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# publisher's note

I have always loved October as it is my birthday month and brings us into fall. The air is a little crisper and the leaves start to change. It is a pre-cursor to the enchanting holiday season. This October will be extra special for us as our baby girl will be getting married in Atlanta. We are thrilled and relieved that these big events can once again be celebrated in person.

We love seeing the expanding connections among our agents and vendors and how you are getting to know one another. We want to emphasize what a great tool our Preferred Partners index is for you. It is located at the front of every publication. These businesses advertise in our magazine because you have recommended them to us. We appreciate that you support them in this way and know you love the way they support you in completing your real estate transactions and helping your clients. We love our partners, and we love you!



We know your out-of-state clients love your referrals to these consumer businesses as they don't know anyone here and must depend on you. Everyone knows that your realtor is your number one resource for everything one needs to get settled in their new town.

At our summer party at the Boathouse, I joined in the conversation of our three Home Inspector Partners. John Pate from Top to Bottom, Justin Ferraro from Rivertown, and Matt Smoak from Island Inspections. I enjoyed hearing some of their interesting stories about the home inspection world. They could write a book!

I also loved hearing that our partners refer other partners in our program! John Pate got a last-minute big job that needed to be done between 11 and 3 the upcoming Saturday. He did not have the bandwidth to do it so told his client to call Rivertown. They could handle it, which made John's client very happy and gave Rivertown a big job. When closing real estate transactions, Home Inspections cannot be put on hold! If you need some help for you or your client, look at our Preferred Partner list first! The best of the best love to help the best of the best.

FYI: we are scheduling our next Real Producers event for November 4. Mark your calendar! The weather is getting cooler, but the beach is still great. See you there!

---

We would love to publish your pet photos; please email them to [anita.jones@realproducersmag.com](mailto:anita.jones@realproducersmag.com)



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# REASONS YOUR CLIENTS SHOULD CONSIDER SELLING THIS FALL



If your clients are trying to decide when to sell their house, there may not be a better time to list than right now. The ultimate sellers' market we're in today won't last forever. If they are thinking of making a move, **here are four reasons to consider putting their house up for sale sooner rather than later.**

### 1. The House Will Likely Sell Quickly

According to the *Realtors Confidence Index* released by the *National Association of Realtors* (NAR), homes continue to sell quickly – **on average, they're selling in just 17 days.** As a seller, that's great news.

Average days on market is a strong indicator of buyer demand. And if homes are selling quickly, buyers have to be more decisive and act fast to submit their offer before other buyers swoop in.

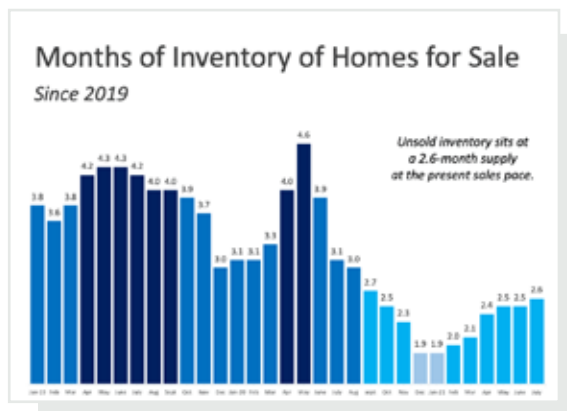
### 2. Buyers Are Willing to Compete

In addition to selling quickly, homes are receiving multiple offers. **That same survey shows sellers are seeing an average of 4.5 offers,** and they're competitive ones. The graph below shows how the average number of offers right now compares to previous years. Buyers today know bidding wars are a likely outcome, and they're coming prepared with their best offer in hand. Receiving several offers on your house means you can select the one that makes the most sense for your situation and financial well-being.



### 3. When Supply Is Low, Their House Is in the Spotlight

One of the most significant challenges for motivated buyers is the current inventory of homes for sale. Though it's improving, it remains at near-record lows. The chart below shows how today's low inventory stacks up against recent years. The lighter the blue is in the chart, the lower the housing supply your clients



are looking to take advantage of buyer demand and get the most attention for their house, selling now before more listings come to the market might be your best option.

#### 4. If They are Thinking of Moving Up, Now May Be the Time

If their current home no longer meets their needs, it may be the perfect time to make a move. Today, homeowners are gaining a significant amount of wealth through growing equity. They can leverage that equity, plus current low mortgage rates, to power your move now. But these near-historic low rates won't last forever.



Experts forecast interest rates will rise.

In their forecast, *Freddie Mac* says:

*"While we forecast rates to increase gradually later in the year, we don't expect to see a rapid increase. At the end of the year, we forecast 30-year rates will be around 3.4%, rising to 3.8% by the fourth quarter of 2022."*

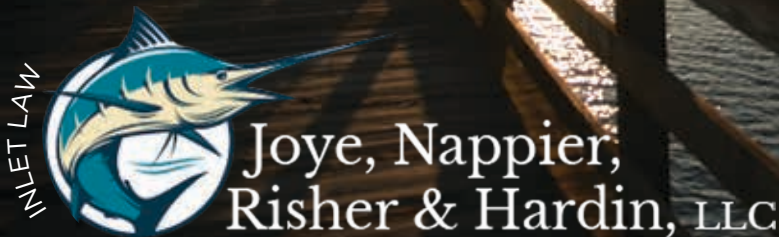
When rates rise, even modestly, it'll impact their monthly payment and by extension their purchasing power.

#### Bottom Line

Don't delay. The combination of housing supply challenges, low mortgage rates, and extremely motivated buyers gives sellers a unique opportunity this season. If your clients are thinking about making a move, you can tell them, "There is no time like the present!"

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▶ rising star

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# Amanda Patrick

**Success** is Seeing a Goal Accomplished



## There is No Force Equal to a Woman Determined to Rise!

“Success is seeing a goal accomplished and feeling the satisfaction that you are worthy of everything you are willing to work for.” - Amanda Patrick

Amanda Patrick grew up in a small one-stoplight Michigan town where everybody knew everybody. Raised by two self-employed parents, she learned what owning and running a business entailed from an early age. Embracing that same entrepreneurial spirit, at age 19, Amanda started her own business, which thrived for 15 years. After that long in the wedding industry, she was ready for a fresh start and a new career. Amanda packed her bags and moved to Myrtle Beach, and real estate presented itself like a breath of fresh air.

Amanda Patrick was born with the gift of insight; she tends to follow her instincts. Such was the case when she started her business, a wedding planning/decorating and floral company. “I started a business as a 19-year-old, and I believe that tenacity, sheer will, and commitment got me through the adversity of others who thought I was too young to make it,” Amanda said. Fast-forward a few years, and she began to feel constant pressure to keep growing and adapting to fresh, new ideas, all while the competitors were constantly on her heels. Amanda learned early on that she had to set the trends and lead the way.

•••



Amanda and Co.: The Power Team

...

Moving from her hometown in Michigan to a brand-new place with no connections, friends, or family was tough for Amanda. It was much harder to acclimate than she ever expected it would be. Nevertheless, Amanda jumped into real estate in 2015, full of ideas and ambition, and realized it would take time for her vision to come to fruition. "Because I owned and managed a business my whole adult life, I thought I could jump-start real estate in the same fashion," she said. "However, with my creative brain, it is hard to slow down and stay consistent in the game. I've had to keep learning and adjusting to achieve my goals."



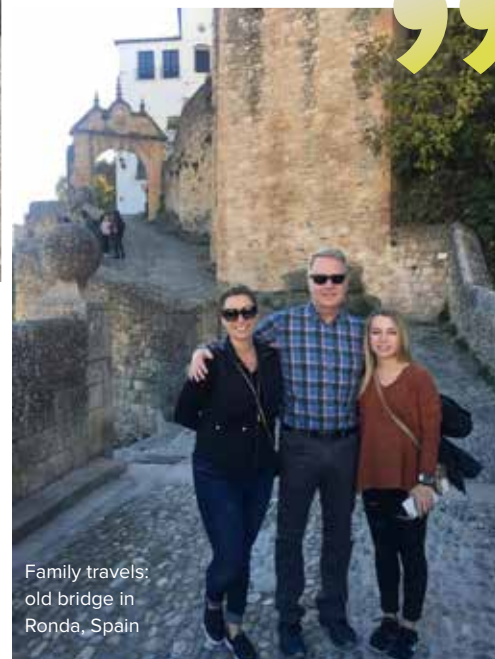
Amanda and daughter in Aruba

In her first year as a REALTOR®, Amanda amassed a total sales volume of \$1.4 million. Since then, her business has grown consistently year after year to a whopping \$14 million in sales just in the first half of 2021, a statistic she is continuously humbled by. Perhaps Amanda's quick success in real estate can be attributed to her small-town roots. Coming from a small town, she saw the importance of immersing herself in knowledge through classes, research, travel, and mentors. Early on, Amanda dove deep into coaching with Jared James and has followed and supported him ever since. "Real estate conferences of all kinds have truly led to a network of amazing agents all over the country. I thrive off of the knowledge and friendships of like-minded individuals," she said. "Local partnerships with lenders, home inspectors, and attorneys also helped propel my career to the next level."

While the success and happiness of her clients are always at the forefront of her mind, Amanda is also passionate about the development of the members of her team, Amanda and Co. "My goal is to maintain a small team here, coach realtors looking to grow their business, and I am currently looking into real estate licenses in the U.S. Virgin Islands," she said.

Outside of business, Amanda loves traveling and exploring new places. She's also a bargain hunter and enjoys finding great deals. Not many know that Amanda was an ice hockey goalie for six years while living in Northern Michigan. "As a child, I was not

I believe that it is important to **fight for what you want** and not let the trials of achievement get you down.



Family travels: old bridge in Ronda, Spain

allowed to participate in sports, so when the opportunity presented itself to join a women's hockey team, I took it," she said. "At 25, I started learning about the game of hockey, how to skate, and the thrill of being on the ice."

Amanda and her husband, August, met in 2012 at a Fourth of July party in Michigan and were married seven years ago. Amanda has one daughter who graduated Suma Com Laude at Socastee High School and is currently a sophomore at the University of South Carolina. As a family, they love the beach and have recently become boating enthusiasts.

As a realtor, Amanda's number one rule is simple: always tell the truth. "If you don't know the answer, find it out and make sure you are always supplying your clients with the utmost attention to detail and trustworthy knowledge and advice," she said. "I believe that it is important to fight for what you want and not let the trials of achievement get you down."



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▶▶ around the strand pet pics

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Rivertown Property Inspections exemplifies that truth through its work with area residents every day.

As leaders of the company, Justin and Elizabeth Ferraro put their passion for the profession to work and make a lasting impact.

“A huge part of what we love about what we do in this business is helping the public,” Justin explains. “We get the opportunity to inform our clients about the home they are purchasing which is one of their largest investments in life.”

As Elizabeth adds, “Another element is the fact that we’re able to give back to our community by offering jobs and supporting the needs inside the real estate community and supporting our hometown.”

### COMPREHENSIVE IMPACT

Rivertown Property Inspections provides a full range of services, including home inspections,

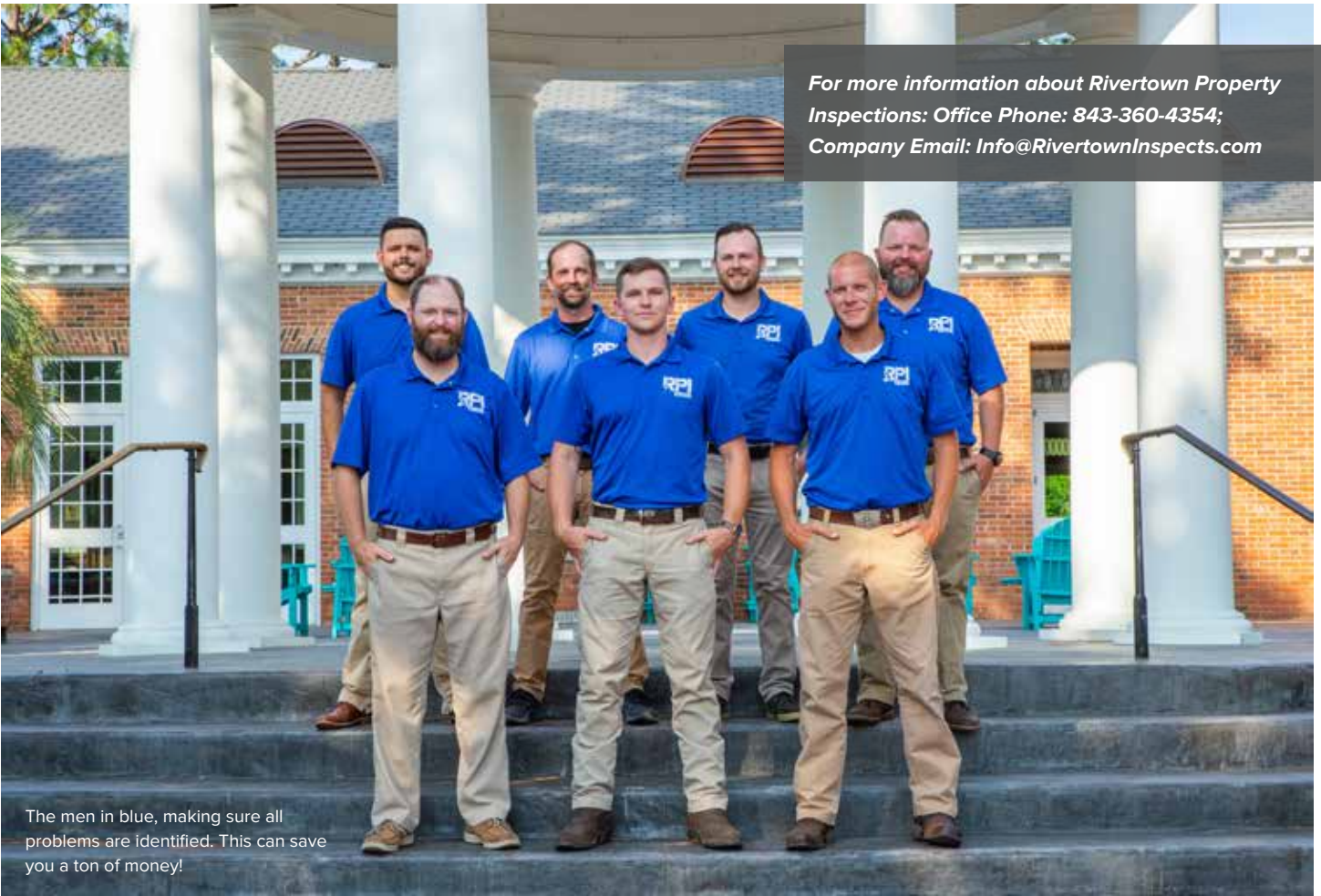
manufactured home certifications, water testing, well inspections, sewer scan inspections, pool and spa inspections, pool leak detection, mold testing, irrigation inspection, termite inspection, infrared inspection, lead testing, and radon testing.

Justin has been involved with construction throughout his whole life. In fact, he started working in the industry when he was 17 as part of framing and carpentry crews.

### MADE FOR THIS

As he came of age, Justin served in the U.S. military, serving as a combat engineer. In 2005, he left the service and ran a structurally insulated panels business for a time, before working with a renovation company that specialized in restoring Charleston’s historic homes. After that, he returned to Myrtle Beach and earned a degree in construction management. He even worked as a draftsman for a structural engineer.

...



For more information about Rivertown Property Inspections: Office Phone: 843-360-4354; Company Email: [Info@RivertownInspects.com](mailto:Info@RivertownInspects.com)

The men in blue, making sure all problems are identified. This can save you a ton of money!

••• “In time, I worked with a fire and restoration company and decided to start a company doing inspections,” Justin says. “I’ve been doing home inspections since 2013. I asked Elizabeth to leave her nursing career to join the team and help us grow the company in 2016.”

That growth has definitely come through the couple’s dedicated management. In fact, business has grown every year, with more than 1,700 completed inspections through July this year alone. They’re on track to complete more than 2,200 inspections by the end of 2021.

**TEAM EFFORT. INDIVIDUAL SUCCESSES.**

Success is definitely a team sport. Justin and Elizabeth are quick to shine the spotlight on the members of their team, including seven inspectors, which includes an inspector manager, three office members: two client coordinators and a branding strategist.

They take an individual approach to fulfilling their mission with each client.

“We see it as an opportunity to inform clients about the home they’re purchasing, which is one of the biggest purchases in life,” Justin explains.

In the process, they build strong bonds with their REALTOR® partners.

“We are guided by what works best for agents,” Elizabeth says. “In addition to taking calls and texts, we offer an app to order an inspection. We customize what Agents and their customers need. Plus, we keep each phone call to around seven minutes to streamline the process for each request.”

Turnaround time is also a plus, with a normal timeframe of three to five business days.

**GUIDED BY SOLID VALUES**

Driving their efforts are the company’s core values.

“Those values spell ‘IMPACT,’ starting with integrity, and followed by memorable, purpose, appreciate, credibility and team,” Elizabeth says.



Wave when you see a Rivertown truck!



## REWARDING LIFE

Family is at the core of who Justin and Elizabeth are. They look forward to time spent with their three children — 16-year-old son, Ethan; 6-year-old daughter, Emma; and 18-month-old daughter, Abby.

Away from work, the Ferraros stay very active.

“We love to spend time in the sunshine together, whether at the pool, out on bikes, playing golf, or on a golf cart ride,” Elizabeth says. “One of our favorite things is cooking together and having the music match the meal. So if it’s Mexican for dinner, we play salsa, if it’s Italian we play Sinatra. We also love to travel together and find unique places and experiences along the way.”

In his free time, Justin likes following the stock market, trying new restaurants, and networking with other entrepreneurs. For her part, Elizabeth looks forward to time hanging with friends, whether at Bible Study, play dates, or volunteer events, seeing local shows — especially musicals.

When it comes to giving back, they’re members of the Coastal Carolina Association of REALTORS®. As part of that, they serve on the RAFT board, Community Outreach Committee, Young Professionals Network, and Professional Education committees. Justin also served on the Board of Directors for the City of Conway Chamber of Commerce.

They’re also involved in the Myrtle Beach Christian Church, and Justin has served on the Conway Chamber Leadership Committee. Elizabeth graduated from the Coastal Carolina Association of REALTORS® Leadership program in 2018. They also support the Caring In Our Lifetime breast cancer organization, along with the Boys & Girls Club of the Grand Strand, in addition to Grand Strand Change Makers and Students in Action.

As Justin and Elizabeth reflect on the rewarding feeling their career gives them, they always think about how they can better serve their partners, clients, and community.

“We are so proud of our team. Our reputation is key. The growth that we have been able to achieve is because God has been able to bless us,” Elizabeth emphasizes. “We want our agent partners to know that we don’t sleep well if things didn’t go well. We’re working to raise the standards for home inspectors in Myrtle Beach and surrounding areas. We aren’t perfect, but we do our best to serve with excellence.”

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## ▶ partner spotlight

Written by **Dave Danielson**  
Photography by **Jeremy Kierez,**  
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*The process of sharing your story with the world around you is an ongoing one. That's why it means so much when you can partner with someone who is there beside you to engage your audience and reflect your excellence with them.*

That's where Twelve31 Media comes into the picture — a full-service marketing company that specializes in public relations, social media management, email marketing, graphic design, and website creation.

As owner and founder of the organization, Margaret Geiger is fully invested in helping you achieve your goals.

“We create big ideas for small businesses through strategic messaging and creative marketing campaigns. I love having the ability to help small businesses grow their brand, increase awareness, and generate revenue that they never knew they could prior to hiring me. That's very rewarding.”





Beautiful smile on the marsh at Vereen Gardens

Margaret emphasizes. “I love seeing my clients succeed because when they succeed, I succeed.”

#### ***Leadership at Work***

Those who have the chance to get to know Margaret and work with her appreciate her reliability, hard-working drive, and organized nature.

Margaret is a graduate of the University of South Carolina, where she studied public relations and sport and entertainment management.

“Coming from a big sports family and having swum in college, I knew I wanted to work in marketing that somehow collided with the professional sports industry or music and film,” she says. “It never crossed my mind to start my own business until I

spent about four years in the Myrtle Beach area working and volunteering in the community as an ambassador for the Myrtle Beach Area Chamber of Commerce and Myrtle Beach Regional Economic Development Corporation as well as on the Planning Committee for Coastal Carolina University’s Women in Philanthropy and Leadership (WIPL).”

#### ***Moving Ahead***

Through time, Margaret has steadily built success with her energetic approach and passion for learning and growing.

“I’ve helped plan and organize events for American Cancer Society’s Relay For Life, SOS Health Care’s Substitutes for Santa, Children’s Miracle Network, and American Red Cross. I love ●●●

•••

networking and meeting people. I also learned so much from the advertising agency I was at prior,” she says. “When you combine that with my passion for giving back and helping others, I knew that starting my own business would give me the creative flexibility to really dive in and help small businesses succeed. This is truly rewarding.”

Margaret gives much of the credit for her drive to the lessons she learned at home growing up.

“My mom owned a business for 30 years and I most definitely attribute my hustle mentality and grit to her,” Margaret says. “She is my biggest fan; from playing sports as a kid to now being recognized as a local leader in my industry.”

#### *Sparking Success*

As Margaret describes the Twelve31 Media difference, she explains that the company came out of the desire to help small businesses grow and thrive by providing budget-friendly services.

“We aren’t isolated by the four walls of a cubicle. The world is our office! We create content and actionable campaigns that generate engagement, drive sales and boost brand recognition. We believe the work for our clients is a partnership and collaboration. We are listeners, teachers, and go-getters,” Margaret says with a smile. “With Twelve31 Media, you’re getting big agency services without paying big agency prices. Even though the marketing world, especially social media, is always changing and evolving, my experience



working at real estate companies and now helping real estate industry professionals and businesses on my own, has enabled me to know what works and what doesn’t.”

Margaret is quick to point out that there isn’t any magic sauce for marketing listings or generating sales.

“Everyone is different and everyone has their own specialties that work for them. I like to really get to know my clients – find out their goals and what they wish to accomplish when partnering with me. After that initial meeting, I create a proposal that details my services and how we will achieve these goals together,” •••



“

**WE AREN'T  
ISOLATED BY THE  
FOUR WALLS OF  
A CUBICLE.  
THE WORLD IS  
OUR OFFICE!**

”



Margaret with Mom and Dad



Night on the town!  
These two know how  
to have fun.



•••

Margaret points out. “Again, it’s a partnership and collaboration. I’m not a virtual assistant you never talk to or see. I’m a local that’s an expert in my field with endless connections in our area.”

**Rewarding Life**

Away from work, Margaret shares a deep, strong bond with her family.

“I try to see them at least once a month, whether traveling to Columbia or Charleston or having them visit me at the beach. My husband, Daniel, and I love to travel and try new restaurants. We are big foodies and craft beer snobs! We truly live in the best state – it has so much to offer and enjoy with the ones we love,” she says. “My mom, Valerie, had her own business for 30 years and she is retired now. I got my hard work and willingness and strive to do more from her. She is my go-to inspiration.”

In their free time, Margaret and Daniel have a passion for time at the beach, going to happy hour, watching horror movies, and sometimes “playing tourist” at a local attraction.

As Margaret considers the future, she thinks about the impact she wants to make on others.

“I want to be remembered for making a difference in the world, both in business and in philanthropy. I’m still young (even though

Puerto Rico! The sign says it all for Margaret.



some days I feel older than I really am) and have a lot left in life that I want to accomplish.”

If you’re looking for a partner to help engage your audience while reflecting your excellence, look to Twelve31 Media.

**For more information about Twelve31 Media:**  
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# GREG & STEPHANIE SISSON

*Positive Impact*

## ▶ cover story

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

**The process of reaching goals in life is gratifying to be sure. But when those goals are met in the service of others, they become truly gratifying.**

That's the spirit of success at work with Greg and Stephanie Sisson.

As REALTORS® with eXp Realty, and partners in life and business, Greg and Stephanie make a true, positive impact for those around them.

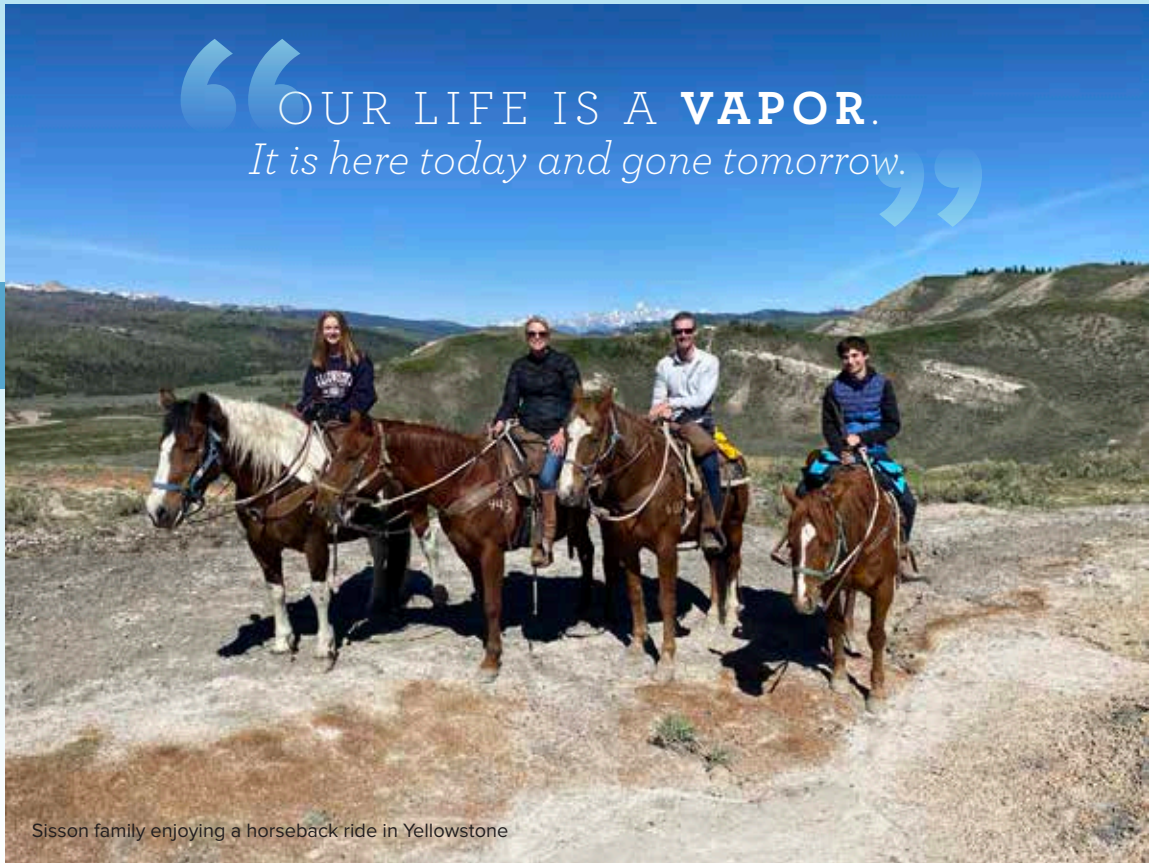
As Greg says, "I realized very early on that we're in the problem-solving business. The degree to which you can solve that problem quickly and pain-free for the client is very gratifying."

### **Starting Their Path**

Greg was the first to start his journey in real estate, earning his license in 1993 while he was a student at the College of Charleston.



“OUR LIFE IS A **VAPOR**.  
*It is here today and gone tomorrow.*”



Sisson family enjoying a horseback ride in Yellowstone

“My father was in real estate in Myrtle Beach in the early 1980s. I watched him list and sell real estate. That was his career. Then he became a real estate trainer and traveled the nation. He did that up until Stephanie and I got married 17 years ago,” Greg remembers. “I knew in college that I would be in real estate, so I got my license then.”

Greg had learned many powerful lessons growing up that would serve him well as he came of age.

“My father was always a great encourager and had been a coach for me through athletics,” Greg says. “He said I could do anything I wanted. He was definitely an entrepreneur and risk-taker. As a result of seeing his example, I wasn’t scared. I was confident. My dad said he knew I could be successful in this business.”

As he got his start in the business, Greg was thankful for other strong examples.

“I was very fortunate through the years to have great coaches, trainers, and mentors,” Greg explains. “In the process, it was always important to me to be coachable. I think that willingness to learn has been one of the attributes that have helped me grow.”

As time went on, Stephanie and Greg started their family, welcoming their children into the world. For a time, they were on different careers professionally. In time, that changed.

“I was a solo agent for a number of years, before adding a couple of Buyer’s Agents 10 years ago,” Greg remembers. “The highlight of my career was when Stephanie got engaged in the business about eight or nine years ago.”

#### Perfect Partnership

Greg smiles as he talks about the partnership he and Stephanie share together.





They love their neighbors!

- “Stephanie is much more the entrepreneur and big thinker, while I’m more of the executioner. She is great at thinking down the road, taking bigger risks, and making bigger moves. She is like the CEO and I’m her top salesperson. I’m not analytical. The part of working with people is what I enjoy,” Greg says. “I’m so grateful and blessed. She is in charge of hiring, staffing, planning, marketing, budgeting, and managing relationships with our partners. She is driving the train and I have my role in sales, encouraging our agents and coaching. It’s a wonderful match where we complement each other very well.”

Through time, Stephanie and Greg have grown their team — and their business success. Today, they have eight agents, seven employees, and have joined eXp Realty.

“We’re excited about the opportunity with eXp Realty,” Greg emphasizes. “It’s an emerging company with a rewarding model. I always encourage those who are interested in learning more about eXp to reach out to us.”

Together, the group has reached tremendous milestones. In fact, in 2020, they recorded 365 deals. This year, they’re on target to reach more than 400 transactions. In the process, they were recently ranked 28th in the nation (among 6 to 10 member teams) by *Real Trends*.

#### Rewarding Life

Away from work, Stephanie and Greg look forward to time with their children—14-year-old son, Steele, and their 12-year-old daughter, Eden.



“Our culture is one of serving everyone in the industry at a high level...not just our clients.”



Greg holding court at his Client Appreciation Day at a Pelicans game!

“Family is so important. I’m very fortunate to have my mother, two siblings, and six nieces and nephews here in Myrtle Beach. My father and step-mother are in Pennsylvania and my other sister is in Raleigh. We love to get together at our house and play cornhole, cook out, and hang out by the pool. We are all very competitive so any game...whether it be kickball, darts, or ring toss...we are ready to go,” Greg says. “Stephanie and I, and our two children love to watch movies together, ride bikes, and take vacations together. I often say I feel like I live in a Broadway musical because Stephanie and the children are very involved in theater and there is a lot of singing and dancing going on in our kitchen.”

Giving back is also an essential part of life. Greg serves on the Board of Directors for Market Life Ministries. He also recently served as Chair of the Board of Directors of the Christian Academy of Myrtle Beach. In addition, Stephanie and Greg

have been very involved with their church — Palmetto Shores Church.

In addition, Stephanie and Greg have created the Compassion MB non-profit organization with their team members to serve random, urgent needs in the community.

For all of the traditional signs of success and accolades, Greg and Stephanie find the true meaning of achievement in others.

“Our culture is one of serving everyone in the industry at a high level...not just our clients. That’s a big part of our mindset and culture,” Greg explains. “We care. Making an Impact is very important for us. Our life is a vapor. It is here today and gone tomorrow. Every time we meet someone, we hope they leave feeling that we made a difference for them.”

Their clients undoubtedly agree.



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