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COVER STORY

BRG: Darren Woodard,
Jeff Casterline and Brie Bender

RISING STAR

Natalia Guyton

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2-10 Home Buyers Warranty
Angela Mitchell

AUGUST 2022



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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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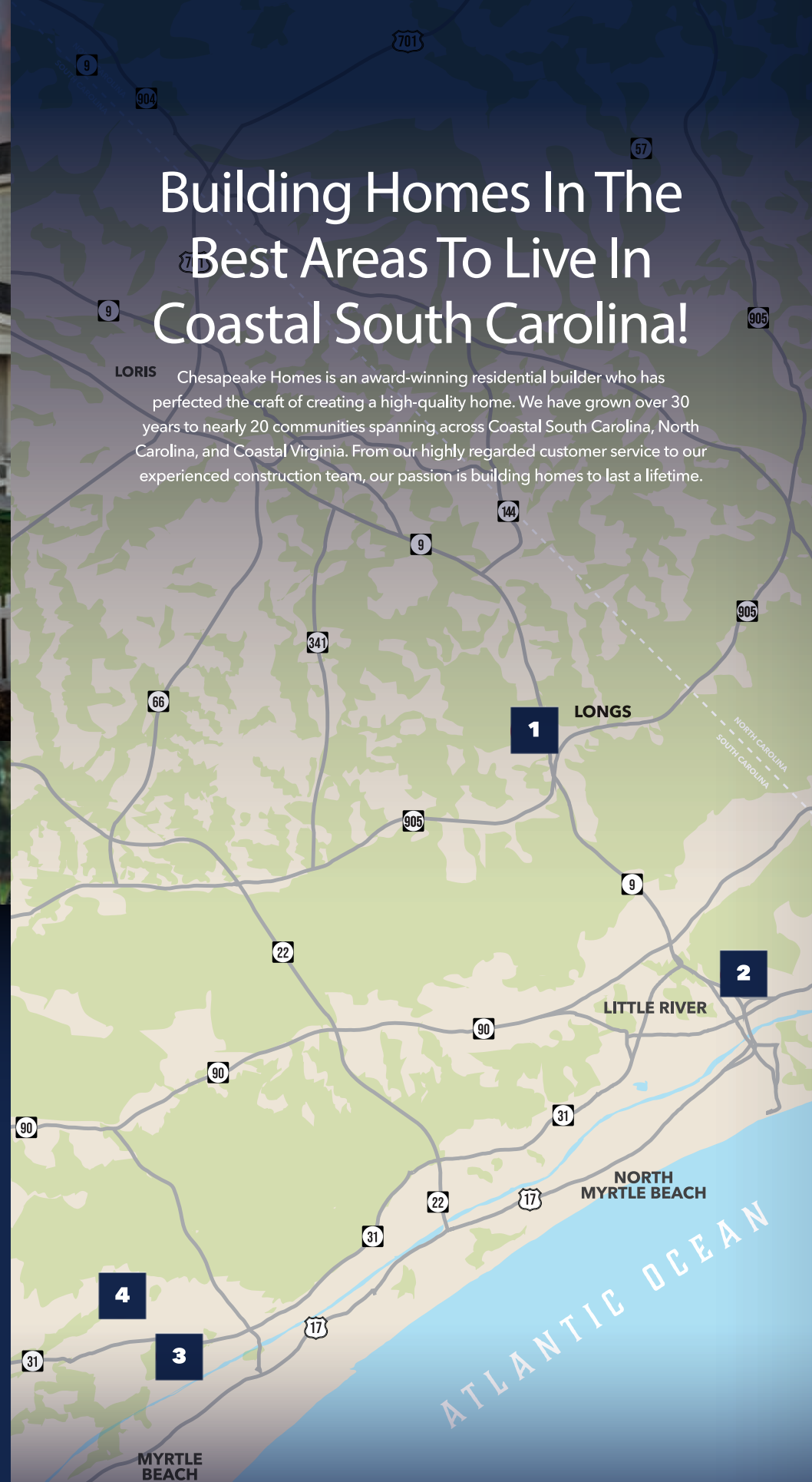
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Natalia GUYTON

▶▶ rising star

Written By **Dave Danielson**
Photography By **Donald Hovis**,
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Making it Happen

The difference between hopes and plans is action. It is easy to dream about what you would like to achieve in the future, but when you apply real effort over time, good things happen.



That is the lesson that your clients see from collaborating with you and the way you dedicate your experience and expertise on their behalf.

Natalia Guyton excels at that, too.

Moving in Positive Directions

As a REALTOR® with eXp Realty — The Greg Sisson Team, Natalia applies her actions in positive directions to make things happen.

“I am passionate about helping people make their dreams happen. This is a very tough market to shop in, and I am passionate about helping my buyers. I have made eight offers for one client to help them find their vacation condominium here at the beach. It can be tempting to give up after seven rejections, but I could tell how badly they wanted it, and I wanted to make that happen for them,” Natalia says.

“I love making buyers’ dreams a reality. It is so rewarding to hear ‘thank you for all of your help.’ I love helping first-time home buyers especially.”

Natalia earned her license and began her journey in real estate in November 2020, with her first closing coming in January 2021.

...



“
 I am passionate about helping people make their dreams happen. This is a very tough market to shop in, and I am passionate about helping my buyers.”

Natalia with husband Austin and pups



...

Signs of Success

Natalia has had remarkable success in her early career. In fact, during her first year, she recorded \$6.9 million in sales volume. She has continued building from there.

Natalia was born and raised in Myrtle Beach.

“My parents are from out of the state and moved here to open up Angelo’s Steak and Pasta. I went to Christian Academy of Myrtle Beach and then to Coastal Carolina University,” Natalia says.

“The event that shaped who I am today was falling in love with my now husband in high school and deciding we want to make the best life possible for ourselves and our future family.

We pushed each other. I graduated from college in three years so I could start working.”

Natalia and Austin got married in October 2020 and continued to encourage each other to achieve their goals. Austin started selling real estate for Grande Dunes Properties when she was in college.

“Austin told me I should try it because I was good with people and had the work ethic to be successful at it. I got my degree in hospitality and resort tourism management from Coastal Carolina University. I quickly realized I did not want to be in the tourism industry because that would mean I would have to work on holidays,” she remembers.

“I have always enjoyed the service industry. I loved waiting on tables, except the hours of 4 to 10 p.m. bothered me. I missed out on so many family dinners and events because I had to work. Real estate is really just customer service at a much higher level.”

Support and Encouragement

As Natalia remembers, one of the reasons she started in real estate was because she felt it was something she could do forever.

“Down the road I love that real estate can be very flexible depending on how much you want to work,” Natalia says. “I may not always want to work full time and grind every day if we decide to start a family one day.”



Family Foundation

Away from work, Natalia cherishes time with her husband, Austin.

In their free time, they enjoy boating on the waterway, hanging out with their two dogs, Daisy, and Callie, and playing golf. They also like to work out at Finish Strong boot camp.

As she reflects on her success, Natalia shares tips for finding success with newer members of the organization.

“One piece of advice I would give to newer agents is to go to a company with a lower split in order to get more training and help,” Natalia says. “Training is the most important thing to have so you feel prepared and confident.”

Positive Gratitude

Natalia feels a great deal of gratitude for those who have supported her success so far.

“I have a lot of appreciation for my whole office. Having my coworkers support and help means the world to me. I really appreciate this opportunity that the Sisson’s gave me,” she says.

“I also want to give thanks to my whole admin team, including Robin Farmer, Robin Coble, Rick, Kim, Kylea, and Darrin. I could not do this job without their support.”

Congratulations to Natalia Guyton. As a Rising Star in the local real estate landscape, she makes a lasting impact through her forward-thinking mindset.

“Mindset is so important. You have to have the right mindset to succeed every day. If you do not have the right mindset, you might as well go home,” Natalia says. “Success does not just fall in your lap. You have to work hard at it.”

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Written By **Dave Danielson**
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ANGELA MITCHELL

2-10 Home
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Coming Through When it Matters Most

Each of your clients have a lot at stake. In many cases, they pour the vast majority of their resources into making the next stage in their real estate journey possible. That is why it is so important to have a partner on your side to help your clients protect their investment and their financial picture.

That is where Angela Mitchell and 2-10 Home Buyers Warranty come into the picture — coming through when it matters the most with vital protection for a property's key systems and appliances.

Valuable Protection

Angela has a passion for providing this protection to her real estate partners and clients.

"2-10 Home Buyers Warranty helps manage your risk by providing protection for all parties involved in a real estate transaction. Our complimentary listing (seller's) coverage protects the listing agent and the seller while the property is on the market," Angela points out.

Angela with husband, Mike



Son Connor and husband Mike



Angela gets some help from Sam with the dishes!



"In the same way, Buyer's Coverage protects the buyer and agent after the parties have left the closing table. The unexpected can be expensive. 2-10 Home Buyers Warranty pays 97.5 percent of claims and includes electrical, plumbing, systems and appliances that fail from normal wear and tear."

Peace of Mind

Angela enjoys bringing the peace of mind of this valuable protection. It is a product she believes in wholeheartedly.

"I have always utilized a home warranty. I appreciate not having to spend all day calling several vendors and wondering if I was getting a decent price for the service or choosing a reputable company," she emphasizes.

"I also don't like sudden expenses, as they always seemed to happen just before a vacation or some other activity that I had been saving money for."

Prior to entering the home warranty business, Angela enjoyed another successful path in life — having worked in the advertising field through most of her career.

"When COVID hit, it was time to shift gears and try something new. I was approached by Pam Hurt, who was the Account Executive for the area and had been promoted to Regional Vice President with 2-10 Home Buyers Warranty," Angela says. "I was so impressed with not just the company, but the people, that I could hardly wait to be a part of it. It is an organization that does the right thing and values people."

Signs of a Leader

Those who have the opportunity to work with 2-10 Home Buyers Warranty appreciate high-quality service from a solid, reputable company.

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In backyard with son, Connor

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Easing the Way Ahead

As Angela says, her goal is protecting all parties associated with a real estate transaction ... in turn, saving her REALTOR® partners precious time by taking claims issues off their shoulders.

“A major failure right before the closing or immediately after can really put a wrench in the transaction, not to mention the cost,” Angela explains. “I cringe when an agent tells me they didn’t provide a warranty and paid a substantial amount of money out of their own pocket to keep a deal together.”

Gratitude

The rewards of Angela’s work revolve around the human element and the passion she has for being a valuable resource for people.

“When an agent or homeowner lets you know how much it meant to them that something was covered, it makes us feel good to help. I believe it is human nature to want to help others,” she says.

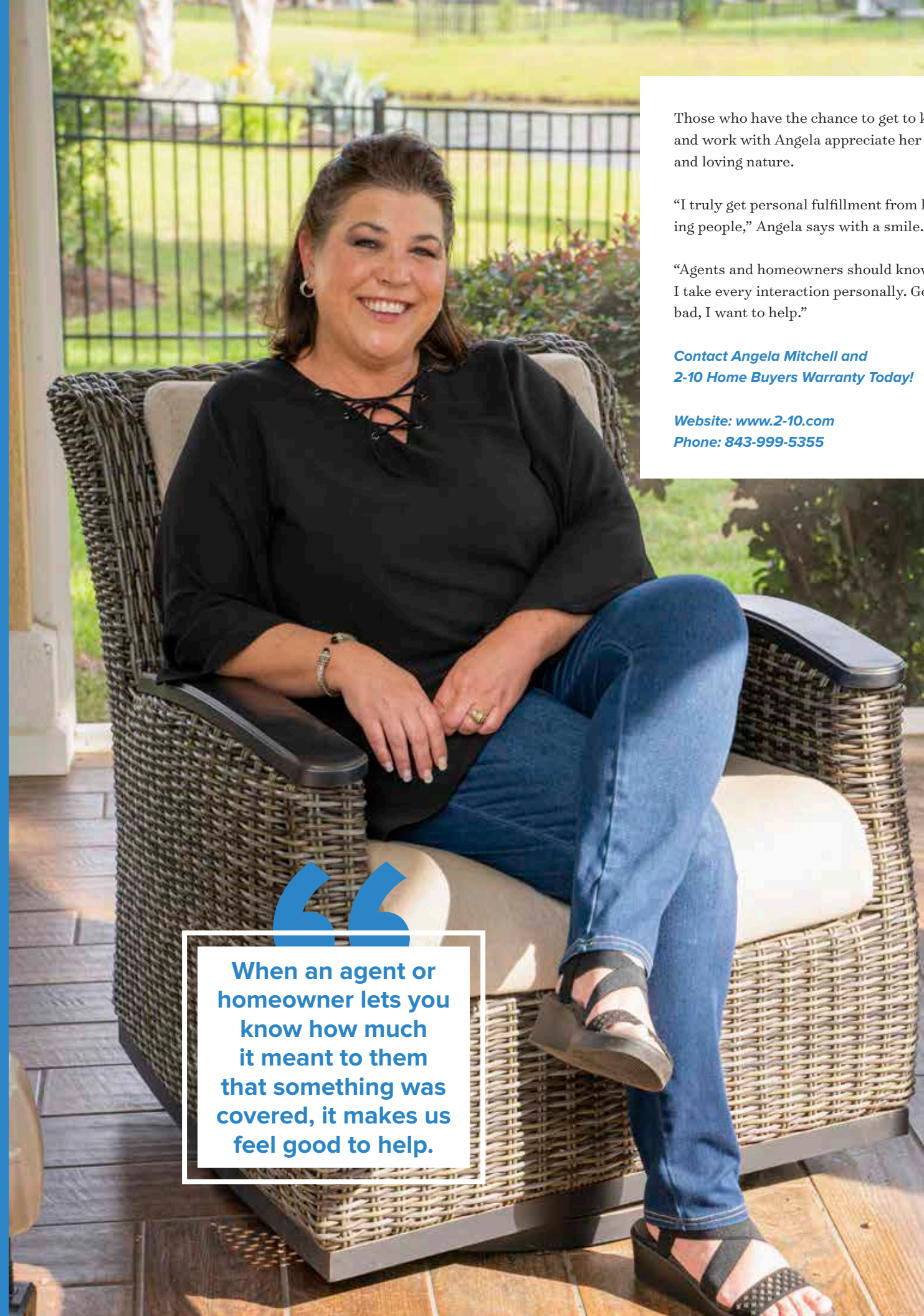
“One of my favorite calls came from an agent that said her homeowner was over the moon because we were replacing their HVAC system, and it only cost her \$100. She said she hit the HVAC warranty jackpot. Those stories make me happy.”

Family Foundation

Away from work, Angela cherishes time with her family, including her son, Connor, who is 23 years old, and his father, Mike.

In their free time, Angela and her family like spending time together at home, and with their dog, Sam.

“We have the best street with great neighbors, so we have a lot of get-togethers with them,” she says. “I also go on vacation with my mom every year.”



Those who have the chance to get to know and work with Angela appreciate her kind and loving nature.

“I truly get personal fulfillment from helping people,” Angela says with a smile.

“Agents and homeowners should know that I take every interaction personally. Good or bad, I want to help.”

Contact Angela Mitchell and 2-10 Home Buyers Warranty Today!

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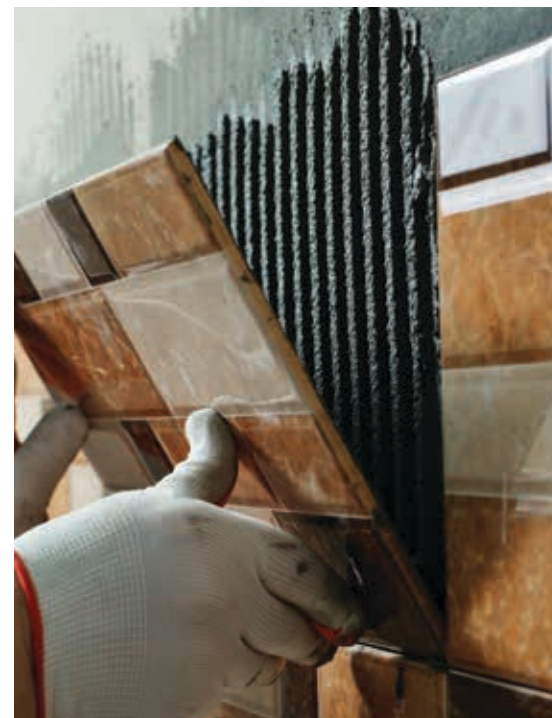


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KRISTIN BOULLION

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

Pursuing What's Possible

Without dreams and vision, there is no growth. Our hopes for the future frame up our efforts and give us a road map to follow to the next stage in our lives.

Kristin Boullion is a perfect example of the power of moving forward.

As a REALTOR® with RE/MAX Southern Shores, Kristin pursues what's possible for herself and those around her.

"I love always learning and expanding my knowledge base. I try to expand my business in some way every year. Not only does it expand my client base, but also gives me a deeper knowledge of the real estate business," Kristin says. "In 2017, I graduated from Leadership Grand Strand, which was a great introduction for me to, really,

how things get done in Myrtle Beach, and who the people really are that are getting things done for our city."

In addition, Kristin has her RENE (Real Estate Negotiation Expert) Designation and her CDPE (Certified Distressed Property Expert) Designation. She has her South Carolina Broker license and her North Carolina license. This year she plans to get her Luxury Homes Certification.

"While classes/designations are very valuable, I also try to learn from other agents during every transaction (both what to do and what not to do). No two transactions are the same. And I always try to look back at the end of each transaction and think about what I might have been able to do a little bit better," Kristin says. "Probably one of my greatest assets is self-awareness: I know what I'm good at and what I'm not, and am also good at recognizing what other people's strengths are. I make a point to surround myself with people that have different strengths than myself, and I definitely learn a lot from them."

...



...

GETTING HER START

Kristin earned her real estate license in 2014. Through time she has built a remarkable record of results. In 2021, she recorded nearly \$13 million in sales volume. She's also a member of the coveted RE/MAX Platinum Club. She's also a 2022 member of the RE/MAX Hall of Fame.

One of Kristin's passions through life has been tennis. That passion helped lead her to her career in real estate. Prior to that, she had worked in digital marketing and television.

"In January 2014, I was playing mixed doubles tennis with my good friend, Kirk Nobles. He and his mom (Tommie Nobles) owned the North Myrtle Beach office of RE/MAX Southern Shores with a few other agents (it had a different name at the time), and he worked with her running the business and selling real estate," Kristin remembers.

"They sold to Mandy Fulford in 2010, and in 2013 (the same time I was wanting out of my job in digital marketing,) Tommie retired. One day, over happy hour, I was venting to Kirk about my job, and he expressed his need for help getting organized after the sale of the company. He was taking on his mother's clients and had recently lost an assistant. He finally encouraged me to leave the job I was unhappy in and come help him until I found something else. The rest is history!"

BUILDING A SOLID FOUNDATION IN LIFE

Kristin is originally from Durham, NC, where she attended a small, private school (Durham Academy) from second grade until she graduated high school. From there, she went to UNC Wilmington. During college, she studied abroad in New Zealand for one semester at the University of Victoria - Wellington.



Some of her most important lessons in life were taught to her by her parents.

"I always looked up to both of my parents. They both came from nothing and worked hard to both become very successful. My mom was the first woman in a Regional Sales Manager role for Oldcastle Adams Products Company, and Dad owned a commercial construction company — and Duke University was his biggest client," Kristin says. "My dad has always been very proud that he 'does not owe anyone anything.' He also has great timing, selling his construction company to LeChase Construction, a company out of Rochester, NY, in 2005, right at the peak of the market, and then retired in 2006."



Probably one of my greatest assets is self-awareness: I know what I'm good at and what I'm not, and am also good at recognizing what other people's strengths are.

REWARDING LIFE

Family is clearly at the heart of life for Kristin. As part of that, she is very thankful for the life she shares with her husband, Chris, and their daughters — 5-year-old Harper and 3-year-old Mabel.



"Not only is he quite possibly the smartest person I know, he also didn't have much in the way of finances growing up," Kristin says. "He had a very loving home, but definitely worked very hard for everything he has. He is very successful, but also one of the most humble, kind, compassionate and generous people you can meet. He used to always tell me, 'The more I give, the more I get back,' which I understand now."

In their free time, Kristin and Chris have a variety of interests. Chris likes to go kiteboarding. They also share a passion for traveling.

Growing up, Kristin played a lot of soccer and tennis. In fact, this past winter her singles team competed in the state tournament for her level (she is rated at the 4.5 level) and barely lost to the team that won the overall title.



In addition, Kristin enjoys OrangeTheory fitness classes and has a love for live music — sometimes building a vacation around seeing a band that she loves.

When it comes to giving back, Kristin is involved in supporting the Humane Society. In fact, both of the family's two dogs (Walker and Memphis) came from the North Myrtle Beach Humane Society. Another organization that benefits from Kristin's support is the Children's Miracle Network.

REWARDING CONNECTIONS

The passion Kristin feels for her work begins with the connections she builds with those she serves.

"Every transaction is different. Every client has a different reason for buying or selling. It's really important to listen to and understand that reason. I typically end up pretty close with them by the end," she says. "It's not lost on me how emotional the home buying and selling processes are for people. We end up going through a lot together in a short period of time. I keep in touch with the majority of people I've worked with long after the transaction has closed."

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Written By **Ruth Gnirk**

Photography By **Jeremy Kierez**, High Tide Content

BRG Real Estate is an amazing combination of people and processes that produce positive results! When co-founders Jeff Casterline and Darren Woodard created BRG, **they built the company they wanted to work for.** Their goal was to provide the best customer service experience for their community, so they combined top-notch agent support, competitive commission splits, access to the best systems, and abundant resources. They also created a genuine family culture in which agents can thrive.

BRG Real Estate, formerly *Beach Realty Group*, was created in 2011. Darren and Jeff had been working on the same team in another brokerage, creating their own leads and systems, and paying for their own marketing. The solution-minded friends agreed that being connected to a legacy brand was not bringing them added value and was instead draining their resources. They searched for a brokerage, but couldn't find one that was **tech-forward, agent-centric, client-focused, family-first, and team friendly.**

"The commercial real estate market was at the bottom," Darren shared, "but our residential real estate business was booming as we had more buyers than our little team could serve. We controlled *two of the top 10* websites for internet traffic in the Myrtle Beach area." Jeff added, "But we wanted less overhead, better splits, and a more agent-friendly brokerage."

Since they couldn't find what they wanted, *they created it*, and invited their four teammates to join them. They activated a business name that Darren had registered four years prior, and *Beach Realty Group* was born. As the company began expanding beyond Myrtle Beach, the name was officially changed to BRG Real Estate. Early on, they recognized that Brie Bender shared their mission, vision, and ethics, and invited her to join the team as well. In time, several of their previous mentors or former colleagues joined the BRG family.

"As BRG expands into new markets, we will bring the same culture and work ethic, helping agents achieve their goals and be the best they can be," Brie shared. Jeff added that their vision for the next five years includes "a continued stronghold on the local market, and deeper roots and stronger

agent presence in the markets we are expanding to." Darren said, "BRG is embarking on *implementation training* to assist with the growth and interest of REALTORS® in other markets. By 2027 I would envision us being in 15 to 20 states with a few thousand industry-leading REALTORS®."



Jeff and wife, Caryn, loving the beach life

Broker **Jeff Casterline** is the son of a successful land developer, and his aunt ran a thriving real estate brokerage. Jeff's family moved to North Carolina when he was 14, and he went to three different high schools in one year. He learned to adapt to situations quickly, and he gained a keen sense of self. After earning his undergraduate degree from the University of North Carolina at Greensboro in 2001, he worked in collections and then mortgage.

...



The beautiful Casterline family

Darren Woodard's family moved from NJ to Socastee when he was 3. He began studying for his associate's degree in Business at HGTC, transferred to the University of South Carolina, and graduated from the Darla Moore School of Business with a double major in Economics and Finance. With limited job opportunities in Myrtle Beach, he decided to explore the world of real estate, and when he earned his license in July 2004, he became a fourth-generation real estate professional. Rather than give up when the market crashed, the young REALTOR® delivered real estate magazines in exchange for advertising space and also learned SEO from a mentor. Those two choices were revolutionary in his career and life.

When the market crashed, the new husband with a new mortgage wasn't making money. Jeff learned search engine optimization and built his own website at night, then started making money through lead generation. His past experiences had strengthened his focus in stressful situations and helped him feel comfortable with risk. He took action to overcome, making moves instead of giving up. He shared that **turning the feeling of defeat into motivation is a huge part of the BRG story.**



Daren loving nature with the kids



Darren and wife, Joy



Darren's kids just want to have fun!



Brie with husband, Nick

As a company, BRG believes that service to the local community is important. They have been longtime supporters of the Grand Strand Miracle League and also support other local charities including The Humane Society, and Savannah's Playground. BRG is proud to be ranked the number-one Independent Real Estate Company on the Grand Strand, but are even *more proud* of the amazing agents that have trusted them with their careers. They currently have locations operating in three states and plan to continue expanding into other markets so they can continue serving families and communities.

"While I can be easy-going, I am also super competitive and can be intensely focused," smiled Jeff. "I know that for most families, real estate isn't just an investment, it's a home. It's where we come together, celebrate, spend time, and feel our most comfortable. I take that seriously, and I carry that to work with me every day."

BRG broker **Brianne Bender** was raised by hard-working midwestern parents who instilled a great work ethic in her at a young age. As a pre-teen, she often helped her parents at night with their cleaning jobs. It taught her that challenging work, while it may be difficult and draining at times, is the only way she would truly reach her goals. She worked two jobs simultaneously while attending business school to become an accountant, but shortly before graduation she realized she had more of a passion for customer service than numbers. Her father's example of entrepreneurship and his encouraging words, along with her passion for service, ultimately led Brie to a career in real estate in 2006.

"I like being a REALTOR® because you are not limited in your abilities," Darren explained. "You help others achieve lifelong goals, and you have the freedom to set your own schedule. I look forward to duplicating what we have created and finding leaders in other markets that will share our vision!"

Brie concluded, "I want to bring others happiness and always support their dreams. I look for ways to help others achieve what they want in their life or their business. Rather than complain about problems in the industry, get involved and figure out how to be part of the solution."



As BRG expands into new markets, we will bring the same culture and work ethic, helping agents achieve their goals and be the best they can be. - BRIE



Brie and Nick on the river!



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