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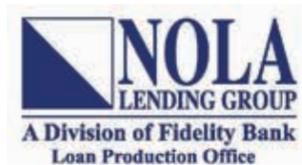
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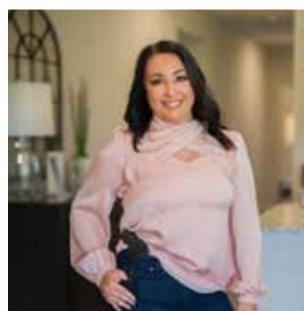
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# LOOK WHAT WE'VE DONE.



## ► publisher's note

By **Gina Miller**

Two Years ago, we launched Baton Rouge Real Producers with Leigh Moss on the cover. Two years ago, we began celebrating the Top 300 agents in our area and we took on the mission of connecting, elevating, and inspiring our REALTORS, and embracing the mission to strengthen relationships in our region's real estate industry.

My receipts for taxes revealed that I've spent more time and money in coffee shops than anywhere else over the past 24 months. Those coffee dates were magic. I love thinking about all the wonderful individuals I've had the opportunity to engage with while building this brand in our area.

The thing that impresses me the most about top performing REALTORS is that they are never satisfied...in a good way. They are the ones attending seminars, conferences, reading books, taking classes, giving back, and showing up. They make the calls, take the calls, send the notes, and DO THE WORK.

It is my honor to serve you all by bringing you together through inspirational content and groovy SOLD OUT networking events! THIS IS FOR YOU AND ABOUT YOU. Each month I get to share your accomplishments and allow our readers to see the stories behind the success. Being on the cover of a magazine will NEVER go out of style!

Look at this line up of our Cover Stars over the past 2 years!

**Leigh Moss, Leigh Adams, Darren James, Shane Robertson, Nicole Rowell, Tim Houk, Carrie Godbold, Lisa Landers, Toni House, Melissa Landers, Jill Lemoine, Danna Strange, Donna Wolfe, Sondra Richard, Trey & Whitney Willard, Steven & Laura Buck Smith, Mike & Jen Gennaro, Marquita Robinson, Marie Broussard, Clonise Stewart, Jordan Trosclair, Michelle Murphy, Victoria Haddad, Brittney Howard, Michael Borne, Jen Burns, Joy Russell, The Top 40 Under 40, Kayla Johnson, Devin Triche, Ryn Jones.**

This amazes me. We did this during a pandemic. Y'all. We did this!

Our magazines are being read and loved and shared with friends, clients, and family members across our city! AND WE ARE JUST GETTING STARTED. Real Producers is now in over 120 metro areas across the US and growing! It feels so incredible to be a part of a movement!

On May 12 we will gather to celebrate and hand out some awards! As I'm typing this the nominations are pouring in, and we will begin voting next week! I love celebrating others for a living. What a cool gig. \*pinches self

I am forever humbled and grateful for this opportunity.

I'm nothing fancy. No one famous.

But I've been changed for the better. Because of you.



Love,  
**Gina**

## SAVE THE DATE

BATON ROUGE  
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▶▶ partner spotlight  
 By **Brian Amend**  
 Photos by **VanDerMark Studios**



The Bamboo Lounge Airbnb collaboration with Cheramie Garbutt, ID & MISTRpm. Angie's daughters, Adeline and Evangeline, are a big part of her design team, approving her design scenarios on her projects.

# HAUTE HOMES

## ANGIE B. WILSON

When Angie Wilson was in junior high school, she found that her Barbie dolls provided her an outlet to arrange and rearrange the furniture in the dolls' houses. She also found joy in drawing floor plans, and she traces this penchant to an uncle who would do the same. These were harbingers of Angie's path of following

in her beloved aunt Mary Bond's footsteps becoming an interior designer. Angie started this path by graduating from LSU with a degree in Interior Design in 1995.

After LSU, Angie worked as the facilities planner at St. Frances Cabrini Hospital in Alexandria, LA, now

Christus St. Frances Cabrini Health System. Angie oversaw the design of new wings of the hospital and worked closely with the architectural and medical staff to ensure that the result of new building projects was aesthetically and functionally appropriate to its required tasks.

Although Angie enjoyed this work, she came back to the Baton Rouge area and began practicing interior

design full time. Angie now runs Haute Homes LLC, the company from which she helps clients accentuate the character of their commercial and personal spaces.

Angie's passion comes through in her work. An interior designer's training affords not just a personal artistic touch, but rigorous training in the history of art and architecture, in industrial design, the drawing and drafting related to it, and in the furnishing of spaces. This background allows Angie to draw attention to the character of the space she is decorating. "I do not want a potential buyer to walk in and be blown away by my décor. I want them to walk in and be blown away by the home, the bones," Angie stated when talking about her approach to staging houses. ●●●



...  
 In addition to holding a degree from LSU in Interior Design, Angie obtained her REALTOR® license in 2018. She felt her experience by then had given her a firm grasp on the client's perspective but wanted to add to that base. "I got my real estate license to better understand the REALTORS®' perspectives so that I could offer the best of both worlds in staging for REALTORS® and clients."

Angie is married to Kenny, and they have three children and two grandchildren. Their oldest, Caleb, 27, has two children with his wife, Madison. Angie's granddaughter, Piper, is 6, and her grandson, Baylor, is 2. Angie's daughter Adeline, 22, will graduate from LSU in May with a degree in Biology. Their youngest, Evangeline, 15, who goes by the name Evie, attends St. Joseph Academy and is a competitive dancer. Given that Caleb played baseball, Adeline participated in cheerleading, and now Evie does dance, Angie commented that they "have gone from being a ball family, to a cheer family, and now a dance family."

Watching Evie dance is a joy for Angie, in line with her statement that family and faith come first. Angie cited her mother as both an artistic and spiritual inspiration. Like her mother, Angie loves to paint, and in her case,



the canvasses are oyster shells. Also like her mother, Angie strives to be a woman of faith and prayer.

In terms of business, Angie stated, "I really want to be an intergenerational designer. I want to cater to all generations. I want to have clients my mom's age all the way to Adeline's age." To this end, Angie can relate to and help a wide range of people. "I was the girl in high school who was friends with everybody."

The greatest reward of her work is the relationships that develop from it. "I make myself available to all types of clients with small, medium, or large budgets." Such relationships form from her asking a lot of questions to better help design the perfect interior for them, and then being available as much or as little as a client needs once they have a clear plan moving forward.



Angie and her talented mother, Christine Bergeron, painted this wall together in Angie's home office.

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# lance DAGGS

## THE SOCK MAN

### FASCINATED BY REAL ESTATE

Having gone to school in Uptown New Orleans, some of Lance Dagg's favorite memories involved looking at the extravagant mansions along St. Charles Avenue as the streetcar brought him from school to his mother's job. He was continually impressed by one particular, Latter & Blum REALTOR®'s For Sale signs and their flyers that drew attention to the most beautiful homes in his neighborhood. He collected housing stat flyers like some collected baseball cards.

Lance took some real estate classes at LSU, but he was gaining experience in the hospitality industry. Although he graduated from college in 2008 with a degree in Business Administration and a concentration in Management, the hiring freeze made it extremely hard to find an open managerial position in the hospitality industry. Several friends encouraged him to take his real estate test. Lance had thought of real estate as a childhood dream, not his plan for the future, yet the idea was appealing. Although his mother cautioned against it, Lance decided that this would be the safest time in his life to "take the leap of faith" of getting into real estate, since he was young and didn't have pressing financial commitments.

When Lance became a REALTOR® in 2009, he thought it would be wise to join a recognizable company. The choice was easy because of the seeds that had been planted by the neighborhood REALTOR® from Latter & Blum. Lance started working in Baton Rouge for their sister company, C.J. Brown as a solo agent. Lance initially focused on real estate part time, however, he found this career was a better fit than anything he had done before, and it allowed him to fully tap into his servant's heart and his desire to help people.



▶ difference maker

By Ruth Gnirk  
Photos by Aaron Hogan





Lance bought a home for himself in 2010, but because he couldn't show steady income, he had to have a co-signer. That same year he was awarded Rookie of the Year because of all the progress he had made. By the middle of 2011, Lance had found his groove as a solo agent, and decided to focus on real estate full time. By the end of the year, he was recognized as a Greater Baton Rouge Rising Star of the Year.

#### TAUGHT TO CARE

Compassion was instilled at an early age. His dad came home one evening and told his family that while driving his truck, he saw a family with a handwritten sign that read, "Please help my kids have a blessed Christmas." The Daggs family brought toys and clothes for each child and even some gifts for the mother. During high school, his servant's heart motivated him to be part of the Key Club, doing volunteer work in the community. He also held servant-leader positions in student government, helped organize book drives with Tulane University, and worked with local organizations to help his school adopt families during Christmas.

As a natural giver, Lance was very impressed by the passion that KW has for its community and its agents. He joined Keller Williams Red Stick Partners in 2015. He was in the top 20% of his market center that year and was invited to serve on the Agent Leadership Council. Honored by the opportunity to make a bigger difference, Lance later served on the culture committee and organized a special day of volunteering for a battered women's shelter for a KW Red Day. He also helped organize a sock drive for a local charity.

**“**  
*I do well in my business, so I have a lot to give. I am blessed to have found my passion so early in my career and to have found some practical ways to help others. Donating socks is one small way that I can give to those in need in our community. The volunteers at St. Vincent de Paul call me The Sock Man now ... and I kind of love it!*  
**”**

Lance was so personally inspired by the need for socks that he has been celebrating his success by donating 100 pairs of socks at the completion of each of his real estate sales since 2016. During the 2020 shutdowns due to COVID-19, he heard that there was a major shortage on food being donated to food banks. Because of the need that year, Lance focused less on socks and donated money to the Baton Rouge Food Bank at the close of each transaction. In 2021, Lance challenged himself and a few friends to make up for the lack of socks that were donated the previous year. He was able to donate over 5,000 pairs of socks to the charity organization St. Vincent de Paul (svdpbr.org).

#### “IF YOU HAVE IT TO GIVE, GIVE IT.”

John Maxwell gave a challenge at a KW Family Reunion, encouraging agents to fail forward, and that is exactly what Lance did. In 2020, the pandemic created a perfect opportunity to slow down from the constant hustle and simply refocus and regroup. In 2021 Lance had his best year yet, helping 50 families with their real estate needs as a solo agent, and being a Baton Rouge Real Producer 40 Under 40 recipient. This year, Lance is learning about trusting others with delegated tasks.

He is even thinking about branching out and building a team, with members who specialize in areas that are not his strong points.

Lance and his partner, Matthew Lawson, share in their love for their two rescues, Henry, a Jack Russel mix, and Max, a Shih Tzu mix. They love to support local businesses, especially Bergeron's City Market, a place where there is home-style food prepared by award-winning chef Don Bergeron. Lance stays active by working out at Esporta Fitness, and he and his partner recently joined a kickball league comprised of roughly 300 members.

Lance has come a long way in the 12+ years he has been in real estate, having helped hundreds of families, and no longer needing a co-signer when he goes to buy a new property. His mother now tells him she is glad he didn't listen to her when she told him not to get into real estate. He actually owns a total of 10 doors, a mix of long-term and short-term rentals. He rents out his duplex in New Orleans through Airbnb, and made an offer recently on another property that he plans to convert to a short-term rental. The Airbnbs help him utilize his creative side, as he furnishes and decorates, and it allows him to serve clients with short-term real estate needs.





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# WHERE ARE THEY NOW

*Leigh Moss,  
Highland Road Realty*

In my two years since being featured on the cover for the inaugural issue of *Baton Rouge Real Producers*, things have been wonderful to say the least.

Personally, we added another precious baby girl to our family and named her Madeleine Manda Moss (AKA 3M). Fun fact: I was actually nine weeks pregnant with Madeleine at our photoshoot and hadn't shared the news with anyone yet. She is now 18 months old and happily chasing around her sisters, Ellianna (7) and Amelia (4).

My husband, Lenny, also made a big change for our family in 2020 by leaving his career with the State of Louisiana after 15 years to join the real estate world with me.

Despite major life changes of babies, careers, and not to mention a global pandemic, life was great!

Fast forward to May 2021 when I felt the Lord pushing on my heart once again as he often does. I have always been a very faith-filled person,



and I know to follow the Holy Spirit whenever He calls me, and this time it was to open my own company. I feverishly began the work to obtain my broker's license and officially opened Highland Road Realty the summer of 2021. What a blessed ride it has been ever since. My team, The Leigh Moss Group, joined me at my new brokerage, and we have begun adding solo agents as well. The office of Highland Road Realty is situated in a 100+-year-old house under the historic oak trees along Highland Road.

My heart has never been so happy, so full of excitement and so proud to be laying the groundwork for a local female-owned business that will serve the Baton Rouge community for generations to come.

God is good all the time, y'all!

*-Leigh*



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# ON THE BRIGHT SIDE

**KAYLA  
BERRY**

*“Adversity is preparation for greatness.” – Andy Andrews*

**For Kayla Berry, this adage has proven true. Kayla’s career path has been marked by a series of challenges she’s had to overcome. Not everyone can both tackle such challenges and find the upsides within. Kayla undoubtedly has this ability, and this standout quality has led to much of her early real estate success.**

The mountains Kayla climbed at the start of her real estate career have given her a lifetime supply of empathy, and this quality remains at the core of her business.

“I am trying to build a clientele for life, and with that comes trust. If I am empathetic, relatable, and honest, that trust is built-in, and that’s important to me,” she reasoned.

#### Love and Loss

Kayla and her former husband fell victim to the Louisiana Flood of 2016. “It was a very tough time,” she recalled. Her home took on a whopping 78 inches of water and was completely decimated. Soon after the flood and resulting loss came her divorce. “I went through one of the hardest times in my life,” Kayla said. “A failed marriage and the new-found journey of living as a single parent was hard.”

#### Starting Over

At the time it seemed the flood had taken just about everything from Kayla, but she didn’t stay down for long. She quickly found a desk job that paid well but often kept her away from her son. It wasn’t

long before a desire rose in Kayla to find something more. “I refused to let that part of my life dictate my availability to be the parent I wanted to be for my then three-year-old son,” she resolved.

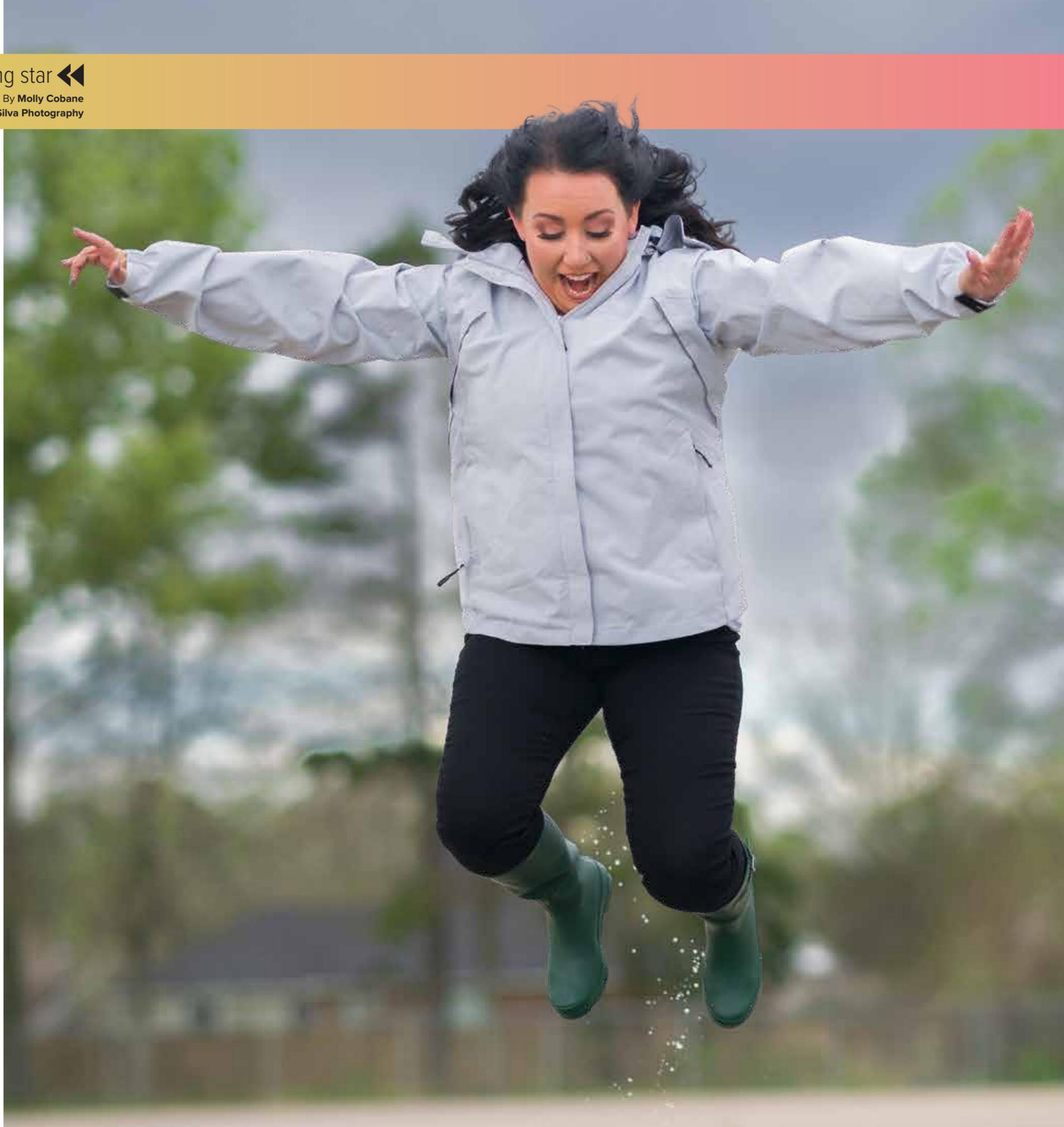
Kayla also had the feeling a layoff was coming, so backed by the full support of her now-husband John, she sprung into action and enrolled in a real estate course. Her intuition proved true as the layoff came to fruition shortly thereafter. “I started treating the course like an eight-hour workday,” she remembered. In typical Kayla fashion, she put her head down, got to work, and had a license in hand within two weeks.

#### Finding her Tribe

Every up-and-comer in the real estate world has a mentor. Kayla found this and more in Baton Rouge Real Producer Cover Story from September 2021, Brittany Howard. A mutual friend introduced them soon after Kayla obtained her license and the two instantly clicked. “We went from talking about real estate to rapping about coffee in one conversation,” Kayla laughed.

The pair have worked together for five years and now operate as “The B Group” at Supreme-Realtors. Kayla attributes much of her success thus far to Brittany’s guidance. “Brittany has been the mentor and the push that I needed to keep going through those rough few months and years that make or break you,” she remarked.

...



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### Safety is Key

A major area of interest for Kayla and her team is personal protection for real estate agents. "I got my concealed carry license right before the flood in 2016," Kayla recalled. "I am a firm believer that although we hope we'll never have to use it, some form of protection, whether it's a knife, pepper spray, or gun if you're comfortable, is very important in our line of work."

September is REALTOR® Safety Month, and Kayla plans to continue to shed light on the importance of the topic. "A lot of us do this job



because we are parents and want that extra time with our family, and it's so important that we take the measures we need to be able to get home to them," she said. Concealed in Livingston is where Kayla's team typically directs agents wanting to learn. "They work alongside Louisiana State Police and are very resourceful on what you need to know."

### Free Time

Kayla is a Baton Rouge area native. She was born and raised in Central,

Louisiana, and currently resides in Watson with her husband John and two sons, Gibson (eight) and Landry (three). Any time off is typically spent at the ball fields supporting Gibson as a self-proclaimed "Baseball Mom". Gibson plays for the Louisiana Pride Athletics 8U Gold Team, a travel ball organization based out of Walker, LA. On most weekends you can find Kayla at the ballpark keeping the scorebook for the team. "When I'm headed to a showing, I'm usually coming straight from the ballpark with my hair up and my pride gear on!" she joked.

Kayla isn't afraid to try new things in her spare time as well; skydiving, for example. "I've been skydiving five times over the past sixteen years. When life starts to feel monotonous and I need a fresh dose of adrenaline, I book a skydiving trip!" Kayla shared. It's also not uncommon to find Kayla in the middle of a dance floor. "I grew up dancing and love music," she said. "I'm always up for a live band and a big dance floor!" It's this fun-loving attitude, along with her willingness to find the bright side, that will undoubtedly keep Kayla in the real estate spotlight for years to come.

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# FIRST FAMILY

# FRANKIE LABORDE & ASHLEY LABORDE VUCI

*When Ashley LaBorde Vuci was born, the broker for whom her mother, Frankie LaBorde, worked at the time, at CJ Brown REALTORS®, asked to see baby Ashley on the way home from the hospital. When she was brought to the REALTOR®'s office, he stated that she would be "a little real estate agent."*

Growing up, Ashley resisted this title because she saw how well-liked and successful her mother was, but also saw how busy and industrious she had to be – not the kind of thing that appeals to a child. Two years after graduating from LSU with a degree in marketing, however, Ashley took the plunge, and now she and her mother, Frankie, are both REALTORS® for Latter & Blum Companies. Although not a team, they have in the past listed together, and they will sometimes fill in for each other when the other is pressed to make more than one thing happen at the same time.

Ashley has been a salesperson since she was young, persuading her parents as their only child to bring all sorts of pets home and selling Cutco Knives the summer before college. In those months, Ashley made \$2,000 for herself and became the number-five salesperson surrounded by colleagues working year-round. After graduating from LSU and marketing for a medical lab and then for InRegister magazine, she decided to sell real estate like her mother.

Ashley obtained her REALTOR® license in 2007 and joined the same agency as her mother.

Ashley has enjoyed achieving in her field and being married to her husband, Joe. Self-employed in the events industry, Joe also has an FAA license for drone photography, a passion project related to his love of film. Ashley and Joe have two children, Julianne, a kindergartner who will soon turn 6, and Charles, an 8-year-old currently in second grade. Julianne loves gymnastics and all things creative and artistic. "She likes to accessorize, like her mother, and she's into art, also like her mother," Ashley related. Charles enjoys playing soccer as well as Nerf guns with his friends and won the Principal's Award at school this year. Ashley has won awards in real estate

as well but prefers to place emphasis on the way she helps others: "We both have good production numbers, but for me, my passion is being detail-oriented and going above and beyond for people, making sure that we've left no stone unturned, that we've done our due diligence, and that we know this is the right house for the client." Ashley also places a premium not just on representing her clients but also working well with other agents: "It's really rewarding when



►► get to kneaux

By Brian Amend  
Photos by Aaron Hogan

...

you're working with others—be it your client, other agents' clients, or other agents—and you feel like you all came together to make it happen.”

Frankie LaBorde, Ashley's mother and her colleague at Latter & Blum Companies, is known for working well with others, too. “We make friends easily,” Ashley stated, “I can say this about myself, but I can say this even more so about my mom.” People tell Ashley often, “Oh, I just love your mom!” Starting out as a REALTOR® for people building homes, and being an avid personal photographer herself, Frankie has honed an eye for detail about a home's design, its construction, and its current state that tell a buyer about the value that home can provide. Frankie has been a real estate agent for a little over 48 years and

has been an exclusive listing agent for at least eight home builders, one of which was for 26 years. That background has given her an eye for detail and lots of knowledge about construction that she is able to pass on to her clients. During these years, her husband

Michael has been her number-one help and support. They love to travel—to tropical beaches and to Europe among other destinations—and have been to 17 countries. They hope to return to Europe soon. They also love to eat out, with Frankie explaining, “I don't think there's any restaurant in Baton Rouge we haven't gone to.”

Frankie has seen a lot of changes in the real estate industry since she started, but she has always been an early adopter of the technology that has changed that industry. “When everybody else was carrying those big, bulky cell phones around when they first came out, I had a little cell phone, just a headset in a little case. I was always



“

**WORK HARD, BUT PLAY HARD,  
AND ALWAYS REMEMBER  
YOUR FAMILY.**

ahead of my time. I think I might have had the first laptop they came out with. I would go to conventions, and I'd walk around and try to find the latest and greatest thing and try it.” At that time, the purchase agreement was a one-page contract, and there were no lockboxes: “We had to pick up the key at every listing agent's office before we could show a house.” Frankie managed this in the way she would advise new agents: “*Work hard, but play hard, and always remember your family.*”

Having an open house 48 out of every 52 Sundays of every year, Frankie made sure not to work on Saturdays so that her family did not miss out on her attention.

Ashley's advice is similar, to create a balance between work and life and not neglect family or even oneself. “It is important to fit in workouts, as well as time to relax or even get a massage.” Both Ashley and Frankie agree on this work-life balance, and Frankie has in her experience seen a lot of agents “come and go” because they did not implement this early on in their career.

Challenges being what they are, Frankie and Ashley nonetheless love their chosen field. “We're very driven. We love what we're doing,” Frankie stated, adding, “*I love being a REALTOR® so much, and I wish I had as many years to go as I've had.*”



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I don't really have a favorite restaurant. We eat at BRQ a lot and I do love that place. I love Indian food (Swagat and Bayleaf...yum!) and Asian food (Chow Yum Phat for the win!).

### **TELL US ABOUT YOUR FAMILY:**

I've been married to my amazing husband, Mo, for 8 years. We have 2 beautiful daughters that keep us on our toes. We just love them to pieces. #GirlMom

### **WHAT ARE TWO FUN FACTS:**

- 1) I actually graduated from LSU (about 20 years ago) with a degree in Microbiology. Even though I'm in the mortgage business now I still love all things "Science" and am little bit of a geek.
- 2) I'm crazy good at Wheel of Fortune.

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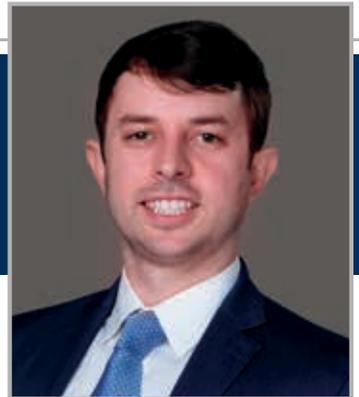
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