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If you are interested in contributing or nominating REALTORS® for certain stories, please email us at [anita.jones@realproducersmag.com](mailto:anita.jones@realproducersmag.com)



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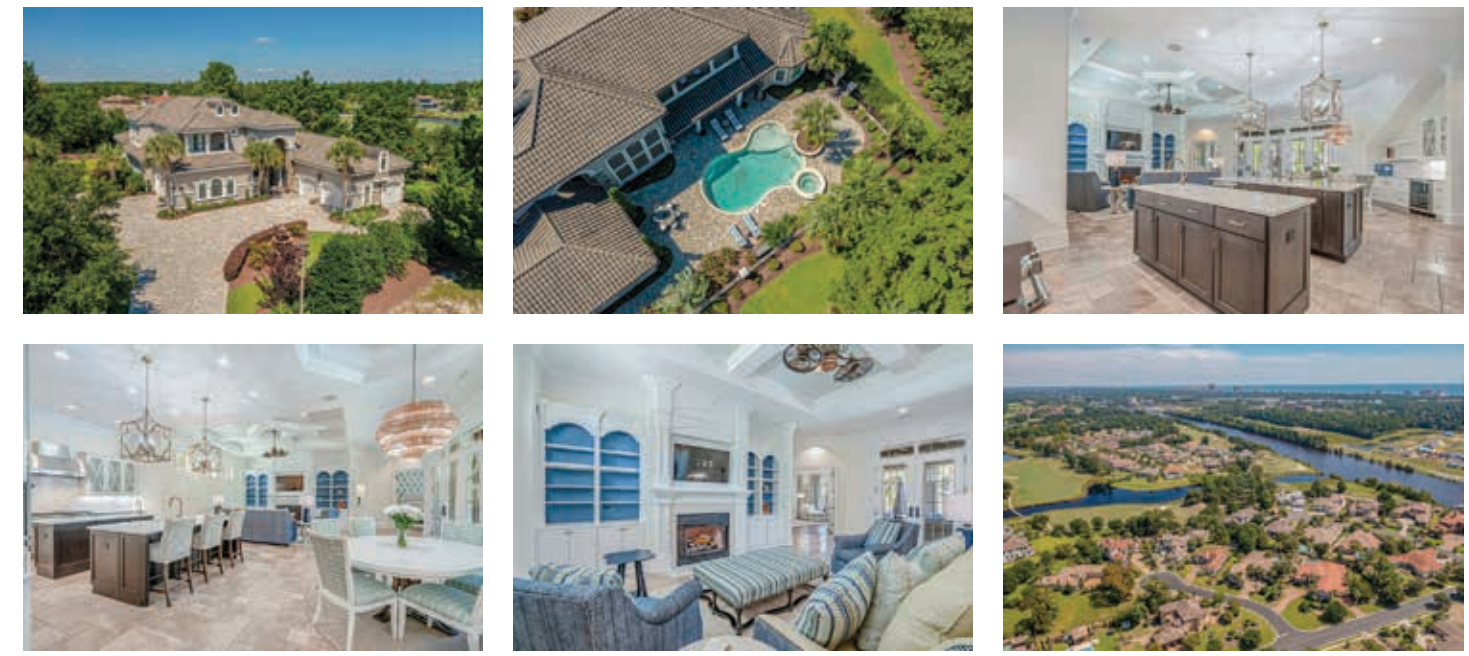


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## ▶▶ rising star

Written By **Barbara Gart**  
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# ADAM HAYES

## Century 21 Broadhurst

Adam Hayes' mother has been an inspiration to him throughout his life, from being a single mom to fighting brain surgery, a kidney reconstruction and cancer. In addition to being influenced by her willpower and strength, Adam was also influenced by her career. "I was born in Columbia, SC, and when my father passed away, my mom decided to move me and my twin brother to the beach. It was here that she met Rachel Broadhurst (Jamie's mom) and began her real estate career. Becoming an agent felt right to me in the sense that I had been surrounded by it for many years, so it felt like the right path. Also, I enjoy collaborating with people, and being able to guide them through one of the biggest purchases they will ever make was a great way for me to apply my communication and problem-solving skills."

Adam started his career in the fall of 2018, and since then, he has a career volume of over \$15 million. He has been recognized with many awards, including C21 Quality Service, C21 Quality Service Pinnacle, C21 Masters Ruby Producer and Top 49 in the Country by Real Trends/

Real Estate Alliance. Although he is enjoying his success, Adam shares, "I think just like anyone else, I've had many challenges. I've experienced loss, stress, failures, successes, mistakes, greatness and everything between. The one way I have been able to overcome everything is to put my head down and dig myself back up. Never expect someone else to do it for you. Build your foundation stronger and stronger every time you get knocked back down."

Having great mentors and support has also been a great help for Adam in the past four years. He would like to acknowledge Jamie Broadhurst and Amanda Unerli for being "the best mentors and support system, besides my mom. They have helped me progress my business further than I ever thought possible." One lesson he's learned as a new agent is to never think he knows it all. "I am always of the mind-set that there is always more to learn. I try to attend as many conferences, networking events and trainings as I possibly can. Every day is an opportunity to learn something new." He also advises new agents that "No matter what your situation is, if you work hard, ethically and honestly, and stay consistent, anyone can make it in this business."

Adam is passionate about being able to help people accomplish their goals through real estate, which gives people the ability to make life changing decisions. "Whether it's moving closer to grandkids or buying a first home with a yard for their first child, I'm passionate about helping my clients achieve their goals." The most fulfilling part of the business has been the relationships Adam has built with his clients. "To see them grow as people, increase their wealth, and put their families in better positions has been very rewarding."





**“ EVERY DAY IS AN OPPORTUNITY TO LEARN ” SOMETHING NEW.**



Gracie!

In his free time, Adam enjoys spending time with his family including his partner and boyfriend Cody Bunch, mom Melanie Hayes, twin brother Brandon and fur-baby Gracie, their 9-year-old cat. Adam and Cody enjoy gardening together, traveling, trying new restaurants and volunteering. Adam also enjoys “Cricut” crafts, going to the beach, and swimming, and he is currently a part of the Grand Strand Masters Swimming, a competitive swim team at the North Myrtle Beach Aquatic Center.

Looking into the future, Adam shares, “I’m looking forward to the rest of my career in Real Estate. Real estate gives me and my family the ability to do a lot of things that a typical ‘9-5’ career would not. Real estate is and will always run through my veins. I don’t know all the answers and I won’t ever know all the answers. But if I see someone in need of help, whether it’s a business issue or a personal issue. I want to help in any way I can, even if it’s just providing a listening ear.”

One of Adam’s favorite quotes comes from Harriet Tubman and applies to his real estate career as well as his personal life. “Every great dream begins with a dreamer. Always remember, you have within you the strength, the patience, and the passion to reach for the stars to change the world.”

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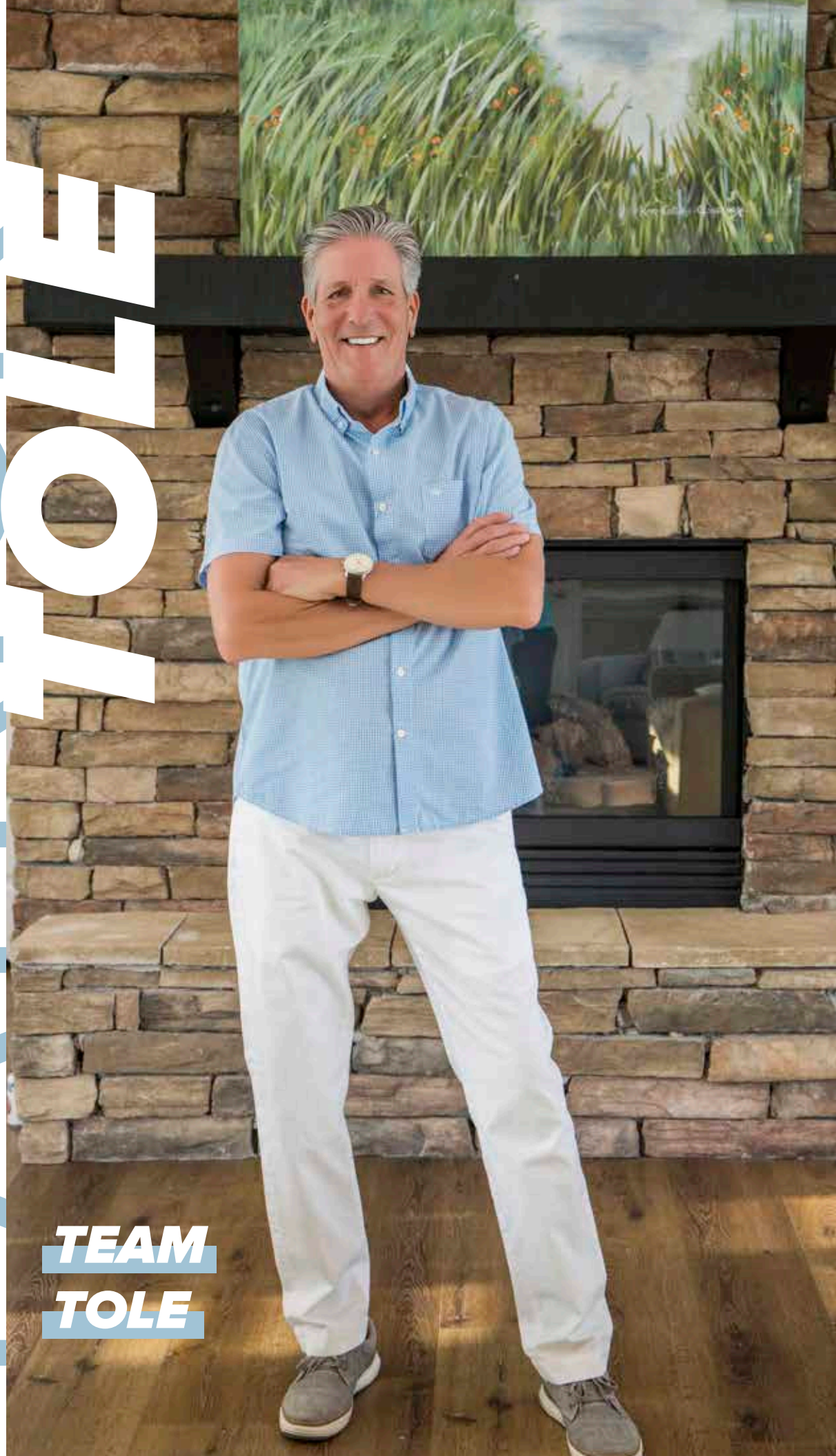
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feature agent

# PATRICK TOLE

**TEAM  
TOLE**



Written By Heather Spruill | Photography By Donald Hovis - Tides Eye Photography

With 19+ years under his belt, Patrick Tole is definitely considered a successful real estate veteran. With a volume of more than \$22 million in sales in 2022, his experience speaks for itself, along with his excellent client handling and exciting property showings. Patrick and his team couldn't be more thrilled to help their fellow neighbors and newcomers to the area find their dream homes.

### NEW PLACE, NEW BEGINNING

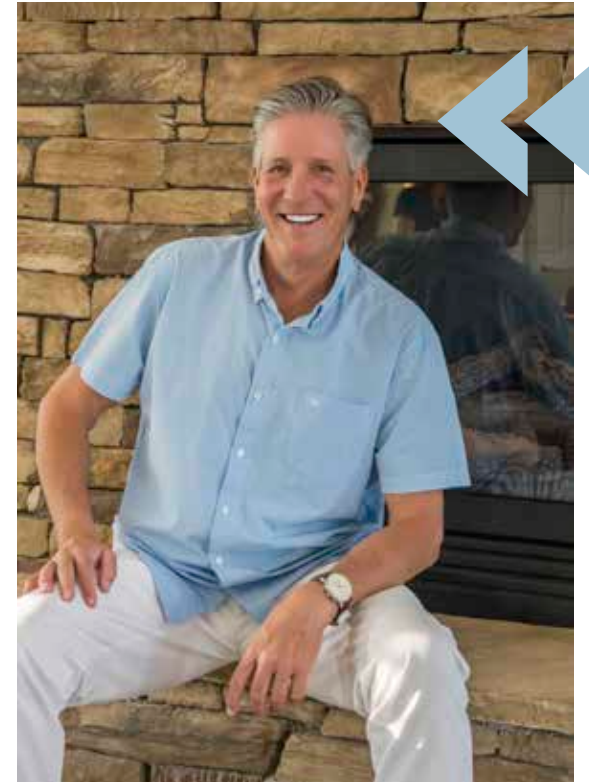
After graduating high school in New York, Patrick's father helped him begin his career as a Local 38 Union Sheet Metal Mechanic. He later worked as an HVAC Installer and Service Mechanic for almost 20 years. Then, up for a change of scenery, he and his wife, Pam, moved to Fairfax, VA, where he worked as a salesman at Sears for the next six years. At this major company, he discovered his passion for sales, the art of bringing a clear understanding and memorable experience to his clients when considering purchasing a product.

Though his position provided Patrick and Pam with a very prosperous and enjoyable lifestyle, the tragic event of 9/11 hit a little too close to home and compelled them to find a new one. They decided to move further south and, eventually, settled on a quaint yet vibrant town called Pawleys Island.

When they arrived in South Carolina, Patrick realized that job opportunities were scarce. Forced to take a massive pay cut, he settled for a position as a salesman for a local builder company called Dumont Brothers in 2003. Patrick learned the most about buying and selling properties and buildings from this company. However, while working, he discovered that his boss also invested in flipping houses. Patrick became so intrigued with the process of homeownership that he decided to take his learnings and experience and become a real estate agent. He acquired his real estate license in 2004 and never looked back.

After only a few years of learning and success under his belt, Patrick and the rest of the industry experienced a sudden massive dive in business with the Global Financial Crash of 2008. Though the blow harmed his business, Patrick never quit.

"I did whatever I had to do to stay afloat. I stuck with it. Eventually, I knew it would have to bounce back." P.T.



So, Patrick kept at it. He maintained friendly business with his list of amazing clients and even engaged new ones in such a tight home-buying climate. And with his go-getter attitude, he increased his business and sales throughout the years.

### A GOOD LEADER AND TEAM PLAYER

In 2018, Patrick joined Coldwell Banker and became the leader of his team called Team Tole. Together with his wonderful working trio, Wanda, Kathy, and Jennifer, Team Tole has taken its business to new heights.

"I love being a part of a team that helps people buy and sell their homes here in a very professional way. We do our best to make the process as smooth as possible and leave smiles on our customer's faces." -P.T.

One of the best parts of Patrick's business is developing relationships along the way, which later leads to referrals. The testimonials he and his team receive from their clients make their efforts worthwhile. They appreciate their customers trusting Team Tole with their family and friends, which takes their company to a new level. They understand more than ever that buying and selling a

The Tole Team! Wanda, Kathy, Jennifer, and Patrick



home is one of the most significant decisions of a client's life, and they do not take that for granted.

Patrick and his team make the real estate process an engaging and fun-filled experience. From showing properties on his boat along the river to riding along on his golf cart exploring several communities, Team Tole creates an exciting yet informative adventure for new and repeat home buyers. Patrick enthusiastically urges his clients to understand what a great high-end area like Pawleys Island has to offer. So, he holds no punches. He gives his customers a proper introduction to such a beautiful paradise.

Ultimately, Patrick hopes to keep his client's best interest in every transaction stage. A customer's well-being is vital to secure in a very daunting process. So, he relies heavily on his team to keep the boat from rocking too hard.

"I am only as good as my last sale. And it is not just me. I am surrounded by a great team. We are successful together." -P.T.

Almost 20 years of experience have made Patrick a solid player in the real estate industry. With many mentions and awards granted to him throughout the years, he humbly continues to show his clients and teammates that he truly cares about making their experience effortless. He wants his future clients to know they are in good hands.

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#### FAMILY LIFE

Patrick relays, "My wife Pam & I are avid animal lovers. We donate to the Humane Society & local charities like All For Paws. We have a Long Hair Chihuahua named Starr that we rescued & a few cats. I also donate a portion of every paycheck to St Jude and monthly to Tunnel for Towers to help all the veterans who have served our country."

"We love the beach, boating & traveling in our off times. I have belonged to a couple of local golf clubs here for many years. I also play with the Golf Week Amateur Tour, which is represented in over forty States. I love traveling all over the country to play at different courses and have my share of local and away wins. And I have also managed to sell some homes along the way! What a great way to do business."



Patrick and wife Pam





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# BEACH INJURY LAWYERS WILL PARKER & GREG SLOAN

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**B**each Injury Lawyers, LLC is a law firm that focuses almost exclusively on personal injury law. Will Parker and Greg Sloan are partners in the firm, and their practice areas include motor vehicle accidents, premises liability, bad faith insurance claims, wrongful death, and workers' compensation.

Will and Greg tell me, "While some firms boast about the large number of attorneys practicing at their firm, Beach Injury Lawyers is small by design. We limit our size so we can provide our clients with unparalleled personal service. We enjoy helping those who are in need. Our firm thrives on being the underdog when fighting against Goliath insurance companies on behalf of our clients. We believe true success is obedience to God, empowered by the Spirit of God, motivated by love for God, and directed toward the advancement of the kingdom of God."

Will continues, "Chances are you have a tool in your possession that has fundamentally changed how law is practiced, particularly gathering evidence. It is your smartphone. However, smartphones are considered a double-edged sword in personal injury cases. On the one hand, the chances of someone recording the aftermath of an accident have improved significantly. This type of documentation can often help in determining fault and the extent of damage. On the other hand, insurance companies may also be able to compel the injury victim themselves to disclose information from their smartphones such as GPS location data and history, as well as messaging and communications they have had with others regarding their accident, injuries, and the subsequent impact they have had on their life."

Greg adds, "There has been a significant rise in accidents that could have been prevented if someone had been more diligent by putting their smartphone down while driving. The National Safety Council reports that smartphone use while driving leads to 1.6 million crashes each year. Nearly 390,000 injuries occur each year from accidents caused by texting while driving. Unfortunately, these figures continue to rise every year."

Greg grew up in Charlotte, North Carolina and moved to the Grand Strand in 2021. After receiving his B.A. at the University of South Carolina in 1987, he worked at the South Carolina Senate for



the late Senator Isadore Lourie who was a champion of social and economic justice. He is the one who encouraged Greg to attend law school. He followed his mentor's advice and earned his Juris Doctorate from the University of South Carolina School of Law in 1996.

Will grew up in Lugoff, South Carolina but has lived in the Grand Strand since 2000. He received both his undergraduate and law degrees from the University of South Carolina.

Will decided to pursue a career in law because two catastrophic car accidents strongly influenced his childhood and made a significant impact in his life. Will relays, "First, when I was 14 years old, my father, brother, stepmother and stepsister were hit head-on by a drunk driver. Tragically, my father did not survive, and my stepmother suffered paralysis. I spent a month in ICU with hospital bills totaling almost one million dollars. My family received \$30,000.00, which was the maximum we were able to recover, based on the insurance policies in effect."



“Approximately nine years later, the grandparents who raised me after my father’s accident, were both killed in a motor vehicle accident. Unfortunately, these accidents taught me firsthand about the inequities of the legal system and the devastating impact associated with the loss of family members.”

Will continues, “After my grandparent’s accident, I vowed to help accident victims. I began preparing for law school and enrolled 18 months later. I chose to specifically practice personal injury law because it provides me the chance to help people who are wronged or taken advantage of. Personal injury lawyers help level the playing field for individuals who are not given a fair deal.”

Greg reports, “As a veteran trial lawyer, former Chief Municipal Judge and County Magistrate, there is not much I have not seen. However, the one case that stands out was when I successfully rescued an elderly lady’s dog that had been captured by animal control officers and inadvertently placed on the list of animals to be euthanized. The pair were eventually reunited. In return, I received a tearful hug and a homemade blueberry pie. “Greg smiles when he says, “To this day, I consider it one of his proudest legal accomplishments.”

When asked about his personal life, Will says, “I am married to Erin Parker, a licensed real estate agent with Berkshire Hathaway Coastal Real Estate. She is also a designer, focusing on custom-built, luxury homes. We have two young children that keep us very busy. We are also active with our church -- Midtown Vineyard Church. I also love doing anything with my beautiful wife, and our little ones, Annabelle (6) and Johnny (4). I also love sports, fitness and traveling. I want to be remembered as a loving husband and father. In addition, rather than live my life to please others, I want to be remembered as having lived to please God.”

Greg shares, “I am the father of two adult children that make me proud on a daily basis. I enjoy reading and spending time outdoors. I want to be remembered as a good father.



”  
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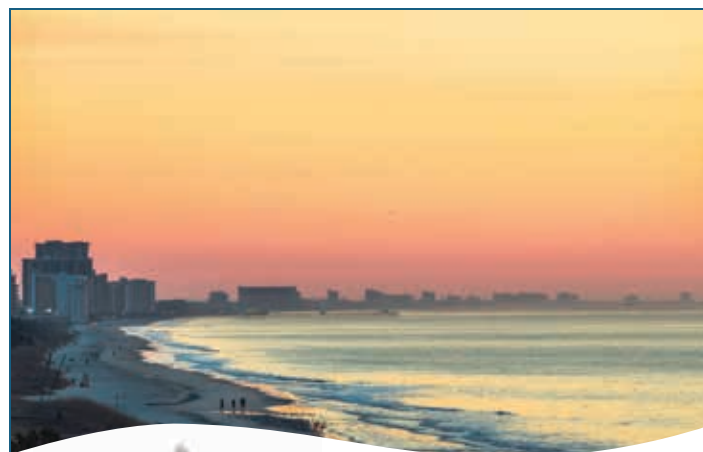
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# Kristi Rae GRIGG

**Kristi Grigg began her career in real estate in August of 2017, but it was not always her plan. She had first pursued radiology and was deeply engaged in equestrian sports and competing before deciding to add real estate to her career path.**

Reflecting on her experience at Century 21 Boling, Kristi says, “I am so thankful for the support and training I have received here. I feel very blessed to have joined such a wonderful office! The tools I have been given through our training program and support from our in-house staff have been amazing.”

Kristi continues, “My original intention was to work in real estate in the summer months when it is too hot for the horses and continue my equestrian pursuits in the fall. My plan was to make a couple of sales in the summer and continue my equestrian endeavors in the cooler months. But...I quickly found myself loving real estate and it slowly became my full-time job.”

Year to date, Kristi has closed just short of \$6 million for the first quarter and it's not over yet. Her goal was \$7 million and she expects to hit that by the end of April! Currently, Kristi has five listings and six pending deals, with more on the horizon. She takes pride in connecting with clients, doing research, and finding them their dream homes. She is passionate about the industry and finds it incredibly rewarding, citing recent examples of clients she has helped find success in their personal and professional lives.

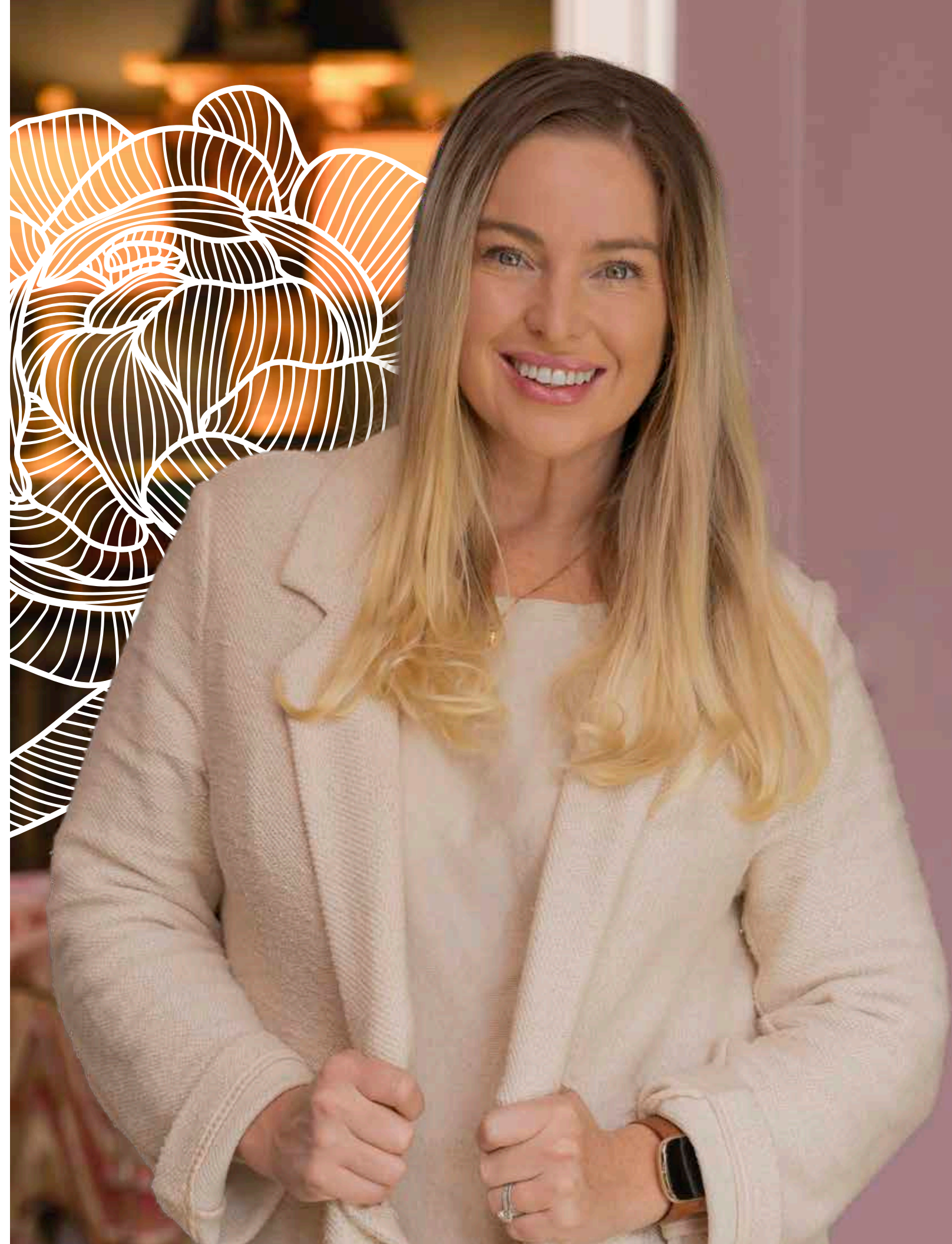
While the industry demands flexibility, Kristi emphasizes the importance of self-care and balancing work and personal life. She and her family enjoy spending time on the beach and exploring outdoor activities. Kristi believes that success in real estate comes down to the effort you put in and the relationships you build.

Kristi shares, “Before becoming a realtor I attended school for radiology and worked at Brunswick Hospital. I also pursued my passion and my love for all things equestrian. I coached

and ran Fox Rae Equestrian LLC for many years. I competed with my team all over the country. I also was the youngest Intercollegiate coach in the country for Coastal Carolina University's Equestrian team for nine wonderful years.”

In 2016, Kristi decided Real Estate would be a good avenue for her to pursue and she obtained her license in North and South Carolina. Her family is heavily involved in real estate so it was a natural move for her. She had been married for two years and wanted to be in town more so she could spend more time with her husband, family and friends. She also scaled down her equestrian business.

Kristi reports, “While last summer was a whirlwind in real estate, it is nice to see it settle down a bit now. Some of my young families could not compete with the offers we were getting. I am happy to say I am back to getting creative to make deals happen for all my clients and normal fair negotiation is back in play!”





Kristi continues, “I am enjoying getting back to connecting with my past clients and working with friends and family. I have been working hard to find what my clients are looking for here at the beach. This involves handwritten notes, getting out in the community, and doing my research! I am passionate about my clients and I love this beach. I am already back in the water, in a wetsuit of course, and look forward to another awesome summer in the Grand Strand!”

Kristi smiles as she notes, “This is the most rewarding industry. It is absolutely wild the connections and impressive things that can come about from one transaction! I recently attended a celebration

dinner with a woman who purchased a home from me a while back. I introduced her to another friend and colleague, who in turn helped her achieve her goals in the dental sales field. It has been wonderful to watch them connect, all

“  
**THIS IS THE MOST  
 REWARDING INDUSTRY.  
 IT IS ABSOLUTELY WILD  
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 IMPRESSIVE THINGS THAT  
 CAN COME ABOUT FROM  
 ONE TRANSACTION!**  
 ”

because they walked into my Open House three years ago!”

“Another example of how rewarding and amazing this industry can be is that I recently sold a home for some of my first clients! They started in a mobile home in Oceanside Village. I helped them and their adorable boys find a home in The Farm. We recently got their home under contract and will be closing on their new home in April. They have since welcomed a beautiful baby girl to the family! It is so much fun to be a part of a growing family and help them find the perfect home!”

Kristi could go on and on, but these are just two recent examples of how this business has become her



Following in Mom's Footsteps

life passion. For her, seeing others succeed, and being able to be a part of their journey, gives her a sense of peace and happiness.

Outside of work, she and her husband Dargan, enjoy diving, fishing and all things ocean! She loves being back in the saddle and her daughter Lyna Rae, at age 3, has been joining her! Kristi took up tennis last year, and Dargan and Lyna are also playing now!

Kristi finishes, “I love this business, but I tell everyone you get out of it what you put into it! You have to be flexible which means working late hours and holidays sometimes. You

need to take calls and emails on your vacation. While this industry requires an understanding heart, patience, and flexibility you also have to protect yourself.”

She continues, “It is funny, we rush to charge our cell phone batteries but often forget to charge our own batteries. I am all about going the extra mile, being fair, and never cutting anything that can be untied. I also know how to be honest with people and take care of myself. Self-love and doing the things that keep your soul on fire are necessary! Keep your cell phone charged and keep yourself charged too. Then, the rest is smooth sailing!



Fun with Hubby, on Baja Dive Trip



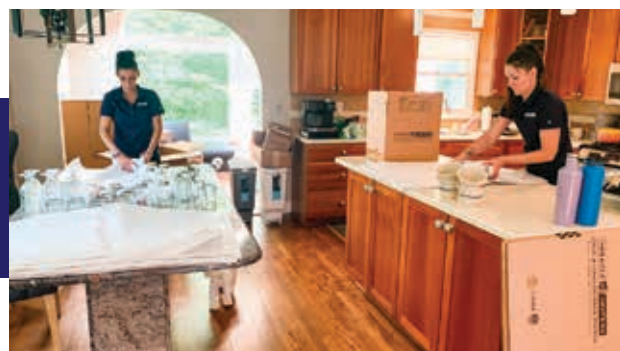
Kristi, Lyna Rae, and Dargan

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