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Emily Daniel with Realtracs
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If you are interested in contributing or nominating REALTORS® for certain stories, please email us at jeff.white@realproducersmag.com

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Thanks For All You Do!

							
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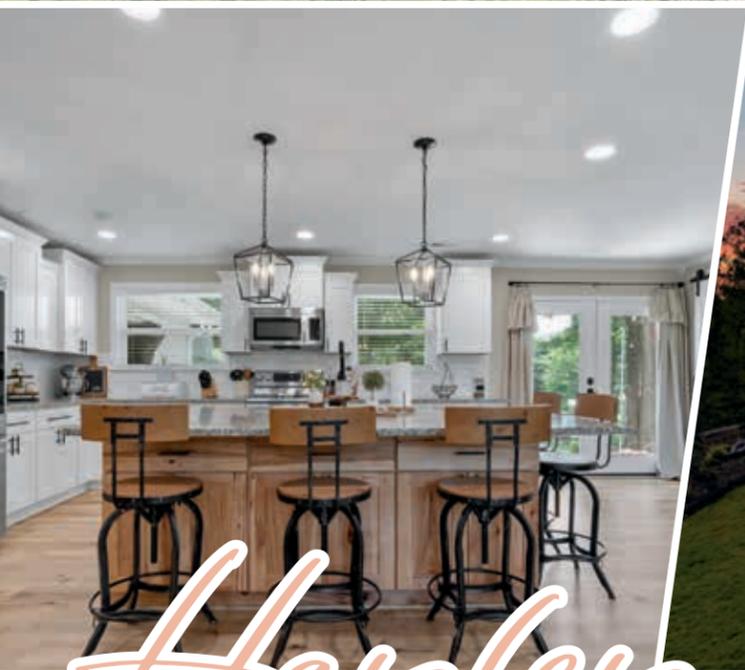
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► publisher's note

MOTHER'S DAY ... a tribute to Perseverance!



It was February 7, 2014, when we received a call from a couple we had only spoken to on the phone once before. The couple, both in their thirties, and one nine months pregnant, indicated her doctor had unexpectedly scheduled to have her induced that afternoon.

My wife, Robin, a bit in shock, asked, "Do you want us to come?"

To our delight, the answer came almost before Robin finished the question, "Absolutely!"

Without hesitation, we made the hour-and-a-half trip to Sacramento, to meet the couple who would miraculously give us a gift far beyond any human could understand and in so doing, make my wife a mom. I've asked Robin to share a little more:

Mother's Day holds such an important place in my heart as becoming a mom did not come easy. It was excruciating. Jeff and I waited 15 years before our

dream of becoming parents became a reality. The road was filled with hurdle after hurdle that at times we thought we wouldn't be able to cross. After a failed medical attempt, and several adoption losses God blessed us with two beautiful children through adoption. I was finally a mom and I couldn't be any more grateful for business years of longing.

This month we celebrate and honor mothers. We celebrate what it means to be a working mother and the PERSEVERANCE to have a successful career and a successful family.

Every mother has a different story, whether it's career, or stay-at-home with children. One characteristic that is required to be a parent, however, is perseverance. Perseverance means steadfastness in doing something despite difficulty or delays in achieving success.

For some, the challenge of the market we currently are experiencing

requires enormous amounts of perseverance. But taking some wisdom from a seasoned agent has never been more important. And what do most seasoned agents tell you? Those who persevere and don't give up will win in the end.

I don't pretend that our adoption journey translates well into the issues of buying and selling homes. What I can tell you, however, is a lesson I learned from **my** mom. A lesson about perseverance. As I look into the eyes of our two little miracles, I am constantly reminded that every time I hear a "No," I can be assured I am just a little closer to the "Yes" that is around the corner. We continue to persevere, knowing that God is ultimately in control, and we can rest in that assurance.

As you read the stories in this month's edition, may we all be inspired by the mothers in our lives. We celebrate you!!



Jeff White, Owner/Publisher

ways to participate

How Does This Thing Work?

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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▶▶ partner spotlight
By Anders Clarke

MEET *Emily* Daniel

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Home Protection You Can Trust

Coming from a small town outside of Nashville, Emily Daniel graduated with a degree in public relations from Austin Peay State University. Her first couple jobs out of college included selling spare aircraft parts to the Department of Defense and selling financial products to the Wells Fargo Financial Division. Neither one proved to be a good fit, and she found her way to the Greater Nashville Realtors® in 2006 as the sponsorship and affiliate relations manager. She spent the next several years here before being offered a job selling home warranties. She had loved working in the real estate industry for the past few years and decided to take the chance.

Emily quickly realized how well her job worked with her personality. She is a very friendly, personable and knowledgeable person. Her work ethic and aptitude for connecting with people earned her quick success since her start in 2010. However, five years ago she was approached by some former coworkers who wanted to start a new warranty company, and they wanted her on their team. Launching Achosa Home Warranty in 2018 ended up being a great decision, and she loves the new opportunities she can provide.

Since her work with Achosa prevents a considerable amount of negative mental energy, Emily decided to double down on another brand she believes in. In the

last year, she started working as the VP of Business Development with Realtracs, a regional MLS since 1996. “We believe in the power of accurate and dependable data,” explains Emily. “At Realtracs, we also believe working with associations to provide a statewide MLS empowers agents to better serve their clients.” By partnering with state and local associations, they strive to supplement the service and education provided by associations every day.

The success of her endeavors is evident in the feedback she gets every day. Hearing success stories from both Achosa and Realtracs prove to her that she is representing great products. It may be hard to imagine the impact a home warranty on the MLS platform could have, but hearing how a home warranty saved a family or helped to sell a stagnant listing is proof it impacts everyone involved. It’s important to have conviction in the products you sell, and the feedback Emily gets has been plenty of proof.

While Achosa and Realtracs are exceptional in their own rights, Emily is one of the biggest reasons the brands are succeeding. Her passion for the industry and genuine desire to connect with and serve REALTORS® are evident. While in Nashville, she received Affiliate Member of the Year from Greater Nashville Realtors® in 2018 and President's Circle

numerous times, proving she walks just as well as she talks. Her personality attracts connection, and she says, "I've met so many incredible people in the real estate industry. I look up to many of them – too many to name without leaving someone out."

Overcoming adversity and challenges is a requirement in real estate. Emily has had her fair share of tough decisions and hard-won successes in life. "There were many points in my

life where I probably should have been a statistic and not the outlier," she shares. Despite that, she overcame a tough childhood to become the first college graduate of her family, even graduating with honors. She worked and raised a family while in college, proving she can handle her own. The best person to have on your team is someone who will never quit.

Surprisingly, Emily still has free time for all her passions. She loves to spend time with her husband, Michael, as well as her son, Jesse. She also has two stepdaughters, Ellie and Anna Kate, who will all be in college themselves this fall. She loves to travel, hike and play games with her family, although she admits competition does get fierce at times. She also loves to read, exercise, and has completed 75 half and 11 full marathons, if she wasn't impressive enough.

Emily has already achieved a great deal of success in many ways. Her friendships, partnerships, family and career are all thriving due to her undying determination. She is constantly looking for ways to grow professionally and personally. She states, "Ultimately though, success is about my ability to positively impact other people's lives." Always striving to inspire and uplift those around her, enthusiasm for life is a tenet of her character. While Achosa and Realtracs are great in their own right, having Emily on your team is a victory in itself.

“Ultimately though, success is about my ability to positively impact other people's lives.”





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MEET JORDAN TAYLOR

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Real estate has brought many people a multitude of opportunities. The hardest part for many is to take the leap from a secure and familiar career into a world of unknowns. For Jordan, like many others, it was a leap of faith. Thanks to her work ethic and winning personality, she has quickly grown into her career and embraced the opportunity it has provided for herself and her family.

Long before Jordan found an interest in real estate, her interest was with animals. From age 7, she spent her school breaks at animal shelters volunteering in any way she could. As the years progressed, she took on different, more intensive roles. In 2018, she bought her first house and loved the process. As a result, she got licensed in 2019 and hasn't looked back. While she still stays involved with animals, she has found success in her love for houses and helping house hunters.

In her early days as an agent, Jordan found challenges much like many agents do. Real estate is a curious mixture of consulting, counseling, sales and negotiation. Because of all the different roles you play in a transaction, it can be hard to figure out how it meshes with your personality. Not to mention anyone who has ever taken on a new role or new career knows there is some pressure to perform, both for yourself and to prove your competence to others.

The pressure to do business a certain way left her feeling restricted. "I found out that it didn't make me happy", she says. Having found her ideal work environment allowed her to lean into her personality more, and her business shifted. "When I decided to just be fully myself", the authenticity made her happier and her clients more responsive. Her goal is to make the process of home buying less stressful and much more enjoyable.

For many who start a new career, it can be hard to let go of the old one. Jordan spent years working at animal shelters before she found



real estate, and she knew she didn't want to let it go completely. Despite how busy she is, her passion for animals still finds time in her weekly schedule. She will bring animals to closings, make donations to and volunteer at shelters, and sponsors animals for each of her closings through a program called Realtor® for Rescues that covers adoption fees for shelter animals. She will always find time to include them in her day to day.

The most important thing to Jordan is family. Much of her time is spent at home with her wife, Emily, and her newborn son, Hayes. Thanks to her work family at the Austin Sizemore Team, she can take time away from the office and still work without leaving her family completely behind. Thanks to her real estate community and hard work in the last few years building a strong foundation, she is already reaping the benefits. Feeling accepted and loved is important for everyone. “We all need a support system, even if that is one or two people who we know really have our backs.” With the support Jordan has in the office and at home, she has everything she needs to feel fulfilled.



“
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A SUPPORT
SYSTEM,
EVEN IF
THAT IS ONE
OR TWO
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WE KNOW
REALLY HAVE
OUR BACKS.”

Looking ahead, Jordan is excited about growing her real estate career. She loves working with people, serving them, and encouraging them from first contact to the closing table. Her ability to make the process fun and relaxing for her clients has earned her staunch supporters and raving fans. Her commitment to follow-up helps her build even stronger relationships, and it's proof she truly cares about each and every person she serves.

As she grows her own business, she also helps coach and mentor newer agents on her team. She loves to give to others, and it grants her the capacity to help someone else build what she has built for herself. True to form, Jordan is most fulfilled when she is helping others achieve their goals and dreams. Whether you have two legs or four, you can be sure that Jordan will do her best to have a positive impact.

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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.

By Shauna Bryant, National Editor



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6. Maximalist rugs 7. Performance fabrics 8. Warm woods 9. Micro luxury 10. Jewel box laundry rooms

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▶ broker spotlight

By Anders Clarke
Photos by Hayley Ownbey

The people you surround yourself with often dictate how you will succeed as well.

Amy Mullins spent years learning from Sue Shaw and Charlotte Mabry as an admin before starting her REALTOR® journey in earnest. When she finally pulled the trigger, she worked with Charlotte Mabry and Ryan King as a buyer's agent, learning from some of the best in the industry. So, when she had the opportunity to bring United Real Estate into Chattanooga, she was confident she could teach others all that she had learned.

While Amy found her real estate career as she was looking for something to support herself and her grandmother, she fell in love with it as a receptionist in 2005. She spent several years as an agent from 2013 to 2019. She opened her office in 2019 with one agent and now has over 70. As a broker, she gets to leverage her experience in every level of real estate to her agents' benefit. It gives her the ability to be the support system for so many as they succeed and grow. And for Amy, guiding others to the same growth she found is a huge driving force.

As a broker, Amy spends most of her time on her team. With a fantastic support staff and admins, she is able to lean into the role of 'momma bear', fighting for and protecting her agents from the highs and lows of the industry and many of the common pitfalls that come with the territory. "I wanted to be that type of broker that was there for their agents no matter what the situation was", she says. "I want new agents to learn the proper way". She harnesses the power of her top agents to teach and coach others as well, always looking for ways to allow others to encourage and impact.



The culture of an office often reflects the broker. Her United office is a big family, and despite competition, everyone is always there to help and grow together. “They’re willing to share their secrets”, she says of her top agents. There is a culture of cooperation because they all understand they are working towards the same goal and working together is easier than working solo. “Everybody is down to earth; I tell them to come as they are”, she explains of the expectations. There is no cookie-cutter mold that people must fit into. The agents each bring their own strengths and personalities and Amy encourages them to lean into that.

“You should come into every situation with an open heart and willingness to be a better person than you were yesterday.”

For Amy personally, her pursuit of a broker role took a lot of determination. Throughout her real estate career, she ran into doubt. She was told she was too talkative or too friendly, and that she likely wouldn’t succeed. However, she was determined to make it work. When she opened her brokerage, she told herself, “I got this job just being me, and I’m just going to be me and see what happens”. Thanks to her commitment to being herself, she has built a strong team and a stronger culture. The culture of an organization always starts at the top, and Amy has cultivated something special.

“Lisa Peel, owner of United, brought the brand to Chattanooga, but after interviewing me, knew I would be the perfect fit, based on my years of experience and various roles I’ve had in real estate to

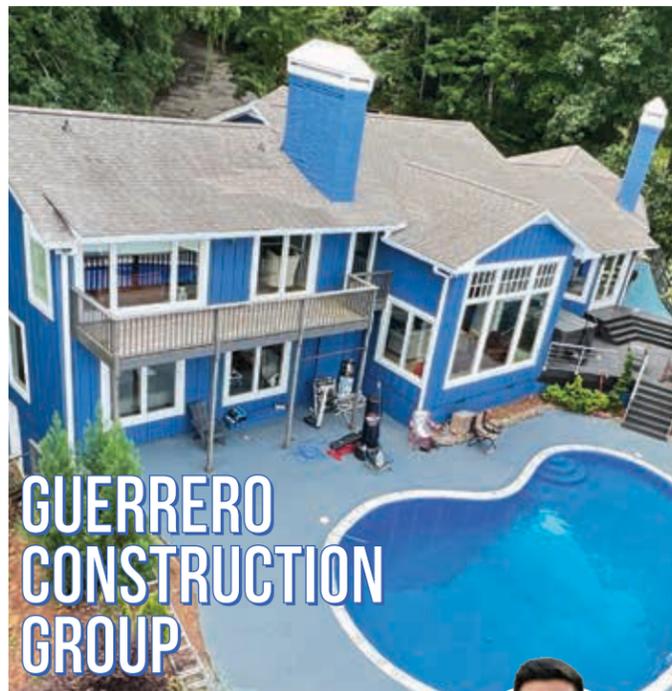
manage and grow our company to what it is today.” Part of the culture of her office is the opportunities to work with United. As a brand, United has had a history in resorts, high-end properties, and auctions, as well as mergers and acquisitions. Founded nearly 100 years ago, they broke into the residential real estate market less than 15 years ago. They provide an even playing field for all agents, allowing them to keep 100% commission and simply pay a transaction fee capping at 13 transactions. Agents are allowed the freedom to run their business how they want, pay fewer fees, and spend more time on what they want to.

Amy has fully embraced the ‘momma bear’ role as broker. As a mother herself, Amy knows that challenges will come, and she relishes the opportunity to spend time with agents working things out. Everyone makes mistakes, and Amy says, “I’ll be the first to say I’m sorry, and I’ll be the first to make it right”, handling it with grace and responsibility. While she loves working with clients, she enjoys supporting agents that want to grow, learn, and succeed at all levels. Thanks to her admin Candace and her top agents and teachers, she is able to really hone in on what each agent needs.

Amy is a mom first at home with her daughter, Madison. They love to spend time together when she is not in the office going downtown and seeing movies or enjoying the many eateries and events. She personally likes to ride motorcycles, dance, and spend time with friends and family.

Above all else in real estate, Amy is always fighting for her agents. Each new challenge brings a new opportunity to teach, grow, and impact those around her. She has accomplished so much in a few short years and she has so much more to give. Her strong belief is “that you should come into every situation with an open heart and willingness to be a better person than you were yesterday.” Guided by her strong principles and big heart, there is no question she has earned every ounce of her success.





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We are always accepting nominations for feature stories! If you know a colleague who is absolutely on fire and deserving of celebration, we would love to feature them in an upcoming edition of *Chattanooga Real Producers* magazine! Categories may include Top Producer, Rising Star, Team Leader, Broker, Making a Difference, REALTOR® on Fire, etc. To nominate a fellow REALTOR®, simply scan this QR code and follow the prompts. We look forward to receiving your nominations!

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Meet
**BELINDA & JOEY
WINSLETT**
A Family Affair

▶▶ cover story

By Emily Daniel
Photos by Creative Revolver

The Winslett Team of Better Homes & Garden Real Estate Signature Brokers is a small but mighty team including Belinda Winslett and her son Joey. Belinda has been licensed in Tennessee and Georgia for over 20 years and has spent her entire life in the Chattanooga area. Joey joined her in the business in 2014. Belinda and Joey are truly local market experts their clients can depend on for all their real estate needs. It's almost cliché to say a real estate agent treats their clients like family, but for Belinda and Joey, it's how they run their business. Family is the foundation of their lives and their clients become an extension of that. "I strive to give one on one time and personal attention to clients, who in the end become like family," shares Belinda. Belinda began her career in real estate at the urging of her best friend and owner of Better Homes & Garden Real Estate Signature Brokers, Gina Sakich. The two have been close for almost 40 years. "The Chattanooga real estate market is always a roller coaster," offers Belinda. As she was launching her real estate career, the downtown condo market was just starting to boom. "Even during the housing downturn in 2008, Chattanooga's market outperformed many places in the nation," says Belinda. "Owning a home will always be cheaper than renting."

In 2014, Joey was in college when the unthinkable happened. His dad, Belinda's beloved husband, passed away unexpectedly. "I immediately knew I needed to

come home and be with my mom," offers Joey. He got his license and joined his mom in the real estate business. Maybe it was all the years watching his mom excel or maybe a knack for real estate is in his blood, either way, Joey's real estate career took off quickly. "I wouldn't be where I am without my mom and her years of hard work," Joey says warmly. "There's no doubt, I'll work with her until she wants to retire someday."

While Joey has a thriving career in real estate, music and performing will always be his first love and passion of his. He's been invited to audition for The Voice multiple times and made it far in auditioning process for American Idol. Although he still gets calls to audition for shows, he's content playing locally for now. "I'm blessed to have been recognized for my musical talents, and I'm just enjoying performing for the time being," offers Joey. In addition to playing 3-4 gigs per week, he enjoys writing songs, plans to release an album and often performs in local theater. "I'm so proud of him," says Belinda. "He's so talented, and I have a lot of fun going to his shows."

Joey lives on the south side of town and performs every Thursday night. He's been routinely playing there for the last two to three years. He's often affectionately referred to as "the mayor of Station Street", which a nickname he bears proudly. "The southside of Chattanooga is home to me, and I love everything about it," says Joey. "I want to be a part of its continued change for the better with new real estate development and commercial growth."



I WOULDN'T BE WHERE I AM WITHOUT MY MOM AND HER YEARS OF HARD WORK. THERE'S NO DOUBT, I'LL WORK WITH HER UNTIL SHE WANTS TO RETIRE SOMEDAY.
 — JOEY



that community is near and dear to my heart,” shares Belinda. “Joey and I both danced in the local Dancing with the Stars a few years ago raising money for the cause and both won a mirror ball to boot.” Using their business success to give back means a lot to both Belinda and Joey.

“We have very close family,” offers Belinda. “And we love working with other families to help them find that perfect place to call home.” Belinda and Joey know how much a home means to families and the ways it can change lives, bring people closer together and provide a place of rest and retreat. They never take their client’s trust in them for granted and are always striving to provide exceptional service.

WE LOVE WORKING WITH OTHER FAMILIES TO HELP THEM FIND THAT PERFECT PLACE TO CALL HOME.
 — BELINDA

The Winslett family knows the importance of being there for each other in good times and even more so in challenging times. Belinda and her late husband, Joe, have three children – Joey, Ali Jo and Brooke. In 2011, Brooke passed away. “Brooke and I were very close and losing her at such a young age was devastating,” reflects Joey. Ali is also an agent and sometimes helps her mom and brother with various administrative work. Ali and her husband, Chris, have two young daughters – Josie and Lily. “My granddaughters are the highlight of our family,” shares Belinda. “They fill up our hearts and bring us so much joy.”

Between work, hobbies and family, Belinda and Joey are very busy people. But they aren’t too busy to find ways to give back. St Jude and Partnership for Families, Children and Adults are among the causes they support. “My daughter, Brooke, was hearing impaired. Giving back to

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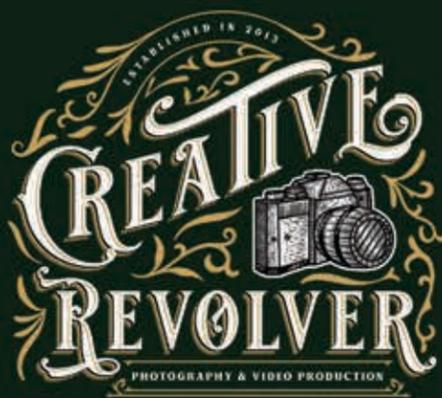


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