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## ►► publisher's note

By Robert Smith, Area Director/Publisher

# DECEMBER

## MERRY CHRISTMAS

Dear *Upstate Real Producers*,

As we embrace the festive spirit of December, it brings me great joy to extend warm wishes to each and every one of you. The holiday season is upon us, and with it comes a time of reflection, gratitude, and celebration. In this special edition of *Upstate Real Producers Magazine*, we've gone above and beyond to capture the essence of this wonderful season and spotlight the outstanding REALTOR'S® who have made 2023 an exceptional year.

### Cover Feature Realtor: Lisa Vogel

Our cover feature showcases a realtor who embodies the true spirit of excellence in the real estate industry. Their story is one of dedication, innovation, and a relentless commitment to helping clients find their dream homes. Join us as we delve into their journey and celebrate their remarkable achievements.

### Agent Spotlight: Analeisa Latham

In every industry, there are spotlight agents who shine brightly, and the real estate sector is no exception. We introduce you to a promising realtor who has been making waves and is destined for greatness. Their journey, passion, and determination will inspire both newcomers and seasoned professionals alike.

### Top Producer: Karen Binnarr

We tip our hats to the individuals who consistently excel in their

craft. Our Top Producer has not only achieved impressive sales figures but has also maintained the highest standards of integrity and customer service. Discover the secrets behind their success and gain insights into what it takes to reach the pinnacle of real estate.

### Celebrating Leaders: Ronnetta Griffin

Leadership is a cornerstone of our industry, and this issue pays tribute to the visionary leaders who have guided and shaped our community. Learn from their experiences, leadership philosophies, and how they've contributed to the growth and development of the real estate landscape.

### Tips of the Trade:

In the spirit of sharing, we bring you invaluable tips and advice from industry experts. Whether you're a realtor looking to enhance your skills or a homeowner navigating the market, these insights will prove invaluable in your real estate journey.

### Preferred Partner Spotlight:

Behind every successful real estate transaction, there are trusted partners who provide essential services and support. We shine a spotlight on our preferred partners who have consistently delivered excellence, ensuring a seamless experience for both REALTOR'S® and clients.

As we approach the end of this remarkable year, I want to express

my deepest gratitude to all of you—our readers, advertisers, contributors, and the entire real estate community—for your unwavering support and dedication. Together, we've navigated challenges, celebrated triumphs, and continued to make dreams come true.

On behalf of our entire team, I wish you a Merry Christmas filled with love, laughter, and cherished moments. May the warmth of the season fill your homes and hearts, and may the coming year bring you even greater success and prosperity.

Thank you for allowing us to be part of your real estate journey. Here's to a joyful holiday season and a prosperous 2024!

Warm regards,



**Robert Smith**  
Publisher,  
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# Analeisa Latham

KELLER WILLIAMS UPSTATE LEGACY

## BALANCE IS KEY

Analeisa Latham is one of the hardest-working agents in the Upstate. She is motivated to do her best

in all her endeavors, whether in her personal life or professional pursuits. With a career volume of \$70 million and nine years of exceptional experience, it's her time to have her name in the real estate spotlight.

### LET THE CHIPS FALL

Analeisa found a position in marketing at a local real estate firm after graduating from Bob Jones University. While working, she learned a lot about the industry and even briefly considered becoming a REALTOR® herself. As she pushed the thought aside, she later moved to another company, where she became incredibly bored. One day, she saw a job ad for a local real estate brokerage and applied, hoping they could use someone with her credentials in their marketing department. After a series of interviews, Analaisa was unexpectedly offered a role in sales.

A job as a sales agent was the last thing she expected, but Analaisa accepted the position with the encouragement of her management team. She earned her license in 2014 and launched her career as a REALTOR® with a local Upstate real estate team. Having no sales experience proved challenging for her, but she soon realized she was made for real estate.

Analeisa states, "I stumbled quite a bit initially until I found my rhythm. My husband becoming a full-time student gave me the extra push I needed to figure out the business even faster. Looking back, even though it seemed chaotic and impossible at times, I'm glad things happened the way they did."

Though she enjoyed working as a full-time agent, Analaisa had to adjust her schedule when she and her husband discovered they were expecting. So, she continued with the company as an administrator. Though she loved everything about motherhood, she couldn't help but miss the sales hustle. In the meantime, she also became a MAPS coach for the Keller Williams Agent Coaching Program. In 2019, with an offer from a brokerage she couldn't refuse, she moved to Cindy Fox Miller & Associates. She correspondingly became a certified coach through the International Coaching Federation.

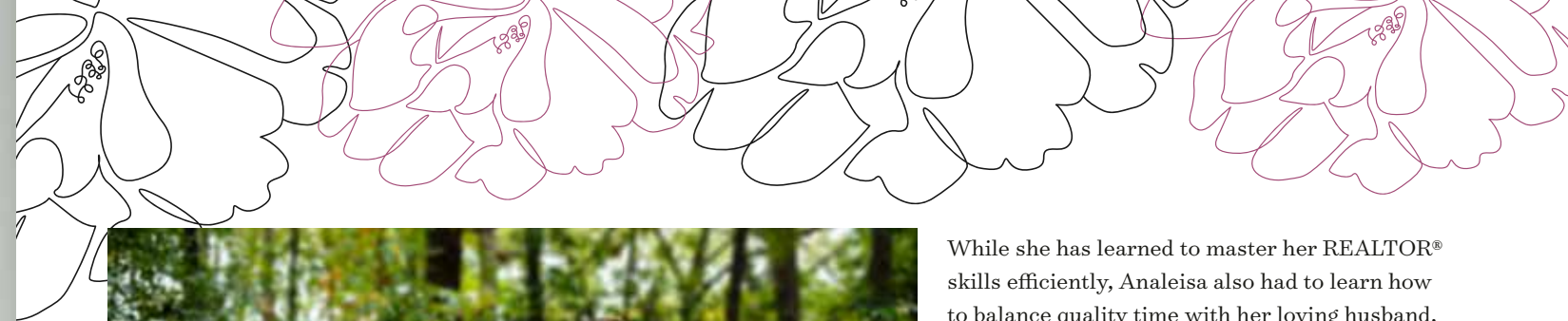
### I LOVE WHAT I DO

Analeisa is passionate about making her clients feel welcomed and valued throughout their real estate journey. From the working Mom who needs flexibility and understanding when trying to sell her home to the low and high price point clients, she does her best to treat her customers from all walks of life with dignity and respect.





“Analeisa believes in putting forth her best effort in all her endeavors and creating a life and business that reflects her success and a genuine love for what she was born to do.”



While she has learned to master her REALTOR® skills efficiently, Analeisa also had to learn how to balance quality time with her loving husband, Steven, and their two beautiful children, Elliott and Caroline.

Analeisa states, “I love how my children are growing up watching me work at something I truly love. And as soon as I come home, I cherish every second I have with them. They know I am working hard to help provide a future they can dream of and one day have.”

If Analeisa is not at the office, she is dedicating her time to helping serve those in her community. She has assisted in developing a women’s leadership program that serves local and international clients. Not only does she desire to help her clients reach their goals, but she also wishes to support women like her who are trying to achieve their dreams in many areas of their lives. When she is not doing her best to help others succeed, she has many fun-filled adventures with her three favorite people.

Analeisa states, “I love taking neighborhood walks with the kids while they drive their electric toy cars or ride their bikes. We also love visiting our family cabin near Table Rock, which nestles on 60+ acres. My husband and I love to do all kinds of activities together. He and I, along with another couple, co-lead a small group at our church, and they truly have become our dearest friends. Just this past winter, we built raised garden beds for our home, and in the spring, we purchased our first rental property. Any time spent with my family is amazing for me.”

Analeisa believes in putting forth her best effort in all her endeavors and creating a life and business that reflects her success and a genuine love for what she was born to do. Because of her expertise on how to make this business work for her, she hopes to coach other agents to do the same.

Analeisa concludes, “I encourage my fellow REALTORS® to remember that it is essential to maintain a healthy work and family life. This industry can be highly demanding; however, know your priorities and do your best not to lose sight of them.”





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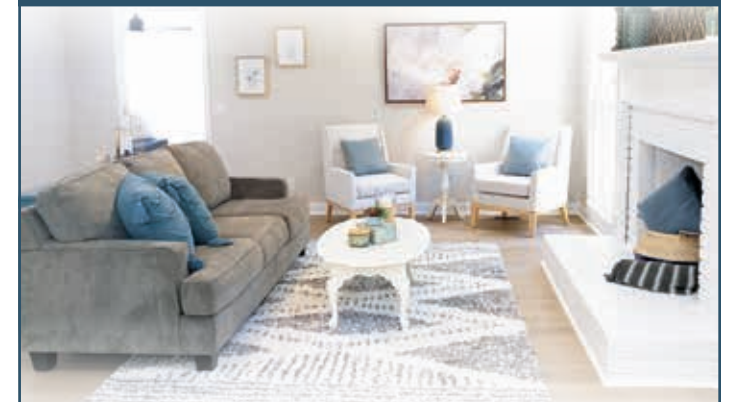
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## Joan Herlong & Associates, Sotheby's International Realty

### A Legacy of Caring, Expertise, and Kindness in Real Estate

In a world of hustle and bustle, kindness and compassion can go a long way, especially with one of the most stressful times of life – moving. That's where REALTOR® Lisa Vogel with Joan Herlong & Associates at Sotheby's International Realty shines.

"I care about my clients more than I care about 'the deal,'" she comments. "It all boils down to helping and caring," she explains. Whether an elderly couple is moving to be closer to medical facilities, or a family looking to purchase a lake home, every transaction needs to be treated with the care and compassion that it deserves. Lisa excels in this aspect of her career with her clients turning into lifelong friends.

### Road to Real Estate

"I've always had an interest in real estate and home building," comments Lisa. "It's something that everyone can use once you have the knowledge when purchasing your own home or helping others."

She got her license in 2000, starting her career that has spanned over two decades in three different states (Kentucky, North Carolina, and South Carolina). She shares, "After getting my license in Kentucky, we were relocated to Asheville, North Carolina where I worked as a REALTOR® for Coldwell Banker Kasey and years later, Broker In Charge for Keller Williams."

An independent agent, Lisa prefers working solo. "I'm not a fan of real estate teams," she admits. She loves where she is at Joan Herlong & Associates, especially with Joan's superior knowledge of real estate. "No one knows more than she does," she says. "She always has the right advice on how to handle delicate issues." Joan's tenacity and dedication to all of her agents is remarkable.

### Defining Success

When it comes to being a successful real estate agent, it's not about numbers to Lisa. Although she has a career volume topping \$150 million and \$23 million in sales last year, it's about people to this dedicated and driven real estate agent.

"Success for me means that I am privileged to have made a difference with so many clients, whether it was selling them a house or listing theirs so that they could move on to their next chapter. Money and commissions are not what drives me... it's the chase of the next deal and helping those who need my insight and experience," she says.



Success for me means that I am privileged to have made a difference with so many clients.

"It's easy for me to be an advocate for my clients' interests; it comes naturally," explains Lisa. "But colleagues have said I'm guilty of 'being too nice' when it comes to asserting my rights in a less than ideal work environment." Fortunately, she found the right fit at her current brokerage, but that process wasn't easy.

"I've 'kissed a lot of frogs' when it comes to working for various real estate brokerages, so I had no question that I had found the best fit for the best agents in the Upstate. Our mantra is 'Do the Right Thing, Even When No One is Looking.' It's a cooperative, supportive environment, all too rare in a real estate brokerage," she comments. Having the right brokerage has helped Lisa become the success she is today.

### Loving Life at Lake Keowee

When not working, Lisa feels fortunate to live in the Reserve at Lake Keowee (RLK), and she loves it. Specializing in helping her neighbors here often doesn't feel like work. She says, "I look forward to helping my neighbors with buying and selling." Her detail-oriented approach, coupled with her consistent follow up and communication with the next steps, resonates with her clients and those entrusted to her care.

To relax and unwind, Lisa enjoys golf and working out. Cardio and strength training is a great stress reliever. You can also find her in the infrared sauna and playing pickleball. She also has a heart for the community and enjoys supporting the Community Foundation in the Reserve.

### cover story

Written By: Elizabeth McCabe  
Photos By: Carolina House Shots



Success for me means that I am privileged to have made a difference with so many clients, whether it was selling them a house or listing theirs so that they could move on to their next chapter. Money and commissions are not what drives me...it's the chase of the next deal and helping those who need my insight and experience.



#### Savoring Time with Family

Lisa treasures time with her family. She is married to her husband Bob and they are blessed with two children, Brooke and Tyler. Brooke is married to Cory and they reside in Rock Hill, South Carolina. This happy couple has a 2-year-old son named Jack. "He brings us so much joy," smiles Lisa. They are expecting their second son this fall. As for Tyler, he recently got engaged to his fiancée Virginia and they live in Charlotte.

#### Thriving Through Life's Storms

Throughout her life, Lisa has encountered various challenges and adversities, one of which was cancer. "I'm a cancer survivor," she boldly says. "It was years ago, and I am not just surviving but thriving and can empathize with the struggle that cancer patients, and their families deal with at every phase of that journey." That struggle has made her into the strong, confident, and courageous woman that she is today, navigating life's journey with grace.

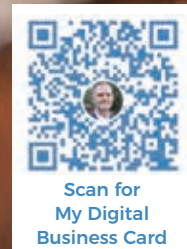
#### Words of Wisdom

With her years of experience and expertise in real estate, Lisa has some words of wisdom. She concludes, "Be humble. Life is all about timing and hard work. Sometimes you can get lucky by being in the right place at the right time. It isn't about what I have accomplished; it's more about what have I done to help others?"

Lisa is a shining light of compassion, expertise, and integrity—a guiding light for both her clients and her peers. Her journey illustrates the transformative power of putting clients first, caring deeply, and embracing the essence of what it means to truly excel in the field of real estate.

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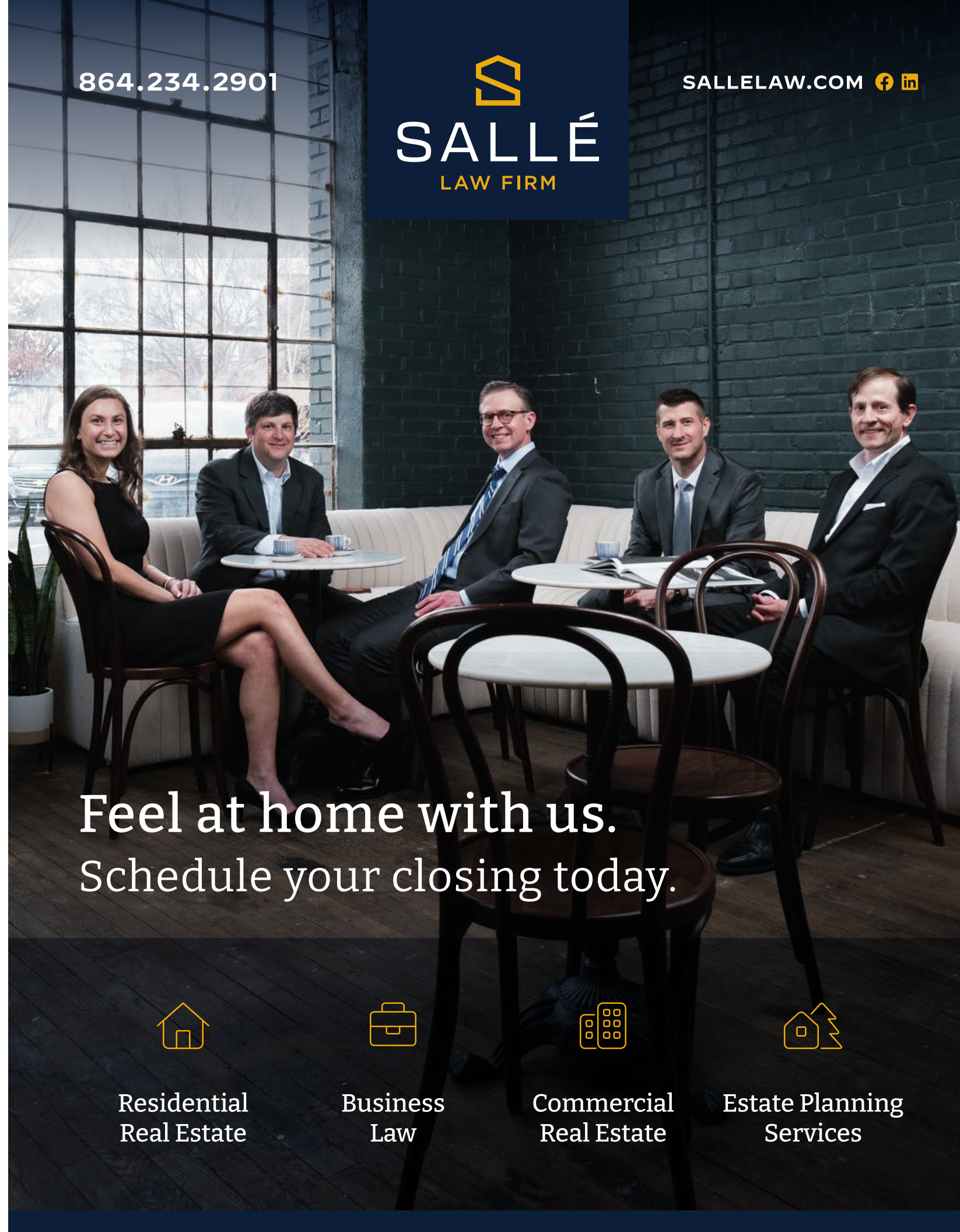


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Written By: Amy Porter  
Photos By: Carolina House Shots

# Karen BINNARR

BERKSHIRE HATHAWAY, C DAN JOYNER

## EMPOWERING CLIENTS AND BUILDING RELATIONSHIPS KAREN BINNARR, A REALTOR WITH A HEART



### Introduction

In the dynamic world of real estate, one name that stands out for her passion, commitment, and dedication is Karen Binnarr. She's not just a real estate agent; she's a passionate advocate for her clients, a protector of their interests, and a powerhouse of knowledge.

### A Journey of Transformation

Karen's journey into real estate was born out of a deep personal experience. Armed with a Master's degree in Teaching, she had a successful career as a teacher until the unexpected birth of her third daughter, Aubrey, changed the course of her life. Aubrey's health condition required round-the-clock care, making it impossible for Karen to return to a full-time teaching position. A few years later, Karen decided to transition into real estate, aiming to help a couple of families each year while creating an income source for her family.

### A Stellar Career at Berkshire Hathaway

Since earning her real estate license in 2017, Karen has been an invaluable member of Berkshire Hathaway, C. Dan Joyner Realtors in Anderson, South Carolina. She cherishes the supportive

and familial atmosphere of her office, led by a dedicated broker, Rusty Garrett. Her initial years were spent on a team before becoming an independent agent when her business began to grow rapidly. In 2023, she founded her own team, working alongside her colleagues Laura Brammer, Kristy Yates, and Renee Watts.

### A Proven Track Record

Karen's career volume as a realtor stands at an impressive \$42,167,986. In the last year, she achieved a remarkable volume of 53 transactions. Her success can be attributed to her unwavering dedication to her clients and her innate ability to build strong relationships.

### Mentorship and Giving Back

At Berkshire Hathaway - Anderson, Karen has had the privilege to work with seasoned agents who have inspired her with their integrity, class, and professionalism. She also attributes much of her growth to her broker, Rusty Garrett, who selflessly supports his agents and serves as a mentor. Under his guidance, Karen has learned the importance of community involvement and giving back. She gives back a portion of every closing to Make-A-Wish SC. And, she is committed to supporting Veteran PTSD awareness through Brother's Keeper Veteran Foundation and Savethe22.





#### Challenges and Triumphs

Karen's life as a realtor is unique because she is not just a full-time real estate professional but a full-time caregiver as well. Her daughter's health condition demands her constant attention, and she has had to overcome the challenges of balancing her personal life with her career. Despite these obstacles, Karen never lets her clients down, working tirelessly during the limited hours when she has nursing support.

their real estate goals, whether it's escaping generational poverty, buying their first home, downsizing, investing, or relocating to the Upstate of South Carolina. Her commitment to her clients goes beyond real estate; she also supports local businesses through her "LoLo" campaign, giving back to her community.

#### Passion for Growth

Karen's current passion in her business is nurturing the agents on her team to become confident and empowered real estate professionals. She is focused on equipping them with the knowledge and resources to succeed in all aspects of the real estate market. Her goal is not just her own success, but the success of every member of her team.

#### A Bright Future in Real Estate

Looking ahead, Karen envisions real estate as an integral part of her life. She plans to continue serving her clients and empowering her team to achieve success in a diverse range of transactions. Her mission is to make her clients' dreams come true and continue to grow her business, all while giving back to her community and supporting important causes.

#### The Most Rewarding Aspect

For Karen, the most rewarding part of her business is the relationships she builds with her clients. She takes immense joy in helping people achieve

#### Legacy of Service

If there's one thing Karen wants to be remembered for, it's her passion for

serving others without any selfish intent. She defines success not by the number of transactions, but by the level of care and protection she offers her clients.

#### In Conclusion

Karen Binnarr's journey from teacher to real estate agent is a testament to her unwavering dedication to her family and her clients. Her passion, integrity, and commitment to giving back make her a standout professional in the real estate industry. Karen's approach to real estate goes beyond buying and selling; it's about building relationships, fostering growth, and serving her community.

“ Her mission is to make her clients' dreams come true and continue to grow her business, all while giving back to her community and supporting important causes. ”





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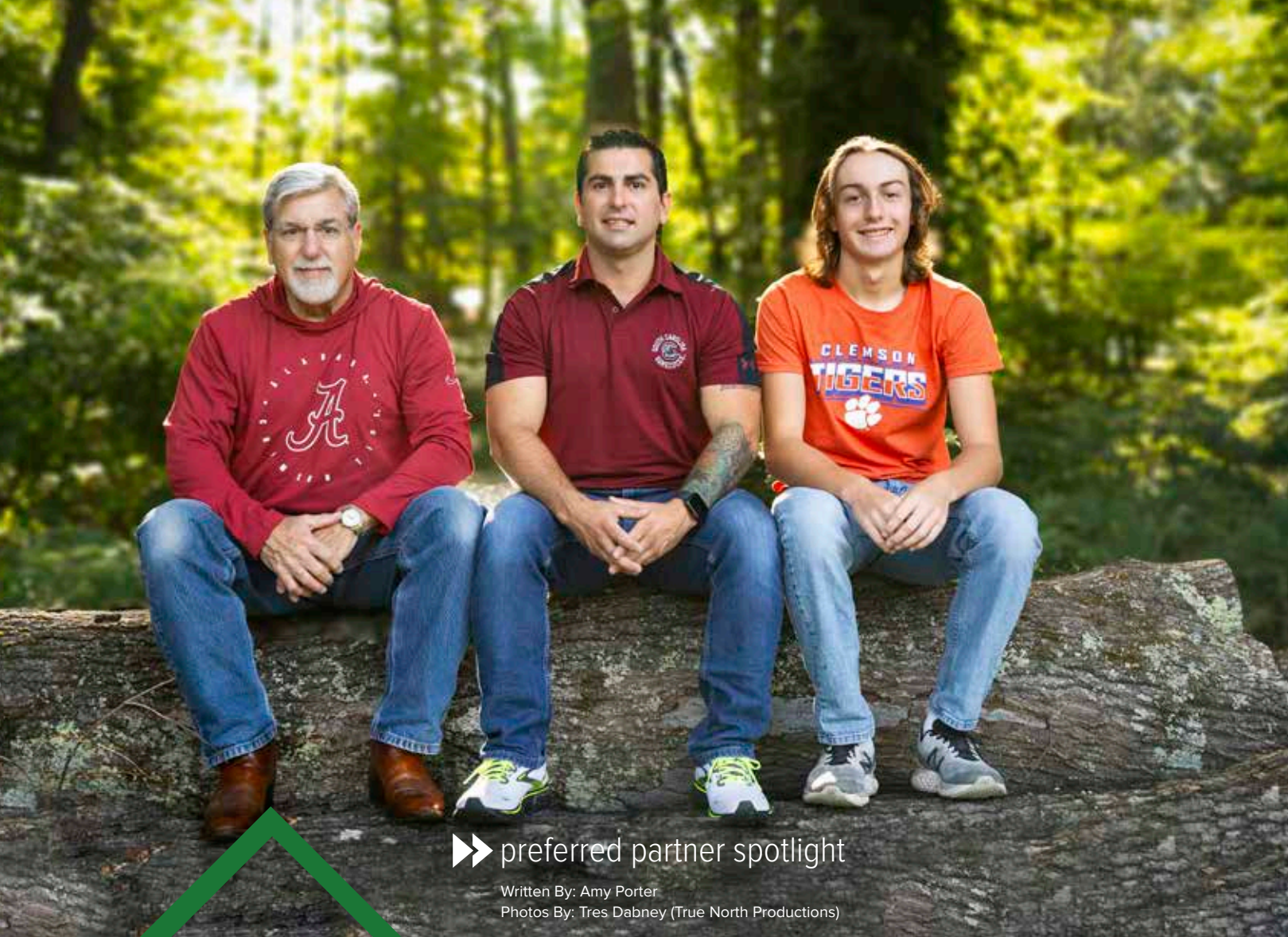
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Written By: Amy Porter  
Photos By: Tres Dabney (True North Productions)

# Nick Jarrett

Greenville Restoration Services & Greenville Radon Specialist

## Your Reliable Restoration & Radon Solution

### Introduction:

In the heart of Simpsonville, South Carolina, there's a team on a mission. Meet Nicholas and Robert Jarrett and the dedicated professionals of Greenville Restoration Services & Greenville Radon Specialist, collectively known as Team GRS. With a vision to be the most Reliable Restoration & Radon Company

in their service area, Team GRS is changing the game in property restoration and environmental hazard mitigation.

### A Legacy of Service:

Nicholas Jarrett and his family have a rich history in the industry, with three generations dedicated to their community's well-being. From Robert Jarrett to Hayden Jarrett, the Jarrett family's commitment to excellence shines through in their work.

### A Trusted Name:

Greenville Restoration Services is a property damage restoration and cleaning division that specializes in Water, Fire, Mold, and Radon Restoration Services. Equipped with top-of-the-line equipment and extensive training, they are leaders in providing solutions that restore both property and people's lives, helping individuals in their community rebuild after disasters or environmental hazards.



### Leading the Way in Radon Mitigation:

Greenville Radon Specialist, with over 11 years of experience in radon testing and mitigation, is a trusted name in the upstate, SC, and beyond. Their team of industry experts is dedicated to ensuring homes are safe from this silent but potentially dangerous threat.

### Building Relationships Through Property Restoration:

The vision within their vision is clear - Team GRS is all about "Building Relationships through Property Restoration with Generational Leadership." They don't just fix homes; they nurture trust and community bonds.

### Challenging the Status Quo:

What sets Team GRS apart is their commitment to challenging and changing the status quo. They go above and beyond accepted industry standards to deliver services that exceed expectations.

### Community Gratitude:

Real estate agents, insurance agents, and property owners all rely on Team GRS during times of need. This grateful community trusts Nicholas Jarrett and his team to help them through challenging times.

### Expansion and Growth:

Since their start in March 2018, Team GRS has grown significantly. With 11 dedicated staff members, they're expanding their reach into North Carolina and Georgia, pursuing their vision with unwavering determination.



“  
**THEY GO ABOVE AND  
 BEYOND ACCEPTED  
 INDUSTRY STANDARDS  
 TO DELIVER  
 SERVICES THAT EXCEED  
 EXPECTATIONS.**”

**Conclusion:**

Greenville Restoration Services & Greenville Radon Specialist, led by Nicholas Jarrett and his team. They are supported by a legacy of family dedication, and are more than just a restoration and radon solution. They are a beacon of hope for those facing property damage or environmental hazards, and their commitment to excellence is paving the way for a safer and more resilient community.

For all your property restoration and radon mitigation solutions, remember the name “Team GRS” - where reliability and integrity meet.




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# Ronnetta Griffin

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#### **Introduction:**

In the fast-paced world of real estate, it's essential to find individuals who combine professionalism, dedication, and a genuine commitment to serving their clients. Ronnetta Griffin, the Owner and Broker in Charge of Griffin Fine Real Estate, is one such professional. With a unique blend of experience, compassion, and a drive to make a difference, Ronnetta's journey in real estate reflects not only her success in the industry but also her remarkable life beyond it.

#### **From Homemaker to Real Estate Maven:**

Ronnetta's path to real estate is a testament to her resilience and tenacity. After being a stay-at-home mother for 17 years, she took a leap into the world of real estate. Her prior background in marketing and public relations, coupled with the encouragement of her own real estate agent Charlotte Sarvis, who became her friend and mentor, paved the way for her real estate career. Despite her initial lack of confidence, Ronnetta's determination and support from her husband, Tommy, propelled her to obtain her real estate license in 2015.

#### **A Thriving Career:**

Throughout her real estate career, Ronnetta has been fiercely independent, working in boutique settings. She began her journey with That Realty Group in 2015, where she received not only top-notch training from associate broker Sarvis and broker in charge Janet Sandifer, but also invaluable experience. When the COVID-19 pandemic disrupted the real estate industry in 2020, Ronnetta's forward-thinking and preparation allowed her to excel in a remote, virtual, and electronic environment. This experience eventually led her to obtain her broker's license and establish Griffin Fine Real Estate in 2021. Where she currently has grown to a total of 6 agents including herself. She truly has an Amazing team of agents on board.

Despite the initial fears about starting her own brokerage, it has thrived. Ronnetta's independence has served her clients well, and her commitment to providing exceptional service and addressing the unique challenges that arise during transactions sets her apart. Since 2021, five more agents have joined her brokerage and she feels incredibly proud and grateful for each of them.



**Achieving Milestones:**

Ronnetta's real estate career has been marked by impressive milestones. Her career volume as a realtor is nearly \$50 million, and in 2022, she sold almost \$15 million in real estate with an average sale price of \$649,000. Her focus on luxury real estate has allowed her to specialize in a niche market and consistently achieve higher average sales.

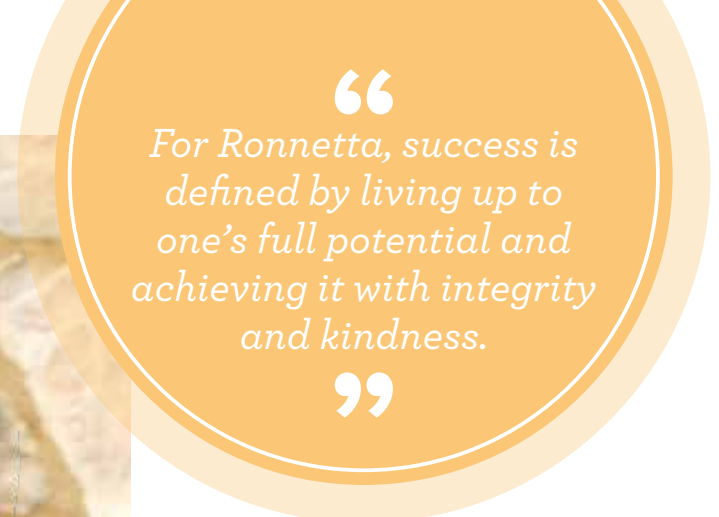
**Mentorship and Advocacy:**

Ronnetta's journey was also greatly influenced by Cheryl Garrison, co-founder of the Iron Disorders Institute, a national nonprofit headquartered in Greenville. Ronnetta's own challenges in overcoming iron deficiency and anemia have spurred her to advocate for lifesaving awareness in this area. In 2018, she founded Ironology Health Solutions and developed

a line of iron supplements manufactured here in the Upstate that have positively impacted thousands of lives worldwide.

**Passion Beyond Real Estate:**

Apart from her real estate career, Ronnetta is actively involved in charitable organizations and community service. Her involvement with the Iron Disorders Institute, the Cancer Society, Children's Miracle Network Hospitals, and other initiatives demonstrates her commitment to making a difference beyond the real estate market.



“  
For Ronnetta, success is defined by living up to one's full potential and achieving it with integrity and kindness.  
”



**Family, Hobbies, and Interests:**

Ronnetta's family is deeply rooted in law enforcement, with her husband, Tommy, having served in the U.S. Secret Service and later as a U.S. Marshal. They have two sons, Thomas, a Clemson grad who recently began working as a game warden with SCDNR, and Teddy, a golfer who will graduate from Erskine College this year. As a family, they enjoy trips to the beach, dining at new restaurants, target shooting, and spending time with their dogs.

**Defining Success and Legacy:**

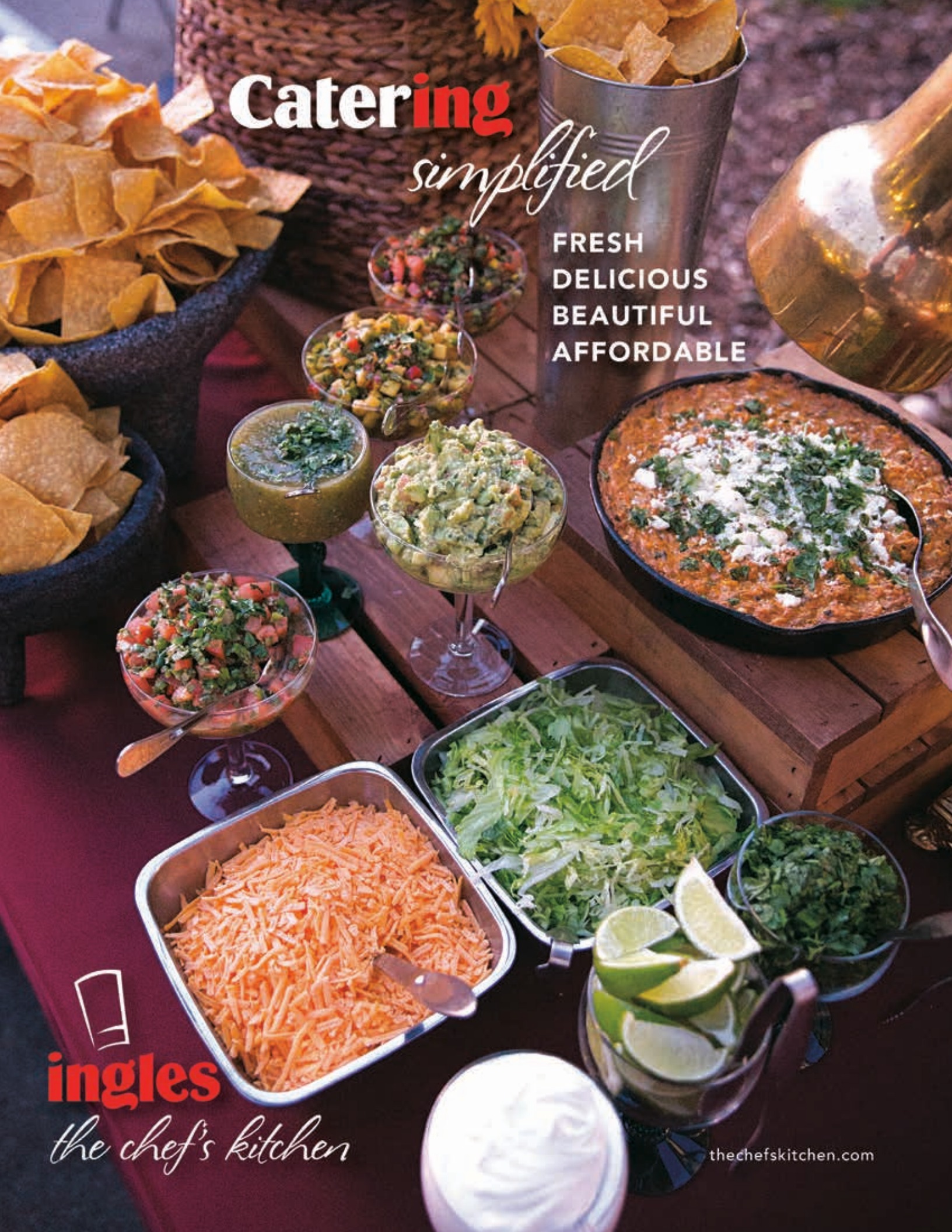
For Ronnetta, success is defined by living up to one's full potential and achieving it with integrity and kindness. She emphasizes the importance of being compassionate, honest, and fair in all business dealings. Ultimately, she hopes to be remembered as an entrepreneur who paved the way for others, a creative individual with a servant's heart, and a family person who left a positive impact on the lives she touched.

**Conclusion:**

Ronnetta Griffin's journey in real estate reflects not only her accomplishments but also her commitment to making a difference in the lives of her clients and the broader community. Her story is a testament to the importance of hard work, kindness, and resilience in achieving success in both personal and professional life.

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# Successful real estate career for a brand new agent

In 2017 I moved to the US with no clear vision of what kind of career I wanted to pursue in this country. All I knew was that the US is a land of endless opportunities.

Working hard every day, meeting new people, taking care of my health, and getting better as I go were the main few goals at the very beginning of my journey in the United States. My first job at a store paid \$10/hour, and my second job paid \$16/hour but I was very thankful for what I was getting because my job in Ukraine paid \$12/day.... In 2019 my \$16 position was eliminated and I had to start over. I took 3 weeks of real estate licensing class and dived into real estate. After six months of classes at a large real estate company and no luck finding my first clients, I was almost ready to give up on my dream of becoming a successful realtor. Zero deals during the first half year in this business and over 250 deals in the next 4.5 years.

Today I want to share a few factors that helped me get to 90 deals a year. Here is my advice if you are new to the business or are just getting into it full-time.



**1. Build a strong network:** Networking is essential in the real estate industry. Cultivate relationships with other professionals, such as lenders, contractors, and other realtors. Attend industry events and join local business groups to expand your network. My preferred lender referred numerous pre-approved customers who were ready to start looking for their homes. You may not have a lot of clients at this point but you need to make it a priority to work with people who qualify for a loan or provide proof of funds. A lender or a few lenders that you trust will be a great source of pre-approved clients.

**2. Develop expertise:** Specialize in a particular market or type of property. By becoming an expert in a specific area, you can provide valuable insights to clients and establish yourself as a go-to realtor in that niche. I chose the Slavic community as my target market. Knowledge of Russian and Ukrainian languages was a huge benefit. I acted as a realtor and a translator in the majority of my deals. You may not know any other language but you may have years of experience in the automotive industry and you might want to start targeting automotive companies or professionals moving into the area. There are plenty of niches you can choose from, make sure you do.

**3. Provide excellent customer service:** Focus on delivering outstanding customer service to your clients. Be responsive, attentive, and transparent throughout the buying or selling process. I decided to be available seven days a week for my clients. Most of my business calls were after hours since my clients are moving to SC from CA or WA. I quickly learned that in sales you do not have an option not to be available. Be careful not to have a burnout working long hours. Always remember that going the extra mile can build trust and loyalty, leading to referrals and repeat business.

**4. Market yourself effectively:** Utilize various marketing channels to promote your services. This can include online platforms like social media, websites, and email campaigns. Additionally, traditional methods like direct mail and networking events can also be effective. I chose YouTube as the main platform. Posting educational videos on closing costs, earnest money, getting ready to purchase your first home, videos of new construction communities, floor plans, reviews of the deals and interviews with my clients became essential for building trust with my target community.

**5. Stay informed and adaptable:** Real estate is a dynamic industry, and it's crucial to stay up-to-date with market trends, regulations, and technology. Continuously educate yourself through industry publications, seminars, and workshops. Make sure you choose a great brokerage or should I say a great broker who will be helping you in your real estate journey. You need to click with your mentor otherwise you will fail at some point but more importantly you will lose valuable time. Never feel uncomfortable asking questions, only those questions that were not asked may be stupid. You will learn fast, that your ability to learn fast will affect your business tremendously.

**6. Prioritize integrity and ethics:** Maintaining a reputation for honesty and integrity is essential in the real estate industry. Always act in the best interest of your clients, follow ethical guidelines, and adhere to legal regulations. Building a trustworthy reputation will help you attract and retain clients. Be a realtor other agents remember and are happy to work with. Have a list of "experts" you need to avoid at all costs to prevent your clients from having bad experiences. Real estate deals are a team project. Expertise, experience and common sense are a great foundation for a successful closing.

**7. Last but not least, have your daily routine in place.** I plan my day right before I go to bed. My morning starts at 4 am at least 5 days a week with a gym at 4:30 am. Work day starts at 7:15 am with reading/learning. Next, I review the contracts, delegate the tasks that can be delegated, submit the results of the previous day to my accountability partner, do the busy work (emails, personal calls), and make my daily calls leaving the rest of the day unplanned. Real estate involves a lot of meetings/showings that need to be planned on the same day so I prefer to have enough time for "spontaneous" showings/meetings. Consistency is the key to successful daily routine implementation.

Remember, success in real estate takes time and effort. By implementing these tips and consistently delivering value to your clients, you can increase your chances of becoming a successful realtor.

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If you would have or would like to contribute to the Tips of the Trade. Please send me an email at [Amy.porter@n2co.com](mailto:Amy.porter@n2co.com)





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# Why are Top Producers Exclusively Closing with Guest & Brady?



**Brian Hurry**  
Coldwell Banker Caine

"They're not just willing but eager to answer our calls and tackle our questions on a multitude of fronts. With multiple offices across the upstate, they consistently ensure that we close on time and at a location that's convenient for us. What sets them apart is that they're not merely our real estate attorneys; they've become our trusted friends and invaluable guides in delivering top-notch professional service to our clients. They're the secret ingredient that makes every real estate venture feel like a winning partnership."



**Jen Hubbell**  
Keller Williams Drive

"I believe in partnering with people who do things well. Professional attention powered by heart driven care. From the front desk to paralegals to top-notch attorneys, Guest and Brady is the best. As a top agent, it is very important to me that my clients and I feel valued and Guest and Brady does not let me down. They are quick to answer questions and respond and help me solve problems that arise. I am honored to work with them!"



**Laurie Hughes**  
Bluefield Realty Group

"Kevin Brady of Guest and Brady is a committed Christian whom I have had the pleasure of knowing for 15 years. As a firm, they roll out the 'red carpet' and treat me and my clients like royalty! They have snacks and beverages available and nice, comfortable rooms to do our closings in. It's like walking into a Real Estate Spa! My business matters so much to Kevin that I have been invited to multiple dinners with his office staff, as well as events the firm does to show appreciation for their loyal realtors."



**Alexandria Dougherty-Ferreri**  
Bluefield Realty Group

"As my preferred closing team, they consistently exceed expectations and provide exceptional service to our clients. They are committed to the entire real estate process, showing effectiveness through clear communication, prompt action, accountability, and unwavering integrity. They always remember that together we are serving real people with real needs, and their dedication to our clients continues long after the transaction is complete."



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