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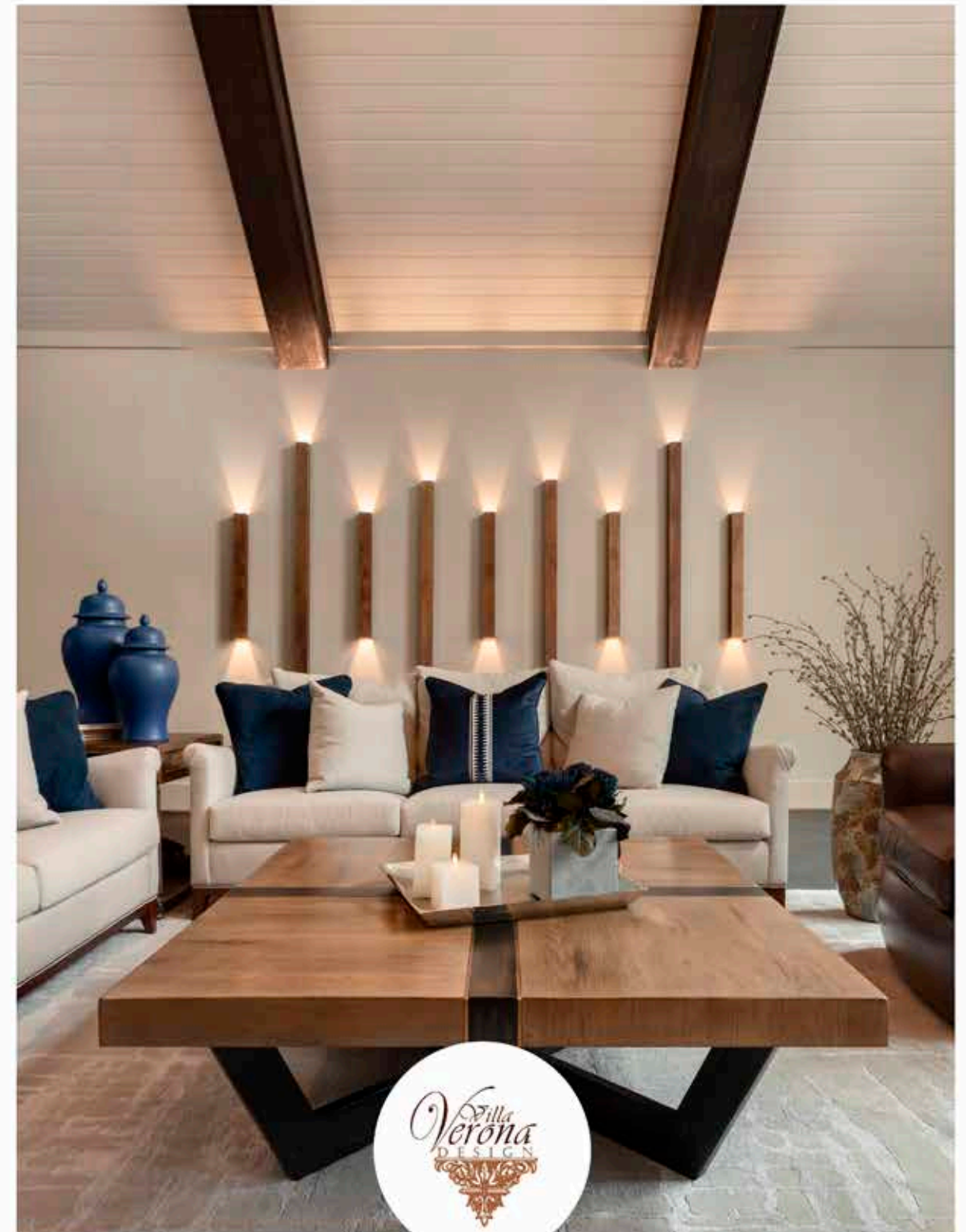
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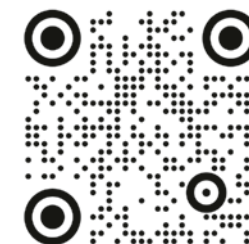
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» tips of the trade

CINDY FOX MILLER

The Heart of the Trade -
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HELLO THERE, FUTURE REAL ESTATE STARS,

My name is Cindy, and I've been navigating the dynamic world of real estate for over 35 years. Yes, you read that right, 35+ years. I've been around the block more times than I can count. My journey in real estate started at a young age as my mother was a successful agent. I remember watching her master the craft of building relationships and servicing clients in ways that left lasting impressions.

Looking back, I realize that she gifted me an invaluable legacy — a sprawling database of clients whose connections have stood the test of time. Today, that same database is enriched with grown children and grandchildren of my mother's clients, who continue to entrust their real estate needs to our team. These names in our database have become more than clients; they've become friends, and dare I say, they're practically family.

As you embark on your journey in real estate, I want to share some wisdom accumulated over the years. To succeed in this industry, you need to appreciate and master the art of networking, the significance of building relationships, and the importance of maintaining a comprehensive, dynamic database.

Networking is more than just shaking hands and collecting business cards. It's about making genuine connections and sharing experiences. Attend industry events when you can. They're treasure troves of opportunities and insights. And in today's digital age, don't forget to tap into the power of social media. My mom would have loved having such tools at her fingertips.

But in this business, connections aren't enough. It's about nurturing those relationships. Each client is more than a potential sale. They're a

future friend, a potential repeat client, or a source of referrals. Always listen to them and prioritize their needs. And once a sale is made, don't let that be the end. Check-in with them, congratulate them on their house anniversaries. Let them know they mean more to you than just a sale.

Now, about that database. It's not just a list of names and numbers. It's your future clientele, your business's backbone. Choose a CRM system you're comfortable with and keep it updated. It might not seem like much initially, but believe me, in time, it'll become as invaluable to you as my mother's database is to me.

Remember, each name in your database represents a unique individual or family with different needs and preferences. Segment your database and customize your communication to cater to them. Personal touches go a long way in setting you apart from the crowd.

Embarking on this journey might feel daunting initially, but remember, the relationships you build are as valuable as the properties you sell. You're not just selling homes; you're part of creating them. This industry is a community, and we grow and learn together.

So here's a warm welcome to the real estate family. Wishing you all the very best.

Yours Sincerely,
CINDY FOX MILLER

Do you have a tip you would like to share with your fellow Realtors? Reach out to us at robert.smith@realproducersmag.com



▶ publishers note

AUGUST

The Heart of Summer

By Robert Smith, Area Director/Publisher



HEY UPSTATE REAL PRODUCERS,

Welcome to the August edition of our esteemed *Upstate Real Producers Magazine*! As we delve into the heart of summer, we are excited to bring you an exceptional lineup of REALTOR'S® who are making waves in the industry. This month's issue is dedicated to highlighting the achievements of our Cover Feature Realtor, Top Producers, Rising Stars, a Dynamic Duo Realtor Team, and our esteemed Preferred Partners.

Our Cover Feature Realtor is none other than Jason Pillar, a true trailblazer who has consistently demonstrated unparalleled expertise, professionalism, and a deep understanding of the ever-evolving real estate market. Prepare to be inspired by his dedication and commitment to his clients.

In addition to our Cover Feature Realtor, we are thrilled to introduce you to our Top Producer who has set new benchmarks in the industry. This exceptional individual has surpassed expectations, achieving remarkable sales records and leaving an indelible mark on the community they serve. We celebrate their outstanding accomplishments and invite you to learn from their experiences.

Next, you will find our Rising Star of the real estate realm. We have identified a very talented individual who is destined to shape the future of the industry. This Rising Star is making waves with their innovative approaches, fresh

perspectives, and unwavering dedication to their clients. Get ready to meet the next generation of real estate leaders and gain valuable insights into their strategies for success.

Highlighting the power of teamwork, we present to you a Dynamic Duo that has proven that collaboration can lead to extraordinary outcomes. Our featured Dynamic Duo Realtor Team showcases the synergistic partnership that has catapulted them to new heights, combining their individual strengths and expertise to provide exceptional service to their clients. Discover the secrets behind their success and the unique dynamics that make their team a force to be reckoned with.

Furthermore, don't miss our Tips of the Trade section, where we have compiled a wealth of knowledge from seasoned professionals. From negotiation tactics to marketing strategies and everything in between, these experts share their insider secrets to help you navigate the real estate landscape with finesse. Whether you're a seasoned Realtor or just starting your journey, you're bound to find valuable nuggets of wisdom in this section.

Lastly, we extend our appreciation to our Preferred Partners, the businesses that support and collaborate with REALTOR'S® to enhance the overall home buying and selling experience. In our Preferred Partner Spotlights,

we shine a light on these invaluable resources, recognizing their contributions and showcasing the valuable services they offer. They are the trusted allies of REALTOR'S® and play an essential role in ensuring successful transactions for all parties involved.

We hope that this August edition of our *Upstate Real Producers Magazine* provides you with a wealth of inspiration, knowledge, and valuable insights. It is our mission to continue to bring you the best of the industry and to celebrate the achievements of REALTOR'S® who embody excellence in their craft. We invite you to immerse yourself in the stories, strategies, and successes shared within these pages.

Happy reading and continued success in your real estate endeavors!

Thank you for being part of our community, and we wish you a successful and fulfilling month ahead.

Warm regards,

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Eugenia Bentley Mortgage Team is in the heart of beautiful downtown Greer, upstate South Carolina. Eugenia lives, loves, and continues to serve in our community for over the last 30 years. She is a happy wife and best friend to her husband Bryan, a proud momma bear to one son Vincent and two daughters Hannah and Brylie.

Eugenia currently serves on the board for the Greer soup kitchen as the treasure for Daily Bread Ministries. Her passions include the sport of CrossFit and has high admiration for the CrossFit Taylors community. She has a love for animals, the outdoors and looks forward to new adventures with her husband and family.

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JASON PILLAR

HOME
LINK
REALTY

▶ cover story



FROM DRIVING THE BIG RIGS TO DRIVING DEALS TO THE CLOSING TABLE!

Written By **Elizabeth McCabe** • Photos By **Jo Walter**, Carolina House Shots

Driven. Dedicated. Determined. All of these qualities describe Jason Pillar, CRS, with Home Link Realty, LLC. A self-described easygoing and funny individual, he is committed to his career. Prior to real estate, he was a truck driver, but envisioned a better life for himself.

“I was a truck driver for over 10 years,” he explains. “I had reached the limit as a company driver, living paycheck to paycheck, and never home.” Life was rocky and it was difficult to make ends meet. Jason recalls some of his toughest moments, “We almost lost our home due to not being paid on time and had a car repossessed.”

Worst of all, Jason was never home for the “little” moments in life. He knew life had more to offer than just getting by. He needed a job that allowed him work-life flexibility and financial freedom. Facebook gave him the direction that he desired. As life would have it, a good friend of his in Arizona showed him “a better way of life” with a simple Facebook post. Jason was intrigued.

When she posted that she had reached the 75-million-dollar milestone as a REALTOR®, Jason’s wife Illise suggested, “You should get into real estate. You would be good at it.” Jason took her words to heart.

With a background in radio sales and advertising, combined with a strong desire to leave behind the paycheck-to-paycheck lifestyle, Jason eagerly enrolled in real estate classes. The moment he made the switch, he knew he had found his true calling. He got his real estate license in January 2021. “I haven’t looked back since,” he smiles.

FINDING HIS HOME AT HOME LINK REALTY

“I chose Home Link Realty after interviewing with several of the bigger agencies,” says Jason. He found that Brandon and Home Link Realty

“
**BE ALL IN,
 WORK WITH
 PEOPLE YOU CAN
 CONNECT WITH.
 LEARN THAT
 YOU CAN'T HELP
 EVERYONE.**



offered unparalleled support and resources to assist him in serving his clients effectively.

With over 300 transactions completed and over 36 million dollars in sales, real estate was the right fit for Jason. He caters to his clients and is eager to be the best he can be. “I look up to Bob Loeffler, the Fearless Agent. He does things the complete opposite of the majority of REALTORS®. I like that,” he says.

FINDING HIS NICHE

Instead of spending his days rolling through the nation, Jason has found himself rooted and grounded in real estate. No need to listen to the radio while driving miles as a truck driver, now Jason feels fortunate that he can connect with “fascinating people.” He’s eager to build his business and take it to the next level.

Recently, he earned the Certified Residential Specialist designation from the RRC in order to better serve his clients as well as other agents. This credential also helps make transactions smoother and less stressful. “I want to become a consistent six to seven-figure earner,” he candidly comments. “I’m passionate about finding my ‘niche’ and focusing on that.” To Jason, it’s about achieving a better way of life for his family.



Helping people realize and achieve their goals is important to him.

A HEART FOR FOUR-LEGGED FRIENDS

Jason also has a heart for four-legged friends. “I love animals and I love to see them living their best life,” he comments. That’s why he supports the Forever Dreams Senior Dog Sanctuary. He jokes, “I also like to feed the squirrels behind my garage with expensive pistachios my wife buys.” The squirrels like to nosh on the nuts and Jason likes to see them happy.

A HAPPY HOUSEHOLD

When Jason isn’t working, it’s all about family time to this devoted dad. “My wife is my best friend,” he smiles. “We met in Arizona and have been married for years.” They are blessed with two sons, Brayden (18) and Robert (26). Brayden just graduated with honors and a CNA. Robert resides in Indiana, blazing his own trail in life. As a family, everyone loves to travel and experience new things.

THE NEED FOR SPEED

As a former professional truck driver, Jason still loves cars. “I love fast foreign cars,” he comments. He feels the need to speed. You can find him at Grand Prix

races, where he hears the engines roar in this motorsport with lots of adrenaline.

To relax, Jason likes to strum the guitar, a pastime he has enjoyed since he was a kid. “Recently, I picked up the drums,” she says. He’s also a fan of history and learning about the past.

ALL IN

Jason has words of wisdom for those entering real estate. “Be all in,” he comments. “Work with people you can connect with. Learn that you can’t help everyone.” He’s also eager to forge his own path. As he says, “Don’t follow the herd.”

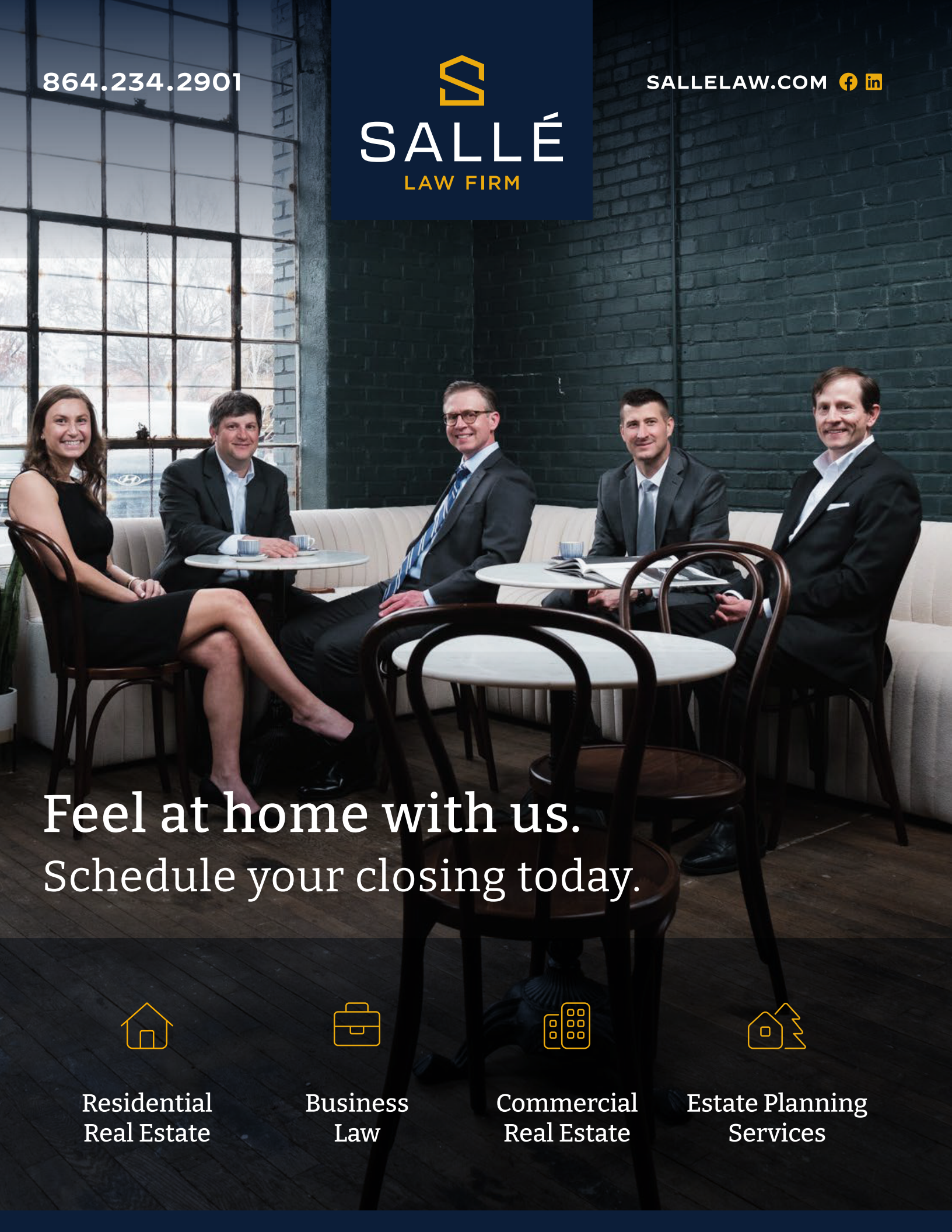
FINAL THOUGHTS

In the competitive world of real estate, Jason Pillar stands out as a testament to the power of ambition, drive, and a genuine passion for helping others. With his charismatic personality, dedication to his clients, and an unwavering commitment to personal growth, Jason continues to make a lasting impact in the industry. Aspiring real estate professionals can learn valuable lessons from his journey, including the importance of forging authentic connections, working with like-minded individuals, and charting their own path to success.

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EVAN WHALEY

A THOUGHTFUL AND AMBITIOUS AGENT | **KELLER WILLIAMS**

Inspired by his hardworking mother and dedicated to wanting to help others, Evan always knew he was meant to become a REALTOR®. With only four years of experience and a career volume of over \$36 million in sales, there is no doubt that his outstanding work in the industry makes him a powerhouse in the Upstate.

HE LEARNED FROM THE BEST

Growing up, Evan admired and respected his mother, a single woman who made many sacrifices to provide her son with the best life she could make. From waitressing at Pizza Hut to working 60+ hours as a store manager while taking night classes to earn

her Associate's degree, he appreciated how hard his mother worked to provide for their family.

In 2002, Evan's mother decided to bet on herself and flipped her very first home. As a result, she made a significant profit, which allowed her to put her son into a private school where he could bridge the knowledge gap from his previous public school. That victory showed him how the real estate business could be a great start to a new chapter in life.

Because of his mother's love and diligence, Evan was the first

in his family to obtain a four-year degree and earned it from the University of South Carolina in 2012. However, before he became a REALTOR®, he began working for a real estate software company named BoomTown in 2015. His former sales director and mentor taught him the value of everyday self-improvement and how to be a vital member of his community. He knew that these life lessons from these influential people in his life would lead to a fantastic career in the industry.

In 2019, Evan married the love of his life, Bridget, in Greenville, where they decided, after their honeymoon, they would settle down. Two months later, he went on to earn his license and, soon after, joined Keller Williams Drive as a real estate consultant. Under their tutelage, he started to gain in-the-field experience and retain many lessons and practices taught to him as a new agent. Though his very first showing stood him up after numerous calls and no responses, that did not cause him to waver on what he knew would be a one-of-a-kind journey.



The following year, however, presented many obstacles and doubts for Evan in this new profession as COVID-19 took the stage. Without the ability to take his clients to view properties or have one-on-one meetings with his peers, the task of finding a family a brand new home seemed out of reach. Pushing all uncertainties and fears to the side, he put everything he could muster into his job, working seven days a week for the first two years. Finally, with encouragement from his wife and family, he was able to help 21 families, ending his first year with \$6.9 million in sales.

FULFILLING HIS PURPOSE

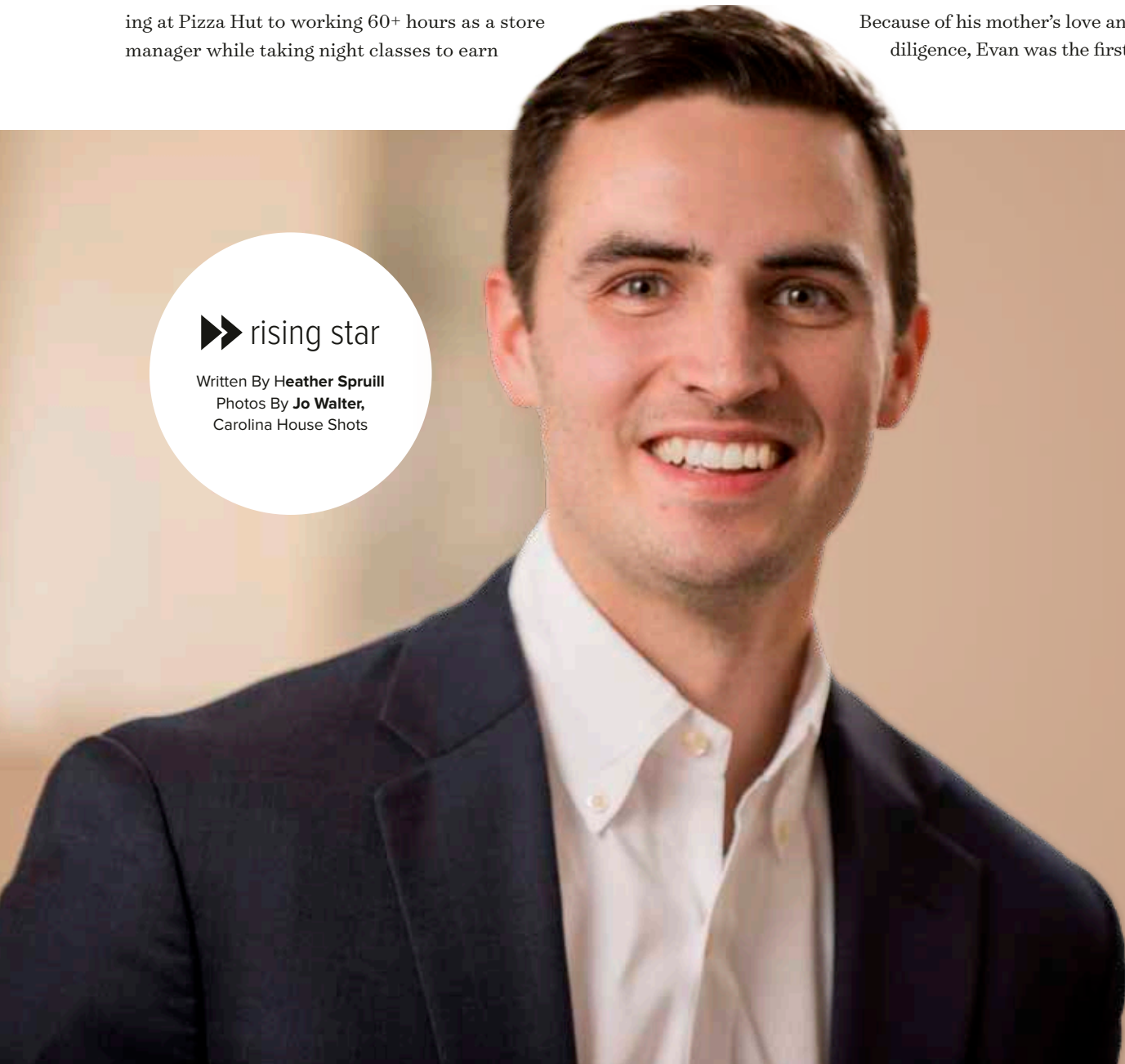
In 2022, Evan parted ways with Keller Williams, but found a new agency to call home at Real Broker, LLC.

Evan reflects, "During my first week, I was invited to mastermind with seasoned agents, and it was a unique opportunity to work with them. At Real Broker, LLC, they believe that everyone should benefit from each other. I have seen firsthand that the agents believe in teamwork and practice what they preach."

While he continues to be an ambitious REALTOR®, Evan has become passionate about creating a positive business brand. To increase their clientele and promote

▶▶ rising star

Written By **Heather Spruill**
Photos By **Jo Walter**,
Carolina House Shots



“
MY ADVICE TO THE NEW TOP
PRODUCERS IS TO BECOME
DECISIVE ON WHAT THEY WANT
THEIR BUSINESS TO LOOK LIKE
AND WHAT SACRIFICES THEY ARE
WILLING TO OR NOT WILLING TO
MAKE TO GET THERE.
”

their agency, he focuses on improving their online presence through social media, blogs, and a YouTube channel, where he and his team provide valuable information about the buying and selling process of real estate.

When they are not in the office, Evan and his team donate and volunteer to paint and arrange apartment buildings for new tenants for Front Porch Housing. Much like his objective in life, the organization focuses on helping people create new foundations to build on their lives by providing the basic necessities, opportunities, and tools to learn how to handle daily affairs better.

After a few years in the industry and becoming a family of three, Evan has come to define success in a whole new way.

Evan states, “It’s a success when I can come home to have more dinners with my family and nighttime routines with my son than before. It’s also a success when I can provide my clients with the highest level of services while never sacrificing my ideals or values. Being fully present for my family and clientele is the best thing about this business.”

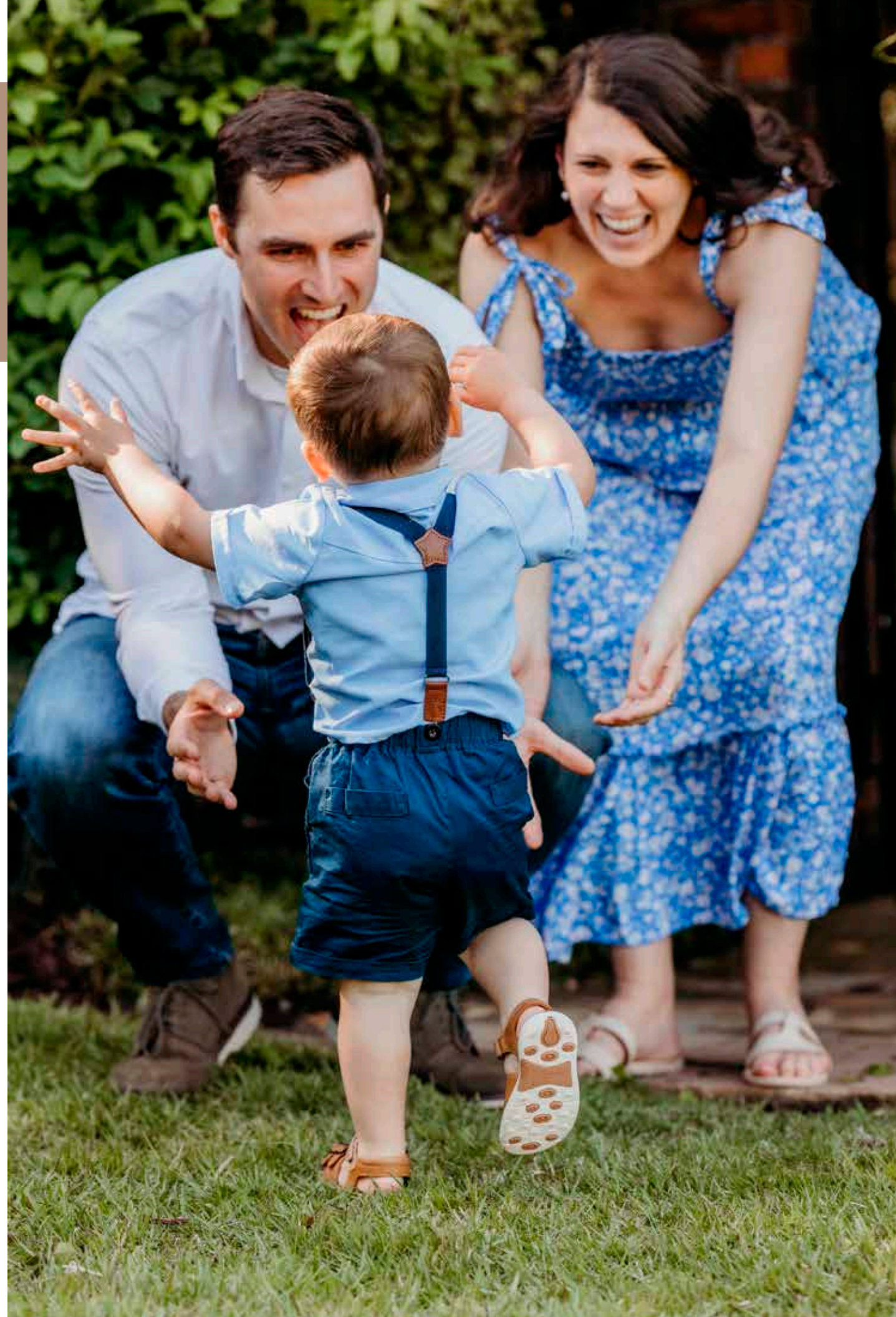


Having been taught all he knows about the real estate industry, Evan is happy to help new up-and-coming agents learn the ropes.

Evan states, “My advice to the new top producers is to become decisive on what they want their business to look like and what sacrifices they are willing to or not willing to make to get there. Then, make sure that those you love understand your goals as well. After that, create a schedule and stick to it. Hard work and consistency will create amazing results over time.”

Ultimately, Evan’s mission is to serve his clients to the best of his ability and help build community. He cheerfully remembers assisting a woman looking to purchase a home where her grandson could make friends and play in a safe neighborhood. Thanks to Evan, in the first week of living in their new home, his client’s grandson made a friend, learned to ride a bike, and began to play with other kids his age. As a devoted family man, a high-producing agent, and a community supporter, he is the ideal businessman to work with when finding one’s dream home or helping someone sell their home for the highest amount possible.

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INTRODUCTION:

In the bustling roofing industry, where trust and craftsmanship are paramount, one name stands out: Dolly's Roofing. With a legacy spanning over a decade, Dolly's Roofing has built a reputation for delivering top-notch roofing services in the Upstate of South Carolina. Founded in 2010 by Charles Dolly, this family-owned business has flourished by providing exceptional workmanship and a commitment to customer satisfaction.

A FAMILY LEGACY:

At the heart of Dolly's Roofing is a family dedicated to their craft. Charles Dolly, alongside his wife Jill, has raised four

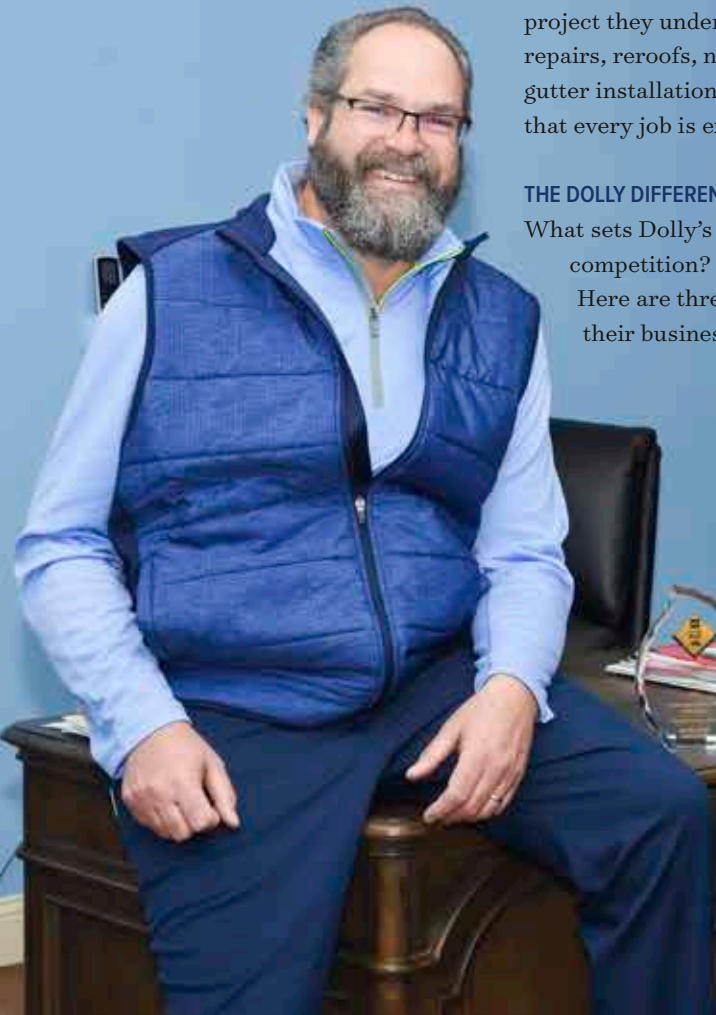
remarkable children, each with their own unique pursuits and achievements. Charles Patrick, the eldest, works alongside his father, while Matthew showcases his musical talents. Sarah contributes to the community through her work at the Blood Connection, and Elizabeth recently earned the prestigious Employee of the Year title at her job. With a strong family bond and a shared passion for their community, the Dollys infuse their business with a personal touch.

CRAFTSMANSHIP AND EXPERTISE:

With a background spanning over 40 years in the construction industry, Charles Dolly brings a wealth of knowledge and expertise to Dolly's Roofing. The team's dedication to quality workmanship is evident in every project they undertake. Whether it's roofing repairs, reroofs, new construction roofs, or gutter installations, Dolly's Roofing ensures that every job is executed to perfection.

THE DOLLY DIFFERENCE:

What sets Dolly's Roofing apart from the competition? It's the Dolly Difference. Here are three key aspects that make their business unique:



Photos by Jerry Coli, Jerry Coli Photography

1. The Best Materials: Dolly's Roofing is committed to using the finest materials available in the industry. By partnering with trusted suppliers, they guarantee that your roof will be built to last.

2. Manufacturer-Trained Installers: The team at Dolly's Roofing consists of manufacturer-trained installers. They undergo rigorous certification and recertification programs every year to stay up-to-date with the latest industry practices. This ensures that your roof is installed with precision and expertise.



Photos by Jerry Coli, Jerry Coli Photography

▶▶ preferred partner spotlight

Written By Amy Porter

Photos by Jerry Coli, Jerry Coli Photography and Jo Walter, Carolina House Shots



Carolina House Shots
Jo Walter



Photos by Jerry Coli, Jerry Coli Photography



Carolina House Shots
Jo Walter

3. Extended Warranties: Dolly's Roofing goes above and beyond by offering longer warranties on their work. These warranties are not only comprehensive but also transferable, providing peace of mind for homeowners even if they decide to sell their property.

COMMUNITY COMMITMENT:

Dolly's Roofing believes in giving back to the community that has supported them throughout their journey. They actively contribute to organizations such as Habitat for Humanity, the Emerson Rose Foundation, and other non-profit initiatives. Additionally, Dolly's Roofing conducts its annual manufacturing training at non-profit locations, allowing them to install roofs free of cost for these organizations.

CUSTOMER SATISFACTION AND SUCCESS:

The cornerstone of Dolly's Roofing's success lies in their commitment to customer satisfaction. Their definition of success is simple: keeping their word and delivering a roof that they would be proud to have on their own homes. With a strong emphasis

on building lasting friendships with customers, Dolly's Roofing prioritizes trust, reliability, and exceptional service.

CONCLUSION:

Dolly's Roofing, a family-owned business with a legacy of excellence, brings a personal touch to the roofing industry. With a commitment to quality, exceptional craftsmanship, and a dedication to customer satisfaction, they have earned their reputation as one of the premier roofing companies in the Upstate area. When you choose Dolly's Roofing, you're choosing a team that will deliver superior results, backed by years of experience and a passion for their craft. Contact Dolly's Roofing today for all your roofing needs and experience the Dolly Difference firsthand.

CONTACT INFORMATION:

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Leigh **IRWIN** & Toni **LEOPARD**

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Head Coaches Of Real Estate

Leigh Irwin and Toni Leopard are powerhouses in the fast-paced real estate business. Long time teammates, this female-empowered dynamic duo has cracked the code on negotiating favorable, yet, fair deals for their many clients, whether buying or selling. Their motto, "Teamwork makes the dream work," applies to every aspect of their life and business. Their love for collaborating and building strong relationships with amazing people helps them achieve their goals.



A Solid Realty Pair

Two talented ladies of realty with one mission. With Leigh's years of experience and knowledge and Toni's grit and commitment, any new or recurring client would be in the best of hands.

Leigh states, "Toni has a strong commitment to success and is a very big people-person. It is very rare to find someone you can trust and work alongside as well as we do. Her 'fresh eyes' have been a gift for the past three years and her love and enthusiastic spirit for celebrating our clients excites me."

Toni states, "Our teamwork has had huge success since we started this journey together. Leigh's professionalism and attention to detail encourage me to stay on top of my game and grow even more as an agent. I have proudly outdone myself each year and have no intentions of slowing down anytime soon."

Leigh and Toni call downtown Greenville home, and both cannot imagine living elsewhere. They find it incredibly rewarding to receive referrals from past clients who trust and value their services enough to recommend them.

Their real estate playbook is based on their philosophy that a referral indicates that they've made a positive impact and provided a high level of service. They feel privileged to coach amazing people toward their real estate goals.



 dynamic duo

Written By: **Heather Sprull**
Photos By **Jo Walter**, Carolina House Shots



REALTOR® Leigh

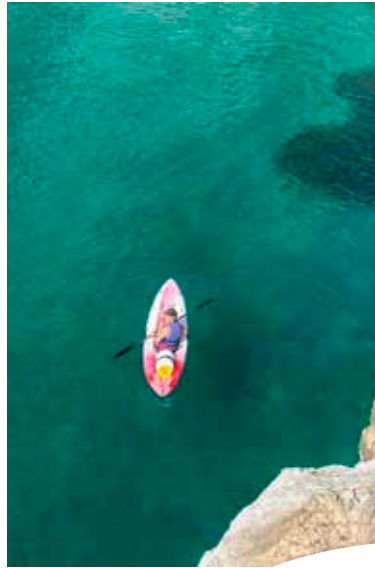
Leigh's unique skills, experience, and qualities from her previous roles as a special education teacher and basketball coach have contributed to her real estate success. A lifelong athlete, Leigh was assistant and, later, the head women's basketball coach at Presbyterian College before entering the real estate industry. She has always enjoyed being part of a successful team and believes that "iron sharpens iron." She joined the Spaulding Group, the #1 Team at Berkshire Hathaway HomeServices, in 2008 and has never looked back.

Leigh reflects, "The lessons learned from athletics, such as collaboration, competition, tenacity, and work ethic, are transferable to various aspects of life, including business. The recruiting aspect of coaching also parallels real estate; both involve getting to know individuals and their families on a deep level."

Leigh, a true team player, enjoys celebrating the success of others and finds it to be an excellent way to foster a positive and supportive environment with friends and the community. Leigh finds satisfaction in helping others achieve their goals. She lives for the ripple effect of assisting new agents in finding their footing in this business and discovering how to develop their strengths.

For Leigh, one definition of success is surrounding oneself with the right individuals because they will contribute to who you are and vice-versa. They will generate accountability, opinions, humor, and points of view that could help with one's growth.

Leigh inherited a love for travel and planning trips from her mother. In her spare time, she creates memorable travel experiences and explores new destinations. Towards the end of the pandemic, she was able to combine her two loves: travel and exercise. She often participated in the Triathlon World Championships in St. George, Utah.



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REALTOR® Toni

Toni has always been passionate about serving her community and motivating others to be their best selves. After a very successful basketball playing career at Presbyterian College, Toni was hired as Leigh's assistant coach. She later became the head coach of the girl's basketball team at Christ Church Episcopal School where she went on to lead her team to five high school state championships.

With her passion for helping others reach their fullest potential, Toni is also a fitness coach at Orangetheory Fitness in downtown Greenville. She enjoys bringing positive energy and excitement to her community. If she can do it, they can too!

Nothing keeps Toni from pursuing success, which is why, after ten years as a coach and five championship wins, she decided to take on another beast of a career entirely—real estate.

Toni reflects, "I have always had an interest in real estate. My longtime friend and former REALTOR®, Leigh, inspired me to take a shot at the industry. After inquiring a few more times about being an agent, I began studying for my license, and the rest is history."

Toni showed no fear as she entered into this new profession. She earned her license in 2019 and joined the Spaulding Team alongside her friend, learning and flourishing in all things realty. Coincidentally, as she began her in-the-field experience, the pandemic became a significant hurdle to her progress. Regardless of the nation's occurrence, she rolled up her sleeves and helped her first client close on two properties for a combined price of \$50,000. While this would have turned others away, she hunkered down and made every effort to drum up new business. Under Leigh's teachings, Toni has quickly become a successful agent in the Upstate.

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**FROM REPORTER
TO REALTOR®**



COLDWELL
BANKER
CAINE

Written By: Heather Sprull
Photos By: Jo Walter,
Carolina House Shots

Ashley Swann is loving life as a full-time REALTOR® and mother of two. With more than \$50 million in sales since launching her business full-time in 2018, she hasn't wasted any time establishing her career in the Upstate market. While her journey in real estate has taken some twists and turns since she was licensed ten years ago, Ashley has developed her skills and knowledge in the industry, making Ashley a one-of-a-kind agent.

LIGHTS, CAMERA, ACTION!

The daughter of an IBM executive, Ashley's family lived in eight different homes in four different states growing up. The experience of moving around instilled a love of houses and community from an early age.

Ashley states, "There is nothing quite like the excitement of buying a new house. I associate different stages of my childhood with the homes my family and I were living in at the time."

Ashley's family finally settled in Greenville, South Carolina, by the time she started middle school. She appreciated the chance to grow up in a community that continued to evolve.

Ashley reflects, "Like everyone else who has lived in Greenville over the last 30+ years, having a front-row seat to its transformation has been truly incredible. I still have to pinch myself sometimes when I am downtown."

As a high schooler, Ashley was chosen to be a teen reporter for WSPA in Spartanburg and, from there, decided to pursue her love of television by studying Broadcast Journalism at the University of Georgia. While she developed her craft and passion for journalism, she also met her now-husband, Bradford. From 2003 to 2009, they lived in separate cities as she worked her way up the broadcasting ladder as an anchor and reporter at stations in West Virginia, Virginia, and Georgia, Ashley started thinking about a transition to



real estate after her son, William, was born while working at her dream station, WSB-TV, in Atlanta.

Ashley reflects, “The hours of a field reporter in a market like Atlanta are incredibly unpredictable. I was working all hours of the day and night and never knew when I might return home. I finally realized that the demands of my job would not allow me to be the type of mother I wanted to be. I knew I wouldn’t love a typical nine-to-five desk job. Real estate has proven to be the perfect fit. Similar to a journalist, I get to advocate for my clients, ask the right questions, and even chase down house leads—which I particularly love to do. A friend of mine jokingly calls me an ‘Investigative REALTOR®.’”

Ashley launched her new career in 2013 with the Ansley Group, a 6-person team at the time led by Bonneau Ansley at Harry Norman REALTORS®. Under his well-experienced tutelage, she was exceptionally grateful for the training and motivation she received when she started working with the group. After giving birth to their daughter, Charlotte, in 2014, Ashley and her husband decided to return home to Greenville to raise their family. After a

few years of getting settled in her “hometown” as a mother of two, she felt ready to dive back into real estate full-time.

BACK IN ACTION

After a few years of getting settled in her “hometown” as a mother of two, Ashley felt ready to dive back into real estate full-time.

Ashley states, “I learned very quickly that if you want to be successful in this business, you have to give it everything you’ve got. When I finally jumped back in, I was ready.”

Ashley spent more than four years growing her business with Wilson Associates Real Estate before joining Coldwell Banker Caine last spring.

Ashley states, “I have enjoyed working alongside and learning from many great agents and leaders. I firmly believe in surrounding yourself with people who make you better. After four years with a wonderful brokerage, I realized it was time for a change. The training and support at Coldwell Banker Caine have been a great fit for me, allowing me to take my business to the next level.”



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“
**BE OPEN TO
 ASKING ABOUT
 WHAT YOU
 DON'T KNOW
 AND LEARNING
 ALL YOU CAN.**



Today, Ashley focuses on growing her business even more and providing her clients with the best service possible while also making time for her family. Having the flexibility to work from anywhere and play an active role as a wife and mother makes her all the more grateful for the path she took only a few years ago.

Ashley states, “I always dreamed of having a family, and I don’t want to miss one moment. Some days are easier than others, but I know I can be a great agent and mother, too!”

When not working, Ashley and her family love movie and game nights and exploring everything the Upstate offers. She is a supporter of quite a few local organizations, including The Community Foundation of Greenville and the United Way. She is also a proud graduate of Leadership Greenville, which she considers an honor, this being her hometown.

Having learned so much from many successful agents, Ashley hopes to inspire new, aspiring REALTORS® to handle themselves well in this ever-changing business.



Ashley concludes, “My top advice for new agents is to treat others how you want to be treated and never be embarrassed to ask questions. Real estate can be stressful enough. There is no reason to make it more difficult by not being kind. Part of what I love about this business is that I’m always learning something new. Pretending to know everything isn’t doing you or your clients any favors. Be open to asking about what you don’t know and learning all you can.”

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Guest & Brady has a lot in store for this year.

From a new Greenville office to a brand new Indian Land location, we have a lot to offer realtors.



Our Greenville team moved to **745 North Pleasantburg Dr** featuring a 21,000 sq. ft new building minutes from Downtown Greenville & right off of 385.



Kayla McKisic
Director of Marketing
kaylamckisic@guestbrady.com



We've opened a brand new office in Indian Land at **6280 Carolina Commons Dr, Suite 100** in Fort Mill. Give us a call at (803) 650-6444.



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