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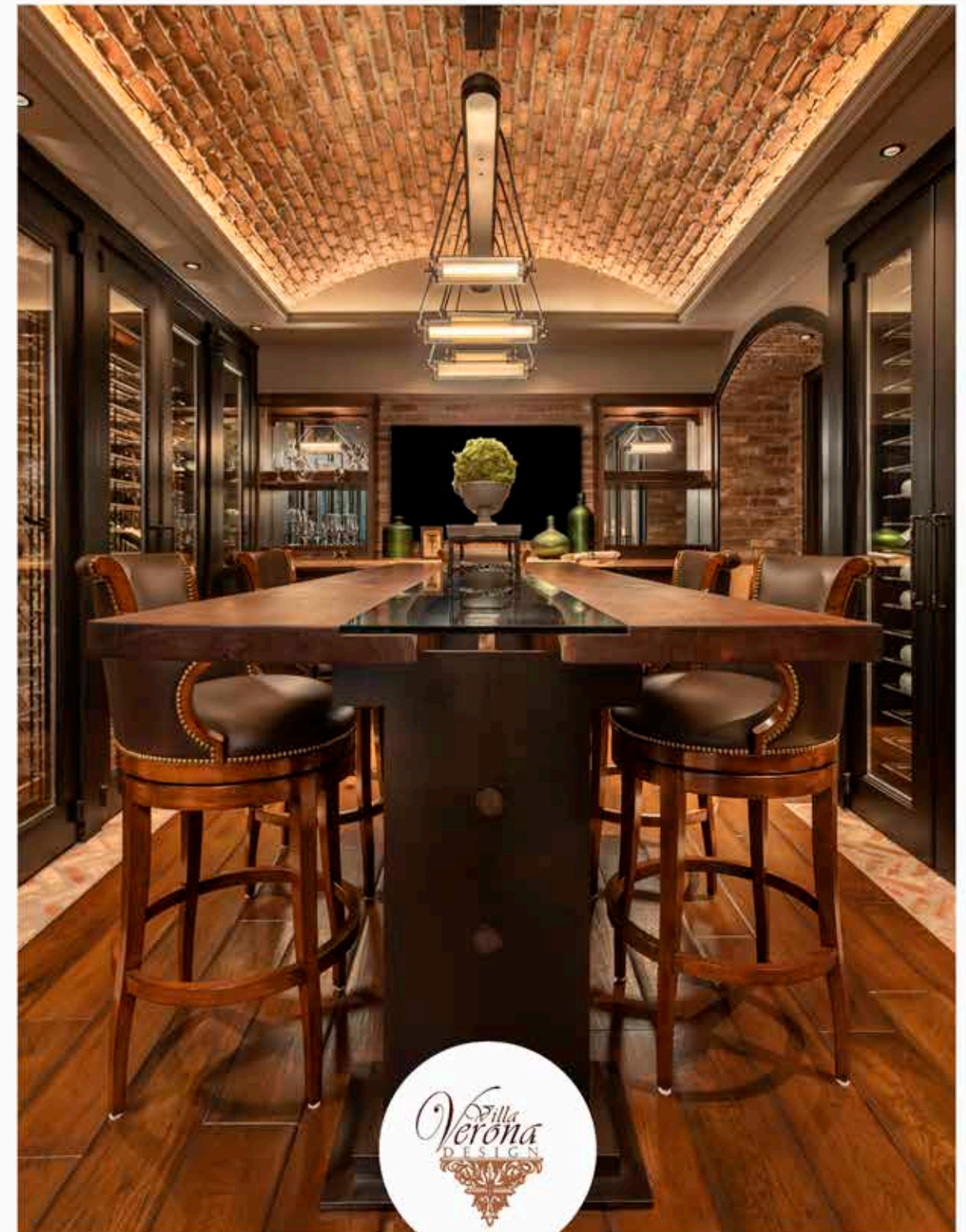
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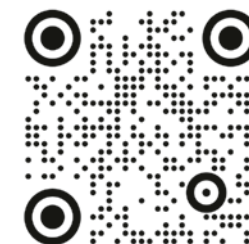
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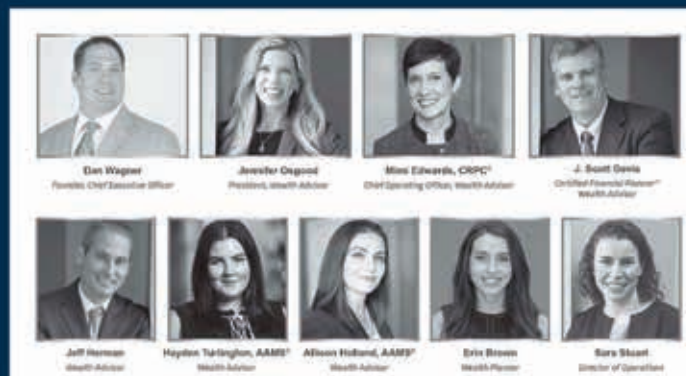
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If you are interested in contributing or nominating REALTORS® for certain stories, please email [robert.smith@realproducersmag.com](mailto:robert.smith@realproducersmag.com)

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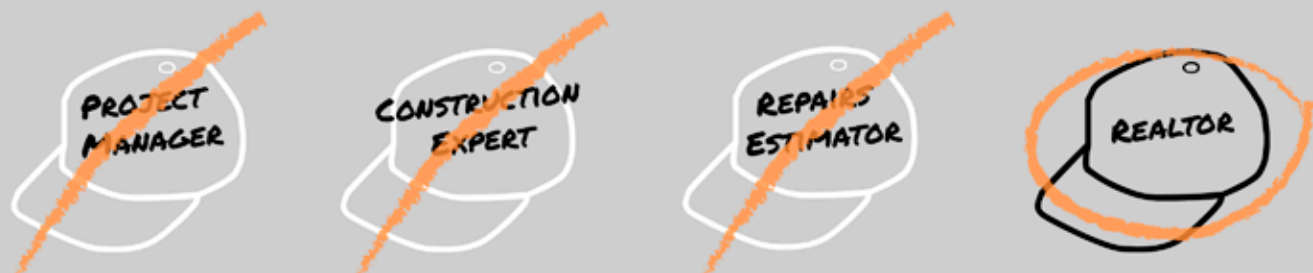


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# September

CELEBRATING THE REALTOR COMMUNITY

Dear *Upstate Real Producers*,

Welcome to the vibrant September edition of our esteemed *Upstate Real Producers Magazine*! As the leaves begin to change and a new season approaches, we are delighted to showcase the exceptional Realtors who continue to shape the real estate landscape. This issue is dedicated to celebrating their remarkable achievements, sharing valuable insights, and recognizing the leaders who inspire us all.

Our Cover Feature Realtor for this month is none other than Justin Coleman, an extraordinary individual whose dedication and innovation have left an indelible mark on the industry. In this exclusive interview, Justin Coleman shares his journey, secrets to success, and the vision that drives their accomplishments. Get ready to be inspired as we delve into the life and achievements of this exceptional Realtor.

We proudly present the Top Producer, a distinguished Realtor who consistently goes above and beyond to deliver exceptional results. Their unwavering commitment to their clients and their ability to navigate the ever-changing real estate market have set them apart as a leader in the industry. We invite you to delve into their story and learn from their experiences, as they share their winning strategies and insights that have contributed to their well-deserved success.

In the Rising Stars section, we shine a spotlight on the up-and-coming Realtor who is making their mark in the industry. This ambitious individual has displayed remarkable potential and is poised to become the future trailblazer of real estate. Their story is sure to inspire and motivate, as they share their unique perspectives and the innovative approaches they bring to the table.

This month, we take a moment to highlight one of the Celebrated Leaders—an extraordinary Realtor who has not only achieved remarkable success but has also made significant contributions to their communities. They are an agent of positive change, leading by example and creating lasting impacts beyond the realm of real estate. Join us in recognizing their outstanding leadership and the legacy they are building for future generations.

In our Tips of the Trade section, we bring you valuable insights and practical advice from a seasoned professional who has honed their craft over the years. From marketing strategies to negotiation techniques and effective client communication, this expert share their wisdom to help you elevate your real estate game. No matter your level of experience, you'll find something valuable to enhance your skills and achieve greater success.

Finally, we express our gratitude to our Preferred Partners—the businesses and organizations that collaborate with REALTOR'S® to deliver exceptional services and support. In our Preferred Partner Spotlights, we showcase the valuable resources and expertise they bring to the table, contributing to seamless transactions and an enhanced client experience. These partnerships are integral to the success of REALTOR'S® and the industry as a whole.

As we embark on the September edition of our *Upstate Real Producers Magazine*, we hope that the stories, strategies, and successes shared within these pages ignite your passion for the industry and provide you with the tools you need to thrive. It is our commitment to continue showcasing the outstanding REALTOR'S® who drive progress and shape the future of real estate.

As always, we extend our gratitude to our dedicated readers and industry partners for their unwavering support. It is through your enthusiasm and commitment that we continue to bring you the finest content that celebrates the achievements and aspirations of the remarkable real estate professionals who shape our communities.

Wishing you a month filled with inspiration, growth, and unparalleled success in your real estate endeavors!



Warm regards,  
**ROBERT SMITH**  
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# Sherry

## TRAYNUM

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### PINE TO PALM REALTY GROUP

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

#### AN ADVOCATOR AND REALTOR® OF HER COMMUNITY

Sherry Traynum feels blessed to have been born and raised in Anderson County, which she considers the most incredible place in South Carolina. Her love and dedication to her hometown and willingness to play a part in its development make her an ideal representative and REALTOR® to do business with. Sherry is happy to show newcomers the many reasons why they should call the Upstate home.

#### WHERE THERE'S A WILL, THERE'S A WAY - G. HERBERT

It is safe to assume that Sherry was destined to be a driving force in the real estate industry. She began her career at age 20, working in the manufactured housing industry, which later led to her work in land development. An opportunity to work in the mortgage business presented itself, and she developed skills and experience as a licensed insurance professional and mortgage loan originator.

Sherry states, "I felt like I was doing the job of a lender and agent, and finally decided that I might as well become a licensed REALTOR®."

In 2005, Sherry saw the perfect window of opportunity to earn her credentials as a Realtor when her then Insurance Employer underwent acquisition. "God's timing is always perfect". She began her career when she joined real estate broker Dave Chamblee at Anderson Area Properties that same year. The company provided excellent training and a supportive team that helped Sherry to develop her skills and knowledge in



the field. After four years, she developed her team of three spectacular female agents.

In 2008, Sherry knew she needed to become very familiar with the foreclosure market as the real estate industry took a nosedive. As many REALTORS® bowed out of the field, she decided to join Aggressive Realty with her longtime friend, Cas Smith, a move that was most certainly her

saving grace. She took on the role of building, managing, and nurturing both the retail and foreclosure divisions, making her a well-rounded agent in an unstable market.

Deciding to take her career to the next level, Sherry bought shares of Aggressive Realty in 2012 and became a partner. In 2022, her partnership ended, and she then rebranded her company to Pine to Palm Realty



Group LLC, where she is the broker-in-charge and is accompanied by a proficient team.

Sherry states, “I am honored and blessed every day to work alongside the most incredible human beings, agents, and friends that make up the agency of P2P Realty. We are a family that consists of myself and twelve incredible professionals in the trade. Nearly half of the agency have been working together for more than 20 years, and I can’t begin to describe the bond we have inside those doors. I am nothing without my team.”

#### BE THE BLESSING THAT OTHERS NEED

As a leader of her team and community, Sherry’s priority is to grow and stabilize her neck of the woods.

Sherry states, “I can’t expect my community to give to me if I am not giving to my community. Homeownership is a privilege that all should have the opportunity to achieve, and it is my job to help those who want it along the way.”

First-time homebuyers will always be protected and advocated for under Sherry’s watch. Seeing their adoring and hopeful faces when they enter their dream home is fulfilling. While those moments are forever sketched in her memories, she finds it most rewarding when her clients, who have successfully closed their contract, leave with valuable knowledge and insight she has instilled regarding the home selling process.

Though she has no plans of throwing in the towel as REALTOR® anytime soon, Sherry has always tried to cultivate others into successful agents in the industry. In the future, she would



I can’t expect my community to give to me if I am not giving to my community.



love to become a certified real estate instructor, grooming and guiding many up-and-coming realty experts to put forth their best efforts when handling their clientele.

Not only does Sherry make time to educate her peers, but she is also dedicated to serving her community. She and her family attend Second Chance Church, where she volunteers in the nursery, allowing other members to enjoy the service. She is also a greeter, welcoming new or current members from all walks of life into the church’s doors. Sherry stands firm behind worthwhile organizations such as Pendleton Booster Club, Camp Proverbs/Proverbs Mentoring, Meals on Wheels, Tara’s Tribe, and United Way. She supports them through her time, resources, and sometimes both. After the destruction and devastation of the Seneca tornado, her passion for the hopeless and helpless rose to new heights. She became hyper-focused on organizing volunteer dollars and manpower for construction projects to benefit the homeless, elderly, disabled, or those just down on their luck.

Sherry states, “Preservation for homeowners is key in preventing homelessness and poverty. United Way is doing a great job of

putting volunteers where needed, and I am thankful to be building a beautiful relationship with this amazing organization.”

As much as Sherry enjoys serving the community and developing her career, nothing gives her more life than her family. She and her husband, Josh, have been married for 22 years and have been blessed to have three amazing children and a lovely adopted niece. Sherry swells with pride to see her family growing and thriving and is enthusiastic about her soon-to-be

new title, Granny! Sunday afternoons following church is her favorite part of the week as her family comes together at her home to spend quality time around the dinner table.

Even with all her endeavors and passions, Sherry’s motive as a REALTOR® is the driving force behind her “why.” She is not motivated by the number of transactions she clears but rather by serving those who need her services. Ultimately, she prays that her many clients feel God’s love through her work.



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# RITA GARNER



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

### Leader and Lover Of Her Community

Rita Garner is devoted to her hometown of Anderson, SC. More than that, she is passionate about helping newcomers to the area see that this is the location to call home. With more than 25 years of experience and knowledge, calling on Rita and her team would be the right decision when navigating this ever-changing real estate industry.

### The Perfect Timing

Rita knew she wanted to dive into the real estate industry but decided that being a full-time mother was most important. She raised four beautiful children, and when the oldest siblings reached high school, Rita knew it was the best time to jump-start her career.

understanding of the industry into its agents, including Rita. She progressed in her skills in the field, developed strong relationships with her clients, and worked well with her amazing fellow REALTORS®.

Rita states, “When I first got my license, I was overwhelmed at what I did not learn in Real Estate School. I was fortunate enough to be surrounded by agents, brokers, and owners who would take the time to educate me. I forged a lot of friendships with fellow agents.

However, from 2007-2008, the industry was dwindling amid the market crash, and Rita decided to take a short break from real estate. Like many other agents, she wondered what her next steps would be. She took on a management job that conveniently worked for her and her children during those times. However, she knew she would one day return to pursue her passion for helping others achieve their goals and dreams.

*Keller Williams  
Western Upstate*

In 1999, Rita earned her license and started her career working for Anderson Area Properties. At that time, they were the largest independently owned company in the city. Its leadership poured knowledge and

As time passed, she met her soulmate, Joe, and in 2011 they married. Her husband encouraged her to follow her passion and return to real estate. She returned to work full-time at Agent Owned Realty, now EXP Realty. Business began to pick up for her, and they knew they had made the right decision. In 2015 Joe obtained his real estate license. In 2016, the couple moved to Keller Williams Western Upstate,





## WE ENSURE TO MEET ALL OUR CLIENT'S NEEDS & WANTS, NOT JUST SELL THEM A HOUSE. ”

where they began to work as a husband and wife team, The Upstate Garner Group. Rita is the team lead, and Joe works on the day-to-day business operations. The couple has been happily building their careers together ever since. They both feel that the support and encouragement from the broker, the staff, and the Keller Williams culture have contributed significantly to their growth and success. The team now includes Toy Crumpton as their Executive Assistant and REALTOR® Thomas Stephens.

### Teamwork Makes The Dream Work

With a volume of \$17.5 million just last year, Rita, Joe, and their team have proven that they are among the best at what they do. They attribute their success to hard work, a fantastic team, and many wonderful clients in the Upstate.



Rita states, “It’s amazing watching someone buy their first home. It’s an honor to assist that same client a few years later who’s ready to sell or rent that home and purchase another piece of property, increasing their portfolio. We ensure to meet all our client’s needs and wants, not just sell them a house. Providing great customer service and developing strong relationships ensures our clients trust our knowledge and experience enough to return or refer their friends or family.”

Joe states, “Anyone can sell you a house. Only someone that takes the time to listen and to understand you can sell you a home.”

The future looks bright for The Upstate Garner Group as they continue to grow their business and their team. Rita and Joe believe that having a busy business is a blessing. They plan to continue to grow the team to meet the needs of a rapidly growing community. While being hands-on ensures that things go smoothly, they realize the need for dedicated professional agents to work alongside them. They are confident that the team they are creating has the expertise and professionalism to handle anything.

As they work hard at placing clients and friends into their dream homes, the real estate duo also make sure to volunteer their services in other ways. Rita and Joe contribute to charities like Habitat for Humanity, where they help people who might not otherwise ever become homeowners, the Lot Project, a non-profit organization that assists people without housing, and Calvary Home for



Children, an association that houses and provides for the needs of foster children.

Rita and Joe love being at home or boating on Lake Hartwell when they are not working or donating their time to their community. They enjoy spending their time with family and friends. Between them, they have seven adult children and 11 grandchildren. They also have one great-granddaughter! Outside work, they love Clemson football, Atlanta Braves baseball, NASCAR races, or just hitting the road for a family trip. They also enjoy big family get-togethers. Making time for their family and friends is extremely important for these two REALTORS®.

Rita and Joe love helping buyers and sellers, new or seasoned, navigate the world of real estate and achieve their dreams. They are passionate about their hometown of Anderson County and love to share it with others as they decide if they want to make Anderson or Upstate SC their home.

Rita concludes, “The Upstate, specifically Anderson, is conveniently located between Charlotte and Atlanta. We have all four seasons, beautiful landscapes, and are home to Lake Hartwell, Lake Keowee, and Lake Jocassee, among other beautiful lakes. We are an easy drive to big mountain ranges and coastal areas. There is something here for everyone, and we love to help others find the same passions that we have for the area we call home.”

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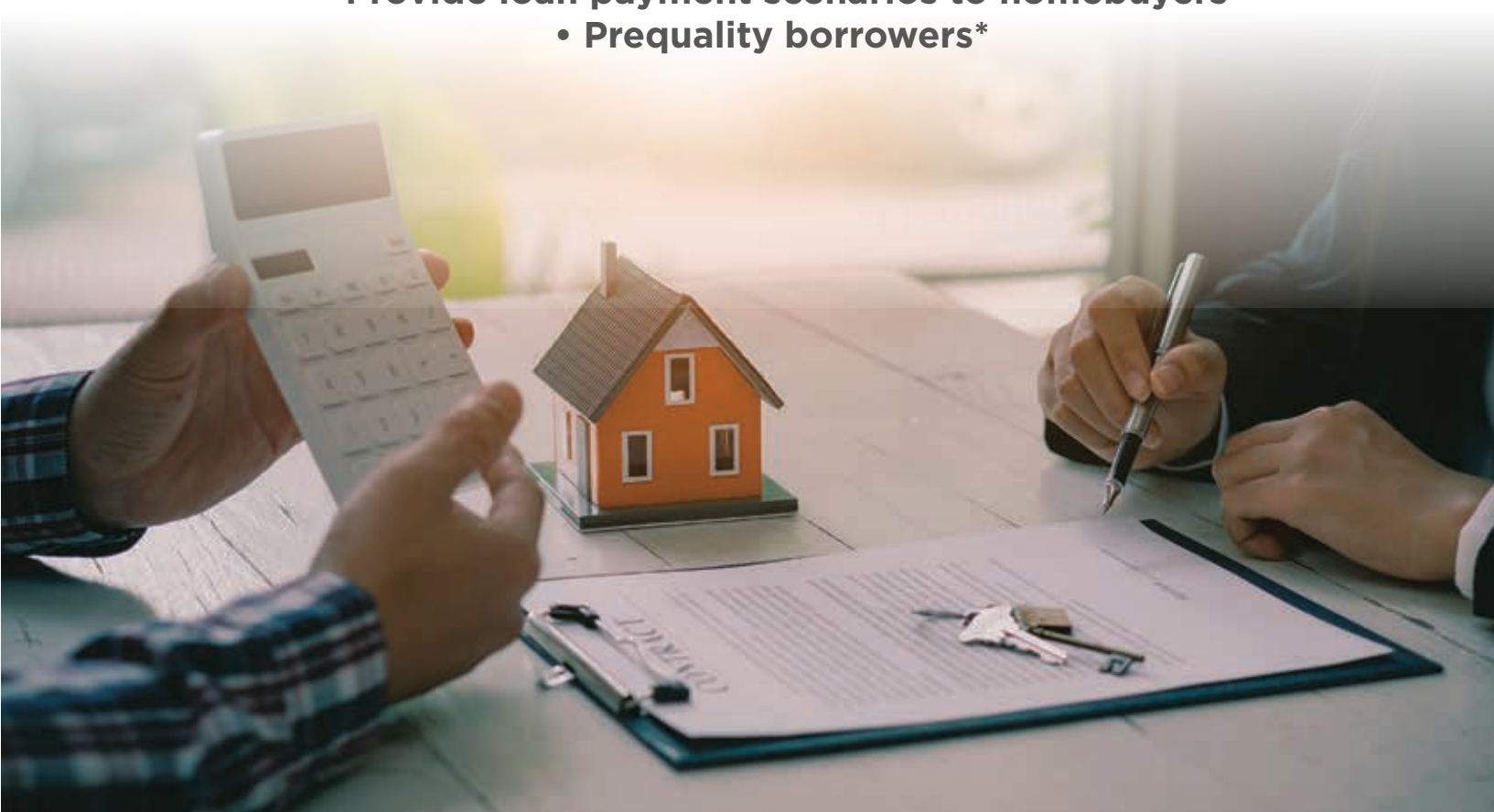


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# GABRIELLE CAMPBELL

## BrandName Real Estate

*Gabrielle Campbell of BrandName Real Estate is a few states south of her home state. Originally from New York, she has happily settled in South Carolina with her golden retriever, Rogue.*



started. She went from working solo at KW Drive, to a buyers agent on the Aubree Lewis Group, before going solo again, and she joined BrandName Real Estate.

Exhausted with her jobs, Gabrielle told herself she would only do one or two deals per month and did not want to work with a team again. By the end of that year, she had closed 66 deals and realized she would have to start a team or she would drown. Gabrielle ended 2022 with 85 closed and pending transactions personally and a total of 120 with her team. Her team is small, just Gabrielle and five other agents, Erica Shepard, Mia Perdomo, Ashley Jeter, and Tatiana Newsome.

## THE ROAD HERE

Gabrielle's path to becoming a Real Estate Agent is unusual. In college, Gabrielle envisioned herself becoming a Sideline News Reporter. During her senior year, she realized that being a reporter was not everything she imagined; once she graduated, Gabrielle returned to the only job she knew; waitressing.

During her previous marriage, a few months in he had to quit his job due to medical issues. As a result, Gabrielle picked up multiple jobs to help make ends meet. One of these jobs was becoming a Real Estate Agent. When she first became a Realtor, she started solo at KW Drive, which was hard. She only had connections from North Greenville University and her husband's family connections to help her get

## MENTOR

Gabrielle's father has been her hero and role model for her entire life. She proudly describes him as a "go-getter" and explains, "he never received a college education but owned his own business by the age of 20... I watched my dad run so many successful businesses but always stayed humble." He taught her how to manage her business and wealth- to work hard and help others. He is a man that would give you the shirt off his back, and she is so thankful that she was blessed with such an incredible father and meteor.

## ▶▶ rising star

Written By **Dana Moze-Kadavy**  
Photos by **Jerry Coli**, Jerry Coli Photography



## ON THE JOB

Following her father's example, Gabrielle makes the best business choices for herself, including working with BrandName Real Estate. With a straightforward business plan, their compensation plan is something she appreciates; she gets 100% commission for \$200 a month. This allows her to invest more money into her business team and clients.

Gabrielle finds joy in helping millennials. She is passionate about educating first-time buyers, sellers, and investors. One of her favorite experiences from 2022 is helping a client buy two investment properties and flip them- he was only 20!

As her business is social media based, all her clients are her Facebook friends. She loves following their lives and being invited to weddings, baby showers, and more! Gabrielle explained, "I don't have a specific charity I give it to; it's more of people I encounter that have a need in that moment." Gabrielle loves supporting people her age; women starting businesses or young couples starting businesses, and more! In all aspects of her job, she goes above and beyond; if her clients are having a tough time, she sends them a care package. She loves to celebrate happy times too! If they are engaged or expecting, they are getting a surprise at the door! She loves to spoil people.

## FAMILY

The most essential part of Gabrielle's life is her family and friend. She loves spending her days at the lake on her boat or watching the NY Yankees. Gabrielle is passionate about traveling and enjoys a good book or cocktail.

## HARD TIMES AND ADVICE

While she is in a good place now, there were many hard days to get where she is now. When she first



quit her other jobs to be a full-time Realtor, she only had \$98 in her bank account and \$3,000 in bills due that month. She sold clothes at Plato's closet to make ends meet and borrowed money from her family. At this point, she realized she needed to change how she was doing Real Estate. Gabrielle explained, "I felt God telling me to trust him and quit the real estate team. I had no idea what I was going to do- but I had to make a change. I just needed 1-2 deals a month to cover my bills. And that is the year he gave me 66."



**DON'T LET PEOPLE ROB YOU OF THE IMPACT YOU ARE SUPPOSED TO MAKE BECAUSE YOU'RE AFRAID OF WHAT THEY THINK.**



Gabrielle believes age is just a number and does not define anyone's abilities or level of success. Be grateful for all that you have, but work hard. It is never too late to start on social media "this is the era we are in!"

Remember your clients after the closing. Make an effort to see them two or three times a year, and "don't let people rob you of the impact you are supposed to make because you're afraid of what they think." Her goal for herself is not to be a luxury specialist realtor but to be remembered as "loving everyone I encounter and leaving everyone I encounter feeling loved."

Do you have a tip you would like to share with your fellow Realtors? Reach out to us at [amy.porter@n2co.com](mailto:amy.porter@n2co.com)







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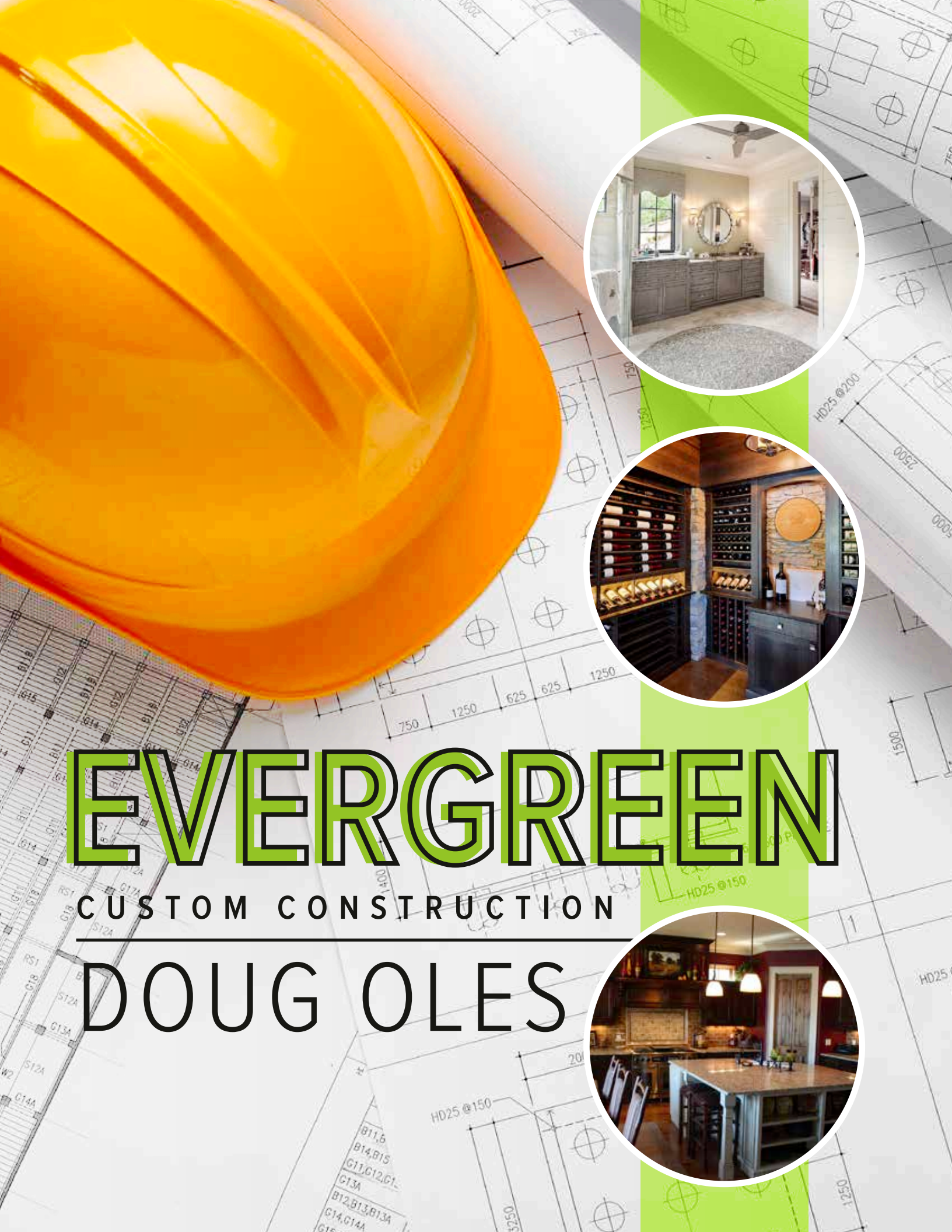
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# EVERGREEN

CUSTOM CONSTRUCTION

DOUG OLES

▶ preferred partner • Written By: Amy Porter

## Evergreen Custom Construction: Making Your Dream Home a Reality in Greenville, SC and Beyond

### INTRODUCTION:

Building your dream home is a significant milestone in anyone's life. For those in the Greenville, SC area, Evergreen Custom Construction is the premier custom home builder that can transform your vision into reality. With a dedicated team of experienced professionals and a commitment to quality craftsmanship, Evergreen is the go-to choice for custom homes and renovations in the upstate of South Carolina and Western North Carolina. Let's explore why Evergreen stands out in the industry and how they can help you create your perfect home.



Communities and countless in the downtown Greenville area we can accommodate any job. Evergreen takes pride in using quality, tried and true materials to create high-quality custom

### UNPARALLELED EXPERTISE AND PERSONALIZED SERVICE:

At Evergreen, they understand that building a custom home is a personal and unique journey. With over 100 years of combined experience in the custom home building field, their team of project managers brings a wealth of knowledge and expertise to every project. Their focus on effective communication, including four points of contact and state-of-the-art software utilization, ensures that clients are involved and informed throughout the construction process. Whether it's designing the floor plan or selecting colors and finishes, Evergreen's professional team offers personalized assistance at every step.

homes that reflect style and elegance. Their expertise extends to energy-efficient homebuilding, custom design and drafting, garage construction, and home extensions. No matter the scope of your project, Evergreen has the skills and resources to deliver exceptional results.

### THE EVERGREEN DIFFERENCE:

Choosing the right home builder is crucial, and Evergreen sets itself apart with its unwavering commitment to quality and customer satisfaction. The company's owners take a hands-on approach, personally overseeing each project to ensure it meets the highest standards. With a limited number of homes built each year, Evergreen provides unparalleled attention to detail, giving every home the utmost care and focus. They prioritize low-maintenance living by using top-quality materials, such as 30-year architectural shingles, fiber cement siding, and energy-efficient windows and doors.

### COMPREHENSIVE DESIGN AND BUILD SERVICES:

Evergreen is a full service custom home builder, offering comprehensive design and build services for both custom homes and custom renovations. With over 70 homes designed and built in the Cliffs



**THE SEVEN STEP PLAN:**

Evergreen's proven Seven Step Plan provides a transparent and organized approach to building your dream home. From initial meetings to final walkthroughs, each step is carefully executed to ensure that your vision becomes a reality. This plan allows for effective communication, timely construction updates, and attention to detail, making the building process seamless and enjoyable for clients.

EVERGREEN'S NEW HOME CONSTRUCTION SERVICES EMPOWER YOU TO START FRESH, CUSTOMIZE EVERY DETAIL, AND ENJOY ENERGY-EFFICIENT FEATURES **TAILORED TO YOUR NEEDS.**

**EMBRACE YOUR DREAM HOME WITH NEW HOME CONSTRUCTION:**

While moving into an already constructed home may offer convenience, building a custom home brings unparalleled benefits. Evergreen's new home construction services empower you to start fresh, customize every detail, and enjoy energy-efficient features tailored to your needs. You have the freedom to select the perfect location, design your ideal layout, and create a custom yard that suits your lifestyle. By choosing Evergreen, you can expect a higher property value and a home that reflects your unique taste and preferences.

**CONCLUSION:**

Evergreen Custom Construction is the trusted name in custom home building and renovations in the Greenville, SC area and beyond. With their experienced team, comprehensive services, and dedication to excellence, Evergreen brings dreams to life. Whether you're envisioning a stunning new home or seeking to renovate and upgrade your existing property, Evergreen is the partner you can rely on. Contact them today to embark on your journey to a remarkable custom home in Greenville, SC, Asheville, NC, Lake Keowee, SC, or The Cliffs Communities in SC and NC.

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# 10 TIPS TO THE TOP

▶ tips of the trade

By: **Rupesh Patel**, Rupesh Patel  
Home Selling Team | eXp Realty

## INTRODUCTION:

Being a top-producing real estate agent requires a combination of skills, dedication, and strategic thinking. In a competitive industry like real estate, it's crucial to set yourself apart and consistently deliver exceptional results. Being a seasoned real estate agent for over 14 years I wanted to share my top 10 tips to help you become a top-producing real estate agent. Whether you're just starting or looking to elevate your career, these insights will guide you towards success.

## BUILD STRONG RELATIONSHIPS:

Real estate is a people-centric industry, so developing strong relationships with clients, colleagues, and industry professionals is paramount. Be authentic, attentive, and responsive to their needs. Building trust and rapport will not only result in repeat business but also generate referrals, which are invaluable for long-term success.

## MASTER YOUR LOCAL MARKET:

To be a top-producing real estate agent, you must have an in-depth knowledge of your local market. Stay informed about trends, pricing, neighborhood developments, and market conditions. The more you know, the better equipped you'll be to guide your clients and provide valuable insights.

## EMBRACE TECHNOLOGY:

In today's digital age, embracing technology is essential for staying ahead. Leverage customer relationship management (CRM) software, online marketing tools, and social media platforms to streamline your processes, reach a broader audience, and stay connected with clients. Utilize technology to automate repetitive tasks, allowing you

to focus on building relationships and closing deals.

## CONTINUAL LEARNING:

Real estate is a dynamic industry that requires constant learning and adaptation. Stay updated on industry news, attend seminars, conferences, and webinars, and seek mentorship from experienced agents. Enhance your skills by pursuing relevant certifications and designations, such as becoming a Certified Residential Specialist (CRS) or Accredited Buyer's Representative (ABR).

## DEVELOP EXCEPTIONAL COMMUNICATION SKILLS:

Effective communication is the cornerstone of success in real estate. Hone your listening skills to understand clients' needs and concerns, and communicate clearly and concisely to keep them informed throughout the buying or selling process. Regular and timely communication builds trust, reduces anxiety, and enhances client satisfaction.

## LEVERAGE YOUR NETWORK:

Your professional network can be a powerful asset. Nurture relationships with lenders, inspectors, contractors, and other professionals in related fields. Collaborating with trusted partners not only adds value to your clients but also expands your referral network and enhances your reputation as a reliable real estate agent.

## PROVIDE EXCEPTIONAL CUSTOMER SERVICE:

Going the extra mile to deliver exceptional customer service sets you apart from the competition. Be proactive, responsive, and attentive to your

clients' needs. Anticipate potential issues and offer viable solutions. By providing a memorable experience, you'll gain loyal clients who will become your advocates.

## ESTABLISH A STRONG MORNING ROUTINE:

Building a strong morning routine sets the tone for the rest of your day and can significantly impact your productivity and overall well-being. By incorporating activities like exercise, meditation, planning, and a healthy breakfast, you can optimize your energy levels, focus, and mindset to start each day on a positive note. A great book to learn more about this is Hal Elrod's "Miracle Morning"

## CULTIVATE A STRONG WORK ETHIC:

Being a top producer requires hard work, discipline, and perseverance. Set goals, create a schedule, and prioritize tasks to maximize productivity. Real estate is a demanding industry, so be prepared to work evenings and weekends to accommodate clients' schedules. A strong work ethic will set you apart from the competition and yield fruitful results.

## NEVER STOP PROSPECTING:

Consistent lead generation is vital for sustained success as a real estate agent. Dedicate time each day to prospecting for new clients, whether through cold calling or calling people who know you like you and trust you.



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# JUSTIN

# COLEMAN

— CLIFFS REALTY —



## ►► cover story

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

### FROM PHYSICAL THERAPY TO REALTOR®, JUSTIN IS BLAZING HIS OWN TRAIL TO SUCCESS!

Dedicated. Driven. Determined. Justin David Coleman, a REALTOR® for Cliffs Realty Sales has all of those characteristics. He realized tenacity is essential for succeeding in real estate.

“According to the NAR, 75% of REALTORS® don’t make it past their first year, and 87% fail within 5 years. This business can be demanding - mentally, emotionally, and physically, and it takes a strong will and perseverance to make it through,” says Justin. A man of perseverance, Justin gives real estate his all. He earned his real estate license in 2013, but it wasn’t an easy decision to make.

### SWITCHING GEARS

Real estate wasn’t initially on the radar for Justin. He explains, “While attending school at Clemson, I started working at The Cliffs in 2008 as a cart attendant and caddy and worked my way into bartending. I graduated from Clemson with a degree in Biological Sciences with the intention of becoming a physical therapist.



After being waitlisted the first year (2011), I kept working full-time as a bartender at The Cliffs, where I developed many great relationships with the members.”

That’s when Justin was faced with one of the most difficult (and career-defining) choices of his life. He was both accepted into the physical therapy program at MUSC and given the opportunity to open and manage the Keowee Towne Market in April of

2012 and given one weekend to make a decision. After a weekend of prayer and deep discussions with his wife, he decided to pass on the opportunity at MUSC and took up the offer to manage the Keowee Towne Market. After a difficult year at the market and realizing that management might not be his calling, one of the Cliffs members, Dick Ross (a former Cliffs sales executive), suggested Justin try real estate. “He felt I had the personality, work ethic, and rapport with

the Cliffs members to have success,” explains Justin. Initially, he started as an associate for the then-broker at the time, and after a year the broker left, and Justin became a full sales executive and has been ever since! He knows it is his mission in life to help others. “I’ve been able to fulfill that goal in many ways through real estate, and I look forward to continuing that mission for the rest of my life,” he reflects.



“ I AM PASSIONATE ABOUT CHANGING THE PERCEPTION OF A REALTOR®, ONE CLIENT AT A TIME.



A self-described loyal, hardworking and easygoing guy, Justin values his faith and family. He says, “I am an ‘under the radar’ person who typically avoids the spotlight.” However, he is making a mark in real estate with a career volume topping \$151 million. That’s not even including the \$30 million in company sales from developer-owner lots that have not been reported to the MLS.

#### A CAREER DEDICATED TO EXCELLENCE

Throughout his real estate career, Justin has focused on providing exceptional service to his clients. His commitment to going above and beyond has earned him a reputation as a trusted,



knowledgeable professional and his success is a testament to his dedication and hard work.

#### OVERCOMING OBSTACLES

Justin faced challenges along his journey, the first being the difficult decision to pass on the opportunity to pursue physical therapy. However, with the guidance and mentorship of Dick Ross, Justin found his calling in real estate. Additionally, he experienced initial struggles in the industry, going almost a year without making a sale. Despite these obstacles, Justin persisted, showing up every day, working diligently, and eventually securing his first sales. This resilience and determination paved the way for his success.



SURROUND YOURSELF  
WITH GOOD PEOPLE.  
PEOPLE WITH PURPOSE  
AND PASSION AND WHO  
VALUE PRINCIPLES,  
INTEGRITY, AND LOYALTY.



## PASSION FOR MAKING DREAMS COME TRUE

The most rewarding aspect of Justin's business is helping his clients achieve their dreams. Whether it's assisting them in finding their perfect home or guiding them through the process of selecting the ideal lot to design and build a custom home, Justin takes joy in making a positive impact on their lives. Seeing his clients find happiness and fulfillment in their real estate endeavors brings him immense satisfaction.

Justin plans to continue his career in real estate for the long term, leveraging his ties to the area and his love for the community. He also wants to change the perception of real estate agents. He comments, "I am passionate about changing the perception of a REALTOR®, one client at a time." Justin's dedication to

delivering exceptional service, staying up-to-date on the market, and going the extra mile sets him apart in the industry. He comments, "I enjoy taking clients out on the lake, out on one of the golf courses, or to one of the dining venues within the communities to give them a feel for how incredible the lifestyle here is."

## FAMILY AND PERSONAL INTERESTS

Justin is happily married to his wife Courtney, whom he met at freshman orientation at Clemson University. Justin jokes, "I copied part of her schedule and we had a few classes together and became good friends. We eventually started dating in 2008 and then got married in 2011."

They have two children, Nash (7) and Emma (4), and enjoy going on family

adventures together. From waterfall hikes and visiting Dollywood to attending football games, they cherish quality time spent as a family. Justin's hobbies include cheering for Clemson football, hiking, fishing, golfing, and savoring moments with his loved ones.

Justin and his wife also have a heart for others. "We are involved in and support our church (Alive Wesleyan Church) and have given to their Project 20 campaign, which is focused on planting 20 new Christ-centered communities in the next ten years," adds Justin.

## HIDDEN TALENTS

One unique thing about Justin is that he can ride a unicycle. He comments, "I learned in 4th grade how to walk on stilts, juggle, and ride a unicycle (including the 5 foot tall ones)... so if

real estate doesn't continue to work out for some reason, I may have a backup in the circus."

## DEFINING SUCCESS

To Justin, success is not merely measured by financial achievements but by finding happiness and fulfillment in what you do. He believes that when you love what you do, success naturally follows. Celebrating small wins, cherishing life's simple joys, and making a positive impact on others are the cornerstones of Justin's definition of success. Justin also leans heavily on his faith and says, "There's a great Bible verse that comes to mind regarding success - 'Commit to the Lord whatever you

do, and he will establish your plans (Proverbs 16:3)."

Justin strives to be remembered as an authentic, loyal, and integral person who made a difference in the lives of others. His dedication to helping people and his commitment to living a life of integrity shape his interactions and guide his professional journey.

In the words of Carlos Wallace, "Surround yourself with good people. People with purpose and passion and who value principles, integrity, and loyalty." Justin embodies these qualities and continually seeks to surround himself with individuals who share the same values.

## FINAL THOUGHTS

Justin's journey as a REALTOR® exemplifies dedication, resilience, and a genuine desire to make a positive impact. With his unwavering work ethic and commitment to client satisfaction, Justin has earned the trust and respect of those he serves. As he continues to pursue his passion for helping people find their dream homes, Justin's focus on authenticity and integrity sets him apart as a truly remarkable professional in the real estate industry.

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)







▶▶ exclusive event invite!!!

By Robert Smith Owners & Publishers

# Upstate Real Producers Wings & Wheels: Real Estate Agents' Rides

## Where The "BEST" Real Estate Professionals Gather Under One Roof!

To register to the event please scan the QR code. Limited spots available.

**When:** September 27th, 2023

**Where:** Special Services Corporation, 10 Opportunity Pl Suite A, Greenville, SC 29607

**Time:** 6:00pm-8:30pm

**Who's invited:** If you receive *Upstate Real Producers*, you're invited!

**Dress:** Come as you please!

\*\*\* No outside vendors are allowed (Lenders, Real Estate Attorneys, Inspectors, etc.) Out of respect for our paying advertisers, they will be asked to leave.\*\*\*

On Wednesday, September 27th, *Upstate Real Producers* will be hosting its biggest event of the year, *Upstate Real Producers* 'Wings & Wheels' event! Come gather with the best of the best *REALTORS*® in the Upstate. This event will be like no other - get ready for some fun, and lowkey networking! Our theme for this Real Producers event is **Wings & Wheels: Real Estate Agents' Rides** That's right, we are challenging the Top 500 *REALTORS*® to bring out their best rides and show them off. Who can participate? Any Real Estate Agent that receives *Upstate Real Producers* magazine. Do I have to have a motor vehicle in the show to attend? Absolutely not! This is a **FREE** event with provided hors d'oeuvres and beverages. You do not want to miss out on this special opportunity to rub elbows in a casual setting with

other elite agents and real estate professionals. *Upstate Real Producers* Preferred Partners will be in attendance with tables for viewings, door prizes, and giveaways.

This event will be held in the airport hangar of Special Services Corporation in downtown Greenville, SC. Special Services is a well-known and respected company in the aviation community with over 50 years of experience operating and managing aircraft. Special Services Corporation listens to your needs, and then through collaborative planning, customize your flight department. The result is a professional turnkey operation for less cost while maintaining the highest standards of service and safety. Special Services Corporation aircraft owners enjoy the benefits of aircraft ownership without the hassles.



**This event will have a limited number to who can attend and you will have to RSVP to attend the event. To RSVP, scan the QR code on this page & fill out the requested information. If you have any questions you can email Robert Smith at robert.smith@n2pub.com or text/call 843-560-6278!**

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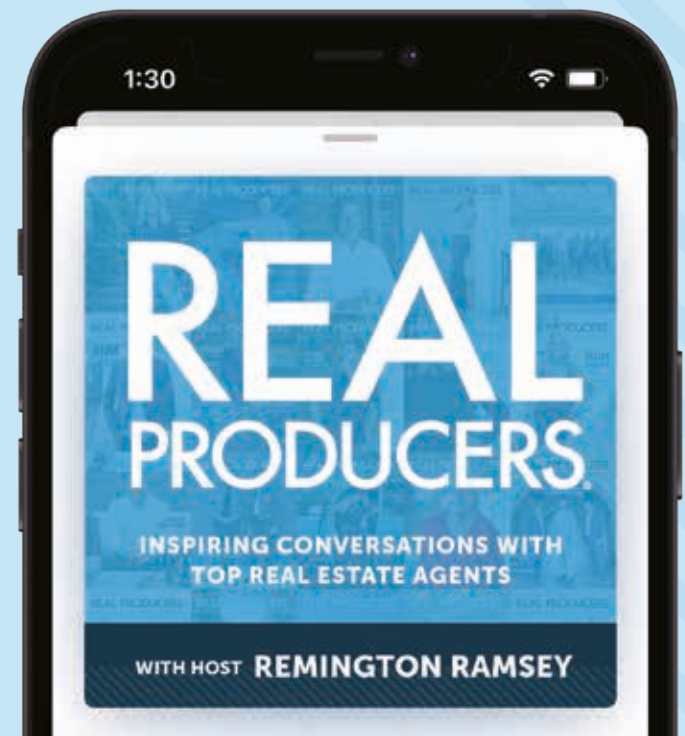
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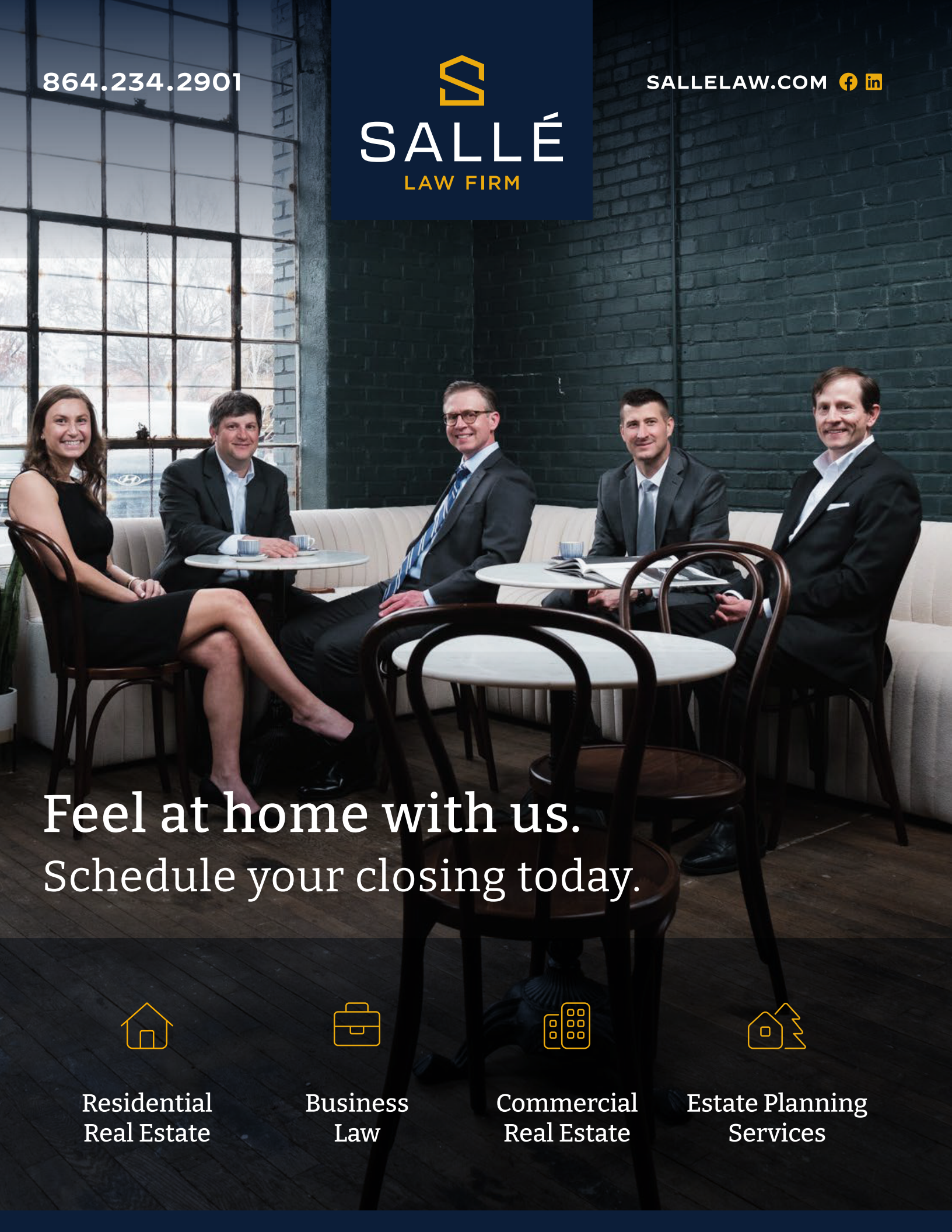
Real Producers Podcast is hosted by Remington Ramsey, creator of the Real Producers brand that reaches more than 100 markets nationwide. He is a real estate investor as well as an avid reader and writer.



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