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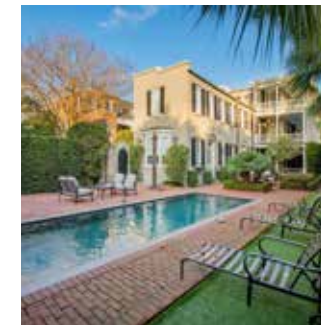
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▶ publisher's note

Welcome to the **TOP 500 FAMILY!**

If you are receiving this magazine, congratulations! You are one of Charleston's top 500 REALTORS®! Congratulations on all of your success in 2022! We can't wait to watch you crush 2023!

Looking at the list of things we want to accomplish this year, a lot of it is the same. We want to bring the best of the best in Charleston real estate together in ways that are fun and bring value to your business. We want to tell great stories and highlight people who are industry leaders, rising stars, making a difference, overcoming obstacles and more. And at the very heart of what we do, we want to create connections.

Each month this publication is made lovingly and often painstakingly for you. We want you to find value in it and to feel like it celebrates the industry. If you feel like there's something we could add to enhance it, let us know. Know someone we should feature in the publication? Connect us with them. Do you have an idea for an outstanding event? Message us and we will try to make it happen.

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We love working with you and being a small part of such a wonderful community. We are excited to connect with you through this magazine and at our events this year!



Sincerely,
Ryan Jones
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THE BESSENT GROUP

▶▶ cover story

By Jennifer Guerra
Photos by Charleston Real Estate Media

Trey Bessent of The Bessent Group at RealtyONE Group Coastal has pretty much tried it all before entering the real estate world. He used his unique talents and experience to build a team that has quickly made their way to the top of the Charleston market, crushing not only their sales goals, but Trey's expectations of what a career in real estate would be like. With his all-star team by his side, The Bessent Group will continue to grow and build something unlike anything seen here before, using their combined skills to help clients buy and sell real estate with compassion, education, and relationships at the forefront of every deal they do. ...



•••

“I’ve done my fair share of testing the waters in other careers before I got into real estate. There’s only two things I ever really knew I wanted to do - One, was to be a father and two was to help people, but I didn’t really know how, so I experimented for quite some time. I’ve been a journeyman throughout my professional career teaching tennis all around the Charleston area, and after graduating from the College of Charleston, I joined a start-up followed by another startup, eventually trying to start my own company. I learned how to invest in money market accounts in order to make ends meet. I had a short stint of trying to make it in the investment world which I quickly realized wasn’t for me. I eventually became a nurse which I did very much love at times, but it never felt like it was what I was really meant to do. I started real estate in 2017 as a solo agent balancing multiple jobs simultaneously, until I eventually decided to take the leap and go full time in 2019, and I must say I’ve never looked back since.”

Since going full-time in 2019, The Bessent Group has sold over \$54 million in real estate, and Trey credits the success to all the things he has learned along the way. “In real estate, I feel you need to have an abundance of skills. You need to not only be good with numbers and with people, but also know how to negotiate and run the business as a business. I’ve learned so many things throughout my various careers that have helped me become the agent I am today, but first and foremost, I learned how to help and take care of people first. When people are making the biggest purchase of their lives, it’s important that you know how to help them in a way that shows true compassion and professionalism,” Trey says.

Not only do his past careers lend themselves perfectly into his role as team leader, it’s his team that has really



made his success in this industry possible. His first hire at The Bessent Group was Nicole Hills, the team’s assistant. Without her, they would absolutely be lost. Trey says, “Nicole’s masterful in keeping us organized, on track for as much of a routine as this industry allows, meanwhile helping us in every facet of the business from helping with communication with our clients and contractors to coordinating the transaction. She’s been instrumental and invaluable in assisting us to

scale our business and extend our services to more clients than one could ever take on themselves.”

Long time friend and business partner, David Leaptrott, joined the team in 2021, and is their resident relocation expert. Growing up in a military family has given David a unique perspective on the importance of finding a home and a sense of community, this understanding has helped David excel as a producing real estate agent in Charleston. Trey says,



“David grew up in a military family living in England and in a number of cities across the states. Now, he calls Charleston home, which has helped us tremendously with our military and relocation clients understanding the complexities of their relocation, since he has been there before. Giving them a service he very much understands and wants to continue to provide for present and future clients.” That knowledge and understanding of how difficult relocation can be has made David an irreplaceable asset to The Bessent Group.

Next up, in 2022, Trey added agent Matthew Kleinman, whose passion for the history of Charleston started at a young age, and whose resume is just as robust as Trey’s. Matthew draws from his experience in the construction trades to help his clients avoid pitfalls and recognize opportunities saving them time, money, and headaches. In addition to his trade experience, Matthew also worked his way up the ladder at a local radio station, ultimately taking on the dual roles of Promotions Director and Digital Media Director. His professional marketing experience has translated into insightful and effective marketing strategies that help clients get maximum exposure when



they list their homes for sale. Matthew’s greatest sense of pride comes from his 11 year old son, Rory.

Last, but most certainly not least, Trey’s wife, Ashley, has helped the team increase their business threefold, using her design eye and talent for social media to market The Bessent Group into the juggernaut they have become in this market. She even helps stage nearly every home the team lists, whether by adding some small touches, or revamping the whole house, Ashley’s contributions to the team have not gone unnoticed. Let’s not forget, Ashley and Trey’s daughter, Olivia, who has an eye for design, even at the young age of four, and has no qualms about making her opinion heard. It’s a family business over at The Bessent Group, even including Ashley’s mom who often assists Ashley with her staging.

With his family and team of superstars behind him, there is literally nothing Trey cannot do. Using 2023 to focus on their unique approach to marketing, The Bessent Group has built quite the following on social media. Check out their videos on YouTube, at youtube.com/@charlestontours, on Instagram at instagram.com/treybessent.realestate and on Facebook at facebook.com/sellingCHS for a masterclass in buying and selling real estate. Whether the

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home is in the \$200,000 range or in the millions, every client gets a similar effort by The Bessent Group, as they're not in it just for the paycheck.

"We've never approached this business from a perspective of just making money, but more so from an informational, educational, knowledgeable, and results oriented approach. From discussing the pros and cons of something we see in a property to negotiating on behalf of a seller, we lay it all out for our clients. A practice I've implemented from day one and continue to incorporate it in our team. I consider this one of the many reasons why most of our clients continue to work with us over and over again." It's the care the team has for each and every client that ensures their success in the Charleston market for years to come, because when you treat people right, with compassion and education, all things are possible.



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DAN RIVERS

Maven Realty



▶ REALTOR® spotlight

By Jennifer Guerra
Photos by Charleston Real Estate Media

As an investor-focused REALTOR®, Dan Rivers of Maven Realty has really found his place in the Charleston real estate community. With goals of helping others realize the potential income available through investing in real estate, Dan has built quite the career for himself. While things haven't always been easy for him, he has taken the adversity thrown his way and turned it into fuel to become a master of all things real estate.

"I am an investor/REALTOR®/mentor. I not only help my clients find a dream home; I help a lot of them build passive income streams for long-term wealth. I am always learning, studying, open to being

wrong, which I consider failing forward, and adjusting. Being around the right people helps me to always be growing. I am constantly game planning on how to add value to my clients and team."

Working in property management for over 10 years, eventually ending up in the VP role, has really taught Dan the business from the ground up. A "trial by fire," if you will, he was thrown into the deep end of real estate investing and quickly learned this was his fate. "I worked in the property management industry for over 10 years, working my way up to a VP role. It's the knowledge and experience I gained there bidding and overseeing projects, creating

budgets, working with contractors and bidding out insurance policies that have given me a leg up in the real estate industry now."

His advantage in the investment market is unparalleled in the Charleston area. With the idea of passive income being his No. 1 goal not only for himself but for his clients, Dan is really the authority on how to make real estate investing work for you. Hard work and dedication was how he was brought up, which is why it isn't surprising how well he has done.

"I grew up in a working-class family in a suburb of Boston called Brockton, a city with about 100,000 people.





My dad always taught me to work hard, be respectful of others, and to always do the right thing. My heart surgery definitely served as a pivotal moment in my personal journey in defining who I want to be. In adulthood, it's truly been my family and the people I've met in this real estate journey that have helped me define my path."

After a football injury took him to the hospital at 16 years old, Dan learned of a heart condition that would define not only his young life but fuel everything he has done since. Following two open heart surgeries, Dan learned how to fight and learned exactly what he wanted to do with his life as he knows tomorrow is never promised to anyone.

Not only has he sold over 150 homes since 2018; he has built multiple businesses to help teach, guide and grow other's real estate portfolios. As CEO of Rivers Capital Group and co-founder of Gap Capital, Dan continues to serve Charleston as a premiere investment guru. This network he has built has helped him to do over 12 flips a year, eventually leading to what he calls the ultimate goal of getting "mailbox money." The idea that the amount of effort you put into what you do pays off handsomely fuels him to continue his education while leaning on those who help support him in doing so. His wife, Liza, and daughter, Naya, are his "why" for everything he does, and his coach, Kelli Garrett, is helping him achieve all goals he has set out for himself.

"I am willing to fail forward and grow. I'm never too cocky, first to admit when I'm wrong or could have done something better, and always tried to learn and grow. There are also two people who have had an instrumental impact on my journey, who I genuinely wouldn't be here without. The first is my wife, who allowed me to take a chance by starting from scratch, jumping into a new career where I had no local connections or experience with sales. She believed in me and allowed me to take the leap. And the second is my business

“

**I AM CONSTANTLY GAME PLANNING
ON HOW TO ADD VALUE
TO MY CLIENTS AND TEAM.**



...

coach, Kelli. She has helped me navigate new business ventures, build the team and overall take my business to the next level."

For Dan, wealth equals time. Time for family, time for friends, and time to live his life on his terms. With those goals firmly in his grasp, there is no

doubt he will reap the rewards of all his hard work in no time. He knows, "Working with investors is a whole different beast. Myself and my team provide a completely different level of knowledge and expertise than what you might find with a REALTOR® who doesn't have investment experience. We practice what we preach,

and we see the challenges and opportunities first-hand; we analyze with an investment lens, and that's not always easy to come by." If you are considering joining the real estate investment world, there is no one better than Dan to help guide you and help you reach heights you didn't even know were possible.



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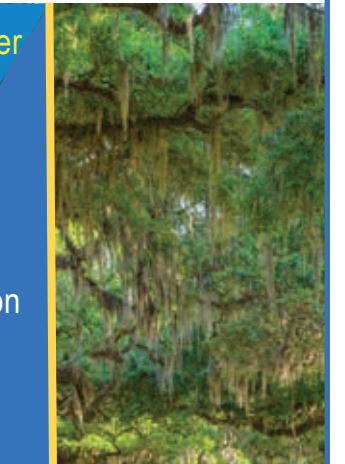
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EMELINE

Jen Huffman

▶ REALTOR® to watch

By Jennifer Guerra | Photos by Charleston Real Estate Media

Jen Huffman of Carolina One may just be one of the hardest-working women in real estate. Since getting her license in 2019, she has hustled her way into being a force to be reckoned with in the Charleston market, selling over \$19 million in just under four short years. Having always dreamt of being a REALTOR®, Jen is

finally living her dream, her only regret being she didn't do it sooner. "I have wanted to be a REALTOR® for as long as I can remember. I just never pulled the trigger. That is one of my biggest regrets in life is not starting sooner. It was my greatest challenge to decide to go into real estate full time. Most

wouldn't know it, but my first two years in the business, I had a full-time job outside of real estate. But it worked! I was able to grow a successful business while also juggling a full-time job, being a mom, PTA board member and partner to my fiancé. It wasn't easy, and it came with GREAT sacrifice, but it was so damn worth

it. When I finally left the corporate world, I was terrified, but I never looked back, and my business took off even more! Anytime someone says you can't do this part time, I say define part time. Because I sure did both and did very well. It's about work ethic. If you don't have it, you won't succeed."



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•••

Jen's work ethic is something to marvel at. As a veteran of the Air Force, it's no wonder her dedication to her job and her family has made her into the superhero she is today. As a former property manager, Jen learned how to be "comfortable with the chaos," and we all know how chaotic real estate can be. With her family and her broker-in-charge, Maggie McDuffee, by her side, there is literally nothing she cannot accomplish.

"I look up to my BIC, Maggie McDuffee. First of all, she's younger than me and literally has her stuff together. It's amazing to watch her lead, and every time you meet with her for a business planning meeting or a pep talk, you leave her office with your hair on fire, ready to take on the world. She's a true leader and master motivator and, like me, no nonsense, tells it like it is. Which is why we get along so well."

Maggie puts it best when describing Jen and what kind of person and agent she is. Maggie says, "Jen hustles; she is urgency focused and can stay focused and committed while continuing to learn and grow. She loves being a good resource, so she is intrigued by new connections and meeting new people. Jen is tough and resilient, with a heart and softness that is actually 10 times more than you see on the surface. She is inspiring, motivating, and knows how to make people feel good about their choices, while



“
My work/life balance is managed with one word: Structure. I live by a calendar, and I run my home that way as well. Everything is organized. Everything has a place and time

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•••

always remaining collaborative because she understands the true benefit and value of building partnerships.”

With Maggie always having Jen’s back, not only is she able to kill it in real estate; she also has the time to be everything to her family. It’s insane what Jen can accomplish in just one day; it’s hard to imagine when she even has time to sleep! As a mother first and foremost, Jen spends all her time doing everything she can for her kids, sons Maddox (8) and Beckham (5), and her fiancé, James. Being involved in their daily lives is the understatement of the year, as she is on the PTA, school improvement council, and chair of the yearbook committee. All that and working full time, hustling her way to the top of the Charleston market, makes for a very busy schedule, which, of course, she has down to a science.

“My work/life balance is managed with one word: Structure. I live by a calendar, and I run my home that way as well. Everything is organized. Everything has a place and time. Sounds super stuffy right? It works, but we have FUN. I set boundaries for my clients and for myself. I allow myself time to breathe. My children will always come first, no matter what, and I will not, under any circumstances, miss a game or important event in their life. I run my business. I don’t let my business run me.”

Jen’s success is not by accident. She puts her whole heart and soul into everything she does, which is quite a lot, and is building a huge name for

herself in Charleston. Her ability to make a friend out of everyone she meets will ensure her enduring success in this market, and any agent who is lucky enough to sit across the closing table from her will surely feel that. She wants to be an asset in this industry and says, “There is nothing better than working with someone who is not only kind but a professional and team player on the other side of the deal. It truly makes life so much easier and work more fun! Let your reputation precede you.” A rising star today, and no doubt a top producer, the Charleston market better watch out, as Jen is headed straight to the top.



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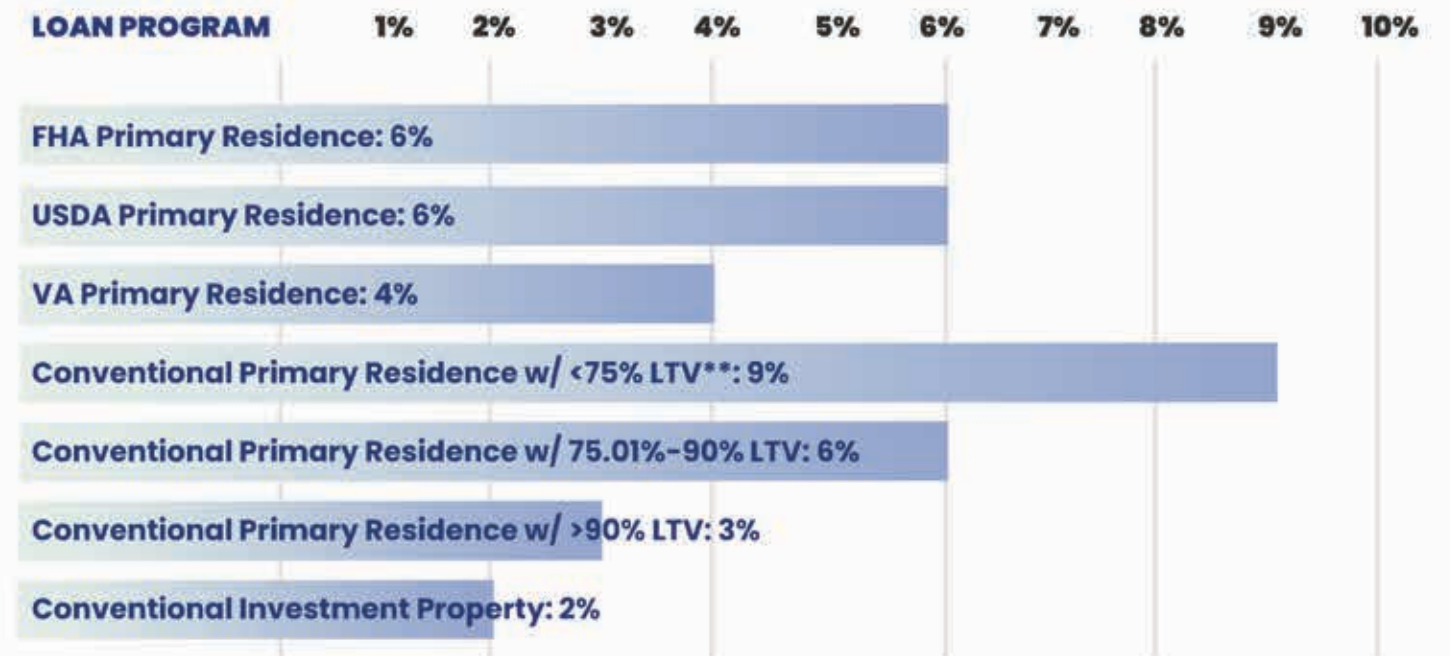
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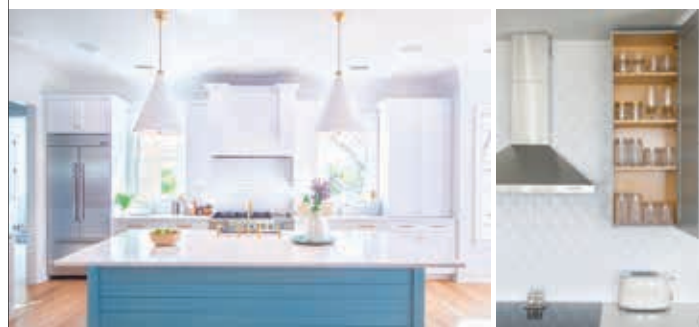
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5 WAYS TO LEVEL UP YOUR MARKETING WITH VIDEO

By **Andy Lassiter** Owner/Creative Director of Keen Eye Marketing

Video is the most powerful tool for savvy marketers and business owners who are interested in impressing potential clients and building a strong brand portfolio. There is a wide range of methods to leverage video content in your marketing, from personal branding to listing videos. Below are five ways to use video to the advantage of your business:

Showcase listings: One of the most effective ways to use video in real estate marketing is to show off your listings. By creating a video tour

of a property, you give potential buyers a better sense of what a home looks like and how it feels to be inside. This can be especially helpful for properties that are located in a different city or state, as it allows buyers to get a virtual tour of a home without having to physically be present. **Bonus:** Get on camera! Do a short intro to the property to build rapport with your audience and create personalized portfolio content.

Share neighborhood information: Another way to use video in real estate marketing is to share

information about the neighborhood or community where a listing is located. This can be especially helpful for buyers who are considering moving to a new area and want to get a feel for what it's like! Know of any nearby restaurants, beaches, shops or amenities? Here is your chance to highlight the area as well as your local expertise.

Tips and advice: You can also use video to share helpful tips and advice with potential clients. For example, you can create videos on topics like how to prepare a home for sale or how to negotiate an offer. These videos are perfect for social media! Providing this valuable information helps position you as a real estate expert.

Share client testimonials: Client testimonials can be a powerful tool in real estate marketing, and video is a great way to share them! By creating a video featuring a satisfied client, you can showcase the positive experiences they've had working with you. A reference from the source is the best way to build trust with future clients.

Promote open houses: Video is also a great way to promote open houses and other events related to a listing. By creating a short video highlighting the features of a home and the details of its open house, you can grab the attention of potential buyers and get them interested in attending.

One final bonus tip is to share your video on as many platforms as possible. Building a strong foundation with videos on Youtube, Facebook, Instagram, LinkedIn, email signatures and your website is a guaranteed method to grow your business and create a loyal client base. Remember, the journey to 1,000 subscribers begins with one video!



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By Jennifer Guerra
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Providing a concierge-type service to all of his clients, Brent W. Suttles, Sr. is not your typical Real Estate attorney, and Suttles Law Firm is not your typical practice. Tapping into the luxury market has proved fruitful for Brent and his firm, but every client can expect the same level of care and consideration when working with him and his team. Brent and his team care just as much for their clients as agents do. They consider themselves in the “People business,” and not just another firm, focusing on closing after closing.

As a people person, Brent is not only the guy to trust when it comes to the biggest purchase one will ever make, he is also the guy that will make you forget how stressful the process can be. Within a minute of speaking to him, it’s easy to see why he has become so successful. His fun loving attitude, coupled with the knowledge he possesses about all things real estate, make him Charleston’s preferred real estate attorney, and there is no one you can trust more to help walk you through the buying and selling process.

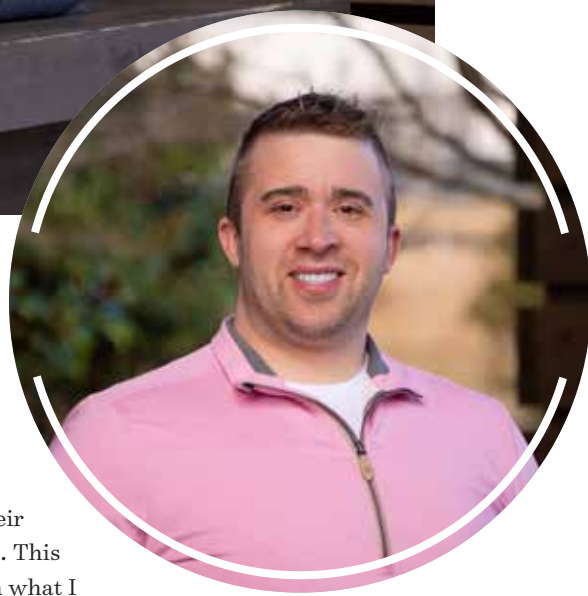
Brent immerses himself in all aspects of real estate. He has been diligent in learning as much as possible about every part of the real estate buying and selling process to help assure clients and agents that he is knowledgeable not only in the area of real estate law, but real estate in general. It’s this knowledge that has led himself and his firm to be extremely successful in the Charleston market. Suttles Law Firm has done so much for the area that they have even opened another office in North Charleston to serve alongside their Summerville office to help everyone in the area achieve their goals.

While focusing on conducting both commercial and residential real estate transactions, Brent was drawn into this practice to assist clients in achieving one of life’s most significant milestones, he says, “SLF will do everything possible to exceed the expectations of our clients, in an effort to convey how appreciative we are that the client has chosen us to handle one of the largest transactions most people will encounter in their lifetime.” Brent believes the biggest reason for his success is, “Being available, approachable, and having a genuine

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interest in the success of agents, lenders, and clients.” Proving that any agent would be hard pressed to find a more caring partner for themselves and their clients.

Brent believes that success is measured in growth and they are growing leaps and bounds ahead of other firms in the area. He says, “Success cannot be stagnant. It is the continuous effort of improving self, circumstance, and community by setting goals and making measurable progress toward those goals.” This is why it isn’t just a business to him, you get an investment of care from Brent and his team that is extremely personal to him.

Streamlining his business in order to give the best to his clients and REALTORS, Brent has welcomed another attorney, Austin Kendrick, in 2022 to help with the enormous workload Suttles Firm has. To better serve their clients and REALTORS, Brent and his team want nothing more than to ensure a smooth, seamless transaction for everyone they work with.

A self-proclaimed “Workaholic,” Brent strives to achieve a work/life balance, but thanks to his wife Rebecca, who is everything and does everything for him and their four kids, anything is possible. His kids, Brent, 8, Riley, 6, Alexis, 3, and their newest addition, Kelsey, who will be 1 in March, are his and Rebecca’s world.

There are some things Top Producers in the Charleston market should know about working with Brent, besides just being an all-around great guy, he says, “My sole purpose is to be a support and contributor to their success – a trusted confidante. This is because my goal aligns with what I imagine one of their major goals to be: optimizing the success of our mutual clients.” To those who have not been fortunate enough to work with Brent, he adds, “I am a no pressure type of person. I am eager to meet the Top Producers that I have yet to meet, because, as a group of entrepreneurs, I find REALTORS to be great inspirers.”

While he may find REALTORS to be great inspirers, rest assured that when you choose Brent and the team at Suttles Law Firm, you will find them inspiring. The care and attention shown to everyone that walks through their door will no doubt have you using them for all your real estate law needs.



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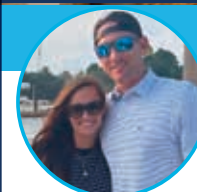
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By Jennifer Guerra | Photos by Stephanie Selby Photography

They say first impressions last a lifetime, and no one understands that better than Stephanie Selby, owner of Stephanie Selby Photography. Getting headshots done for your business can be a daunting, even nerve-wracking, experience for most people. However, Stephanie and her team of superstars streamline the process to ensure every detail is covered. Really, all you have to do is show up, and everything else is handled with your comfort and happiness in mind.

As a full-service photography studio, Stephanie has really built a business that stands alone in Charleston. Located in downtown Charleston, the studio has everything from hair and makeup to closets full of clothes to showcase you, and your brand, in the best light possible. By offering not only headshots but family photos, senior pictures and many other photo sessions, Stephanie and her team are ready and willing to shoot in their studio, or wherever you believe will showcase you and your business in the best way possible to fully customize your experience.

“A personal branding photography session differs from a typical headshot/portrait session in several ways. With headshots, the focus is simply you, usually shot from the waist up. Headshots are incorporated into personal branding sessions, but we don’t stop there. We delve deep into not just who you are visually but telling the story of what you do and why you do it via detail shots, lifestyle shots, photos of you in action, you with your products, etc. The possibilities are endless, and each session is customized to best reflect the type of business you run and the message you wish to convey about your brand through images.”



...



“

...

WE DELVE DEEP INTO NOT JUST WHO YOU ARE VISUALLY

We delve deep into not just who you are visually but telling the story of what you do and why you do it via detail shots, lifestyle shots, photos of you in action, you with your products, etc.

REALTORS® across the Lowcountry know how important building a brand is to their business, and there is no one better than Stephanie to make you shine while showing the world who you are and what you're about through her first-class photography skills. Getting the best out of you is Stephanie's superpower, that, along with her uncanny ability to get the right pose every time, is an asset to not only your brand but to your confidence.

“I keep it light and try to make sure people are always having fun. My team and I try to connect with our clients through consultations so that we can get to know them, their personality, and their vibe. Not only does this give us a better read on them, but our clients tend to feel much more comfortable with us throughout the process because we have had that previous connection. I know what it is like to feel insecure, and I believe it helps with our clients because they know we are the same way! Guiding them through the process, the right lighting, their makeup and wardrobe all help with building that connection and building their confidence, all while keeping it fun!”

As a woman who has always empowered fellow women in business, Stephanie has the experience not only in taking photos, but in the psychology behind people's insecurities in front of the camera. Prior to falling in love with taking pictures, Stephanie was a therapist, which not only helps her understand how to make everyone she works with feel comfortable but also makes them feel beautiful because she herself knows the anxiety that can come with having your photo taken.

“Women truly hate getting their picture taken. I have had clients who have literally said they have never liked one



...

...
 photo of themselves in their whole lives. However, many of those same women now have images they love after working with me. That is priceless to me and gives me the same type of fulfillment I found while working as a therapist. While I do have the technical skills needed, I believe it comes more so down to my history in counseling. Even more than that, I understand what it's like not to be comfortable in my skin and in myself. My passion is helping women to see that they can have gorgeous portraits of themselves and their families. I achieve this through genuine connection, keeping it light, skilled posing and, of course, the hair, makeup and wardrobe styling help a ton, too!

Keeping what can be an anxiety-inducing situation effortlessly easy by really getting to know your wants and needs when it comes to building your brand is just one of the reasons Stephanie Selby Photography has become a stand out business in Charleston. Helping ensure the best experience possible for her clients is her studio manager, Caroline Murray, who oversees client communications while also managing retouching and order fulfillments, and also showcases their phenomenal work on social media. Maggie Early, Britney Sumrel and Vanessa Broin are Stephanie Selby Photography's in-house hair and makeup masters who can make you look and feel your best in order to get results you could have only dreamed of.

With packages ranging from standard headshots to full-day branding sessions, there is something for everyone who wants to make an investment into their business. Your brand is your calling card, especially in real estate, and hiring Stephanie Selby Photography to help you build that brand is a no-brainer. Not only will you be thrilled with the final product; you will also have a blast doing it, because Stephanie and her team have more fun than anyone should at their job!


STEPHANIE SELBY
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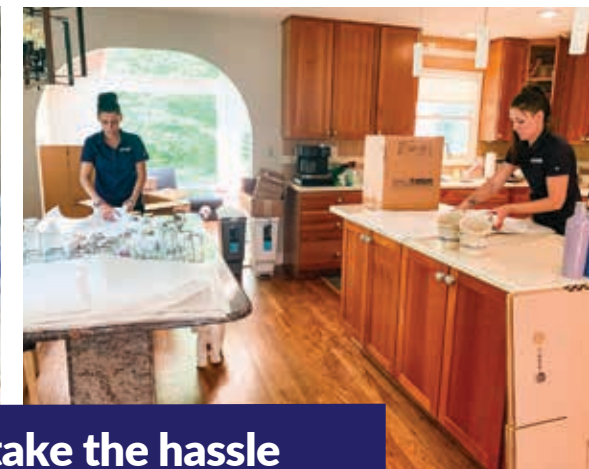


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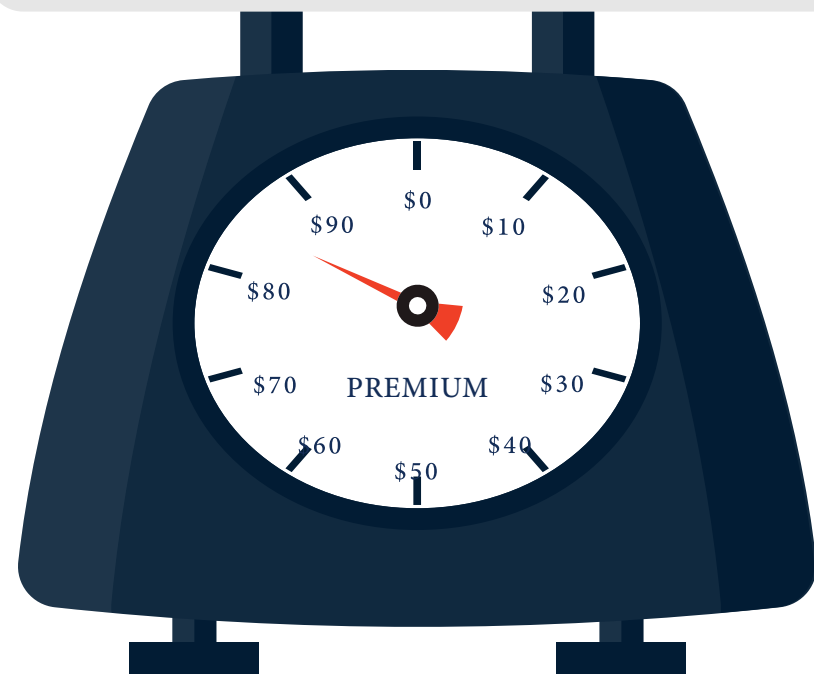
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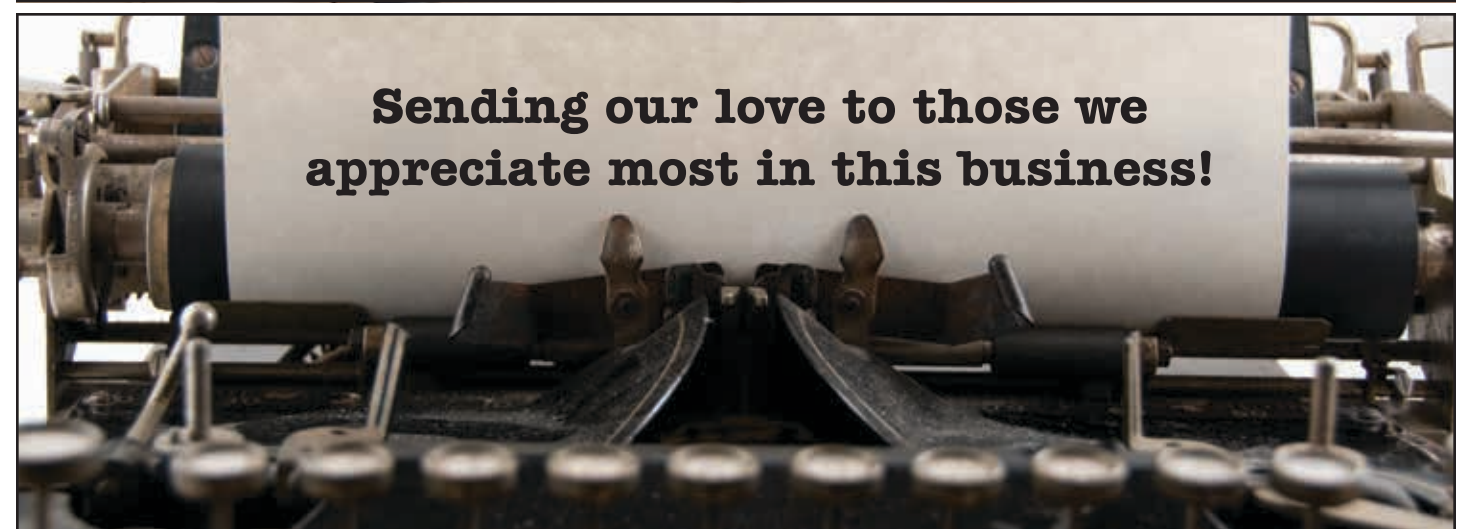
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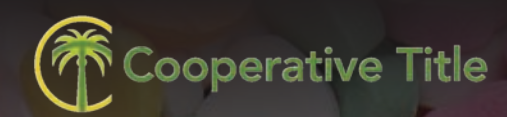
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FAQ

ABOUT THIS MAGAZINE



Real Producers is a national brand and platform that started in Indianapolis in 2015 and is currently open in over 100 markets. Charleston Real Producers started here in our area in 2019.

Who gets the magazine?

Charleston Real Producers is mailed to the top 500 real estate teams and Individuals based off their total sales volume.

How are cover story subjects selected?

If you're a top performer receiving the magazine, then you can be considered for the cover. Please reach out to us for information.

Do I have to subscribe to the magazine?

If you are in the top 500, the magazine is free. If you are not receiving your copy for some reason or would like it to go to a different address, please let us know.

How often do you have events?

We have four to eight events a year. If you would like to be added to our event invite list, please email ryan.jones@realproducersmag.com.

How can I advertise?

Our current partners were referred to *CRP* either by a top agent or by one of the sponsors already in the magazine. This ensures that we have the most trusted resources and referral partners in the business. If you would like to refer a great business that is on your vendor list, please connect me at ryan.jones@realproducersmag.com so I can set up a one-on-one meeting with the business to see if it is a fit.

How can I get involved?

I meet with several REALTORS® a week, and I would love to meet you and learn your story. As the magazine grows, we are able to add more REALTOR® stories. Also, please come to our events, because they are a great way to build relationships with the true top performers in real estate, not to mention they are a blast!



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MICHAEL FURLONG

By Jennifer Guerra
Photos by Charleston Real Estate Media



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Having joined the real estate world just about two years ago, Michael Furlong of Carolina One has already made a huge name for himself in this market by putting his heart and soul into helping his clients have the best possible experience. As an ambassador of Charleston, Michael goes above and beyond for everyone he works with, and the love he has for the history of our city shines through every deal he does. Having already sold over \$36 million since he became a REALTOR® in 2020 is all the proof needed to know he has found his calling, and Charleston's real estate community is lucky to have him.

"My husband and I fell in love with Charleston while on vacation and decided to invest in a second home here. We were connected to Justin Thomas, who acted as our REALTOR®. Justin connected us to the community, introduced us to 'new old friends' and completely changed our lives. He has recently passed away, but I always admired him and the way he helped us shape our future and decided I wanted to do the same for others. I have been blessed to somehow connect with people who become my friends and neighbors. Each client grows my community and circle. I have enjoyed seeing them meet each other and form a friendship. It sounds corny, but we as REALTORS® are adding



value to our community with each new resident and friend we make along the way."

A resident of Charleston by way of New York, Michael has quickly risen the ranks of some of our area's best and brightest. It is the experience he creates for his clients that make him stand out among the 7,000-plus agents in the Charleston market, ensuring his success for years to come. Just consider him your "concierge" to Charleston.

"I create a bespoke experience for each client. That could mean taking them out on a boat to scout a deep



“

I have been blessed to somehow connect with people who become my friends and neighbors. Each client grows my community and circle.

...



homes, deep water properties and the many unique gated communities in the area. His most recent adventure restoring his personal historic home gained him much insight in the process. Remaining teachable in order to best serve his clients is something many REALTORS® can learn from him, as he always remains humble and ready to serve his clients to the best of his abilities.

With his amazing husband, Eric Larsen, and his best furry friend, Dolly (named for Miss Dolly Parton), by his side, there is literally nothing he cannot achieve. While he remains humble about his success, his meteoric rise through the Charleston market could have made him anything but. However, when you have a heart as huge as he does, working hard to ensure clients' satisfaction is second nature, and therefore, the reason he is a force to be reckoned with. Buying and selling real estate is stressful, and having someone like Michael on your side makes the impossible seem possible, and that is truly because he cares so much for those he works with.

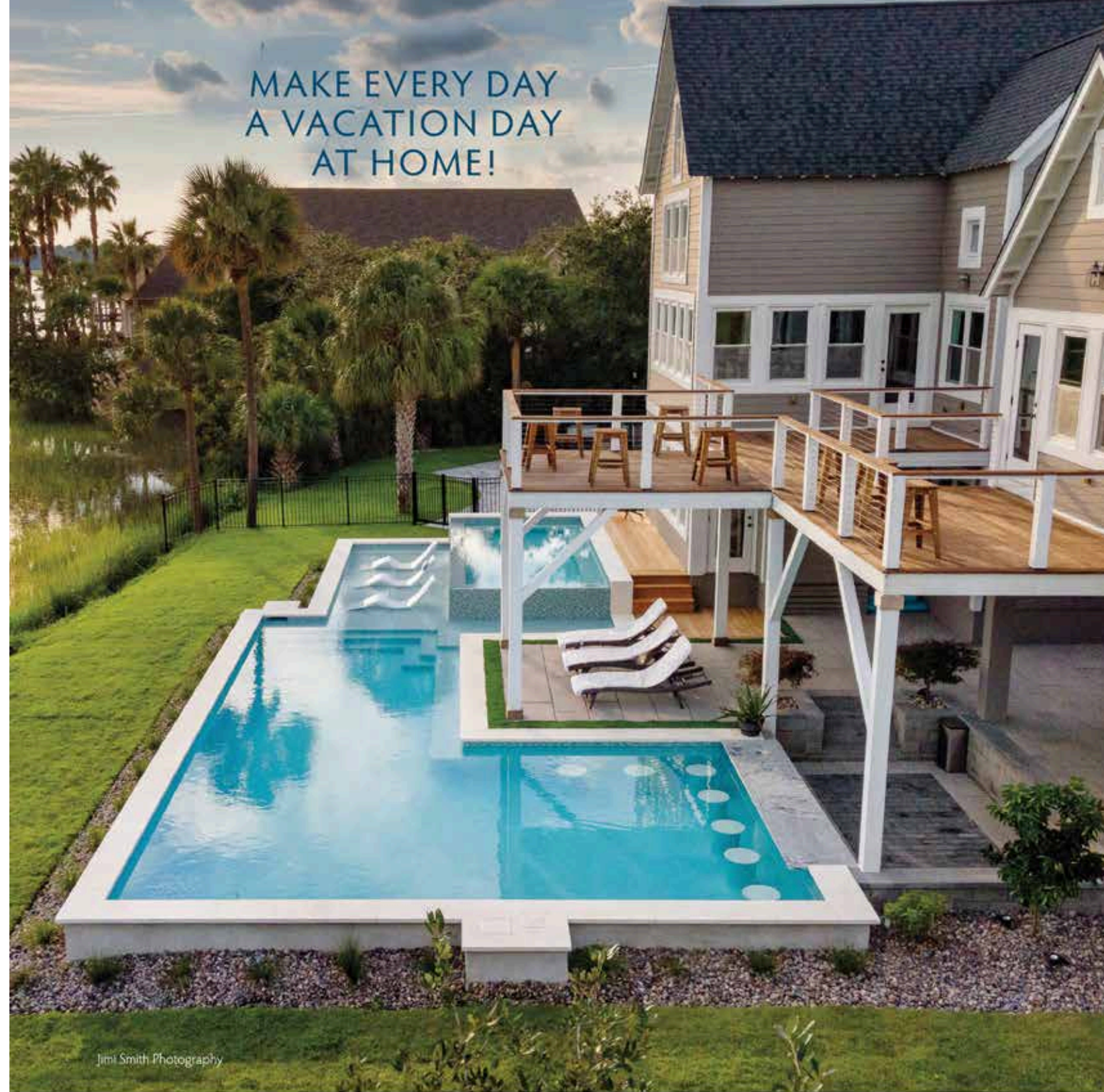
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water home, giving them and their family a walking tour of the city if they have never been, assisting them with connections to help them find employment in their new community, taking them to play a round of golf at the club for the new community they are considering, taking a horse ride on a trail of their equestrian community. The client is not just buying property; they are seeking their future, and they tell you what is important to them. We, as agents, need to listen and explore with them to ensure they are going to connect with the life they are seeking.”

It's easy to see why every client Michael works with becomes his friend for life. Going above and beyond for people shows just how much he cares about doing right by everyone

he works with, including his fellow REALTORS®. You would be hard pressed to find someone who genuinely leads with his heart as much as Michael does. Having never met a stranger, Michael's success is deeply rooted in his love of taking care of others. He believes, “The reason for my success is simple. I care. I care about each friend I make who entrusts me to help them find their future. I want every person that knows me to consider me their friend and neighbor — not their REALTOR®.”

As an agent, Michael knows how important continued education is for the real estate community as a whole. There is always something to learn about the nuanced challenges of buying and selling in Charleston, especially when it comes to selling historic



Jimi Smith Photography

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The reason for my success is simple. I care. I care about each friend I make who entrusts me to help them find their future.”



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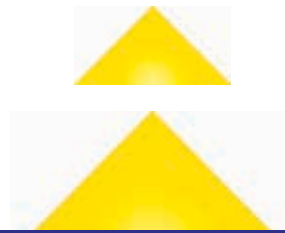
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Your Trusted Mortgage Partner

Buying a home is more than a financial decision; it's a life event that involves determination and emotional investment. At SouthState, we have a long history of helping customers get into the home of their dreams. As an experienced lender, I am here to help navigate the mortgage process with ease and confidence in order to take that next step forward.

This is banking at its best. This is Banking Forward.



Kevin Brookes

SVP, Mortgage Banker • NMLS# 204134
899 Island Park Drive, Suite 101 • Daniel Island SC 29492
Mobile 843.324.0279 • Kevin.Brookes@SouthStateBank.com
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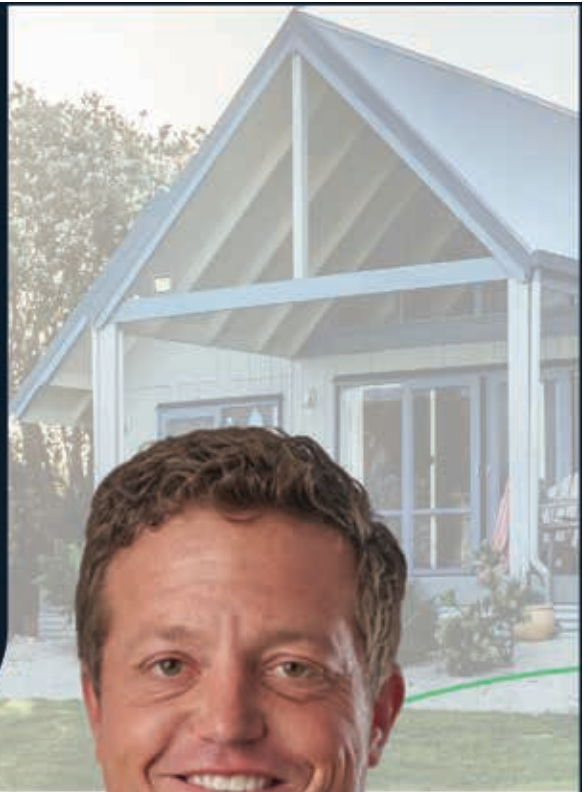


WE MAKE MORTGAGES #EFFORTLESS

Team Sellaw and Princeton Mortgage believe that getting a mortgage doesn't have to be a miserable experience. Sick of the status quo, we decided to do something about it and began our journey toward creating **The Effortless Mortgage**. This is more than a slogan - the Effortless Mortgage is a way of operating that directs everything we do as a company.

What are we doing to make borrowers so happy?

- ▶ **We foster an environment where motivated people can thrive.** We treat our people well, and in turn they treat our customers well.
- ▶ **We're always available.** We're passionate about being there for customers whenever they need us.
- ▶ **We care about our customers:** we don't sell, we deliver value.
- ▶ **We do what we say we're going to do:** We deliver the Effortless Mortgage and back it up with the Princeton Promise.



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