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Special Edition

INDUSTRY ICONS

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Jill Lemoine
Karen Moore
Paul Burns**

Photos by Aaron Hogan
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DECEMBER 2022

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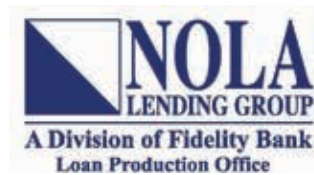


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If you are interested in contributing or nominating REALTORS® for certain stories, please email us at gina.miller@realproducersmag.com.

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- Rachel A, eXp Realty

Amy LeBlanc

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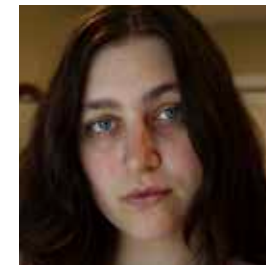
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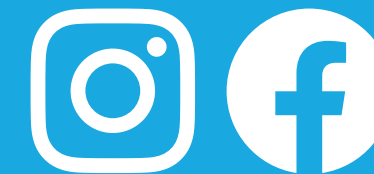
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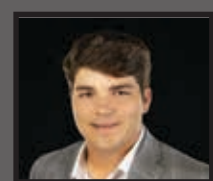
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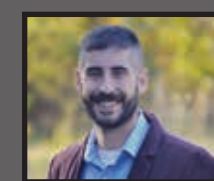
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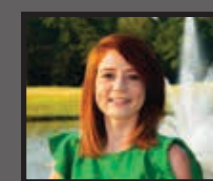
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They've weathered the highs and lows over the years and promise that they've been here before and we will all be here when the current market stabilizes.

Our Baton Rouge Real Producer 2022 Industry Icon award recipients, Suzi Gatreaux, Karen Moore, Paul Burns and Jill Lemoine, have earned this distinction honestly, and they want to encourage other agents who might be concerned about today's fluctuating market.

"With over 40 years in the industry, I can tell you real estate is not for the meek, and a lot of people are dropping out and going to other jobs," Karen says. "You will have good years and bad years, but if you are in it for the right reasons, you will always be successful, regardless of market fluctuations."

Suzi chimes in, "New agents who got their start during the madness of 2021 might panic, but it's actually easier to negotiate all the way around now with sellers offering more concessions." She goes on to say that the market will correct itself, and agility and flexibility are required for an agent to pivot and adjust their business practices. "Don't try to be too entrepreneurial right now," she advises. "Use this time to learn everything you can from more seasoned REALTORS®; seek out mentors, take classes and make a plan."

Paul agrees, saying that we've been through these changing markets before and we always seem to come out OK. "Practice flexibility and creative, out-of-the-box thinking." He continues, "Learn new ways to communicate and stay top-of-the-mind."

Karen explains that it's all about your reasons for being in the business of

real estate. "If you are doing it for the love of people, you really don't have to worry," she says. "If you do your job so well that people feel that everything went as well as possible, they will be your clients for life because they remember how you made them feel." Suzi adds that it's a tough time for our country right now and we need to use this time for self-reflection and strategizing, sharing a quick tip that has helped her go far. "When you're in a slower period, you need to be savvy and intentional," she says. "For example, I pay attention to pricing and use even numbers so I can pull from the top half of the bottom of my range and the bottom of my top half." She advises taking classes and earning certifications to make the most of downtime. Paul weighs in with some practical advice, saying, "Get back to the basics of your business, reviewing your time-management strategies and keeping up with statistics to stay on top of local and national market trends."

Our Industry Icons have some final encouraging words for their colleagues. "Don't take anything personally," Suzi says. "Have confidence in yourself and let your clients know that the process might take a bit longer, but everyone is experiencing that right now." Karen continues, "One of my best friends recently posted a quote on Facebook, *'Worry ends where faith begins,'* and that's how I feel about the state of our market today." Paul says reassuringly, "Change can be a good thing because it creates windows of opportunity to reevaluate preconceived notions and discard limiting beliefs."

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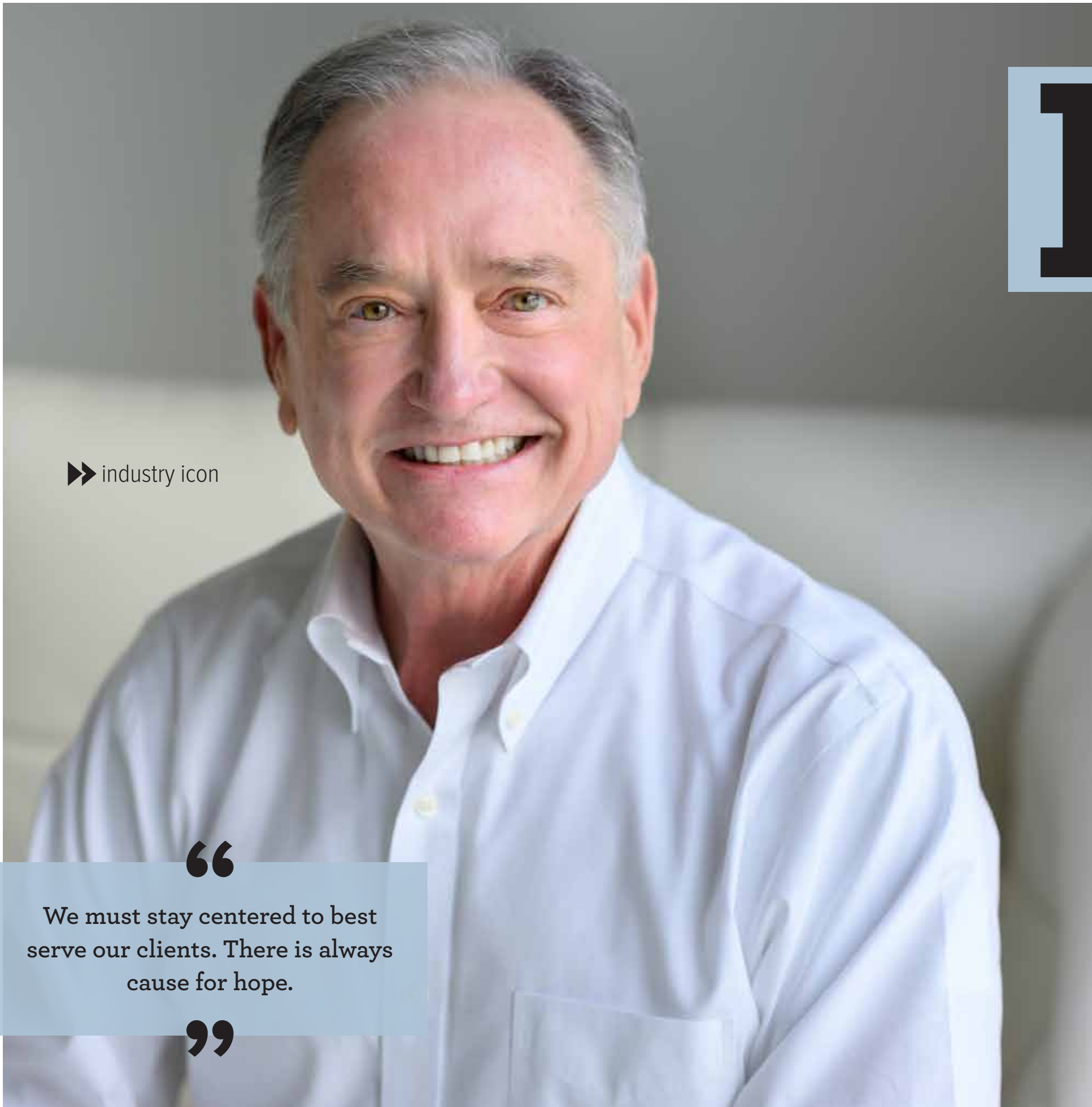
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“

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”

PAUL

BURNS

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TELL US ABOUT YOUR FAMILY: I have been married to Diana for over 40 years with a daughter, Meredith, in Washington, and son, Reed, in Montana. And our 14-year-old Havanese, Weezie.

NUMBER OF YEARS IN REAL ESTATE? Forty-five years and three months, according to NAR.

DO YOU REMEMBER YOUR FIRST BIG SALE?

It was the sale of a \$1,000,000 office building in 1994, shortly after I started my business.

HOW DID YOU CELEBRATE? We popped the Champagne!

WHAT WOULD YOU SAY IS THE BIGGEST RISK YOU'VE TAKEN IN YOUR CAREER?

Opening my own firm.

WHAT ARE YOU MOST PROUD OF IN YOUR CAREER OR LIFE IN GENERAL?

Family, company success and contributions made for the betterment of the community.

DID YOU EVER CONSIDER DOING SOMETHING ELSE?

I knew in high school that I wanted to be in real estate and graduated from LSU in business administration with an emphasis in real estate.

HOW DO YOU USE YOUR EXPERIENCES TO ENCOURAGE OTHERS? DO YOU HAVE A PARTICULAR MOMENT IN YOUR OWN CAREER THAT YOU HAD TO PUSH THROUGH TO STAY COMMITTED?

Helping others to realize that taking care of self is the best defense against the challenges of life. There have been many cycles of change in real estate due to economic conditions that are beyond our control. We must stay centered to best serve our clients. There is always cause for hope.

ARE YOU INVOLVED IN ANY CHARITIES OR NONPROFITS?

I've been involved in many charities/non-profits over the years. Many seem to be for the arts and the underserved. I've worked with Sister Dulce, now the Cypress Springs Mercedarian Prayer Center, since 2007. It has been a privilege for me to watch the physical and spiritual healings through her incredible ministry. I am currently on the foundation board.

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TELL US ABOUT YOUR

FAMILY: My husband, Sheriff Sid Gautreaux, and I have been happily married for 48 years. We have a beautiful growing family. We have four children and spouses, eight grandchildren and spouses and one great-granddaughter. Whenever I'm asked how many children we have, my reply is "100" and growing. Known as Maw Maw and Paw Paw to many! We have Zeb, our black Lab (duck hunting dog) and Little "Louie" Vuitton, our Yorkie. We also have Walter, our rescued cat. When God put Sid and me together, we could have never begun to imagine the roller coaster life we would live, how successful we would both be and how very happy and in love we would still be. We both love helping people with a servant's heart. God has always had a plan for our lives. His grace shines upon us daily. We are so blessed.

HOW MANY YEARS IN REAL

ESTATE? Twenty-five adventurous years as a REALTOR®. My daughter Ginny Gautreaux and oldest grandson, Logan Gautreaux, work with me as The Gautreaux Group. My brother Eric Eckert is also a REALTOR® of 22 years.

DO YOU REMEMBER YOUR FIRST BIG SALE? HOW DID YOU CELEBRATE?

My first big sale was a 55-acre farm in The Plains North of Zachary. I purchased a beautiful gold necklace to celebrate! Sid and I eventually moved on the same street. I have sold that farm three times since.

WHAT WOULD YOU SAY IS THE BIGGEST RISK YOU'VE TAKEN IN YOUR CAREER?

Leaving my first brokerage as top agent to help start the first Keller Williams in Baton Rouge as a charter member. The biggest risk I have ever taken in real estate is leaving Keller Williams in Baton Rouge as the top agent to open a new brokerage in Zachary. It was a challenge but a great and profitable adventure.

WHAT ARE YOU MOST PROUD OF IN YOUR CAREER OR LIFE IN GENERAL?

I am a Christian! I always prayed that I could do something good in life, that God would give me a purpose, that I could help people in some way. Little did I know that my first business of manufacturing wax over porcelain dolls for 14 years would put smiles on the faces and happiness in the hearts of many children — young and elderly, especially on Christmas mornings! In my real estate career, helping first-time homebuyers realize their dream of home ownership was very heartfelt. I realized quickly it's not how much you know but how much you care. It gave me great pleasure to help baby boomers and seniors downsize or relocate closer to family. For many, I have been their REALTOR® for life. I am a certified residential specialist (only 3% of REALTORS® in the nation) and member of the Residential REALTOR® Council. I earned my master/graduate real estate institute, accredited buyers specialist, seller and senior representative specialist, Green Designation, among others.

DID YOU EVER CONSIDER DOING SOMETHING ELSE?

Before my 25-plus-year career in real estate, I worked for two banks. I then had my doll business in New York Toy Fair for five years and a showroom in the Dallas Trade Mart. Everything in life led me to a wonderful real estate career. I would never do anything else.

DO YOU HAVE A PARTICULAR MOMENT IN YOUR OWN CAREER THAT YOU HAD TO PUSH THROUGH TO STAY COMMITTED?

Katrina was a very different time. It was tough emotionally on everyone — that was a heartfelt yet rewarding experience. You saw the good and bad, sadness and joy! The 2016 flood was similar yet also very different. Homeowners could rebuild in their same home most of the time and not have to relocate to another city.

HOW DO YOU USE YOUR EXPERIENCES TO ENCOURAGE OTHERS?

We have to keep balance in our life! God, family, business. They must work with purpose, focus on their goal and make a plan to achieve it. My advice to agents is to keep growing! We will fall forward! I still learn something new every day!

WHAT DO YOU DO TO TAKE CARE OF YOU?

I like to swim a mile twice a week. I put my underwater earbuds in and listen to my music and/or pray for one and a half uninterrupted hours. I wake up in a new world every day and try to be the best person I can be.

DO YOU ATTRIBUTE YOUR SUCCESS TO A PARTICULAR MINDSET, BELIEF OR PRACTICE?

ALWAYS DO THE RIGHT THING WITH HONESTY AND INTEGRITY. Your clients have to know we have their best interest at heart! It's not all about the money! Educate your buyers and sellers. I attended LSU in merchandising. I look at a home and have a vision of just what the buyer needs to make it their home. I also stage some homes for the sellers. Many sellers don't notice things that would turn a potential buyer away. We attend many trainings and seminars. If we walk away learning "one thing" that helps us grow our business, make more money or make our lives easier ... it's worth it!

ARE YOU INVOLVED IN ANY CHARITIES OR NONPROFITS?

Resting Elder Baker Presbyterian Church / Former Sunday School Teacher / Women's Council of REALTORS® — past president and current ambassador / current board of directors YMCA Americana / past president Police Ladies Auxiliary / served on several boards over the years GBRAR / KW Cares / Agent Leadership Council / CRS / supporting my husband as "Ms. Sheriff" is a very busy life on its own / working with many organizations and Toys for Christmas / Bengal Belles (LSU) fundraising for athletes / volunteer spouse for LA Sheriff's Association and Major County Sheriff's Association / active supporter for LA law enforcement / former Miss Louisiana World (1967). I represented the state of Louisiana for one week at the Bob Hope Miss USA / Miss Universe Pageant. What an adventure! Finalist in Miss Louisiana / USA Pageant / Finalist in Miss Louisiana / Miss America Pageant (That's when you could be short!)

HOW DO YOU WANT TO BE REMEMBERED IN THIS INDUSTRY?

My compassion for people, my knowledge, experience and successes in life. I would like to be remembered as the REALTOR® that other REALTORS®, buyers, sellers, lenders, attorneys and vendors want to work with. Also, for my clients and customers to know I gave my absolute best for them and got the job done with the least amount of stress on them. I would hope that I helped many agents learn the real estate business the right way with honesty and integrity and to stay focused on their goals in life!

WHAT ARE YOU MOST EXCITED ABOUT FOR 2023?

Always a new adventure ahead in our "Gautreaux World," continuing to help people any way we can and to live one day at a time in God's love.

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JILL J. LEMOINE

RE/MAX Professional REALTOR®,
Associate Broker

TELL US ABOUT YOUR FAMILY:

Daughters, two grandchildren, rescue cat named Emmy, rescue dog named Luna, another dog named Willow and our sheepadoodle puppy, Matilda. We are obsessed with the grandchildren and Matilda!

HOW MANY YEARS IN REAL ESTATE? 20

DO YOU REMEMBER YOUR FIRST BIG SALE? HOW DID YOU CELEBRATE? My first sale was a nice one at the time. It was a \$340,000 home. I celebrated with a glass of wine and paid my children's tuition!

WHAT WOULD YOU SAY IS THE BIGGEST RISK YOU'VE TAKEN IN YOUR CAREER? Leaving my CPA job to sell real estate full time.

WHAT ARE YOU MOST PROUD OF IN YOUR CAREER OR LIFE IN GENERAL? Personally, of course, my four daughters. They are all highly educated and successful in life! Regarding my career, it has been that most of my clients have become my friends and trust me as they know that I ALWAYS have their best interest at heart.

HOW DO YOU USE YOUR EXPERIENCES TO ENCOURAGE OTHERS? DO YOU HAVE A PARTICULAR MOMENT IN YOUR OWN CAREER THAT YOU HAD TO PUSH THROUGH TO STAY COMMITTED? It's not about the money. When times are slow, we all think about other options, but we hang in there and persevere. Let me just say that

I was never one of those agents that were a superstar right out of the gate. It has taken me years to build my clientele. I'm definitely the tortoise and not the hare! I have always had to be persistent and persevere. My source of business is referrals! I've had a couple of transactions where either the sellers or buyers were being impossible! I've lost many a night's sleep with them, almost to the point of throwing in the proverbial towel. But then, inevitably, someone will call — either a new or past client — with something great, which reminds me why I'm in the business. No crying in baseball! Gotta just hang in there!

WHAT DO YOU DO TO TAKE CARE OF YOU?

Often I just have to turn it over to God in prayer. I try to go to the gym at least five days a week. I'm trying hard to read more spiritual and career-helpful books. Also, we are about to build a home on a lake, which I hope can be our little getaway.

ARE YOU INVOLVED IN ANY CHARITIES OR NONPROFITS? CMN (Children's Miracle Network). In the past, I worked a lot with breast cancer organizations.

HOW DO YOU WANT TO BE REMEMBERED IN THIS INDUSTRY? As someone who not only cared about her clients but also cared about her fellow REALTORS®. I really strive to make ALL parties in a transaction feel like a winner!

WHAT ARE YOU MOST EXCITED ABOUT FOR 2023? Building my lake house! Praying that my tenacity will carry me through a year that may prove challenging.

“

When times are slow, we all think about other options, but we hang in there and persevere.

”





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KAREN MOORE



KAREN MOORE

Keller Williams Realty First Choice/Broker Associate

TELL US ABOUT YOUR FAMILY:

I am married to my awesome husband, Clarence. We have six wonderful children and eight grandchildren. They range from 18 months to 17 years old. Sweet little loves!

HOW MANY YEARS IN REAL ESTATE? 28

DO YOU REMEMBER YOUR FIRST BIG SALE? HOW DID YOU CELEBRATE? My first sale was two sales to two sisters; we built homes back to back. I celebrated with a pint of cappuccino commotion ice cream! It was in March 1994. No big celebrations after my big sales, just prayed. ... Thank you, Jesus!

WHAT WOULD YOU SAY IS THE BIGGEST RISK YOU'VE TAKEN IN YOUR CAREER? Jumping in with both feet from new homes sales in a model home to individual agent.

WHAT ARE YOU MOST PROUD OF IN YOUR CAREER OR LIFE IN GENERAL? Receiving the Most Cooperative REALTOR® award, 2017, by Greater Baton Rouge Board of REALTORS®. This Industry Icon award from Real Producers — it

means a lot and is very important to me. My relationship with my whole family and bonus family, plus the relationships that I have with clients and other agents in our area.

DID YOU EVER CONSIDER DOING SOMETHING ELSE? Yes, I did mortgage loans for 12 years prior to real estate. I do light staging and decorating on the side. I am a certified stager; it's like therapy to me.

HOW DO YOU USE YOUR EXPERIENCES TO ENCOURAGE OTHERS? DO YOU HAVE A PARTICULAR MOMENT IN YOUR OWN CAREER THAT YOU HAD TO PUSH THROUGH TO STAY COMMITTED? I have built six homes to live in at different stages of my life. Moving is never easy, but it's always worth it! Yes, the desire to help people, knowing that I have the experience to be able to guide buyers and sellers and truly believe if it's God's will, it will work out!

WHAT DO YOU DO TO TAKE CARE OF YOU? I wake each morning, Monday through Friday, at 4:50 a.m., gym by 5:30 and get right home to my delicious coffee after my workout. I get a few massages each year and unwind at the beach a few times per year. I'm a shopper, and I love spending time with the little kids in our family, I find

it extremely relaxing and so much fun! I feel the littles breathe life into me. It's so rewarding to teach them how to play and not really think about anything for a little while.

ARE YOU INVOLVED IN ANY CHARITIES OR NONPROFITS? I am not directly involved with a charity but donate on a regular basis to Our Lady of Mercy, KW Cares, KW First Choice Cares, American Cancer Society, Breast Cancer research — always do the Susan G. Komen Race for the Cure. The Christmas Give with the Smith Team and Adopt a Family for Christmas in Ascension Parish Schools.

HOW DO YOU WANT TO BE REMEMBERED IN THIS INDUSTRY? She did everything within her power to make it work. She took the high road and treated all other agents with sincerity and respect. She got us to the closing table, she was honest even when it was something difficult to hear, and she loved her clients and the industry. There is simply nothing that she would rather do for a living.

WHAT ARE YOU MOST EXCITED ABOUT FOR 2023? A 10-day cruise on a luxury liner in January 2023 and lower interest rates on mortgage loans.

“

HOW DO YOU WANT TO BE REMEMBERED IN THIS INDUSTRY?

She did everything within her power to make it work. She took the high road and treated all other agents with sincerity and respect.

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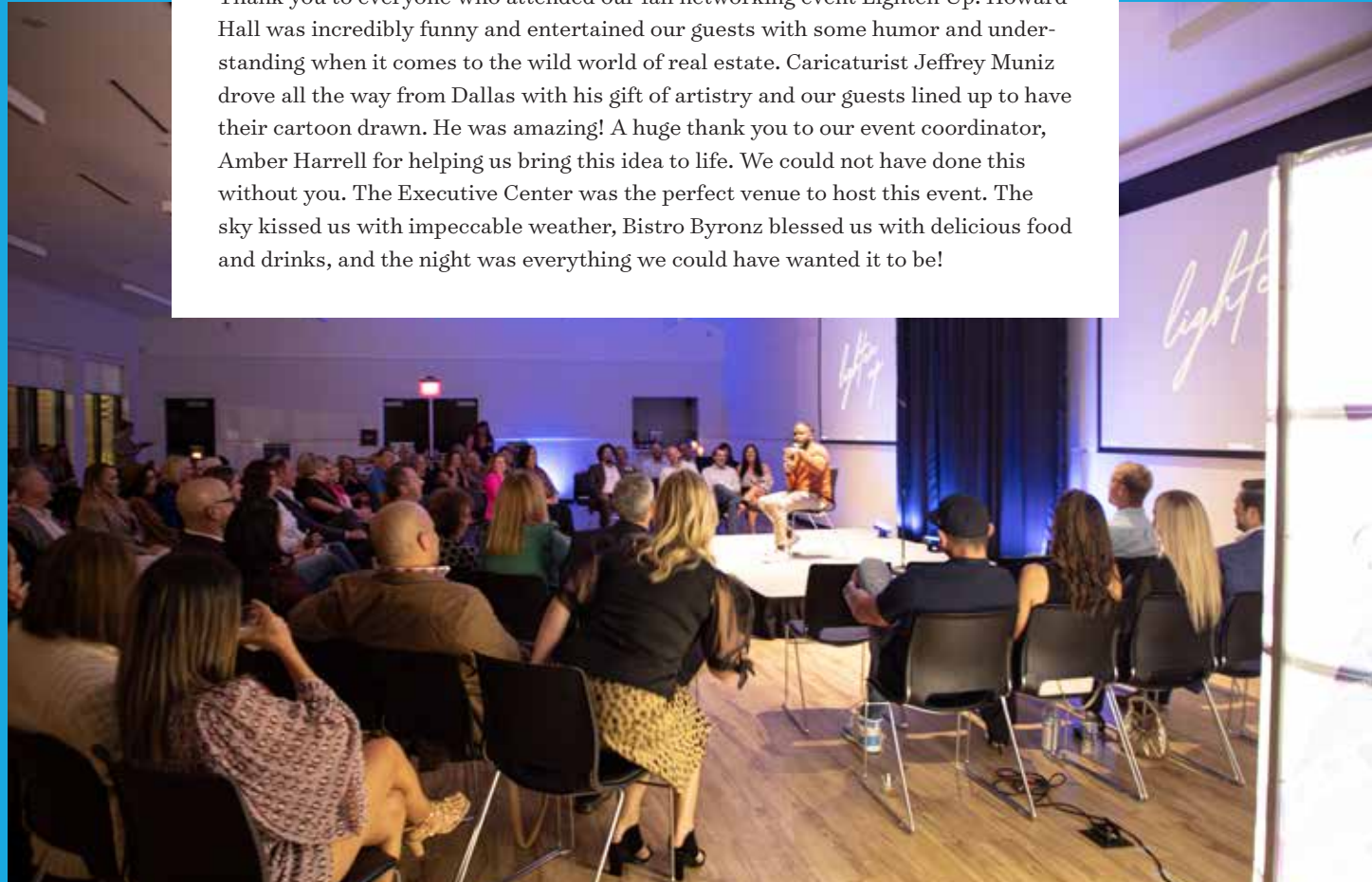


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LIGHTEN UP

FALL NETWORKING EVENT

Thank you to everyone who attended our fall networking event Lighten Up. Howard Hall was incredibly funny and entertained our guests with some humor and understanding when it comes to the wild world of real estate. Caricaturist Jeffrey Muniz drove all the way from Dallas with his gift of artistry and our guests lined up to have their cartoon drawn. He was amazing! A huge thank you to our event coordinator, Amber Harrell for helping us bring this idea to life. We could not have done this without you. The Executive Center was the perfect venue to host this event. The sky kissed us with impeccable weather, Bistro Byronz blessed us with delicious food and drinks, and the night was everything we could have wanted it to be!





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What did 2022 teach you?

KYLE EVANS: If you're going to lead people, lead yourself first.

JULI JENKINS: Relationships and your reputation as an agent with other agents matter in competitive markets. And the network of trusted professionals (knowledgeable and creative lenders, insurance brokers, responsive title company partners, and reasonable and fair contractors) will be a differentiator.

SHERIDAN FAY: How we CHOOSE to react will shape the outcome of any situation, always PAUSE before speaking or acting on emotion, and as long as you keep making that single next right decision for you/your team/your family, it will all fall into place.

KRISTAN FLETCHER: Be in the NOW! The past is gone. The future is coming, no matter my mindset! I might as well be JOYFUL, HAPPY and THANKFUL.

CLAYTON FIELDS: It's all about your relationships!

DANNI DOWNING: To not take things for granted. To be thankful for every contract to close.

LISA THOMAS: Get your systems and processes in order and use them! What a world of difference for your time and mental well-being!

RICHARD SPEARS: I recently posted this quote that sums up my year: "Remember that it's risky out on the limb, but in this world, that's where all the fruit is."

LAURA BUCK SMITH: I've actually learned to rest a bit more this year. Not take on so much. To delegate things that can

be delegated. But keep the things that I can use my strengths on. I've also been reminded that God says 365 times in the Bible to not be afraid. Trust Him and rest more.

LISA MARSHALL: Putting myself first and taking care of myself is the most important thing; everything else can wait or has to fall in line. My mental space is important in order for me to operate and give my businesses the best version of me.

STACIE THEVIS: It taught me the value of my fellow REALTOR®. It also taught me how much I still have to learn, even after 18 years!

SHANE ROBERTSON: 2022 has taught me to never take anything for granted. Market can swing one way or another in a matter of minutes. 2022 has also taught me patience. It takes lots and lots of patience in this industry. 2022 has also taught me that real estate is still a relationship business. Make every relationship you can. Stay in touch with all your contacts, relationships and sphere! And lastly, take time for yourself. Travel when you can, spend as much time with family and live life to the fullest! Tomorrow isn't promised!



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