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Top 200 Standings



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► publisher's note

# SELLING SUNSET

## The August Real Estate Market and You

Dear Charlotte Real Producers,

Is it really the tail end of summer already?! It feels like just yesterday we were eagerly anticipating the warm days and endless possibilities. As we navigate through August, I can't help but draw inspiration from an unexpected source — the Netflix hit series "Selling Sunset."

Just like the glamorous world of luxury real estate displayed on the show, our industry is dynamic and ever evolving. This month, I encourage you to channel your inner "Selling Sunset" agent and embrace the excitement and energy that comes with it. Adapt to the changing marketplace with agility and enthusiasm, just as these agents do when faced with new challenges and demanding clients.

While we may not have the Hollywood backdrop or the drama-filled moments, we DO share a common goal — to deliver exceptional service and create memorable experiences for our clients. Every transaction closed is an opportunity to make dreams come true!

With each passing day, let us reflect on the achievements we have already accomplished this year. Celebrate your successes, whether big or small, and let them inspire you to reach even greater heights.

Don't forget to take a moment for self-care amidst the busyness of this end-of-summer season. Find time to

recharge and indulge in the joys of summer while it's still around. Whether it's a quick weekend getaway, a beach stroll, or simply relishing in the company of loved ones, nurturing your well-being will enhance your ability to serve your clients.

Wishing you a sizzling August filled with growth and countless achievements!

Your publisher,



**Kristin Brindley**  
Owner/Publisher  
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### FOOD FOR THOUGHT

What are the most effective strategies for Realtors to adopt as the summer selling season draws to a close?

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## ▶▶ your social media

By Mike Baker



# USE YOUR Favorites List TO KEEP UP WITH Your Most Important PEOPLE!

What's one of the biggest flaws with using Facebook to stay connected with your social sphere? The fact that the algorithm doesn't show you everything going on with all of your friends.

Typically, when you scroll the news feed, you're seeing the content of the top 40 or 50 people you engage with. If you have hundreds or thousands of friends, you're

missing a large percentage of events happening on a daily basis.

When I first started looking up my very important people consistently, I found people who moved that I had no idea about and friends who had been married and missed it. I even found a friend who had lost their father months earlier and I never knew, simply because Facebook deemed it not important enough.

I quickly realized we may be more connected than ever with our technology, but we are actually even more disconnected because we're relying on this technology to keep us informed, when, in reality, we don't see all of the things we should.

Ever notice a time when you stopped seeing one of your friends' content on your news feed, became curious and looked them up, only to discover they have been active and posting, but it just stopped showing up on your news feed? That's the biggest problem with Facebook and the Algorithm. If you don't notice you stopped seeing content, you'd never know it was missing from your feed.

Want a trick to keep you up-to-date on the friends and family who are most important? Use your Favorites list! Your Favorites list allows you to pick and choose the top 40 people you want to follow. Once you pick your VIPs, all you have to do is go to your Favorites list on your menu, and you will see all of the recent activity over the last three days from all of your favorites. This will ensure you never miss a beat and you will no longer have to rely on the unreliable news feed to know what's going on in your friends', family's, and clients' lives. The only downside? You can only keep 40 people on the list, so although it's better than the typical news feed, it's very limited. That limitation is what encouraged me to develop the ROE (Repeated Organic Engagement) method and keep up with over 250 of my VIPs on a weekly basis.

Take control of your engagement and top-of-mind awareness, show appreciation to those who matter the most, and build more meaningful relationships.



Mike Baker is owner and founder of Your Social Liaison. To learn more, call Mike Baker at (518) 669-1462, email [YourSocialLiaison@gmail.com](mailto:YourSocialLiaison@gmail.com), or visit [Facebook.com/YourSocialLiaison](https://Facebook.com/YourSocialLiaison).

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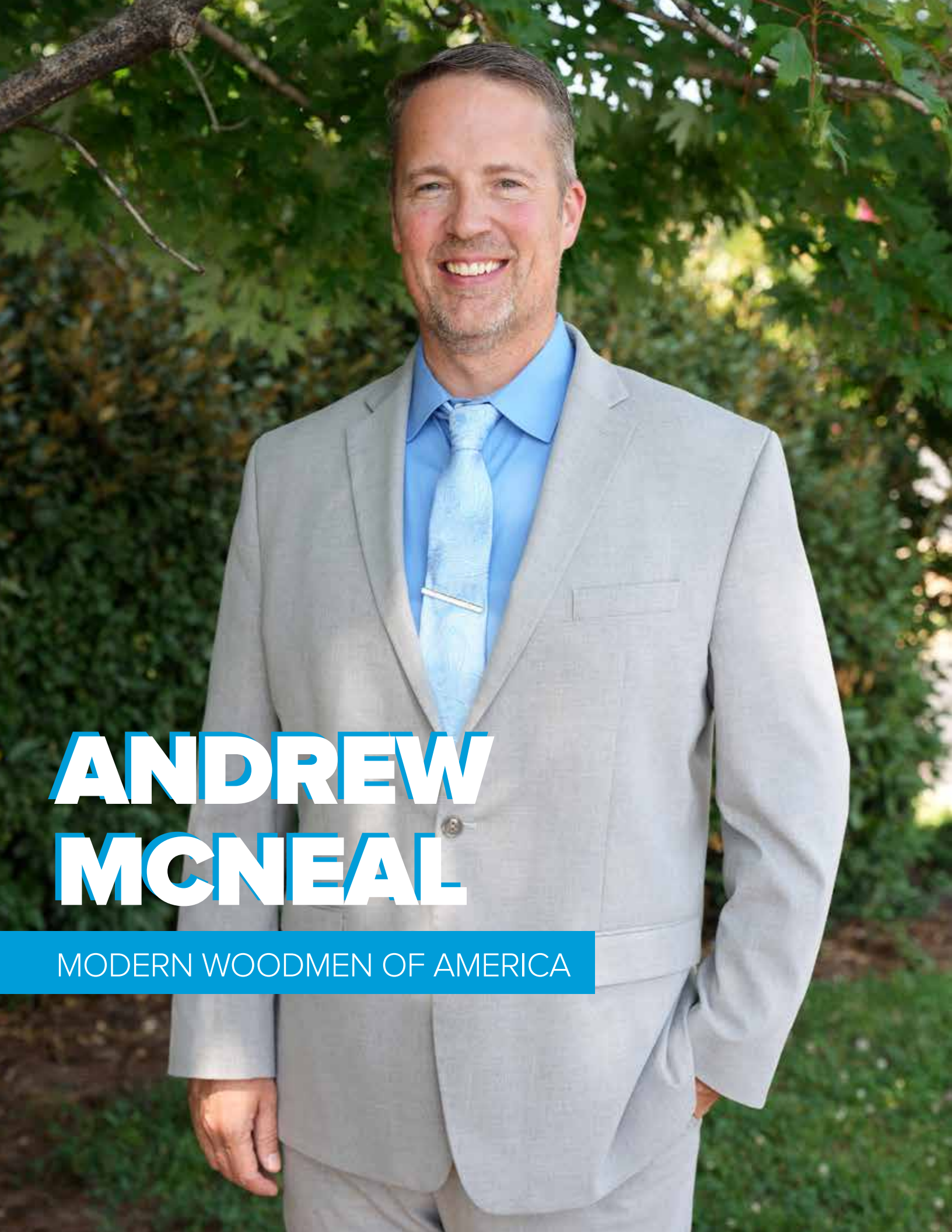
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# ANDREW MCNEAL

MODERN WOODMEN OF AMERICA

## ▶ partner spotlight

By **Dave Danielson**  
Photos by **Don Elrod**

## Building Security for the Long Run

When you make your way forward in life toward your goals, there will be ups and downs — surprises and hurdles that come along the way. To sustain yourself and protect your family and future during the journey, it makes sense to ensure that you are prepared for the road ahead. It means a lot to have a partner on your side to see you through.

That's where Managing Partner Andrew McNeal and Modern Woodmen of America come in ... with answers and solutions that build security for the long run.

### Life-Enriching Solutions

"I love talking with people and helping them solve their problems," Andrew says. "Before getting into financial services, I owned a business for 18 years. There were things I could have done to lower my taxable income and invest in my future. At that time, I didn't have someone who was there to advise me. I didn't know any of these things that I could do on my own. I didn't know the value of life insurance and disability insurance... Today, I'm proud to be able to help people with all of these things."



Andrew and his team deliver life-enriching solutions and plans that help their clients get the most out of their lives, including disability insurance, life insurance, retirement planning and other business-planning types of insurance plans.

### Getting His Start

Originally from Greensboro, North Carolina, Andrew enjoyed success in other careers, including steel fabrication and landscaping, before entering the financial services business in 2018.

"I had been recruited for a while before making the decision to pursue this. I looked at the opportunity more closely and never looked back," Andrew remembers. "I sold my landscaping business and started doing this. I love what I do."

### Extending the Legacy

Andrew and his team carry on a longstanding tradition of excellence that Modern Woodmen of America first brought to the world 140 years ago. Today, the company is one of





Andrew McNeal



Lara Jones



Jay Efird



Mitchell Efird

the oldest fraternal companies in the United States.

“One of the things that makes us special is the fact that, as a fraternal company, we don’t have stockholders. When we get into the board room, the decisions we make are for our members, and our structure allows our clients to get lower costs and better dividends,” Andrew says.

“Plus, we are able to put an average of \$20 million into communities each year since we are a not-for-profit. Locally, our firm in North Carolina puts about a half-million dollars back into the community each year.”

#### Winning Teamwork

One of the big points of pride for Andrew is the teamwork he enjoys with the dozen advisors he has on his

team in Central North Carolina, including two members in Charlotte, two in Concord, extending up to Eden; along with a couple of agents in western North Carolina.

Andrew is energized by the teamwork he has with people like Lara Jones, a Concord native, who he says brings a very business-minded approach to her work.



From left to right: Lara Jones, Jay Efird, Mitchell Efird, Andrew McNeal

Others include Mitchell Efird, who is also from Concord and joined the team a couple years ago, as well as Mitchell’s father, Jay Efird, who Andrew describes as an amazing senior advisor who specializes in wealth accumulation and retirement planning.

#### Spreading the Word

Another favorite part of Andrew’s work is when he is called upon by brokers to come in and speak to their real estate offices.

“Those times are very rewarding for me. I really enjoy talking with agents and helping them make sure that they have a solid foundation of financial health and stability,” he says. “I’m here to help them and guide them in the right way.”

#### Family Fulfillment

Away from work, Andrew treasures time with his family, including his wife of 13 years, Jennifer, who is an agent on the team in the Triad area, and their four children, ranging in age from 4 to 26.

In their free time, Andrew and his family enjoy time spent on the water at the lake, with boating and fishing among their favorite activities.

#### Preparing Them for the Future

Those who have the chance to know and work with Andrew appreciate the friendship and guidance they receive from him and his team.

“I am here for them as a financial resource, whether or not they need what I do,” he says with a smile. “I build relationships, and am here to help people for the long run.”



Modern Woodmen  
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For more information, contact  
Andrew McNeal at 336-202-1432.





Photo by Don Elrod

# MIKE MORRELL FAIYAZ DOSSAJI

Opportunities in life are abundant for those who possess the vision to identify them and the determination to seize them. Mike Morrell and Faiyaz Dossaji embody this spirit of contribution and action. As the co-founders and team leads of Dream Team United with KW Connected, Mike and Faiyaz exemplify their commitment to “Dream Big, Inspire Growth, Enrich Lives.”



Mike Morrell (Photo by Don Elrod)



Faiyaz Dossaji (Photo by Don Elrod)

“Our business is built upon these three principles, and we encourage our team members to live by them,” Mike enthusiastically states.

“This truly encapsulates our overarching goal,” adds Faiyaz. “We started out by selling properties, then expanded our team to help others achieve their dreams.”

## Early Beginnings

Mike embarked on his real estate journey in 2007, while Faiyaz kick-started his career in 2015.

Growing up, Mike was exposed to various facets of the industry, with his mother working as a REALTOR® and his father

as a contractor. After serving in the U.S. Marines in Guam and gaining valuable intelligence experience. He returned home to complete his college education. “During that time, I took a job at Home Depot and started selling concrete and steel products in Florida. I obtained my real estate license and began selling new homes in Tampa,” Mike recalls. “In 2008, when the economy took a downturn, I seized the opportunity to move to South Carolina and sold properties in Baxter Village for nine years.”

During his time there, Mike assumed the role of senior sales consultant, where he trained new salespeople. Eventually, he transitioned away from

new home sales and established Team Morrell. It was during this period that he crossed paths with Faiyaz...

Faiyaz was born and raised in Spartanburg, South Carolina. He worked as a defense contractor for the U.S. government in Germany before deciding to return to his homeland. “My dad and I had a conversation about our investment property, which sparked my interest in real estate. I obtained my license and focused on building my investment portfolio,” Faiyaz explains. “Initially, I worked with an active investment group, assuming that was where my career would lead. However, the residential side of the business flourished during my first year.”





From the moment we started, we set ambitious goals for our initial years, and we have successfully achieved them.



From left to right: Dream Team United's Director of Operations Jen Napoli, Team Lead Faiyaz Dossaji, Team Lead Mike Morrell (Photo by Don Elrod)

In 2017, Faiyaz formed his own small team and hired an administrative assistant, which eventually led to his encounter with Mike.

#### Partners in Progress

From the moment they met, Mike and Faiyaz discovered an immediate connection. "We quickly realized that we shared similar backgrounds," Mike recalls. "In 2017, we decided to join forces and launch our new team in January 2018. We began with four agents and have now grown to a team of 35."

The dynamics of working together and running their team have been incredibly fulfilling for both men.

"Many partnerships are based on personal affinities, which may work for a short while. However, Mike and I not only genuinely like each other, but we also respect one another," says Faiyaz. "We strike a perfect balance, with our strengths and weaknesses complementing each other. Our teamwork is grounded in a business sense, where we excel in different areas."

Mike agrees, praising Faiyaz's visionary outlook. "Faiyaz is always looking towards what we can achieve, how many lives we can impact, and how many team members we can empower. It comes naturally to him. I have a degree in psychology, while Faiyaz studied international relations," Mike explains.

"From the moment we started, we set ambitious goals for our initial years, and we have successfully achieved them."

Maddie Ewing, the team's marketing director, appreciates the leadership style of Mike and Faiyaz, as they actively support the growth of their team members. "As an employee, I consider them the perfect balance. They form an exceptional team and provide unwavering support to each of us," Maddie reveals. "Last year, I purchased my first house while working with the team. Mike and Faiyaz made me believe that homeownership was within reach as I witnessed others evolve and grow."

#### A Wonderful Life

Family plays an integral role in shaping successful lives for both Faiyaz and Mike. "My parents have been instrumental in my journey. My father, Fazleabbas, has been an exemplary figure, demonstrating a strong work ethic as a small business owner. He, along with my mother, Munira, instilled in me a sense of compassion for others. I worked at a convenience store for many years, doing whatever needed to be done. That's the kind of person I am, and Mike shares a similar mindset. I have immense respect for the values they have imparted."

Mike credits his parents for teaching him the importance of customer service while working in the family restaurant, Tony's Place, owned by his father, Anthony, in the Poconos. He also draws inspiration from his mother's success in real estate. "I learned invaluable lessons from watching them. In fact, they are the foundation of everything I do," he affirms. "Furthermore, I cherish every moment spent with my wife, Libby Love Morrell, and our blended



Mike Morrell and his wife Libby were married surrounded by their children.

family of six wonderful children: Lindsay, Sydney, Katelyn, Abigail, Gavin, and Eliza."

Outside of work, Faiyaz enjoys traveling to experience diverse cultures and cuisines. He also finds pleasure in adventurous activities, such as his once-in-a-lifetime

hike to Mt. Everest Base Camp. During his leisure time, indulges in a wide range of outdoor activities, including riding four-wheelers. He and his family also engage in part-time homesteading, raising chickens and goats.

#### Active Advocates

Faiyaz and Mike's active involvement in the lives and success of others has earned them the admiration of those around them.

"What truly drives me is the ability to make a positive impact on other people's lives and help them achieve their goals," Faiyaz expresses. "We strive to be community stewards, and Mike's dedication to service aligns perfectly with our team's mindset. It's not about the money; if we take care of our clients and people, everyone will be adequately compensated."

Congratulations to Mike, Faiyaz, and the entire Dream Team United with KW Connected for their audacity to dream big, their commitment to inspire growth, and their unwavering dedication to enriching lives.



Photo by Don Elrod



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# GABI CULPEPPER

A native Texan, a fluent Spanish speaker, a former product manager, and now a REALTOR® with Dickens Mitchener, Gabi Culpepper has enjoyed considerable success in less than two years' time.

Born and raised in Arlington, Texas, Gabi moved to Charlotte about 20 years ago to work with First Data Corporation. The company needed native Spanish speakers, and Gabi fit the bill.

"That was during a time when there was this enormous boom of Hispanics coming, and companies in Charlotte lacked Spanish speakers. So that was kind of what brought me to Charlotte," Gabi remembers. "I ended up moving here. I didn't know a single person. I came and started working. I was given a territory to service and ended up meeting lifelong friends."

Gabi also met her now husband, Scott. They have three adult children: Olivia (21), Ella (20), and Lily (18). The Culpepper family also has two Siamese cats, Biscuit and Frankie, and a Chihuahua named Tito.

After having three children, Gabi became a stay-at-home mom while Scott traveled frequently for his job. "I was

fortunate enough to be able to stay at home and raise them. And all the while, we moved around a lot," Gabi says. "We bought and sold real estate. I loved going to see houses; that was my biggest joy. If there was an open house, I would say, 'We need to stop. I need to take a look at it and see it.'"

"My friends, who were real estate agents, got very tired of me quickly because I would say, 'Can you show me this house?' Now, I know what a pain I must have been to them... I thought it was great. Doesn't everybody like to look at houses?"

As Gabi's daughters blossomed into adolescence and adulthood, Gabi started rethinking her life and career. "When COVID hit, one of my daughters was getting ready to go to college. And the following year, another one was going," Gabi remembers. "And I realized, especially during that time that we were all sort

of at home hanging around, what was I going to do after they were gone? Everybody was going to school remotely. My husband was working remotely. What my job had been for the last 18 years was to sort of manage everyone's schedule and what they were doing ... and now there were no schedules to manage."



## Tenacity, Diversity & Commitment





“So it was sort of this epiphany that, in a couple of years, I wasn’t going to have anything to do. And it was a perfect time for me to get my real estate license. I took everything online. I got my license in January 2021. My sister-in-law, a local lender, introduced me to Dickens Mitchener. It was a fortunate event that I ended up there because I absolutely love the firm and the support that they have provided me.”

Gabi’s goal was to do three transactions during her first year at Dickens Mitchener; she did 15. And despite what she described as an “insane” real estate market, Gabi did 25 transactions during her second year.

“I spend most of my time helping first-time homebuyers, which I love,” Gabi shares. “I’m a very tenacious person. Once I’m helping somebody, there is just no chance that I’m not going to find them something, even if it means me driving an hour or two hours away to find them a house that I felt was a good investment for them long-term. I take my clients under my wing. I think most of them would tell you that. I wasn’t necessarily befriending them... I run my business very differently. My job isn’t to become friends with my clients; I always look at my job in terms of advocating for my clients.”

When not working as the only fluent Spanish speaker at Dickens Mitchener, Gabi is traveling with her family and enjoys watching sporting events such as Charlotte FC and Carolina Panthers games.

“We have a house at the lake and we also try to take cool trips several times a year,” Gabi says. “We enjoy going to New York and kind of putzing around there around Christmas time. Austin makes the list a couple of times a year, too, along with Mexico City to visit my mom, who lives there now.”

Gabi enjoys her work and her family life and looks forward to continuing to serve people of all backgrounds in the Charlotte area.

“I feel like Dickens Mitchener was just a perfect place for me to land,” Gabi remarks. “I think it was a good fit for my personality and for their needs at the time.”

Gabi Culpepper is a rising star with Dickens Mitchener Real Estate.

“

I’m a very tenacious person. Once I’m helping somebody, there is just no chance that I’m not going to find them something.

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# JOSH & CHARLENE DEARING and RYAN SERHANT

AT THE CUTTING EDGE

Josh Dearing (right) has partnered with Ryan Serhant (left) to bring the renowned SERHANT. brand to North Carolina.

Josh Dearing is taking a giant leap in his real estate journey. Josh cemented his place as one of Charlotte's top agents during his time with Costello Real Estate & Investments. Now, he's ready to up the ante and make a bigger impact on Charlotte real estate as a founding partner of the North Carolina operation of SERHANT., a revolutionary brokerage.

"It's incredibly exciting news," Josh beams. "We're partnering with a firm founded by someone who is widely considered the number one broker in the world. Earlier this year, SERHANT. expanded into six new markets nationwide and North Carolina was picked to be one of those. Charlene, my partner and wife, and I were selected to run the entire state. It's a once-in-a-lifetime opportunity. Being a Charlotte native, I am honored to take this role and provide Charlotte with what it's always needed."

## NEW BEGINNINGS

Ryan Serhant became famous for his role on Bravo's *Million Dollar Listing New York*, and the show helped him take his real estate sales business to the next level. In 2020, he went on to found SERHANT. In 2023, the SERHANT. brand is rapidly





The Dearing Team

expanding. Ryan is now known for creating a brokerage model that leverages media, education, entertainment, and content to innovate, grow, and sell.

“Ryan is one of the top brokers in the world. His sales volume and the business he’s built speaks for itself. And now, he’s building one of the world’s greatest brokerages by using content to drive commerce, and we’re proud to be part of it,” Josh says.

Josh and Charlene first met Ryan in 2019 when they became members of his education program and took his course, “Sell It Like Serhant.” They formed a close relationship with Ryan and began implementing his marketing strategies into their business model

by adding vlogs, social media marketing, and more. These models propelled The Dearing Team, which has sold hundreds of millions of dollars in real estate, to scale the business and increase their sales volume.

“We went from 2,000 or 3,000 to 5,000, then 10,000, and now almost 15,000 social media followers, and we credit it to what we learned from Ryan through the course. He’s a big believer in branding yourself, marketing yourself, and shouting it from the rooftops,” Josh continues.

As Ryan looked to expand into North Carolina, he reached out to Josh and Charlene, who hit the ground running in 2023, with a team of agents across the state.



Ryan Serhant’s role on Bravo’s *Million Dollar Listing New York* propelled him to exponential success and led to the formation of his brokerage, SERHANT., in 2020.

#### A VISION FOR THE FUTURE

“At its core, SERHANT. is a media team that sells real estate,” Josh explains. “The ultimate goal behind this is growth, and the best way to do business is to be known, which is why we have such a focus on how we market and differentiate ourselves. We’re successful because we can extend our reach for our sellers nationally and internationally. We are the most followed real estate brokerage brand in the world. So when we put a home on our platforms, we can get millions of views from people in over 114 countries and reach audiences who may not even have been in the market. How many brokers in Charlotte can say that?”

Josh gushes about SERHANT.’s forward-thinking approach to selling real estate. The company embraces artificial intelligence, has hired some of the top consultants in the business, and stays at the cutting edge of technology and systems. Josh affirms their support staff is second to none.

As Josh gets SERHANT. off the ground in his home state, he has big goals. He aspires to grow the brokerage to over 100 top-producing agents by the summer of 2024 and become the number one SERHANT. expansion brokerage.

“I have this opportunity to build something and take this real estate game to another level that I have never experienced. I get up every morning knowing I have agents who want to be a part of this. This is going to be a phenomenal brand, and I’m happy to be the head of it. It’s what drives me,” Josh notes. “The most gratifying part for me — I’m born and raised in Charlotte. I have seen this place grow and flourish, and now I have an opportunity to make a huge disruption in the market. I’m forever grateful for it. We’re off and running.”



Charlene and Josh Dearing lead The Dearing Team and will head up SERHANT. operations in North Carolina.





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# CHARLOTTE REAL PRODUCERS' JUNE MAGAZINE PARTY



JUNE 13, 2023

Thank you to everyone who made the Charlotte Real Producers Magazine Party an unforgettable night! We appreciate your presence at the exclusive gathering hosted by **Ducie Stark and Vicky Mitchener of Dickens Mitchener Real Estate**. We hope you had a fantastic time celebrating with us!

The event was a resounding success, and we want to express our heartfelt gratitude for your participation as one of our featured agents and esteemed

partners. Your presence added an extra touch of significance to the celebration, and we are immensely thankful for your ongoing support.

We would also like to extend our appreciation to our amazing partners, **Christina Ferrell with Christina Bakes Cakes** and **Adam Rutkowski with Alphagraphics**, for their fabulous catering and wall art. Their contributions helped make this event a resounding success. We couldn't have done it without you!

Additionally, a special thank-you goes to **Don Elrod** for capturing stunning photos and videos that beautifully captured the essence of the party.

Thank you again for being part of this remarkable celebration. We look forward to continuing our partnership and celebrating your achievements in the days to come.

Wishing all of you continued success and prosperity.

\*Magazine parties are smaller gatherings where we celebrate all of the rock star agents who have graced our pages in the past few months. For more information on all Charlotte Real Producers events, please email us at info @[charlotterealproducers.com](mailto:charlotterealproducers.com).





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## TOP 200 STANDINGS

Teams and Individuals Closed Data from Jan. 1 to June 30, 2023

Rank	Name	Office	List Units	List Volume (Selling \$)	Sold Units	Sell Volume (Buying \$)	Total Units	Total \$
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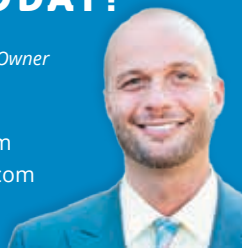
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