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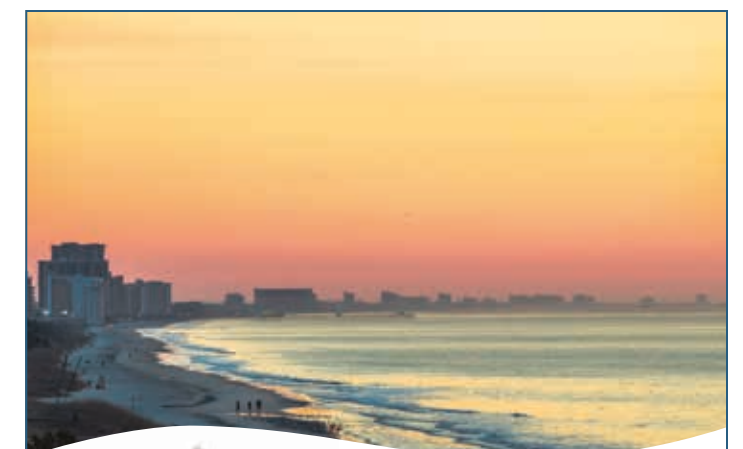
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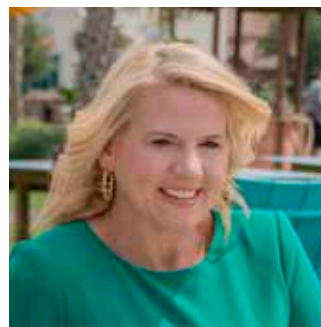
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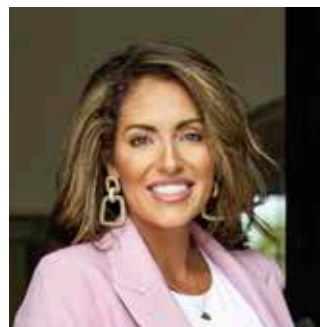
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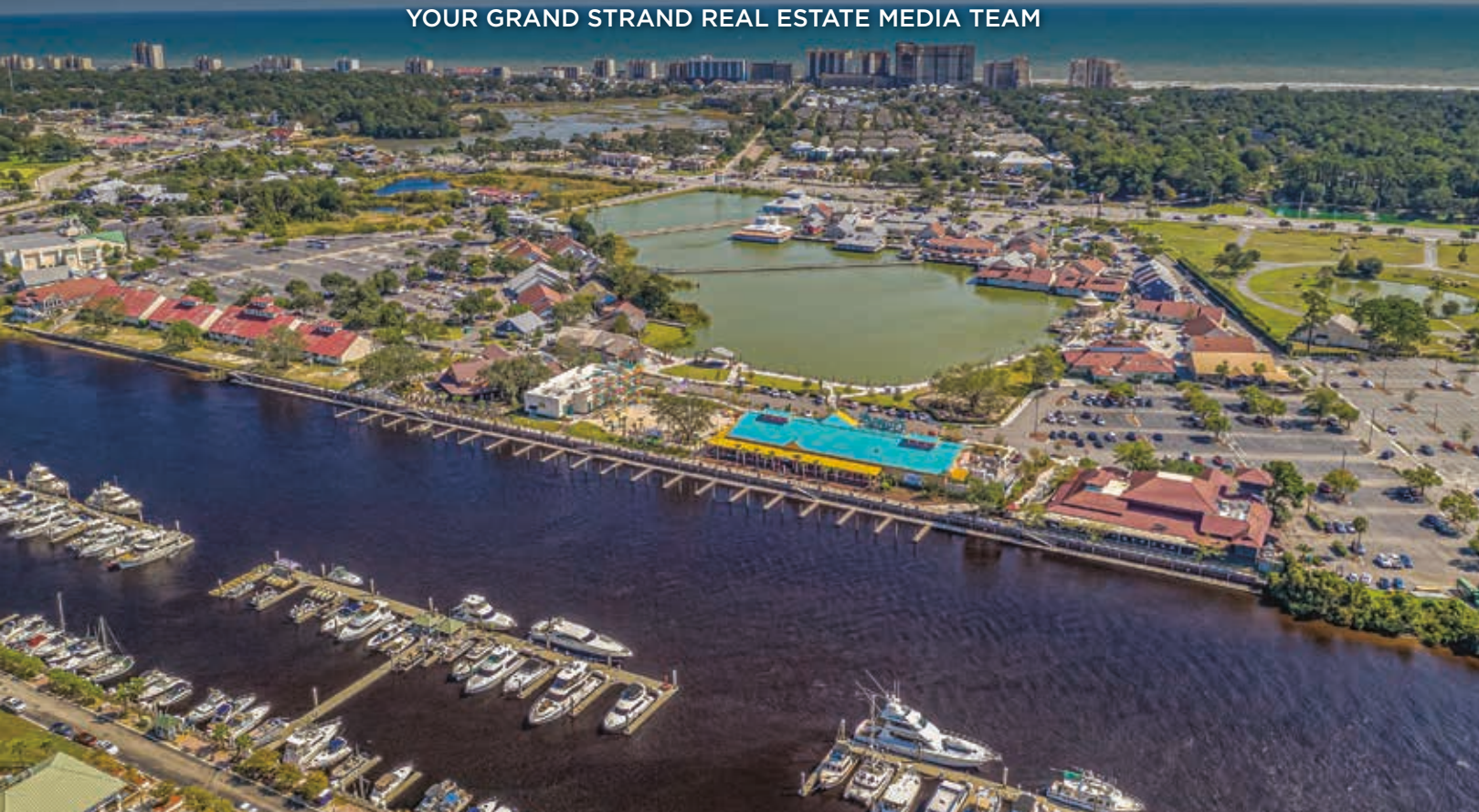


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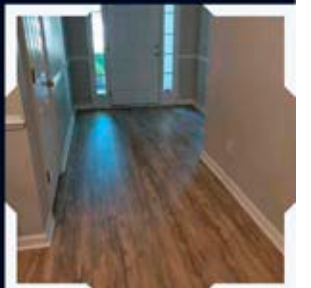
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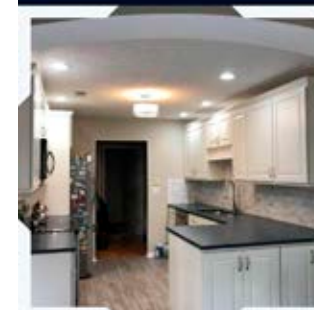
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» rising star

Written By **Anita Jones**  
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# Russ Auth

## FROM BODYBUILDING TO REAL ESTATE

Russ Auth's story is one of dramatic transformation and seizing opportunities when they arise. He has only been a full-time real estate agent for just over two years, starting in May 2021. His journey has been marked by passion, resilience, and an unwavering work ethic. And an awful lot of success!

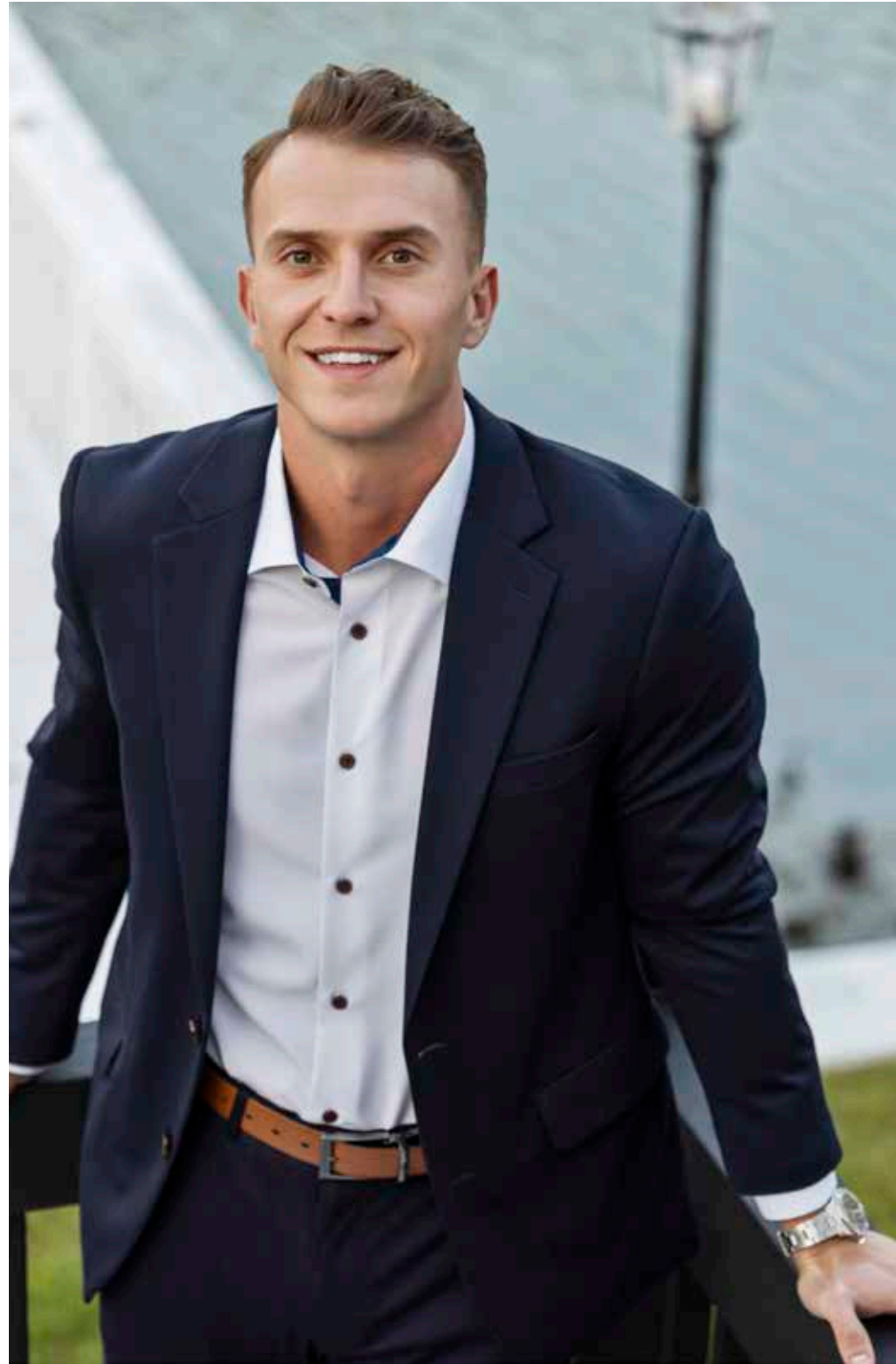
Russ shares, "Originally from Warwick, New York, I moved to the Myrtle Beach area to attend Coastal Carolina University in 2014. My initial plan was to pursue a career in chiropractic medicine, majoring in Exercise Science. However, life had different plans in store for me.

### From Bodybuilder to Realtor

Russ continues, "My journey took an unexpected turn when I discovered my passion for bodybuilding. I leveraged my knowledge of nutrition and training to start a successful personal training business, helping others transform their lives through fitness. This dedication led me to achieve the prestigious IFBB Professional Card in Classic Physique Bodybuilding."

In a candid moment, Russ reveals a little-known fact. "I was one of the youngest professional bodybuilders in the world in 2019. This achievement highlights my dedication to excellence and passion for pushing boundaries, even at a young age. I ran a thriving personal training business. I had loved this world but was ready for a change."

"My journey into real estate was sparked by a desire for greater independence and the opportunity to create a better life for myself and my family.



With his Bride Morgan - Maui Wedding

Growing up in New York, my father instilled in me a strong work ethic. I gained early exposure to the value of hard-earned money by working alongside my father in the demanding field of Commercial HVAC. These early experiences laid the foundation for my future success."

### A New Direction: Real Estate

"In May 2021, I made the bold decision to transition into the real estate industry. The shift from bodybuilding to real estate was a leap of faith, driven by my desire for a more flexible and rewarding career. Friends told me they thought I would be good at it since I love people, and will strike up a conversation with just about anyone, anywhere I go! After working in real estate for a few months, I

was frustrated at my lack of success, and I was ready to throw in the towel and go back to personal training. However, I surrounded myself with individuals who helped me formulate and execute a routine in my day-to-day business. Once I committed 100% to real estate, I started to see the fruits of my labor deliver results! Right now, what truly excites me is investment properties. Whether it is short-term rentals (my photoshoot was taken at one), long-term rentals, flips, or government housing, I love it all! I love helping people and companies grow investment portfolios through real estate. "

"I was willing to embrace change and strive for excellence which has been a defining factor in my journey. I have been fortunate to have several

role models who have inspired me to excel in everything I do. My father, in particular, has been a great role model, a guiding force, instilling values of hard work and dedication."

Russ's family plays a pivotal role in his life. He is married to Morgan Auth, a well-known professional photographer in the Myrtle Beach area. His family includes three adorable dogs: Luna, Pinot, and Mia. His dedication to my family and his relentless pursuit of success are deeply intertwined.

"I am very close with my parents," Russ continues. "My father, Russell J. Auth Sr., joined me in the Myrtle Beach area and became a valuable partner in our real estate ventures. When we are not working, we enjoy bonding over rounds of golf. My mother, Lisa Moro, has recently relocated to the area, and I look forward to having her closer soon. My older sister, Christina Auth, has been a close confidant and a source of wisdom throughout my life."

### Beyond Real Estate: Golf Enthusiast

Outside of his professional life, his greatest passion is golf. Golf has been a lifelong love, and he says he finds solace on the golf course. He frequently enjoys a game with clients or colleagues, viewing it as both a stress reliever and a way to connect with others.



“My journey offers valuable lessons to emerging real estate professionals. I emphasize the importance of unwavering commitment and putting in the time and effort to thrive in the business. My story stands as a testament to the rewards of dedication and hard work. Success to me is getting to wake up to do what you love to do every single day, having a life partner to share both your good and bad days,

and having friendships you will love for life. You can have all the money in the world, and be looked at as ‘successful,’ but if you have no one to share that journey with, what is the point?”

**A Legacy of Impact**

I aspire to be remembered for the impact I leave on my friends and family. My dedication to creating



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lasting memories and nurturing relationships is at the core of my identity.

In conclusion, my story is one of transformation, perseverance, and a relentless pursuit of success. My journey underscores the idea that success is attainable for those who are willing to seize opportunities, work diligently, and never give up on their dreams.

A favorite quote of Russel’s is quite powerful: “The best way to predict the future is to create it.” This has become his mantra and encapsulates his journey. It also serves as an inspiration to all who cross his path.



“

**I was willing to embrace change and strive for excellence which has been a defining factor in my journey.**



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► feature agent

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# Blanche Wellborn

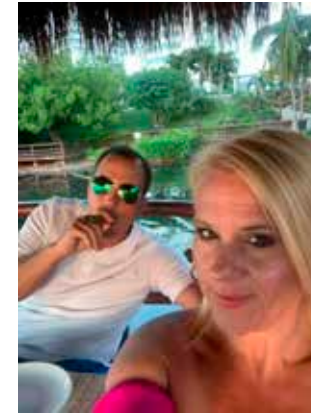
WORKING HER WAY TO THE TOP

**“The harder I work, the luckier I get.” - B.W. quote**

After eight years as a REALTOR® and with a career volume of more than \$83 million, there is no doubt that Blanche Wellborn is the best of the best. Recognized for her BRG Rookie of the Year in 2016 and her handful of Top Individual Sales Agent awards, the South Carolina native is happy to help clients in her community navigate their real estate journey.

**From Corporate to Businesswoman and Agent**

Blanche, a proud Clemson Tiger, graduated from her alma mater with a BS in Marketing in 1997 and soon after found work in operations, human resources, and cash management. She realized that laboring for corporate America did not suit her or her career goals and wanted to regulate her own path



of success rather than following the lead of others who she felt did not appreciate her contributions.

Itching for a new challenge, Blanche started her own business, Blanche’s Beach Bungalows LLC, in 2010, managing short-term rentals in North Myrtle Beach. Along the way, she also began flipping houses and small-scale land developments.

As her business and reputation grew in the area, Blanche noted that her rental customers were great leads for potential clients. Without a second thought, she earned her



real estate license in 2015 and has been a dedicated contract closer in the business ever since.

Blanche states, “I find it most rewarding that I can make my own decisions regarding my personal and financial success. Real estate has offered me a career where there is absolutely no glass ceiling, only my willingness to work hard and hustle.”

Blanche is passionate about providing her clients an easy-going process and desired results. Having had business in North Myrtle Beach for many years, Blanche is extremely knowledgeable in the local area's market value, which ensures her clientele that their listings are in the best hands. Selling a home can be extremely daunting to a new client, but her ability to effortlessly promote a seller's home to the right buyer makes her an awesome agent. Her clients couldn't be more content with her efforts.

The love and appreciation of her clients help Blanche to meet her goals. Not only does she credit her clients for her success, but she also acknowledges her peers as her motivators.

Blanche states, "Personally, it's when your peers think so highly of you that they come to you for professional advice that amazes me. I am always floored when someone that I don't even know calls me to ask about a specific thing, and they tell me, 'Well, I heard you are the expert.'"

As she works hard to help her clients make the best decisions, Blanche also designs and constructs new and old structures.

Blanche states, "These are my favorite hobbies outside of the business. Taking a home that is in distress and putting it back together is a very satisfying feeling. I follow a few higher-end designers on social media and look out for the eclectic properties that they are working on. These design trends will eventually trickle down to mainstream America, so it's a great way to stay in tune with newer work."

While her career continues to blossom, Blanche makes time for her busy family. When they all are not working too hard, she and her family enjoy dinner together once a week and relax at the pool. Though she may be in transit to show another house, she enjoys the company of her two granddaughters when they decide to tag along.

Blanche has learned a lot from her leadership and peers in this industry and has no problem encouraging those new to the business that if she can do it, they can too.

Blanche concludes, "Be careful of your time. Please don't waste it on things that don't matter. Whether they be your clients or peers, be selective in who you work with, and ensure you are getting an adequate return on whatever you invest your time in. Work hard because it will pay off."



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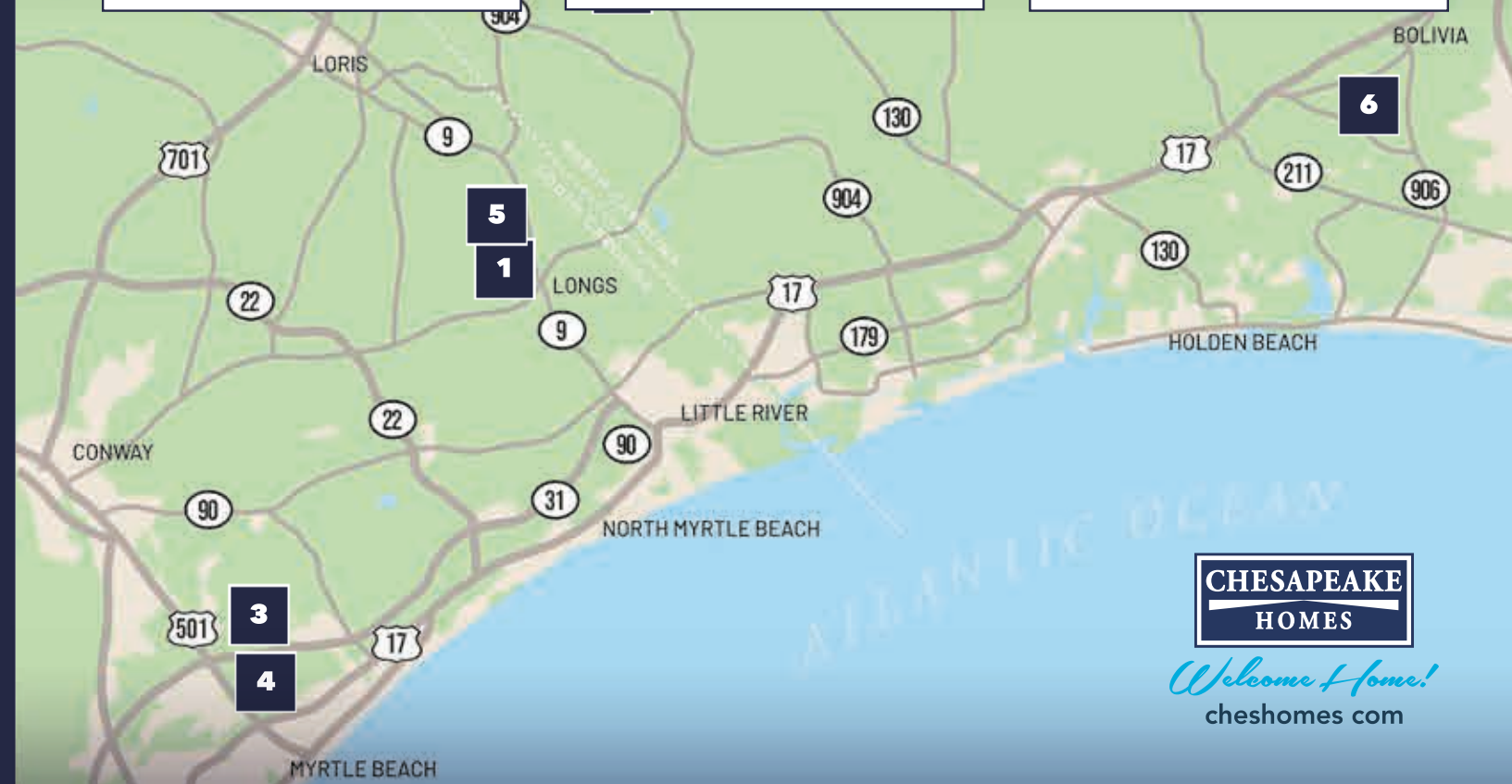
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Another fine community with quality homes built by Chesapeake Homes in Myrtle Beach! Traditions at Carolina Forest will be coming in 2024. Sign up for the VIP list and you will be the first to know the latest and greatest about this "coming soon" community!



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# SARAH SICCHITANO

AND THE COASTAL INSURANCE GROUP



## ►► sponsor spotlight

Written By **Dave Danielson**  
Photography By **Donald Hovis**  
- Tides Eye Photography

## *Ensuring Protection and Understanding*

The work of protecting Americans from loss of property is an ongoing battle on more than one front. The public is assaulted daily with photos and videos from various disasters across the country from wildfires, tornados, storms and hurricanes. Helping people get that valuable protection in place is one step. And then making sure they know what they have is the next.

### **Experienced Partner**

That is why it is vital to have an experienced partner like owner Sarah Sicchitano and Coastal Insurance Group on your side ... ensuring protection and understanding. "I enjoy helping first-time homeowners understand home insurance coverages, the different types of policies available to them and how the insurance process works," Sarah emphasizes.

"We provide top-notch customer service, have a willingness to go above and beyond to help clients, provide competitive rates, and we write all exposures."



### Serving Their Interests

As Sarah explains, Coastal Insurance Group is a privately owned and operated insurance agency working to protect the interest of individuals and families across Horry County, Georgetown County and the South Carolina coast.

“We write insurance for homes, condos, rental dwellings, auto, recreational vehicles, boats, as well as commercial business policies,” she points out.

### Getting Her Start

Sarah was born and raised in Whiteville, NC. She earned a bachelor’s degree in Business Administration from Meredith College, then earned my master’s in Business Management and Leadership at Liberty University.



*“We provide top-notch customer service, have a willingness to go above and beyond to help clients, provide competitive rates, and we write all exposures.”*

“Growing up with entrepreneurial parents lead me to the business world. The insurance business had been presented to me multiple times and knew it interested me. I ultimately took a job working as an agent and realized I had a passion for insurance and helping others understand insurance,” she remembers.

“After several years of working in the industry, I felt it was time to open my own agency. I wanted to be able to help more individuals by using a wide range of carriers to do so.”

### Superior Commitment

Those who have had the chance to work with Sarah appreciate her commitment to delivering superior service. “I strive to always be extremely prompt, build quality relationships with clients and referral partners, and truly make sure individuals understand their coverage — what they may need and what they may not need,” she explains.



There have been plenty of changes for the insurance agent through time to be sure. One change that Sarah points out is the advent of new carriers who have entered the market while others have left the scene. “Another change is the rising and falling rates through the years,” she points out. “Also, the underwriting conditions have brought changes as the market gets stricter.”

### Family Highlights

Away from work, Sarah’s life is made much richer by her family, including her husband, Mikey Sichitano, and their two daughters — 4-year-old Milania and 2-year-old Audrianna.

In their free time, Sarah and her family like to be outdoors ... enjoying the beach together, boating and exploring other activities in Myrtle Beach. They also like to hang out with their friends, enjoy nice dinners together and travel to new destinations.

Day by day, Sarah Sichitano makes it her personal mission to help her REALTOR® partners and their clients put the valuable protection they need in place ... and to also ensure that they have a complete understanding ... so they can protect their future.

Contact Coastal Insurance Group today!

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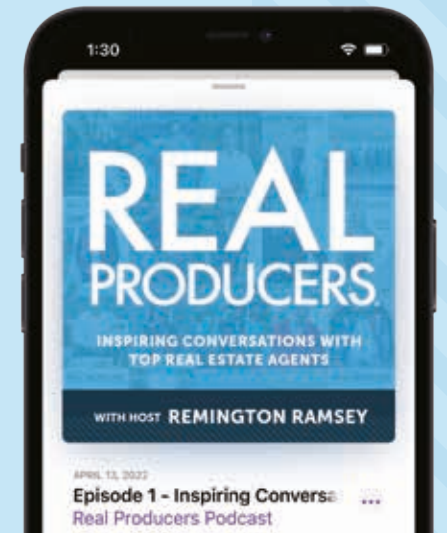
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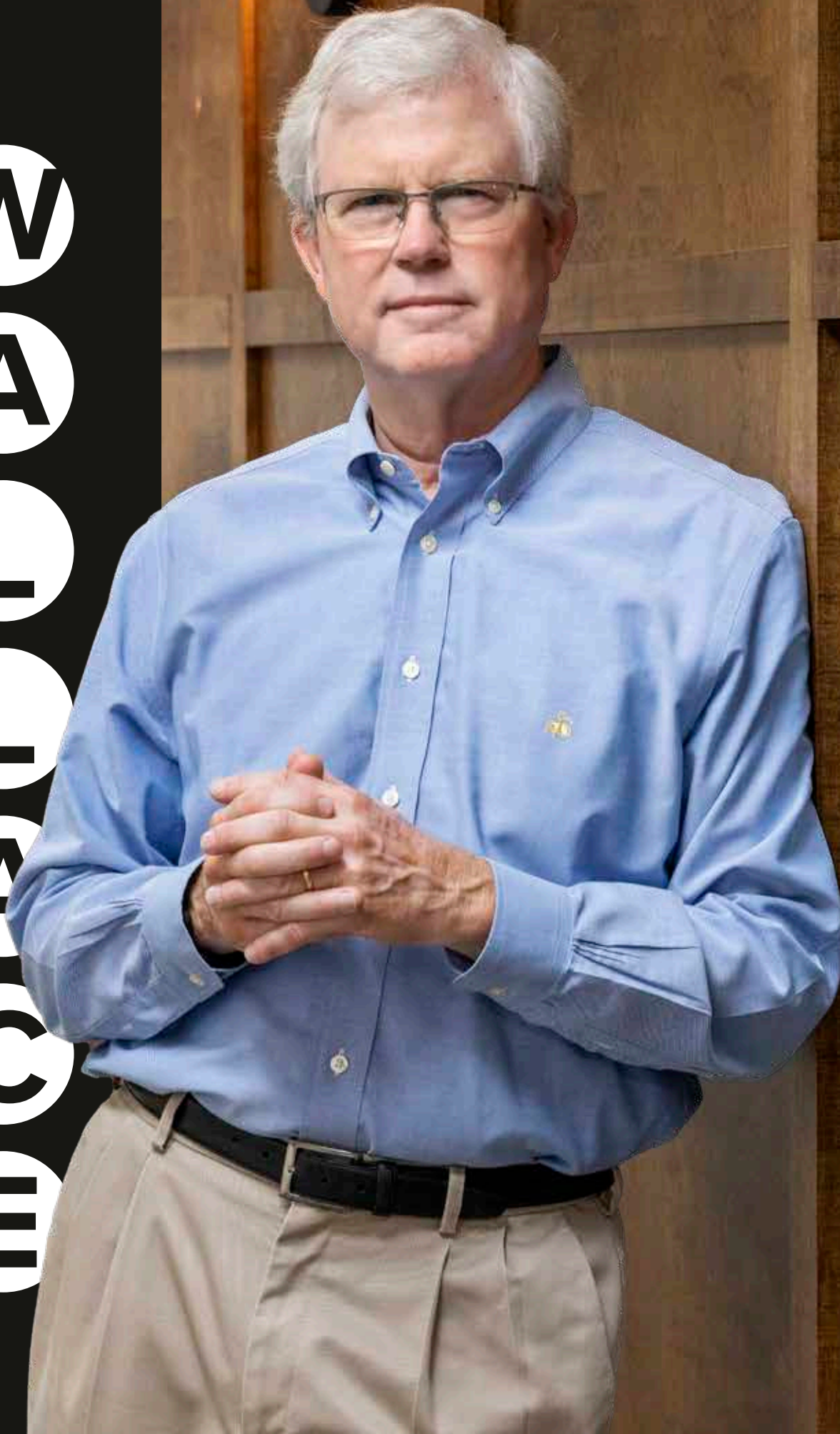
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cover story  
Written By Anita Jones  
Photography By Donald Hovis - Tides Eye Photography

## PIONEERING EXCELLENCE IN REAL ESTATE FOR OVER 46 YEARS

Randy Wallace, a well-known name in the realm of Grand Strand real estate, has forged a remarkable path spanning over forty years of dedication, innovation, and unwavering integrity. As a beacon of inspiration, Randy's journey encapsulates the essence of resilience, transformation, and impactful leadership.

Randy is from Marion, SC, but spent every summer at the family beach house in Myrtle Beach. It was only 900 square feet but had three bedrooms, one of which had an additional two double beds where anywhere from four to nine grandkids would sleep. He has so many wonderful memories of the summers there.

He attended Wake Forest and played baseball there. After graduation he came to the beach to work and save money so he could do some extensive traveling with his college friends. After four months of working hard, he took off to Europe for three and a half months of adventure. He and his buddies would travel together for a while, separate to do their own thing, and then meet up again. Two of their meet-ups were at the Eiffel Tower in Paris and at Oktoberfest in Germany.

Randy was an English and Religion major, so his goal was to travel where all of his favorite romantic poets and European authors lived. He said he re-wrote the book *Europe on \$5 a Day* as he always sought to spend even less! One day he spent on a train riding as far as it would go inside the Artic Circle in Norway. After getting off at the final destination point, he walked across the street to a little post office and spent the night sleeping on the floor!

### A Legacy of Commitment

Before stepping into the real estate world, Randy's story began with his first full-time job after college. "After college, I worked for two months with my father, who owned a large cotton merchant company. My dad had built a great business in this industry, but I felt this wasn't my true calling. I packed my bags and moved to the beach to work as an assistant to a local developer."

**ANYONE WHO HAS NEVER MADE A MISTAKE HAS NEVER TRIED ANYTHING NEW.**

- ALBERT EINSTEIN





journey that would shape his career. “I was fortunate to have mentors like my uncles, Brownie Wallace and Randy Gravely, both exemplifying integrity and faith.”

Randy’s journey was significantly influenced by his faith. “The evangelist Reverend Billy Graham was also a big influence on me. His words resonated deeply after I heard him speak in 1987 in Columbia, leading me to recommit my life to Christ.”

#### Triumph Over Adversity

Randy’s path was not without challenges, and he faced them with remarkable resolve. “I started Litus Corporation, a residential development and sales company. In 1979. *Litus* is the Latin word for coastline, and I felt it would give my company a unique and fitting name. After growing Litus Corporation from a one-man show to a \$100 million a year company between 1979 and 1986, the tax reform act of 1986 dealt a severe blow to our condo projects. This act was devastating to our beach real estate and the banks here. I had four small children and no income in 1988! Thankfully, I was able to contract a development management job in Surfside that put food on the table.



“I’ve been a REALTOR® and broker for 46 years,” Randy proudly states. His journey commenced in March 1977, a time when the world was on the cusp of change.

“I started my career with a residential developer with whom my dad connected me. I did a lot of grunt work and was the errand guy, getting building permits and cleaning job sites. I learned how to do budgets and I also did a lot of pro formas for real estate projects. I acquired

my real estate license in June 1977, and then took Accounting Courses at Coastal Carolina to learn all that I could before starting my own company in 1979.”

#### A Trailblazing Journey

Randy’s entry into real estate was guided by pivotal life events. “I always looked up to my Dad, who was an open-minded entrepreneur,” he reflects. Following in his father’s footsteps, Randy embarked on a

The 1990 census started turning things around. The Myrtle Beach MSA population was now over 100,000 people. This was the beginning of the end of Myrtle Beach being a sleepy little beach town that mostly went dormant in the winter. Chain retail stores and restaurants started coming to our area in droves.”

Despite the setbacks, Randy’s faith and determination prevailed. “God provided, and I started over again with Cana Corporation. In 2008, the downturn hit us hard, but divine intervention led me to Keller Williams Realty in 2011, where after buying out the previous owners another agent and I committed to following the Keller Williams model and growing the company.”

#### An Unwavering Commitment

For Randy, integrity stands as the cornerstone of his business ethos. “Be a person of integrity—say what you mean and do what you say,” he emphasizes. This guiding principle has not only defined his business but also left an indelible mark on his legacy.

As he reflects on his journey, Randy’s true aspiration shines through. “I want to be remembered for being a follower of Jesus,” he states humbly. His enduring faith and commitment to ethical leadership have left an indelible mark on the real estate community.

#### A Call to Action

In closing, Randy’s message resonates as a call to action. “Support CCAR. Volunteer. Give to R.A.F.T. Be a giver,” he urges. These words encapsulate his spirit of generosity and community involvement, embodying his belief in giving back, which he has done through local organizations such as United Way, the YMCA, Habitat for Humanity, and his church.

As Randy Wallace continues to lead, innovate, and inspire, his journey serves as a testament to the transformative power of resilience, faith, and unwavering commitment.

#### Favorite Quote:

“Anyone who has never made a mistake has never tried anything new.”- Albert Einstein

In a world where innovation and determination converge, Randy Wallace stands as a beacon of hope, reminding us that success is born from challenges and unwavering determination.



Randy with Assistant Rose Bain

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