and we must always strive to be the best we can be for the clients we serve.

For What It's Worth Appraisals is fully licensed and insured Certified Residential Appraisers covering Horry and Georgetown counties. For more information, contact Cody Bunch at (843) 808-1533 or email at [info@fwiwa.com](mailto:info@fwiwa.com). [forwhatitisworthappraisals.com](http://forwhatitisworthappraisals.com)



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# KING

MICHAEL

## ALL-AROUND LEADER

### EARLY LESSONS, LASTING IMPACT

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

**There are those in life you look up to. There's something about the way they keep moving forward on behalf of others that motivates you to be even better today than you were yesterday.**

Michael King is one of those that people in the region have looked up to for a long time.

As owner/founder of KingOne Properties International, Michael is a true, all-around leader who continues to leave an indelible impact.

"What I enjoy the most about what I do is helping other people achieve their goals and success," Michael emphasizes. "That works in several different facets of life, including the clients I've worked with and also the sales professionals who work for me, along with people in the community. I always like to help people."

#### EARLY LESSONS. LASTING IMPACT.

Michael first got his start in the industry when he earned his real estate license in 1984. But his story really got its start with the important lessons he learned as a child.

"I had a wonderful childhood with very loving family, grandparents, great-grandparents and my sister," he remembers. "I learned from great influences ... between the goodness of my father's heart and the motivation and I-can-do-anything spirit from my mom, I had a good combination to guide me in the right direction."

Michael's mother was the Executive Director of the Pulaski County Chamber in Virginia. In time, she was offered the role of the very first Executive Director of the North Myrtle Beach Chamber of Commerce.

"They were very impressed with my mom. She was the youngest Executive Director of anyone in the U.S.," Michael remembers. "It was a great opportunity for her, so my mother and I moved here in 1976, while my dad and sister stayed in Virginia. My dad finished out his role with the government while my sister stayed there for her senior year of high school where she was class president and head cheerleader. Then, Dad and Gwen moved here in 1977."

As Michael came of age, he worked at the iconic Cagney's Restaurant, starting as a busboy and working his way up to be a waiter.

"I was a shy kid at that time. When I started working at Cagney's as a busboy, the owners, Dino Thompson and Dino Dorsas, and my parents helped me grow to become the social butterfly that I am today," he says with a smile.

#### FINDING NEW OPPORTUNITIES

While working at the restaurant, Michael had a chance meeting with a customer, Jon Scott, a photographer who had worked with the likes of Mariel Hemingway.

"Jon asked if I had ever done modeling. I hadn't, but he said he thought I would do well," Michael says. "I had gone to Coastal Carolina University for two years at that time, but I said why not and then jumped on the opportunity."

Michael reached out to a good friend, Jamie Broadhurst. Soon, the two were on their way to Atlanta where they entered the modeling industry,



•••

achieving a number of significant successes for major international brands.

In the process, Michael had the opportunity to branch into other entertainment avenues. In fact, he appeared in the movie *Shag* and had the opportunity to move to Los Angeles and Chicago for additional modeling and acting roles.

Instead, Michael came back to Myrtle Beach where his girlfriend at the time was living.

“I hadn’t been back in Myrtle Beach long before we broke up,” he smiles. “So I called about the opportunities in Chicago and Los Angeles to see if they were still available, but they were upset with me and had moved on in a new direction.”

**OPENING A NEW DOOR**

As he thought about his next steps, it didn’t take long for Michael to determine his next steps.

“I knew I wanted to get into real estate. Dad got into it in 1980 and my mom in 1982. I remember sitting at the dinner table and hearing them talking about the business,” he says. “It captured my attention and got my real estate license when I was 19.”

**REMARKABLE RESULTS**

Ever since getting his early start in life as a REALTOR®, Michael has written a remarkable story of success. In fact, he has been instrumental in transforming the real estate market in Myrtle Beach to be an international destination for visitors and new residents. In the process, he has been responsible for over \$1.5 billion in sales volume through his career.

In addition, King One Properties earned the 2020 Business Innovation Award by the Myrtle Beach Area



Relaxing at his beautiful “Cottages on the Marsh” development model home. The marsh views are fabulous!

Chamber of Commerce, was voted Best of The Beach Real Estate Company by the public the last five years in a row, the Best Commercial Real Estate Developer by the public, and the Best Residential Real Estate Developer by the public. Plus, Michael won the 2019 Ammons Free Enterprise Award, was voted Sun News Best of The Beach Real Estate Sales Professional by the public, and was nominated by Inman News as one of the Top 100 Most Influential REALTORS® Nationally.

Along the way, he served as Vice President of Sales for Heritage Communities that has developed a number of high-profile projects, including Magnolia, Cypress Bay, Riverwalk and many others. Plus, he was very instrumental in developing Grande Dunes.

Today, Michael is involved with developing commercial and residential property himself, including Cottages on the Marsh and Lake View Commons.

**REWARDING LIFE**

Away from work, family is at the heart of

life for Michael. He looks forward to time spent with his wife, Victoria, who is a gifted international singer, and their children — 5-year-old son, Christian; 4-year-old daughter, Giselle; 2-year-old daughter, Luciana; and their newborn son, Andreas.

He also shares a close bond with the rest of his family, including his parents, Jean and John, his sister, Gwen Parrish, who serves as general manager for his offices.

When it comes to giving back, Michael has a big place in his heart



Proud papa of the King family’s newest addition!



Beautiful family



Michael’s beautiful wife, Victoria



Fun beach day!

for organizations that help victims of domestic violence. In fact, he’s involved with efforts to develop a new shelter for mothers and children.

Michael is Chairman of the Grant Center for Real Estate and Economics at Coastal Carolina University, a founding member of the Myrtle Beach Chapter of Vistage Worldwide, Inc., board member of the WALBER Foundation, an organization that raises money for local underprivileged children, and is Past President of 2 Live Beyond.

Recently, Michael was also presented The Scales of Justice award from Horry County Chief Deputy Solicitor Jimmy Richardson. Michael is only

the seventh person in the last 12 years to receive this honor.

As Michael considers the results he has created for his community, clients and team members, he remembers the early lessons he learned from his parents.

“I remember them telling me, ‘If you want to have a lasting career, your honesty, ethics and morals have to be second to none,’” Michael says.

Those who know and work with Michael attest to his life of generosity, kindness and integrity. In the process, they rely on the positive impact he creates each day as an all-around leader.





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