

UPSTATE

# REAL PRODUCERS.®

CONNECTING. ELEVATING. INSPIRING.

Michael  
Roach  
TOP GUNS REALTY

**ALSO INSIDE:**

**REALTOR ON THE RISE:**

SUSAN WRIGHT

**TOP PRODUCER:**

LEONARDO G MITTA MOZZO

**AGENT SPOTLIGHT:**

WILL RAY

**PREFERRED PARTNER SPOTLIGHT:**

GUEST & BRADY LLC  
ATTORNEYS AT LAW

**TIPS OF THE TRADE:**

RUPESH PATEL

OCTOBER 2023





✓ FULL-SERVICE PACKING

✓ FURNITURE & FIXTURE MOVERS

✓ ULTIMATE RESIDENTIAL MOVERS

✓ LONG DISTANCE MOVERS

✓ LICENSED AND INSURED

✓ #1 RECOMMENDED MOVING COMPANY

✓ YOUR NEXT MOVING COMPANY



# FAST, SAFE AND RELIABLE MOVERS

GET IN THE HABIT OF  
CALLING THE RABBITS!

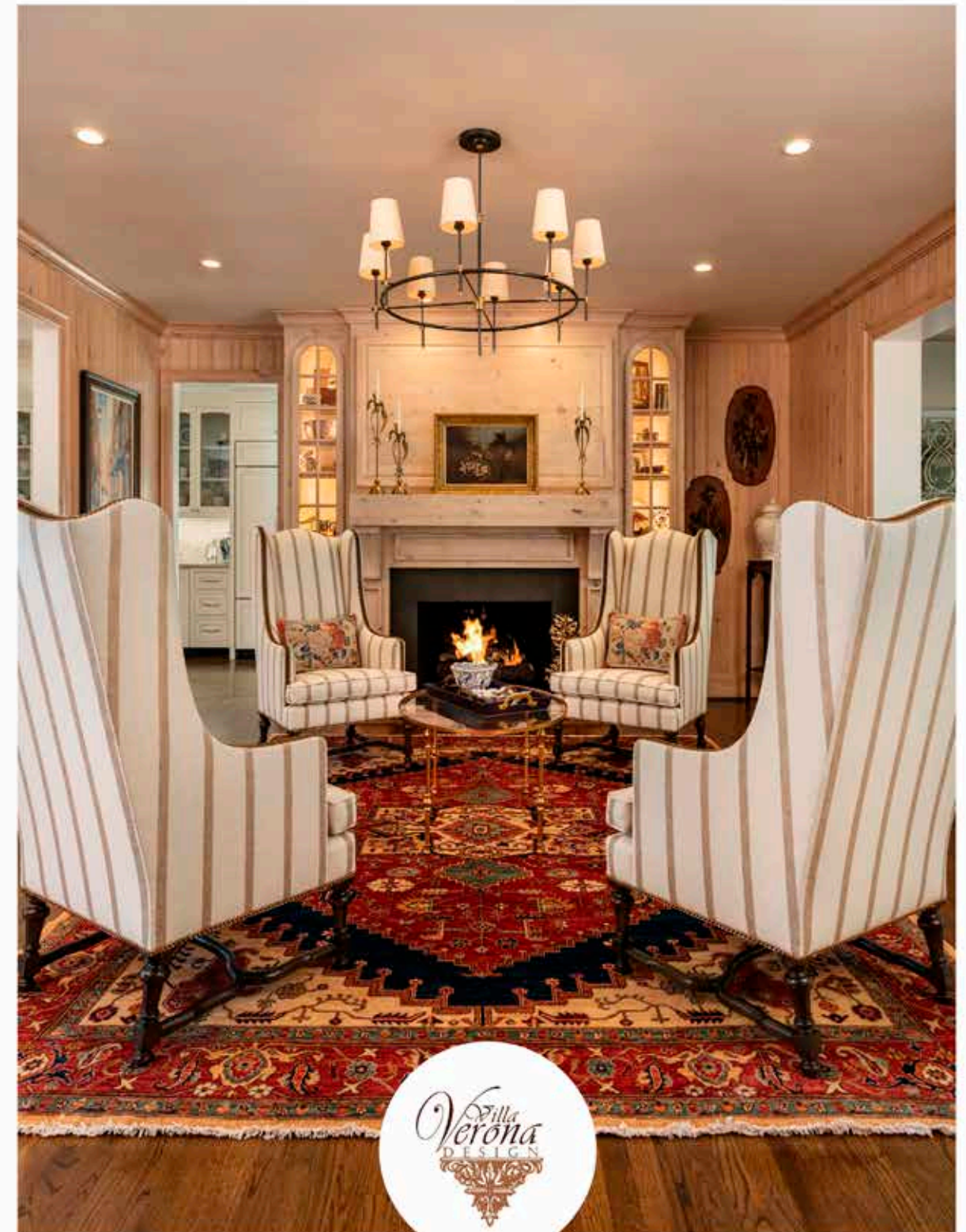
FREE ESTIMATES

864-643-2213

WWW.SWAMPRABBITMOVING.COM

USDOT #3449704 MC #1163908 PSC# 9880

## REMINISCE WITH FRIENDS



DISCOVER GREENVILLE'S HIDDEN GEM

3598 HIGHWAY 11 | TRAVELERS REST, SC 29690 | 855-337-9139

VILLAVERONADESIGN.COM



*Are Your Clients Looking  
for a Better Commute?*



**PARK NORTH AT PINESTONE**  
OFFERING SINGLE FAMILY AND LUXURY TOWNHOMES



**Townhomes and Single-Family Homes  
Starting in the \$400ks**

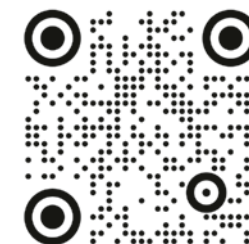
Only Steps to the Swamp Rabbit Trail  
and Main Street Travelers Rest!



**PARK NORTH**<sup>SM</sup>  
**AT PINESTONE**



 Park North at Pinestone



Scan to Register Your Buyers to the  
Park North Community

[pinestonebuilders.com](http://pinestonebuilders.com)  
(864) 867-1389



SM



# The *Art* of Making a Home



Home Decor Store | Full Service Interior Design

**Discover Your Perfect Interior Design Solutions**

864.719.2001 | macandmorgan.com | 1448 Blue Ridge Blvd, Seneca

FURNITURE  
BEDDING  
RUGS | DECOR  
AND MORE!



## NEWTON LAW FIRM

*Second Location in Seneca Now Open*

306-A Bypass 123 | Seneca, SC 29678

Closing Services  
Title Insurance  
Estate Planning  
Probate  
Business Formation

Your Clients Deserve the Best  
Let's Secure Their Real  
Estate Journey Together

newtonlawclemson.com  
104 Pinnacle St.  
Clemson, SC 29631  
864-654-6042

RANDALL NEWTON | KIMBERLY NEWTON | NATHAN CLARK | ANN SULLIVAN

Having Your  
House Cleaned  
Can Boost  
Your Curb  
Appeal by 11%



# A HOUSE SO CLEAN IT WILL MAKE THE NEIGHBORS JEALOUS.

House Washing // Low-Pressure Roof Cleaning // Gutter Cleaning  
Concrete Cleaning // Red Mud Removal



**Buckley Brothers, LLC**

*Cleaning & Sealing Services*

**Call to Inquire About Our  
Realtor Referral Program**  
(864) 327-8333

buckleybrotherscleaningservices.com

Buckley Brothers provides exterior  
cleaning services that will revitalize your  
listing's appearance and bring it to life.



The Buckley  
Brother  
Experience

No other cleaning company  
cleans quite like us.  
Don't believe us?  
Scan to see for yourself!



# TABLE OF CONTENTS



20

Preferred Business Partner Spotlight: Kevin Brady



27

Tips of the Trade



28

Top Producer: Leonardo G. Mitta Mozzo



34

Agent Spotlight: Will Ray



38

Realtor on the Rise: Susan Wright



42

Cover Story: Michael Roach



We punch out punch lists.

We have over 10 years of experience working on Real Estate punch lists. We are licensed and skilled in a wide variety of trades and can take care of anything you need, from electrical and plumbing to HVAC, drywall, painting, etc.

Closing Contractor  
864-326-2640  
ClosingContractor.com



REAL PRODUCERS PODCAST

Inspiring conversations with the nation's top real estate agents.

Same Brand, New Reach – Tune in for free today

Listen on Apple Podcasts

LISTEN ON Spotify

Listen on amazon music



podcast.realproducersmag.com

## LOOKING FOR A NEW MORTGAGE PARTNER?

With his hands-on approach, Stephan Schnaiter at Hanover Mortgage will become a true friend, here to support your clients from pre-qualification to closing and for years to come.



HANOVER mortgage co.

CONNECT TODAY TO HAVE THE RIGHT PARTNER WORKING FOR YOU!

Stephan Schnaiter, Loan Officer

NMLS: #251871

O: 864.516.1388

C: 864.631.9140

sschnaiter@hanovermtg.com

hanovermortgageco.com

2502-A Wade Hampton Blvd

Greenville, SC 29615





# Catering *simplified*

FRESH  
DELICIOUS  
BEAUTIFUL  
AFFORDABLE

**ingles**  
*the chef's kitchen*

thechefskitchen.com

## We Are Looking for Insurance Agents and Independent Agencies to Join our SC Team!



HOME | AUTO | WATERCRAFT | UMBRELLA | BUSINESS

We are offering our referral partners a generous finder's fee for all qualified secured relationships. If you are aware of interested insurance agents or agencies please call me directly. We value you and our relationship!

**Tom Wienckoski**  
President-Southeast Region  
321.446.4803  
TWienckoski@OneGroup.com  
OneGroup.com/South-Carolina

**ONEGROUP**  
A World of Risk Management  
and Insurance Expertise

Scan the QR code to download my contact information.



## Elevate Your Listings with Expert Staging Consultations!



More Bids. Higher Offers. Faster Sales.

### BENEFITS FOR REALTORS:

- Discounted Rates
- Detailed Room-by-Room Guidance
- Unleash the Vision of Home Sweet Home



**Shannon Morella Quattlebaum**

Take Your Listings to the Next Level

CALL or TEXT 864.918.9817

Shannon@CozyQHome.com | cozyqhome.com

**UNIONHOME**  
MORTGAGE



**EUGENIA BENTLEY**  
MORTGAGE TEAM  
*Making the Dream of Homeownership into a Reality!*



Very friendly and kind in understanding that I did not know much about closing. Eugenia was in constant communication with me so I did not have to wonder about next steps. Easy process to send and receive documents. Eugenia made the experience very easy for me and I would highly recommend UHM!

- Victoria S.



**LET'S CHAT!**



**Eugenia Bentley**

Team Lead | NMLS 1379372

O/F 864.686.8976 | C 864.449.5845

ebentley@uhm.com

118 Victoria St. | Suite 201

Greer, SC 29651

SC MLO-1379372

Union Home Mortgage Corp.  
NMLS 2229 | nmlsconsumeraccess.org







This section has been created to give you easier access when searching for a trusted real estate affiliate. Take a minute to familiarize yourself with the businesses sponsoring your magazine. These local businesses are proud to partner with you and make this magazine possible. Please support these businesses and thank them for supporting the REALTOR® community!

**AUTOMOTIVE**

Carlton Motor Cars Inc  
(864) 213-8000  
carltonmb.com

**FINANCIAL MANAGEMENT**

P Graydon CPA, LLC  
(864) 232-1545  
pgraydoncpa.com

Wagner Wealth Management  
(864) 236-4706  
wagnerwealthmanagement.com

**FURNITURE SALES & INTERIOR DESIGN**

Cozy Q Home  
(864) 918-9817  
cozyqhome.com

Mac and Morgan Home  
(678) 879-7250  
macandmorgan.com

Villa Verona Design  
(412) 418-3555  
villaveronadesign.com

**HOME BUILDER**

Central Signature Homes, LLC  
(864) 882-1194  
centralcontracting.com

Evergreen Custom Construction  
(864) 844-4833  
useevergreen.com

Pinestone Realty, LLC  
(864) 867-1389  
pinestonebuilders.com

Rembrey Construction  
(864) 444-3332  
rembrey.com

**HOME INSPECTION**

Advantage Inspection Upstate  
(864) 298-0405  
advantagegreenville.com

**HOME RESTORATION & REPAIR**

Pillar to Post The Gold Team  
(864) 235-5777  
thegoldteam.pillartopost.com  
Pro-Tech Inspections  
(864) 386-3810  
pro-techinspections.com

**HOME RESTORATION & REPAIR**

Buckley Brothers Cleaning Services, LLC  
(864) 327-8333  
buckleybrotherscleaningservices.com

Carolina Roof Rescue  
(864) 900-5999  
carolinaroorfrescue.com

Closing Contractor  
(864) 326-2640  
closingcontractor.com

Dolly's Roofing, Inc  
(864) 882-1555  
dollysroofing.com

Gilstrap Roofing  
(864) 414-5138  
gilstraproofing.com  
Greenville Radon Specialist  
(864) 416-1721  
hiregrs.com

Owner's Choice Construction  
(864) 252-4999  
ownerschoiceconstruction.com

Steamatic Of Greater Greenville  
(864) 962-5410  
steamaticsc.com

Upstate Structural Repair  
(864) 990-6398  
upstatestructuralrepair.com

Wizard Washer, LLC  
(864) 361-6932  
thewizardwasher.com

**INSURANCE**

Clemson Insurance  
(864) 639-2822  
clemsoninsurance.com

FCI Agency  
(864) 334-1200  
fcisc.com

OneGroup Sharon DuBois  
(954) 540-7697

**INSURANCE AGENT**

Ed Patterson - State Farm Agent  
(864) 322-0031  
www.edpatterson.net

**MORTGAGE**

Annie Mac Home Mortgage  
(864) 626-3743  
stacymizzell.annie-mac.com

Best Life Mortgage  
(864) 800-9251  
bestlifemortgageadvisor.com

Eugenia Bentley Mortgage Team  
(864) 449-5845  
uhm.com/ebentley

Jay McDonald-Prime Lending  
(864) 915-3031  
lo.primelending.com/jmcdonald

LendFirst Mortgage  
(864) 905-1282  
thegafkengroup.com

Stephan Schnaiter-Hanover Mortgage  
(864) 631-9140  
hanovermortgageco.com/employees/stephan-schnaiter

**MOVING SERVICES**

Swamp Rabbit Moving  
(864) 643-2213  
www.swamprabbitmoving.com

**PEST CONTROL**

Pest Guard Solutions  
(864) 616-6308  
pestguardsolutions.com

**PHOTOGRAPHY**

Carolina House Shots  
(864) 412-0902  
carolinahouseshots.com

True North Productions  
(803) 427-0150  
truenorthprod.com

**REAL ESTATE ATTORNEY**

Breaux and Callahan Law Firm P.A.  
(864) 520-1687  
breauxcallahan.com

Guest & Brady Attorney at Law  
(864) 233-7200  
guestbrady.com

Holliday Ingram LLC  
(864) 232-3541  
hollidayingram.com

Newton Law Firm  
(864) 654-6042  
newtonlawclemson.com

Sallé Law Firm  
(864) 234-2901  
sallegalloway.com

Toates Law Firm  
(864) 549-3310  
toateslawfirm.com

**SUPERMARKET / GROCERY / DELI**

Ingles  
(828) 681-5173  
www.inglesmarkets.com

**WINDOW TREATMENTS**

Southern Traditions Window Fashions  
(864) 286-0044  
shutters4u.com



**Delivering Thorough Unbiased Truth**

Buyer Protection and Realtor Relief Plan includes 90-day warranties free with a whole home inspection!



**OUR SERVICES:**

- Whole Home Inspection
- CL100 Termite Letters
- Radon Testing
- Sewer Scope Inspections
- Pool/Spa Inspections
- Indoor Air Quality
- Water Quality Sampling
- Well Inspections
- Asbestos Sampling
- Meth Residue
- Project Management
- FHA Foundation Certifications

We make the inspection appointments for you!



Real time online availability & scheduling.



Only providers of 360 photos in every report



Media rich same day reports

Licensed, Insured, Bonded, Verified Background Checks





## MEET THE UPSTATE REAL PRODUCERS TEAM



**Robert Smith**

Owner & Publisher

robert.smith@realproducersmag.com



**Sierra Nelson**

Co-Owner & Publisher

sierra.nelson@n2co.com



**Amber Smith**

Client Concierge/ Admin

sc.ads@n2co.com | 919-391-5894



**Amy Porter**

Director of Content/Relations

amy.porter@n2co.com



**Andrea Hoffman**

Ad Strategist

sc.ads@n2co.com



**Jo Walter**

Photographer

jo@carolinahouseshots.com



**Beth McCabe**

Writer



**Heather Spruill**

Writer



If you are interested in contributing or nominating REALTORS® for certain stories, please email [robert.smith@realproducersmag.com](mailto:robert.smith@realproducersmag.com)

**DISCLAIMER:** Any articles included in this publication and/or opinions expressed therein do not necessarily reflect the views of The N2 Company d/b/a Real Producers but remain solely those of the author(s). The paid advertisements contained within the *Upstate Real Producers* magazine are not endorsed or recommended by The N2 Company or the publisher. Therefore, neither The N2 Company nor the publisher may be held liable or responsible for business practices of these companies.



Your Trusted Source for  
Quality Custom Homes  
Since 1971.

-Custom Builds-  
-Remodels-

864-882-1194  
centralcontracting.com

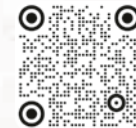
Let's Build Your Dream Home Together



Scan to  
View Our  
Portfolio



HOUSE  
SHOTS  
that Elevate  
Your Listings



Scan Here  
to Easily  
Book Your  
Appointment  
Online



**PROUD PHOTOGRAPHY  
PARTNER FOR UPSTATE  
REAL PRODUCERS**

**OUR SERVICES:**

- HDR Photography
- Aerial Photo & Video
- Twilight Photography
- Custom Floor Plans
- AirBnB Photography
- Virtual Staging
- Commercial Real Estate Photography

864-412-0902

jo@carolinahouseshots.com

[carolinahouseshots.com](http://carolinahouseshots.com)

## It's Time to Partner with Stacy Mizzell!

**SPECIALIZING IN**  
Conventional • Jumbo • FHA  
VA • USDA • Renovation Loans

**Stacy Mizzell**

NMLS ID#: 263750



(864) 414-8180  
stacymizzell.com  
SMIZZELL@ANNIE-MAC.COM  
3451 Pelham Road, Greenville,  
South Carolina 29615



Scan to  
Connect  
Today!

AnnieMac Home Mortgage, 3451 Pelham Road, Greenville, SC 29615. American Neighborhood Mortgage Acceptance Company LLC (dba AnnieMac Home Mortgage, LoFiDirect) is licensed by the South Carolina Board of Financial Institutions, license MLS-338923, Georgia Residential Mortgage Licensee #41523, NMLS 338923, 700 East Gate Drive, Suite 400, Mount Laurel, NJ 08054.



[shutters4u.com](http://shutters4u.com)



Putting  
**Southern Charm**  
in Your Home Decor

Passionate Window  
Decor Specialists in  
Greenville, South Carolina

SHADES  
SHUTTERS  
BLINDS  
DECORATIVE DRAPES

Schedule Your Client's  
**Free Consultation Today!**

864.808.0020

30 Old Mill Rd, Greenville, SC



**LET'S GROW OUR BUSINESSES TOGETHER**

- Reciprocating Client Referral Programs and Strategies
- Same-Day Fully Underwritten Approvals
- Average CTC in 14 Days
- World-Class Communication and Use of Technology
- Top 1% Mortgage Loan Originator
- Creating Raving Fans for Life for Repeat and Referral Business for Realtor Partners



**HOME LOANS WITH HEART**

We Partner To Fight Human Child Trafficking With Every Loan That Closes



**JED BARKER**  
Mortgage Advisor  
NMLS: #1667388  
864.800.9251  
jedbarker@jedbarker.com  
bestlifemortgageadvisor.com  
33 Market Point Drive  
Greenville, South Carolina

**Call or Text to Book a 1-on-1 Strategy Session**

**WE WORK WHEN YOU WORK**



Scan for My Digital Business Card

**QUALITY WITHOUT COMPROMISE**



**CALL TODAY!**

For a No Obligation Roof Inspection

**864-882-1555**

15060 Wells Hwy | Seneca, SC 29678  
Licensed & Insured



**ROOFING & GUTTER INSTALLATION**

- Quality workmanship
- Excellent Customer Service
- Factory Trained Installers
- We work with your insurance company when filing storm damage claims.



**Here's the deal, home + auto = savings.**

**Ed Patterson, Agent**  
3257 N. Pleasantburg Drive  
Greenville, SC 29609  
Bus: 864-322-0031  
www.edpatterson.net  
Se habla Español

Combine home and auto and save an average of \$1,127\*. I'm ready to help you get the right coverage at the right price. Call me for a quote.

Like a good neighbor, State Farm is there.®

\*Average annual per household savings based on a 2021 national survey by State Farm® of new policyholders who reported savings by switching to State Farm.

State Farm Mutual Automobile Insurance Company  
State Farm Indemnity Company  
State Farm Fire and Casualty Company  
State Farm General Insurance Company  
Bloomington, IL

State Farm County Mutual Insurance Company of Texas  
State Farm Lloyds  
Richardson, TX

State Farm Florida Insurance Company  
Winter Haven, FL  
2001299



YOU ARE THE

KEY TO THE

HOME OF YOUR DREAMS



**Custom Homes and Renovations**

Conception | Design | Completion

**CALL TODAY**  
So You Can Enjoy Your Picture-Perfect Home

**(864) 844-4833**

UseEvergreen.com



YOUR LISTINGS  
YOUR BRAND  
YOUR IMAGE  
STAND OUT AND CLOSE MORE DEALS!



TRUE NORTH PRODUCTIONS

ALVO C. "TRÉS" DABNEY III  
OWNER

PREMIUM PHOTOS, VIDEOS,  
DRONE, SOCIAL MEDIA CONTENT,  
& VIRTUAL STAGING WILL HELP YOU:

- BUILD YOUR PERSONAL BRAND
- INCREASE VISIBILITY & CREDIBILITY
- SELL MORE HOMES



SCAN TO LEARN HOW  
I CAN HELP YOU TODAY!

803.427.0150 / TRES.DABNEY@TRUENORTHPROD.COM / TRUENORTHPROD.COM



# OCTOBER

Happy Halloween

## ► publisher's note

By Robert Smith, Area Director/Publisher

Dear *Upstate Real Producers*,

As the vibrant colors of autumn begin to paint the landscape, we're thrilled to bring you another captivating edition of *Upstate Real Producers Magazine*! In this October issue, we shine a spotlight on the driving forces of the real estate industry – our dedicated and accomplished REALTOR'S®. These professionals are the heartbeat of our community, and their unwavering commitment to excellence continues to shape the way we navigate the world of property and homeownership.

### Cover Feature Realtor: Embodying Excellence

This month, we are honored to showcase Michael Roach, an exceptional individual whose prowess in the real estate realm has set a remarkable standard for others to follow. His journey, insights, and success stories promise to inspire and motivate both aspiring REALTOR'S® and seasoned veterans alike.

### Top Producers: Celebrating Achievement

Our pages come alive with stories of triumph as we acknowledge the Top Producer who has demonstrated unparalleled dedication, innovation, and stellar performance. This individual is at the pinnacle of their career, exemplifying what it means to consistently raise the bar in the ever-evolving world of real estate.

### Realtor on the Rise: A Rising Star's Journey

In this issue, we proudly introduce you to a Realtor on the Rise whose remarkable journey from aspiring Realtor to emerging industry influencer is both inspiring and insightful. Their path to success serves as a testament to the endless possibilities within the real estate landscape.

### Agent Spotlight: Faces Behind the Transactions

Delve into the life and stories of our Agent Spotlight feature. This realtor is one of the unseen architects behind successful transactions, blending expertise, dedication, and a personal touch to create seamless experiences for his clients.

### Tips of the Trade: Expert Advice Unveiled

Navigate the intricacies of real estate with the wisdom shared by our seasoned professionals in the 'Tips of the Trade' section. From negotiation strategies to market insights, these nuggets of wisdom are indispensable tools for anyone looking to thrive in the competitive real estate arena.

### Preferred Partner Spotlights: Collaborators in Success

A successful Attorney Firm who knows that a strong network is invaluable. In this edition, we turn the spotlight on our preferred partners – the service providers, lenders, and affiliates whose collaboration contributes to the success of Realtors and their clients.

As we dive into the captivating stories, expert insights, and profiles that make up the October issue, let us remember that the real estate industry is

more than just transactions; it's about dreams realized, investments secured, and communities strengthened. We hope this issue serves as a source of inspiration, knowledge, and connection for all our readers.



Warmest Regards,  
**Robert Smith**  
Publisher, *Upstate Real Producers Magazine*  
843.560.6278  
robert.smith@realproducersmag.com

Would you like to be featured in *Upstate Real Producers*? Please reach out to us at [Robert.Smith@n2co.com](mailto:Robert.Smith@n2co.com)



## ABRACADABRA!

Transform Your Listings Curb Appeal

Soft Washing | Concrete Cleaning | Christmas Lights  
Window Cleaning | Gutter Cleaning | and More!



Nick Zukowski | 864.361.6932



# WELCOME new sponsors

We are excited to introduce our newest business sponsors, who bring fresh perspectives, innovative solutions, and a drive for success to our community. With their expertise and vision, they are poised to make a significant impact in their respective industries.

We welcome these dynamic companies with open arms and look forward to witnessing their growth and achievements as valued members of our network.

True North Productions  
Tres Dabney



**True North Productions**  
**Tres Dabney Owner/Photographer**

True North Productions is a professional Photography/Videography company that specializes in Real Estate and Portrait photography. I started my company back in 2018 after graduating from Clemson University.

Wizard Washer LLC  
Nickolas Zukowski



**Wizard Washer LLC**  
**Nickolas Zukowski**

Hello! Wizard Washer is a window and exterior cleaning company built around relationships and satisfaction. People are precious and should be treated as such. That's why I not only prioritize doing a legendary job, but also providing my clients with a personality that can help them relax, laugh, talk, and unwind while work is being done.



▶▶ preferred business partner spotlight

Written By: **Heather Spruill**  
Photos By **Jo Walter**, Carolina House Shots

# KEVIN BRADY

## GUEST & BRADY LLC: ATTORNEYS AT LAW

For the last 18 years, Kevin Brady has met with people from all over the country at the closing table, prepared to help his clients to take a new step in their lives. His desire to give a helping hand to those in his hometown of Greenville, South Carolina, shows that he is not just a lawyer but a man who loves his townspeople and is willing to serve his community.

### A Heart of Servitude

Kevin was raised to be the dependable and hardworking lawyer he is today. In 1995, he earned his Bachelor's degree from the University of South Carolina and, in the same year, married the love of his life, Angela. Later, he would finish his educational experience at Nova Southeastern in South Florida, earning his Law degree

in 1999. Finally, he was ready to take on an industry where he could help those prepared to take a significant step in their lives: homeownership.

Because his hometown is such a thriving family-oriented city, Kevin always knew he wanted to open his legal practice and raise his family in Greenville. It's an enriching and exciting area



Kevin states, "We are interested in paying attention to the clients that walk through our doors. We see people for who they are, regardless of their circumstances. We get to help our clients in the largest transactions (we call transitions) of their lives. We meet our clients where they are in life, whether buying their first homes, selling their deceased parents' home-place, going through a divorce, upsizing as their family grows, or moving into the area with exciting new job opportunities. Our culture is unlike most, and you feel it when you walk through our doors. We want to positively impact our clients so they feel our love for them. Our familial atmosphere helps put our clients at ease and see them for who they are regardless of their circumstances."

Kevin and his partner dedicate their time to working alongside their colleagues and staff to help them succeed. They are willing to continue to learn by allowing their employees to present ideas and collaborate cohesively so that they all may grow and thrive in the industry. They are grateful for the opportunity to perform with a team that shares the same passion for loving on their community while carrying out the firm's core values and mission.

where residents desire to be, where couples can raise their families, and where entrepreneurs want to plant their business roots.

Kevin and his partner, Russell Guest, started Guest & Brady LLC in January 2005. Kevin provides residential, investment, and commercial real estate services, and Russell handles the personal injury side of the business. They aim to take on business that allows them to be part of a purpose bigger than themselves. Fulfilling their bigger purpose through practicing law permits them to use their firm as a mission field to show God's love and serve the people of their community.







When the office is closed, Kevin enjoys quality time with his wife, a professional counselor, and two adult children, Jeremy and Emily. He loves to fly and holds a private pilot's license. His love of aviation led him to become a Commissioner on the Greenville Airport Commission for the Greenville Downtown Airport. His passion for taking off into the skies passed on to his son, who is pursuing a career as a commercial pilot, and his daughter, who is also earning her degree in aviation maintenance. Kevin has been an avid traveler since he was a teenager and continues to find new destinations worldwide. In addition, he and his wife enjoy living on a large farm in Greenville County, raising cattle, and loving their four dogs.



The firm encourages the exploration of religious faith. This inspiring notion drives the mission and core values of the firm. Kevin is enthusiastic about growing his faith as he and his family attend Renovation Church in Simpsonville. Kevin is a board member of the Christian Learning Center of Greenville County and has served for six years.

One aspect that makes Guest & Brady LLC unique in the legal field and business, in general, is Kevin and Russell's commitment to caring for their team members holistically.



Guest & Brady LLC has a Caring Team composed of team members who, as the name suggests, seek to support the staff in various ways. Their tasks include providing marriage enrichment weekends for couples with all expenses paid, offering financial management seminars, celebrating birthdays and service anniversaries, and providing low-interest loans and emergency funds for unexpected costs, to name a few. The firm also takes time at a weekly staff meeting with all the locations to have a time for spiritual enrichment from a Christian perspective that includes biblical talks and a time for prayer. If desired, team members can also access the company's on-site chaplain for counseling and prayer.

Kevin, Russell, and their team also have a service function for the community in which financial gifts are gifted to area non-profits for the common good. The duo not only provides funding for these organizations but also encourages their team members to get involved personally with their time and energy and give the company time during the workday to do so.

# REPUTATION IS EVERYTHING

**Carolina Roof Rescue is Upstate South Carolina's Most Trusted Roofer**

Scan to Partner With Someone Big Enough to Serve You, Small Enough to Care



**ROOFING BUILT TO MAKE YOUR CLIENTS STOP AND STARE**



864.900.5999

**We offer free quality roof inspections with quick turn arounds to help you close faster!**

**CarolinaRoofRescue.com**  



WE MAKE IT *Safe*  
YOU MAKE IT THEIR  
*Home*



Your Reliable Restoration & Radon Solution

RESTORATION & CLEANING SERVICES

RADON TESTING & MITIGATION SPECIALIST

INDOOR AIR QUALITY TESTING AND PRODUCT LINE



IICRC CERTIFIED FIRM  
864.416.1721  
hiregrs.com

Scan for  
Priority  
Scheduling  
Don't Delay Your Closing

## Grow Your Network + Close More Deals = The Perfect Partnership

Together, we can market to borrowers and reach a wider variety of homebuyers. We offer a variety of eye-catching and informative joint marketing materials that get you noticed. I'm also available to:

- Sponsor or co-sponsor open houses and hold drawings
- Co-host events like first-time homebuyer seminars
- Provide loan payment scenarios to homebuyers
- Prequality borrowers\*



THE MOST SEAMLESS AND  
QUICKEST CLOSING I HAVE  
EXPERIENCED! - E. Mace, Buyers' Agent

SERVING SOUTH CAROLINA

Greenville | Spartanburg | Anderson | Powdersville | Summerville

@hollidayingram | closings@hollidayingram.com | www.hollidayingram.com

PURCHASES | SALES | REFINANCES | HELOCS

PrimeLending   
Home Loans Made Simple.



Let's Partner Today  
Jay McDonald

Production Manager  
NMLS# 659243

864-315-3595

jmcDonald@primelending.com





# I'LL DO THE HEAVY LIFTING TO SAVE YOU TIME AND MONEY

LET US BE YOUR TAX EXPERT SO YOU CAN GET BACK TO SPENDING TIME WITH YOUR CLIENTS AND MAKE THE MOST OUT OF YOUR HARD EARNED DOLLARS

PHYLLIS P. GRAYDON, CPA



Scan to Schedule Your Consultation Today



P GRAYDON CPA, LLC

Proven Ability. Personal Commitment.



401 Parker Ivey Drive Greenville, SC 29607 • 864.232.1545 • info@pgraydoncpa.com

## Leave Your Worries on the Shore Know You're Covered

Fletcher Anderson, CIC  
Principal Agent  
864-639-2822  
clemsoninsurance.com

THE BEST TO WORK WITH.  
THE BEST TO WORK FOR.  
THE BEST REPAIR TEAM IN THE UPSTATE.

OWNERS CHOICE  
CONSTRUCTION LLC

ownerschoiceconstruction.com  
864.252.4999  
@ownerschoicerepairs

# MASTERING TIME BLOCKING & CREATING YOUR IDEAL WEEKLY SCHEDULE FOR PRODUCTIVITY AND BALANCE



tips of the trade

By Rupesh Patel

## INTRODUCTION

As a real estate agent, days are often filled with a variety of tasks, from lead generation and client meetings to paperwork and personal commitments. To effectively manage your busy schedule and maintain a healthy work-life balance, implementing the technique of time blocking can be a game-changer. In this month's tip, we'll discuss what time blocking is and how to allocate your time so that you can plan out the things most critical in your business as well as time for things you love to do.

## WHAT IS TIME BLOCKING?

Time blocking is a time management technique that involves breaking your day into distinct blocks of time, each dedicated to a specific task or category of tasks. By setting aside focused periods for different activities, you can enhance productivity, eliminate multitasking, and create a balanced routine that aligns with your goals.

## STEP 1: PRIORITIZE AND SET GOALS

Before you begin time blocking, identify your priorities and set clear goals. Determine what your most critical tasks are. These could be activities such as lead generation, client meetings, office work, and most importantly personal time. Having a clear sense of what needs to be accomplished will help you allocate time more effectively.

## STEP 2: CREATE A MASTER SCHEDULE

Start by creating a master schedule that outlines your typical work week. Divide your day into blocks, considering your natural energy levels and peak productivity times. For instance, mornings might be best for lead generation, while afternoons can be reserved for meetings and administrative tasks.

## STEP 3: ALLOCATE TIME FOR LEAD GENERATION

Lead generation is the lifeblood of your real estate business. Dedicate specific time blocks each day or week to prospecting, cold calling, networking, and engaging with potential clients online. Consistency is key to building a strong pipeline, so make lead generation a non-negotiable part of your schedule.

## STEP 4: OFFICE WORK AND ADMINISTRATIVE TASKS

Set aside focused periods for paperwork, listing presentations, market research, and other administrative duties. During these blocks, minimize distractions and create an organized workspace to optimize efficiency.

## STEP 5: CLIENT MEETINGS AND SHOWINGS

Allocate time for client meetings, property showings, and open houses. Coordinate these blocks with the availability of your clients and prioritize face-to-face interactions, which are crucial for building relationships and closing deals.

## STEP 6: FAMILY AND PERSONAL TIME

Maintaining a healthy work-life balance is essential for your well-being. Reserve time blocks for family activities, exercise, relaxation, and personal interests. Just as you prioritize your work commitments, make sure to prioritize your personal life as well.

## STEP 7: FLEXIBILITY AND ADAPTABILITY

While time blocking provides structure, it's important to remain flexible. Real estate can be unpredictable, so be prepared to adjust your schedule when urgent matters arise. Build in buffer times to accommodate unexpected tasks without derailing your entire day.

## CONCLUSION

Time blocking is a powerful technique that gives real estate agents the ability to manage their time effectively, and maintain a healthy work-life balance. By prioritizing lead generation, office work, client meetings, and personal time within well-defined blocks, you can optimize your daily routine so that it aligns with your goals. Remember that finding the right balance takes practice, so be patient. Revisit your schedule often to see what's working and what's not and tweak it as you see necessary!

Do you have a tip you would like to share with your fellow Realtors? Reach out to us at [robert.smith@realproducersmag.com](mailto:robert.smith@realproducersmag.com)



▶▶ top producer

Written By: **Heather Spruill**  
Photos By **Jo Walter**, Carolina House Shots

# LEONARDO G. MITTA MOZZO

JW Martin Real Estate

### Eat, Breathe, & Dream Real Estate

**“Discipline will take you to places where motivation can’t.”**

Leonardo G. Mitta Mozzo continues up that ladder of real estate success with

every positive interaction and easy-going transaction he makes. As his career volume continues to rise to new heights, his growing experience and knowledge prove that he is a one-of-a-kind REALTOR®.

### Pouncing On Opportunities

Leonardo spent most of his youth growing up with his family in Uruguay. In the early 2000s, they made a huge decision to move to the United States and settle down in New Jersey. Throughout the years,



he developed a love for his favorite sport: soccer. He went on to pursue his passion for soccer at Montclair State University.

After returning from a quick trip to visit Clemson University, Leonardo set his heart on going back. The beautiful green scenery, the stunning campus, and a chance to experience something new motivated him to break out of the fast-paced streets of NJ and set new roots in the warm embrace of South Carolina. So, in 2009, Leonardo packed his bags, transferred schools, and became a Clemson Tiger student and soccer player. While studying, he took on a job as an office manager for a construction company that remodeled homes in the Upstate.

After graduation, Leonardo continued to work in the construction sector while taking on some side hustles. Based on his experience, he had an idea to find his own fixer-upper to flip. As he began planning for this huge project, he met up with his friend and mentor, Joseph Martin, who encouraged him to think bigger.

Leonardo states, “Joseph told me that I could do more than flip homes if I went on to get my REALTOR’S® license. After doing more research, I realized I could make a difference in my community this way while also having a career that would suit my needs and goals.”

In 2016, Leonardo earned his license and joined Joseph, his now-broker, at JW Martin Real Estate. Under his superior’s tutelage and taking in the knowledge and support passed on from his peers, Leonardo has exceeded his expectations as an independent agent in this exciting field, a position he has grown to love immensely.



**Hard Work Works**

While also wearing the hat of a property investor, Leonardo specializes in residential properties and enjoys helping first-time home buyers find new homes. No matter how fast the industry changes, he is dedicated to bringing positive energy, creativity, and knowledge to every showing and, of course, every closing. Leonardo's mission is to help his clients feel at ease, knowing he will always be by their side during their process.



Though Leonardo has achieved much success as an agent, it was a bit intimidating to understand who he was and his place in the business at the beginning of his career.

Leonardo states, "I had to remember that to be the best REALTOR® I could be, I couldn't be a salesman; I had to be myself. Over time, I realized that my success depends on me and me only. When I first started at the agency, I felt I had to put on a face to make potential customers buy from me. I couldn't have been further from the truth. I had to let my guard down and show and tell others, who thought enough to consider moving to my town, why my town was the place to be. I left my home in NJ to live here in the Upstate to pursue my dreams. I had to realize that, just like me, they have a story and a dream too."

Leonardo is passionate about helping others find a suitable place to call home. Whether \$10 thousand or multimillion-dollar properties, he is determined to place his client where they dream of being. His clients know him as honest and hard-working. And as hard as he works for them, he works just as hard for his family of four.

When real estate is not on his brain, Leonardo spends time outdoors with his wife, Audrey, and their children, Camila and Brithan. Whether they're hiking, spending days on Lake Keowee cruising on their boat, or attending all of the Clemson football games; he is happy that this career gives him plenty of time to catch up and love on his three favorite people.

Whether they are new to the real estate process or trying to grow their property portfolio, Leonardo goes above and beyond for all his clients. He believes that putting hard work into anything one can do will earn the best results. With his tenacity and courage to be a better REALTOR® than he was the day before, he has definitely earned his.

**WAGNER**  
WEALTH MANAGEMENT

Thank You Upstate for Making Us a Winner  
for Best Investment Firm!

Securities offered through Arkadios Capital. Member FINRA/SIPC. Advisory services through Wealth Management Advisors, LLC. Arkadios Capital and Wealth Management Advisors, LLC, are not affiliated through any ownership.

**BUILD > GROW > PRESERVE**

Because we expect the **relationships** we pursue to extend over many years, we're singularly **committed** to adding **significant value** to every handshake, every meeting and every client's **goals and aspirations**.

**GREENVILLE OFFICE**  
3 Legacy Park Road, Suite A | Greenville, SC 29607 | (864) 236-4706

**ANDERSON OFFICE**  
301 South McDuffie St. | Anderson, SC 29624 | (864) 231-5494

[WAGNERWEALTHMANAGEMENT.COM](http://WAGNERWEALTHMANAGEMENT.COM)

dba of American Pacific Mortgage, NMLS#1850

**Your Local Home Lending Expert**

Let's discuss how we can partner with you today on your home buying needs!

**Nate Gafken**  
Loan Advisor

864.905.1282  
nate@thegafkengroup.com  
NMLS# 253235

**Jay Lumpkins**  
Loan Advisor

864.436.1583  
jay@jaylumpkins.com  
NMLS# 1157957

**Stephanie Summer,**  
Production Partner

864.915.5825  
summer@lendfirstmtg.com  
NMLS# 1548967



# PROVIDING A **SOLID** FOUNDATION TO YOUR SALES



Rely on Upstate Structural Repair for Quality Repairs



Providing a free home inspection review for any foundation

All our repairs come with a **no-nonsense** warranty that transfers to whoever owns the house.

- Quick response to ensure inspections take place within due diligence time frames
- Able to appropriately represent buyers and sellers
- Escrowed repairs so that closings can take place on time
  - Home inspection reviews for free if needed
  - Pre-drywall inspections for homes being built

## Structural Repair and Foundation Specialist

We service Greenville and Spartanburg, SC and more.

Call For A Quick Response! (864) 214-0686 | upstatestructuralrepair.com | Insured, licensed, and bonded

UPSTATE REAL PRODUCERS

*Rest Easy...*



You've Partnered with Breaux & Callahan Real Estate Law



Scan to Reclaim Your Peace of Mind Throughout the Closing Process



RESIDENTIAL REAL ESTATE | COMMERCIAL REAL ESTATE



ADAM WALKER BREAUX  
DANIEL CALLAHAN  
100 Whitsett Street  
Greenville, SC 29601  
[breauxcallahan.com](http://breauxcallahan.com)  
864-520-1687  
[closings@breauxcallahan.com](mailto:closings@breauxcallahan.com)



Advantage Inspection  
"Peace of mind...the best Advantage™"

864.298.0405  
gvlofc@advantageinspection.com  
www.advantagegreenville.com

Let's be FRANK...  
Home inspections can be **SCARY**

We've been providing the Upstate with peace of mind since 1991!

**OUR SERVICES...**

- WHOLE-HOME INSPECTION
- PRE-LISTING INSPECTION
- NEW CONSTRUCTION INSPECTION
- 11TH MONTH INSPECTION
- PHASE INSPECTION
- CL100/TERMITE
- RADON TESTING
- MOLD/AIR QUALITY TEST
- POOL/SPA INSPECTION
- WATER TESTING
- HVAC DIAGNOSTIC

**The Advantage, Advantage**

- ✓10 Home Inspectors
- ✓SupraKey Access
- ✓Drone Specialists
- ✓Infrared Cameras
- ✓Same-Day Reports
- ✓24/7 Scheduling

1k+ Google Business Review  
5.0 ★★★★★





# REMBREY CUSTOM HOMES



Scan to Find Out Why We are the Experts in Upstate Custom Homes

## LUXURY CUSTOM HOMES

We don't just offer dreams. We promise them.

Rembrey works hand-in-hand with each owner to develop a comprehensive homebuilding plan, helping guide you each step of the way. Our expertise in the luxury custom home industry enables us to consider all possible solutions for your dream home.

### Featured Communities

Private Estates • Cliffs Communities  
Cobblestone • Montebello

Connect With Us

864.444.3332 | [rick@rembrey.com](mailto:rick@rembrey.com)





# Will Ray

► agent spotlight

Written By: **Heather Spruill**  
 Photos By **Jo Walter**,  
 Carolina House Shots

## FATHOM REALTY

### Family First, Then Real Estate

Will Ray is the epitome of a family man. His commitment to his family and community exemplifies him as the ideal agent to conduct business within the Upstate.

### Finding His Niche

Will began searching for his ideal position in various fields after graduating from Anderson University. He tested the waters in the areas of traveling blender salesman, timeshare employee, an Elvis wedding officiant, and a high school P.E. teacher. Unfortunately, these professions didn't quite nurture his passions, so he decided to take a different approach and become an entrepreneur.

Journeying down the road as a businessman, Will founded his own staffing company, which started in Charleston and expanded to the Upstate. The business proved self-sustaining, so he was ready to take on a new challenge. He decided to pursue a trade that would not only bring more knowledge and challenges for him to solve but a job that would also provide for his family in ways he couldn't imagine. After selling his business, he chose to go into the real estate business.

Will earned his REALTOR'S® license in 2017 and has been fond of the fast-paced culture of market negotiations and competition ever since.

Will states, "In this field, I am passionate about my clients and growing the consumer experience. Making sure that they are 100% satisfied with my professionalism, communication, and service during what could be a disheartening process is what matters to me the most."

Over the last six years, Will has worked for many companies that have groomed him to be a respectable agent. He currently rests his REALTOR® hat Fathom Realty.



### The REALTOR® and Family Man

The sense of intrinsic competitiveness in this cut-throat industry keeps Will motivated and excited about real estate. After his family, he enjoys a suitable challenge: getting his clients the better end of a deal. And with his competitive edge, he is taking his business to new heights.

With a career volume well above \$50 million and several years of insight gained, Will has made himself known as a reliable and dedicated agent. His company has acknowledged his work, earning him Fathom Realty's Top Agent in Greenville Award for 22 of 24 months and Fathom's Top Team Award for 2021. As his reputation and business continue to open many doors for him, he has one end goal in mind: to create a financially set future for his family for years to come.

Will states, "As someone who didn't have much growing up, creating generational wealth for my children will be the most essential thing I do in my life. I want them to worry less about finances and more about pursuing their passions."





Will does not take his role as a devoted husband and father lightly. He and his college sweetheart and now-wife, Whitney, have five beautiful children: Lorelai, Malachi, Mordecai, Zacharai, and Adelai. His family of seven is his why when it comes to the industry. Their love for their community, its sites, and its luxuries make the county of Greenville feel even more homey and worthwhile for Will. He desires to provide a life-style they can aspire to by displaying a genuine work ethic and commitment to being the best agent he can be.

Whitney is also a highly-skilled and dedicated agent, servicing their community of the Upstate. Together, Will and his wife prove to their children every day that they can achieve anything they set their minds to. Very soon, this couple will work side by side at the reputable agency of Real Broker LLC.

When the realtor duo is not on call, they are making memories with their fantastic five. His family and devout soccer fans enjoy playing the sport and watching games together. Going out to eat or to the movies with a party of seven is always an adventure. With the wild schedules of showings and soccer practices, it is safe to say that Will and his wife are always on call.

In the end, it is Will's mission to educate not only his children but his current and future clients on the ability to attain a legacy that will exist beyond their lifetime, leaving a legacy. It is a duty and a privilege to ensure he can prepare anyone for a promising future regardless of what they think they don't know. Will encourages his clients that no matter their background, they can have the future they've always dreamed of.



**“Making sure that they are 100% satisfied with my professionalism, communication, and service during what could be a disheartening process is what matters to me the most.”**



**"The Gold Team provides personable & prompt service and easy to read reports."**



**Kim Zumstein**  
Owner

- (864) 235-5777
- thegoldteam.pillartopost.com
- TheGoldTeam@pillartopost.com

- Pre-Listing Inspections
- New Construction Phase Inspections
- Termite/CI100 Inspections
- Radon Testing
- Pool Inspections
- Water and Air Quality Testing
- Mold Testing
- Supra Key Access
- Same Day Reports

**Proudly Serving Upstate SC**





SERVING REALTORS IN THE UPSTATE SINCE 2010

# PEST GUARD SOLUTIONS



CELL: 864-800-3486 | OFFICE: 864-616-6308

**pestguardsc.com**

**Our Priority Services for Realtors Include:**

- Same Day Turnaround on Termite Letters(CL-100)
- Nights and Weekend Availability
- Full Service Options for Moisture, Mold & Damage Repairs
- Licensed and Insured with Quality Workmanship
- One Point of Contact
- Termite Letters for ONE FLAT RATE

SCAN TO SCHEDULE YOUR INSPECTION REQUEST TODAY!



**DEDICATED. EXPERIENCED. DIFFERENT.**



# SUSAN WRIGHT

## realtor on the rise

Written By: **Heather Spruill**  
 Photos By **Jo Walter**, Carolina House Shots

## BLUE FIELD REALTY

### Tending To Her Community One Client At a Time

With six years under her belt and an estimated \$20 million in sales, Susan Wright is proving to be a fine REALTOR® in the Upstate market. Her desire to help her clients attain exactly what they need when finding or handling property makes her the one to call with any real estate needs.

### Beginning a New Chapter

Susan began her career taking on one of the world's most challenging and responsible jobs: motherhood. With grace and a lot of patience, she raised two beautiful children with her husband, David. Along with being a homemaker, she is also a proud homesteader, living on 10 acres where her family raises many farm animals: rabbits, ducks, chickens, turkeys, and

pigs. Over the years, Susan has loved making things from scratch, like food or household products, and building large projects with her own hands. Once her children became old enough to take themselves to after-school activities or practices, she decided it was time to take on a new venture.

Susan earned her REALTOR'S® license in early 2017 and became an independent agent with Keller Williams Realty Inc. There, she met Michael Smith, who left to form his own company, Bluefield Realty Group. In December 2020, Susan joined her friend, which happened to be at the height of the pandemic. Despite the nation's new threat, she gained skills and knowledge from a fantastic team of her peers and guidance from upper-level management.

Susan states, "I look up to Michael. He is one of the smartest people I know and always has creative solutions for unique situations and is always there with a helping hand if I should need it."

### Working With Her Heart On Her Sleeve

Susan is honored that her many clients and their referrals trust her in their journey to buying or selling their homes. It is imperative to her that she finds creative and

lucrative ways to assist her customers in the Upstate market. As the area's market continues to grow, it has proven challenging over the years to find housing where buyers are not pushed out further and farther geographically to find what they can afford. Susan has taken on the task of understanding the best ways to help those in her community find fair-priced housing in their own backyard.

Susan states, "It turned out that getting into real estate was the best career move I've ever made. I love that each day is different and challenging. There are new people to meet, new personalities to navigate, and new problems to solve for my clients."

Aside from helping her clients buy or sell property, Susan values volunteering her time to those less fortunate in her community. She supports Project Host, a non-profit organization that cares for people experiencing homelessness by providing food through numerous free meal programs. Though the pandemic caused her ability to be of service to diminish, she is still an advocate for their mission.



When she is not showing her clients a lovely home in Greenville, Anderson, or one of the Upstate's incredible locations, Susan is back on her farm in Belton, tending to her farm and keeping her hands busy with projects. The couple loves hiking, and when she can bribe them, her family of four will spend quality time together relaxing in their hot tub or having game nights. She and her husband proudly watch their children grow and navigate their own paths in life. Their oldest, Alex, is a pitching coach at a training facility outside of Philadelphia, and their daughter, Laura, has followed in her mother's footsteps by joining the team at Bluefield as a new agent.



Susan hopes to be remembered for the little things she did to make her clients feel special and cared for in what can be considered a strenuous process.

Susan states, "For me, this business is about people, not homes. If you don't care about your clients well enough, sure, you still receive your paycheck, but it won't feel as gratifying. When a customer works with me, they get my whole heart and all of my efforts. I don't know any other way."

As this REALTOR® climbs her way to the top of her industry, Susan wants to teach up-and-coming agents on effectively working in the art of real estate.

Susan states, "If I could leave anything for my peers, it would be to be relational with your interactions, nurture your database, and take care of the people you've worked with. Clients taking on this daunting journey could also be going through the most stressful times of their life. Please understand that you are their anchor. Do your best to make them feel supported and heard as they approach their final steps in this process."



## Comprehensive Roofing Services

RESIDENTIAL  
COMMERCIAL  
STORM DAMAGE  
ROOF REPAIR

SERVING SC SINCE 1935  
FAMILY OWNED & OPERATED  
FOR FOUR GENERATIONS  
FULLY, LICENSED, BONDED  
AND INSURED

LICENSED GENERAL CONTRACTOR  
EXTENSIVE EXPERIENCE WITH HAIL  
AND WIND DAMAGE CLAIMS

CALL TODAY TO REQUEST A QUOTE  
(864) 269-1232 • [gilstraproofing.com](http://gilstraproofing.com)

[office@gilstraproofing.com](mailto:office@gilstraproofing.com)

1512 Easley Bridge Road, Greenville, SC 29611

**Cleaning & Upholstery Services**

- FIRE DAMAGE RESTORATION
- HARD SURFACE CLEANING
- MOLD REMEDIATION
- AIR DUCT CLEANING
- CARPET CLEANING
- DRYER VENT CLEANING
- WATER DAMAGE RESTORATION

**STEAMATIC®**  
Restoration | Construction | Cleaning

Call STEAMATIC For All Your Professional Needs

864.962.5410  
[steamaticsc.com](http://steamaticsc.com)





# ROACH MICHAEL

## cover story

Written By:  
**Elizabeth McCabe**  
Photos By **Jo Walter**,  
Carolina House Shots

### Mike Roach Found His Perfect Match in Real Estate

“Real estate has been great to me. A perfect fit! I’m not the type to sit at a desk all day or in an office,” says REALTOR® Mike Roach with Top Guns Realty. He loves what he does and it shows with his enthusiasm. Connecting with others is what he does best and he likes working with new people.

Having earned his real estate license in 1989, Mike at Top Guns Realty has established himself in the competitive world of real estate, one satisfied client at a time. With no plans of slowing down, he has a bright future ahead of him. He comments, “My daughter Peyton has her license and works for our company, so I’ll continue to help her as we go forward together.”

A driven, hard-working individual, Mike is always on a schedule, which is one of the secrets to his success. “I don’t waste time,” he says. He is also never late. His favorite quote is, “If you are early, you’re never late.” Maximizing his time is essential, especially in becoming the Top Producer that he is today, exceeding half a billion in his career volume.

## TOP GUNS REALTY



### Road to Real Estate

Prior to real estate, Mike worked in the food and beverage industry, excelling as the food and beverage manager at Keowee Key in the ‘80s. Michael explains, “Rick Ford, one of the owners of Realtec INC (the company that developed Keowee Key), told me I was so good at communicating with the customers, I needed to get in real estate. I saw the kind of money they were making and decided to get my license.”

Starting in Chapel Hill, North Carolina at the Governor’s Club Golf Course in 1989, Michael started to gain traction in the industry. In March 1990, he moved back to Greenville and started working for a group on the north end of Lake Keowee. Selling properties in Bay Ridge, Keowee Bay and Cedar Creek came naturally to him.

In 1993, a new opportunity emerged. “At that point, I had an opportunity to go to work for the Cliffs Communities,” he says. He worked there until 1998 before he decided to blaze his own trail. That’s when he and his brother Matt started Top Guns Realty on April 1, 1998.

His connections in the food and beverage industry were instrumental. Mike hired Carl Sobocinski, who worked as a waiter at Keowee Key back in the late ‘80s. “He and I have been business partners and friends since then,” he comments.

Passionate about staying on top of the market, Michael prides himself on providing top-notch services to his clients. He is driven by the satisfaction of helping clients achieve their real estate goals and building lasting relationships with fellow agents, always striving to make transactions as smooth and enjoyable as possible.

Real estate is full of rich rewards. The most rewarding part is having other agents look up to Michael and genuinely enjoy working with him. He comments, “In this business you run into all types of personalities, so you have to learn how to adapt.” With his winsome personality, Michael gets along well with other agents in the market.



A specialist in his market, Mike knows the area inside and out. He comments, “I find that agents try to come to Lake Keowee without really knowing what they are doing and it hurts them. Often the client will leave that agent and find an agent with experience.” He stresses the importance of being prepared, which is paramount in real estate.

### Tackling Life’s Challenges

Like any journey, Michael’s path to success has had its share of challenges. One of the most profound difficulties he faced was the loss of his father in June 2019.

He explains, “He and I played in the Member/Guest golf tournament from June 7-9. It was the first time we had ever played together in this event. We won the tournament!” On June 13, Mike’s father had a routine stent surgery. Suffering complications, he died on the operating table.

“So one Sunday we were holding the winning trophy and the next Sunday on Father’s Day I was at the pulpit giving his eulogy,” reflects Mike. He treasures the moments he made with his father before his untimely passing.

“I had to realize that God had given me a great last memory of me and my Father together becoming champions! That was very special and something I will never forget. What made it really special was my brother had videoed the 3-hole playoff with the flight winners so I have something I can always go back to and enjoy,” he says.



### Must Love Animals

Beyond the world of real estate, Mike's passion for animals shines through. A self-described animal lover, Mike and his wife, Lisa, actively support animal charities, and they have been involved in wildlife rehab for over 15 years. "We find it very rewarding," he comments. "I still have squirrels to this day that meet me outside in the morning to take nuts out of my hand."



**IF YOU ARE EARLY, YOU'RE NEVER LATE.**



### Family + Fun

Mike's family has a special place in his heart. He and his wife Lisa like going to dinner, taking trips to the beach to relax and unwind, and spending time with their dogs. They also treasure time with their children. With his daughter Peyton, they enjoy spending time on the lake and playing golf together, when they aren't working in real estate.


"My son Granger owns his own construction business, Outdoor Restorations," adds Mike. "We work together often as I get him jobs from my clients." To relax, they enjoy hunting together.

In his free time, Mike enjoys deer hunting, golf, and water sports. He also loves Clemson sports. Savoring time with his friends is important to him. A loyal friend, good friends are very special to Mike.

### A Top Gun

Mike's mantra, "If you are early, you're never late," perfectly sums up his approach to business and life. Always prepared, driven, and disciplined, Mike continues to soar as a top gun in the world of real estate, leaving behind a legacy of excellence and inspiring others to reach for the stars in their own endeavors.

864.234.2901

SALLELAW.COM  



**Feel at home with us.  
Schedule your closing today.**



**Residential  
Real Estate**



**Business  
Law**



**Commercial  
Real Estate**



**Estate Planning  
Services**





**FCI Agency**  
Auto • Home • Life • Business

*Realtors are my expertise. As your local insurance broker, I'll help you close faster and more smoothly!*

*Let's grab coffee and chat!*

**Candice Bishop** 📞 864-642-1611 ✉️ Candice@fcisc.com 📍 503 Old Boiling Springs Rd Greer, SC 29650



**From Contact to Close,  
Toates Law Firm is a Game-Changer for Your Business**



**Notably DIFFERENT**

Efficient, Streamlined,  
Enjoyable Closings



**Annah Toates, ATTORNEY/OWNER**  
atoates@toateslawfirm.com

**864.549.3310 | TOATESLAWFIRM.COM**

105 N. SPRING STREET, SUITE 109, GREENVILLE, SC 29601

*Invested in the Welfare  
of our Community*



**A full bag of treats and so much more!**

Meet your favorite traveling companion. With 221 turbo horses, flexible seating for up to seven, and the advanced MBUX voice assistant, the fun, functional GLB 250 is agile, active and accommodating like no other compact SUV.

**THE 2023  
GLB 250 SEDAN**

STARTING AT  
**\$39,800**

**CARLTON MOTORCARS**

www.CarltonMB.com  
(864) 213-8000  
2446 Laurens Road | Greenville, SC 29607



Base MSRP excludes transportation and handling charges, destination charges, taxes, title, registration, preparation and documentary fees, tags, labor and installation charges, insurance, and optional equipment, products, packages and accessories. Options, model availability and actual dealer price may vary. See dealer for details, costs and terms.





# We've Moved!

Introducing our new Greenville, SC location

¿Sabías que tenemos un abogado y asistentes legales que hablan español?  
*Did you know we have a Spanish speaking attorney and paralegals?*



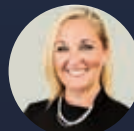
Our Greenville team moved to **745 North Pleasantburg Dr** featuring a 21,000 sq. ft new building minutes from Downtown Greenville & right off of 385.



With the addition of our fifth location in Indian Land, (conveniently next to Fort Mill and Rock Hill) we are able to serve your clients in **SC + ALL of NC!**  
Give us a call at **(803) 650-6444**.



**Kayla McKisic**  
Director of Marketing  
[kaylamckisic@guestbrady.com](mailto:kaylamckisic@guestbrady.com)



**Michelle White**  
Marketing Coordinator  
[michellewhite@guestbrady.com](mailto:michellewhite@guestbrady.com)

[orders@guestbrady.com](mailto:orders@guestbrady.com) | [guestbrady.com](http://guestbrady.com) | (864) 233-7200 | @guestbrady  
Greenville | Spartanburg | Easley | Travelers Rest | Indian Land