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Wesley Bethune

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Hayley Ownbey Photography

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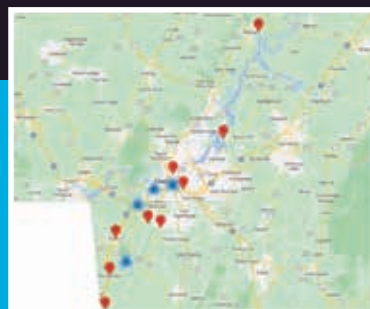
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NOTE PUBLISHER'S



JEFF WHITE,
Owner/Publisher

Dear Readers,

Welcome to our latest edition, sharing the stories of the Real Producers of the Chattanooga area! As we dive into this vibrant market, we want to take a moment to celebrate the power of strong, trusted partnerships that fuel its growth and create a sense of camaraderie among professionals.

The real estate industry thrives on collaboration, and at the heart of this collaboration lie the invaluable relationships built with partners who share a common vision and passion. Whether it's agents, brokers, developers, or service providers, these partnerships are the lifeblood of our industry, infusing it with energy, innovation, and, of course, a dash of fun!

Why are these partnerships so crucial, you ask? Well, think of them as the secret ingredient that elevates a real estate venture from good to extraordinary. In an ever-evolving landscape, where trends shift faster than a New York minute, it's these strong bonds that help navigate the complexities and seize opportunities that lie in wait.

Trusted partnerships provide a solid foundation for growth, allowing individuals and companies to leverage each other's strengths and expertise. By pooling resources, sharing knowledge, and collaborating on projects, partners create a synergy

that propels them toward success. Together, they become a force to be reckoned with, capable of achieving feats that would be unimaginable alone.

Moreover, these partnerships cultivate a sense of trust and reliability, traits that are highly valued in an industry where reputation is everything. When clients see a group of professionals working seamlessly together, they gain confidence in their ability to deliver exceptional results. Trust becomes the currency that fuels referrals, opens doors to new opportunities, and paves the way for long-term success.

But it's not all business and serious matters. Building strong partnerships in real estate is also about fostering a sense of community and enjoying the journey together. From networking events and industry conferences to team-building activities and celebrations, these relationships create a lively atmosphere that makes the real estate world so exciting.

So, let's raise a glass to the power of collaboration, to the bonds that transform colleagues into friends, and competitors into allies. Let's celebrate the shared victories, the late-night brainstorming sessions, and the triumphs that come from working hand in hand.

Join us on this journey as we seek to CONNECT, ELEVATE and INSPIRE our local real estate community. Together, let's unlock the possibilities, set new standards, and continue to build a future that is vibrant, prosperous, and filled with endless opportunities.

Happy reading!



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1. Follow them on social media and share their page with your friends, family, and clients!
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3. Add them to your personal list of preferred vendors and call them first when you need the services they can provide!
4. Invite them to coffee or dinner and invite some other REALTORS® to join you! Relationships are the root of good business!
5. Share their information with newer agents and give them an opportunity to help them succeed in this industry.



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What content makes *Chattanooga Real Producers*?

RISING STAR

Rising Stars are real estate agents who are relatively new to the real estate industry (one to five years in the business) yet have been wildly successful in their blooming careers and are on track to become top producers. If you know of a great Rising Star lead, share it with us!

CELEBRATING LEADERS

Behind every real producer is a strong leader. Excellent managing brokers, owners and leaders are something worth celebrating! We love to highlight the human behind the brokerage and give a glimpse into what makes these industry titans tick. Love your broker? Nominate them today!

TOP PRODUCER

Every cover of *Chattanooga Real Producers* features a top 50 agent. Despite what you might think, that local legend REALTOR® you're thinking of right now is a *real human being* with quirks, hobbies and even mistakes. She may be a household name, but have you ever seen her house? Did you know he has 17 cats? You get the picture. We love getting to know our top performers ... nominate one now!

MAKING A DIFFERENCE

Many real estate agents know the importance of giving back, and we celebrate that! Our "Making a Difference" column spreads awareness for great nonprofit organizations and good causes. If you are involved with a nonprofit or philanthropic cause (volunteer, founders, etc.), share yours today!

MENTAL HEALTH MINUTE

REALTORS® face a unique set of challenges from month to month, day to day and even minute to minute! A lot rides on your shoulders, so it's important to take your mental health seriously. Press pause with us for a moment and maybe even learn something about yourself you didn't realize before. If there is a specific struggle, topic or trigger you'd like to see discussed in an upcoming article, please reach out!

FUNNY STORIES

Everyone knows there are some funny, bizarre and/or downright crazy situations that happen in your life as a real estate professional! This column is your chance to share those funny stories with other agents so we can all be in on the joke. Email a brief story to see it in a future issue!

AND MORE!

As we grow, we will be able to do more types of content, so we are *always* open to input and feedback from you! Please do not hesitate to speak up!

REALTORS®, please note there is NO COST for you to participate in Real Producers in any way. This publication, as well as the community we build together, is 100% for your benefit!

To share your stories, photos and nominations, please reach out via email or social media!

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MEET Hayley

OWNBEY

PHOTOGRAPHY

They say a picture is worth a thousand words. For Hayley, a picture can be worth thousands of dollars to her clients as well. She had an interest in photography since childhood watching her grandfather. However, it wasn't until 2016 that she turned her hobby into a business. Seven years later, Hayley has solidified herself and her skills as one of the best in Cleveland, helping hundreds of clients with personal and business needs.

Hayley started photography as a hobby for friends and family. She would shoot graduations, headshots, or occasional events. Eventually, more people started to ask for her talent, and she found herself running out of time. In order to make it worthwhile, she decided to start a business and opened Hayley Ownbey Photography. She left her corporate job and has spent the last seven years building a stellar reputation in her community.

While Hayley has only spent the last year in real estate photography, she has already earned the trust of many REALTORS®. When she saw the need for a real estate photographer in her local community, she taught herself how to do it and jumped in. Her talent for photography and eye for detail allows her to show the best sides of the houses she photographs. While she hasn't left portrait and event photography behind, she is definitely happy with her decision.

Looking back at her first year, Hayley finds fulfillment in helping agents and clients with their home photography needs. "I think I enjoy it so much because homes mean so much to people," she says. She loves to capture the beauty and uniqueness of each listing, enabling a quick and successful transaction for all parties involved. She goes on to say, "I love that I'm able to add value to a listing." The quality of photos for a listing can make a big difference, and drive plenty of interest for an expedient sale. Hayley thrives on the feeling of helping her clients, setting their minds at ease, and providing exceptional service and quality.

One of the benefits to Hayley of real estate photography is the freedom it allows her. She loves the ability to work during the workday instead of being restricted to after-hours or weekends for portraits and events. Being able to shoot several listings in a day and then get home to spend time with family is important to her. Outside of her passion for photography, her family and faith come first.

Hayley has been married to her husband, Taylor, for 5 years. They have a 3-year-old son named Lane who gets most of their attention. The biggest driving force for her hard work is to set an example for her son and help provide a wonderful and happy life for him. She strives to be the best parent she can and model good values for her son. She says, "I want to be known as a kind, hardworking, honest business owner," and she demonstrates those same values in her personal life.

LEAVING LASTING MEMORIES

▶ partner spotlight

By Anders Clarke





“
I LOVE THAT
I’M ABLE TO
ADD VALUE
TO A LISTING.”

Because family is so important to Hayley, she ensures plenty of her time is devoted to them. Her and her husband love to spend time with their family, parents, friends, and plenty of time with their grandparents as well. If not visiting with family, they love to spend time outdoors and fishing. Hayley also loves Mexican food and reading when she has the time. Having a fulfilling home life gives her a full heart to share with the people she serves on a daily basis. When you have gratitude for all the beautiful things in your life, showing kindness and joy to others is easy, and you will find few people as enjoyable to work with as Hayley.

Her faith is also an important part of her life and guides her in her daily interactions. Hayley has an emphasis on being kind and compassionate to everyone she meets. Her favorite quote sums up her beliefs: “Do unto others as you would have them do unto you.” In all things, Hayley shows grace and generosity. Her church family at Redemption of the Nations church is where she spends every Sunday in support and reflection, enjoying her community in Christ. Looking ahead, Hayley has plans to grow her business as well. She loves to help others, and if she can provide opportunities to other aspiring photographers in the future, she would love the opportunity. While she isn’t quite in need of help yet, she looks forward to the day she can offer the opportunity she has enjoyed so much to others. Hayley sees herself leaning more into the real estate side of her business as well since it offers more freedom of time and she still gets to serve others in such an impactful way.



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BEHIND THE SCENES

Shining the spotlight on the assistants of the Gabe Whitmer Mortgage Team.

Alberto Perez MORTGAGE BANKING ASSISTANT

Q: What do you enjoy most about the mortgage industry?

I enjoy the industry's dynamic nature, meeting and helping clients from all walks of life and the sense of accomplishment when helping someone secure a home loan on their dream property. The industry's ever-changing environment can offer a challenge, and teamwork plays a significant role in completing successful transactions. It's rewarding to see people achieve their dreams of home ownership.

Q: What's a fun fact about you that makes you excel in your role?

I am bilingual (fluent in English and Spanish) and know a little bit of French. Being able to speak other languages allows me the opportunity to connect with borrowers whose primary language may not be English.



Kelly Campbell

LOAN OFFICER ASSISTANT

Q: As a top-producing team, what are some ways you collaborate to help customers?

We know that buying a home involves lots of entities. By creating and maintaining great relationships with our partners, such as real estate and title companies, we feel confident that our customers will have a seamless home buying experience. We love hearing customers say how helpful our recommendations were for those partners and knowing that their entire experience was great.

Q: What is your favorite part about what you do?

All situations are different, but all are equally rewarding. I would say my favorite is helping that first time buyer who thought owning a home was only a dream and then turning around and making that dream a reality.



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Stephanie Adams

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Q: What is a key factor in your team's success?

A successful team begins with having the right people working towards the same goal. Each of us has our own special skillset, which contributes to our team's success. We each have certain job duties, but someone is always willing to take on someone else's task if needed. That is true teamwork.

Q: What does your life look like outside of work?

Not very exciting these days, but I have learned to enjoy the calm. I enjoy reading a good suspense novel or watching crime and history documentaries. Chattanooga is a beautiful city, and I am fortunate to live in the heart of it.



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▶▶ rising star

By Anders Clarke
Photos by Hayley
Ownbey Photography

MEET WESLEY BETHUNE



BREAKING BARRIERS

While becoming an agent is relatively simple, the real challenge comes with the nature of the profession. The amount of work required to get your first few listings can be daunting. It requires a lot of hard work and a willingness to engage and grow your network. For Wesley, he was accustomed to working hard already. The only thing that changed for him was the opportunity to create an incredible life for his family.

Wesley spent most of his career before real estate working hourly as an IBEW electrician and then doing sales with Tritex Services. He would

work a 12-hour day and then spend his evenings working on flipping houses. In 2020 and subsequent years, he made more money flipping homes than ever before. Since he had grown up around real estate agents, he had been exposed to the industry for years. His adopted mother and cousin are both successful brokers in their respective offices. When he finally decided to get into real estate, he was more than prepared for the hard work ahead.

After getting licensed in late December of 2021, Wesley went all in on his new career. He continued

his feverish work pace, taking every moment he could to propel himself into success. "I don't need anybody to tell me to work harder," he states. Having an incredible work ethic set him up for a superb first year, closing 24 deals in his first six months, and closing the year with a total of 39 units. Even though he was a new agent, he states, "I never really ran into anything I didn't expect; I just ran through it." He was always driven to work hard, and now he is being compensated for the effort he puts forth. However, he has a competitive spirit that pushes him even further.

When it comes to competition, Wesley loves to win. Fueled by a desire to exceed expectations and prove others wrong, he entrenches himself in his craft. He has plans to be a top 50 agent one day and has no doubts that he will achieve it. However, his dedication to the work came with its drawbacks. While he was scheduling calls at 6 am and on the phone with clients late in the evening, he was on the path to burnout. Chase, his broker and cousin, advised him to scale back and structure his work to allow for a more appropriate balance. Now Wesley takes more time to focus on his family. Taking time away to watch his son's T-ball games, tuck him into bed, and be more present with family. Understanding he can achieve success without sacrificing what's most important has helped him to find a healthier lifestyle.

Family is what really drives Wesley. Being raised by his aunt and cousin, he looked forward to the day he could give his own son the opportunity to experience the love that he had.

With his wife and his son, who is 4-years-old, he has all the motivation he needs to work hard. "My focus is most definitely to try and create a work-life balance." He has been working to find the perfect medium to achieve that and recently brought on a buyer's agent, Christy Williams, to help him achieve that. By delegating and bringing on people he trusts, he is able to take more time to appreciate and focus on what's really important to him.

Above all else, Wesley has an unbeatable mentality when it comes to success. He never found problems in real estate, only barriers to break through. "Nothing was going to stop me," he says. "One way or another, we're going to make it happen." Despite the hardships of his childhood and the many excuses he could have made, he pushed on and powered through, setting high expectations for himself.

Those high expectations have earned him a healthy rookie year volume, respect from his colleagues and clients, and the knowledge that he has what it takes to push to the next level. They say you can't beat someone who doesn't quit. There is no quit in Wesley and no way for him to lose. When things do get hard, he remembers all he is working towards and those he is working for and tells himself: "Just keep pushing, don't slow down."

Surrounded by great role models in real estate and with a family to encourage his success, Wesley is on the fast-track to being a top agent. He loves the competition and fighting for his clients on a daily basis, and will do whatever it takes to find the home they need. His time with family after-hours gives him peace and encouragement to drive him each and every day. While he powers through his second year in real estate, you can see the beginnings of a great legacy in the industry.



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Meet KURT & TURNER OLSON *Like Father, Like Son*

Moving from California to Central Florida and on to Western NC, Kurt worked in office equipment sales for 29 years. When he finally made the decision to leave corporate America, he was drawn to real estate and the opportunity to build his own business. After Turner had gone to school at Bryan College in Dayton, Tennessee, he decided to stay in Chattanooga. Upon graduation, Turner introduced his father to local Keller Williams Team Leader, Nathan Brown. After speaking with Nathan, Kurt and his wife made a three-year plan to move to Chattanooga so he could pursue a career change to the real estate world. While Turner wouldn't follow until more than a year later, they can't imagine it any other way.

Originally, Kurt and Turner got involved in real estate renovating and flipping houses. Turner bought his first house in 2016 and Kurt visited for a week to help him renovate. While working together the idea was birthed of Kurt & his wife Kim to move to Chattanooga to pursue investing in real estate. While it was a great learning experience, it didn't occur to them to pursue real estate as a career until later. When Kurt got licensed in 2019, Turner followed in 2020 after watching his dad succeed at something he loved. With over \$22 million closed last year between them, they prove that family can definitely succeed together and they love the opportunity it gives them.

The success they have found is based on a great father-son relationship. Kurt has loved watching Turner enter the business and grow into an excellent REALTOR®. "As a dad, it's fun to watch him grow, develop and succeed", Kurt shares. He also praises Turner for being an exceptional buyer's agent, saying "He really is very creative when it comes to problem-solving and finding the win-win in every transaction." For Turner, he loves knowing his business partner has his back no matter what. The level of "ultimate trust" he has helps ease much of the stress of the industry, especially since he has a 2-year-old and a newborn. The foundation of a relationship is so important, and they find peace in knowing that if all else fails, they always have each other's support.

Many people look up to their fathers, but very few get the chance to grow and succeed alongside them. Turner is grateful that he is able to join Kurt in the industry. "He has been the best mentor and example of integrity, dedication, and perseverance in my life," he says. Turner has been able to grow so quickly and find success partly because of the fantastic role model he has in his father. Now as a father himself, Turner strives every day to pass on the lessons and love he has received to his children. His goal is to raise "generous, caring, and kind children."



“
*As a dad,
it’s fun
to watch
him grow,
develop
& succeed.*

- KURT OLSON



Getting the opportunity to be an intimate part of your son’s growth and success is truly a gift. Since Kurt started real estate, being able to bring on his son as a partner and helping him learn and develop into a top REALTOR® has been incredible. While most of their deals don’t involve both of them, Kurt takes pride in knowing that when he has to pass a client to Turner that they will be taken care of. Kurt loves to help people become better versions of themselves and create extraordinary lives. Being able to do that with his son has been a blessing.

As Turner continues to grow his family, TKO Properties has become very family-oriented. Their assistant is often taking on a part-time babysitter role, and Kurt cherishes the time he gets with his grandkids. Turner is always working hard to ensure he sets a great example for his kids, and he can provide them with all the opportunities he can. Family being an integral part of their day to day keeps them present and reminds them of the reason they do what they do. “We show a lot of grace and it’s very family-oriented”, they say. Despite how hard they work, they both have found a great work-life balance as well.

Real estate can easily consume your time, but both father and son have been intentional about what and who gets their energy and focus. They both stay in shape by doing CrossFit, and Turner attends Brazilian Jiu-Jitsu several times a week. Most of their extra time is spent working on DIY projects or being with their family. “It’s been a good balance for both of us”, they admit. Kurt’s wife of 35 years, Kim, also helps them design and manage their flips and remodels. Turner’s wife takes care of his two young children, Reagan and Lincoln. Because they spend plenty of time staying in shape and engaging with family, they are able to give their best in their careers. Finding balance in anything allows you to find happiness and success.

As they work their way through their third year together, Kurt and Turner are excited about the future. They are in the process of growing their team and helping others achieve what they have and there is plenty of opportunity ahead. Seeing how Kurt and Turner have grown and developed, they have set a high standard for personal and professional success.

Every father hopes their son will find something they love and share it with someone they love. Kurt spent a whole career in corporate America before he dove into real estate and it has been a delight to be joined by his son Turner. Working together as part of TKO Properties, Kurt and Turner have been able to grow their business and their relationship to heights they likely wouldn’t reach in any other scenario. Even though working with family can be hard, these men make it work, and everyone is better off for it.





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SERVING OTHERS



Michael Williams, leader of the Selling North Georgia Team, part of Keller Williams Realty Greater Dalton, is a real estate superstar in North Georgia. He's a proud graduate of the University of Georgia. He's had his license since 2011 and became a full-time agent in 2016. Last year, Michael and his team sold over \$32 million. While his volume is astounding and he's proud of the work he does, Michael's goal is to be the most trusted name in real estate in his area and to serve others. "The mission of our little company is to be the Ultimate Steward for the Kingdom. I truly spend an inordinate amount of time understanding what that means and figuring out ways to live the mission," shares Michael. "It begins with our vision of being the most trusted name in real estate in North Georgia. Trust is the foundation of this industry, so I am passionate about living up to the true definition of an agent, which is putting another person's best interest ahead of your own."

Michael's interest in real estate started in college. Like most seniors, he was burned out and looking for an easy class he could ace to add to his schedule. He chose a real estate business class. He didn't get the easy A he was looking for, but the class did light the real estate spark for him. "Turns out that it wasn't an easy "A" at all - I got a "C"!! Glad that was not a future indicator of success," jokes Michael.

Before he was an agent, Michael was an investor. He had the opportunity to help his grandparents avoid foreclosure in 2000. Before his grandparent's call, he'd read and studied the book "Rich Dad, Poor Dad" - like many investors during this time this book ignited his passion for real estate investing. "By the time my grandparents called; I had been interested in buying real estate as an investment for months and having the opportunity to help them was a

no-brainer," reflects Michael. They were instrumental in my childhood and helped me get to where I was, so the only answer was yes!"

Michael developed an attitude of winning from an early age. His childhood was the opposite of abundance, but his humble beginnings played a big part in his success today. It helped him develop the drive to succeed and give his family a different life. Growing up Michael also learned the value of never quitting. He was cut from the basketball team, but he showed up to practice the next day. When the coach reminded him, he'd been cut, Michael had the perfect response. "I know, but I'm going to keep showing up here every day until I earn a jersey. Don't give me one unless you think I earned it." Michael eventually earned a jersey. More than a spot on the team Michael fortified his spirit to press on when things are hard.



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OF OUR LITTLE
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BE THE ULTIMATE
STEWARD FOR
THE KINGDOM.**

I TRULY SPEND
AN INORDINATE
AMOUNT OF TIME
UNDERSTANDING
WHAT THAT MEANS
AND FIGURING
OUT WAYS TO LIVE
THE MISSION.

When you look at Michael's production, it might seem like he works all the time. However, business will never take priority over his family or his faith. When he's not selling North Georgia and beyond, Michael is with his wife, Nicole and daughter, Aires. Their family enjoys traveling together and has a goal of visiting all 50 states before his daughter graduates. "I'm so blessed and lucky to have these two amazing ladies in my life. They keep things interesting and make life so much better," Michael says warmly about his family. Michael also enjoys volunteering with his church, playing golf and cheering on his Georgia Bulldogs – of which he's been a fan even during the lean years.

From a childhood where home seemed to move a lot, to a career helping people find the security of home and build wealth through homeownership, Michael has a deep understanding of how real estate can change the trajectory of a person's life. He serves his clients and team with humility. In an industry where the more success you find the easier it seems to get your priorities out of order, Michael remains steadfast in his faith, family and then business.



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