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If you are interested in contributing or nominating REALTORS® for certain stories, please email us at [anita.jones@realproducersmag.com](mailto:anita.jones@realproducersmag.com)

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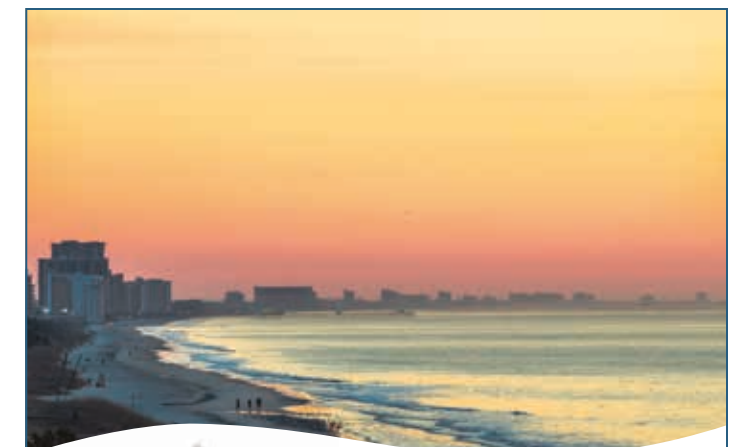
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community  
giveback

Written By Anita Jones  
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# Eileen HENRIKSEN

In 2005, when Eileen's youngest daughter was preparing to graduate from high school and her husband, John, was just three years away from retirement, they found themselves at a crossroads. Reflecting on a statement she made back in 1982, Eileen decided to take a leap of faith and embrace a new adventure. She boldly declared, "We moved to the beach, and I immediately took the real estate sales classes and got my license!"

Eileen's journey into real estate was shaped by a nomadic childhood. Born into a family that constantly relocated due to her father's career in retail, she experienced the whirlwind of moving, packing, selling, and buying homes a staggering 15 times in just 18 years. These experiences left an indelible mark on her, providing her with unique insights into the challenges faced by those in transition.

"I feel that moving multiple times in my youth and adulthood has given me an edge in my career as a REALTOR," Eileen remarks. "I know what this means to my buyers and sellers going through a move. All the packing, selling, moving, unpacking, and establishing everything in a new city. It can be challenging, and they need more than an agent; they need a referral resource and a friend to help them."

Eileen's passion for real estate shines through as she describes her love for



exploring new communities, discovering the offerings of homes and neighborhoods, and guiding clients to their perfect place. For her, it's about more than just transactions; it's about being there for her clients every step of the way, from the initial appointment to closing and beyond.

"Real estate is not a transactional job. It really is one of the most important events that a person experiences in their life," Eileen emphasizes. "Being there for my clients is enjoyable, and I am totally committed to them. Some clients do it more than once, and being called to help them a 2nd, 3rd, and even 8th time is great!"

With a deep belief in the enduring value of homeownership, Eileen recognizes the evolving challenges in the real

estate landscape. Inflation has impacted home costs significantly, pushing the dream of homeownership further from the grasp of many. The rapid increase in interest rates has further complicated matters, making it increasingly difficult for first-time homebuyers to enter the market. Eileen underscores the importance of real estate professionals staying educated and adaptable to help all buyers achieve their homeownership dreams.

When asked about her definition of success, Eileen's response goes beyond financial achievements. She revels in the joy of hearing people say, "I see you everywhere." For her, success is embodied in the

trust and confidence that 97% of her business comes from referrals, from family, friends, neighbors, past clients, and fellow REALTORS®.

Outside of her thriving real estate career, Eileen finds immense joy in her family. She and her husband, John, have been happily married for 44 years and share two children, Beth and Patti, along with their grandchildren Tristan, Aurora, Amelia, and August. Their love for their grandchildren shines through as they embark on exciting adventures, making lasting memories together.

Eileen and John also share a passion for travel, camping, and exploring new places. They are co-owners of RIPTIDE Radio, an internet Beach Music Radio station, which keeps them



cancer. Various events including but not limited to, Galas, Luncheons, Fashion Shows, Benefit Concerts and Golf Tournaments, as well as support from individual donors who provide the much-needed funds to continue this work of love. Marlissa would love for you to visit them on Facebook at *Bold & Beautiful Wigs for Cancer* to see the latest activities and upcoming events.

You can find out more by calling (843) 424-1638 or emailing her at [info@marlissawigstudio.com](mailto:info@marlissawigstudio.com).

Eileen's involvement in charitable endeavors extends to TR's Cancer Fighters, a nonprofit serving the coastal Carolina area, and the North Myrtle Beach Chamber Foundation Turkey Drive.

In her spare time, Eileen enjoys photography, tending to her garden, and spending quality moments with her beloved dogs, Molly and Bailey. Her life is a testament to her dedication to helping others achieve their goals, a quality that can't be found in her online bio but shines brightly from the heart.

As a seasoned professional in the real estate industry, Eileen has valuable advice for up-and-coming top producers: "Always follow up! Don't let an associate or customer think you don't care. You must care about your business, and good follow-up will catapult you to success." Her unwavering commitment to her clients and her genuine desire to see them succeed are at the core of her business philosophy.

In closing, Eileen's message is clear: "Give something of yourself to your community. Whether this is through your local realtor association, your church, civic groups, or a charity, give your time and energy to help where you can. You will find it so rewarding!" Eileen exemplifies the perfect blend of professionalism, compassion, and community spirit that sets her apart as a top producer in the real estate industry. She's a testament to the idea that in real estate, where heart meets home, success is not just about transactions; it's about building lasting relationships and making a positive impact.

both busy and entertained. Their dedication to Beach music led John to develop the station, and together with their partners, they have built a thriving business.

In addition to her family and career, Eileen is deeply committed to making a difference in her community. She actively supports Bold & Beautiful Wigs for Cancer, a nonprofit that provides wigs and support to cancer patients experiencing hair loss due to treatments. Marlisa Small, owner of The Wig Studio in Little River, changes lives as she helps women and children look normal again after putting on one of her beautiful realistic-looking wigs.

Marlissa was diagnosed in 1991 with cancer and is a survivor. She is not defined by this but inspired by the strength and courage she sees in other survivors and those just learning about their illness and those going through treatments.

Their mission at Marlisa's Wig Studio is to provide their clients with a vast selection of the finest quality alternative hair products on the market while nurturing lasting relationships and offering caring, friendly, expert advice with world-class customer service in an inviting caring, and professional atmosphere. Marlissa states proudly, "We are in the business of changing lives every day one strand at a time with unmatched quality and selection."

Throughout the year, Wigs for Cancer, Inc. known as the Bold & Beautiful organization, works to raise funds to help those fighting



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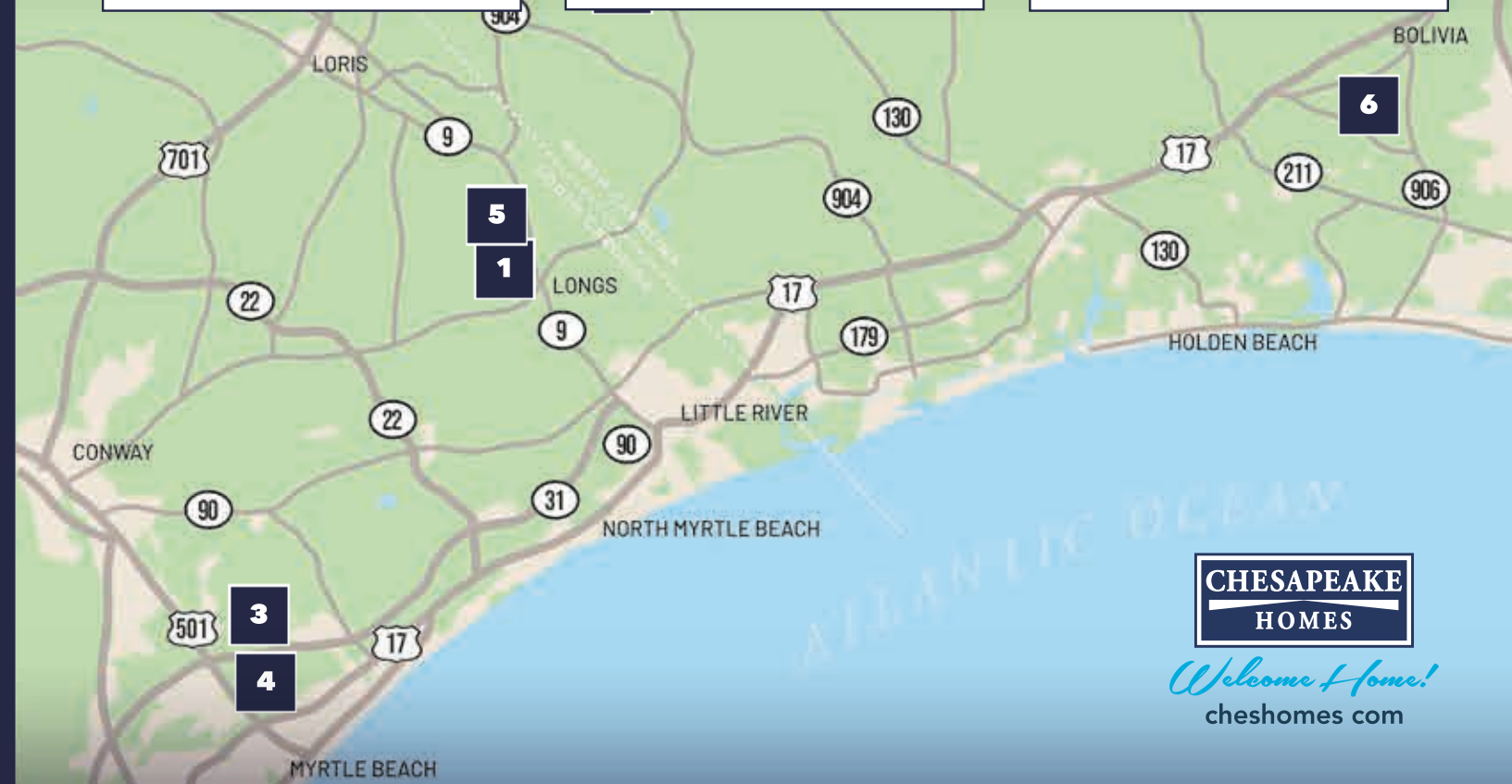
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# PROJECT GOLF

## Enriching Lives Through Golf

Written By  
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There's a special feeling that comes from knowing that you are helping others around you enjoy life and activities more fully....to add more enrichment to their world.

That's the vital role and mission of inclusiveness being carried out by Project Golf.

### INCLUSIVE MISSION

Gary Schaal, Executive Director and PGA of America Past President along with Angel Diaz, Director and PGA Member and Jack Lutz, Public Relations collaboratively direct Project Golf's mission: "To advocate the virtues of golf as an impactful and therapeutic means of helping those in need by alleviating the physical, mental, and

financial barriers and inspiring and enriching the quality of life for Active Duty Military, Reserves, National Guard and Veterans, Underserved Youth, and Newcomers to the game."

Project Golf's headquarters is located at the opposite end of the Barefoot Golf and Resort Range, and serves as the home of the foundation's initiatives while serving to deliver a unique golf learning experience, and possible model for future development across the Grand Strand.

### THE 3 PILLARS

Its service model to the community is based on 3 Pillars of service to Veterans, Underserved Youth, and Newcomers to the game. As the largest



and fastest growing chapter of PGA of America's PGA HOPE (Helping Our Patriots Everywhere) program, they have improved the quality of life for 453 Veterans. The program is FREE to all Veterans. A recent Veteran graduate of the program shared, "I was in a dark place with my mental health. Project Golf gave me a new lease on life. Before golf, I was depressed and plagued by mental health problems that are service-connected. Since the program, I have been playing golf and my mental illness has stabilized."

Their Underserved Youth program has touched and improved the life of 100+ kids that would not typically have access to golf. Most recently they have been working with the Boys and Girls Club of the Grand Strand and will join forces with other youth organizations to expand their reach. This program is also FREE to the Underserved Youth.

The Introduction to Golf program for Newcomers is perfect for beginners or those wanting to freshen their skill set and get back into the game. Diaz says, "We connect people through the game. We cultivate an enduring relationship with golf. We are golfers helping other golfers to receive some of the same rewards that we derive from this great game; camaraderie, health, and competition." Diaz further stresses, "Project Golf's positive life-changing results would not be possible without the support of our 15 PGA Professional Instructors certified in Adaptive Golf Instruction and our team of Veteran Ambassador volunteers that are graduates of the PGA HOPE program."

### THE VISION

The vision for the charity is "To be recognized as the premier provider of life enriching golf instruction on the Grand Strand from multiple locations that inspires, empowers, and enriches the quality

of life for Disabled Veterans, Underserved Youth, and Newcomers to the game.

The nonprofit is completely dependent on donors and partnerships to be successful at providing the necessary resources for our Veterans and Underserved Youth. Gary Schaal would like people to know that golf as a means of therapy and enrichment is vital for one's personal growth. Many struggle with service-related challenges, or other major life changes that can be lessened through the therapeutic remedy that golf can bring.

The Project Golf Team thanks Real Producers for their support and partnership. We look forward to the opportunity of sharing our story with the realtor organizations on the Grand Strand and partnering to enrich the quality of life for those in need through golf.

Congratulations to Project Golf for helping improve the quality of life for our Veterans, Underserved Youth, and Newcomers to the game. To learn more about and support Project Golf, please contact Jack Lutz, [jacklutz2@gmail.com](mailto:jacklutz2@gmail.com), (610)608-5152 or go to [projectgolf.org](http://projectgolf.org).

▶▶ pre-holiday celebration & end of year event

# FRANK'S OUTBACK WAS A FABULOUS VENUE!

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# LEONOR MIRANDA

## ▶▶ rising star

Written By Anita Jones  
Photography By Donald Hovis -  
Tides Eye Photography

### THE POWER OF DETERMINATION

**Leonor Miranda, a rising star in the real estate world, with just over one year of experience, reflects on her remarkable journey with a smile as she begins to recount the past year of her life. She says, “As the calendar flipped to August 2022, I reflected on a pivotal moment in my life a little over a year ago.”**

Back in February 2022, Leonor embarked on a journey that would lead her to where she is today. “I decided to prepare for the real estate exam,” she continues. “I am loving that all of that hard work paid off. I aced the test, opening the doors to my dream brokerage.” Leonor’s journey is a testament to the power of determination and a strong work ethic.

However, she’s the first to admit that she didn’t do it all on her own. “I had an incredible friend named Birgit who played a pivotal role in my journey,” Leonor acknowledges. “She happened to be acquainted with Jamie Broadhurst, and thanks to her introduction, I landed an interview with the brokerage.” The power of connections and seizing opportunities shines through in Leonor’s story.

Before her real estate career took off, Leonor’s life was a mosaic of diverse experiences. She had an

insatiable passion for traveling, which led her to explore various corners of the world for a remarkable 13 years. “I even earned a bachelor’s degree in biology and, at one point, considered becoming a dentist,” she recalls. But the entrepreneurial spirit within her could not be contained.

Leonor is grateful for the wonderful people in her life, her mother Leonor and sister Grace who live in Fort Lauderdale, FL. Her mother’s love for cooking brings them together, and they cherish each moment spent reliving their childhood memories and dancing. Although her father Alberto passed away last October, his legacy taught her to value every day and find joy in everything she does.

She enjoyed living in Vieques, Puerto Rico, for a few years before moving to MB. During that time, she volunteered for an animal rescue organization called “My Big Fat Caribbean Rescue.” Her role involved educating the people on adequately caring for their pets and providing them with essential items like food and tick & flea education.

Leonor and a former partner co-ran a charter company on Martha’s Vineyard. “I found myself immersed in various aspects of the business, from marketing to scheduling, finances, and bookings,” she says. “This experience was a revelation for me. I realized I had a natural knack for business ownership, especially in ensuring our clients had unforgettable experiences and left the island with wonderful memories.” Her passion for creating memorable experiences for clients was the



Leonor with Dad

seed that would grow into her career in real estate.

Leonor’s focus at the charter company was always on creating memorable experiences. “I curated boat tours that catered to our client’s unique needs, offering them authentic local experiences only insiders knew about,” she explains. “I became skilled at not just ‘selling’ charters but ‘selling’ memories.” This experience led her to discover her true passion – helping people find their dream homes.

So, why did she become a realtor? In her own words, “When I decided to start fresh and relocated to Myrtle Beach, I knew I needed to discover my true self. I was on a journey of personal development, seeking to understand who I am and identify my genuine passion.” Real estate seemed like the logical next step in this journey.

Leonor’s approach to her work is driven by her desire to help others and provide an exceptional experience. “I believe in connecting with exceptional leaders and learning from them,” she shares. “As I get to know my clients and their unique stories,



Leonor with Mom and Sister



In Australia with Sloth



Leonor's passion for simplifying complex information and educating her clients sets her apart. "My knowledge of Myrtle Beach is an asset to my business," she affirms, "and I am thoroughly enjoying the process of falling even deeper in love with this beautiful place I am fortunate enough to call home."

She takes immense pride in empowering first-time homebuyers. "My objective is to change their mindset from "I can't" to "I can!" Watching my clients purchase their first home and leave the rental market brings me immense satisfaction," Leonor says. "The Real Estate industry is ever-changing, and each client provides a unique learning opportunity."

In her own words, "To me, success is all about the satisfaction of knowing that I have made a positive difference in someone's life." Her optimism, determination, and commitment to making a difference are qualities that inspire us all to chase our dreams.

Her favorite quote is, "Faith sees the invisible, believes the unbelievable and receives the impossible."

I am confident in my ability to help them conquer their fears and alleviate their worries."

Through her journey in the real estate industry, Leonor has overcome her fears and evolved into a confident professional. Her focus is entirely on her clients, prioritizing their needs and experiences above all else. "Continuously

striving to enhance their service, I challenge myself by asking how I can better serve them," she says. "I've embraced discomfort as a sign of growth and vulnerability as a strength." She believes in never giving up and always being open to change. She prides herself on always having an optimistic attitude and a determination to find the best solution.



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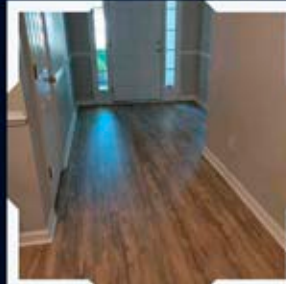
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# Alisha Brown

cover story

Written By Anita Jones  
Photography By  
Donald Hovis - Tides  
Eye Photography

**Alisha Brown, a seasoned realtor and broker, has made quite a mark on the Grand Strand real estate arena with her exceptional talents and inspiring journey. With a real estate career spanning six years, Alisha's story is a testament to the power of embracing change and nurturing personal growth.**

Alisha was born and raised in Columbus, Ohio and made her move to the Myrtle Beach area over 12



years ago. Growing up in Ohio Alisha worked for Kroger corporate where she worked in human resources responsible for hiring and training employees. Alisha planned to climb the corporate ladder but when she moved to Myrtle Beach she soon realized corporate jobs were not so prominent in this area.

Alisha and her husband vacationed in Myrtle Beach and on one vacation decided to make the move on a whim and completely start their lives over. Alisha's job with Kroger did not exist in Myrtle Beach but she had a degree in Business from The Ohio State University so she felt confident she could start over here.

But after arriving in the area in the off-season, she smiles and says, "I learned it would be harder than I thought. I quickly pivoted to find work where I could. I began working for Wells Fargo and the well-known restaurant Dead Dog Saloon in Murrells Inlet. One day while working a broker from a real estate firm approached me about getting my real estate license and coming to work for him. I got licensed that winter and went all in on real estate and never looked back!"

Alisha joined a team where she quickly learned the ins and outs of the business from her peers and

began building those relationships. "After 3 years I felt it was time to form my team which is known today as The Carolina Key Group. My team has closed over 74 million dollars in Real Estate in both North Carolina and South Carolina! This team was small in the beginning with just three agents and me. Today, in Q4 2023, our team is eight agents strong and growing," she proudly reports. The team is constructed mainly with newer agents (3 years or less) who are also learning the business. Training, nurturing and growing others is truly where Alisha's passions lie so she enjoys taking on newer agents who need the extra push to get going. Nothing excites her more than when her agents start realizing for themselves that they are going to be successful in this tough business.

Alisha's journey into Real Estate was shaped by her drive to create a positive impact and embrace entrepreneurship. She is so grateful she made the leap to come to Myrtle Beach because she found her true passion in Real Estate.

#### **NURTURING GROWTH AND SUCCESS:**

Reflecting on her past, Alisha's path was paved with challenges she needed to overcome. "There are so many rewarding parts of my business. I loved helping people make one of the biggest investments in their lives by buying a home. I also really enjoy





growing a team of dynamic people who all share the same vision. Witnessing their development and successes fuels my passion for fostering a supportive and thriving team environment.”

#### A LEGACY OF INTEGRITY AND CARE

For Alisha, success is more than just achievements; it’s about realizing goals and aspirations while maintaining integrity. “Success is the realization of one’s goals and aspirations, marked by achievements that bring a sense of fulfillment and accomplishment” she articulates.

Outside of her thriving real estate career, Alisha’s love for family, sports, and giving back shines brightly. With a husband and two chocolate labs, she enjoys beach outings, tennis, golf and watching scary movies. This year she was thrilled to get her first “hole in one” at the local Wizard golf course. She and her family proudly support Backpack Buddies, an organization dedicated to making a positive impact in their community.

Alisha’s journey holds valuable lessons for those aspiring to reach the pinnacle of success. “My biggest piece of advice that I preach to all my team members is ‘*stay in your own lane*’, she advises. She emphasizes the importance of focusing on personal goals and growth rather than falling into the trap of comparing oneself to others.

#### A VISION FOR THE FUTURE

In closing, Alisha’s vision for her legacy is crystal clear. “I want to be remembered as a leader who exemplified unwavering integrity, while also being celebrated for my genuine care and commitment to the growth and well-being of my team members.”

Alisha Brown’s story is a testament to the power of resilience, passion, and genuine empathy in the world of real estate. As she continues to make her mark, Alisha’s commitment to growth, support, and excellence shines brightly, defining her as a true leader in the industry.



Alisha concludes with two quotes that she loves to live by: “Real estate agents don’t retire, they die” I love this quote because it scares me and makes me think hard about my retirement and helps me remain focused on my goals. “If you don’t have big dreams and goals, you’ll end up working for someone who does” I worked for a corporation and I feel very fortunate to be able to work for myself.”

In a world driven by dreams, goals, and unwavering dedication, Alisha Brown loves her life now and knows the future has never been brighter.

**“ I WANT TO BE REMEMBERED AS A LEADER WHO EXEMPLIFIED UNWAVERING INTEGRITY, WHILE ALSO BEING CELEBRATED FOR MY GENUINE CARE AND COMMITMENT TO THE GROWTH AND WELL-BEING OF MY TEAM MEMBERS. ”**



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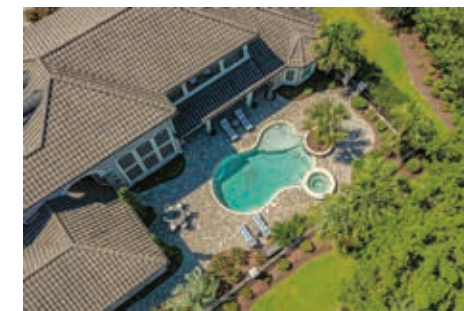


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