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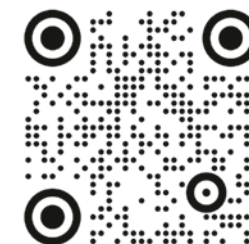
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If you are interested in contributing or nominating REALTORS® for certain stories, please email robert.smith@realproducersmag.com

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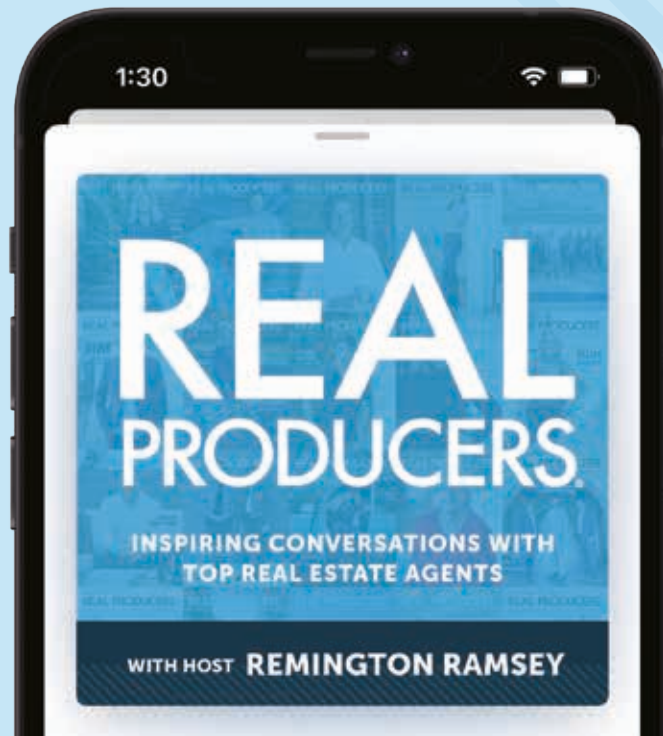
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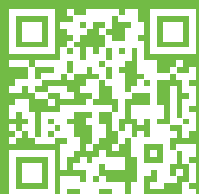
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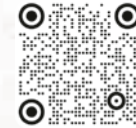
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HAPPY 4TH OF JULY

► publishers note By Robert Smith, Owner/Publisher



SUMMER TIME, SUMMER TIME, **SUMMER TIME!**

Things are heating up around here!

Upstate Real Producers, things are heating up! Literally! The BBQ grills are firing up, boats are out on the lake daily, and chairs by the pool are certainly not lacking any attention, and hopefully, you are crushing it in sales already!

For many people, the month of July means BBQ, fireworks, and family time. But it also means celebrating the freedom that we share, thanks to all the veterans who served this great country. As we enjoy this holiday, make sure that you keep all those who have served and are currently serving in your thoughts. We live in a truly incredible nation.

We hope that you enjoy this issue as it is yet again filled with stories of your peers that are created to connect, inform and inspire the best of the best REALTORS® in the Upstate, which is you.

I cannot say how thankful we are to have the support of so many great REALTORS® and also some of the best local vendors in the area as well. We are not done yet, though! Be on the lookout in the next month or two for the announcement for *Upstate Real Producers* that are exclusively for the top 500 REALTORS® and the preferred partners of the publication. These are announcements and event that you will not want to miss and will be free of charge to all the REALTORS® this publication goes to. Also, if you would like to be featured or know of a REALTOR® that should be featured, please feel free to reach out to me with the contact info below. We are always looking for the very best vendors in the area. If you would like to nominate a vendor that does amazing work and runs an impressive business, have them reach out to me with the contact info below!

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▶▶ preferred partner spotlight

Written By Heather Spruill

THE ROOFTOP HEROES OF THE UPSTATE

After 25+ years, Culler Roofing continues to excel in the roofing industry having gained the trust of both the Upstate and Midlands communities. Their personalized care for each job, undeniable skillset, and excellent workmanship makes this family business a reliable source when it comes to all roofing needs. Continuing tradition, Neal Culler shows outstanding customer service and quality work for his community, making him an ideal roofing contractor and businessman.

Learning the Ropes

As a kid of the 90s living in Camden, SC, Neal worked alongside his father, Chris Culler, learning what hard work looks like in addition to running a business. Having started in the industry more than 25 years ago, Chris was determined to teach his son about the trade and the fundamentals of working well with customers and providing them with an easy and worry-free construction experience. However, Neal had other plans. Before setting off for Clemson University, Neal jokingly told his father that he never wanted to see another shingle in his life.

Neal graduated in 2010 with a BS in Construction Science Management and a Business Administration minor. Due to the economic climate at that time, he accepted a position for an internship in Annapolis, Maryland, a job outside the construction industry. Just before his internship ended that same year, a huge storm struck South Carolina.

The heavy hail storm resulted in severe property damage in several locations, especially across the Midlands. Neal's father asked if he could move back home for a year to help with the influx of calls regarding new roofs. He agreed. The two businessmen discussed Neal starting

his own branch throughout his time in Camden. He committed five years to his dad to expand the family company to the Upstate and create a thriving business. Needless to say, Neal has been assisting many homeowners for over a decade and doesn't seem to be slowing down anytime soon.



Onward and Upward

With branches in the Midlands and the Upstate, Neal and his father have worked diligently to provide fantastic customer assistance and good-quality roofing services. Furthermore, their growing business relies on an aspect they value most: positive customer relationships.

“I think the way we treat people sets us apart.” – NC

Culler Roofing has proven throughout the years that its clientele will always receive the best care, no matter the type of project. Their customer base ranges from commercial, residential, and industrial, needing roof replacement or repairs of all structure sizes

and materials. They do it all. Neal and his father work hard to provide their clients with ideas and solutions to meet all of their roofing needs. “Hard work, consistency, taking no shortcuts, makes us stand confidently behind our work,” Neal explains. “People and clients...if you take care of them, they will take care of you.”

While this company is successful in its merit, Neal instills the same amount of hard work and enthusiasm in his family. He assures that time spent with his wife, two sons, and daughter is tended to in the same way he manages his business: with care. “My ownership in this company provides me with a great work-life balance,” Neal explains. When

Neal is not conducting business, he and his family enjoy outdoor activities and support their kids in sporting events and games. His loving and incredibly involved approach with his family makes him that much more of a dedicated and trustworthy roofing contractor.

The future continues to look bright for this family business. Neal has done a phenomenal job showing his three children the true meaning of hard work. Diligence instilled in him by his father and teacher at a young age has set this roofer and businessman up for a successful future.

Do you have a tip you would like to share with your fellow Realtors? Reach out to us at amy.porter@n2co.com



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Many of us spend our lives searching for our authentic selves. Reah Land Smith of Lake Keowee Real Estate can undoubtedly claim this achievement! Driven by her passion for life, she has found her niche in Real Estate.

Life Before Real Estate

During her junior year at the University of South Carolina, Reah was hired by Target. She started her full-time career with Target in Assets Protection and began to climb up the corporate ladder. In 2010, she started feeling burnt out, and a friend suggested she apply to work at a large Greenville RE franchise. Excited by the prospect of working a simple nine-to-five job, Reah leapt at the opportunity, but within three years, she was bored. With a long family history in Oconee County (11 generations!), she was interested in returning to her roots and selling real estate.

Real Estate

After working as an Operational Team Leader for Coldwell Banker Caine Company for three years, Reah was ready to transition to the sales side. She chose to work for Lake Keowee Real Estate because it exclusively sells Lake Keowee Property, and Reah explained that she “really just wanted to sell a home.”

Andy Lee, the owner of Lake Keowee Real Estate, is truly an expert in the field. Sharing a mutual love of the lake and the business, Reah and Andy are also partners in life. Reah delightfully describes them as “blissfully unwed!”



▶ top producer

Written By **Dana Moze-Kadavy**
Photos By **Jo Walter**, Carolina House Shots

“

If you have been blessed with an incredible life and the ability to provide for your family because of a real estate career, then it is your duty to defend our ability to do so.



Mentors

Her wonderful partner Andy has been a professional mentor. Andy is the Chair of the SC Real Estate Commission and encourages Reah to volunteer with all three levels of their REALTOR® trade associates. Reah proudly serves as the South Carolina Realtors' 2023 President-Elect. Her Presidency will officially begin in January 2024. Beyond Andy, Lorraine Harding has also served as a mentor in developing her leadership skills. Reah shared, "Lorraine served in 1992 as the second SCR female president since SCR's inception in 1948. I value her wisdom and advice greatly and seek it out regularly. She faced so many different challenges and helped pave the way for me to serve as now the 9th female president in 75 years. So clearly we have some work to do to reach parity in representation (on a lot of fronts beyond just gender) but I am proud to represent the more than 28,000 SC realtor members as authentically as I can."



Family Life

After living a full life, which she describes as "enthusiastically childless," Reah can simultaneously enjoy her lifestyle while being part of a different side of life with her partner Andy. He has two children, Taylor, 23, who will graduate from USC Upstate this year, and his young son Will, who is currently in fifth grade. They love spending time on the lake, hiking, and exploring.



After becoming a Real Estate Agent, Reah had less time to dedicate to motorcycle drag racing. Before her career shift, she spent every free minute at the track, but as her job shifted, so did her hobbies. Now, she spends her time at the lake on her Seadoo Speedster 155 jet boat or in her 1972 true vintage Avion LaGrande travel trailer. She is excited about all the adventures she will go on with her little trailer.

Helping the Dreamers

Reah Land Smith is not one to pass off responsibility. One of the local organizations she supports is "Ripple of One." Reah explained the function of the organization is "to empower families to move beyond public assistance. Their work is so important in breaking the cycle of poverty and creating sustainable solutions and habits for the success of their applicants." Outside of working with Ripple of One, she shared her view of Realtor's responsibilities "Top producing agents... have a responsibility to defend and influence this industry and to be involved beyond annual dues dollars. If you have been blessed with an incredible life and the ability to provide for your family because of a real estate career, then it is your duty to defend our ability to do so. Realtors are the defenders of the American Dream. There is no National Association of Homeowners, it is upon us as Realtors to advocate for them." She went on to say uplifting words "Anyone can step forward as a leader at any time. You don't have to wait to be called to serve or think it requires a fancy title. Just behaving as a leader at any and all times raises the professionalism of our industry overall."

Future in Real Estate

Reah cares about more than just the transaction. All of the opportunities made available through real estate- personally and professionally have only increased her love for the field. She wants to help families create generational wealth through homeownership. She said, "I have a real driving desire to work towards advocacy avenues that create opportunities for workforce housing and getting more Americans into homeownership. One of the simplest ways to get started building wealth is investment in real estate through home ownership. I want that message to continue to be delivered to the next generations and also to the communities that historically have had more barriers to attaining property



ownership. My dreams now go beyond how to get my buyers into their "dream lake home." My dreams include a real estate professional industry that values and strongly upholds federal fair housing

laws, that takes their responsibility for fair dealing seriously and equitably for all, that upholds at all cost our Realtor Code of Ethics."



Reah shared a note for other Real Estate Agents; "I would like to encourage anyone in the readership to reach out to me, especially as it relates to improving our industry and serving as a leader, with or without a title."



“ I have a real driving desire to work towards advocacy avenues that create opportunities for workforce housing and getting more Americans into homeownership. ”

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CORINNE

Nickell



Nest Realty

Success is not freely given, it is earned, and Corinne Mehrling Nickell, owner and Broker in Charge of Nest Realty, is a testament to this fact. During her first years in Real Estate, she worked as a licensed assistant; but the housing market crash of 2008 made her transition into Real Estate turbulent. Despite the financial situation, her boss paid to keep her health benefits, but it was insufficient to make ends meet. Corinne did not complain; she explained, “I started cleaning houses on the weekends to make ends meet. I am a roll up your sleeve and do what you gotta do to make it work kinda person.”

HELPING HANDS

When first entering the Real Estate Business, Corinne was blessed to be surrounded by helping hands. In 2007, Corinne got her Real Estate license when her dear friends and mentors, Charles and Frances Sampson, paid for her to take the test. Outside of her incredible friends that financially supported her in earning her license, her greatest support (and critique) came from her mother. She provided Corinne with a bit of wisdom that she has carried all her life “you don’t have to be the smartest person in the room if you are willing to out-work everyone in the room. She also taught me that in life, telling people what you are going to do isn’t nearly as impressive as showing them.”

Corinne lives a life with a heart filled with gratitude. She shared, “I have had help, love, and support from everyone in my life. My husband (who has dealt with me working late nights and leaning on him during stressful deals), my Mom, who raised me to work hard, my extended



family that has celebrated every success and picked me up after every failure.....and the agents who took a leap of faith to join a brokerage with no track record other than the person (me) asking them to trust me and join.” Her family loves to spend time together, traveling, watching movies, baking and building sand castles on the beach. With two young children, Olivia age 9, James age 6, and a sweet dog named Rosie, Corinne and her husband Adam certainly have their hands (and hearts) full!

Blessed with the mind of a leader and servant's heart, opening her business, Nest Realty, in the Greater Greenville Area has created the perfect environment for Corinne and her team to grow. Her (and her agents) take their job and responsibilities seriously, "As agents, we earn the responsibility of assisting buyers and sellers as they purchase and sell a small part of this beautiful community," Corinne



“

To build and plan for a life by design and a legacy worth leaving. It's all about choosing to be respectful of time and staying committed to your morals and values.



shared. Corinne values creating a strong community: "to build and plan for a life by design and a legacy worth leaving. It's all about choosing to be respectful of time and staying committed to your morals and values."

ON THE WAY UP

Before becoming Nest Realty's BIC, Corinne began her career in Real

Estate on Hilton Head Island at Charter One North. After two years of working as a licensed assistant, she moved to Charleston and worked under Michael Scarafie at Carolina One. Eventually, she moved to Greenville, where she worked with Dan Hamilton's team for a year before she was ready to fly independently and built her brokerage, Nest Realty, in 2021. The

years have been busy, and she has an impressive career volume of 65 million in sales. In 2022, her brokerage had a total volume of 76,398,000 and a personal volume of 8.5 million.

GRATITUDE

Corinne is thankful for her family and team and excited to see how Nest Realty will soar in the coming years.



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EMILY

COLDWELL BANKER CAINE

Written By **Dana Moze-Kadavy**
Photos By **Jo Walter**, Carolina House Shots

Philippians 4:13 “I can do all things through Christ who gives me strength.”

That Scripture verse has been Emily Elizabeth Slabaugh’s life motto through sports, raising kids, and now as a real estate agent. “Being a REALTOR® can be filled with top-of-the-world days and knock-you-on-your-knees days. By way of my sports experiences, building a family, and establishing my real estate career, Christ has been my constant strength through both the good and bad days,” this woman of faith reflects.

A Competitive Drive

A five-sport varsity athlete in high school and a two-sport collegiate athlete, Emily is decidedly competitive and driven. She learned important lessons on the field and court (the value of hard work, perseverance, and teamwork) that she was able to apply to all aspects of life.

She earned her real estate license in 2019 and has a noteworthy track record, topping over 50 million dollars in sales. Last year, her total volume was 20 million and she is set to surpass that figure this year.



SLAUGH

Slabaugh

An enthusiastic, fun, and genuine person, Emily realized that the secret to her success was investing in relationships. Supporting others in achieving success is what it’s all about to her. As she says, “This is a people industry, and that means always putting others first and not yourself.” She does that each-and-every day in her real estate career at Coldwell Banker Caine.

Road to Real Estate

Prior to real estate, Emily found great fulfillment in serving in public relations and elementary education, but when she had children, she was blessed to be able to shift her attention to being home with them. She comments, “Once my girls were enrolled in preschool, I sensed it was time to start working part-time. I always enjoyed interior design, staging homes, research, and serving others, so the idea of becoming a REALTOR® was always percolating in the back of my mind.” Her love for sports fueled her competitive nature and helped her establish key goals to attain.

“I reached out to a friend who was in the profession to learn more about what it takes to be a REALTOR® and after earning my license before I knew it, I had my first client under contract! I am in the perfect servant leadership role and have never looked back,” smiles Emily. She looks up to her father, who exemplified servant leadership to an extremely fulfilling level, leading with dignity, spunk, and integrity. Emily explains, “These are the three traits that I have established, modeling them after the example I was provided throughout my whole life. The astonishing part of this whole story is that after my dad retired from being a University President of a local college, he earned his real estate license and now is helping me!” She couldn’t be happier about that.

Being a REALTOR® can be filled with top-of-the-world days and knock-you-on-your-knees days.

By way of my sports experiences, building a family, and establishing my real estate career, Christ has been my constant strength through both the good and bad days.



Gaining Momentum

In 2019, Emily began working with the “Wilson Upstate” team under Keller Williams based out of Clemson. In 2020, she transitioned to Allen Tate and was based in Seneca. 2022 brought the opportunity to join a new brokerage and she was blessed to join Coldwell Banker Caine. “With the sophisticated support systems and ongoing client care built into their model, it has been a wonderful experience. Great colleagues, great team atmosphere and incredible client outcomes,” says Emily.



She admires her first team leader, Amy Wilson, who was an encouragement to her. Emily explains, “She is the one who got me into real estate and helped me translate this new knowledge acquired through books and put it into actual practice. My second broker in charge helped me find my personal platform, allowing my positive and enthusiastic attitude to shine through in my real estate career, and today, I can sense my new broker in charge has my back with a whole life in balance approach, zeroing in on exceptional client service and support.”

Overcoming Obstacles

The road on this real estate journey wasn't easy, but Emily was up for the

challenge. Her schedule from year one was surprisingly demanding. She shares, “I was moving at such a fast pace that establishing an efficient use of time was becoming a significant challenge. My health and family were important to me, but the demands of this new career were eroding those priorities. As I considered long-term solutions without sacrificing client support, I actively sought advice on getting the help I needed to bring balance back.”

The answer to work-life balance was adding several important people to create a team. While they are still working on dividing the workload, good progress is being made to bring balance and reduce stress in their lives.

Smooth Sailing

Emily is passionate about offering extraordinary service to her clients while having a lot of fun along the way. She knows she is supporting people at an extremely stressful time in their life. For most clients, this will be the largest purchase or sale in their lives, and her goal is to make it as smooth and comforting as possible.

Turning confusion and concern into balance and success for clients and developing relationships that become lifelong friendships is what it's all about to this driven real estate agent. For Emily, the relationship with the client continues after the transaction is complete.

“

So much can be learned about how to deal with life's challenges through sports!

Teamwork, disappointment, success, hard work, how to constructively manage conflict and of course, how to deal with winning and losing in life.



She explains, “I view real estate as a lifetime adventure, keeping in touch with clients over the years and continuing to support them as their needs change.”

Family Focused

God has blessed Emily with an incredible family! She says, “I am so thankful to live near my parents and have them work with me. I owe so much to my incredible parents.”

In 2009, she tied the knot with David, her best friend! “He is a man who loves God, me, and our two daughters. David is an individual with many skills and talents, but most importantly, his genuine spirit and fun personality bring joy to everyone around him.”

They are blessed with two children, Ella and Everly. Ella is kind, athletic, and Emily's shopping buddy. Their youngest daughter, Everly, brings the spunk to their family. “Both girls are a treasure we don't take for granted, and their loving and bright personalities are amazing.” The girls are widening their interest in sports options, which makes Emily's heart proud.

“So much can be learned about how to deal with life's challenges through sports! Teamwork, disappointment, success, hard work, how to constructively manage conflict and of course, how to deal with winning and losing in life,” she explains. Just as she learned through sports, she is excited for her girls to do the same.

Family Fun

As a family, Emily and her husband and their two daughters love to travel and make memories together, especially to places where water can be a part of the journey! Popular pastimes for this family of four include sailing, boating, and anything water related. Emily's grandfather impacted her as he exemplified his drive and devotion by hand-building a 33-foot sailboat over an eleven-year period. “He taught me to sail and understand the joys and dangers of the water,” she points out.

Giving Back

Emily has a heart for her clients as well as the community. “I enjoy giving back to Southern Wesleyan University, where my college experience started and really helped me grow, as well as local charities and children's ministries,” she points out. “I believe in paying it forward, because others that I didn't even know did that for me. It is powerful and mysterious at the same time.”

A Bright Future

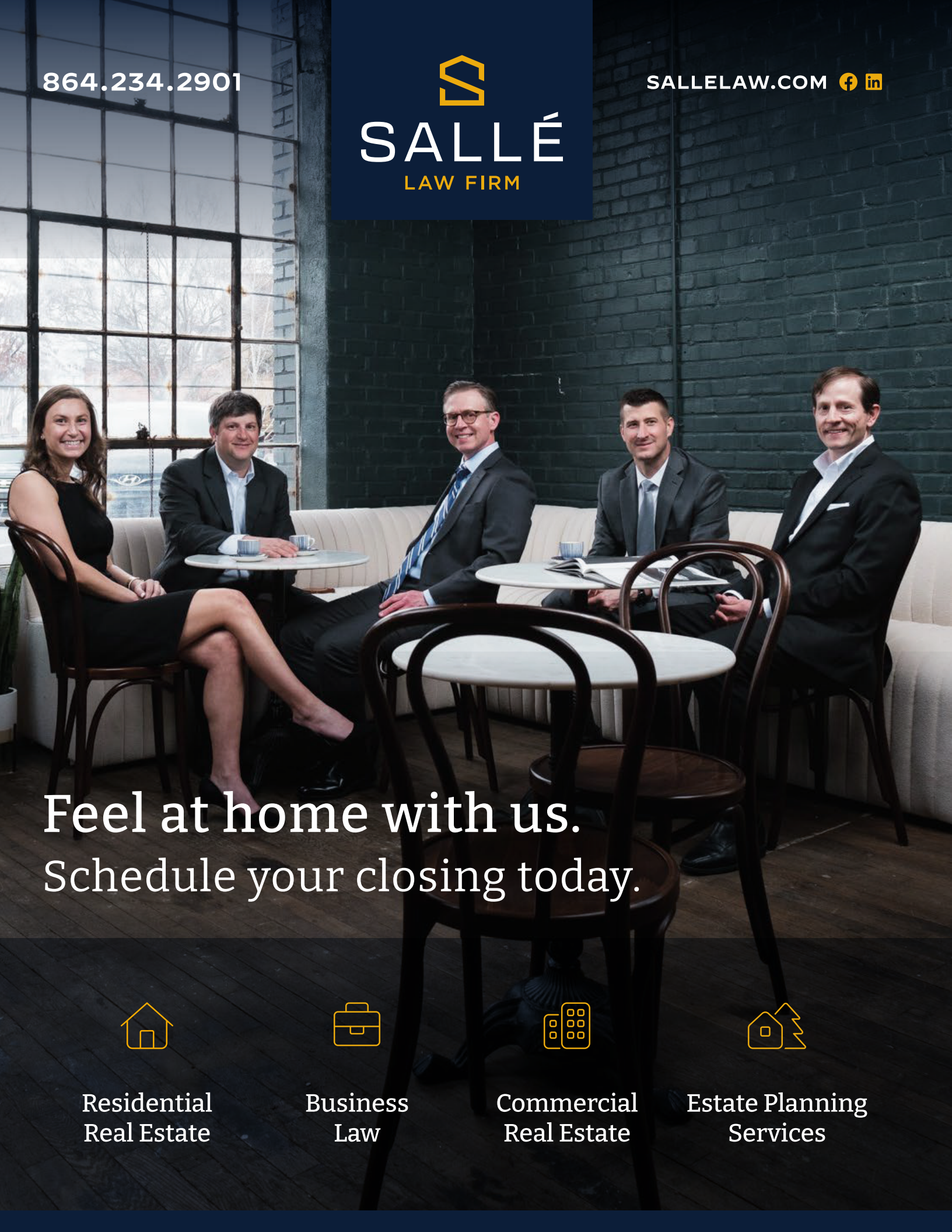
Emily is a talented and dedicated real estate agent who has achieved great success in her field. Her passion for serving her clients with exceptional care and support has earned her a reputation as a reliable and trustworthy agent. Emily's commitment to her clients, her team, and her family is an inspiration to all who know her. With her enthusiasm, positivity, and dedication, Emily is sure to continue making a positive impact on her clients and the real estate industry for many years to come.



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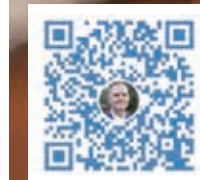
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▶ rising star

Emily Clough

Keller Williams

Written By Dana Moze-Kadavy
Photos By Jo Walter, Carolina House Shots



Real Estate has been a central part of Emily Clough's life since she was a student at the University of South Carolina. She is now a Realtor with The GVL Group - Keller Williams, Real Estate, but she entered the field as a Real Estate Assistant in Columbia, SC, while she majored in Business with a focus on Real Estate at USC. After graduation, she moved to Greenville and worked as a Single Agent for a year at Berkshire Hathaway before she joined a team with KW. It was on this team that she met her incredible husband, Logan. After two years on this team, they started their partnership, The GVL Group. Together they have spent the past five years building their business.

CHALLENGES

Becoming a Realtor at 21 came with its challenges. Emily explained, "I found it hard to be confident when competing with older, more seasoned agents. Over the years, gaining experience and knowledge and being confident became easy. Being a realtor, you can feel like you are always "on call." Especially in the beginning, you feel the need to respond to every text, call or email immediately, no matter the time of day. In the past, I've left family events, vacations, and time with friends to go show a home or meet with a potential client. Working alongside my husband, it can be hard to turn off work mode when so much of real estate intertwines with personal life. We make sure to plan date nights with no real estate talk and no real estate talk before bed."

All of the hard work and sacrifice has paid off; with her team, in 2021 they had 24 million in sales. The following year, they reached 20 million in sales. Beyond the tangible measurements of success, having the opportunity to run the business with her husband and mother has been something she cherishes.

FAMILY LIFE

Emily and Logan love spending their free time with their dogs; Beau, an 11-year-old Great Pyrenees/Lab mix that Emily has had since she was 19; and the newest addition to their family is their puppy, Winston, another Great Pyrenees mix. They enjoy spending time in their garden with family and friends, but their secret love is traveling. The couple married in Santorini, Greece, and spent three weeks traveling through France, Switzerland, and Italy this year.



“ I’m passionate about making these transactions as easy as possible when I know my clients are already dealing with a lot personally. ”



MENTORS

Blessed with wonderful parents who have inspired her life, Emily looks to both of them as mentors. Throughout her childhood, her father coached her volleyball, basketball, and softball teams; as an adult, he still coaches her in professionalism and work ethic. Her mother serves as a role model in her personal life, a wonderful wife and support to her family, and a professional mentor as they are now co-workers. Emily likes to refer to her as a “momager.”

ADVICE

When asked what advice she had for upcoming Realtors, Emily wisely shared, “Consistency is the key. Be consistent with your lead generation, processes with clients, and contact post-closing, and you’ll see your business grow.” She shared how her experience in 2023 has varied from years prior “I’ve helped more clients in the hard seasons of life. (Divorce, death, job loss, etc.) I’m passionate about making these transactions as easy as possible when I know my clients are already dealing with a lot personally.” Emily goes above and beyond to give each client the support they need.

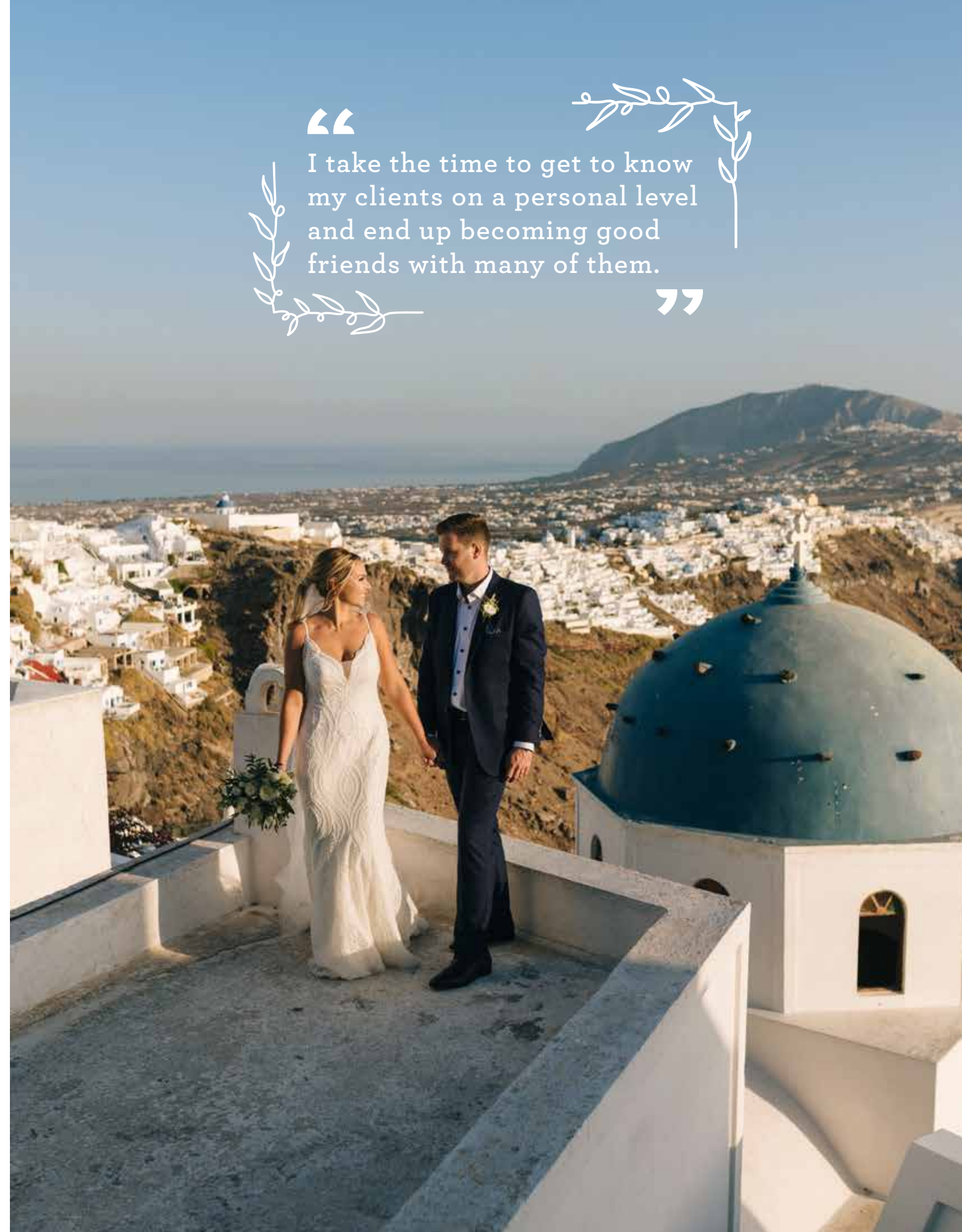


Buying a home is a life-changing investment, especially for younger first-time buyers, but Emily loves what she does. “I enjoy real estate because I feel like I get to help people and work beside my family while I’m doing it. I take the time to get to know my clients on a personal level and end up becoming good friends with many of them.”

THE FUTURE

Emily embodies the words of Hellen Keller “Be happy with what you have, while working for what you want.” Working as a Real Estate Agent brings her joy and helps her work to achieve her personal goal of early retirement. At the moment, Emily and Logan own four investment properties and plan to purchase more in the future; being able to retire young and enjoy traveling and spending time with friends and family is the goal they work as a team to achieve.

“ I take the time to get to know my clients on a personal level and end up becoming good friends with many of them. ”



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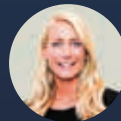
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