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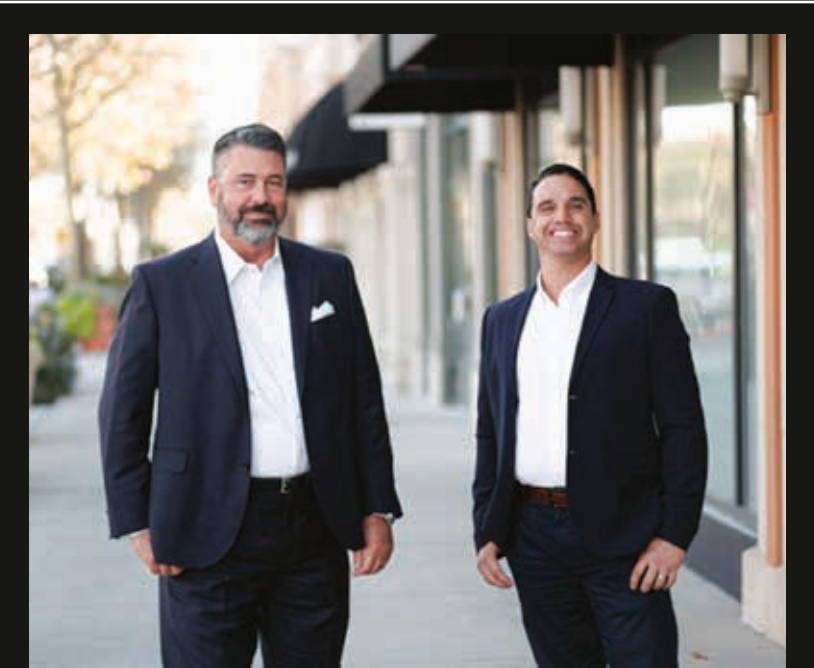
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# TABLE OF CONTENTS

 <p><b>06</b> Preferred Partners</p>	 <p><b>09</b> Meet the Carolina Coast Real Producers Team</p>	 <p><b>12</b> Rising Star: Lindsay Jones</p>
 <p><b>20</b> Sponsor Spotlight: Design The Sign</p>	 <p><b>28</b> Feature Agents: The Boyd Team - Eddie &amp; Julie</p>	 <p><b>32</b> Cover Story: Ryan Roark - ReMax Executive</p>

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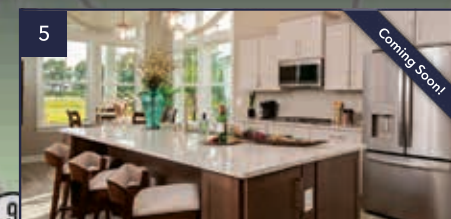
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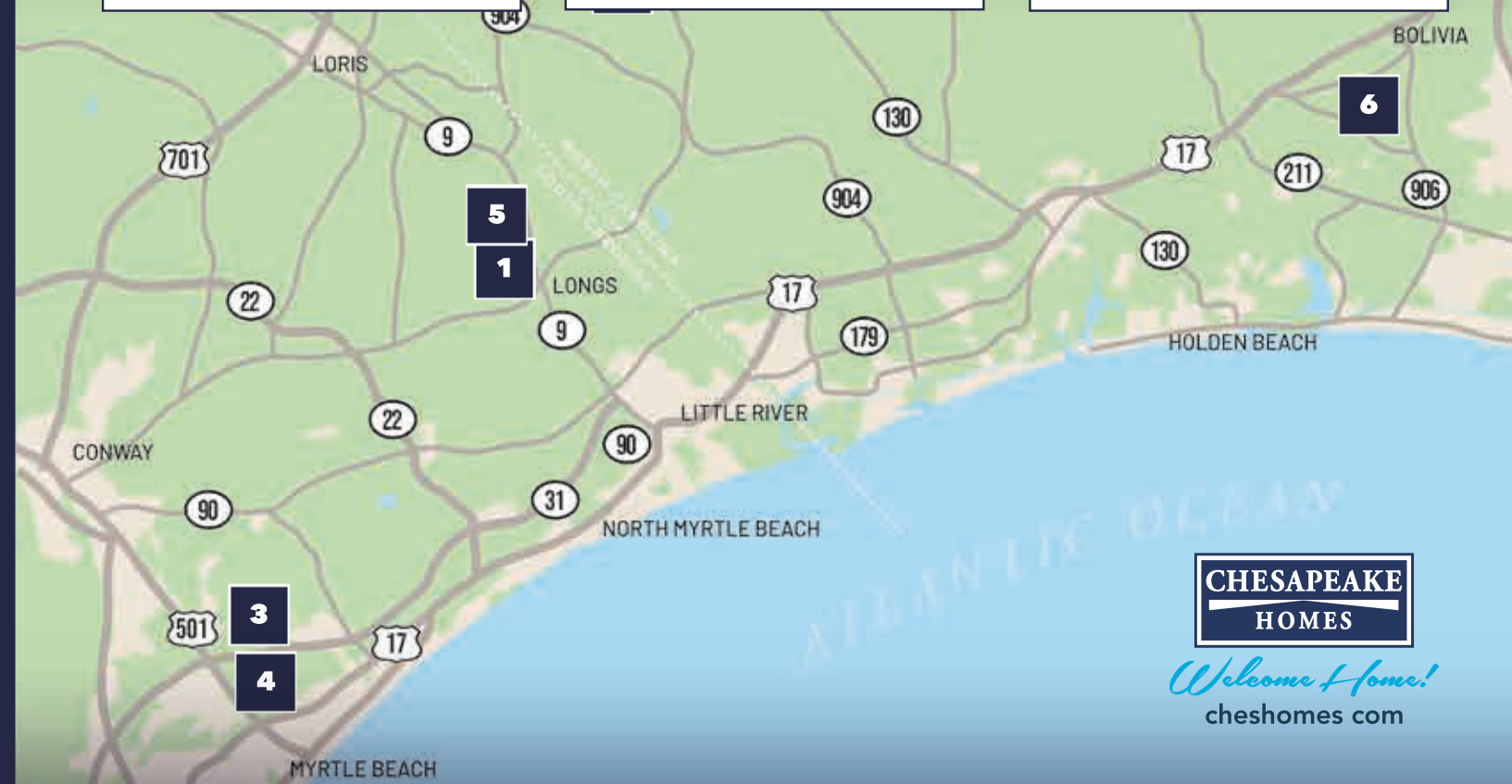
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# LINDSAY JONES



▶ rising star

Written By Barbara Gart  
Photography By Donald Hovis -  
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*After Lindsay Jones and her husband Marty, who also happens to be her high school sweetheart, became empty nesters, they decided to move from Southwest Missouri to the beach in 2018. Together they chose Myrtle Beach for the community and the beach lifestyle of South Carolina. After the move and realizing how much she missed working, Marty suggested that Lindsay obtain her real estate license. Lindsay shares, “The rest is history. I love people and with my background in business and sales, it was a great fit.” She started her real estate business in September of 2020, and in that time, Lindsay has achieved 27 million in career volume and received top buyer and listing agent awards, in addition to earning the CLHMS designation for the luxury residential market in 2022.*

Lindsay has always been very goal oriented, and prior to her career in real estate, she owned a woman’s boutique in Nixa, Missouri. “Through my life experiences, I have learned how to navigate challenges. I set goals daily. Most may seem minuscule to some, but achieving small tasks can lead to great outcomes. I have also learned to adapt to changes by being able to pivot along the way.” Although she is still learning the business, she advises new agents to be consistent and available, and always communicate with their clients.

Lindsay is extremely passionate about growing her business in order to hit her personal goals. The most rewarding part of her business has been the new relationships she has made with her clients and fellow agents, along with partnerships with lenders, inspectors, and others in the industry. “I am very fortunate to be in a small boutique brokerage with several top producers. They are the



Proud Family at son Todd's Citadel Graduation

best of the best and have been welcoming and great mentors. I enjoy celebrating the successes of others and learn what it is that they do to achieve their goals.. Being a parent I feel that it is important to set the example. If we expect our children to do hard things, we must show them that we can take on challenges as well.”

One of the aspects of real estate that Lindsay appreciates is the future that it provides for her and her family. She enjoys real estate being the conduit that supports her family and eventually her retirement. “My family is my WHY. It is my favorite thing to talk about and my favorite success.” Lindsay’s family includes her husband Marty, to whom she has been married for 28 years this June.

Lindsay and Marty both attended the University of Oklahoma. Their oldest child Kaitlyn is a pilot who graduated from Purdue with a degree in Aerospace and Aeronautical Engineering. She is getting married this summer and currently lives in Cincinnati, Ohio, with her fiancé, Matt. Lindsay’s son, Todd, will be commissioning into the Air Force on May 4, 2023, as a graduate of the Citadel. He will be attending Undergraduate Pilot Training in Columbus, MS. “As a tight



family of four, we have enjoyed traveling, camping and boating. The kids and Marty have all learned to fly on our 1967 Piper Cherokee. We also enjoy trivia, music, and just time together.”

Giving back is important to Lindsay, and she is a founding member of the Junior League of the Grand Strand, whose community partnerships are with Fostering Hope, New Direction, The Rape Crisis Center and The Children’s Discovery Center. She is also a member of the Grand Strand Running Club, and can be found most Saturday mornings enjoying fellowship with runners of all types running Ocean Blvd. Lindsay has completed numerous marathons including Paris, NYC, Chicago, Disney, and of course, Myrtle Beach. Lindsay also enjoys entertaining friends, card games and supporting local boutiques.

Lindsay hopes to be remembered as “The person that my friends, family and clients can count on. I love to help others achieve their dreams and goals. I care about my clients and strive to meet their needs in a professional, and timely manner.” She is truly happy she and Marty chose Myrtle Beach and is proud to call the city home.



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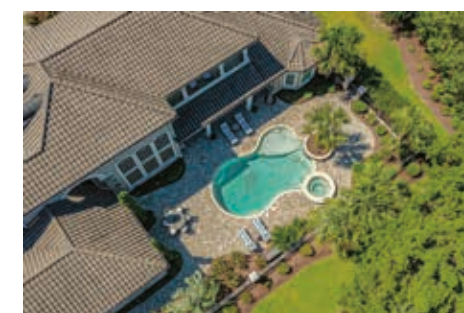


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Written by Lindsey Wells  
Photography by John Asma -  
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# Design The Sign

American entrepreneur and Amazon founder and CEO Jeff Bezos is widely quoted as saying, “Your brand is what people say about you when you’re not in the room.” As REALTORS®, personal branding is introducing your story and services to the world. People want to give their business to someone they feel they know and trust, and let’s face it: competition is fierce. Marketing your business and your clients’ properties in an effective and eye-catching way could make all the difference in the world.

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Owner Olga Kazakova emigrated from Belarus to the United States with only \$300 in her pocket. She came on a student visa. She attended Coastal Carolina University, where she minored in Marketing and earned her bachelor’s degree in Business Administration while maintaining employment at various jobs from house cleaning to pizza hut. After college, Olga and her husband at the time Ward Shepherd began designing websites and mobile apps for local businesses. It was then that they discovered the





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enormous demand for printed products. “We thought the best way to help small business owners and their community would be to open a printing and sign business with a focus on understanding the client’s vision a reality and to get it done quickly,” Olga said. They operated on a belief that “You become successful by helping other people to become successful. This level of success makes you more productive for society and creates the ability to give back to the community,” Olga said.

A lot has happened since the purchase of their first single printer eleven years ago. What started as self-taught graphic artists working in an area the size of a living room to what now has grown to a staff of six plus a team of designers and production workers in a 3,000-square-foot office space. Design the Sign’s product offerings have developed from a mere five products to over 200 assorted products and services.

Its clientele has expanded from helping one single customer to now having helped over 5,000 customers and businesses. “In a decade,

everything has come quite a long way! I owe a lot to my incredible, hardworking team and all the work and business they bring in for us,” Olga said. “My journey played out as the American Dream that came true, and I can only see us growing more from here.”

The team operates by two mottos. The first is, “*A business with no sign is a sign of no business.*” Olga and her team understand that their clients call on them to help get their business or name out on display. They strive to establish not just a business relationship with clients but a friendly rapport. Olga and her team believe, “We thrive



when they thrive.” We want them to understand our team cares about their ideas and projects,” Olga said. The company’s second motto is, “*Any job, big or small, do it right, or not at all.*” Design the Sign is dedicated to giving its full attention to its clients, no matter the scale.

In her free time, Olga can usually be found spending time outdoors, whether it be camping, hiking or boating. She also enjoys spending time with her family, including her mother and sister, who have also relocated to the United States. “We enjoy getting together and having a Russian potluck; just a full day of everyone cooking and enjoying great food,” Olga said. “When things quiet down, we enjoy talking and joking around by the fireplace.”

**Design the Sign is running a special promotion for REALTORS® who mention their membership.** Olga added, “My team is looking forward to working with you, and I’m looking forward to meeting you all!”

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feature agents ↑  
Written By: Heather Spruill | Photography: By Donald Hovis - Tides Eye Photography

# THE BOYD TEAM

## - Eddie & Julie

Eddie and Julie Boyd are genuinely the best of the best when navigating this fast-paced real estate industry. Their 38 years of experience and knowledge make them a reliable pair, and they are also easy-going and encouraging as they help growing families find the right spot to settle down in North Myrtle Beach. The Boyd Team has undoubtedly left a lasting impression on their clients and peers, making them a one-of-a-kind duo to work with.

### Partners For Life

Eddie and Julie lived in Loris, South Carolina, but the young couple often frequented North Myrtle Beach, a popular hangout spot. They fell in love as teenagers, and in 1985, the high school sweethearts decided to tie the knot. Eddie became a manager at Triad Tire & Automotive for a few years, and with his experience and their business mindset, he and his wife opened up their own branch in 1996. The business did well until a fire forced the partners to close their company's doors and explore different career avenues. Then, in 1999, while debating their next steps, a family member in the real estate business encouraged



them to try their luck in their industry. Needless to say, it was the best decision they ever made.

The Boyds reflect, "Not only is it a great business to be in, but we have met some of the most wonderful clients who later became great friends. It also allowed us to be present for both our daughters as they grew up and through their college careers."

The Boyds began their new career in North Myrtle Beach with Coldwell Banker and, later, RE/MAX for years, gaining

clientele and on-the-field experience. Then, one day, Darren Woodard with BRG Real Estate invited the couple to try their company, and the Boyds have been content ever since. They have enjoyed the wonderful working atmosphere and appreciate the positive teamwork from their peers.

North Myrtle Beach reigns as the Boyd's favorite location, and they take pleasure in helping other couples and their growing families find their dream home in the area, especially in The Market

Common, where they have been selling homes since 2008. Because of their ability to set their schedule as REALTORS®, they were able to be incredibly present in their children's upbringing. From athletic events to graduations, the two have successfully found a way to balance their domestic lifestyle and exciting career.

Like many businesses, Eddie and Julie had their share of obstacles, such as the market crash in 2008, the many technological advancements, and



familial health issues. Despite life's challenges, the couple has done exceedingly well in the real estate industry by providing quality service to their many clients. Helping their customers achieve their biggest dream of owning their new home and maintaining great friendships along the way has been the most rewarding aspect of the business for the Boyds. Their goal is to be remembered for being professional, honest REALTORS® and treating people nicely with Southern hospitality.

Eddie and Julie are true homebodies outside the office and love spending quality time with each other, their two daughters, and their three Silky Terriers.

Though their home is their peaceful place, they take the time to travel whenever they can. They are also proud supporters of the Grand Strand Miracle League, which cares for children in their community.

Working with the Boyds is a huge plus for potential buyers and sellers because of their extensive knowledge and experience of the area and all it has to offer. Not only is their familiarity with the Myrtle Beach area a perk, but they truly care about helping a growing family find the perfect place to call home. Their passion for family and establishing a loving household make them the ideal team to find one's dwelling.



“  
*NOT ONLY IS IT A GREAT BUSINESS TO BE IN, BUT WE HAVE MET SOME OF THE MOST WONDERFUL CLIENTS WHO LATER BECAME GREAT FRIENDS.*  
”



▶▶ cover story

# RYAN ROARK

- REMAX EXECUTIVE



## REACHING THE VISION

**Those who reach success in any field get there through sustained effort, planning and action. But it all starts with the vision ... that spark that shows you what could be possible in your own life.**

One of those who lives as an example of that vision is Ryan Roark.

As a REALTOR® with RE/MAX Executive, Ryan dedicates himself to helping those around him achieve their goals. In turn, he gets to his, as well.

“One of my favorite quotes is, ‘Almost every successful person begins with two beliefs: the future can be better than the present, and I have the power to make it so,’” Ryan says. “That’s something that I gravitate toward.”

### SIGNS OF SUCCESS

During his first few years in real estate, Ryan has spared little time in making his presence known.

In the process, he has recorded over \$30 million in sales volume, including \$15.7 million in sales volume in 2022.

Along the way, he has earned a wide range of accolades, including Platinum Club, 100%, Top 50 RE/MAX Carolinas, CLHMS and Million Dollar Guild.

Ryan grew up in Paris, Illinois. As he came of age, Ryan became a back-to-back, two-time Youth National Tomahawk throwing champion in the Midwest.

During his formative years, he remembers looking up to his mother, Shelly Rottner, and the reputation she built in the medical field, including having her own walk-in clinic.

As he recalls, “I remember the way my mom helped everyone and always bringing a smile to Patients’ faces when times were not always easy.”

Written  
By **Dave  
Danielson**  
Photography  
By **Donald  
Hovis -  
Tides Eye  
Photography**



“

**I THINK IT'S IMPORTANT TO REMEMBER THAT EVERYONE IS GOING TO HAVE UPS AND DOWNS, NO MATTER WHO YOU ARE. IT'S HOW YOU REACT TO THE DOWNS THAT WILL DEFINE YOUR SUCCESS IN THIS INDUSTRY.**

”

### FINDING HIS MYRTLE BEACH HOME

Ryan started his adventure in the business in his third year living in Myrtle Beach. Prior to that, he found success in sales at Myrtle Beach Chevrolet Cadillac. Even before that, Ryan remembers having his eye on real estate.

“I have always wanted to sell real estate, even before college. I studied the area/market, worked hard and pursued my dreams,” he says.

“I’ve always had a passion of helping others achieve their goals and happiness. Real estate allows me to do both with one of the biggest financial decisions they’ll ever make. It’s truly an unmatched experience seeing the love and joy in clients when closing on their new homes.”

### PUSHING FORWARD

Like most everyone, Ryan has faced uncertainty. But through time, his positivity and mindset for making things happen has seen him through and opened new doors for him.

“I think it’s always important to understand not everything is going to go your way, but your mindset is everything. Life is 10% what happens to you and 90% how you react to it,” Ryan says.

“I moved down to Myrtle Beach over 10 years ago not knowing a single person and I have met some of the most incredible individuals! I believe that if you make the best of every situation, life will be just fine. The same goes with business.”

### ENERGIZED SPIRIT

Today, Ryan is energized about growing the office at RE/MAX Executive with many of the area’s top REALTORS® who help each other take business to the next level.

As he says, “I think the comradery the office has is unmatched in our area and



Ryan with his Mom, Shelly Rottner, & her new grandbaby

it’s what excels us all individually to better ourselves every day.”

Life for Ryan is made much richer by the time he has with his family, including his wife, Alison, and their son, Graham Robert Roark who was welcomed into the world in late April this year.

In their free time, Ryan and Alison enjoy sports events, live music golfing, travel and exploring local restaurants. Other favorites include spending time with family and friends and enjoying their two dogs — Kevin and Henry.

He also credits his mother, Shelly, for supporting his dreams from the very beginning. As he points out, “Watching her open Ez Beach Care in Murrells Inlet to make healthcare more affordable for patients has been very amazing!”

### LIFTING OTHERS

Ryan looks to the future with hope and excitement. He channels part of that energy into providing advice for others who want to make their own dreams come true through real estate.

“I think it’s important to remember that everyone is going to have ups and downs, no matter who you are,” he says. “It’s how you react to the downs that will define your success in this industry. It’s okay to ask questions and be confident every step of the way!”

In the meantime, Ryan continues to move ahead each day by following what he calls his defining path.

“If you can dream it, then you can achieve it. You will get all you want in life if you help enough other people get what they want.”

Clearly, Ryan is leading by example.

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