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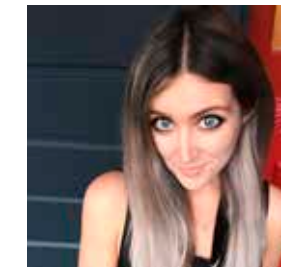
MEET THE BIRMINGHAM REAL PRODUCERS TEAM



Meredith Jones
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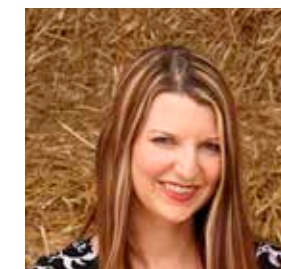
Katherine Fondren
*Editor & Content
Coordinator*



Lanie Schaber
Ad Strategist



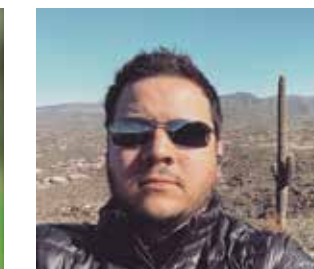
Shenia Schlosser
Ad Strategist



Elizabeth McCabe
Writer



Ann Marie Harvey
Writer



Brendon Pinola
Photographer



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INVEST *in your* STRENGTHS



► publisher's note

If I pose the question, "Will you grow more by working on your areas of strength or your areas of weakness?", the majority will choose "weaknesses" over "strengths." Most of us focus our time on how to get better at the things we aren't "good" at because we fear our weaknesses, so we attempt to fix them.

According to Marcus Buckingham's book, *Go Put Your Strengths to Work*, this couldn't be more wrong. If you want to grow and be successful in your career, your relationships, your life – you've got to focus on strengths, and manage around your weaknesses. This is true for two reasons:

1. We should all be characterizing ourselves based on who we are rather than what we lack. We wouldn't stay in a relationship with a person who is fixated on our flaws and how to improve us, yet so many of us have that relationship with ourselves. Start with your strengths, and learn how to contribute them. Somebody else can judge your performance, or the quality and quantity of your work – but you, and you alone, can recognize your strengths.
2. Beyond the emotional benefits, you'll also see the most return on investment if you invest your time in your strengths. You can grow incrementally in your areas of weakness, but research has proven you'll grow exponentially in your areas of strength.

It's important that you understand exactly what a strength is: it's not something that you're **good** at, just like a weakness isn't something that you're **bad** at. A strength is an activity that strengthens you. **That you look forward to doing.** It's an activity that leaves you feeling energized, rather than depleted.

A strength is more appetite than ability, and it's that appetite that drives us to want to do it again; practice more; refine it to perfection. The appetite leads to the practice, which leads to performance. Leveraging your strengths and managing around your weaknesses isn't just about making yourself feel better. It's about conditioning yourself to contribute the best of yourself, every day. It's about performance.

As we move into the second half of 2023, how can you go put your strengths to work? Every one of us will contribute more when we take our strengths seriously, and intelligently leverage them for the benefit of the world.



See you soon,

Meredith Jones
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JUSTIN RUSSELL

OF LOCAL PEST CONTROL:

THE IMPORTANCE OF FAMILY



Written by **Ann Marie Harvey** | Photos by **Brendon Pinola**, Brendon Pinola Photography

Justin and Bethany Russell are down-to-earth people building a legacy for their four children: Henry, 9, Charlie, 6, and 5-year-old twin daughters Emma and Callie. The high school sweethearts both lost their parents at a young age, directly influencing their future. “Our children don’t have grandparents, so it instilled in us that family is extremely important,” Justin explains. “We aren’t promised tomorrow and the trauma of our life events has helped strengthen and motivate us to make something important out of this life.”

That goal of creating a legacy has fueled every decision the couple has made for their careers. Although Justin originally joined the Army National Guard and planned on military service, an injury during basic training caused him to be medically discharged. Looking for plan B, he found a job as a pest control technician. “I liked learning new things and really fell in love with the industry,” Justin says. “Bugs piqued my interest, so I started studying them.”

He quickly worked his way up through several companies, from a supervisory position to territory manager for the state. “I saw how things were done in different businesses,” Justin explains. “I had a desire to provide a better customer service experience without cutting corners on the service side.”

GETTING BUGGY WITH IT

In April 2019, Justin and Bethany opened Local Pest & Mosquito in Springville, Ala., after moving there from Pinson. “I love interacting with our customers,” he says. “Each house has its own issues, so there is problem-solving that goes into each service appointment.” Business has grown through word-of-mouth and five star reviews, almost doubling every year since its inception. Rates are based on the size of the home and are published on their website. Staff members Jenna Teasley and Route Manager Andrew Cusimano round out the team. “They do a phenomenal job for us both in the office and in the field,” Justin says.

With certifications in public health, household pest control, and wood destroying organisms, Justin also graduated from Auburn University's Pest Tech Academy in 2014 and 2018 and is a member of the Pest Management Association. "I enjoy educating my customers on how to make their homes safer and healthier," he says. "It's important to help people understand what is going on."

Of course, there is a down side to treating pests—sometimes it's simply gross. "The worst thing I have faced so far was treating a house that was infested with both German roaches and bed bugs," Justin says. "The walls were literally crawling." Armed with a hazmat suit and a respirator, Justin was able to provide a cleaner, healthier place for his elderly client to live in. "It was a sad situation, and I was happy to help," he says.

BRANCHING OUT

Before starting his own pest control business, Justin became a licensed real agent in 2018. Bethany joined him in 2020 after the dental practice where she worked was shut down due to the pandemic. "My dad was a real estate agent who helped open the first EXIT Realty office in Alabama around the time I graduated high school," Justin explains. "I saw what he was doing and wanted that flexible schedule for my life and family." Justin's dad advised him to wait until he was older so he would better understand the process and give him time to build a sphere of influence that trusted him. That time came in 2018. With a cushion provided him from the sale of his previous company, Justin was able to enter real estate as a REALTOR®.

Justin joined a brokerage that used a flat rate commission fee and quickly did well. When the owners of 1% Lists Legacy asked him to open their first brokerage in Alabama, Justin wasn't interested. But two years of persistence convinced him. 1% Lists Legacy lists homes for one percent commission, is in 18 states, and growing quickly. "Technology has influenced the home-buying process, but our commission model hasn't changed," he says. "With less time involved in transactional work, it makes sense homeowners get to keep more of their hard-earned equity."

Justin and Bethany have eight team members and are among the Top 100 agents in MLS. Justin has also used his pest control knowledge to educate other agents about termite bonds. "Most real estate contracts state there must be a 12-month repair and replacement bond on the home, but sometimes agents may not be well-versed in the language," he explains. "I enjoy educating them on treatments, what they need to know about the contract, and which bonds should be ordered."

A SEASON OF LIFE

With four kids and two businesses to run, Justin and Bethany's days are full, but Justin says their calendar is all-important. "We schedule out everything—even blocking off days so we can recharge, reset and regroup," he says. "I begin each morning at the office to return calls then switch gears to listing appointments and showings." By dinner time, the couple is home and ready to focus on family and their kids' activities. "It hasn't been easy, but it's been rewarding," Justin says. "We want to pour into them as much as we can and grow our businesses for our children's future."

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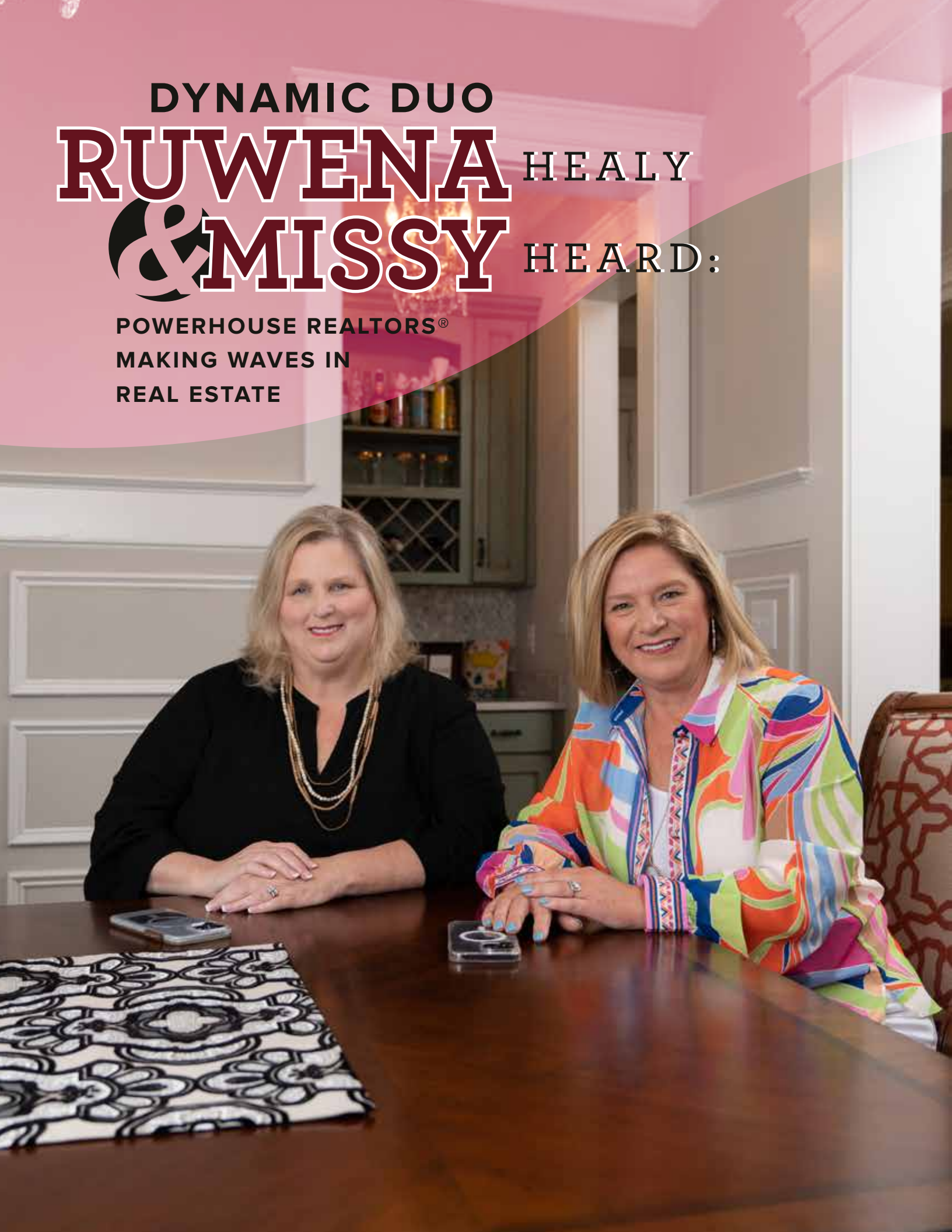
I enjoy educating my customers on how to make their homes safer and healthier.

It's important to help people understand what is going on.



DYNAMIC DUO RUWENA HEALY & MISSY HEARD:

POWERHOUSE REALTORS®
MAKING WAVES IN
REAL ESTATE



In the competitive world of real estate, Ruwena Healy and Missy Heard, REALTORS® with RealtySouth and team Birmingham Homes Online, stand out due to their passion, dedication, and unique approach to the industry. Their inspiring journey, overcoming challenges, and award-winning commitment to their clients make them a force to be reckoned with.

INVALUABLE EXPERIENCE

“I started my career early in life and always gave 100%. I felt I had something to prove and worked hard to succeed,” says Missy. Her leadership ability was evident at a young age. Working her way up from an entry-level customer service position to a contracts administrator at the age of 23 was indicative of her drive, determination, and dedication.

Missy found herself ready for new challenges and switched her career path to the commercial construction industry. She was blessed with a wonderful mentor that guided her into the marketing arena. She loved the commercial real estate environment with her quest for knowledge and ability to learn and grow, and she soon became known as a marketing expert in her field. She says, “I loved chasing work, bringing my creative abilities to the table no matter the project at hand, working with and giving back to the community, and ultimately doing my part to ensure my internal and external clients were always satisfied.”

In 2016, she fell unexpectedly ill and was unable to work, eventually diagnosed with Lyme disease. A debilitating disease, it was six months before she improved due to several medical treatments. Wanting to get back to work, she entered the world of real estate and earned her real estate license in 2017. With her decades of experience in marketing and construction, real estate was a natural

fit. With real estate came a new found purpose for Missy and she became passionate about her new path.

Ruwena is also experienced and familiar with how to overcome challenges. These experiences were formative in making her the driven person she is today. She explains, “As a daughter of German immigrants, I learned the value of hard work early in life, especially from my mother. I was the first member of my family to be born in the United States and also the first in my family to have the opportunity to go to college.”

When she arrived at the University of Florida, Ruwena says, “My world opened up to all the possibilities before me.” She earned her degree in business administration with an in-depth understanding of finance, accounting, and marketing before working in the corporate world. Beginning her career as a management trainee for a multi-state financial institution, her career flourished through the years. Along the way, she gained invaluable experience and earned her Masters of Business Administration from Florida State University while working as a commercial loan officer.

Ruwena explains, “As my career continued to progress from banking to membership director for a private club, then director of marketing for a defense law firm and director of business development for a forensic

accounting firm, I developed a vision for opening my own marketing and public relations consulting firm.”

Her dream became a reality when she launched her own firm, Marketing 24/7 Inc. Her firm impacted “countless clients to exponentially improve their successes within their industries.” In late 2019, Ruwena started a new chapter of her life in real estate. “I had always been fascinated with real estate,” she says. Becoming a REALTOR® has helped her to utilize her financial and marketing expertise and help others accomplish their real estate goals. Missy and Ruwena first met in 1997 when they served together on boards of marketing and professional organizations while advancing their careers as marketing executives in corporate America. Fast forward decades later, and life brought them back together. When Ruwena was researching brokerages to place her license, she was made aware by a mutual friend that Missy had also become a REALTOR® two years prior and was working for RealtySouth. Ruwena elected to begin with RealtySouth, and a few months later, the two joined together to form a dynamic duo and created Birmingham Homes Online.

FUELED BY PASSION: DRIVEN BY DEDICATION

Ruwena and Missy’s passion for their work shines through every aspect of

their careers. Both of them were nominated for Rookie of the Year in their respective first years in real estate, which speaks volumes about their work ethic. They genuinely care about their clients' success and are deeply invested in understanding their needs and helping them navigate the real estate market. Their background in marketing gives them a unique perspective, approaching real estate from a storytelling angle that highlights the unique features and stories of each home.

TWO FOR THE PRICE OF ONE

One of the standout aspects of working with Ruwena and Missy is that clients get two experienced real estate agents for the price of one! They work as a team, dividing the responsibilities based on their individual strengths. Ruwena's expertise lies in networking, while Missy excels in technical skills and both are strong in marketing, negotiations, customer service and client interaction. This balance allows them to provide a comprehensive and well-rounded real estate experience to their clients. Together, their strengths complement one another. They are always available, responsive, and coming up with ideas for their clients. Their clients couldn't be happier working with them.

WE GENUINELY CARE ABOUT WHAT IS GOING ON IN OUR CLIENTS' LIVES AND HOW WE CAN HELP THEM THROUGH THIS TRANSITION.



Missy Heard

DEFINING PERSONAL SUCCESS

For Ruwena and Missy, success extends beyond professional achievements. They value the flexibility that their real estate careers afford them, allowing them to prioritize their families and personal lives. Both have experienced the challenges of caring for aging parents while building their careers, and the flexibility of being real estate agents has allowed them to navigate these responsibilities effectively. Success, for them, is measured not only by their accomplishments in the industry but also by their ability to make a positive impact on their clients' lives and create lasting relationships.

Ruwena shares, "We genuinely care about what is going on in our clients' lives, and how we can help them through this transition. Drawing on our professional backgrounds, we help our clients overcome obstacles, negotiate deals, and achieve the results they deserve."

PERSONAL PURSUITS

Outside of their real estate careers, Ruwena and Missy have diverse interests and hobbies that enrich their lives. Ruwena enjoys spending time with her husband and her 17-year-old twin boys. "One is on the high

school golf team and plays individually in tournaments throughout the Southeast. The other is an equestrian athlete and is now competing nationally as a show jumper," she smiles. She also enjoys traveling, needlework, and spending time with her family at the lake and being out on the water.

Missy, a woman of faith, is passionate about her family and has always loved music and singing. "I married and started my family later in life," says Missy, just as Ruwena did. "My oldest daughter has excelled academically and is graduating from high school and heading to Auburn University. My youngest will start high school and play percussion in the marching and jazz bands." Missy enjoys staying active with her children's activities in their school bands and academic pursuits.

Both treasure their families and the support they provide, playing pivotal roles in their personal and professional lives.

A UNIQUE FORMULA FOR HOMEOWNER SUCCESS

Ruwena and Missy are remarkable individuals who exemplify dedication, resilience, and a genuine passion for their work. Their story is a testament to the transformative power of hard work and the ability to overcome obstacles. This dynamic duo is an inspiration in real estate, and the future looks bright for these two Rising Stars in real estate!



Ruwena Healy



» making a difference

Written by **Elizabeth McCabe**
Photos by **Brendon Pinola**, Brendon Pinola Photography

CHAD & JENNIFER BEASLEY

Sell A House, Help A Child

“So let each one give as he purposes in his heart, not grudgingly or of necessity; for God loves a cheerful giver.” (2 Corinthians 9:7)

Chad and Jen Beasley, top producers with eXp Realty, strongly value the importance of giving back to their community. They have a deep love for their community and clients and see it as their duty to use their influence as REALTORS® to positively impact those around them.

“It’s more than a job,” Jen says. The Beasleys have always prioritized using the platform they are given to contribute to charitable causes and help those in need. “From the very beginning, we have always chosen to give back because we believe all we have comes from God and we look for ways to use what we are given to glorify Him,” explains Jen. “That is really important to us. That’s why we donate a portion of every commission to make a difference.” Believing that their success is not theirs to hoard, they ensure that a portion of their success goes towards making a difference in the lives of others. They take the opportunities they are given through their dedication to their career and pay it forward with joy and love for those they serve.

This year, they decided to take their philanthropic efforts to the next level and involve their clients. Thus, “Give Back with Chad & Jen” was born! The Beasleys explain, “We are so excited to see the impact that we can make together in the lives of children this year. With every closing, each of our clients get to choose a school or one of the following children’s organizations – Big Oak Ranch, Hargis Christian Camp, On River Time, and King’s Home – and we will make a donation in their honor at closing!”

Chad adds, “[Give Back with Chad & Jen] has brought tremendous exposure to these organizations for those who didn’t know about them before.” The Beasleys hope that their small actions of generosity ignite a ripple effect of kindness within their community.

The following organizations have been hand selected for “Give Back with Chad & Jen.”

Big Oak Ranch

Big Oak Ranch is “a Christian home for children needing a chance.” Those who have experienced abuse, abandonment and neglect by those who should have loved them discover hope at Big Oak Ranch. As their website states, “They find a loving, Christian home — often for the first time. They find a chance to live out God’s plan for their lives.” Children receive a private education at Westbrook Christian School that positions them on track for a rewarding future.

Hargis Christian Camp

Hargis Christian Camp is also near to Chad and Jen’s hearts. Their family shares a handful of personal memories set on its campgrounds. Initially, the property was purchased by an area developer and was set to be a neighborhood. A local pastor, Aaron Knight, started mowing the grass for two years, praying over the property the entire time and wanting to find a way to use it for the Kingdom of God.



Hargis Christian Camp



“From the very beginning, we have always chosen to give back because we believe all we have comes from God and we look for ways to use what we are given to glorify Him.”

“The developer was willing to give him an opportunity,” explains Jen. “Our community rallied around him.” Through an abundance of donations, the property was spared. “They are still doing renovations and raising more funds,” adds Jen. This special camp will be used for kids’ summer camps, youth camps, marriage conferences, men’s and women’s retreats, and more. Always sharing the good news of the Gospel of Christ at every event held at the camp.

On River Time

On River Time, another nonprofit organization, provides memorable experiences for children in various children’s homes. On River Time takes groups of children on fly-fishing trips, promoting healing and personal growth.

On River Time stands out for its unique mission to interrupt the cycle of abuse and neglect. The organization recognizes that the effects of such experiences can have a lasting impact on children’s lives. By partnering with On River Time and supporting their life-affirming programming, individuals have the opportunity to make a tangible difference. Together, they can change the trajectory of these children’s lives and offer them a future filled with hope. Through their involvement, they send a powerful message that these young individuals are not defined by their past but have the potential to thrive and overcome adversity.



On River Time group in the Grand Tetons

They explain, “The founder of On River Time, who experienced abuse and neglect, found a lot of healing fly fishing on the Snake River.” He wanted others to experience the same healing that he did and he started a nonprofit to accomplish that goal. In addition, On River Time also offers programs such as SOAR (Success, Opportunity, Attitude and Resilience), their Life Skills curriculum for students who are in college which helps them succeed personally and professionally.



King's Home

King's Home

King's Home, located in Chelsea, where Chad and Jen reside, supports women and children in need. For more than four decades, King's Home has been a sanctuary for countless youth, women, and children in search of refuge, hope, and assistance in the face of daunting challenges such as domestic violence, neglect, abandonment, homelessness, and poverty. Throughout its extensive history, King's Home has remained steadfast in its purpose: to serve Christ by serving and uplifting the lives of young individuals, women, and mothers with children.

Real Estate = Serving Others

For Chad and Jen, real estate is not just a business; it is an opportunity to serve others by providing consistent support in an area of life riddled with ups and downs. Not only do they show generosity through giving to local nonprofits, but also by caring for their clients through life's challenges. Chad says, "This profession just puts us in a position to be in the flow of people's lives. What we do professionally serves them and makes things easier."

"We're in the people business, not the house business," they explain. "We have sat and cried with clients who have lost a spouse or lost a parent. We have also been overjoyed with people who are buying their first house or expecting their first child."

Chad Beasley has been in the real estate business for 26 years and loves what he does. Jen worked in a supportive role before getting her license in January 2019. "She jumped all in when our children were grown and our daughter was getting ready to graduate from high school," says Chad. "We have always worked together

in some capacity since I was 15 and he was 17 years old. We first met working at The Cookie Co. at University Mall in Tuscaloosa, waited tables together while we put ourselves through the University of Alabama, and now doing real estate together just makes perfect sense in this 'empty nest' season of life," says Jen.

Together, they have built strong relationships with their clients through their genuine love and intentional care they show for the people they get to serve in real estate.

The Beasleys not only show generosity in their external outreach to their community, but also in the support they give to agents in their brokerage. They see the platform provided by their brokerage as an opportunity to create a culture of collaboration and support within the real estate industry. "This business has been very good to me over the years and I've had many people help and support me along the way. I love having an opportunity to give back and pour into others as a veteran of the industry," says Chad.

Family Focused

The Beasleys cherish their family as well. They have two children, Parker, 24, and Halle, 21, both pursuing careers in music, and they are proud to support their artistic endeavors.

When not working, both Chad and Jen are discovering a new love of travel! They are finding joy in exploring the areas of our planet they have never seen. Their most recent trip was going out

west to the Rocky Mountains and taking a scenic train from Moab, Utah, to Denver, Colorado. "It was incredible," they smile. "God has created so many wonderful and incredible landscapes. We can't wait to explore more of them!"

Making an Impact

Chad and Jennifer Beasley's dedication to making a difference in the lives of others is inspiring and commendable. They lead by example, showing that giving back is not only a responsibility but also a privilege. Through their philanthropic efforts and their intentional care for their clients, they have provided a positive influence in their community, setting an incredible example for others to follow.



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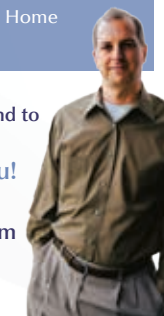
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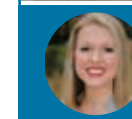


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JERRY SAGER

& Red Hawk Realty Group:

SOARING TO NEW HEIGHTS IN REAL ESTATE

The Red Hawk Realty Group: Anna Parker, Steve Parker, Jerry Sager, and Karen Sager



▶ cover story • Written by Elizabeth McCabe | Photos by Brendon Pinola, Brendon Pinola Photography

At the end of every chapter, there is a new beginning. Jerry Sager can attest to that fact. He had a successful career with Lifeway Christian Stores spanning 23 years, but declining sales and a change in consumer spending habits led to the closing of this iconic Christian retail establishment. Established in 1891, Lifeway was a trusted name in Christian retail.

“I thoroughly anticipated retiring from Lifeway,” explains Jerry. However, a new door opened for him – the door of real estate with Keller Williams. “Now, we’re one of the top teams in the entire state,” remarks Jerry. “I never would have imagined that.”

THE PEOPLE BUSINESS

One of the similarities that Jerry had between Lifeway and real estate is serving others. As Jerry says, “We were in the people business and served others. That’s really what real estate is all about.” As a former general manager and corporate buyer for Lifeway Christian Stores, among other positions, he excelled in planning and organizational skills as well as people development.

“All that translates into this business,” he reflects. Real estate is all about connecting with others. “That’s what real estate is all about,” he says. His

previous experience in Christian retail was foundational for real estate. “If people like you, they will work with you,” he says. “Having all the business skills really helped.”

Jerry was led to real estate by a friend who was in Chattanooga, Tennessee. He says, “He told me that he thought I would be good at it and I ought to try it.” His friend was right. “It was unlike anything I ever would have imagined,” says Jerry. This calm and collected individual was a natural in real estate, having systems in place to deal with his clients and get to the closing table. Jerry worked as an independent agent under the name, Jerry Sager Homes.

#BETTER TOGETHER

In 2020, Jerry Sager Homes joined together with REALTOR® Steve Parker and his wife, Anna (also known as The Steve & Anna Team), to form Red Hawk Realty Group. Steve entered real estate during the Great Recession in 2008, a challenging time to enter real estate. However, he persevered through that.

“We’re great partners and have the same friends and attend the same church,” comments Jerry. “We also have the same values and that has made for a good partnership.”

Why Red Hawk? “We wanted a name that was unique and wasn’t our names,” points out Jerry. Red is symbolic for Keller Williams and the hawk was a nod to the state bird for Alabama. “We tied both together in our logo,” explains Jerry. “The hawk carries the key, which brings it all together as one.” Red Hawk Realty Group is also representative of vision, tenacity and results. “It’s bigger than the two of us,” adds Jerry. It’s also a name that clients remember.

EXCEEDING EXPECTATIONS

Jerry and Steve, along with their wives who are both real estate agents, are committed to exceeding their clients’ expectations from start to finish. Jerry’s wife, Karen, a full-time occupational therapist, got her real estate license at the end of 2019 to help him when he was getting really busy. Considering Jerry is forecasting 37 million in sales for 2023, he can use all the help that he can get. Similarly, Steve’s wife, Anna, has been a real estate agent for 7 years. Together, the team is passionate about connecting people with their dreams, whether they are first-time homebuyers or seasoned investors.

With a track record of success, Red Hawk Realty Group sold 188 homes and generated \$64 million in sales last year. The team attributes its achievements to a strong foundation built on referrals and maintaining relationships with past clients. Approximately 75 percent of their business comes from referrals and past clients, demonstrating the trust and satisfaction they have earned from their clients.

Their team is also growing. As Jerry says, “We are actively hiring and have full-time positions available for agents and administrative staff. If there is someone out there who wants to be on a top team in Birmingham, we are excited to talk to them.” It’s also an opportunity for growth for people to have as large a business as they desire.

Red Hawk was also the first millionaire real estate team for Keller Williams Hoover. They have established themselves and stay connected with their clients. Jerry comments, “We want to be real estate agents for life. We have a good system to stay in touch with past clients so we stay top of mind.”

Jerry and his wife, Karen
Photo by Calah Barnes



“WE WANT TO BE REAL ESTATE AGENTS FOR LIFE. WE HAVE A GOOD SYSTEM TO STAY IN TOUCH WITH PAST CLIENTS SO WE STAY TOP OF MIND.”

“The fact that we help people in one of their biggest investments in life – real estate – is part of helping people choose a home,” Jerry expresses. “It’s a big responsibility to be a part of that.”

A SUPPORTIVE ENVIRONMENT AND TEAM COLLABORATION

Red Hawk Realty Group values the power of collaboration and support within their team. Regular meetings are held to discuss strategies, hiring, marketing, and financials. Both Jerry and Steve, as business partners, encourage open and honest communication to ensure the success of the team and the satisfaction of their clients.

Red Hawk Realty Group goes beyond the transactional aspect of real estate, genuinely caring about their clients. Jerry recalls instances where he has prayed for people going through difficult situations, which has deeply touched those he has helped. Building personal connections and making a positive impact is at the heart of their business.

Real estate isn’t easy, but it’s a fruitful endeavor that has rich rewards. “Even if you go on vacation, a client’s home purchase doesn’t stop,” points out Jerry. “You have to constantly have a plan because other people count on you to get the job done.” Fortunately with the team structure, people can find work-life balance.

RELAXING + RECHARGING

When not working, Jerry spends time with his family. Jerry has two children, Bethany (29) and

Garrett (25). Bethany is a nurse at UAB, and Garrett is a graduate student working on his Ph.D. at Yale in theoretical neuroscience.

To relax, Jerry loves going to the beach. “We’re big beach people,” he says. “I like to travel and see different parts of the country. I enjoy music and played cello for several years. Karen and I love to go to music events, be outdoors, and be out with friends and family.”

Currently, Jerry has 21 closings on the board in the next 2 months. “We are anticipating a blockbuster summer,” he smiles. He is looking for that pace to remain for the rest of the year. He spends several hours a day on lead generation and works to set one appointment each day.

SOARING TO NEW HEIGHTS

In the ever-evolving landscape of real estate, Red Hawk Realty Group stands as a testament to the power of adaptability, collaboration, and genuine care. From a successful career in the retail industry to becoming one of the top teams in the state, Jerry Sager and his team have embraced change and built a reputation based on trust and long-term relationships. With their unique vision and a commitment to helping clients achieve their dreams, Red Hawk Realty Group continues to soar, leaving a lasting impact on the lives of those they serve. As they embark on their journey of growth and expansion, their unwavering dedication to excellence promises a bright future for both the team and their valued clients.



FAQ

ABOUT THIS MAGAZINE

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

Q: WHO RECEIVES *Real Producers* MAGAZINES?

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

Q: WHAT IS THE GOAL OF THIS MAGAZINE?

A: We believe that we are better together. When we surround ourselves with other successful, like-minded people, we grow to new heights. *Real Producers* is a platform that brings together the most elite individuals in Birmingham real estate.

We take the top 300 real estate agents and RP Vetted Businesses in our market, and we build an exclusive community around that group. We share their stories, successes, market trends, and upcoming events — really, anything that will connect, inform, and inspire, we put in our monthly publication.

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

Q: DOES *Real Producers* HAVE EVENTS?

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

Q: WHAT IS THE PROCESS FOR BEING FEATURED IN THIS MAGAZINE?

A: It's really simple. You have to be on the top 300 list, and we take nominations seriously. You can nominate other real estate agents, businesses, brokers, owners, or even yourself! Office leaders can also nominate real estate agents. We will consider anyone brought to our attention who is in the top 300 because we don't know everyone's story, so we need your help to learn about them. We cannot guarantee a feature, but we encourage you to meet with one of our team members, support *Real Producers* and attend our private events to increase your chances.

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

Q: WHAT DOES IT COST A REAL ESTATE AGENT/TEAM TO BE FEATURED?

A: Zero, zilch, zippo, nada, nil. It costs nothing, my friends, so nominate away! We are not a pay-to-play model. We share real stories of *Real Producers*.

Q: WHO ARE THE RP-VETTED BUSINESSES?

A: They are one of the best businesses in Birmingham in their category, and you can find them listed in our index! We don't just find these businesses off the street, nor do we work with all businesses that approach us. One of many of the top real estate agents has recommended every single business you see in this publication. We won't even meet with a business that has not been vetted by one of you and “stamped for approval,” in a sense. Our team will further vet every business to make sure they are a good fit and bring value to our community. Our goal is to create a powerhouse network, not only for the best real estate agents in the area but for the best businesses, as well, so we can grow stronger together. When you meet one of them, be sure to thank them for their continued support and for investing in you and your growth.

Q: HOW CAN I RECOMMEND A BUSINESS?

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

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