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MEET THE BLUEGRASS REAL PRODUCERS TEAM



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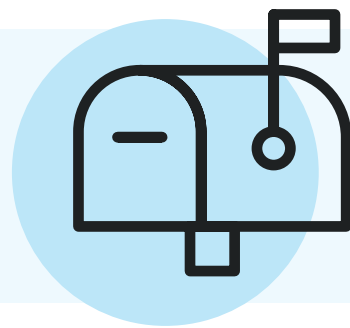


Bre Taulbee
Central KY Real Estate
Photography



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MAGAZINE LAUNCH PARTY!

publisher's note

Real Producers is much more than a magazine, it's a platform. With over 100 markets being up and running as of last year, collectively we host 400-500 events around the nation every year. This is why I am thrilled to announce our launch party event is on the horizon.



Are you interested in networking among the top agents in the market? Sure you are! Because many of you have told me you are excited to continue to build relationships and network with your peers. We will be holding our *Bluegrass Real Producers* launch party on **May 10th, at Mirror Twin Brewing**. This is only from 2-4pm, so be sure to block your calendar, you won't want to miss this one! Plus you can still have time to go show houses once your clients get off work, or head to kids activities.

Our quarterly events are meant to be very relaxed, with some light food, have a beverage or two, and be on hand to be able to win some cool prizes. We will have raffle giveaways provided by our business partners for real estate agents to win! Plus you will be able to connect with your preferred business partners who support *Real Producers* ensuring that you always receive this publication.

Space is limited, so be sure to pay attention to our social media and your email for your official invite.



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RSVP Information will be emailed to you soon.

If you have any questions about this event, how to be featured in our publication, or anything else, please let me know.

Cheers,


Aaron Hutchison
Owner/Publisher
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
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MEREDITH

THE LANE TEAM AT BLUEGRASS SOTHEBY'S INTERNATIONAL REALTY

Meredith Lane is always on the move. Whether adventuring with her four-year-old son, Lane Ferguson, flipping a house, or touring a property as a potential short-term rental investment, she thrives on being busy and helping others. “My career goals have never been financially driven,” she says. “Since starting out as a young adult in the working world, I have always wanted to help others, and make a living that supports myself, my family and my passions, plus allows me to give back.”

Meredith’s first career right out of college was in journalism. Upon graduating from the University of Kentucky, she worked as an intern, then an on-air television reporter and associate producer for WKYT-TV, did an internship at a national cable news network in New York City, worked as an on-air television reporter and associate producer for LEX18 News, was a local radio DJ for iHeartMedia and did print journalism for her father’s business publications. “After five years of working in journalism, I realized it wasn’t the right career for me,” Meredith recalls. “It was 2008 and we were in the subprime mortgage crisis, so REALTORS® were getting out of the business.” Meredith felt that even though it probably wasn’t the right time for her to get into real estate, she was young with nothing to lose, so she asked her mom, Kitty Lane, if she could try her hand at being a REALTOR®. “She asked if I knew what was going on in the lending world,” Meredith laughs. “I told her that yes I did, but I really needed a change.”

Lane



NEXT LEVEL REALTOR®

“
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NEVER BEEN
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Since starting out as a young adult in the working world, I have always wanted to help others, and make a living that supports myself, my family and my passions, plus allows me to give back.

”





Photo by Ashley Nicole Portrait

Meredith grew up in the world of real estate. Her mom is a well-known and respected agent around town, her dad was a commercial broker, and her grandmother was a REALTOR®. Meredith loves the story about how her dad got his start in our community. “My parents moved here from Atlanta in the early eighties,” she says. “My dad would drive around town to see the construction of new businesses, stop and chat with the contractors, and send one-page flyers with all the latest business and construction updates to everyone he wanted to know and connect with in Lexington.” That entrepreneurial concept gave birth to The Lane Report, a now four-decades-old full-color printed magazine with a statewide readership that is still popular today. “Dad passed away eight years ago,” Meredith says quietly. “But I learned a lot from him and figured out a way to market my business in a way that people could get to know me personally, like he did.”

Fifteen years ago, social media was a brand-new concept and people were just learning how to utilize it in business. “Early on I leaned into social media and I think that’s what originally set me apart,” Meredith says. “I did all the traditional advertising while expanding my online presence.” She loves posting about her adventures with her son and travels, and sprinkles in listings and homes she’s closed, saying, “I feel like I’m doing social media at a different level, just reminding people I’m in real estate by posting about my life and my business.” When Covid hit and businesses were shutting down, Meredith swung into action to support the community that means so much to her. “I started doing giveaways with gift cards to restaurants doing curbside pickup, and when Christmas came around I did the ‘12 Days of Giveaways,’” she remembers. “It was such a big hit I extended it to 25 days. The following year, I partnered with my mom to do more and now we spend a few thousand dollars on it each year. Connecting people with small businesses is important to me and makes my heart happy because they are truly the heart-beat of our community.”

“

Rather than approaching a situation with a mentality of getting a ‘win’ for ourselves and our clients, it’s much more effective to come from a place of contribution asking, ‘How can everybody win here?’.

THEN EVERYONE IS HAPPY.

”



It’s that next-level thinking combined with Meredith’s genuine love of people that has shaped her approach to business and earned her the many successes she’s celebrated along the way. “When my mom got into real estate my grandmother told her, ‘Don’t worry about the money, just take care of the people’, and Mom told me the same thing when I first started,” Meredith says. “People will know you are coming from a place of contribution; that’s how she was successful in her business and why I am in mine.”

And Meredith has experienced a high level of success in her business. One accomplishment she is really proud of spun off of her experience as an esteemed member of the 30 Under 30 designation with the National Association of Realtors (NAR). “I went to Chicago and was asked to speak on different panels, was interviewed on radio podcasts, and was invited to a ‘mastermind meetup’ of past honorees,” she explains. “We enjoy sharing best practices, hearing of each other’s struggles, sharing ideas, and learning how everyone quantifies success

so differently, all while connecting over similar experiences in our industry all across the country.”

Meredith and her colleagues decided to take that one-day experience to - you guessed it - the next level. “Every year someone hosts the 30 Under 30 Mastermind in their city and I feel so fortunate to be a part of it,” she says gratefully. “The host polls our members to decide on the subjects and speakers, and it’s great to bounce ideas off of people in the same phase of their career.” NAR, while not officially sanctioning the event, is their biggest cheerleader. The young agents organize an evening networking event followed by a full day of masterminds. Everyone pays for their own travel and their event ticket, and the proceeds from that fund the venue, speakers, and food. It’s a large, highly-anticipated education session and Meredith

is proud to be an attendee, doing her part to elevate our profession.

“With so many online platforms trying to remove us from the equation of the real estate transaction, it’s more important than ever that people understand how much value we provide,” Meredith says. “Rather than approaching a situation with a mentality of getting a ‘win’ for ourselves and our clients, it’s much more effective to come from a place of contribution asking, ‘How can everybody win here?’. Then everyone is happy.” Meredith firmly believes that with tight inventory, buyers and agents feeling frustrated and defeated, a positive mindset shift is what will drive our industry forward, saying, “We provide a valuable service that can’t be replaced by computers, and when we work together for everyone’s best interest, we all win.”



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Written by **Danielle Kidwell**
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Carpenter

INSURANCE GROUP

Chase Carpenter, agency owner of Carpenter Insurance Group, always dreamed of starting his own business. "I've done a little of everything when it comes to numbers, working for State Farm, a year with a bank, managing accounting for a coal company, and finally life insurance with Woodmen of the World," he says. "All of that experience gave me the background and bravery to get my business off the ground." Chase knew from a young age that when he did open his own business he would create jobs that could be managed from anywhere, just as he'd seen his parents work.



Chase grew up traveling all over the country to play golf, and of course, his parents went with him. "They were able to travel for my golf adventures thanks to the flexibility of their jobs," he recalls. "I knew I wanted to be able to work from anywhere and allow my employees to do the same." In July 2016, Chase opened Carpenter Insurance Group. "I just took a leap, but for my first year I continued to work part-time with the coal company," he explains. "You can't make money starting from scratch your first year with no base compensation." But Chase's company did make money, generating around \$60k in its first year with over half of that earmarked for expenses. "Building a business is tough, there are headaches but you can build your own success," He says thoughtfully. "My drive was to make my own business, become profitable, and prioritize networking and helping people understand insurance."

Carpenter Insurance Group focuses on experience over price. "Anyone can do customer service," Chase says. "But not everyone can provide a good experience." His company works with a large number of carefully selected insurance companies and his team is dedicated to working with clients directly, placing their



We pour a lot of resources into ensuring that our clients fully understand their coverage so they can confidently make an informed decision.

Photo by Casey Day



coverage with the carrier that will best suit their needs. As an independent agent, they have a bigger range of price options and they know they will always offer a competitive product with the best possible coverage. Chase started the company with a mission to treat each client like they are family, and he's grown his team to include Paige Taylor (Production Partner) and Casey Day (Account Manager), who live that mission every day. "They are the backbone of our business," Chase says proudly. "They make everything run smoothly and keep us on track." Chase's family at home keeps him on his toes, too.

Chase and his wife of 10 years, Emily, have been together since they were sixteen years old, and have two children, Claire (almost 4) and Harris (almost 1). The family likes going to the park, spending time outside, going out to eat, and traveling. Chase still keeps up his golf game and the family loves to watch golf and University of Kentucky athletics.

Treating clients and industry partners like family is the number one priority of Chase Carpenter Group, and they do that by educating and guiding the process. "We pour a lot of resources into ensuring that our clients fully understand their coverage so they can confidently make an informed decision," Chase says. "We have a six-stage onboarding process, and our clients can expect a welcome call from their agent, a welcome packet, and a welcome email." Chase Carpenter Group offers a wide range of insurance coverage including property, life, auto, and commercial. They are down to earth, authentic, and trustworthy, and are eager to grow in their business of educating their client's family and providing the best experience possible.




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CARRIE LEPORE

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Former Basketball Player Scores Big as a Successful REALTOR®

“Competitiveness is in my blood,” smiles Carrie Lepore, who is originally from Georgetown. “I started basketball later in life so I had to work extra hard to get where I wanted to be.” She played basketball in college at the University of Pikeville (UPIKE) for 4 years and finished with a degree in Business Management.

“The competitive nature is in me,” explains Carrie. “If you

want it, it’s not just going to get handed to you. You have to go out and get it.” A go-getter by nature, Carrie tore her ACL in college, which wasn’t an easy recovery.

Overcoming Obstacles

“When you tear your ACL, it’s a 4-6 month recovery,” she explains. “Every day I rehabbed with our trainer while the girls practiced. The fight that you had to put in to get a knee back to normal

was insane. You had to test out. I remember being at the doctor and having to jump vertically off that one leg. It was cringing! When I was released and could go back and play basketball, it was a really big moment for me. It was another hurdle to overcome.”

Little did Carrie know that the lessons she learned on the basketball court would transfer to her future career. She says, “Anytime you play sports, the things that you learn are irreplaceable. It goes with you your whole life. You learn leadership skills, discipline, hard work, and how to keep fighting when you fall down.”

Sports helped her to learn how to work with people and be a team player, essential skills in real estate.

Road to Real Estate

Carrie has fond memories of real estate as a child. “I went to my first closing when I was 3 days old!” Her mother Deni Hamilton has been a REALTOR® for 42 years, longer than Carrie has been alive. Subconsciously, Carrie knew that she was going to go into real estate as well.

“My first dabble in real estate was when I was 20,” she recalls. “My Mom and Dad created an LLC for me and my three brothers and said, ‘You’re going to buy a house this summer in the LLC and you’re going to flip it.’ I was going into my senior year of college and wasn’t thinking about owning anything let alone flipping it! Well, I was instantly captivated! I went to that house every single day multiple times a day. I took the reins on that one and coordinated contractors, picked out all the finishes, did the yard work and just fell in love. It was in that moment that I knew real estate was my thing in some sort of fashion. Since that moment I have owned homes, flipped homes, rented homes, done Airbnb, Vrbo, etc.”



▶ on the rise

Written by Elizabeth McCabe
Photos by ThePhaseTwo Media

from
Hoops to **Homes:**



Carrie got her real estate license on January 31, 2019 and started working with Coldwell Banker McMahan, where she still is today. She looks up to her mother and credits her for being the biggest factor for choosing the road to real estate.

“She even tried to talk me out of real estate,” jokes Carrie. “I had a good job for 10 years.” She worked in the corporate world for a decade at a Fortune 500 commercial insurance firm in Los Angeles after graduating from graduate school at Jacksonville University. However, her heart led her to real estate and she hasn’t looked back since.

Passionate about Real Estate
Carrie is proud to have earned Rookie of the Year during her first year at Coldwell Banker McMahan in 2020. She also made the “International Sterling Society,” representing the top 16% worldwide for Coldwell Banker agents two years in a row.

Her Mom couldn’t be prouder. She comments, “I have been a Real Estate Broker for over 40 years and I can’t even count the number of agents I have trained and worked with. Carrie is in the top 10 that I have ever worked with. She is doing awesome and I’m very proud of her.”



She loves what she does and it shows with her enthusiasm.

“I LOVE when I find a client a house and they are hype about. That sets my world on fire! I love when I get texts or calls like hey, ‘I just wanted to remind you I LOVE THIS HOUSE!’ That to me is the best! When you help someone find a home they love, one they can build a family in and make memories in that will live with them forever... that’s when I did my job,” smiles Carrie.

Loving Life with Family

When Carrie isn’t working, it’s all about basketball and family to this driven REALTOR®. When Carrie met her husband Steve, who played at Wake Forest and is now a basketball coach, she jokes that he actually put her through a workout to see if she was athletic enough to be his wife.

“I beat him at shooting,” Carrie recalls proudly.

They got married on July 2, 2011, and began their life together. She and Steve are blessed with two little girls, Giuliana Rudi Lepore (5) and Naomi Bobbie Lepore (2).

#Georgetown Proud

Carrie’s hometown of Georgetown has a special place in her heart. Her father, Bill Hamilton, helped form Georgetown into what it is today.

“He has been a board member of Parks and Rec for 17-18 years, which I always thought was so cool because he puts so much heart and soul into Georgetown,” says



Carrie. “He has helped get The Pavilion built (our first gym), the Japanese Garden, and our first ever water park.”

Just as her father influenced Georgetown, Carrie has also made an impact upon the local area. She has a heart to help others, a competitive spirit within her, and creates win-win solutions for her clients that they treasure long after the closing table. This basketball player turned REALTOR® is a game changer when it comes to local real estate.



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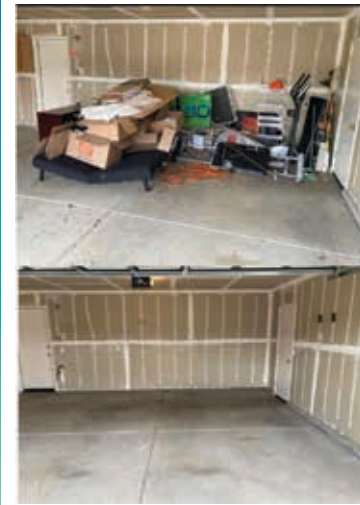
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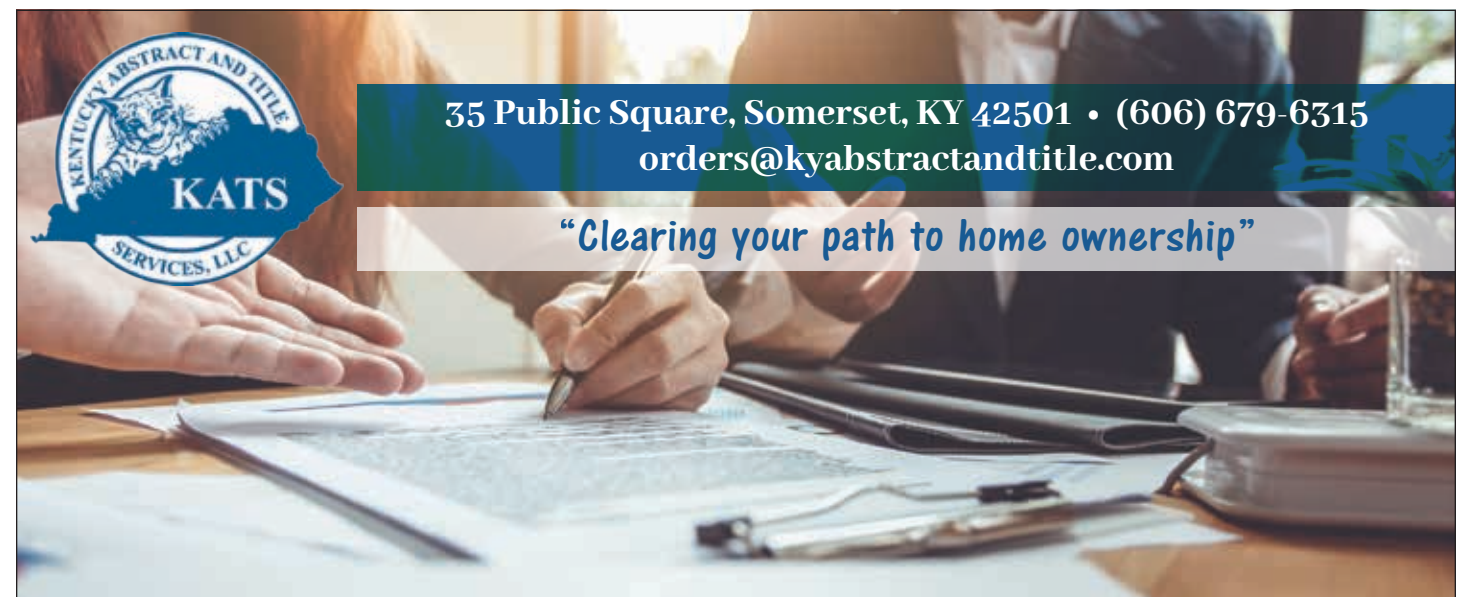
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FAQ

ALL ABOUT BLUEGRASS REAL PRODUCERS



Real Producers magazine started in Indianapolis in 2015 and is now in over 100 markets

across the nation and continues to spread rapidly.

Q: WHO RECEIVES *Real Producers* MAGAZINES?

A: The top 300 real estate agents in the Lexington/Central KY area, based on volume.

Q: What Is The Goal Of This Magazine?

A: We believe that we are better together. When we surround ourselves with other successful, like-minded people, we grow to new heights. *Real Producers* is a platform that brings together the most elite individuals in local real estate.

We take the top 300 real estate agents and RP-vetted businesses in every market, and we build an exclusive community around that group. We share their stories, successes, market trends, and upcoming events — really, anything that will connect, inform and inspire, we put in our monthly publication.

Q: Does *Real Producers* Have Events?

A: Yes! We will have specific networking events throughout the year.

Q: What Is The Process For Being Featured In This Magazine?

A: It's really simple. You have to be on the top 300 list, and we take nominations seriously. You can nominate other real estate agents, businesses, brokers, owners or even yourself! Office leaders

can also nominate real estate agents. We will consider anyone brought to our attention who is in the top 300 because we don't know everyone's story, so we need your help to learn about them. We cannot guarantee a feature, but we encourage you to meet with one of our team members, support *Real Producers* and attend our private events to increase your chances.

Q: What Does It Cost A Real Estate Agent/Team To Be Featured?

A: Zero, zilch, zippo, nada, nil. It costs nothing, my friends, so nominate away! **We are not a pay-to-play model.** We share real stories of Real Producers.

Q: Who Are The Rp-Vetted Businesses?

A: They are one of the best businesses that top agents have referred us to, and you can find them listed in our index! We don't just find these businesses off the street, nor do we work with all businesses that approach us. Many of the top agents have recommended every single business you see in this publication. We won't even meet with a business that has not been vetted by one of you and "stamped for approval," in a sense. Our team will further vet every business to make sure they are a good fit and bring value to our community. Our goal is to create a powerhouse network, not only for the best real estate agents in the area but the best businesses so we can grow stronger together.

Q: How Can I Recommend A Business?

A: If you want to recommend a business that works with top real estate agents, please email or message us!

Email: ahutch@realproducersmag.com

Instagram: @Bluegrassrealproducers

Facebook: @Bluegrassrealproducers

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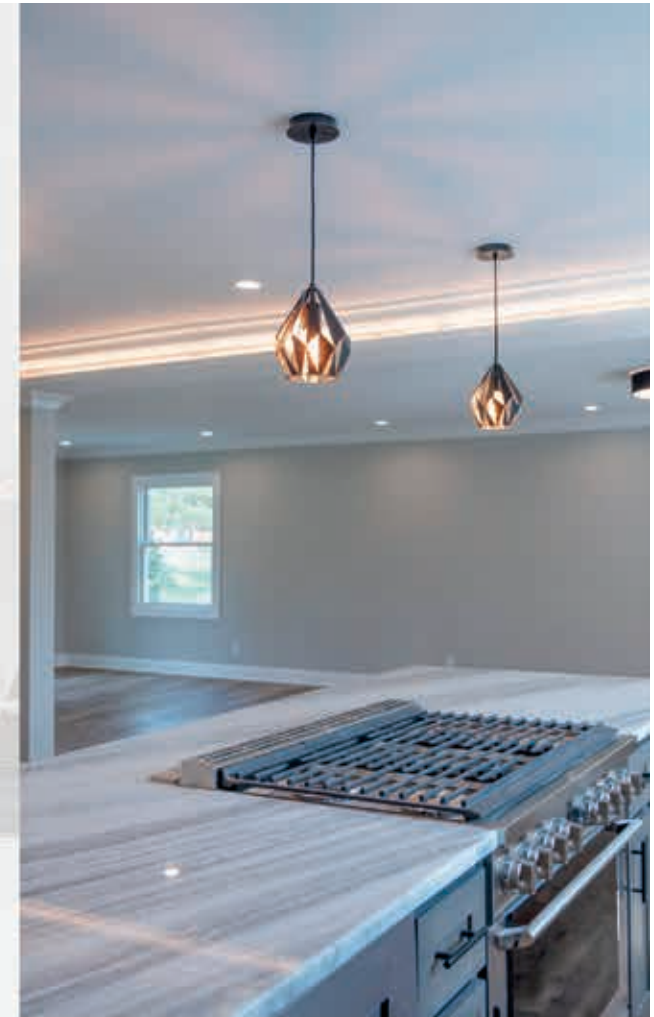


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