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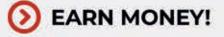
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>> publisher's note

3 THINGS TO BE GRATEFUL

FOR IN THIS MARKET

Dear Friends,

There's no denying this is a crazy season in the history of real estate. The ever-shifting market dynamics, economic uncertainties, and unforeseen obstacles have tested the mettle of us all. Yet, as we navigate this challenging terrain, we are reminded to be grateful. Grateful for the lessons learned, the resilience exhibited, and the opportunities that still abound. Here are three things to be grateful for in this crazy economy:

1. RESILIENCE AND

ADAPTABILITY: The real estate market, much like the Memphis spirit, has always been resilient. In the face of adversity, real estate professionals in our city have not just survived but thrived. The ability to adapt to changing circumstances, pivot strategies, and embrace technology as a tool for transformation has been remarkable. The resilience of this community is awe-inspiring, and it reminds us that even in the most challenging times, there's always room to grow.

2. COMMUNITY AND **COLLABORATION:** The real estate market thrives on

collaboration, and Memphis is a shining example of that ethos. In times of uncertainty, the strength of our community has never been more evident. Realtors, brokers, and industry stakeholders have come together, sharing insights, strategies, and support. We're grateful for the spirit of cooperation that has helped us weather the storms and emerge even stronger.

3. MARKET EVOLUTION:

While it's easy to focus on the challenges, we can't ignore the opportunities that have arisen from the evolving market. New trends, investment possibilities, and a renewed focus on innovation have breathed fresh life into the real estate landscape. As Memphis continues to grow and change, there's an exciting frontier for those who dare to embrace it.

In the midst of adversity, let us remember the power of gratitude. It's our beacon of hope and our source of strength. Together, we'll continue to thrive, because in Memphis, challenges are merely opportunities in disguise.

Warm regards. Jeff White Owner/Publisher









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Meet

TRAZODESIGN

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Moving into a new home can be a massively overwhelming experience. However, Trazo Design is here to help. This team, founded and led by Clare Richardson, has extensive knowledge and experience with each step of the process. These women are a force to be reckoned with, and we could not be happier to have Trazo Design as one of our Preferred



Clare Richardson grew up in Memphis and then earned her bachelor of arts at Ole Miss. There, she met her husband, Nathan. The two have five children: Rowan, Essie, Field, and their twins, Laney and Berdie.

After college, Clare was undecided on a career path. That changed when she read a newspaper article about a group of women who were professional organizers. As the eldest daughter with a knack for organizing, she had to know more about the job. She met one of the women in the article at Starbucks and attended one of the group's meetings. After learning more about the specifics of professional organizing, she knew she had found her niche. Now, she's been growing her business for 20 years.

She started as a one woman show at age 23 and along the way, she added her own team members. Since she was living in Nashville at that time, some of her first clients were well-known country music singers. Some of these include Tiffany Fallon, Joe Don Rooney, and Josh and Jennifer Turner. Six years later, she and her family moved to Panama.



In Panama, Clare became a liaison project manager for the organization her husband worked alongside. She worked managing renovations and additions. The spaces were small, helping her fine-tune her organizational skills. Living in a small home with three children and twins on the way, this was personally essential. She eventually designed the renovation of her own home there,

whilst also learning to speak Spanish.

Then, in 2015, the Richardson's moved to Memphis. This is when she started Trazo Design. Clare put a lot of thought into naming and branding her company. Trazo is a Spanish word, meaning 'paint brush strokes.' With a career with so much variation and working with fine details, this was a very fitting name. She also built her team, which now includes: Laura Curlin, Shannon Peterson, Bethany Clark, Angela Duncan, Ashley Glisson, Ashley Mcknight, Joyel Wiley, Katie Harris, Madi Smith, Megan Prescott, Anna Gunn, and Zoe Collins.

They can manage an entire relocation, working with moving companies, contractors, designers, and realtors. Anywhere stuff needs to be managed, Trazo can strategize and handle it.

Trazo Design is not just a group of women professional organizers. They use organization to rethink all the spaces and places that require function and order. They can even design closets, pantries, kitchens, bathrooms, and garages: anywhere items are stored. They can pack up a home, manage a relocation, unpack a home and set it all up to near perfection.

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"There's never just one person showing up. Many hands make light work. Two minds are better than one. We can get a lot done quickly. We help people move well and relocate better, all under the guise of organization."

"Every house is a little different. The process is exciting, but it can also be a lot to deal with. We come alongside realtors and their clients and pick up the hard parts of relocating. Because we do this every day, we know which questions to ask so that we can personalize our clients' houses. Most moves are what we call "fractured" but we know how to pull it all together, the purge, the storage units, the rentals, the downsizing and upsizing, all the multilayers. We know our service is a luxury, but we also know we bring calm, order and beauty to chaos!"

"We are in the details. When Team Trazo shows up, I promise it is a relief. We want to make people feel better. If we don't know how to do something, we will figure out how to do it. We are a service-oriented business and we're good at what we do."

Being a "working mom boss" for 20 years with five children can be challenging to manage at times, but Clare is grateful for everything she has fought for and accomplished. She loves her job and is encouraged by the people she works with every day, both her team and her clients. Her family can see her find joy in motherhood, marriage, and in her work! With a team that shares Clare's outlook on success, Trazo Design is a name to remember for your next move.

"Success, at the end of the day, is knowing you're doing a good job. It's knowing that other people are talking about your business, and sending referrals. Of the many ways you could measure success, for me, relationships are the most important thing. If my family is happy, if my team is laughing while we work, if our clients are happy and find relief from our service ... That's how I know I'm doing something right."

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How Does Memphis Real Producers Work?

CONNECTING. ELEVATING. INSPIRING.

FOR THOSE WHO MAY BE NEW TO REAL PRODUCERS. OR IF YOU ARE JUST **CURIOUS, HERE ARE SOME QUICK FACTS ABOUT REAL PRODUCERS:**

The Heartbeat: We seek to elevate the culture of our local real estate community by **INSPIRING** us to KNOW ONE ANOTHER BETTER, creating stronger CONNECTIONS, more trusted relationships, and more repeat business for everyone involved.

Distribution: This magazine is sent free of charge to the top 500 agents in the greater Memphis area based on MLS productivity. Within this area, there are over 5,000 active agents, but everyone who receives this publication is part of an elite group. You and BUSINESSES in a variety of creative ways. If are remarkable. Just to be in this group is truly a badge of honor!

Content: This is all about you, the Memphis real estate community. We do personal and unique stories host various social networking events where top on members of this community, giving you a platform to inspire others. Our goal is to go beyond the numbers and take a deep dive into the personal side of the industry, to inspire us to know one another better. It costs absolutely nothing for a real estate agent to be featured in the publication.

But to be featured, an agent must be nominated by a peer or leader in the Memphis real estate community. We are always taking nominations and encourage you to nominate individuals who are making a huge impact on our local real estate market.

Our Partners: Anyone listed as a "preferred partner" in the front of the publication is a part of this community. They will have an ad in every issue, attend our events and be a part of our online community. We don't just find these

businesses off the street, nor do we work with all businesses that approach us. One or many of you have recommended every single preferred partner you see in this publication. We do not meet with businesses until they are vetted by one of the agents in our community and receive a "stamp of approval." If you are looking to add to your arsenal of incredible vendors, look no further.

Connections: We love connecting REALTORS® you ever would like a personal introduction, we would love to arrange it.

Events: Along with the monthly publication, we agents, along with our top preferred partners, get together at reputable local venues to rub elbows, mastermind, have a good time and strengthen our greater Memphis community. We communicate information about the events through the publication, emails and social media.

Contribution: If you are interested in contributing, nominating REALTORS® for certain features, know of top-notch affiliate partners who should be a part of our community or would simply like to network, please email me at any time. I look forward to hearing from all of you!

> Jeff White Owner/Publisher Memphis Real Producers Jeff.White@RealProducersMag.com



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Sanara Barkley rising star By Christina See Photos by Elizabeth Looney Photography

FULFILLING CLIENT DREAMS

This month's Memphis Real Producers
Rising Star Spotlight shines on
Sandra Barkley with The Real Estate
Agency. Born in Utah but raised in
Cordova, TN, Sandra did not take the
traditional route through high school
and college. As a teenager, she really
wanted a job instead of a high school
diploma. So, she left high school after
her junior year, and from ages 17-29,
Sandra worked a series of odd jobs
-as a nanny, cleaning lady, bartender,
waitress, retail store manager. You
name it, she worked it.

When Sandra was just 21, she married Chris and gave birth to twins, Hayley and Hayden in 2004. Unfortunately, their marriage was not a fairytale, happily-ever-after story. After seven topsy-turvy years, Sandra packed up the twins and moved in with her brother for a couple of months. Eventually, she and the twins moved to a house in Raleigh. Sandra had always dreamed of becoming a hair stylist, so she took a 14-month program at Cosmetology School and earned her cosmetology license in 2011. She was a successful hair stylist until 2020.

Happily, in 2011, Sandra met David Barkley through friends. Sandra and David had a baby, Harper, in 2013, and Sandra married David in 2014. In 2020, the hair salon was shut down due to Covid. Her daughter was 16 and was taking a high school course in finance and budgeting. She asked Sandra what they would do financially if David ever died. Sandra knew Hayley was worried about how they would manage without their primary income provider, so Sandra started real estate school online that very month.

Sandra was right in the middle of real estate school when David passed away suddenly in 2020. She had started an online course and ended up not retaining much information due to grieving David's death. She decided to start in person at Crye Leike Success School. On the last day of school, she realized she had to get her GED to qualify for her real estate license. She studied online, passed the GED test, and then started studying for the real estate exam. Sandra took the

real estate exam the morning after her father passed away from Stage 4 cancer. She had stayed in the course when David passed because she knew she would never do hair again. She just couldn't see herself going to work every day and standing behind the chair to talk about her husband's passing. She wanted a career that would allow her to be present at





everything her kids needed her to attend and to be able to travel to see them at her leisure when they left for school. Little did she know that real estate would become exactly what she needed and wanted for her life.

The most rewarding part of the business for Sandra is standing beside her clients on this stressful journey. One client moved out of the home she loved and had to move in with her son because she had lost her sight. Sandra was there to hold her hand, even though the client couldn't see her. She never saw Sandra or knew what her face looked like, but she trusted her. Another client was going through a nasty divorce and Sandra was there every step of the way, helping [GU1] her client to buy their first home on their own and start a new chapter. Sandra was there for her friend who was leaving an abusive relationship and buying their first home. These are just some of the reasons why she loves her job so much. "Everyone has a story that deserves to be heard," says Sandra, and "Helping others achieve their dreams is so fulfilling!"

Sandra is now very happily married to a wonderful man, Justin, who is a contractor. Hayley is at The University of Arkansas studying Psychology. Hayden is playing D1 basketball at Southern Utah University studying Business.

Daughter, Harper (10), is in 5th grade at Lakeland Prep and is a

cheerleader. Her stepson, Ethan (15), is in 10th grade and is working to rebuild a truck with his dad now and wants to be a pilot, and her stepdaughter, Vivien (13), is in 8th grade and wants to be a hairstylist one day, like her stepmom. The family has 3 dogs and 2 cats, and they all

Everyone has

a story that

deserves to be

heard ... helping

others achieve

their dreams is

so fulfilling!

love to hang out together. They also love to travel to watch Hayden play basketball and enjoy Chi-O activities with Hayley. They enjoy cooking out, having people over, and hanging out with family and friends.

Big League Movers would like to congratulate **Sandra Barkley** on their Rising Star feature this month!

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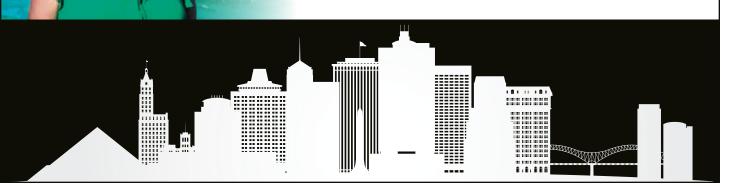
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>>> celebrating leaders

tion, resilience, and the pursuit of a higher purpose.

Ashley's journey began at Lane College in Jackson, Tennessee, where she earned her Bachelor of Science in Biology in 2011. Little did she know that her path would eventually lead her to the world of real estate. After college, Ashley ventured into various fields, from makeup artistry to management at UPS, and even as a counter

Driven by her passion for helping single mothers and famin real estate. In 2017, she obtained her real estate license, wealth through real estate and help them get some of their time back."

Ashley's real estate career took flight in 2017 when she joined Keller Williams. Over the years, she transitioned between different brokerages, seeking the right fit and mentorship. Her journey was not without its challenges, but she persevered, determined to make a difference.

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Through her dedication and hard work, Ashley's career as a REALTOR® has flourished. She achieved remarkable milestones, including awards like MMDC, Top Producer of several months, and recognition among the Top 20 agents at her previous brokerage. In 2023, her team's total volume reached an impressive \$12 million, with a goal to reach \$20 million.

Throughout her journey, Ashley has drawn inspiration from her parents, who epitomize resilience, wisdom, and the power of self-belief. Their unwavering support and belief in her abilities have fueled her drive for success.

"I can confidently say that my grind and hustle mentality comes from seeing my father work a job and then go and work his own business, see my mom work multiple businesses and then become a successful real estate investor with little to no prior knowledge."

Ashley's commitment extends beyond her career; she is passionate about giving back to

her community. She supports organizations like Leadership Empowerment Center, Innovation Church Memphis, Perea Elementary, and New Hope Christian Academy. She believes in the power of education and aims to make a positive impact.

But what truly sets Ashley apart is her dedication to nurturing new talent. She takes immense pride in mentoring and helping her team members transform their lives through real estate. Seeing the joy and the happiness of their families is the most rewarding part of her business.

"The most rewarding part for me has been to take two new agents and help them transform their lives through real estate."

Looking ahead, Ashley envisions real estate as more than just a career; it's her lifestyle, a vehicle to change lives, and a way to share her faith. She believes that her journey is guided by a higher purpose, and she is determined to achieve greatness, not just for herself, but for her community and the world.



"Real estate is truly my lifestyle... I can see us having hundreds of expansion teams across the world doing it God's way with the spirit of excellence."

In closing, Ashley is not just a REALTOR®; she is an embodiment of resilience, compassion, and unwavering determination. She is on a mission to uplift single mothers and families, and her faith in God's abundance drives her every step of the way. As she continues to thrive in the abundance of God, Ashley Edwards wants to be remembered as a woman who inspired everyone around her to win.

"We are thriving in the abundance of God. Every win that we have we openly glorify God. Real estate is a vehicle that we're using to not only help families create wealth, but it's also our opportunity to share Jesus." 66

The most rewarding part for me has been to take two new agents and help them transform their lives through real estate.

NOMINATIONS / RECOMMENDATIONS!

NOMINATE YOUR FAVORITE AGENT:

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 Memphis Real Producers magazine! Categories may include Top Producer, Rising Star, Team Leader, Broker, Giving Back to the Community, etc. To nominate a fellow REALTOR®, simply scan this QR code and follow the prompts. We look forward to receiving your nominations!

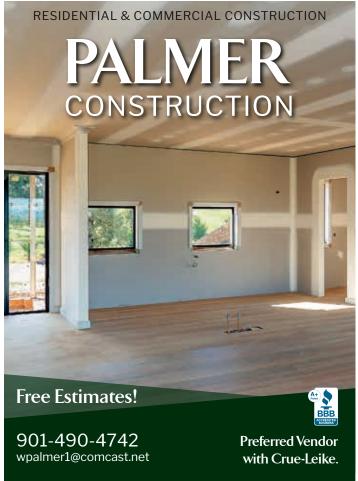


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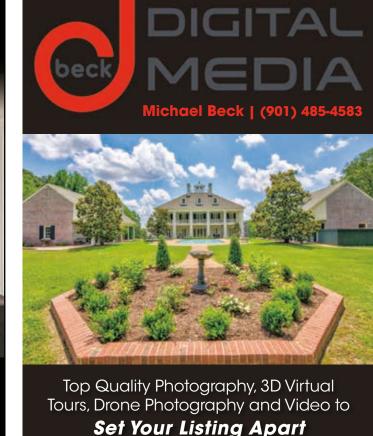
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Marq Cobb & Brittany MYERS COBB

ELEVATING MEMPHIS REAL ESTATE

Marq Cobb and Brittany Myers Cobb are not new to the Memphis Real Estate market, but they do have an interesting new twist on it. Myers Cobb Realtors specializes in several areas of Real Estate, which makes their firm truly unique. Most of their focus is on Residential, Land and Recreational Property in Tennessee, Arkansas and Mississippi.

Brittany is President, Partner and a Top Realtor® in Memphis. Marq is a Partner (also a top Realtor®) and Managing Broker. Chuck Myers is a Partner and heads the Land Division.

Marq spent more than 14 years working on the private equity side of the industry at investment firm REI Nation, where he helped start the company, led and trained the sales floor, while also selling roughly \$90 million in Real Estate annually.

Brittany started her career in sales at a Fortune 500 company which ultimately landed her in Network Marketing, where she led upwards of 6,000 people across the globe to become six-figure earners and entrepreneurs. At that time, Brittany was way ahead of most independent entrepreneurs in leveraging social and digital media marketing to build an online presence for networking and financial gain.

It was the Covid shutdown that ultimately led Marq and Brittany to partner together with her father, Chuck Myers, to start Myers Cobb Realtors. Brittany says, "Both Marq and I were working from home during Covid. All three of our kids were at home, in different stages, on different tasks, doing their schoolwork. I was running my business. Marq was selling for REI and successfully running his business, but that's when our relationship shifted and when we recognized each other's business strengths. When we were both working from home together, we realized what an incredible team we

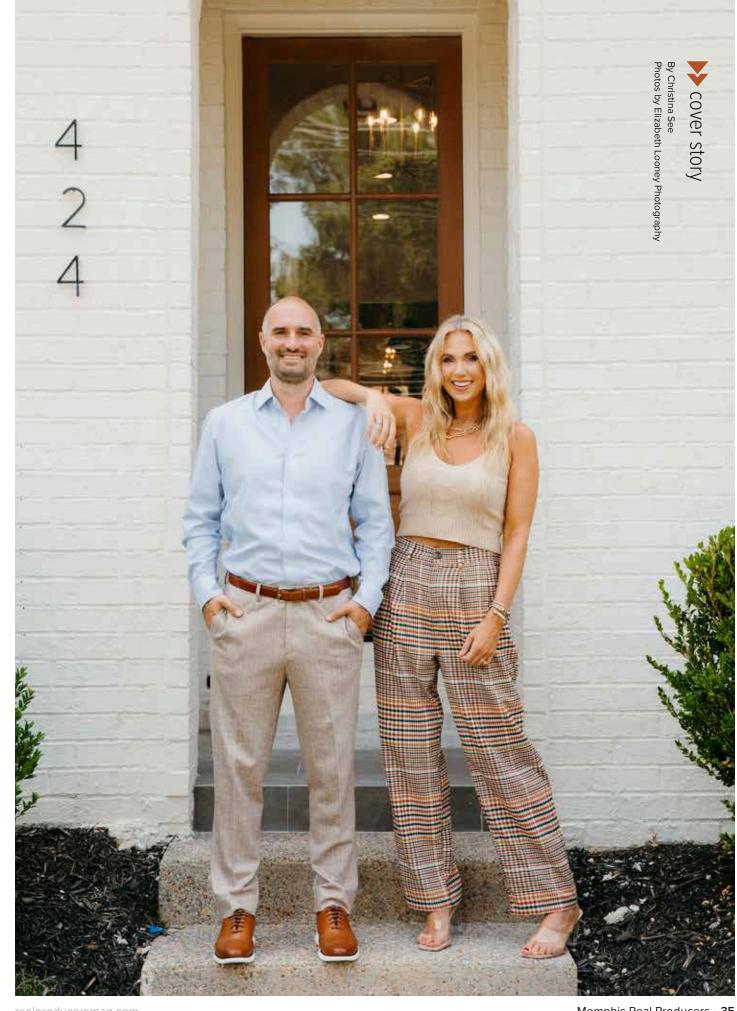
are. Covid was not a pleasant story for most. For us, it truly shifted everything."

"Real Estate has been a main focus in our life," says Brittany. "We have rental houses, Marq has always helped investors, we've bought and invested in our own houses, we've flipped houses, and we have a short-term rental. A large piece of our investment portfolio has always been Real Estate, so doing Real Estate together is natural to us."

During Covid, we looked at the Memphis market and saw a major need for Myers Cobb. We knew we wanted to build something forward-thinking and innovative, where culture was the forefront of all relationships. We wanted to create a diverse team to best represent our city. I knew I could lean in heavily with social and digital media marketing. So, in the middle of Covid, Marq and I both left our lucrative six-figure incomes and decided to start our own company. We had a vision and Marq already had his Broker's license. We wanted to elevate Memphis Real Estate. We opened on December 1, 2020, and that's when Myers Cobb Realtors was born."

Marq: "I knew Brittany would come in and quickly become one of the top luxury agents in the city, just with her presence, sales experience and cutting-edge marketing expertise. Chuck (Myers) is the biggest land and recreational property agent in the Mid-South. We wanted to recruit and train agents to think bigger, get into the luxury space ourselves, partner with Chuck on land and we wanted to create something Memphis has not seen before. That was the vision from the beginning. As successful as our first three years have been, it's only the beginning and we have a lot more to accomplish."

Brittany is the President of the company. This was important to them to be an example not only for



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their daughter but to other women, as well. When they started three years ago, there weren't many brokers and agents in town who had much, if any, presence on social media. Marq and Brittany have done very well financially over the past six years in the online space, and it was driven by social media, which is why Myers Cobb is so digital and social media marketing heavy.

As soon as they talked about starting a company, Brittany knew she would get her license. However, she needed to focus on building the company, recruiting agents, marketing the brand, and putting all her focus on the company first. Brittany has now had her license for 11 months and she and Marq together have closed roughly \$16M in sales year to date. They knew the next step to grow the brand was to expand their physical footprint.

Myers Cobb just opened its new office on the 7th floor of the Cresent Center in East Memphis. They are taking a more active approach for producers who want to take it to the next level. Myers Cobb trains their agents on how to build their own brand and leverage social media effectively. There is not a broker or trainer in the city who knows more about social media algorithms than Brittany, who has a proven track record of helping others create six-figure incomes by leveraging their social media.

The most satisfying change for Marq is the shift to a more personal relationship with his clients. Marq says, "I was selling houses to people who had never been to Memphis. I'd never met them, and they never saw the houses they were buying. I was selling 30 houses a month myself and leading a team that sold 70-80. The pace was incredibly intense, but I thrived on it. Now we're selling 50 houses a year, but I get to slow down,

CULTURE IS AT THE FOREFRONT

IN EVERY RELATIONSHIP. WE TAKE

CARE OF PEOPLE. ??

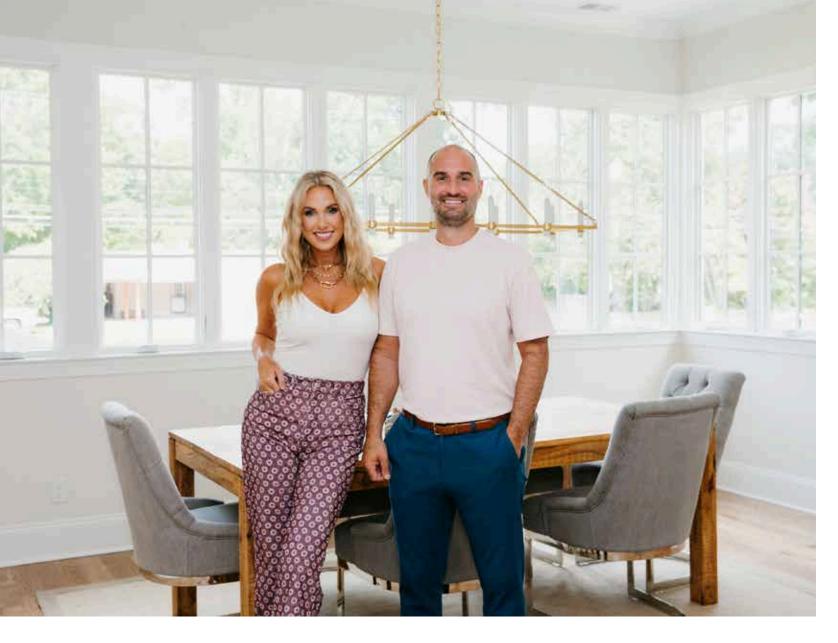


build relationships, and I'm in beautiful homes almost every day. But the most special part for me is that I get to come to work every day and build something special with my family.

For Brittany, it's all about the culture. "Culture is at the forefront in every relationship. We take care of people. We meet people where they are, but we are always elevating them, calling them up, bringing them to a different standard. We are always going to that next level. How can we be better tomorrow than yesterday? How can we grow with each other?" Myers Cobb feels they are very well-positioned to be leaders in this industry for the next 20 years.

Marq and Brittany have three children. They have a 12-year-old boy, an 8-year-old girl, and a 7-year-old boy. Brittany says, "We do what we do for our kids, and we want to be a model for them. We are building something for them to be proud of, and for them to look to us as models for them. The second reason that we do this is to show people that there is more out there. My personal satisfaction is helping people win. That was my background for six years. How you get to the top of network marketing is not by your own doing; your success solely depends on how you help others succeed. The more successful your team is, the more successful you are. I did that for 6 years and carried that mindset over. That is why I come to work every single day to help our agents and show them how to win."

Asked if it's difficult to separate family time from work, Marq says, "Sometimes we struggle for a work/ life balance, but we always make time for each other and our family. If you had told me five years ago that we'd be working together, sitting side-by-side, every single day and



sharing the same clients, both of us would have said 'no way, never going to happen'. At one point in our life, we couldn't have done that. Something shifted during Covid, and we realize how much we really love hanging out together. We work well together – kind of a left-hand/right-hand thing. Everything Brittany is good at, I'm not, and she lets me do the things I'm good at."

Marq and Brittany talk a lot about the next 20 years. They feel like they are well-positioned, they have made an impact, and they are both in the top 100 in Memphis. They split their volume, but if you combine their sales, one of them would be in the top ten. They feel like they have hit all their three-year goals. In three years, their total Brokerage numbers are close to \$150 million overall for Land, Commercial and Residential.

66

SOMETHING SHIFTED

DURING COVID, AND WE

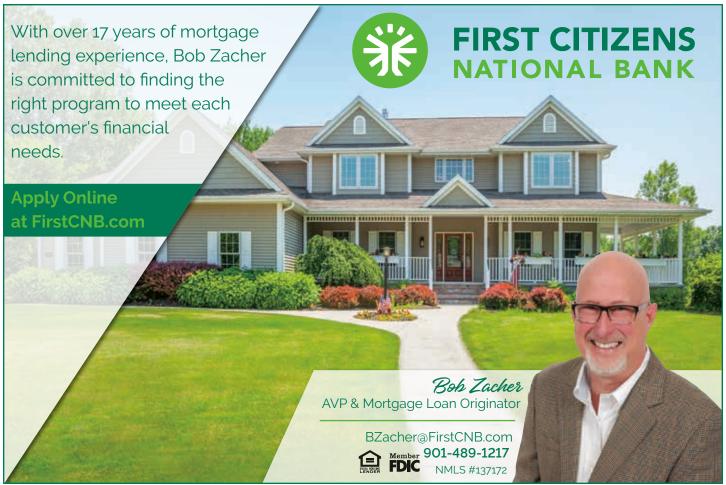
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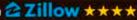
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