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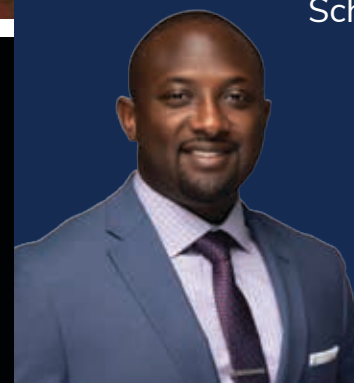
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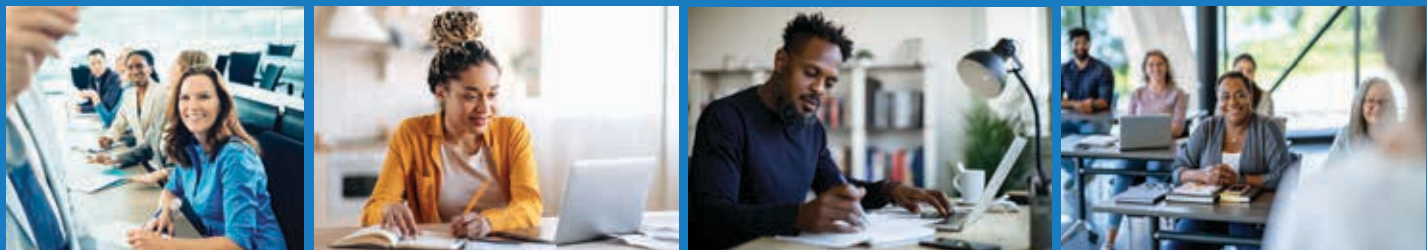
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If you are interested in nominating REALTORS® to be featured in the magazine, please email Wendy@KristinBrindley.com.

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» publisher's note

Nurturing Your SPHERE



Dear Real Producers of Charlotte,

A happy May to you, especially to all the hard-working moms out there! With Mother's Day just around the corner, take a moment to reflect on those relationships in your life you cherish the most, and which ones could be worth the time and effort to nurture a bit more.

Nurturing a sphere of influence, or SOI, is crucial for REALTORS® as it can often lead to increased referrals and repeat business. Here are some timely tips for our Top 500 community to nurture their SOI for years to come.

Personalize your communication!

Don't underestimate the importance of personalized communication with past clients, friends, and family members — it's essential. Send them personalized messages, pick up the phone, and schedule in-person meetings to keep in touch.

Give regular updates! Keep your SOI updated about your professional and personal life. Share your real estate business achievements, new listings, or market updates with them on a regular basis.

Get comfortable with social media!

Stay connected with your SOI by engaging with them on social media. Commenting on their posts, sharing interesting content, and promoting your own real estate business are great ways to stay top of mind.

Organize an event! Organizing events is an excellent way to stay connected with your sphere. Consider hosting client appreciation parties, annual holiday gatherings, or community programs to build stronger, lasting relationships.

Send a newsletter! A monthly or quarterly newsletter can keep your SOI informed about the ever-changing real estate market, new listings, and help them stay informed. A newsletter also shows your circle that you're paying attention to market trends.

Start a referral program! Offer referral incentives to your SOI. This encourages them to refer you to their friends and family members who are looking to buy or sell a property if there's something in it for them too.

Using one or more of these tips with your SOI is a great long-term

investment that can really pay off BIG down the road in the form of referrals and repeat business!!

We're looking forward to seeing you all again at our next event. Keep your eye on your inbox for exclusive invitations to all Charlotte Real Producers events!

This month, we're pleased that preferred partner **Southern Magnolia Home Inspections** has joined the Charlotte Real Producers family. Welcome!

Happy Mother's Day, Charlotte Real Producers!



Kristin Brindley
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www.charlotterealproducers.com



KRISTIN BRINDLEY
ENTREPRENEUR, CONNECTOR, PUBLISHER

FOOD FOR THOUGHT

What is the most impactful client touch for a real estate business?



Crosby Livingston
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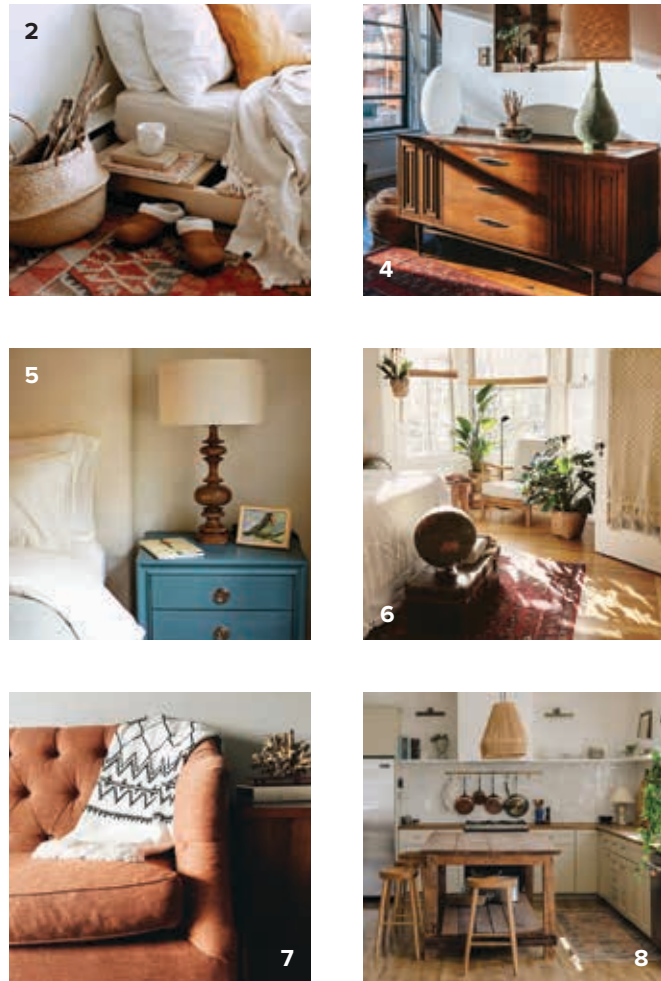
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"I was referred to Pete by my realtor and he did not disappoint. He and his assistant did a thorough walkthrough of my home prior to the drywall phase and they caught some inconsistencies. These were brought to the attention of the builder (and corrected). Would definitely use NPI again." - Renee C.



Comfort. Color. Style.

Top interior design trends this year accentuate the elegance and character of your home.

For 2023, the hottest interior design trends are all about comfort, color and style. Bold window treatments, lamps and rugs make a personality-packed statement, while earthy color palettes, vintage pieces, and warm woods cozy up the kitchen and other living areas. Options for sustainable and performance fabrics and furnishings are ever-growing, making your home a serene, timeless space that's kinder to the planet and your peace of mind.

1. Dedicated dining rooms 2. Sustainability 3. Natural stone finishes 4. Vintage furniture 5. Statement lamps 6. Maximalist rugs 7. Performance fabrics 8. Warm woods 9. Micro luxury 10. Jewel box laundry rooms

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30-Day

Social Media

By Mike Baker

CONTENT CALENDAR CHALLENGE

I have great news!

You DON'T have to post videos to be successful on Facebook. You just need to post.

That's right... You just need to post content. It doesn't matter what it is.

Do videos receive more engagement? Yes, but a little engagement is better than none at all. With social media, consistency is key. Unfortunately,

most people struggle with posting consistent and relevant content on their social media. Many times, they struggle with what to post, when to post, and what kind of content. Video? Photos? Text?

In this struggle, they tend to take a shotgun approach, and the content they do create leans heavily towards sales and marketing, which can inundate your friends with posts that simply turn into white noise.

Let me put it this way, if you have to constantly tell your friends to call you if they want to list or buy, then two things: one, they must not be your friends (or they would already know what you do), and two, if you are constantly asking for business, and that's all you post, you're telling them "I'm not busy ... and I'm desperate." Most often, people do this thinking they are promoting themselves the right way but end up shooting themselves in the foot.

Social Media is Social.

You will get the biggest bang for your buck by using client experience storytelling instead. What is client experience storytelling?

Think about it like this, when a customer is in the market to buy a car, what is it they want? Most people say they "want the car," which is true on the surface. But in reality, it is deeper than that. They *need* your product or service, but what they *want* is a smooth, easy, and mutually beneficial experience. Asking them to call you if they are in the market doesn't mean anything to potential clients.

Your content should show your client the service you provide when they choose you. Client testimonials, pictures with you and your clients throughout the process... Showing them you're busy and working with other clients will carry more weight than you can possibly imagine.

"So, if I'm not promoting myself, how do I promote myself?"

It's easier than you think. They want to know who you are and how you operate. Customers want to feel good doing business with you, and the easiest way for them to know if they will is by seeing many other people feeling good doing business with you too.

Show your clients who you are and how you operate through your daily posts. Take pictures with your clients throughout the experience. Smiling faces tell all. Make sure you're in the picture, too, so your community becomes more familiar with you. Also, post personal things. Show people your hobbies, your family, and who you are as a person. The more they can relate to you, the more they will trust you.

Your personal profile should act as your resume. Once they notice you and become curious, they will check you out, so having a consistent content calendar will set you ahead of 95 percent of your competition.

So how do you make a content calendar?

It's easy. Remember, Facebook rewards those who are active users, so the goal is to reach one post per day. You can work your way up to it, but I would recommend no less than three posts per week. For a well-balanced page, about half of your posts should be personal and half business.

You can also incorporate a "miscellaneous" post, like motivational quotes, community shout-outs to businesses, gratitude posts talking about a person or event, etc. You can be as creative as you want, but schedule each post for a specific day:

- Monday – Business Post
- Tuesday – Personal Post
- Wednesday – Motivational Quote
- Thursday – Business Post
- Friday – Personal Post
- Saturday – Business Post
- Sunday – Gratitude Post

Then, every day, find something to post about in that category and post it.

A business post could be as easy as a picture of you out showing houses with your clients titled, "Can't wait to help find Mr. and Mrs. Smith's dream home!" making sure you tag your clients, or even a picture of your coffee cup on the desk next to your laptop with a notebook saying, "Full day of showings and a listing appointment. Can't wait to make a difference in my clients' lives!"

A personal post could be as easy as a picture of the sunset and you saying, "Excellent end to the weekend. Time to refresh and recharge before another busy week!" or a picture of your dog with a cute caption. We don't have to over-complicate it. Just be you, and be genuine. Over time, you will build up the habit of posting daily and you'll wonder why it was so difficult to begin with.

Now, here's a challenge, and I hope you're up to it: take the next 30 days and create a calendar, decide what type of post you'll do that day ahead of time, and then take action. If you miss a day, that's okay, just forgive yourself and pick up where you left off. Build up the habit and you'll set the momentum. This consistency with posting will help you build stronger connections *and* get you the maximum reach you can on Facebook. Then, let me know how your 30-day challenge went and share your results with me.

I can't wait to see what you come up with!

Mike Baker is the owner and founder of Your Social Liaison. To learn how to maximize your online presence and partner with Your Social Liaison, a company that shows you a different way to "Do" social media that takes you to the next level, call Mike Baker at (518) 669-1462, email YourSocialLiaison@gmail.com, or visit www.facebook.com/YourSocialLiaison.





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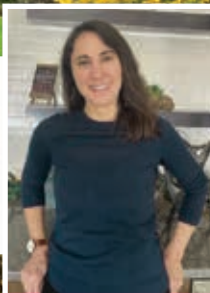


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"We're very relational, and this is a relational business. You have to be professional and cross the t's and dot the i's and be on top of your game, but you also have to

have trust in the people you're working with. You have to be an expert but also a relatable person."



NADIA MEREDITH
Cottingham Chalk

"Real estate is more than a transaction for me, and my goal is to make every transaction really smooth. Success for me is my clients walking away happy and the only thing they have to think about is moving into their

dream home. Most of the time, I even take care of scheduling movers for them."

A word from our Preferred Partner:



**KAREN
FULLER PARSONS**
RE/MAX Executive

"Always answer the phone and view competitors as resources. Texting is great for a quick conversation, but a phone call for an introduction or a follow-up is better. Communication is key in

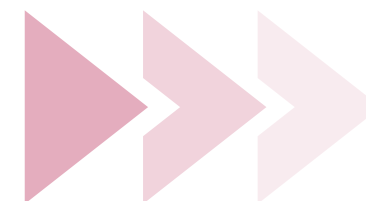
the real estate business, and it's important to keep the personal touch between clients and other agents."



JESSICA BABINSKI
Movement Mortgage

"I take pride in coming up with unique solutions. I have clients who come back to me with second homes, kids, friends, and investment properties. I also appreciate the fact that Realtors come to me to be a resource for

them and their clients. I always welcome their calls and questions that they have for me. I just appreciate having the chance to help them in those moments."



winning together

JESSICA BABINSKI



MOVEMENT MORTGAGE

What does it take to build real results for yourself and those around you?

One of the hallmark truths of creating lasting success is that it comes much easier when you do it with others.

For proof of that, you can see the work done consistently each and every day by Senior Loan Officer Jessica Babinski at Movement Mortgage.

Supporting Strong Bonds

Jessica leads the Babinski Lending Team at Movement Mortgage, which has been a trusted and respected resource in residential mortgages for over 20 years. The cornerstone of this success is her tireless passion for building strong bonds with both her clients and REALTORS®.

“Building these relationships, taking care of our mutual clients, and making

it all as seamless as possible, that is the ultimate goal,” Jessica says.

Finding New Opportunities

Jessica got a very early start on her path in the business. She graduated with her finance degree from James Madison University in Harrisonburg, Virginia, in May of 2002.

Upon graduation, she met the CEO of C&F Bank in Richmond, Virginia, Bryan



“

I appreciate the fact that REALTORS® lean on me as a trusted resource for them and their clients. I always welcome their calls and questions that they have for me.

McKernan. He asked Jessica if she was interested in selling mortgages. “I said yes, I was given a phonebook, and started dialing. Twenty years and thousands of homes later, it’s one of the best decisions I have ever made. I absolutely love what I do,” she says.

Pulling Together

Today, Jessica feels blessed to be surrounded by a top-notch team, including her junior partner, Kyra Grotsky, and her production manager, Michael Van Blarcom, who has worked with Jessica for nearly 10 years. Another valued member of her team is Jen Tessicini, who serves as the group’s marketing director.

Those who have had the chance to know and work with Jessica appreciate what Jessica calls “an around-the-clock, customer service-centric mortgage team. We want this milestone purchase to be as stress-free and simple as possible,” she says.

With Jessica’s experience, blended with creative problem solving and care, she is able to offer loan solutions that make a real difference.

“I take pride in coming up with unique solutions. I have clients who come back to me to help them with financing for their second homes, children, friends, and investment property mortgages,” she notes.

“I also appreciate the fact that Realtors lean on me as a trusted resource for them and their clients. I always welcome their calls and questions that

they have for me. I value the opportunity to help them in those moments.”

Family Highlights

Away from work, Jessica’s world is made richer by her family — her husband, Art, and their children, son Artie IV and daughters Ava and Addi. They also have two mini labradoodles they adore named Lady B and Lilah.

In her free time, Jessica likes to stay



From left to right: Jen Tessicini, Michael Van Blarcom, Jessica Babinski, Kyra Grotsky.

very active. Volunteering for community causes, lots of time in her kids’ classrooms, and playing tennis... It’s all done with an energetic spirit and attitude. But the thing that really fills her bucket is watching her three kids hoop it up on the basketball court.

With her friendly, hard-working, and very responsive nature, Jessica puts plans into motion that end up making a difference in the lives of those she serves — her real estate partners and their clients.

When you’re looking for a partnership



Jessica Babinski and her husband, Art, with their children, Ava, Artie, and Addi, and labradoodles Lady B and Lilah



“

I take pride in coming up with unique solutions. I have clients who come back to me to help them with financing for their second homes, children, friends, and investment property mortgages.

with someone who is motivated by the chance to win together, look to Jessica Babinski and Movement Mortgage.

For more information, call Jessica Babinski at 704-408-1974.



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KAREN FULLER PARSONS

By Holly Morgan • Photos by Don Elrod



“Retirement isn’t in my vocabulary,” says Karen Fuller Parsons, a REALTOR® with RE/MAX Executive. “I strive and thrive on the work–life balance every day.”

Karen has been a top producer in the Charlotte area for over 15 years and she has no plans of slowing down. In 2022, she achieved platinum status with RE/MAX, averaging from between \$18 million to \$25 million in sales and typically closing 40 to 60 homes per year. Karen is committed to making the home buying and selling process the best experience for all her clients.

A Charlotte native, Karen is passionate about the city and wants people to love the area as much as she does. She says she believes real estate is in her blood, following in her mother’s footsteps by embarking on a career in the same industry. “I’m a product of a very successful real estate mom,” she beams. “She had me running around helping her at a young age, taking signs, picking up things from the real estate board and helping her with marketing.”

After studying art at the University of North Carolina at Charlotte and graduating with a commercial advertising degree, Karen worked as a marketing director for a traveling nurse company, spending many hours on the road at trade shows and hospital functions. However, as a young mom, she needed a career with flexibility, creativity, and a way to utilize her marketing education. Real estate was the clear choice, and with her mom as her mentor, Karen quickly established her name in the Charlotte housing market.

Living a “Fuller” Life



“
Retirement isn’t in my
vocabulary. I strive and
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”

Since switching careers 29 years ago, Karen has seen the real estate market go through many changes, and she says it’s important to adapt and reinvent with every phase. The Great Recession of 2008 was a pivotal moment in her life, when the economic downturn created fear and uncertainty. Many people involved in the housing market had to navigate uncharted waters during the financial collapse. Stories of job loss, divorce, and health challenges ran rampant throughout the workforce. Karen became an expert at guiding clients through the real estate process to a better situation.

“I began to reinvent myself, studying up on short sales and foreclosures and becoming an expert on both,” she says. “I did more business from 2008 to 2012 helping clients in need and dealing with helping people get into homes. The stronger agents survived and thrived in the business because we were versatile and changed with the market.”

Karen has been married to her husband, Bernie, for 32 years. They met while she was waiting tables for The Graduate Pub while finishing college. He played on the restaurant’s softball team, often joining the team for drinks at the pub after games.

“My weekend at Bernie’s never stopped,” she laughs, referencing a popular movie from the 1990s. The couple wed 14 months after meeting. Bernie works for Wayne Automatic Fire Sprinkler Company in Concord, a fire protection business, ensuring homes and multifamily complexes are equipped with fire sprinklers.



Karen Fuller Parsons is a top producer with RE/MAX Executive.

Their daughter, Madison, sells sprinkler heads and other products for a manufacturing company; and their son, Beau, is a superintendent for a company that does construction of multifamily buildings. The close-knit family includes a daughter-in-law, a son-in-law and three grandsons, all living within a few miles of each other. They enjoy vacationing together and meeting for Sunday dinners. Karen and Bernie like to escape to their vacation home on Pawley's Island every so often and try to explore a different part of the Caribbean every year.

Karen says her competitiveness and drive to make opportunities happen have helped shape her career today. "Being part of a team gives you the

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support and drive,” she says. “Being part of RE/MAX gives me that team support to be successful and know I’ve got my firm behind me.”

This ambition is what drives Karen’s dedication to helping her clients find a dream home, stage a home, or see potential in making the basic house into a home. She cares about every client, saying they aren’t just customers, they’re friends. “At the end of the day, it’s about my clients,” she says. “Purchasing or selling a home is extremely stressful, and I’m here to help them through the entire process and beyond.”

For anyone looking to become a top producer, Karen advises to “Always answer the phone and view



The Parsons family (front row: Karen, Hampton, Beckett, Bernie; back row: Beau, Alyssa, Brooks, Madison, Brandon).

competitors as resources. Texting is great for a quick conversation, but a phone call for an introduction or a follow-up is better. Communication is key in the real estate business, and it’s important to keep the personal touch between clients and other agents. Also, don’t be scared to change with the market, and don’t pigeonhole yourself into one price range.”

“
Being part of RE/MAX
gives me that team support
to be successful and know
I’ve got my firm behind me.”

Karen hopes to be remembered for her passion for real estate, her devotion to the city of Charlotte, and her dedication to all of the people that have come into her life through her work here.

“I just want to continue my path of helping clients and enjoying life with my family. I have no plans to retire because I love my career choice. It’s not a job to me, it’s my passion.”



▶ rising star
By Hannah Soukup

NADIA MEREDITH

making a house a home

In January 2020, Nadia Meredith decided she wanted to enter the real estate industry. She quickly passed her North Carolina licensing exam and signed on to be an agent with Cottingham Chalk. When the pandemic hit and turned the real estate market upside down in Charlotte, Nadia hit the ground running and sold her first home in June 2020.

Although she is primarily located in Charlotte, Nadia travels across the Carolinas to provide her clients the perfect home.

“My clients need different things and want to look at locations all across North and South Carolina,” Meredith says. “So I’ll drive anywhere from the lake to South Carolina.”

Getting Her Start

When Nadia met her husband Eric, they began buying real estate properties together, which ignited her passion for real estate and was the catalyst for getting her real estate license. Nadia didn’t anticipate the highs and lows that came with real estate, but nonetheless, she still adored the industry.



Photo by Don Elrod

“

My clients need different things... So I’ll drive anywhere from the lake to South Carolina.

Photo by Don Elrod

“Within real estate, there are high highs and low lows,” Meredith says. “There’s also a story and a family tied to each purchase; it’s more than a business transaction.”

Nadia says she did not enter the industry for the paycheck alone; she entered to help others and positively impact their lives by finding a great home and building community. She also notes she finds joy within the competitiveness of the housing market: the high of a win for her clients is a feeling that, she says, can’t be beat.

The relationship Nadia has with her clients is just as important, if not more important, than the transaction itself. She remains in contact with all her clients even after they close, often helping them find vendors, such as plumbers and contractors, but also has been known to share great restaurant recommendations.

“I take on as much as I need to for clients,” Meredith says. “I do whatever is needed to get their house ready. If it’s new construction, I will sit in on every appointment. I am there every step of the way and make sure to always answer their questions, no matter how big or small.”



Photo by Don Elrod



Rising Star Nadia Meredith is a Realtor with Cottingham Chalk. (Photo by Don Elrod)

“Success, for me, is my clients walking away happy and the only thing they have to think about is moving into their dream home.”

Personal Life, Goals and Hobbies

Not only is Meredith a successful real estate agent, but she is also a wife and mother who aims to give her 5-year-old daughter the best life possible. Her family is incredibly important to her, and she makes sure that they are prioritized.

“I hope what I do today and the life I am building now makes a difference in my daughter’s life and in the lives of her kids and future generations to come,” Meredith says.



Nadia Meredith and her husband, Eric, with their daughter, Sophia.

Besides family time and working, Nadia enjoys reading, playing tennis, and attending charity events. Keenly aware of and grateful for the success she has achieved in her field, she makes sure to donate to many local charities and is heavily involved with the Junior League of Charlotte. It’s important to Nadia to give back to the community as much as possible.

Culture is another important aspect of Meredith’s life. She is originally from Morocco and finds her multicultural lifestyle important for relating to some of her clients. She is an understanding agent who can relate to her clients as they may share similar life stories to hers.

“Being multicultural and living in different places has definitely shaped who I am today,” Meredith says. “I speak three different languages and can understand and relate to other cultures, which makes it helpful to meet various types of people’s needs.”

Professional Goals

Nadia plans to continue expanding her clientele across multiple states as she goes forward.

“I received my South Carolina license over the summer and sold some homes there, so I would like to continue to grow my clientele in both North Carolina and South Carolina,” Meredith says. “I also enjoy working with investors and will continue to partner with both individuals and firms in the future.”

Understanding the struggles that arise in such a competitive industry, Meredith can relate to aspiring REALTORS®, as well as clients. She places a tremendous amount of importance on the well-being of her clients and wants to make their home-buying experience peaceful. The overall experience she gives to her clients is her definition of success: if she can prevent any stress from being placed on them, she feels that she achieved something.

“Real estate is more than a transaction for me, and my goal is to make every transaction really smooth. Success, for me, is my clients walking away happy and the only thing they have to think about is moving into their dream home,” Meredith says. “Most of the time, I even take care of scheduling movers for them.”

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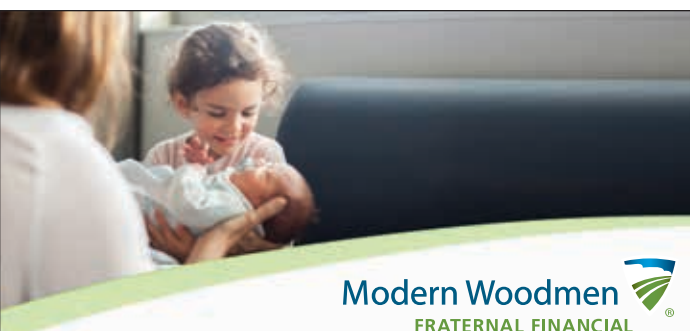
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JILL MILLER & STEVEE BASKERVILLE

► cover story

By Zachary Cohen
Photos by Don Elrod

PERFECTLY ALIGNED

In April 2021, Jill Miller and Stevee Baskerville joined forces to become the Miller Baskerville Team with Helen Adams Realty. After many years as solo agents, they have come together with an approach to the business that is perfectly aligned.

“We’re very relational, and this is a relational business,” Stevee notes. “You have to be professional and cross the t’s and dot the i’s and be on top of your game, but you also have to have trust in the people you’re working with. You have to be an expert but also a relatable person. Jill is a dynamo at that. I love the way she manages her business.”

“We are aligned in our care for others and our attention to excellence,” Jill adds. “We want to do the very best for our people, whatever it looks like to them.”

Jill and Stevee have known each other for over a decade. Although they ran separate businesses, they found themselves occasionally in contact, bouncing ideas off one another. Jill had been on the lookout for a partner for six years, and finally, she had a realization: Stevee was the perfect fit.

“

We are aligned in our care for others and our attention to excellence.

We want to do the very best for our people, whatever it looks like to them.

Jill and Stevee have formed a partnership that is sure to last the test of time. Aligned in their values and their approach to real estate, they are excited to take their business into the future side by side.

“I wanted to be part of something bigger, not an independent island. Stevee and I did a cross sale, and then I ran into her at a broker open house. We had a two-minute conversation on the front porch... It was such an easy conversation. I walked away thinking, ‘That’s it. That’s my partner.’ It was clear as day. I called her a week later, and we became partners,” Jill recalls.

“It’s fun to have someone to do this with, someone working toward the same goal,” Stevee smiles.

The Road to Real Estate

Jill began her real estate career in 2004, following a career as a large-scale trade show and event manager and several years at home with her two children. Jill’s entry into real estate came naturally. As she engaged with her community through her day-to-day life, she found herself connecting with families looking to buy and sell homes. When her youngest child entered kindergarten, she got licensed and began a new career. Jill took a two-and-a-half-year hiatus from the industry to work at a church before she was encouraged to return to the business she has come to know and love.

“I got pulled back into it for the same reasons as I did the first time. Real estate is very clearly what I’m supposed to do,” she says.



“

This is just the beginning.

We have caught our stride in the past year and a half. I'm excited to see what the next several years bring. We have a bright future.



Stevee Baskerville (left) and Jill Miller (right) teamed up at Helen Adams Realty in 2021.

Stevee's first taste of real estate also came in 2004 as an investor. After eight years as a physician's assistant and four years at home with her kids, she became an agent in 2011. Stevee quickly developed one of Charlotte's strongest businesses. Her knack for creating meaningful relationships has allowed her to develop deep trust with her clients and, inevitably, a referral-based business model.

Family Matters

Family has always been a central theme in Jill and Stevee's lives. They both had the opportunity to stay home with their children when they were young. Now, they are transitioning into a new phase of life. Jill's two children, Regan and Will, are both in their twenties, while Stevee is soon to be an empty nester, with an 18-year-old, Camden, and a 16-year-old, McKenna.



"We have some full-blown adults, which is pretty amazing. It's awesome having adult kids," Jill beams. "They both live in Charlotte. I constantly make up reasons to drop off stuff at their houses."

Jill and her husband, John, enjoy hiking and traveling, especially to the mountains.

"My relationship is shifting, and there is more and more couple time with my husband, Matt," Stevee adds. "It's a time of transition, and it feels right. I'm going to miss my oldest child a lot next year, but I'm also so excited for what the future might hold."

The Future is Bright

After closing 52 transactions for just under \$40 million in 2022, Jill and Stevee are excited to continue to build upon their success, even in a down market. They are happy at Helen Adams Realty, where the support and family atmosphere mesh well. As Stevee points out, "This is just the beginning. We have caught our stride in the past year and a half. I'm excited to see what the next several years bring. We have a bright future."

"It's super energizing to think about the future because we do so well together," Jill adds. "I can see doing this for a very long time with Stevee. We are excited to grow our business together and continue touching as many people as we can."



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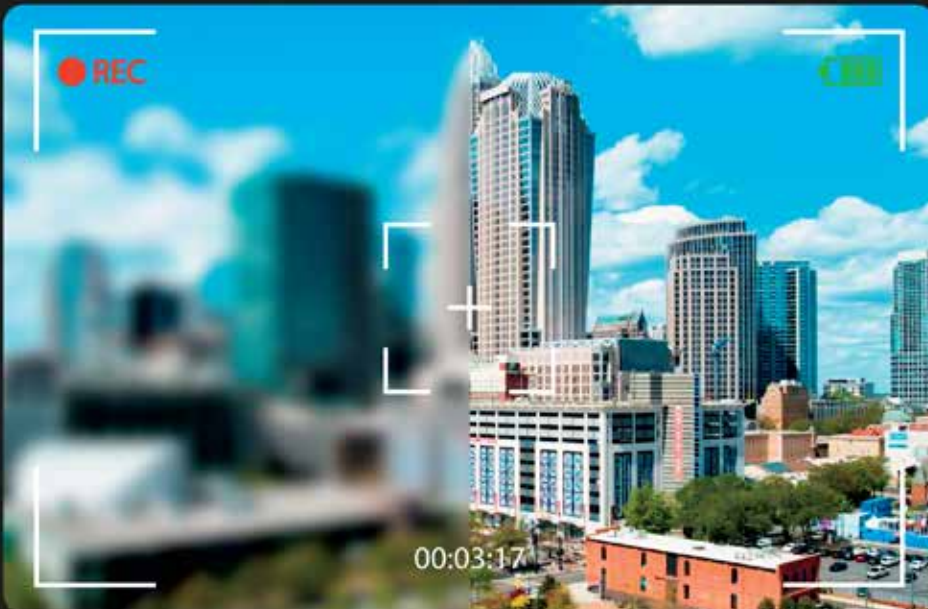
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