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REALTORS[®] ON THE RISE:

Justin & Bethany Russell

AGENT FEATURE:

Linsey Lawson and Ryan Bell

PARTNER SPOTLIGHT:

Jacob Vail of Alfa Insurance

DECEMBER 2023

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Holidays



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 If you are interested in contributing or nominating REALTORS® for certain stories, please email us at meredith.jones@realproducersmag.com.

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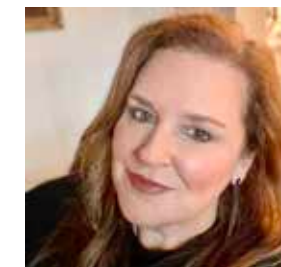
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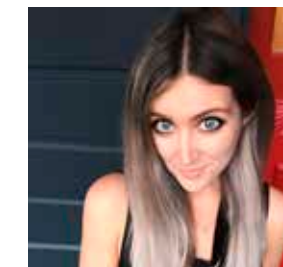
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Meredith Jones
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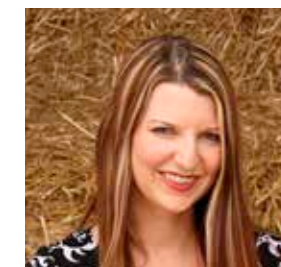
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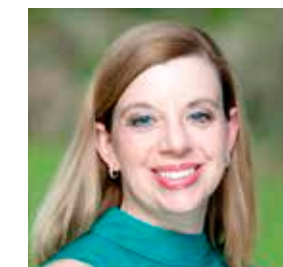
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▶ publisher's note

Holiday RESET

The holiday season can be a whirlwind of parties and family gatherings, yet it also presents a unique opportunity for us to reset mentally and emotionally. Let's give ourselves the gift of mental clarity and emotional resilience. This is especially crucial in the ever-evolving landscape of the real estate market.

By taking time to reconnect with our core values and our passion for real estate, we can create a vision for our business that is centered around adaptability and resilience. This could include strategies such as diversifying services or expanding into new markets. Remember, our work isn't just about homes and land, it's about fostering communities and helping dreams come true. 2023 has given us economic uncertainties, volatile market conditions, and the ever-looming question of housing affordability.

These trials have pushed us, the top 1% of REALTORS® in Birmingham, to think outside the box, dig deep, and forge ahead despite the headwinds. Yet, it is precisely through tough times that we demonstrate our resilience, tenacity, and commitment to serving our communities.

Let's take on 2024 with renewed energy, focused vision, and an unshakeable belief in our ability to drive our businesses forward. *Birmingham Real Producers* is honored to be a part of this dynamic community, and we're focused on featuring your stories and putting together events that will bring our community closer together.

Happy Holidays,
Meredith Jones,
Owner/Publisher



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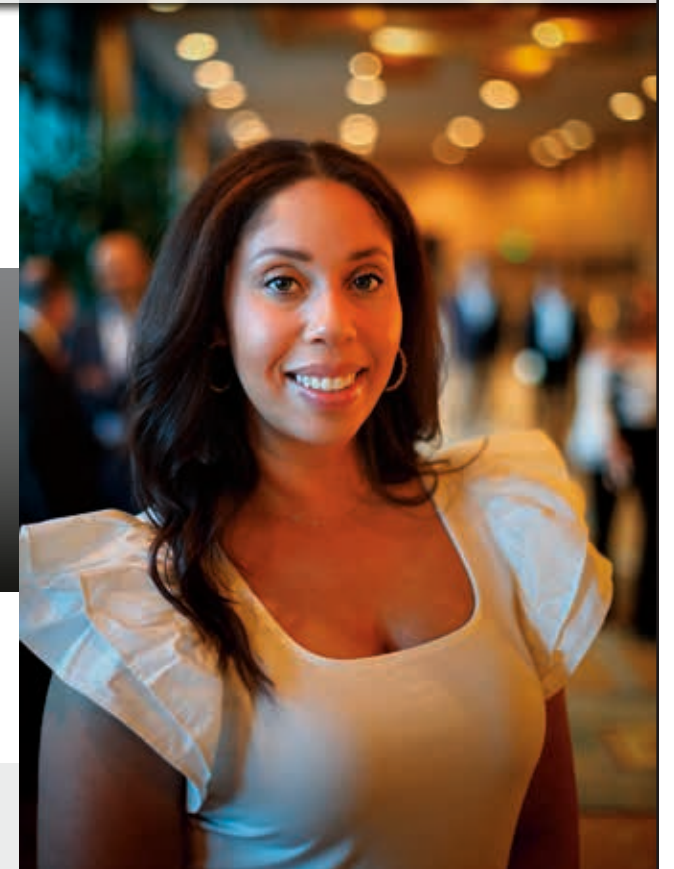
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As their saying goes, "Life is complex, but insurance shouldn't be."

Finding His Passion

Before entering the insurance field, Jacob was involved in retail management with a national retail store chain for six years. His expertise in management and customer service has undoubtedly played a role in his current success as an insurance agent.

"I started in the insurance industry 20 years ago," he says. "I had a friend introduce me to the business, so I didn't have to move out of state. We were in the process of moving from Birmingham to Nashville for a job. I had a new opportunity to stay in Birmingham and enter the insurance business." Jacob jokes that he knew nothing about the insurance business but was quick to learn the ropes and gain traction in his new line of work.

Jacob's road to the industry began when a friend introduced him to the world of insurance, allowing him to stay in Birmingham rather than relocate to Nashville for a job. Little did he know that this decision would open doors to a fulfilling and rewarding career. Jacob spent seven years with another insurance company before joining Alfa Insurance, where he has now completed 13 years of service.

Jacob's affiliation with Alfa Insurance has been a remarkable one. Having initially been an employee, he witnessed Alfa's transition to launching independent agents in November 2021. The Vail Agency was among the pioneers, becoming the first in the state to kick off this new opportunity. Jacob, along with



**What I
like about
insurance
is the
opportunity
to help
people find
solutions to
problems.**



his dedicated staff, who together boast over 45 years of combined experience in the insurance industry, is excited about the future. “Most of my staff has worked for us for over 5 years,” he comments.

Solving Problems and Finding Solutions

“What I like about insurance is the opportunity to help people find solutions to problems,” says Jacob. “It’s different every day. A different type of house presents a different type of risk.”

The diversity in the types of properties and risks keeps things engaging, ensuring that no day is ever the same. For Jacob, the joy comes from interacting with people and having meaningful conversations, and in the world of insurance, such opportunities are abundant.

The Vail Agency specializes in providing its clients, especially those with *Real Producers*, with real customer service and quick solutions backed by years of experience and a well-respected brand. Beyond Alfa Insurance, they also have the capacity to work with numerous other carriers. This means they can provide quick turnaround times when making important insurance decisions. Whether it’s determining if a property is within budget, checking if it’s in a flood zone, or helping budget-conscious buyers, The Vail Agency has the knowledge and resources to meet their clients’ needs.



Photo by EA Photography

An Award-Winning Agency

Jacob’s commitment to excellence has been recognized with the highest ranking of salesmanship at Alfa, known as the “Hall of Fame.” He proudly holds the distinction of being the only independent Hall of Fame-ranked Alfa agent in the entire state of Alabama. This achievement speaks volumes as to how The Vail Agency treats its customers and referral partners, which in turn leads to these individuals referring others to their services.

Changing Times

Jacob Vail offers some valuable advice for those navigating the challenging insurance market. He highlights that current rates may not reflect the same figures as in the last decade. Inflation is a significant factor in this change, driven by the increased cost of labor, parts, and materials, which subsequently affects claims costs and, consequently, the cost of insurance. Furthermore, the first half of this year has seen some of the largest combined catastrophic losses in the past six decades, including hurricanes, freezing events, fires, and tornadoes, which have further contributed to the rise in insurance rates.

Putting Family First

Outside of work, Jacob enjoys his leisure time by playing golf and spending quality moments with his family. He’s been married to his wife, Chessa, for 21 years. Remarkably, they’ve been together since middle school, a lasting connection that spans an impressive 30 years. The couple has three daughters, with the oldest attending the University of Montevallo and the other two currently at Chelsea High School. They also share their home with two dogs and a cat.

“We love to travel and go to concerts,” says Jacob. In addition, they are actively involved with their fellow members at the Greystone Country Club and actively participate in the community through their church, The Church at Chelsea Westover.

For More Information

When it comes to insurance and a trusted partner, you can count on Jacob Vail and The Vail Agency to be there for you, helping you navigate the ever-changing landscape of insurance and providing tailored solutions that meet your specific needs.

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▶▶ REALTORS® on the rise

Written by Nick Ingrisani
Photos by Brendon Pinola Photography



Justin & BETHANY Russell

A Dynamic Duo Building a Legacy in Alabama Real Estate

In the heart of Alabama, where history and tradition intertwine, a remarkable couple is leaving a mark on the real estate landscape. Justin and Bethany Russell, Clay, Alabama, natives, have embarked on an inspiring journey that transcends mere professional success; it's about building a legacy for their family, community, and those they serve.

A Solid Foundation in Different Fields

High school sweethearts turned life partners, Justin and Bethany began their journey together early, and life took them in different career directions initially. Bethany found herself in the world of medical practice management, starting as a file clerk and working her way up to managing high-producing medical offices. Justin enlisted in the Army National Guard, demonstrating his commitment to service. However, his military career took an unexpected turn, resulting in a medical discharge during training. Undeterred, Justin transitioned into a new career as a pest control technician, where he steadily climbed the ranks and eventually opened his own pest control business.

A Transition into Real Estate

The couple faced significant adversity when they tragically lost both of their parents. This heart-wrenching experience was a turning point, motivating them to reevaluate their path in life.

"It was a big driving factor for us." – Justin

"When our parents passed away, it weighed heavy on us and we really shifted our mindset and focus. Instead of trying to tread water and survive, we realized it's our responsibility to break down these walls and do hard things." – Bethany

To provide a better future for his family, Justin obtained his real estate license in 2018. He started his real estate journey by joining a boutique brokerage and quickly began to scale his business. His vision for the future included Bethany, and he had been inviting her to join him in real estate for years.

“
They approach
each client
relationship
with unwavering
sincerity and
dedication.
”



Bethany's transition into real estate was initially influenced by the COVID-19 pandemic. With the dental practice she managed shutting down, she began helping Justin by reaching out to his database. Her passion for the industry grew, leading her to become a licensed real estate agent, ultimately doubling their business.

"Real estate felt like home, and working together every day with Bethany towards our shared goals has always felt like we were making the right choice for our family and our future." - Justin

Teamwork and Expansion

The Russells became a formidable team in real estate, prompting the formation of their own team to manage their growing client base. Their journey took another exciting turn when they were recruited by 1% Lists, a franchise offering home listing services for only 1% commission. In November 2022, Justin and Bethany, along with two partners, launched their own 1% Lists franchise location in Alabama.

"We have nine agents now and consistently rank in the top 1% of all agents in our MLS. We've expedited our growth curve drastically by offering our value proposition," says Justin.

The Russells are devoted to their 1% model, and while they offer clients significant cost savings, they never compromise on the quality of service they provide. Transparency, honesty, and authenticity define their approach, setting them apart in the industry.

A People-Centric Approach

For the Russells, real estate is more than just business; it's about people. They approach each client relationship with unwavering sincerity and dedication. Their mantra is simple: "It's a business, but it's a people business." Their commitment to individual clients and their needs forms the cornerstone of their success.

Building a Legacy Through Real Estate

Justin and Bethany have created a substantial presence, covering an expansive region from Birmingham to northern Alabama. However, their vision extends beyond geographical boundaries. They aspire to establish five branches across the state, continuing to grow while maintaining a sustainable and supportive environment for their team.

Their greatest joy comes from seeing other real estate agents achieve personal and financial success, a stark contrast to their earlier struggles. "We came out of a situation where we were barely surviving, and now we're able to have success and take care of other people, too. That's where we get our excitement from—seeing different families change their lives substantially through real estate," says Bethany.

Outside of real estate, the Russells are a loving family with four young children, Henry (10), Charlie (7), Callie (6), and Emma (6). They cherish quality family time, and can usually be found on the soccer fields or at the cheer gym. Finding time to step away from the business mindset and enjoying traveling as a family is also a top priority.

Justin and Bethany Russell's real estate journey is, at its core, about creating a lasting legacy. Their dedication to serving their community and their clients embodies the spirit of Alabama, where hospitality, generosity, and determination converge. In their own unique way, they've shown that building a legacy is about more than just bricks and mortar; it's about impacting lives and leaving a mark in their community.



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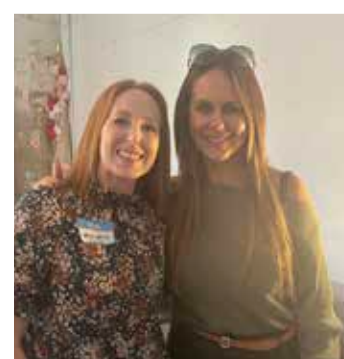
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▶▶ event recap
Photos by Davis Graves

Birmingham Real Producers

SIP, SHOP & SOCIALIZE

Birmingham Real Producers' Sip, Shop & Socialize was a hit last night! We had a sneak peek at So So Spiffy's monthly cult favorite shopping shindig. Thank you to everyone who attended! rolls bakery gave us a beautiful and delicious charcuterie spread. Thank you to David Graves for photographing the event and So So Spiffy Design for hosting!

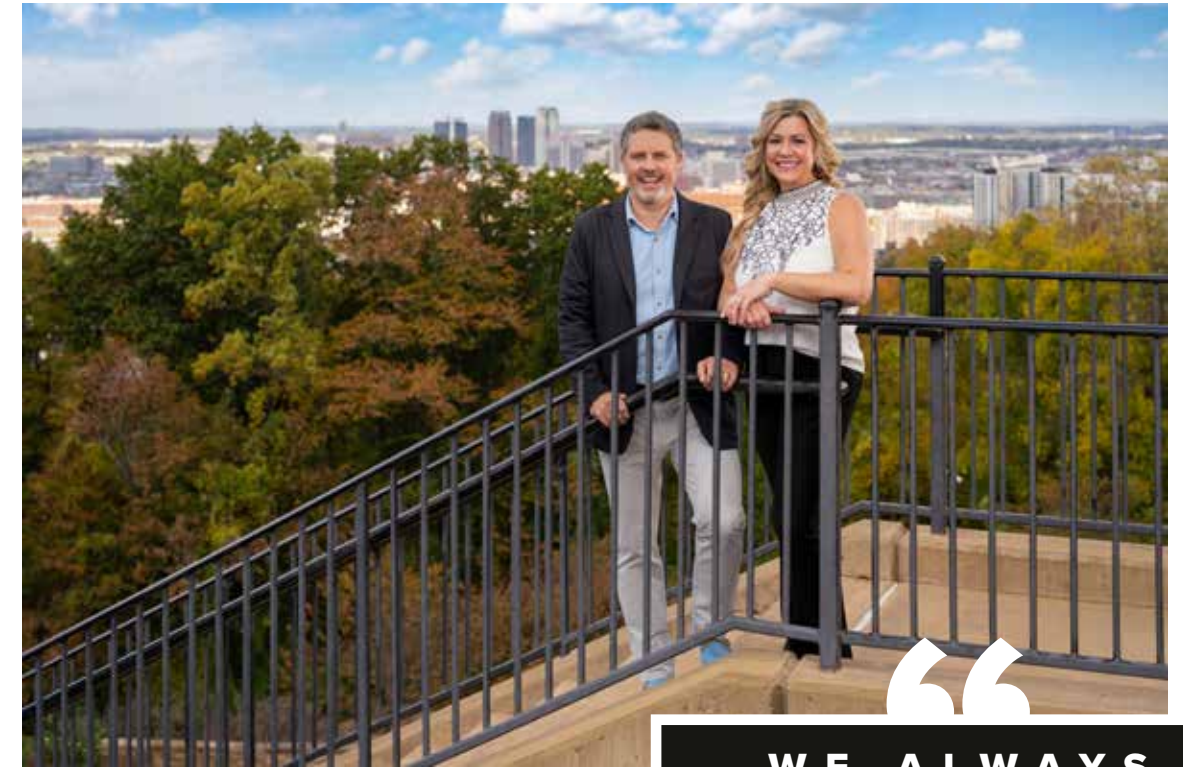


▶▶ agent feature

Written by Elizabeth McCabe
Photos by Brendon Pinola Photography

LINSEY LAWSON AND RYAN BELL

PASSIONATE.
PURPOSEFUL.
PERSISTENT



“ WE ALWAYS

PUT OUR

CLIENTS FIRST. ”

Two REALTORS® are better than one. Partnerships can be the key to success. The partnership of Broker Linsey Lawson and REALTOR® Ryan Bell, who co-own Vulcan Realty, LLC, has proven to be a winning formula. With a shared vision, complementary skills, and a passion for the industry, this dynamic duo is setting new standards for real estate in their community.

Roots and Beginnings

Linsey, a Birmingham native, hails from a family deeply entrenched in the business world. Her father, Danny Hill, has been a prominent figure in the garage door industry for over half a century. His entrepreneurial spirit left an impression on Linsey, motivating her to take the leap into the business world. “Be your own boss and run your own company,” her father would often say, planting the seeds of entrepreneurship in her mind.

Ryan’s journey to real estate is equally fascinating. Originally from Corinth, Mississippi, he made his way to Birmingham in 2010. “My parents run a florist distribution business,” he explains. The business bloomed and blossomed into the success that it is today.

Ryan’s background was grounded in entrepreneurship as well. He came to Birmingham from Destin where he handled the development of condominiums. “When the economy got bad, I came to Birmingham,” explains Ryan. “My wife’s family lives here.” He put down roots in the area and soon emerged on the local real estate scene.

A Shared Path into Real Estate

Each REALTOR® has their own path of how they entered real estate. Linsey and Ryan are no exception.

“I was an executive assistant to the owners of a trucking company,” says Linsey. “My husband and I decided to put our house on the market. We hired a local agent and they wanted me to come work for them as their admin. After being an admin for several months, I absolutely loved the job and decided to get my own license.” She earned her license in 2016 and loves what she does.

Fascinatingly, real estate wasn't on the radar for her. Linsey reflects, "I didn't really know what I wanted to be when I grew up. In college, my dream job was to work for the FBI! Then transitioned to interior design to accept a more realistic career." Sadly, there weren't a lot of people working as interior designers in Birmingham. She decided, "If I can't decorate, I will sell homes." Now she loves the staging side of doing listings. "I'm a big stickler when it comes to staging houses," she says. It all came together for her in real estate.

In Ryan's case, his mother's role as an office manager in a real estate company played a pivotal role in shaping his future. He says, "I always knew that I would do real estate. I got my license in 2004." Growing up around real estate, he didn't know anything different.

"My hometown is close to Memphis," he explains. "There were lots of big houses, and on Sundays, I would watch the listings for the week. Then, my parents would show me the listings." At the age of 7,

he saw his future as a real estate agent. Although he had high hopes of becoming a professional basketball player, he realized that real estate was the next best thing. As Ryan says, "If I can't do the NBA, I want to do real estate."

The Birth of a Business Partnership

As fate would have it, Linsey and Ryan found themselves competing for the same real estate business, often back-to-back with listing appointments. Linsey explains, "Ryan and I live in the same area and a lot of friends overlap." Their friendship grew, and they realized that together, they could offer clients an even stronger team. They decided to merge their talents and became business partners in 2019.

After all, they were fighting for the same business and even worked at the same brokerage before joining forces. Linsey raves, "We got along so well as friends. We sat down, crunched numbers, and we did the same amount of volume every year. We just decided two are stronger than one and decided to merge together."

Operating under the banner of Vulcan Realty, LLC, Linsey and Ryan have divided their roles strategically. Linsey excels in technology and marketing, while Ryan brings a wealth of experience in residential, commercial, and development real estate. Their partnership extends to their eight agents, who receive hands-on guidance and mentorship to ensure top-notch service to clients.

The Business Landscape

Vulcan Realty, LLC has expanded into other areas of real estate through its various subsidiaries, including VPG Capital, which specializes in rentals. They also have a dedicated healthcare leasing and purchases agent who assists physicians in finding office spaces and purchasing their ideal locations.

Linsey and Ryan are committed to delivering the best results for their clients. They're more than just real estate agents; they're advisors who consider their clients' long-term financial well-being.

Balancing Business and Family

Both Linsey and Ryan are family-oriented individuals who value their personal lives just as much as their professional careers. Balancing a real estate business with family life, especially when you have kids, can be challenging. However, their mutual support has made the journey more manageable.

With five children of his own, Ryan appreciates the importance of teamwork in managing the demands of both family and business. Linsey, too, understands the value of work-life balance and remains committed to maintaining a positive mindset.

Why Choose Linsey and Ryan?

When asked why clients should choose them, Linsey and Ryan emphasize their unique teamwork. Clients don't just get one agent; they get two dedicated professionals working in tandem. Vulcan Realty, LLC prides itself on a team of eight agents who collaborate and support each other to deliver exceptional results. Whether it's buying, selling, renting, or developing, Linsey and Ryan have experience across various real estate sectors.

"We always put our clients first," they affirm, ensuring that each client's needs and interests

are the top priority. Their adaptability to market changes and their genuine concern for clients' financial well-being set them apart.

Family and Hobbies

In their personal lives, Linsey and Ryan are grounded in their families. Linsey and her husband, Blake, have been together since high school, and their 12-year-old daughter, Paisley, is the pride and joy of their lives. Ryan and his wife, Hillary, have been married since 2007 and have five children, making for a lively household. There's Finley (16), Emme (14), Malone (7), JP (short for John Palmer), 3, and Goldie (1). Ryan says, "I couldn't make it without the help of Hillary around the home and with our kids."

When they're not busy with real estate, both Linsey and Ryan have hobbies that help them unwind. Ryan shares his love for coaching high school girls' flag football, a surprisingly competitive endeavor. Linsey, on the other hand, stays busy with Paisley's volleyball, cheerleading, competitive volleyball and softball. To relax, she and her family enjoy traveling and setting sail on Disney cruises. They value these moments of relaxation in their hectic lives.

Community Involvement

Community involvement is a core value for Linsey and Ryan. Their office is strategically located on the Parkway in Leeds, where they can witness the area's growth firsthand. Linsey organizes all the community events that Vulcan Realty participates in, while Ryan serves on the planning zoning board for Leeds. They are dedicated to being active members of their community and contributing to its growth.

Final Thoughts

Linsey Lawson and Ryan Bell are not just real estate agents; they are a dynamic duo whose partnership is built on a foundation of shared values, complementary skills, and a shared commitment to putting clients' needs first. Their diverse expertise, family-centered approach, and community involvement make them standout figures in Birmingham's real estate landscape. They have made a difference for countless clients in the area with many more to come.



THEIR DIVERSE EXPERTISE, FAMILY-CENTERED APPROACH, AND COMMUNITY INVOLVEMENT MAKE THEM STANDOUT FIGURES IN BIRMINGHAM'S REAL ESTATE LANDSCAPE.



MARY BELL

Leading the Way in Residential Real Estate, One Relationship at a Time!

▶▶ cover story

Written by Elizabeth McCabe
Photos by Brendon Pinola Photography

Resolute. Resilient. Respected. REALTOR® Mary Bell, owner of “Sold By The Bell” and in partnership with eXp Realty has all of these qualities. Starting from her early days in the heartlands of Iowa to rising in residential real estate, her story is inspirational and heartwarming, proving that life is an adventure for those who embrace the journey.

Early Beginnings

“I grew up in Iowa, and it was hard.” recalls Mary. The youngest of seven siblings, her childhood was a formidable one. “Without getting too graphic and disrespecting my parents’ life choices at the time, my life was not easy. Having to grow up the way we did, however, forced me to find an inner determination that allowed me to get to where I am today. From barely getting by financially, having to find food on my own sometimes, and getting through the school years basically on my own, I learned that you get out of life exactly what you put into it. My greatest values that I still have to this day were formed in those early years, and at the time I didn’t even know I was learning these life skills.” Mary’s family moved to Fayetteville, TN when she was 15 and she is very proud of graduating high school there.

Love and Loss

“Even though I dealt with the things I did from a very young age, and saw so much chaos and instability at home, I can honestly say that I had a very strong bond with my father. I loved him very much and he loved me the best way he could. That’s why it impacted me so profoundly the night he died. Interestingly enough, it was also the night that I introduced him to the man I would later go on to marry, Micah Bell.” That fateful night in March took young Mary’s father’s life as he left the house on his motorcycle and never returned. “Looking back now, I can certainly see the irony that night of losing my first love, my dad, and starting my new chapter with my now husband, Micah. And even though they only met briefly, it has always been a source of great comfort to me that my dad got to meet my husband.”

Building Dreams

Being the determined young girl she was, Mary graduated from high school, and set her sights on what was ahead. “Ya know, back then, it wasn’t so strange to get married right out of high school. So that’s what we did. We shared a lot of similar values and beliefs and we both saw in each other the ability to become our best self with the other by our side. And we were in love, so we married the September after I graduated. Best decision I ever made,” says Mary smiling nostalgically. Knowing that a young love is going to be hard, she and her husband went straight to work. “We knew that if we wanted to achieve great things, we had better get to planning and working, so we did. I went to work for Ford Credit in Columbia, Tennessee and I stayed there for 13 years. But I always had this strong interest in real estate, and I knew that someday I wanted to be a REALTOR®. I loved the idea of forming relationships, and the excitement of seeing someone buy the home of their dreams, I just had to figure out how to make it happen for me. Getting a real estate license wasn’t cheap, and by the time I turned 21 we had our first son, so finances were tight.” But because of Mary and Micah’s planning and saving during their first few years of marriage, Mary got her REALTOR®’s license. “I just had this intense burning ambition to achieve success,” she says. But with no social media at the time, or



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Her integrity, honesty, and dedication shine through in every transaction and relationship.

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the internet to help ease her path, everything was dependent upon her being able to front the cost for the materials she would need to be successful. However, instead of quitting, she drew from that inner determination and hustler attitude and started planning again a way to make it happen.

Road to Real Estate

The young family's hard work and determination paid off big time when, with no outside help, they were able to buy their first home. This was totally due to their hard work, saving diligently and investing wisely. "Buying our first home really ignited that flame in me to keep going. It reaffirmed how special it is to buy a house where you can create wonderful memories with your family, and it was everything I thought it could be." So much so, that Mary and Micah began buying homes and land at auctions and turning them around for profit.

During this time, Micah's job was relocating him to different places, so the family made several moves,

even as far as Anchorage, Alaska. "I loved living in Alaska, and being able to meet people from all over the world!" But it wasn't until their move to Florida that things started taking a turn. "The housing market crashed and where we were living was one of the hardest hit places in all the United States. 70-80% of everything was foreclosed, out of business, or a short sale. I remember only three home builders who survived that tumultuous period, and then I got pregnant with my second boy."

Navigating parenthood, marriage, careers, and just life in general was no easy task. Eventually they got the news they would be moving again, this time to Atlanta, GA. "I was excited because for some reason I always had it in me that the South is where I wanted to end up, particularly Birmingham. As if life wasn't busy enough, we were blessed with our third child, a girl!" she laughs. This set off a series of moves for her husband's job that landed them back in Miami, FL, then to Fort Myers, FL, and finally to their home now: Birmingham, AL. When asked what Mary was doing in addition to all her roles during these moves, she stated "I was getting my plan together because I knew I was going to do big things." Armed with her hustler attitude and determination to succeed, she finally was able to pursue real estate full time. "To say it was scary was an understatement. Of course, I had insecurities and fear of failure thoughts, but I also had this desire to jump in head first and give it my all, and that's exactly what I did." Armed with her knowledge of what she had learned over the years through her various roles, and her studying for her real estate exam, she remembers her very first client and sale. "I had my printed materials, I knew exactly what to do, I just had to get out of my own way and do it. I drove to a neighborhood in Helena, AL where I knew a house was listed 'For Sale By Owner', and I parked right in front of their door. The whole way over there I was praying to God for His guidance and strength. I walked right up to the door and knocked," she said.

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Throughout it all, at the forefront of her mind she kept reminding herself of what she would want if she was the client on the other side.

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"A young mom answered the door and the rest is history. That was my first sale, and the young mom is now one of my best friends."

Having been able to achieve a win, Mary knew she wanted more. She set out to form relationships in any way she could. From doing videos of other people's businesses and just highlighting them, not herself, it allowed her to get her name out there. She created BNI groups to network with other professionals, and she always inserted herself into conversations that she thought she could add value to.

She also never let her first priority of being a mother stop her from getting what she wanted. "I would take the little ones with me in my minivan as I was going to meet clients and show houses. The kids thought it was a cool adventure, and it allowed me to still be present with them while hopefully instilling in them the attitude of working hard. Along the way, I made so many worthwhile connections with people. Connections I would never have been able to make and experiences I would have never been able to have if I let my fears stand in my way or made excuses for why I couldn't do something."

Throughout it all, at the forefront of her mind she kept reminding herself of what she would want if she was the client on the other side. "I'm a very hard client," she jokingly explained. "I want answers immediately, I want people to answer when I call, so I just built my brand on doing the things for my clients that I would want done for myself". By doing this, Mary's career in real estate quickly gained momentum. She was named "Rookie of the Year" during her first year with Keller Williams (KW). Throughout her career, she has won multiple awards, showcasing her exceptional talent and dedication. Her incredible work has resulted in an impressive track record, with \$17 million in sales the previous year and \$25 million in the year before that.

Her successful journey also saw her leading a team known as "Sold by the Bell," showcasing her leadership abilities and her commitment to achieving the best outcomes for her clients. Her career volume boasts 228 houses, ranking her at number 97 from 2017 to the present day. That's all with not knowing a single person in a city she was unfamiliar with.

Starting from scratch and not having any kind of sphere, she grew it one person at a time.

Bridging Gaps and Creating Connections

One of Mary's standout qualities is her ability to build connections and educate others. She believes in passing on her knowledge and empowering others. Her expertise in social media and online marketing has allowed her to teach fellow agents and clients about the power of these platforms. Through her guidance, she demystifies the digital world and offers clarity in an often complex realm.

Mary Bell: A True Real Estate Trailblazer

As a self-described "doer" and not a "talker," Mary's approach to real estate is marked by her actions, not her words. She believes in taking initiative, embracing change, and being at the forefront of her industry. Her passion for real estate is deeply rooted in her personal experiences as a client. Having been on the other side of the transaction so many times, Mary understands the significance of real estate in people's lives. Her integrity, honesty, and dedication shine through in every transaction and relationship.

Family, Fun, and the Future

In addition to her thriving career, Mary is also a loving mother and wife. Celebrating 25 years of marriage in September, she is grateful for her "beautiful family." She has three children, Grayson, Bennett, and Ivy, each with their unique talents and interests. Grayson, her 21-year-old son, is an assistant coach for UA Football, coaching wide receivers, and often appearing on ESPN. Bennett, age 11 and in the 6th grade, and Ivy, age 10 and in the 4th grade, are the joys of her life. To relax and unwind, Mary likes staying active and loves to exercise. "I also love to shop," she laughs. She describes herself as a "big kid at heart." She reasons, "I like to play and have fun, be silly and act goofy."

Mary Bell in Three Words: Honest, Curious, and Bold

Mary Bell describes herself in three words: honest, curious, and bold. Her curiosity has led her to embrace new challenges, her honesty defines her integrity, and her boldness has been the driving force behind her success. Mary believes in the power of teaching and passing on knowledge. She recognizes that real estate can be a daunting world for newcomers, and she aims to demystify it for her clients and fellow agents. With an ever-curious mind, a genuine spirit, and a bold approach, Mary Bell continues to make her mark on the world of real estate.



FAQ

ABOUT THIS MAGAZINE

Real Producers magazine started in Indianapolis in 2015 and is now in over 125 markets across the nation and continues to spread rapidly. *Real Producers* is launching in May 2023!

Q: WHO RECEIVES *Real Producers* MAGAZINES?

A: The top 300 real estate agents serving the Birmingham Metro Area, based on their annual residential sales production for the previous year, as recorded on the MLS. Refer to the map in this publication for the exact territories. If your broker address is within that given territory, and you are in the top 300, you will receive that publication for the year. The list will reset at the end of every year and continue to update annually.

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 Birmingham real estate.

We take the top 300 real estate agents and RP Vetted Businesses in our 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.

It is important to note that *Real Producers* is not a brag book. To be in the top 1-2% in your field takes a lot of grit, passion, hard work, trials, tribulations, and a strong “why” to keep pushing on. *Real Producers* is about sharing and honoring those stories and humanizing you and your peers to create a culture of honor and collaboration that propels us all to the next level.

Q: DOES *Real Producers* HAVE EVENTS?

A: Yes! We'll host them throughout the year and have several different types of events, such as magazine celebration events, partners-only events, social events, mastermind/educational style events, and an annual awards gala. For these events, we invite the top 300 real estate agents and our RP-vetted businesses. Top 300 agents are allowed to invite members of their team, as well. These events are an incredible opportunity to connect with the best of the best in Birmingham real estate. It is amazing to see the power in the connections made at these events. Be on the lookout for your exclusive invites!

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.

You can email your nominations to meredith.jones@realproducersmag.com.

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 in Birmingham in their category, 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. One of many of the top real estate agents has 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 for the best businesses, as well, so we can grow stronger together. When you meet one of them, be sure to thank them for their continued support and for investing in you and your growth.

Q: HOW CAN I RECOMMEND A BUSINESS?

A: If you know and want to recommend a business that works with top real estate agents, please email us to let us know at meredith.jones@realproducersmag.com.



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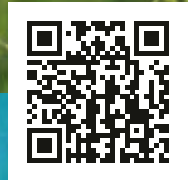
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