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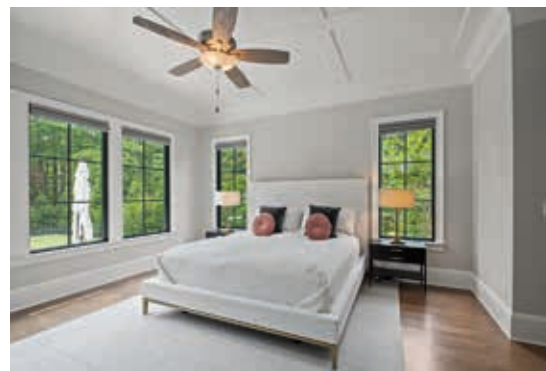
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Top 200 Standings



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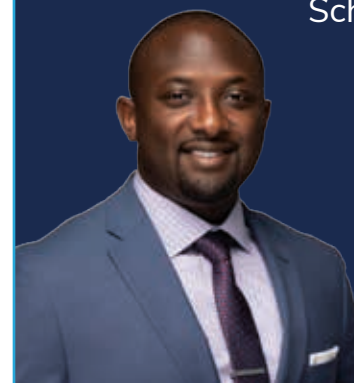
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FINDING BALANCE IN THE RHYTHM OF LIFE

Dear Real Producers of Charlotte,

As summer draws to a close, we find ourselves transitioning from the carefree days of vacation and back into the frenzy of productivity. Now, more than ever, we must focus on maintaining a sense of balance as we navigate the demanding waters of work, life, and leisure.

Work-life balance is not just a buzzword; it's a crucial aspect of our well-being and success. In the fast-paced real estate industry, achieving this equilibrium can be a challenge, but it's a challenge that we must rise to meet.

Time management is a cornerstone of achieving this balance. Embrace productivity tools, prioritize tasks, and set realistic goals to make the most of your day. By focusing on essential tasks and delegating when needed, you can create space for both work and personal commitments.

Amidst the hustle, don't forget the importance of **self-care**. Nurturing your physical and mental well-being is not a luxury; it's a necessity. Whether it's taking short breaks during the workday or practicing mindfulness, self-care rejuvenates.

Finding joy in **leisure activities** is equally vital. Whether it's a scenic hike or enjoying a football game with friends, leisure activities recharge our spirits.

This month, we extend a warm welcome to **Square Up Measuring**, our newest partner who has joined the Charlotte Real Producers community. Your expertise enhances the strength of our network, and we are excited to collaborate with you!

Wishing you a fantastic and balanced September ahead, Real Producers!

Your publisher,



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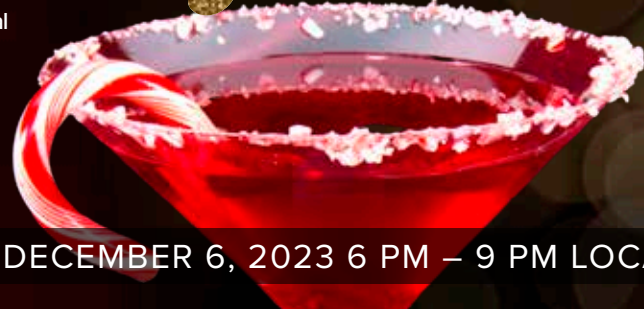
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The Importance of Your Follower Base

A strong and engaged follower base is the cornerstone of successful social media marketing, while also driving business growth and brand success. Building and nurturing a loyal community of followers holds immense significance for several key reasons.

For starters, a strong follower base serves as a ready-made audience that is genuinely interested in your brand and offerings. These individuals have voluntarily chosen to connect with your business, indicating that they find value in what you have to offer. With their attention and engagement, you have a direct channel to communicate your brand message, share content, and showcase your products or services.

In addition, engaged followers are more likely to interact with your content, leading to increased visibility and reach. When your content resonates with your audience, they are more likely to like, comment, and share it, amplifying its impact beyond your immediate followers. This organic engagement boosts the likelihood of reaching potential new customers through their networks, expanding your brand's exposure.

Moreover, an engaged follower base fosters brand loyalty and advocacy. When your followers feel connected to your brand, they become loyal customers, repeat purchasers, and vocal advocates. Positive word

of mouth from satisfied followers can attract new customers and enhance your brand's reputation, creating a ripple effect of trust and credibility.

By investing in and fostering genuine connections with your audience, you can create a thriving community that not only supports your business but also contributes to its sustained growth and success.

Mike Baker is owner and founder of Your Social Liaison. To learn more, call Mike Baker at (518) 669-1462, email YourSocialLiaison@gmail.com, or visit [Facebook.com/YourSocialLiaison](https://www.facebook.com/YourSocialLiaison).



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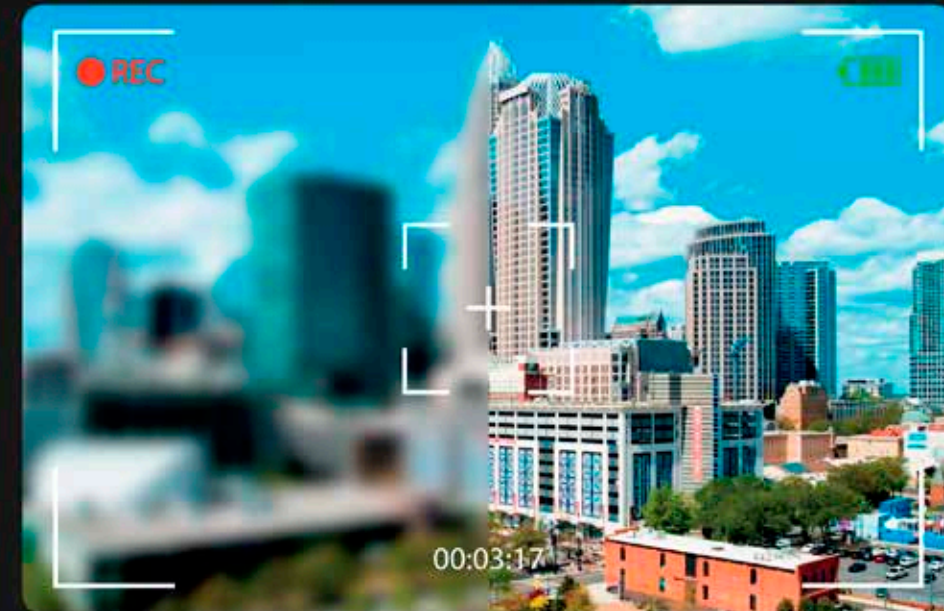
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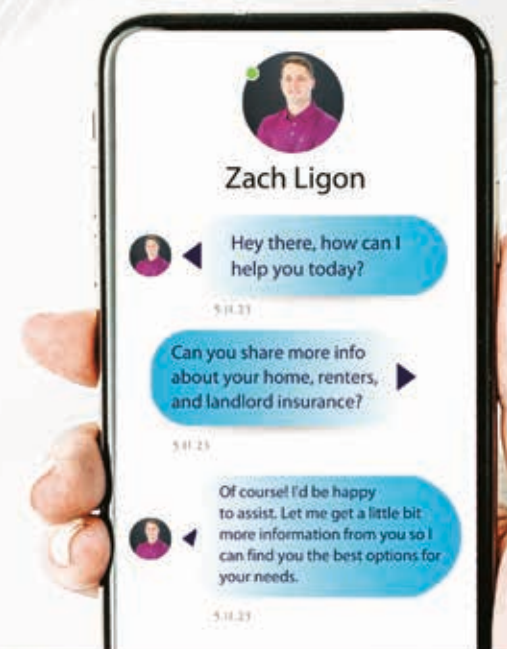
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▶ partner spotlight
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That's where Dimitri J. Apostle Agency with Brightway Insurance can help.

"I love working with lenders and REALTORS® — being part of the process of getting clients into their dream homes, whether it's their first or second home, or a rental," Dimitri shares. "It means a lot being part of that process when roadblocks come up; I can help them maneuver around challenges and get the best coverage they can for their family."

Photo by Don Elrod



Dimitri Apostle is the founder of the Dimitri J. Apostle Agency with Brightway Insurance. (Photo by Don Elrod)

Starting Out

Dimitri grew up in Norton Shores, Michigan. After finishing his collegiate career, he worked with his father at Farm Bureau Insurance for a few years. From there, he gained more experience with another agency, moving to a larger town. About 10 years ago, Dimitri relocated to Charlotte, where he has operated his own agency ever since.

“I knew right from the start that Charlotte would be a great place to operate my business,” he emphasizes.

Today, Dimitri is proud to serve his partners and clients with his team of 13 professionals on the development side, and 10 members in the company’s service division.

“We have an outstanding team,” Dimitri beams. “It means so much to have a group of people who are equipped to get clients what they need and to get information to keep things moving forward for them.”

Signs of Success

The results of the team’s efficiency have been truly remarkable. The agency writes nearly \$1 billion in home insurance dwelling coverage each year. Regardless of volume, Dimitri enjoys building strong bonds with his real estate partners.

“Any time I’m working with a Realtor partner, I want to get to know them,” Dimitri explains. “I want to meet with them and make sure that we’re aligned and looking for ways to grow together in a partnership.”

“MY HOPE IS ALWAYS THAT THE PEOPLE WE WORK WITH FEEL LIKE THEY’RE TALKING WITH A FRIEND.”

When it comes to supporting the community, Dimitri has a big place in his heart for Bright Blessings.

“We do something every year with them. They’ve expanded their ministry and they put on birthday parties for underprivileged kids at school,” he remarks.

Another worthy local organization that Dimitri likes to support is the Charlotte Rescue Mission.



Dimitri and Aubrey Apostle with their sons, Chase and Peter

“That’s where I made my first donation as a kid with my own money,” he recalls. “Each November, we donate meals... Last year, my team contributed 2,000 meals.

“This year, I am setting a goal of \$25,000 to contribute to Operation Underground Railroad.”

Family Highlights

Away from work, Dimitri looks forward to spending time with his family, including his wife of 19 years, Aubrey, and their sons — 17-year-old Peter and 14-year-old Chase.

In his free time, Dimitri likes to share his love of soccer with his family. Dimitri grew up enjoying the game and played overseas for a time. Now, both Peter and Chase are also very involved in the sport as well.

On Your Side

Those who have a chance to work with Dimitri and his team at the agency know they have a powerful ally on their side.

“My hope is always that the people we work with feel like they’re talking with a friend,” he offers. “I try to really engage and cover what they need and to build a relationship for the long term.”



Photo by Don Elrod

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ELI MAGIDS



EMBODYING HEART AND SOUL

It's not every day you meet a local real estate agent who is also a YouTube star. With more than a half million views and close to 4,500 subscribers, Eli Magids is both a video pioneer and a top-performing agent in Charlotte. A former podiatrist, Eli figured out a way to help out-of-town buyers and build his unique brand using YouTube before it became a mainstream avenue for his peers.

When Gary Vaynerchuk urged real estate agents to get on video, Eli listened, even though the equipment 10 years ago wasn't as conducive to on-the-go filming and editing as it is today. By doing on-camera videos and on-site walk-throughs, the quality of his recordings and presentation improved the more he practiced.

BIG CITY, BIG HEART

Don't let Eli's "big city" exterior fool you. His \$20 million in sales in 2022 is a testament to how hard he works for clients and how willing they are to tell others about him. He also makes a donation to St. Jude's Children's Research Hospital after every transaction, totaling 15 transactions this past year.

"I want to work with who I want to work with," notes Eli, who is currently with Fathom Realty. "I'm predominantly doing luxury homes, as well as some custom homes in higher-end neighborhoods." His efforts extend down to Fort

Mill and Indian Land, South Carolina, all the way through Charlotte to uptown around Lake Norman and he identifies luxury as houses ranging between \$800,000 to \$2 million.

Eli had a very successful podiatric medical and entrepreneurial career in Long Island, New York. His father imparted to him during his last days on Earth that life is short. "Don't spend it slaving away in that office," he advised Eli. Having already lost a couple of dear friends at a young age, Eli took his father's words to heart and made a bold move.

MAKING THE LEAP

Eli's son, Brayden, was only a toddler at the time. After a brief, and surprisingly positive conversation with his wife, Jennifer, Eli began searching in Florida, but someone in passing mentioned Charlotte, North Carolina. After one visit, they were sold. They bought a home in Charlotte and never looked back.

Today, about 10 years after starting his YouTube channel, and focusing on clients looking to purchase luxury properties from out of state, Eli has found the work-life balance his father inspired him to go after. He doesn't use ads, or Zillow, or any other more common lead-generation methods. Instead, Eli receives referrals and ongoing leads from



“
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FINDING HOME

Eli has a powerful slogan he utilizes in the videos that have garnered him so much acclaim: “I’m your REALTOR® with a heart. I’m not trying to sell you a house, but I’m here to help you find a home and a life-style that you and your family are going to love.” These words resonate with Eli’s clientele, as they are trusting him to not only find walls and a roof for them and their families, but also a wonderful life with neighbors who are friendly, commutes that are reasonable, and amenities that bring joy.

When asked about his bold move to relocate his entire family (including five cats) without having a job or family connections, Eli notes that he has “guts,” in addition to an entrepreneurial spirit. “I’m a little bit different than most,” Eli explains. “I will do whatever it takes to get the job done for my clients... even if that means getting a parking citation and using some New York vernacular.

“There was no one on YouTube to help educate me, when I moved to Charlotte,” Eli continues. “I was at the mercy of a total stranger. So a lot of the ideas for what to shoot for my YouTube channel came from what I thought would have been helpful during my transition.”

Eli affirms he doesn’t use any scripts. He speaks to what he knows will be helpful in making a huge purchase decision.

“I’ve sold a lot of homes on FaceTime to people who have never been to Charlotte, but who trust me implicitly,” concludes Eli. “It’s based on my videos and the relationships we develop over time.”



Eli Magids is a luxury properties Realtor with Fathom Realty and a YouTube star with over half a million views.

his previous clients. He spends his free time traveling with his family, viewing sports, and — his newest vice, as he says — watching F1 racing.

While you can still detect a Long Island accent, Eli and his family are happy to call Charlotte home. His videos explain the pros and cons of living in the Queen City and clearly outline their reasons for loving it and advocating that others relocate as well. The only drawback? Eli is still looking for the perfect place to get New York-style pizza, which is his favorite food. “I had the best pizza I ever had in my life in Milan,” asserts Eli. “My son loves to travel and he looks for the longest possible flights. He loves Airbus A380s, in particular. We were in Italy for vacation over Christmas.”

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NAOMI

ABEL

At age 4, when Naomi Abel moved with her family from Maryland to the Charlotte area, she came to stay. She received her college degree in communications from Appalachian State and continues to build a life steeped in a deep knowledge and love of the area.

Although Naomi admits to preferring warm weather, she sees herself linked for life to the community where she grew up and where she is raising her daughters. Like many single parents, Naomi had to be laser-focused on her priorities. During the sale of her home, she met her agent, Mark Watson, and

the two clicked on a professional level. She remains grateful for Mark's advice and suggestions to this day.

The lure of a flexible schedule with enough income to support her family made the choice to obtain her license in 2017 a "no-brainer." From the outset, the word and theme for her professional development was "hustle." Being there for her daughters, Ella and Harper, played a massive role for Naomi, who focused on earning a living that kept the family comfortable while also having a flexible schedule that allowed her to be there for her children, to hear how school went, and show up

for events. For Naomi, there are no excuses, and the key to her success has been keeping her foot on the gas.

A Virtue of Necessity

It wasn't always easy. In the beginning, it took a while for Naomi to find her groove.

"I would drag the girls around to open houses on weekends because I couldn't always find childcare," she admits. "They weren't wild about having nothing to do, so I put them to work, helping out with setting up and greeting visitors."



The girls were naturals, and thus, the beginnings of a family legacy were born. Six years later, the kids are on the payroll. On many week-ends, they continue to help out at open houses. Her oldest, Ella, likes the entire process, from picking out a nice outfit to thinking strategically about what to do and say to visitors.

As Naomi puts it, the younger Harper is “working on her enthusiasm,” but she has a good sense of how this vital part of the business needs to run. Needless to say, both girls appreciate the income they earn working for their mom’s company. Naomi even dreams of seeing the girls get their own real estate licenses and continuing in the business.

Moving Along

Located in Mooresville, Naomi has witnessed a surge in people coming to town from out of state. Much like her family’s reasons when she was a child, she notes her clients are drawn to opportunities and the community in and around Charlotte. “Parents in the area are also looking for homes

with more space for their grow-ing families, and I continue to see healthy demand in the market,” Naomi points out.

Naomi loves showing families and newcomers the area’s possibili-ties and also values the chance to connect with people from all walks of life. Her business incorporates plenty of social media, and the trac-tion with these two demographics has been consistent and high.

According to Naomi, “People can sniff out a fake, so I make a point to be unapologetically authentic.” She adds that she makes the same efforts for a small condo and a \$3 million listing, and her clients appreciate her for it.

Still Hustling

The start-up energy Naomi brought to her business has continued over the years, and she finds that having a clear goal gives her additional focus. “At first, I was concerned about our survival, but as the work took off, I have been able to set new goals, reach them, and then set the next one,” she explains.



Naomi Abel (right) with daughters Harper (left) and Ella (center)

Naomi doesn’t think much of excuses for herself and instead keeps her eye on the prize. This sin-gular focus has allowed her to save for the girls’ education and buy a house on Lake Norman and a beach house on Oak Island.

Her next goal is another home in a warmer cli-mate since she’d love to wear open-toed shoes year-round. Florida is a distinct possibility, and Naomi is thinking about getting licensed to sell there when the girls are older so she can manage two locations, possibly with their help.

Naomi loves the water and finds it calms her and lets her unwind from having a mind that is always concentrating on her two priorities — her girls and her business. Asked if she enjoys water sports, Naomi laughs and replies, “I’m a drinker by the water.” But that doesn’t stop her from tuning and wakeboarding with the kids using the family boat.

“I’ve certainly come a long way from the initial days of struggling when I started in real estate, and I love having places to go where I can reconnect with water and relax,” she shares.

“The region has been such a resource for me, and I treasure having solid roots in the area. I hope my girls will be part of my real estate dynasty and that, together, we will keep taking the place by storm.”



“I hope my girls will be part of my real estate dynasty and that, together, we will keep taking the place by storm.”



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STEVEN MORGAN

► cover story

By Zachary Cohen
Photos by Don Elrod

THE MARKET MAKER

Steven Morgan's first career was in the high-risk credit card processing world. He built a successful card processing business, offering companies the opportunity to have their high-risk card transactions processed on U.S. soil rather than overseas, as had been the historical norm. From 2009 to 2015, Steven grew that business into the largest, privately owned credit card processing company in the U.S. before selling it to Wells Fargo...



The sale of Steven's company moved in parallel with a fork in the road in his personal life too. He went through a difficult divorce, leaving him at one of the lowest points of his life. He was looking to pick up the pieces and build something new.

"I'm someone who loves building a business," Steven offers. "I've been an entrepreneur my whole life. I started selling personal training door to door at 18, then built the credit card processing business. I've been building businesses forever."

Steven took some time off to let the dust settle and find a new direction. The following year, he launched his real estate career.

"A friend suggested real estate. I resisted at first, telling everyone who suggested I try real estate 'no.' Lo and behold, I don't know why I finally decided to give it a shot, but I did," Steven recalls.

Steven's business acumen and go-getter attitude allowed him to quickly ascend the real estate rankings. He met his wife, Shannon, in 2017, and the couple got married the following year, bringing his personal life back into a state of equilibrium as well. Shannon has also been an instrumental part of building and forming The Market Makers Group.

The Market Makers Group comprises his business partner, Shannon Morgan, and friends Scott David, Roger Kincaid, Jamie Kincaid, Devin Andreani, and Jessica Estes.

"We are best friends and family. That's been the biggest part of our success and the reason I'm still in real estate. It's not the easiest business. The reason I enjoy it is working with them and building with them," Steven remarks.

In 2022, Steven closed \$38 million personally, and his team closed over \$70 million. In 2023, the group took the next step in its growth, becoming an independent brokerage.



“I cashed out \$10 million in assets, and starting July 1, we’ve been independent,” Steven says proudly. “We’re launching radio ads, billboards, everything. We’re really excited for the next chapter.”

Steven’s goal with The Market Makers Group is to be much more than a real estate brokerage. They are a cash-offer investment operation, first and foremost. Their slogan is, appropriately, “Carolina’s Real Guaranteed Offer.”

“We’re going to make offers on homes, or list the homes on our own; our goal is to have a big chunk of the market here in Charlotte, and then all of North and South Carolina,” Steven explains.

“I think with the team we have, which has been together for five years, that we can do it. We’re loyal. We’re like family. Our goal is to keep expanding, reinvesting that \$10 million over and over again, and continually grow our presence. We want to start with a foothold in the Charlotte metro area, then to the Triad, Raleigh-Durham, Columbia, and Myrtle Beach. That’s our dream.”

Steven Morgan and his wife, Shannon, work together on The Market Makers team at Better Homes and Gardens Real Estate.



The Market Makers Group (from left to right: Roger Kincaid, Jessica Estes, Steven Morgan, Jamie Kincaid, Shannon Morgan, Scott David, Devin Andreani)

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”



BEYOND REAL ESTATE

Steven and his wife, Shannon, have a blended family with four children: Stone (15), Easton (13), Kyler (11), and Michaela (11). When he’s not working, you’ll find Steven hanging with his family at their beach house, traveling, watching his kids’ sports games, or attending car shows.

“I want to be known for being a good father, and hopefully, my kids will do great in life,” Steven says.

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