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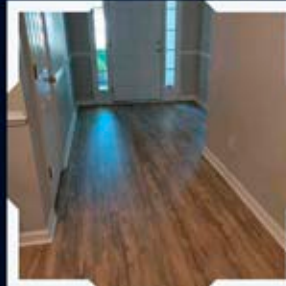
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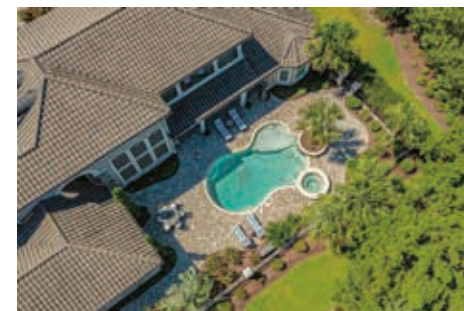


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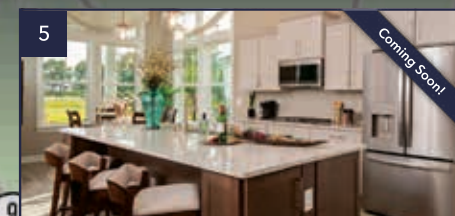
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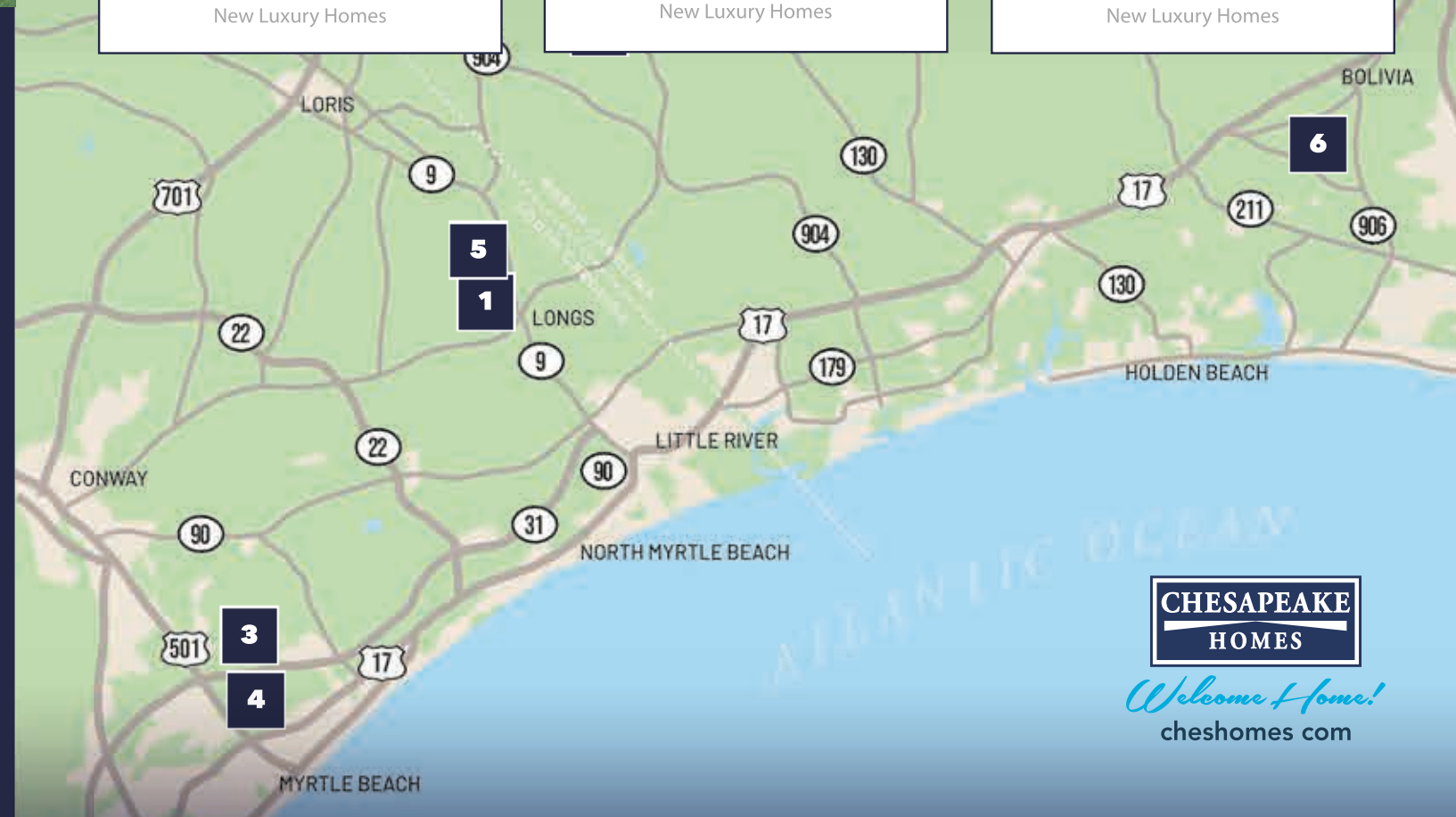
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Written By **Carl Monsour** - Manager, Bank of England

HOW TO CONVERT MORE PROSPECTS INTO CLIENTS

In any market, losing a potential prospect can be detrimental to your success as a professional salesperson. To ensure consistent results and avoid losing prospects, there are two essential strategies to follow: **having a great sales process and having a great team working with you.** Think of prospecting like fishing for new clients. Instead of casting a wide net and hoping for *any* prospect, **focus on attracting highly qualified ones.** Quality trumps quantity in sales.

When you have a qualified prospect, it is critical to have an amazing process to ensure high levels of conversion success. A formalized process covering your sales success’s main components increases your conversion ratios. Many salespeople do not have a “process.” They simply

work hard and talk to many people, which works to a certain degree. A formalized process yields more consistent and higher converting results. A well-structured sales process and systematic approach (repeated and improved upon over time) are crucial for success. Three critical elements of a good sales process include:

- Understand your prospects and create a tailored call pathway by identifying their needs, goals, and financial information. Share current market and loan qualification information.
- Establish and implement a follow-up system to keep prospects engaged and informed about the next steps, and required timelines/deadlines. Build trust with them.
- Utilize technology and automation, such as a CRM, to streamline follow-up efforts and stay organized. Assign a team member to manage follow-up.

One essential part of that process must be “keeping them on the hook.” Keeping a prospect on the hook means they stay with you. They take the whole journey with you, from lead to closing and potentially future deals. Having a great lender partner on your team who understands the importance of this concept is crucial to ensure the prospect stays with you.

Many average Realtors miss this point entirely. They might try using various lenders who promote shiny new objects rather

than dialing in on finding their lender or lenders for their team. Why is this important? Because the lender should be on your boat, helping you reel in the prospect, helping promote you, helping the buyer feel comfortable, and helping you get the prospect “on the hook” and onto the closing

Keeping prospects engaged throughout the sales journey is vital. Partnering with a great lender who understands the importance of this concept ensures that prospects stay committed to working with you. Don’t settle for just any lender; find one who complements your goals and actively supports the sales process.

Once you have a prospect interested, make a seamless transition by “Passing the Baton” to your preferred lender. This involves introducing the prospect and lender, starting an introductory group communication, and providing the lender with the necessary information to follow up effectively. Building a reliable team of like-minded individuals is crucial for success in real estate. Each member plays a part in the overall process, so choose team members who align with your goals and work collaboratively to turn prospects into clients.

By combining a well-designed sales process, a strong team, and effective prospect management, you can secure more consistent sales results and prevent potential clients from slipping away. Keep the fishing analogy in mind and maintain a solid relay team to ensure continued success in your sales efforts. Maintaining engagement with prospects throughout the sales journey is essential. Partner with a great lender who understands this concept to ensure prospects stay committed to working with you. It is all about fishing and relay teams!



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Written By **Anita Jones**
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Sascha SIMMONS

Finding Balance & Success: Journey of Resilience and Passion in Real Estate

Overcoming Challenges and Pursuing Dreams:

“When life threw me a curveball, I knew I had to adapt and find a new path,” Sascha explains with determination. After a life-altering car accident in 2017, which put her in ICU for 4 days with 5 broken ribs, a lacerated spleen, punctured lung, and a traumatic brain injury. She only took one week off from her photography, but it took 6 months for her ribs to heal and not hurt.

She found solace in her photography business but realized the need for change. “I had a serendipitous conversation with a senior therapist that re-ignited my childhood dream of becoming a realtor,” she says, recalling the pivotal moment that set her on her new and exciting path. “I love sharing my story of overcoming challenges and pursuing my dream career as a realtor,” Sascha continues. She got her Virginia Real Estate License in 1997, but quickly realized she and her husband did not have the financial means for their family to go a year with only one income. She decided to go back to her photography business and put real estate on hold. She also took a job at Tidelands Health to supplement her income.

A Lifelong Passion for Real Estate:

“I’ve always been captivated by the world of real estate,” Sascha shares. From a young age, she developed a deep fascination with homes and their potential. “I remember sitting in the backseat of a realtor’s car, flipping through MLS books, and imagining the interiors of

houses. That’s when I knew helping others find their dream homes was my true calling...I was only 7!”

Family and loved ones have played a significant role in shaping my journey,” Sascha acknowledged with gratitude. Reflecting on her upbringing, she remarked, “Growing up as an immigrant’s daughter, (her dad was from Germany) I learned the value of hard work and determination.” She also recognized the influence of her mother, husband, and JoAnne Boone, a respected realtor in her hometown. “They have been my biggest influences, guiding me towards excellence in my chosen field,” she added. Sascha and her husband, Jason, have known each other since childhood in Roanoke, VA and started dating in senior year of high school. Once they were married and living in Charlottesville, Myrtle Beach was their favorite vacation place.

Sascha vividly remembers one gloomy February day. It was snowing, and Sascha screamed out, “I hate the cold!” Shortly after that, her husband got offered a transfer with his job to work in Myrtle Beach! They were ecstatic and decided to move immediately. She rapidly grew her photography company and took a

position with Tidelands Health. The call to work in real estate continued to be strong, so she told her husband she wanted to get her license. Her husband asked her to please keep working at Tidelands until she sold her first house.

Sascha got her license and joined KingOne Properties. She had seen their commercials on TV during the crash and admired how KingOne was taking the housing market by the horns and elevating themselves. Once she interviewed with the company and met Michael, she knew this was the perfect place for her. Due to Covid, Sascha was furloughed with Tidelands Health, and this gave her the opportunity to spend all of her time preparing for her new real estate career. She did not get a sale in her first year! She thought she was working hard enough, so she decided she needed more education. She signed up with Jennifer Nicely for the Xtreme Career Learning (XCL) and said it was a game changer and Jennifer was such a great mentor. She started working on KingOne’s new development, Cottages on the Marsh in North Myrtle Beach and loved it. Her sales started taking off and she would grab every sales shift she could. She now has \$8.75 million in closed sales.



Son-in-Law Matthew Mayzack, Maggie, Jonathan, Jason, Magnolia, Sascha, Rubyjane, and Zayne

Overcoming Obstacles and Embracing Faith:

“Throughout my life and business journey, I’ve encountered numerous obstacles,” Sascha admitted. “But I’ve learned to overcome them by relying on my faith and the unwavering support of my loved ones.” She firmly believed that everything happens for a reason and trusted in God’s plan. “In times of uncertainty, I let Him carry the burden, and that has given me strength and resilience,” she shared. “My passion lies in working with veterans and first-time home buyers,” Sascha said with a smile. Despite the challenges they face, she finds great fulfillment in helping them navigate the real estate market. “The joy and excitement on their faces when they find their dream homes make it all worthwhile,” she expressed with heartfelt enthusiasm. Supporting these individuals has become a cornerstone of her business.

A Rewarding Journey:

“Every opportunity in my real estate business is rewarding in its own unique way,” Sascha stated with pride. Whether it’s a successful closing or helping her own mother find a new home, each experience brings immense satisfaction. “But the greatest reward has been finding my work home at KingOne Properties,” she added. “I am surrounded by mentors, colleagues, and a supportive environment that fuels my success.”



Jason, Daughter Zayne - Security Forces, US Air Force , & Sascha

“To me, success is all about balance,” Sascha said thoughtfully. “It means achieving harmony between work, family, and personal life.” She recognized that when one aspect is out of balance, the others suffer. “By striving for equilibrium and finding that delicate harmony, I define my own success,” she explained. It’s an ongoing journey that requires dedication and self-reflection.

To me, success is all about balance. It means achieving harmony between work, family, and personal life.

“When I’m not immersed in my real estate career, my family brings me immense joy,” Sascha shared warmly. She spoke fondly of her husband, three daughters and two grandchildren, recounting cherished moments spent together. “We love engaging in water-related activities and supporting charities such as Disabled American Veterans and Goodwill,” she added, emphasizing the importance of giving back.

“I’m a hybrid extrovert,” Sascha laughed. “I draw energy from those around me, but it takes time for me to fully open up and reveal my outgoing nature.”



Sascha with husband Jason

This duality allows her to connect deeply with clients, truly listening to their needs and providing personalized service. “Building genuine connections is at the core of my approach,” she affirmed.

“As a top producer, my advice to aspiring realtors is to be patient and committed,” Sascha advised. “Education is key, and the pursuit of knowledge should never cease.” She encouraged fellow realtors to stay focused on their goals, embrace education, and never lose sight of their dreams. “With determination and continuous learning, you can overcome any obstacle and achieve remarkable growth,” she concluded.

“Above all else, I want to be remembered for my kindness and love,” Sascha said with a warm smile. “I strive to leave a positive impact on the lives of those I encounter.” Fiercely loving all she meets and creating lasting connections are the legacies she wishes to leave behind.

Sascha’s journey in real estate exemplifies the power of resilience, passion, and unwavering faith. From overcoming personal challenges to finding success and balance, she has built a thriving career while staying true to her values. With her family by her side and a heart full of love, Sascha’s story serves as an inspiration to all who strive for greatness in their chosen path.



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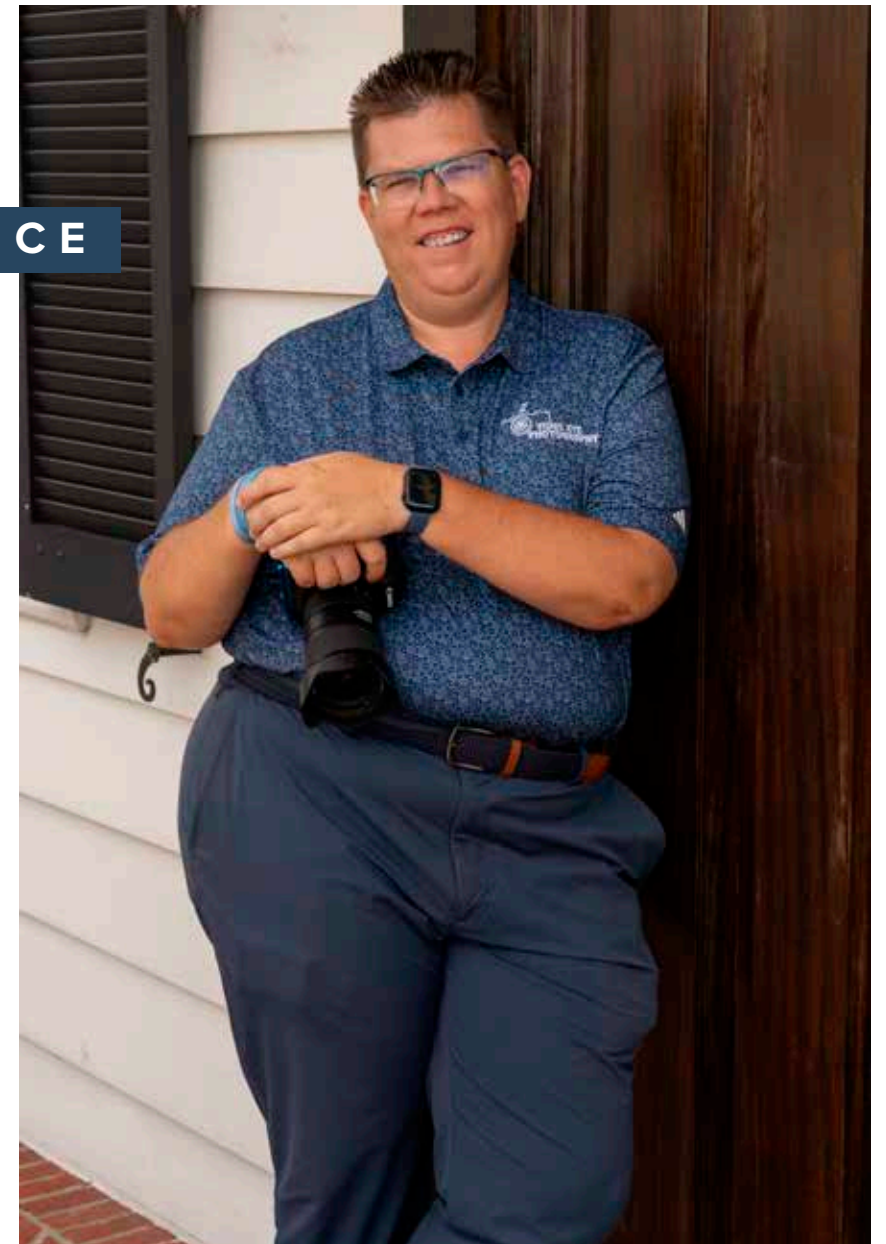


CAPTURING LIFE'S ESSENCE

In the ever-changing real estate industry, where visuals play a vital role, one name stands out for providing exceptional photography services that capture the essence of properties and the people behind them. Donald Hovis, the talented lensman behind Tides Eye Photography, is not just a top photographer but also a cherished community figure. Donald' has had an incredible journey as a photographer. He has a unique approach to business, and continually fosters very deep connections within his community.

DONALD'S JOURNEY - A FUSION OF PASSION AND HOSPITALITY

"My photography journey began during my sophomore year of high school," Donald recalls. His passion for photography quickly took root as he immersed himself in capturing moments for the yearbook at Myrtle Beach High School. Working at Dixie Stampede (now Pirates Voyage Dinner Show) soon after, he found himself fully hooked on the art of photography. Donald's career took a detour into Hotel Management at Johnson & Wales University, influenced by his family ties in the hospitality industry. However, the camera's allure never left him. "Throughout the years, I didn't pick up a camera much, but in 2012, my job in the hotel business required me to post daily photos. That reignited my love for photography, and I decided to turn it into a business," he shares. Starting Tides Eye Photography part-time in 2012, Donald made the leap to full-time in October 2018, driven by his passion and the desire to create meaningful visual experiences for his clients.



UNIQUE VALUES AND APPROACH

What sets Donald apart is not only his remarkable photographic skills but also his genuine dedication to the community. Guided by the principle, "We make a living by what we get, but we make a life by what we give," he actively engages in volunteer work and community service. "I think of others before myself. Doing this motivates and inspires me to help at least one person each day," he shares. This selflessness and sense of community drive his work ethic and make him a cherished figure in the area. Furthermore, Donald's communication and personable nature make

a significant impact on his clients. Taking the time to understand their needs and building lasting relationships, he ensures that the entire process, from start to finish, is exceptional. "I believe my clients deserve not just excellent photography, but also a seamless and enjoyable experience," he says.

EMPOWERING REAL ESTATE PROFESSIONALS

Donald's services cater specifically to real estate professionals seeking excellence in their marketing efforts. With a wide array of offerings, including Real Estate Listing Photography,



Donald with dad, Donald Sr.

Aerial Drone Photo & Video, Matterport 3D 360 Virtual Tours, Virtual Staging, Virtual Renovations, Real Estate Agent Headshots, Portraits, and Event Photography, he equips agents with the tools they need to showcase properties in their best light. Donald was thrilled to be awarded Best Photographer by Readers of the North Strand New this year. He is also honored to be a featured photographer for the Southern Living magazine Custom Builder program!

“For top producing Realtors looking for a responsive, personable, caring, and generous photographer, who genuinely cares for both clients and their clients, Donald Hovis of Tides Eye Photography is the ideal choice,” he states confidently.

FINDING FULFILLMENT IN CREATING LASTING MEMORIES

When asked what he finds most fulfilling about his work, Donald shares, “Satisfaction and happiness come when I can deliver high-quality marketing assets that help sellers and buyers in one of the most important transactions of their lives. Hearing feedback from my clients and knowing

I’ve contributed positively to their experiences is incredibly rewarding.”

EMBRACING CHANGE AND EMBRACING FAMILY

Donald acknowledges the significant changes in the photography profession, especially the advancements in camera technology that have expanded the possibilities. As for his own family, he speaks fondly of his close-knit ties. His parents, Donald Hovis Sr. and stepmom Harriet Hovis, reside in Myrtle Beach, as does his uncle, Don Cauthen, the owner of 3 locations of Dirty Dons Oyster Bar. Donald’s brother, Myers Hovis, works for the government in Norfolk, VA, and he is married to Courtney Hovis, with whom he has a son, Hayes Costner Hovis.

Donald smiles as he shares “Our family enjoys golf, attending sports events, relaxing outdoors, and enjoying a nice fire in my parents outdoor fireplace. I especially love getting out on the golf course with my dad!”

GIVING BACK AND LEAVING A LEGACY

Outside of photography, Donald’s heart lies in giving back to the

community. As a dedicated volunteer at the Grand Strand Miracle League for 13 years, he embraces opportunities to make a positive impact on people’s lives. His dream is to leave a lasting legacy within the league, leaving behind a significant mark that generations to come will remember. He also is heavily involved with the Horry County Special Olympics. Here is just one accolade of many!

“Donald has been an invaluable asset to our Horry County Special Olympics Golf team. Donald partners with Special Olympic golfer Jacob Miller, and together they make formidable, unified golf team. Donald not only plays as Jacob’s partner, but he is also genuinely interested in helping Jacob improve his golf skills. Donald and Jacob have won both Gold and Silver medals in state competitions and this year they will be traveling to New Jersey to compete in the Special Olympics National Invitational Golf Tournament.” - Van Abbott | Horry County Special Olympics - Head Coach

Donald concludes, “If you are looking for a responsive, personable, caring, generous photographer who cares the utmost for you the client and your

clients and make sure the entire process is exceptional from start to finish, then look no further than Donald Hovis of Tides Eye Photography. Satisfaction and happiness when I can deliver high quality marketing assets that help the seller and buyer in one of the most important transactions of their lives. I love receiving feedback from my clients.”

Donald continues, “There have been significant changes in the photography industry over the years. I now have the ability to help a seller with a vast array of cameras, whether that’s a high-quality full frame DSLR, to drones and in my opinion the greatest camera in my arsenal is the Matterport 3D 360 camera. **I would love the opportunity to speak to you, your team or your brokerage about my wide array of Real Estate Photography services.**”

Donald Hovis’ photography journey is a testament to the power of passion, community spirit, and creating meaningful connections. As a top photographer and a well-known figure, his work has not only captured the beauty of real estate but also the hearts of those he serves. By embracing change, giving back, and building lasting relationships, Donald Hovis of Tides Eye Photography has truly mastered the art of capturing life’s essence through the lens of his camera.



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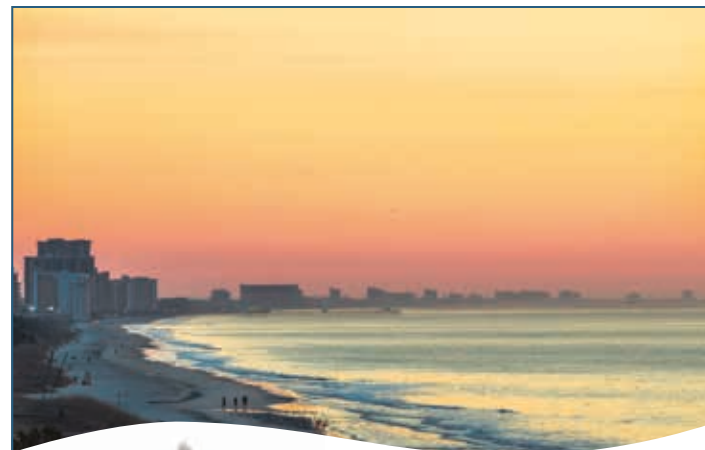
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Jeremy KNAB

NOT YOUR TYPICAL REALTOR

Jeremy Knab knew from a young age that he always wanted to become a lucrative REALTOR®. Having been a competitive baseball player and a driven salesman, all the roads of his life led him to be the top-tier agent he is today. And with his momentum in sales and by leaving his clients content and ready for a new beginning, he shows no signs of slowing down.

OFF TO A GREAT START

At 13 years old, Jeremy and his family moved from New Jersey to Myrtle Beach. After graduating from Carolina Forest High School in 2008, he played baseball at the University of South Carolina Sumter, where he earned his Associate's degree. His skills as a pitcher on the field caught the attention of Francis Marion University, where he was awarded an athletic scholarship. He successfully earned a BA in Business Administration in 2012 and was ready to take on the real estate industry; however, life led him in an unexpected direction.

Jeremy began his career working in resort sales for Wyndham Hotels and Resorts. Initially, this position was a placeholder until he could take off in his dream career. Little did he know that the opportunity would soon prepare him for his future.

Jeremy reflects, "When I was employed at Wyndham, I always thought this job was just a stepping stone to my next big thing. When I first started there, I did not think I could have a lot of success. I did not think of myself as a salesman. After a few months, I had my first big slew of sales, and it opened my eyes to my potential. As years passed, I was one of their top sales reps and won

multiple awards. The training and experience I gained from this job gave me the confidence to finally jump into real estate."

In 2016, Jeremy met a REALTOR® friend from the Sloan Realty Group for lunch to learn more about the industry and its opportunities. That afternoon, he decided he no longer needed convincing and put in his two weeks' notice at Wyndham to get the ball rolling on his real estate endeavors.

A REAL ESTATE HOMERUN

Jeremy happily settled down at Sloan Realty Group and looked forward to gaining in-the-field experience and learning the art of sales from his fellow agents. He enjoys their fun, yet competitive atmosphere and appreciates how well everyone works as a team. Here, he has discovered how to truly meet his client's wants and needs when searching for their forever home. In addition, he finds it most rewarding that, at the end of a sale, his customers relay their positive experience of his services and how they can revert to the knowledge gained from their home-buying process in the future. His main objective is to ensure that his current and new home-seekers have the finest experience while working with him and those at his agency. In

▶▶ feature agent

Written By **Heather Spruill** | Photography
By **Donald Hovis** - Tides Eye Photography



addition, his goal is to be the first name recent clients think of when referring to someone looking to buy or sell.

Along with being an agent who works tirelessly for his clients, Jeremy also makes sure to lend a helping hand to new agents.

“Jeremy states, “Persistence is key! A lot of REALTORS® have limited success because they are waiting for instant gratification at every sale. Win or lose, keep at it and continue to work hard towards your goals because it will pay off.”

With a career volume of more than \$150 million in sales and his many awards, i.e., winning #1 Agent at Sloan Realty Group for five years in a row and being one of the Top 5% Agents nationwide twice, it is undeniable that the career Jeremy had always dreamed of, has now become a huge success. His approach to his craft may differ from other REALTORS®, but it has been wildly prosperous.

Jeremy states, “I am not your typical salesperson or REALTOR®. I have more of a reserved nature, which, I believe, gives me a distinct advantage. I truly do take the time to listen to my clients and allow them to share with me what an ‘ideal outcome’ looks like to them. Then, I get to work to help them achieve their goals in any way I can.”

“

Win or lose, keep at it and continue to work hard towards your goals because it will pay off.”



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RAINBOW RUSSELL

PIONEERING SUCCESS THROUGH UNIQUENESS & POSITIVITY

Rainbow Russell, with an alliterative name that resonates with uniqueness, has been a driving force in the real estate world for over two decades. Rainbow's journey began in an unexpected way that would shape her life's path.

Raised in the serene Ozarks of Arkansas, Rainbow's childhood was marked by simplicity and independence. Her upbringing, devoid of modern conveniences, instilled in her a deep appreciation for life and an unwavering sense of self. She and her brother had a wonderful childhood and her parents wanted an environment that would foster their independence. While her

parents strived to shield their children from outside influences, Rainbow's desire for a bustling career and life in the city propelled her toward a journey she had never imagined. Rainbow got her undergraduate degree at Missouri State where she majored in Industrial Psychology. She followed that with an MBA from Loyola University Chicago. Her fiercely independent spirit got her to hit the road and drive to beautiful San Francisco for her first job out of college. She stayed there a year working for a dot.com company which then moved her to Chicago where she lived for 10 years. This company went out of business and her next career stop was at McCaffery's, a developer, where she became the leasing manager for a high-end Class- Apartment building. Many Chicago celebrity athletes enjoyed living here. This experience ignited a passion that led her into residential development. Despite her unique upbringing, Rainbow embraced the fast-paced world of real estate with determination and enthusiasm.

McCaffery was also the developer of Market Common in Myrtle Beach. Rainbow worked with them on that development for four years with constant travel between Chicago and Myrtle Beach. She fell in love with Myrtle Beach and decided to move here in 2009. After a few years with Sam Burns, Dock Street Communities, she found her home at CRG Companies as the Broker In Charge.

Rainbow says, "I've been immersed in the real estate world for 23 years, wearing the hats of a REALTOR® for over a decade and a Broker for five years. My journey started unexpectedly when I took on a part-time leasing role in Chicago at the age of 25. Little did I know, this would be the accidental spark that ignited my passion for real estate."

"It was in Chicago that I discovered the vibrant world of residential development. The bustling city life was a stark contrast to my unique upbringing in the Ozarks of Arkansas, where most folks will be surprised to know that I lived without running water or electricity! Despite the



odds, I felt an instant connection to the real estate industry and, subsequently, to residential development."

"Growing up, I faced dual challenges of social anxieties and dyslexia. These hurdles pushed me to find solutions and not shy away from my goals. With time, I learned to adapt, to embrace my strengths and acknowledge my weaknesses. Everyone has something to overcome, and it is our resilience that defines us." Her personal journey and the success she has achieved serves as a testament to the power of determination and the ability to navigate obstacles.

Rainbow's career success is deeply intertwined with her love for people. From her CRG team to her clients, she cherishes every unique individual she encounters. "The most rewarding part of

▶▶ cover story

Written By Anita Jones
Photography by John Asma -
High Tide Content

**A Journey
Crafted by
Coincidence &
Determination**



“ WE HAVE THE OPPORTUNITY TO CHANGE LIVES ... IT’S PRETTY AMAZING. AND I LOVE IT! ”

Rainbow’s passion for the outdoors extends beyond her real estate endeavors. She finds solace in jogging and spending time at the beach, viewing these activities as forms of meditation. Her love for the environment and the outdoors is further reflected in her farm in Marion and her camping trips with Landon.

A Life Built on Positivity and Uniqueness

In a world that often challenges our identities, Rainbow stands as a symbol of embracing one’s true self. Few may know that her real name is Callikoma. Rainbow is a cherished nickname that she chose for herself at the age of 2! This symbol of self-discovery and personal strength is a reflection of her inspiring journey.

For up-and-coming top REALTORS®, Rainbow’s advice is simple yet profound: “Don’t take things personally. Remember that the situation is usually not about you. Respond logically.” As she continues to thrive, Rainbow’s aspiration is to be remembered for her

our business is the people,” says Rainbow. “We have the opportunity to change lives... it’s pretty amazing. And I love it!”

Balancing Work and Family

Beyond her professional pursuits, Rainbow has embraced the joys of family

life. Married to Bryan Smith, she became a stepmother to Landon (13), who warmly welcomed her into their lives. Together, they relish adventures such as their annual trips to Mexico, where they connect with Rainbow’s extended family and experience the beauty of a country outside the U.S.

enduring positivity—a quality she believes everyone can benefit from.

Rainbow is a big believer in giving back. She has been involved with Habitat for Humanity and ECHO. She has chaired the CCAR Housing Opportunities Committee for years and now chairs the Masquerade Gala that raises funds to build a Habitat home. They build one in Georgetown and Horry County each year. She continues, “I love being on this committee and helping provide a home to a family that would not have otherwise had one.”

“At ECHO, East Carolina Housing Organization, I am a board of directors member. Our mission is to end homelessness by working with people of all backgrounds, including the elderly, those with physical and mental disabilities, teens, and more, to help them overcome the barriers preventing a stable home environment. Most people would be surprised that homelessness affects so many people in our communities.

Terri Nardslico, owner of CRG, is a passionate advocate for ending homelessness in our area. She is also a strong advocate for advancing women in construction and I’m proud to work at a woman-owned company with women comprising more than 50% of our team.” It turns out that she and Rainbow have quite a lot in common!

In closing, Rainbow expresses gratitude for the opportunity to share her story and acknowledges her deep appreciation for being part of the real estate industry. Her favorite quote, “The cup is always half full,” encapsulates her philosophy of life and resonates as a beacon of positivity for all who cross her path.



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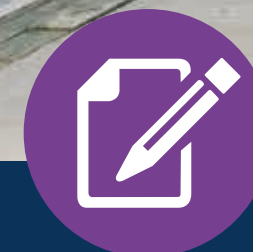
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