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TABLE OF CONTENTS

 05 Meet the Birmingham Real Producers Team	 06 Preferred Partners	 09 Publisher's Note: Gratitude
 10 Partner Spotlight: Meet Justin Petrusson	 13 Your Birmingham Real Producers Badges	 14 REALTOR® on the Rise: Terrence Forman
 18 Making a Difference: Marco Requena	 22 Cover Story: Taylor Jackson	 26 FAQ About This Magazine

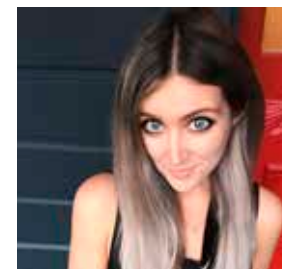
MEET THE BIRMINGHAM REAL PRODUCERS TEAM



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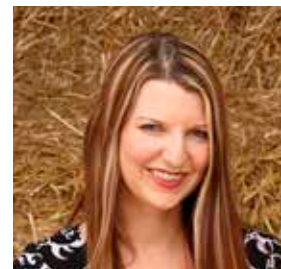
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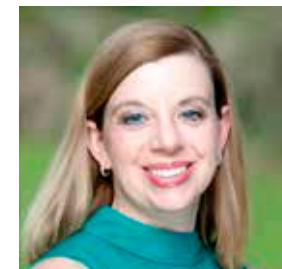
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►► publisher's note

Gratitude

As we approach the month of November, I am reminded of the importance of gratitude. It is a time for us to reflect on all the things we are thankful for in our lives. And for me, one thing that always comes to mind is *Birmingham Real Producers' Preferred Vendor Partners*.

Let me take this opportunity to express my sincerest appreciation and thanks to each and every one of our Partners. Many of you invested in this community and *Birmingham Real Producers* before there was ever a magazine produced and it was just a concept.

Our Partners are the backbone of our operation; they allow us to bring extraordinary stories to life in our magazine and to host impactful monthly events. These Vendor Partners are not just service providers; they represent commitment, dedication, and investment in the top 1% of our real estate community every single month.

With their unwavering support, we are able to showcase the phenomenal work of our real estate professionals, fostering a sense of community and shared success. So, in this season of thanksgiving, let us all take a moment to express our gratitude to these incredible partners.

Reach out to them, thank them for their service, and let them know how much we value their contribution to our community. REALTORS®, you can show your gratitude to our Preferred Vendor Partners in several meaningful ways.

note expressing your appreciation for their service. This personal touch goes a long way in demonstrating your sincere thanks.

- Alternatively, you might consider giving a shout out on your social media platforms, acknowledging their support and contribution to your success. This not only shows your gratitude, but also raises their visibility within your network.

- If possible, refer them to your clients or colleagues. By doing this, you're reciprocating their investment in our community by helping them expand their own business.

- Lastly, consider giving them a small token or gift as a sign of your appreciation; this could be something related to their business or something you know they personally enjoy.

Remember, the goal is to show them that their partnership is not taken for granted and is highly respected and appreciated.

Last and certainly not least, thank you to all our top 1% REALTORS® who have embraced the *Real Producers* community by engaging each other, attending our events, and elevating the Birmingham real estate community!

With Gratitude,



Meredith Jones
Owner/Publisher

- It could be as simple as sending a handwritten thank-you

▶▶ partner spotlight

Written by Elizabeth McCabe
Photos by Brendon Pinola Photography

MEET
Justin
PETRUSSON

VP - Mortgage Banker,
NMLS 351335

**PROFESSIONALISM WITH
A PERSONAL TOUCH**

"I have always been an outgoing people person and love to help others," says Justin Petrusson, Mortgage Banker at SouthPoint Home Mortgage. "I was just getting out of school when the refi boom started in 2003. I had a couple of friends who had gotten into the mortgage industry and thought it would be a great career for me."

His leadership ability was evident in the early stages of his career. Within six months, Justin was managing the company, Mortgage Elite, where he worked.

Originally from Minnesota, Justin stayed there for the first seven years of his career. "After I met my wife, Mallorie, I moved to Alabama in 2010," he smiles. Justin was eager to leave the long winters behind and enjoy warmer weather. However, he does have a heart of gratitude for growing up in Minnesota.



“
We put our
agents and
clients first.
”

"Everything that happens helps shape who you become," he thoughtfully reflects. "I see the good in every situation. I learn and grow from every experience." A man of optimism and gratitude, Justin carried these qualities into his career and relationship with his clients.

Putting Clients First

At the Petrusson Mortgage Team, relationships count. As Justin says, "We put our agents and clients first. Whenever we can be an extended part of the REALTOR®'s team, that is what we strive for."

Justin, who has always enjoyed real estate, earned his real estate license years ago. He understands the pressures that agents face and is happy to help every step of the way. Best of all, he genuinely loves his job, commenting, "I really do love what I do every single day."

Every day is something new and Justin thrives on tackling challenges. "I like the challenges of finding the best program and getting first-time home buyers into their dream homes or helping families move up over the years," he says. "I try to be a client's mortgage person for life."

Building relationships is at the core of Justin's work with clients and agents. He treasures the friendships forged with agents over the years, acknowledging the ups and downs of the industry while being a stabilizing force in the midst of market volatility.

With Justin's heart to serve, it is no surprise that the Petrusson Mortgage Team is one of the highest ranked teams in Zillow in the market and one of the top five teams in the entire state. The team has even been nationally recognized by the *Scotsman Guide*.

Expect the Best

Expect timely closing dates, constant communication, and service with a smile from Justin and his team. He works as the loan originator and works with Courtney Hall, who excels as his loan processor and assistant, along with additional team members in the pre-closing and closing department.

The Petrusson Mortgage Team distinguishes itself by offering same-day pre-approvals, in-house underwriting, and an impressive average contract-to-close time of just two weeks. They also provide a wide range of portfolio loans, often finding solutions that others can't for unique situations.

In addition to traditional loans, the Petrusson Mortgage Team handles lot loans, land loans, bridge loans, and everything in between. Their dedication to providing a boutique experience means they will do whatever it takes to accomplish client goals.

What sets Justin and his team apart is not just their commitment but also the array of products offered. They have the flexibility to provide construction loans, portfolio lending, and unique grants for first-time buyers. The team also assists essential workers, healthcare professionals and veterans, with grants extending up to \$15,000.

“We also have a large construction department that works hand-in-hand with many REALTORS®,” adds Justin. “We are the preferred lender in town for several major builders. The builders put their trust in us to manage financing for clients who will buy their homes. The builders know they will close if they have preapproval with us.”

SouthPoint Home Mortgage is local, with headquarters in Birmingham and a growing footprint across the state, boasting ten locations and a new branch in Homewood opening in early 2024.

Catering to Top Producers

When it comes to Top Producers, Justin and his team are available anytime. “We’re working when you’re working,” he says. “If real estate agents have a client on Saturday, it’s not awkward for them to call us on Saturday morning if needed. We try to be available around the clock, within reason.” That’s why Justin’s business is 100 percent referral.

Justin is also eager to add value to Top Producers. “We host training a couple of times a month,” he comments. He has ample space for training at the main office on Hwy 280, which is ideal for Lunch and Learns. “We also partner with other industries to teach continuing education to REALTORS®.” Justin is also involved with the Builders

Association and the Birmingham Association of REALTORS®. “We try to be a part of anything and everything we can in our industry.”

Family Focused

When not working, it’s all about family to Justin. He and his wife are blessed with two children, Nolan (4) and Claire Amelia (10 months). Justin loves golfing with real estate agents, cheering for the Auburn Tigers with fellow builders, REALTORS®, friends, family, and relaxing at Lake Martin. A fitness

enthusiast, Justin enjoys running marathons and participating in CrossFit style workouts.

He also loves traveling, especially beach vacations.

Justin is also a man of faith.

“I am most grateful for my relationships with Jesus, my family, and my friends,” Justin reflects on his blessings. His faith plays a significant role in his life, and he views everyone he works with as friends and family.

A Heart to Help

When asked what motivates him, Justin is all about helping others. “It’s not about money,” he says.

“It’s about helping as many people as I can and making connections.” He thrives on the fast-paced nature of the mortgage industry with deadlines and time constraints. “I love the craziness,” he smiles. “I love it when it’s hectic.”

For More Information

Justin is leading the way in mortgages. He has established a track record of success, one satisfied client at a time. Not only has he built an impeccable reputation, but he has also found a career that he truly loves. He can’t imagine a better career to help people achieve the American dream of home ownership.

To reach Justin, contact him at 205-470-8000 or jpetrusson@southpoint.bank www.MortgagesByJustin.com



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Everything that happens helps shape who you become.
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▶▶ REALTOR®
on the rise

Written by Elizabeth McCabe
Photos by Brendon Pinola Photography

Terrence FORMAN

A REALTOR® with Heart, Passion, and Expertise

“No excuses. Play like a Champion.”

REALTOR® Terrence Forman’s favorite quote comes from *Wedding Crashers*, Rule #76, which characterizes his no-nonsense attitude and commitment to giving his all in everything he does. This quote hangs on the wall of his house and his children say it each day before they go out the door!

Terrence lives by these words. His continual pursuit of excellence has helped him change countless lives through homeownership, a cause that is near and dear to his heart.

With over five years in the real estate industry, Terrence has made a significant impact on both buyers

and sellers, helping them navigate the complexities of the real estate market. He works for Keller Williams Realty Hoover and loves what he does.

Blazing His Own Trail

Currently, Terrence is at the end of his fifth year in real estate. “I did my first few years in new construction,” he comments. He pivoted during the pandemic. “I felt like it was time to do something different,” he explains.

He and his wife, Teresa, found themselves enjoying each other’s company during the lockdown, which led to this decision. This leap of faith marked the birth of Team T & T Real Estate, a venture

Terrence embarked on with his wife Teresa before her tragic passing in September 2022. Their shared vision and dedication to real estate were truly remarkable. She shaped who he is today.

A Remarkable Career

Terrence’s career in real estate has been marked by impressive numbers. During his initial years in new construction, he managed to close an impressive 37 deals, all under his sales manager’s name, and helped a new construction builder in Alabama make a name in the state.

In the past year alone, Terrence recorded a total volume of over \$8 million, underscoring his unwavering commitment to helping clients buy and sell their homes successfully.

Life Before Real Estate

Before becoming a real estate agent, Terrence was no stranger to sales. He previously worked in bath remodeling sales for a company called Re-Bath, specializing in one-day bathroom installs. His experience in sales management during his five-year tenure as an assistant sales manager prepared him for the world of real estate. Terrence excelled in presentations and connecting with people, skills that proved invaluable in his real estate career. His sales skills also continued to increase. Now, instead of selling one room (bathrooms), he sells the whole house!

“My job prepared me for sales, presentations, and being in front of people and selling myself,” he explains.

Growth + Change = Real Estate

Terrence’s decision to enter the real estate field was driven by his desire for growth and change. His supportive wife, Teresa, encouraged him to explore new opportunities, assuring him that they could tackle any challenge together. Terrence applied for a company that would sponsor his real estate license and provide training. When he didn’t hear back for three months, he took matters into his own hands. He completed the real estate courses in just six weeks and obtained his license.

Rausch Coleman Homes was quick to recognize Terrence’s potential, hiring him as their first sales agent in Alabama. From there, he hit the ground running, becoming Rookie of the Year in his first year.

“I sold in any community Rausch Coleman Homes had,” says Terrence. “I ran all over Central Alabama selling houses for the company.” All his hard work paid off in real estate. He caters to his clients, listens to their needs, and helps them achieve their homeownership goals. Where other people might see a “no,” Terrence sees a “yes.” He genuinely loves what he does and it shows with his enthusiasm.

Making Dreams Come True

To Terrence, real estate is about “changing people’s lives.” He recalls when he first started in real estate, it changed his life. Now he helps other people build generational wealth. He comments, “When you help someone buy a home when no one in their family has owned a home before, it changes the generational wealth for their kids. You can’t put a money value on that.”

“

If you find me doing anything else, it will be because there is nothing left in the real estate market for me.



Twenty to thirty percent of Terrence's clients are first-time home buyers. "I want to help everybody," he explains. "It can't be just about a half a million-dollar buyers." He provides people with a plan for homeownership as well as a lender, seeing them through the journey.

For them to get their first home is absolutely priceless.

"If you find me doing anything else, it will be because there is nothing left in the real estate market for me," he says.

Just as Terrence helps his clients, he helps his team. "The people on my team - my ex-wife and her sister - were making it but not getting anywhere. I help them change their lives so they can help change other people's lives," he says.

His team consists of Heather

Cole, Brittany Schneider, and her husband, Marc Schneider. "I love these guys," he smiles.

Family + Faith

When not working, it's all about family to Terrence. He comments, "Becoming a dad was one of the best things ever. I tell my oldest child (Mason) all the time, 'You are the first person in the world I loved more than me.' That was life-changing."

He is blessed with three children, each with their unique interests. Mason, a senior, is passionate about astrophysics, inspired by his love for science and movies like "The Martian." To this

17-year-old, it's all about cars and college. His middle child, Zoe, a diligent student with perfect grades, takes seven dance classes a week and still manages to get her chores done.

His youngest child, Christian, at just 13 years old is already almost 6 feet and is confident that he will be taller than his dad in a year. "He's a good kid with a great work ethic."

A man of faith, Terrence grew up in a Christian household before finding God again in 2015. His ex-wife encouraged him to try the Church of the Highlands, which changed his life. A self-described "big nerd," the people at the church handed him a binder and an outline to become a Christian, which he treasures today. "Becoming a Christian taught me to be a better friend, husband, and father," he says.

Relaxing and Recharging From Real Estate

Outside of real estate, Terrence has a passion for sporting events and travel. He dedicates four days a week to his gym routine to ensure he's in the best shape possible. Sporting events hold a special place in his heart, with plans to visit all 64 stadiums on his bucket list! He's more than half of the way there.

His love for travel extends to a desire to set foot on all seven continents, with a particular dream of experiencing a safari in South Africa.

One aspect of Terrence's personality that may surprise many is his romantic side. He's an avid fan of romantic movies and has seen countless rom-coms. His favorite movie, "Serendipity," even inspired a special Christmas outing with his late wife, where they recreated moments from the film, complete with frozen hot chocolate at Serendipity and a trip to Bloomingdale's. This memory will always hold a special place in his heart.

Passion + Purpose

Terrence is a man of passion and purpose. He is not just a real estate specialist but a compassionate and driven individual with a genuine desire to change lives through homeownership. His career journey, personal experiences, and unwavering commitment to family and clients make him a remarkable figure in the world of real estate. With a heart full of love and a passion for helping others, Terrence Forman is a true inspiration to us all.

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MARCO

REQUENA

Written by Nick Ingrisani
Photos by Brendon Pinola Photography

A Journey of Faith & Real Estate Success

“Success is being in the will of God. Success is not money or big sales numbers. It’s to feel peace and be happy when you see God acting in your life.”

Marco was born in Venezuela in 1968. His father served as a pastor throughout his childhood and established strong Christian values in their family. After completing five years studying economics and five years in law school, he became an attorney. He opened his own law firm and worked primarily for banks and insurance companies for many years. Then, in 2003, a sign came that it was time to make a change.

“While working as a lawyer in Venezuela, I heard the voice of God saying to come to the United States. I closed my business, put all of our belongings in a shipping container in May, and by August, our family had moved to the United States.”

Although it was a big transition for Marco and his family, they eased their nostalgia for Venezuela by bringing many of their familiar art pieces and cherished belongings with them, setting up their house to feel like home.

With a deep sense of purpose and a desire to give back, Marco started his career as a real estate agent at RealtySouth in 2016 and moved to Keller Williams in 2019. It didn’t take long before he became one of the top producers in an office of 400 agents. In 2021, Marco ranked 69th in the state for sales, and by 2022, he had climbed to the 43rd position in unit sales. His numbers are continuing to grow in 2023, thanks to his ambitious goal-setting and drive.

Marco’s primary focus as a real estate agent is to empower the Hispanic community. A majority of his clients are first-time homebuyers from diverse backgrounds, and he’s passionate about helping them realize their dreams of homeownership.

“It’s important for me to be present and bring more resources to continue helping the Hispanic community here. I want to show them that they have the right and opportunity to buy a house, and we can help them do it.”

Marco also works with small investors, assisting them in purchasing rental properties and flipping homes. His dedication to the community extends to his peers in the industry, as he also organizes monthly meetings for bilingual REALTORS® in his area, fostering collaboration and maximizing their collective potential.

When asked about the key to his success in real estate, Marco attributes it to his faith. He believes that the hand of God guides his path and leads clients to him without having to force anything on anyone. His faith-driven approach has brought him tremendous success and a loyal client base that values his integrity and dedication to their well-being.

Marco also emphasizes the importance of family support and the support of the churches in his city, which have played a significant role in his real estate journey and life transition to the US. He is also grateful for Keller Williams, where he finds excellent support and motivation to keep going and striving for new levels of success.

Outside of work, Marco enjoys reading and spending quality time with his family, including his two children and four grandkids. He also actively preaches at local churches and helps out with special events to support the community.

Marco's communal mindset and strong faith have empowered him to realize his calling of moving to the United States and providing a bright future for his family.

“IT'S IMPORTANT FOR ME TO BE PRESENT AND BRING MORE RESOURCES TO CONTINUE HELPING THE HISPANIC COMMUNITY HERE.”



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November Mastermind
November 15th
9:30am- 11:00am
Topic: ChatGPT & AI with Marissa Mayfield
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TAYLOR JACKSON

▶▶ cover story

Overcoming Obstacles and Thriving in Real Estate

RESILIENT. RESOLUTE. RESPECTED.

Written by Elizabeth McCabe | Photos by Brendon Pinola Photography

Never give up. In the world of real estate, success stories often emerge from those who embrace challenges head-on, and Taylor Jackson is no exception. As the Broker/Owner of the Taylor Jackson Group, Powered by PLACE, @ EXP Realty, Taylor has proven himself as a force to be reckoned with in the industry. With a career spanning several years and an impressive sales volume, this Qualifying Broker exemplifies the qualities of determination, resilience, and entrepreneurial spirit that drive him to excel.

Early Beginnings

As a child, Taylor learned to appreciate moving and his resilient nature helped him to adapt to new situations with ease. “I went to several different schools,” he comments. “I met a lot of new people and made new relationships.” His father was an engineer and was contracted to go to different companies all around the nation.

Born in Birmingham, Taylor lived in California, Oregon, Michigan, Tennessee, and Louisiana growing up, which expanded his horizons. Little did he know that decades later, he would help clients find their dream home. His preparation and empathy for moving started in his early days.

Hardship and Happiness

The road to success is often paved with obstacles. Interestingly, Taylor found himself at a crossroads a decade ago. After taking a chance in a joint venture, he lost everything he had when it ended up failing. It was a challenging season in life.

Through that experience, Taylor learned one valuable lesson: “I’m pretty good at overcoming failures and obstacles,” he jokes. “If you’re stuck on a desert island, you’ll want to have me with you.” He knows how to thrive. One of his favorite quotes inspires him: “If you ain’t first, you’re last. Shake and bake.” - *Talladega Nights*.

In June 2017, he decided to take another risk – entering real estate. He moved back to Birmingham to be a full-time REALTOR® with no option to fail. As Taylor says, “It gets tough when the money runs out and you have not had a closing.” He refused to give up, the true trait of any entrepreneur. He had a vision for the future, commenting, “I could see myself putting the work in to grow a large business and helping people at the same time.”

Through the encouragement of a few select people, Taylor persevered. A man of faith, he leaned on the Lord. “I remember one late night in my first brokerage office



where I just prayed that if I was supposed to be in this business, I needed help. I couldn't do it on my own and handed it over to God." Taylor kept working hard, refusing to throw in the towel. God answered his prayers, and a few weeks later, his business boomed.

The numbers soon followed. He started his team, the Taylor Jackson Group, in 2020 at eXp Realty, which now has seven agents. To date, Taylor has been involved in \$90 million dollars in sales volume and \$32 million dollars in sales last year. He has also secured a building for his team in October 2022 so their meetings no longer had to be held in coffee shops, parking lots, and apartments.

Taylor is passionate about growing his team and implementing the best opportunities for them to succeed and grow. "I also want to excel in professionalism, offering the very best service that our clients deserve," he comments.

Becoming a real estate agent has been more rewarding to him than his job as a communications contractor and construction contractor, jobs that he had for 12+ years. "I did fiber, Internet, and climbed telephone poles," he says. He started doing construction and renovations as well. Now, those days are appreciated and a distant memory.

Active Interests

When not working, Taylor enjoys playing golf, going to the gym, fishing, reading, and watching football. "I am a Saints and Auburn fan," he says passionately. He also cherishes time with his family. The oldest of eight siblings, he enjoys spending time with them. Whether hanging out on weekends at the lake, connecting with each other at holiday parties, or having drinks on the patio, time with family is always well spent.

A devoted dog dad, Taylor is known for his American bully named Koa. His presence is seen all over Facebook, real estate business cards, and more. "He also goes to the office, some closings, and some showings. He is with me a lot!" says Taylor.

Words of Wisdom

For agents who want to follow in his footsteps, Taylor says, "Align yourself with the right people. Always keep learning." He adds, "Treat real estate like a job. A lot of people get into real estate for the freedom, but if you don't hold yourself accountable or have someone who will, you will 'freedom yourself' back to your last job."

Final Thoughts

Taylor's journey to a successful real estate entrepreneur illustrates the power of determination and unwavering faith. His ability to overcome adversity and his commitment to excellence in both his team and client service make him a standout figure in the industry. As he continues to grow the Taylor Jackson Group, he will continue to inspire others not to give up on their dreams. In the words of Taylor himself, "Don't quit" – a simple yet powerful mantra that has guided him to where he is today.



Taylor and his dog, Koa
Photo by Ellie McKenzie, McKenzie Studios

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FAQ

ABOUT THIS MAGAZINE

Real Producers magazine started in Indianapolis in 2015 and is now in over 125 markets across the nation and continues to spread rapidly. *Real Producers* is launching in May 2023!

Q: WHO RECEIVES *Real Producers* MAGAZINES?

A: The top 300 real estate agents serving the Birmingham Metro Area, based on their annual residential sales production for the previous year, as recorded on the MLS. Refer to the map in this publication for the exact territories. If your broker address is within that given territory, and you are in the top 300, you will receive that publication for the year. The list will reset at the end of every year and continue to update annually.

Q: WHAT IS THE GOAL OF THIS MAGAZINE?

A: We believe that we are better together. When we surround ourselves with other successful, like-minded people, we grow to new heights. *Real Producers* is a platform that brings together the most elite individuals in Birmingham real estate.

We take the top 300 real estate agents and RP Vetted Businesses in our market, and we build an exclusive community around that group. We share their stories, successes, market trends, and upcoming events — really, anything that will connect, inform, and inspire, we put in our monthly publication.

It is important to note that *Real Producers* is not a brag book. To be in the top 1-2% in your field takes a lot of grit, passion, hard work, trials, tribulations, and a strong “why” to keep pushing on. *Real Producers* is about sharing and honoring those stories and humanizing you and your peers to create a culture of honor and collaboration that propels us all to the next level.

Q: DOES *Real Producers* HAVE EVENTS?

A: Yes! We'll host them throughout the year and have several different types of events, such as magazine celebration events, partners-only events, social events, mastermind/educational style events, and an annual awards gala. For these events, we invite the top 300 real estate agents and our RP-vetted businesses. Top 300 agents are allowed to invite members of their team, as well. These events are an incredible opportunity to connect with the best of the best in Birmingham real estate. It is amazing to see the power in the connections made at these events. Be on the lookout for your exclusive invites!

Q: WHAT IS THE PROCESS FOR BEING FEATURED IN THIS MAGAZINE?

A: It's really simple. You have to be on the top 300 list, and we take nominations seriously. You can nominate other real estate agents, businesses, brokers, owners, or even yourself! Office leaders can also nominate real estate agents. We will consider anyone brought to our attention who is in the top 300 because we don't know everyone's story, so we need your help to learn about them. We cannot guarantee a feature, but we encourage you to meet with one of our team members, support *Real Producers* and attend our private events to increase your chances.

You can email your nominations to meredith.jones@realproducersmag.com.

Q: WHAT DOES IT COST A REAL ESTATE AGENT/TEAM TO BE FEATURED?

A: Zero, zilch, zippo, nada, nil. It costs nothing, my friends, so nominate away! We are not a pay-to-play model. We share real stories of *Real Producers*.

Q: WHO ARE THE RP-VETTED BUSINESSES?

A: They are one of the best businesses in Birmingham in their category, and you can find them listed in our index! We don't just find these businesses off the street, nor do we work with all businesses that approach us. One of many of the top real estate agents has recommended every single business you see in this publication. We won't even meet with a business that has not been vetted by one of you and “stamped for approval,” in a sense. Our team will further vet every business to make sure they are a good fit and bring value to our community. Our goal is to create a powerhouse network, not only for the best real estate agents in the area but for the best businesses, as well, so we can grow stronger together. When you meet one of them, be sure to thank them for their continued support and for investing in you and your growth.

Q: HOW CAN I RECOMMEND A BUSINESS?

A: If you know and want to recommend a business that works with top real estate agents, please email us to let us know at meredith.jones@realproducersmag.com.



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