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

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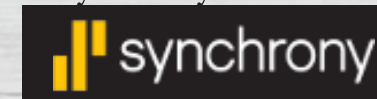


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SUMMER Party

at the Boat House

How did fall get here already? We had such a great summer here on our beautiful coast! It was so nice to have the tourist back in almost full force enjoying our beaches with their families and friends. The restaurants were open and the hotels full.

Our Carolina Coast REAL Producers Summer Party at the Boat House was so much fun. We really love how the connections among our best realtors and their best business partners keep getting stronger. We love bringing you together in person to enjoy live music, cold drinks, good food, great company, and a beautiful venue.

The Boat House staff did a great job with excellent service, and the food was really good! The beautiful waterway view was the icing on the cake. It is a true Myrtle Beach classic restaurant, so we were surprised to hear it was a first visit for many of you. We are glad you loved it. We will definitely be back. We would love to know your ideas for future venues.



September is such a great month here, with a bit cooler temperatures and fewer crowds. We are so lucky to live in a place where every month is great!



See you at the beach!

We are always looking for great content. Please email me with your ideas at anita.jones@realproducersmag.com.



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▶ partner spotlight

Jeremy Kierez



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

High Tide Content

Big-Picture Impact

Through your work with clients, you take the time to make sure all of the pieces of the deal are working together — toward the ultimate objective of fulfilling their real estate dreams.

In the same way, it's refreshing to know you have a partner who brings that same approach.

That's where High Tide Content excels — delivering true, big-picture impact that adds up to real results.



As the company's Owner, Jeremy Kierez takes pride in delivering real visual impact.

As Jeremy says, "We are a media and marketing company that focuses on real estate photography, video tours, drone photo/video and 3D tours for agencies, Brokers and Agents along The Greater Grand Strand area."

ADD UP THE DIFFERENCES

That's just the start of the full range of services available when you partner with High Tide Content

"We can also help with almost any media or marketing project, or get you headed in the right direction" Jeremy explains. "From helping small businesses with photo/video assets to wedding and proposal videos – we would love to have a conversation about any fun or creative projects."

SEEING THE NEED. RESPONDING WITH SOLUTIONS.

Many of today's business success stories sprang directly from a need and a plan to deliver a solution. That definitely holds true when it comes to the way High Tide Content was born.

"In early 2018, I saw a need along The Grand Strand for high-quality video tours and drone photo/video in the local real estate market, and couple that with traditional photography packages," Jeremy points out. "I took my media and marketing background and pushed that toward the real estate industry to help local Brokers and Agents better showcase their properties."

EXCEEDING THE NEED

A large part of delivering big-picture impact is remembering to step back and ensure that the client experience is exceptional.

"We strive to leave all of our clients saying, wow! From quick response times and scheduling to getting shots that really show off the property in the best way possible, we strive for happy, life-long customers," Jeremy emphasizes.



SPARKING SUCCESS

Jeremy's passion for his profession is very evident.

"It means a lot when the REALTOR® and homeowner love the work we did and knowing that it helps them get the property sold fast," he says. "I also love when we put together an awesome video for a client and they are just so happy with how their home looks and how we showed all the details of the property."

As Jeremy points out, video continues to be a growing, valuable tool in putting properties in their best light possible and delivering full impact.

"You can show so much detail in a video, if done correctly, that just can't be portrayed in 40 photos on the MLS. The potential buyer presses 'play' and watches a short movie about the property," he explains. "And you, the REALTOR®, can even get on camera and talk about the property while bringing brand awareness to yourself, while we focus on creating that eye-catching video. We work hard to deliver the best media assets for you and your clients!"

REWARDING LIFE

Away from work, Jeremy looks forward to time spent with his family, including his wife, who is a REALTOR® with Berkshire Hathaway Home Services of Myrtle Beach. They're expecting ...



...

their first child later this year. In addition, they enjoy time spent with their two dogs.

“We enjoy the lifestyle that The Grand Strand offers,” he says. “We love doing outdoor activities, hitting happy hour at different restaurants, and enjoying the attractions that this area offers. My wife and I moved here from the New Jersey/Pennsylvania area in 2016 and we love it here!”

As you look to the needs of your growing real estate business, you have a partner who brings a clear vision and engaging results to support your efforts. Look to High Tide Content!

As Jeremy says with a smile, “My growing team would love to help you with any media and marketing needs!”

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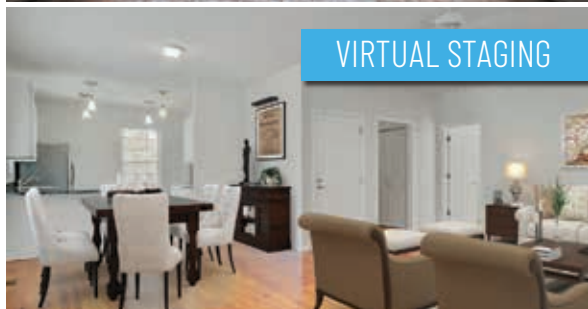
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▶▶ 1031 exchange for vacation property

INCREASE IN POST-COVID travel

spurs interest, questions, and demand

- “Bleisure” trips / “workations” combining business/work travel and vacations for longer periods of time
- Comfort in sticking closer to home and opting for Airbnb, VRBO, or vacation home rental properties
- Domestic travel and staying local or closer to home
- Experiencing the great outdoors and scenic beauty in national parks and beach destinations
- Road trips. RV parks. Tiny home camping or glamping
- Purposeful excursions and experience-driven travel

And with these travel trends blossoming, what will this mean for your real estate investor clients? If you are an investor, should you think about renting your investment property? Convert a long-term rental into short or extended stay rentals? Make a new purchase? These are great questions to discuss with your financial planner or tax advisor and IPXI031, as a 1031 Qualified Intermediary, is the expert resource for you and your advisors regarding structuring vacation property purchases and sales as tax-deferred transactions. Here are a few tips for 1031 and vacation properties:

- Do vacation (or second) homes qualify for Section 1031 tax deferral? Yes, vacation investment properties may qualify for 1031 treatment. There are clear guidelines on which transactions qualify. Plan ahead and make sure the property you're buying or selling qualifies.
- Real estate is a hot commodity and competition is fierce. For 1031, identification and timing are critical. Make sure you don't experience any failed exchange pitfalls.
- Think outside of the box. Can you capitalize on a dual-use property? Two is better than one!

Bottom line – 2021 travel and vacation plans are booming. A vacation property may be a great return on your investment, provide a reliable income stream, and give you access to an excellent vacation spot, if you plan properly. As Covid-19 has led people to think more carefully about the way and where they travel, investors may want to discuss with their tax advisors 1031 tax deferral opportunities.

As with any 1031 tax-deferred exchange, proper planning is needed. Get your clients to consult with their tax and legal advisors about their specific situation. Timing for this type of transaction is extremely critical.

YOUR BUYERS AND SELLERS HAVE QUESTIONS

Got the Post-Covid-19 itch for traveling? If so, you're like most Americans. Based on our recent research, we're gearing up for a very busy travel summer. We are in a hot spot for short- and long-term rentals.

Most of us, having been in our homes for a very long time, now want to discover new places, cuisines, landscapes, activities and simply reconnect and refresh. Whatever the reason for travel and mode of travel, we're hearing about trends of:



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Skyler Hearl

Success Is Defined by the Satisfaction of My Clients

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

Skyler Hearl has always looked up to her dad. After graduating college, she thought she would work alongside him by pursuing a contracting license to build residential housing. However, after researching and discussing with her family, she decided to pursue real estate instead and is so glad she made the decision. “Our heart has always been to serve others through the gifts and talents God has blessed us with. I have always loved to be in close contact with others, building community and serving. It gives me such joy to be able to help individuals accomplish their goals and begin new journeys. Helping clients find a home is one of the greatest honors I have been entrusted with, and I am so thankful for the opportunity to serve my community.”

Skyler grew up in Conway, South Carolina, and spent most of her summers in Surfside Beach, minutes from the sandy shores. She graduated from

Conway Christian School and attended Georgetown Tech, where she graduated in 2020. She recently completed her first year of real estate with an impressive 1.7 million in volume and being awarded Rookie of the Year for 2020 with RE/MAX Southern Shores.

One significant obstacle Skyler had to overcome starting her career was earning the trust of new clients. “I had been trained and went through all the schooling for real estate, but that did not mean customers and clients thought I was qualified to be trusted with helping them purchase or sell their home. The perception of my youth seemed to be the most daunting obstacle in my career path. Luckily, I was able to prove myself with the first few clients I had, and it not only gave me experiences to support my career endeavors but also gave me the confidence I needed to boldly step up and claim my place in this field. Being determined to prepare myself and my clients for any and all situations has helped

me prove myself and I am so grateful to learn from my senior coworkers.”

The most rewarding part of Skyler’s career so far has been meeting new people and having the chance to create solid relationships with them. “If I had to tell you the most important goal of my life, I would say it is to love God and love people. This job lets me pursue that passion every single day! It is so rewarding to help others take new stepping in their lives.” Skyler is determined to give her clients the very best service they have ever received. “My passion is being able to serve them with the best care and attention, helping them accomplish their goals without any trace of selfish ambition and instead grasping the opportunity to share the heart of God with those I have the pleasure of serving.”

Although she is still new to real estate, Skyler’s advice to new realtors is to surround themselves with people who





are wiser and better at their job. “By doing this, it forces you to keep your head up when things go wrong. Do a lot of praying, because stuff is going to go wrong and only God can save you.” Skyler looks up to her parents and grandparents as role models in life and her career. “They have always exemplified what it means to work hard with a dedication to excellence, upholding integrity always and gratefully serving with humility.”

Skyler is passionate about giving back to her community. She supports the Rock Church, through monetary contributions and service, and she serves Wednesday night at church for the Conway High School junior and senior girls. She is very close with her family and along with her parents and grandparents, she has one brother and many cousins who are like siblings to her. “When I look to my future, I am so excited for the chance of being able to use my career in real estate to help give back to my family because they have given so much to me. I dream of being able to provide a beautiful future for my current and future

family through my career. One of the biggest benefits of my career is expanding my community and having more opportunities to serve them, which has always been a big goal for me.” Outside of real estate, Skyler enjoys spending time at the beach, with friends, and trying to lead a balanced lifestyle through nutrition and exercise.

As she moves into her second year in real estate, Skyler shares, “My success is not defined in terms of volume sales or a specific number of transactions within a year, but rather the satisfaction of my clients. Success, to me, is knowing that I did everything in my power to offer the best service to my clients, to help them achieve their dreams, as we meet our goals together.” She hopes to be remembered for being service-minded. “My goal is not rooted in selfish ambition, but with the intention to serve and give back to others who have given to me.” Looking at her success in her first year, Skyler is well on her way to achieving that goal in 2021, and we cannot wait to see what the future holds for this bright rising star.



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Written by **Barbara Gart**
Photography by **Jeremy Kierez**,
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The team name, “The Mortgage Pros,” says a lot about one of our local lending professionals. Not only does he have an expert background in mortgage financing, but he understands the professionalism

and relationship-driven focus that is needed to succeed. The local team of Bank of England Mortgage (not the bank across the pond, it is a U.S. bank!) is appropriately known as “The Mortgage Pros.”

Work hard,
play hard

The producing manager, Carl Monsour, works directly with consumers and local partners. Carl always knew that finance (and being an entrepreneur) was in his blood. After graduating with a finance degree from Duquesne University, he began his career as an investment advisor, finding the right stocks, bonds, and mutual funds to help his clients build their wealth.

He then transitioned into the mortgage industry based on a recommendation from a recruiter friend. “I started as a loan officer with a national lender and quickly became the number one loan officer in the company, working my way up the corporate ladder. Eventually, I co-headed the entire retail division with about 500 people reporting to me. I took the company from doing 25 million dollars a month to over 200 million dollars per month in a short time frame. After that experience, I started my own mortgage brokerage business from scratch, before joining forces with The Bank of England. Now, I enjoy a slower lifestyle, with less travel,

and I am thrilled to be working directly with clients and realtor partners again.”

With Bank of England Mortgage, Carl is active in the day-to-day activities of his team, and he enjoys the satisfaction that comes from helping his clients. His background in finance allows him to truly understand his clients’ finances and goals, so he can recommend the best possible lending solution. “I ask the right questions to provide expert guidance, not just a loan. Helping my clients with their lending goes hand in hand with their overall financial goals. I want to make sure they walk away from the transaction in a stronger position than when they started with me.” It’s rare to find someone with his background and experience working directly with consumers!

Carl also enjoys working directly with REALTORS®. “I am all about relationships. We are a reflection of each other, and I understand that. I want to work with like-minded, successful partners who understand the long-term

“
Helping my clients with their lending goes hand in hand with their overall financial goals. I want to make sure they walk away from the transaction in a stronger position than when they started with me.
”

”

...



Girl dad!



Carl and his wife enjoy a Pelicans game



Go, Falcons! Nothing like football with his boys.

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value of good realtor/ lender relationships as well.” Having been a mortgage professional since 1997, Carl has seen a lot of changes in the industry through the years.

From housing market shifts to the mortgage meltdown, he has experienced the good and the bad times. Carl shares that “The hardest part has probably been all the regulatory changes that the mortgage industry has gone through since 2007.”

Some fun facts many don’t know about Carl is that he used to be a DJ and owned a bar at 23 years old. He is an entrepreneur at heart, starting businesses even when he was in middle school! Being a huge sports fan, Carl has been to two Super Bowls, two NBA championships, three Stanley Cup finals, and two Kentucky Derbys.

Carl and his wife Michelle are originally from Pittsburgh, and they have three kids, Kaden (11) Khoury (9), and Mya (8.) Michelle and Carl actually got married on the cliffs of Positano, Italy! They love the beautiful weather in Myrtle Beach and enjoy going to the beach together. Carl and Michelle support all of their kids’ activities, including football, baseball, cheerleading, and guitar. One of their favorite family traditions is Friday night “Pizza and Movie Night.” When he’s not spending time with his family, Carl enjoys golfing with friends, watching Steelers games, and playing in a golf league on Thursday nights.

Carl defines success in “Many different ways, but ultimately, it would be happiness. My family being happy (including me,) and helping as many people as I can in whatever I do.” Carl hopes to be remembered for being a great father and husband, and he is immensely proud of being an asset to his clients in helping them achieve their financial goals. To reach out to Carl for more information, visit www.boemortgagepros.com or call/text him directly at 843-970-3120.

To reach out to Carl for more information, visit www.boemortgagepros.com or call/text him directly at 843-970-3120.



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THE PETE SOLLECITO

Written by **Dave Danielson**
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cover story |

REPUTATION FOR RESULTS



Leaders come in all forms. But one of the chief qualities they tend to share is the ability to get things done ... to take positive action and involve those around them in reaching a common goal.

Pete Sollecito is one who personifies that description.

As Team Lead with The Sollecito Advantage Group with Coldwell Banker Seacoast Advantage, Pete has built a true reputation for results.

“I respect the process that we go through in this business,” Pete emphasizes. “I respect the fact that this isn’t just a transaction. It’s someone’s home. It’s an investment. I take tremendous pride in the fact that someone who has never met me before is putting their trust in me. I work as hard as I possibly can to help people find their dream home.”

EARLY EXAMPLES OF EXCELLENCE

That determined drive was honed early on in life. As a boy growing up in Rahway, New Jersey, Pete saw powerful examples at home that helped set his course for life.

“My father was, and always will be, my mentor and best friend. He unfortunately passed in May 2013. I noticed at a young age that my father

had a tireless work ethic. His mission in life was to provide all that he could for his family,” Pete remembers. “Even though he isn’t physically here, I always felt his presence. I am motivated to do all I can for my family. Knowing that my father is looking down and is proud of the life my wife and I are providing for his grandchildren means everything to me.”

FINDING A NEW HOME

When Pete’s father retired, he moved to South Carolina.

“At the time, I was contemplating staying in New Jersey. But I thought I would come to South Carolina and see how it was. My plan initially was to stay here for about a year and then head back to New Jersey. That was 20 years ago, and I’ve been here ever since,” Pete says with a smile. “Before I knew it, I had started building relationships here. I fell in love with the people and the area.”

Through time, Pete had worked in the service industry. His last position was



as the Bar Manager for Dagwood's Deli and Sports Bar.

"I loved what I was doing, but the hours were taking a toll on me. It wasn't very conducive to family life," Pete recalls. "In 2013, I married my wife, Danielle, who works as a Financial Advisor. Being on complete opposite work schedules, I found myself missing out on quality time with her. We also both shared a dream to grow our family. The late hours I was keeping weren't conducive for the family life I wanted."

A NEW DOOR OPENS

Pete's interest and real estate sprang out of his own experience.

"I purchased my first home in 2007, and I instantly became addicted to real estate. I found myself always looking at new listings and monitoring property values," he explains. "My work background assisted me in growing a large local sphere of influence. So I was confident that if I mixed my sphere with our growing market, it would be a perfect storm for success."

As Pete earned his license and got his start, he experienced the same challenges that most new agents do.

"It was a definite learning curve. My very first day, I opened up my computer and said what do I do now? It was a big challenge. It can be a

“**I ALWAYS WANT OUR CLIENTS TO KNOW THAT I'M THERE WITH THEM FROM CONTRACT TO KEYS AND BEYOND. AND WITH OUR TEAM, IT'S A REWARDING FEELING BEING ABLE TO SUPPORT THEIR SUCCESS.**”

lonely business. There was a lot of doubt in the beginning. I realized that even if I sold a property my first day, I wouldn't get paid for another 45 days. Success just doesn't come fast."

GAINING GROUND

Pete moved forward with drive and determination.

"I think it helped that I had a good sphere of influence. Plus, I just was very consistent and worked hard. I think coming to work every day makes a big difference," he says. "Today, I see a handful of REALTORS® who are in the office every day. Coincidentally, these are the same people who seem to be doing the majority of the business."

That kind of approach has definitely created results. In 2015, Pete earned the Coldwell Banker Rookie of the Year Award. The next year, he was the general brokerage sales leader.

The list of achievements continued to mount ... with Coldwell Banker Team Sales and Listing Leader honors from 2017 to 2020. He also earned the Coldwell Banker Presidential Elite award from 2016 to 2020. In 2020, his team earned the number one ranking among medium teams in South Carolina, based on transaction sides, along with the number seven ranking based on sales volume, according to REAL Trends.



In 2020, Pete and his team amassed 184 transactions, representing over \$45 million in sales volume.

TRUE TEAM SPIRIT

When you talk with Pete, you instantly know that he is driven by teamwork and the pride he has in his team of 10 professionals.

"Our success is a shared one for sure. I'm very grateful for their hard work and their efforts. We push and motivate each other each day. Part of my motivation is I want to be a good example. I want them to respect my work ethic and for that to be contagious."

Fostering growth in others is a truly rewarding feeling for Pete.

"Keeping my team members happy and seeing each agent exceed their

personal goals means more to me than any individual success or accolades I have ever received," Pete says. "I started in 2017 with a team of two. I'm proud that today we are a team of 10, consisting of Jennifer Donohue, our licensed Administrator and the absolute glue of our team," Pete says. "Plus, we have tremendous, seasoned REALTORS® Allison Stack, Tiffany Densford, Gina Terracciano, Meghan Sansouci, and Sitell Patel. We are blessed to have recently added three agents who are new to the business, including Chad Whitely, Dana Keip, and Caitlyn Leggens. Plus we have our long-time Marketing Director, Sherry Bonnette. I am beyond proud when I see what we have created and excited to see where we are going."

WHAT MATTERS MOST

Family is at the heart of life for Pete. He and Danielle treasure time

with their children—Jayden, who will attend the University of South Carolina this fall; their 4-year-old daughter, Mia, and their son, Beckett, who will be 2 years old in September.

Away from work, Pete enjoys golf, skiing, and getting together with friends. He's also a huge Star Wars fan. And, when it comes time to giving back, a favorite for Pete is the Miracle League.

Those who know Pete count on his genuine, caring dedication. "I always want our clients to know that I'm there with them from contract to keys and beyond. And with our team, it's a rewarding feeling being able to support their success."

With a selfless spirit, hard work and a helping heart, Pete Sollecito continues to build on his reputation for results!

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Bill and I would like to give a special thanks to our platinum sponsors, Princeton Mortgage and Seaside Furniture. It was great to get to meet Mark and the Princeton Mortgage management team that traveled from Charleston to meet everyone. We love working with Carl Padavano and Lisa Sullivan here in our market.

We had no idea that Julie Almeida had the mad decor arranging skills in addition to running her Seaside Furniture store. The arrangement she created for one of our door prizes was exquisite! Check it out in the summer party photos.

Olga, owner of Design the Signs, has become a key part of our team. All of the retractable signs, table overlays, and magazine cover posters you see at our events are created by her and her team. They do such a beautiful job and are so much fun to work with.

Most of all we want to thank you, our REALTORS® and our business partners, for making this REAL

Producers journey such a remarkable experience for us. We have loved getting to know you. We love seeing how you are getting to know each other and care for each other. We love hearing about your successes, your kids, your marriages, your vacations, and your families.

We love seeing the outpouring of good wishes and help when you are sick or have lost a loved one. This has been a crazy year and a half where we have had to be more isolated and separated than ever before. Community is always important but is even more important now as we are heading out of the darkness and can get together again.

Thank you for welcoming us and growing with us. We love seeing you in person and want to do it more often. We are planning to do smaller gatherings in the future in between our quarterly events so we can get to know you even better. Stay tuned! And stay connected!



Manager Kent and owner Julie of Seaside Furniture



Princeton Mortgage Team. They will get the job done!



Design the Sign, power duo



Shawn Sullivan - Will Parker Law



Elizabeth and Justin Ferraro, Rivertown Property Inspections



Amanda Patrick and Katie Hole of Amanda & Co.



Tammy Wolfe wins the gorgeous arrangement created by Julie Almeida, Owner of Seaside Furniture and Gallery



Princeton Mortgage in the house!



Stephanie Midget, owner of Old Republic Home Warranty



Julie and Kent: "Come to Seaside Furniture!"



Look! That's us!



Our beautiful Rising Star, Maria Mendoza



Angela Mitchell with 2-10 Home Warranty and Janelle Tideman



Matt Smoak - Island Inspections



Olga, Design the Sign, provided all the banners!



Jim Leone, owner of Gator Strong



Amanda Lamb wins a beautiful fall wreath and security system from Stephanie of Old Republic Home Warranty.



Cover girl Brini Gaddy



Greg Warren wins the gift card to spend wherever he wants from John Pate, Top to Bottom Home Inspection



Beautiful gift basket donated by Conrad Farms Gourmet Gifts. They just opened a big new store at the Grand Coastal Mall.



Sandy Hartman wins a beach bag full of goodies from Gator Strong's Jim Leone



Angie Tavik showing off her RP Cover!



Who has been to Seaside Furniture?



Ashlyne Chapman wins beautiful wine and cheese basket from Design the Sign

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