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# TABLE OF CONTENTS

	<p><b>06</b> Preferred Partners</p>		<p><b>12</b> Rising Star: Hannah Fesperman</p>		<p><b>18</b> Spotlight Sponsor: Door to Door Kitchens and Floors</p>
	<p><b>22</b> Feature Agent: Kim Stevens</p>		<p><b>28</b> Dunes Med Spa Product Education and Wine Class Event</p>		<p><b>32</b> Cover Story: Brian Piercy</p>

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# HANNAH FESPERMAN

rising star



## THE VALUE OF ADAPTING TO CHANGE

Written By **Suncera Johnson** | Photography By **Jeremy Kierez** - High Tide Content

**When we have worked hard to pursue a path in life, it can be difficult when forced to pivot.**

Hannah Fesperman started her career in real estate by learning the value of adapting to change gracefully.

Hannah relays “I am a native of Georgetown, South Carolina. I attended Lowcountry Preparatory School in Pawleys Island, where I looked up to my hardworking and determined parents. They instilled in me the values of hard work and perseverance. I played collegiate golf, which taught me many life lessons, including time management, perseverance, and the importance of making the most of every opportunity.”

When life threw punches, Hannah learned to dig in and punch back. Her mother’s ordeal with breast cancer had a tremendous impact on her life. “This experience taught me how to deal with the unexpected things that life throws your way and I am able to handle many challenges because of that.”

The game of golf also had a tremendous impact on Hannah’s life and has been influential in helping her to never give up. She smiles, “My Father is a scratch golfer and while in the 9th grade, they realized I had something special after I beat him during a round!”

Throughout her high school years, Hannah was extremely driven and began playing in golf tournaments and practicing on the weekends. “At one point, my Father delivered a message of tough love: He told me I had to prove my dedication to the craft by diligently practicing if I wanted to continue to attend tournaments. I am glad he gave me that nudge!”, Hannah says. That persistence paid off and

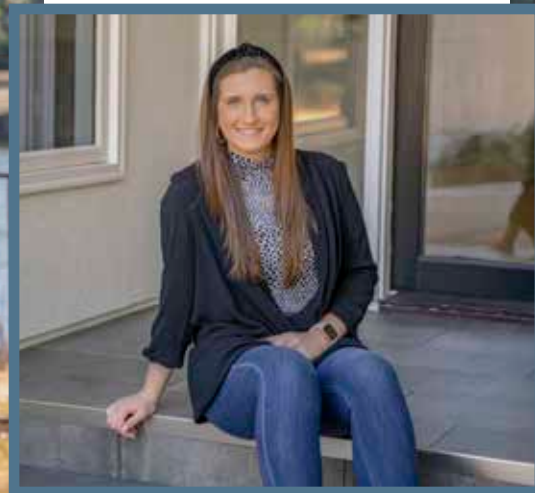
Hannah was offered a full scholarship to Erskine College.

That would appear to have been a defining moment in the life of many. However, Hannah was not happy. She reports “Erskine had a beautiful campus, but it was in the middle of nowhere with nothing to do. I surprised my parents when I told them that I had decided that I was not going back at the end of my freshman year.”

During the end of her spring semester, Hannah attended a friend’s golf match in Greenwood. As fate would have it, the golf coach from Lander University was also at this golf match and recruited Hannah that very same day.

While a student at Lander University, Hannah played collegiate golf and learned “so much about life—time management, perseverance, what it feels like to fail and succeed.” Those





While Hannah believes that “The most rewarding part of the business has been the ability to meet so many great people, working with my amazing team, and seeing the faces of happy clients” she has a heart for helping people outside of her work as well.

A philanthropist at heart, Hannah is a supporter of St. Jude Children’s Research Hospital, Children’s Miracle Network Hospitals, and Wounded Warrior Project. Locally, she supports St. Francis Animal Shelter.

Outside of work, Hannah enjoys spending time with her loved ones. “The uncertainty of my mother’s cancer diagnosis taught me to make every moment count and no matter how busy life gets, it is crucial to make time for your loved ones.” Her family vacations together every summer. “My brother and I enjoy boating with our dogs throughout the year and duck hunting in the winter. My dad and I love to golf whenever we have the chance and my mom, and I enjoy long beach walks and weekend getaways.”

Despite the twists and turns her life has taken along the way, Hannah is grateful for where it led her. “Real estate is something that I see myself doing forever. I cannot picture myself in any other career nor do I want to be in any other career. I love what I do and I hope I am able to work in the real estate industry for as long as possible.”

skills combined with all she had experienced in life would serve her well.

A different life challenge presented itself prior to Hannah’s graduation from College. By this time Hannah was considering pursuing a career as an attorney and attending law school. “I was able to get two internships lined up, so it appeared that I was on my way.” However, with the COVID pandemic in full swing, like many, my path was blocked. Everything shut down and I lost my internships.”

Not to be defeated, Hannah fought through the disappointment and drew strength from all of her previous experiences.” I thought it was the worst thing to happen to me but it became my biggest blessing because it led me back home and into the real estate industry and I could not be

happier! This turns out to be where my path was supposed to lead!”

Hannah’s reasons for delving into the world of real estate are pretty straightforward: “I have always loved looking at homes, seeing how every home is different and loved watching people find their dream homes and I thought why not give real estate a shot in the place I’ve called home my entire life?”

Hannah is now a proud member of The Mariah Johnson Group at Coldwell Banker. Hannah and Mariah manage social media for the team, which is a natural fit because in her own words, “I am very passionate about getting my name out there so that people know who I am, and what I do. Being new in the industry is all about branding yourself and getting your name out there.”



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# DOOR TO DOOR

## KITCHENS & FLOORS

### MIKE TROTTA & KEVIN BARBARO

Written By **Dave Danielson** | Photography By **John Asma - High Tide Content**

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#### BUILDING SATISFACTION

Through your day-to-day work as a real estate professional, you do not just go through the motions. You go the distance to exceed your clients' needs. In the same way, it feels very good when you partner with someone who shares that same mindset and approach.

That is the feeling you get when you partner with Mike Trotta (Owner) and Kevin Bararo (Managing Partner) with Door to Door Kitchens and Floors ... building satisfaction by striving to deliver the highest quality flooring and kitchen cabinet services to the Grand Strand area.

"Our deep commitment to always providing affordable, quality work and customer service is our greatest attribute. We purposely have very little overhead so we can

always provide very competitive pricing for the customers," Kevin explains. "Both Mike and I personally oversee the work and we have a small, highly skilled team of lead installers that have all been with us for years. We love giving excellent value to our customers."

#### THEIR DRIVING PRINCIPLES

The two men have a clear driving force that revolves around three principles. "First is doing what you say you will do," Mike says. "Second is providing the highest quality possible. And third is making people happy by blessing them with your talents."

One of their many points of pride is seeing the success their business is having with the exclusive partnership they obtained with national retail power Costco.

"We are blessed to be chosen by Costco as their exclusive partner for flooring for all of their members not only in Myrtle Beach but in Columbia and Augusta, as well. In 2022 we were named as the Costco Southeast Regional Dealer of the Year," Kevin explains.

"With the tremendous amount of vetting that Costco does for these types of partnerships, we feel as though it is a testament to validating our business model and our philosophy on how to conduct business."

#### A WEALTH OF EXPERIENCE

Mike and Kevin each bring a wealth of experience and expertise to their work with clients each day.

Mike and his wife, Melissa moved to the Grand Strand in August 2002 as he says, "on a whim. We left my hometown of Cincinnati, Ohio, to come to this area, because we loved South Carolina. In addition, we found the culture and values of the people were something we wanted in our lives."

After moving here, Mike worked in the Private Banking Unit at BB&T with a passion for personal finance, investment and retirement planning. "I loved educating people on how money works and the proper use of that resource for their long-term benefit. That job was very satisfying for me because I knew I was making a positive impact in people's lives however, I yearned for a greater challenge."

From there, Mike managed a medical practice where he led a team of 35 employees, an experience he credits for teaching him valuable management principles. In time, he joined a friend in starting the flooring portion of his fire and water restoration business.

"This was a good fit for me as I had the installation background and business acumen while affording me the personal challenge of starting a business from scratch. The lessons learned though this period of time serve as the foundation of how I run my business today with Kevin."

Kevin grew up in Vermont in what he calls a country and rural setting. Through time, one thing that always seemed to naturally appeal to Kevin was working with his hands.

"In today's world, it is increasingly important to have multiple financial streams and there is always going to be a market for construction and construction-related industries," Kevin says. "Partnering with Mike in Door to Door was an easy decision and we work amazingly together and have built a growing, albeit unique, business plan."

#### PRIDE AND PASSION

The pride and passion that the two men have for their work is



easy to see. "I enjoy both the end result and the process by which each job takes to achieve said results," Kevin says. "I also feel a sense of personal gratification from the initial estimate to final result and billing. Each customer is a win-win and that makes me happy." Mike agrees, as he says, "I love the positive emotional response we get when the job is finished."

#### FAMILY FULFILLMENT

Away from work, Mike and Kevin cherish time with their families. Mike enjoys 20 years of marriage with his wife, Melissa, and their two daughters. In their free time, they like supporting their daughters in their competitive cheer-leading competitions. They also enjoy time with their three dogs, as well as spending time on the water.

Kevin is a single dad who is filled with pride for his four grown children—Brent, Alexandra, Cassandra and Nickolas. Away from work, Kevin has a passion for traveling. He also looks forward to time spent with his parents who live in the area, as well. He is also a talented, full-time working Actor, and member of the Screen Actors Guild. Plus, he is a big animal lover, having started his own privately funded animal rescue — Rocky's Rescue. As Kevin and Mike look to the future, they continue to build satisfaction with each partner and client.

"I think what sets us apart from other companies is our propensity to educate the clients on their flooring choices and how those choices will fulfill their needs," Mike says. "We find that most people, once informed about the various pros and cons of a given material, can make a good choice for themselves."

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# KIM STEVENS

▶ feature agent

Written By **Heather Spruill**  
Photography By  
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High Tide Content



## Hard Work, Determination, & Faith

**"I attribute my success to hard work, determination, faith, and loving what I do. I have always had a passion for helping people." - K.S.**

Kim Stevens has been a mover and shaker in the exciting real estate industry for over twenty years. Her passion is not about the selling or buying process of property; it's about her need to ensure that those seeking her services leave with the home of their dreams. In addition, she hopes to leave a legacy of intention and perseverance to those newly stepping into this business and her family.

Kim says, "I grew up in Little River, South Carolina, and graduated from

Coastal Academy in Myrtle Beach in 1979. My upbringing played a key role in my strong work ethic and positive outlook. Those that influenced me early on is where I gained fulfillment and ability to be financially independent. My father, Frank Juel, was one of the first fishermen in the area, which paved the way for generations to come. He proved that hard work, determination, and passion for what you do could lead to a fulfilling career."

Kim began her career as a subcontractor for several Telecom companies in sales. The industry started to shift as cell phones took center stage in the art of communication; however, with her

ten years of experience in sales, she believed that the timing was perfect for her to transition into real estate. She always enjoyed providing good customer service and knew she could be the ideal opportunity to continue supplying an essential skill to another vigorous and limitless industry.

Kim continues, "I earned my real estate license in North Myrtle Beach in 2002. I loved of helping others find their forever homes. It was exciting to embark on this new challenge, but acquiring new customers took a lot more work than I thought it would. The most challenging task for me, as a new realtor, was establishing my clientele base.



However, through old and new friendships, I was able to get off to a strong start during the first several years of my career.”

Her new friendships included other agents who, like her, were new to the business. As a result, she flourished in the real estate industry by sharing knowledge and potential leads with her fellow realtors.

Kim shares, “In 2021, I carried my 20+ years of experience and realtor momentum to Beach & Forest Realty. I have enjoyed buying and selling homes for those inexperienced with real estate and those wishing to find a new place to call home. I have made it my mission to listen carefully and focus on their wants and needs during the home-buying process. My hard work, determination, faith, and plethora of satisfied clientele, I have earned numerous awards and achievements from this industry. In 2021, I was excited to receive the Beach & Forest Realty Top Listing Agent in North Myrtle Beach. I work hard to achieve customer satisfaction, as my clients are responsible for making me a successful realtor.”

Kim has learned that pure determination and a willingness to want to be of service are the keys to running a successful business. She prides herself on encouraging her two daughters, Erin and Savanna, to pursue their life goals with the same tenacity she has. “This is what my upbringing taught me. My message to my family and other realtors, new to the industry, is to continue updating your goals and press yourself to achieve even higher aspirations.”



“  
I work hard to achieve customer satisfaction, as my clients are responsible for making me a successful realtor.  
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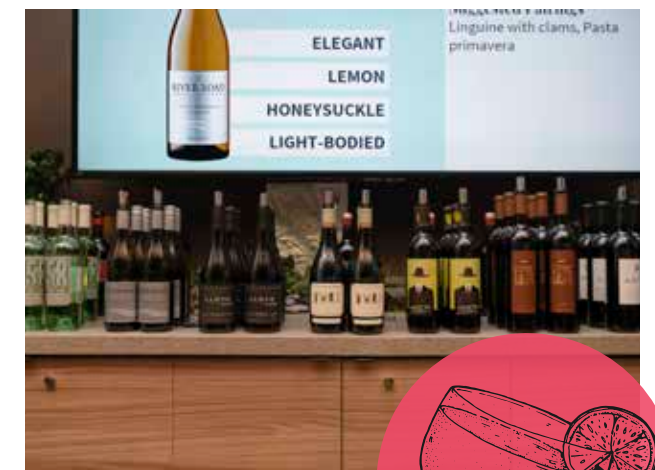
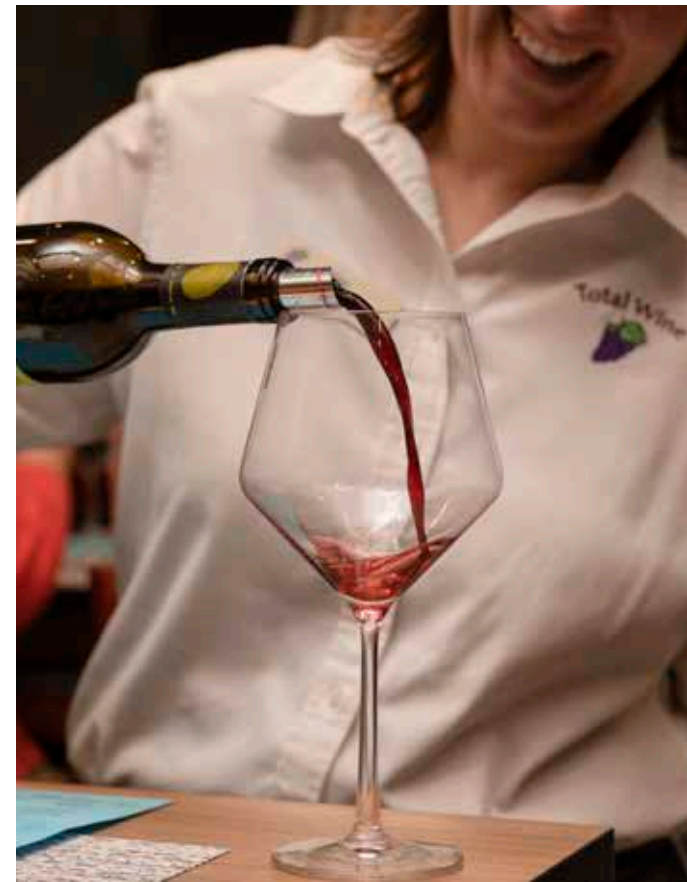


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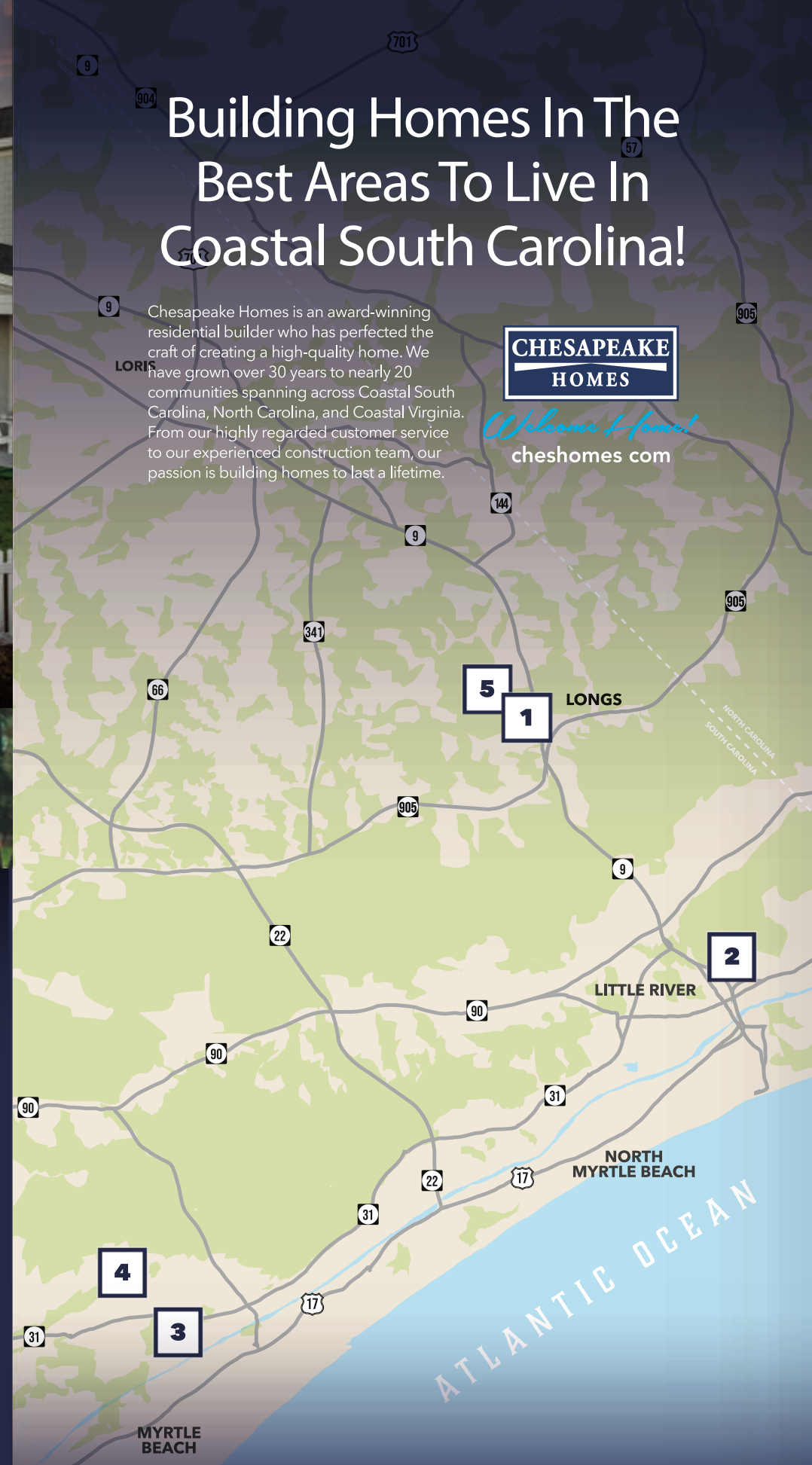


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# BRIAN

cover story

# MYCRRFP



## Reaching Higher through Belief

Written By **Dave Danielson**  
Photography By **Jeremy Kierez** -  
High Tide Content

*“Whatever your mind can conceive and believe it can achieve.” -Napoleon Hill*

It has been said that each of us has a self-limiting device or a subconscious ceiling that we have set for ourselves on some level. Whether that is true or not, there is a world of truth in the fact that if you believe you can do something, your chances of reaching that result are much greater.

### **Proof Positive**

As Broker in Charge leading a team of 17 with ERA Real Estate Modo, Brian Piercy is a prime, positive example of that truth.

“I believe that to do/achieve/obtain anything in life, you have to believe you can do it first,” Brian says with a spark. “If you think you cannot then you definitely will not.”

Brian grew up in Northern Virginia. As he came of age, he graduated from Coastal Carolina University with a major in Finance.

### **First Steps**

After graduation, during the recession of 2002, he worked in Fort Lauderdale, Florida, with his oldest brother in the kitchen remodeling and renovation industry. In time, he got tired of Fort Lauderdale and decided to return home to Virginia, where he earned his real estate license. In 2004, he moved to Myrtle Beach and continued building his real estate business here.

“I had always been around real estate, my dad had a home inspection business and was in construction when I was a kid,” he recalls. “I knew I loved the numbers side of it, the investment property angle and my focus from the start was with investors.”

Like others who have been in real estate for any amount of time,





“  
I believe that if  
you are moving  
forward and  
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SUCCESS.  
”

Brian has endured his share of challenges through which he has worked. “I have been selling real estate in this market for a long time. I was here for the crazy 2006 boom, and I can remember 2008 when it seemed like everything stopped,” Brian remembers.

“I never thought about another career, so I just had to pivot and change my mindset and business model, so I jumped into the short sales and BPOs (Broker Price Opinion). It was in that timeframe that a lot of top agents got out of the business. During this same time, my market share grew.”

**Passionate Pursuit**

The passion Brian takes with him to his work each day is easy to see.

“Lead generation is my favorite part. Everyone wants leads so I am focused on lead generation sources for our agents,” Brian says. “And that is related to my appreciation of knowing that with real estate, you can carve your own path. In real

estate it is on you, you are not limited by a set salary or position, the ceiling is only in your mind.”

He also has a very straightforward definition of what success means in his life.

“I believe that if you are moving forward and growing in your business and your life, that is success,” Brian says. “I certainly set goals for myself, but I get more satisfaction out of knowing that I am moving **toward** that goal than when I actually achieve it.”

**Family Fulfillment**

Family enriches Brian’s life each day. He looks forward to time spent with his wife of 19 years, Molly. He smiles as he recounts how they first got together. “I met Molly on the dance floor at Broadway at the Beach at 1:30 a.m. when she was on vacation,” he says. “Two weeks later, I told my parents I was going to marry her, and they thought I was crazy.”

Brian and Molly treasure time with their children — their 11-year-old daughter, Carmella, and their 6-year-old son, Colestock.



**Active Adventures**

In their free time, Brian and his family look forward to sports and playing games together. “Molly owns a gym, so we are always out there trying to be active and having fun,” he says. “My biggest hobby or fun activity is adventure racing. It is an endurance sport that is growing ... a combination of running, biking, and paddling, typically, all while having to navigate a course with a compass, and no electronics. The short race is 12 hours. Most are 24 hours straight, and you can do it either going solo or having up to a four-person team.”

Brian recently completed the Sea2Sea race for the fourth time—a non-stop 72-hour journey across the state of Florida. “During that time, we get dropped on the Gulf coast and have to navigate through 72 checkpoints back across to the Atlantic Ocean,” he smiles. “It’s crazy but I love it.”

**Leading the Way**

As Brian reflects on the career in real estate that he loves, he shares helpful advice for others who want to move forward in real estate.

“If you want to make a real career out of this, you have to love it. If you do not, go figure out something else. Take it seriously. You are literally your own small business, from lead generation to marketing to accounting, and you must operate like a business to achieve the highest results,” he says.

“Also, I think to be the best agent, you should focus on a niche, be great at that and really know some segment of the market. You do not want to be mediocre at anything.”

At the end of the day, while Brian is committed to what he does and the people he serves, he also has a lighter side — adding fun to the journey with his clients and team members.

Congratulations to Brian Piercy for being an example of leadership ... the kind of success that encourages others to reach higher and achieve their own goals — with belief.

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