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These diverse experiences honed her skills in sales and customer relations, which seamlessly transitioned into her real estate career.

Born and raised in Irmo, SC, Alison graduated from the University of South Carolina. Her career in hotel sales took her to Charlotte, NC, but love led her to Pawleys Island, where she and her husband, William Pavy, an attorney, have lived for the past 12 years. “With my husband’s support and the support of other family and friends, this career change has been smooth and very rewarding. I could not have done it without their support,” she acknowledged.

Alison is no stranger to overcoming obstacles. “I’ve faced many challenges in my life, but I always try to persevere and stay motivated to do better. I don’t like to fail, and that’s helped me become successful in this industry thus far,” she explained.

What fuels Alison’s passion in her business is building relationships. “I love connecting with new people, building a relationship and finding their dream home.” she said. The most rewarding aspect of her business, Alison believes, is building strong, trusting relationships with clients. “Ensuring they have a positive experience throughout the buying or selling process is crucial. Repeat business and referrals are often indicators of high client satisfaction.”

When asked to define success, Alison emphasized the importance of hard work and dedication. “Success to me is about continuously learning, growing, and improving myself while showing kindness, compassion and perseverance,” she stated.

Family plays a vital role in Alison’s life. Her husband, William, and their two children, Wills (8) and Allyne (5), keep her grounded. “My son is very involved in sports, and my daughter

Ever felt unsure about where life is taking you? Alison Pavy encourages you to trust the journey, even when you don’t fully understand the path.

In just two short years, Alison has become a notable name in the real estate world, combining her passion for sales, interior design, and customer relations into a thriving career. Starting her journey in April 2021, Alison quickly made a mark in the industry, driven by her strong determination and a genuine desire to help people find their dream homes.

“Real estate was always a dream of mine,” Alison shared. “COVID

changed my schedule and with two small children, I needed more flexibility. A significant death in my family made me reevaluate my life. It gave me the courage to take the leap of faith and dive into real estate.”

Alison’s path to real estate wasn’t linear. Before becoming a realtor, she was the Director of Sales for Hilton for many years, followed by a Marketing & Coordinating role at A&I Fire and Water Restoration.



“
ALWAYS MAKE SURE YOU PUT 100%
INTO WHAT YOU DO AND BE
PASSIONATE ABOUT YOUR BUSINESS.
 ”

dances and plays tennis. We love spending time together at the beach and boating,” she shared.

Outside of her business, Alison enjoys playing on a tennis team in Pawleys Island and cherishes her time at the beach. A little-known fact about Alison is that she is very hard on herself. “I expect to do better than everyone else and put a lot of pressure on myself when I don’t meet my goals,” she confessed.

For aspiring realtors, Alison’s advice is simple yet profound: “Be patient and get to work.”

Alison’s dedication to her clients is unwavering. “I truly care about my clients and listen to their needs. I always put 100% into my business and love building relationships with new people and maintaining the ones I have from the past,” she affirmed. As for her legacy, Alison hopes to be remembered as “Being known for her honesty, ethical standards, and integrity in all professional and personal dealings.”

In closing, Alison emphasizes the importance of passion and dedication in business. “Always make sure you put 100% into what you do and be passionate about your business,” she advised. Alison Pavy’s story is one of resilience, dedication, and a heartfelt commitment to her clients. As a rising star in real estate, she continues to inspire and pave the way for others in the industry.

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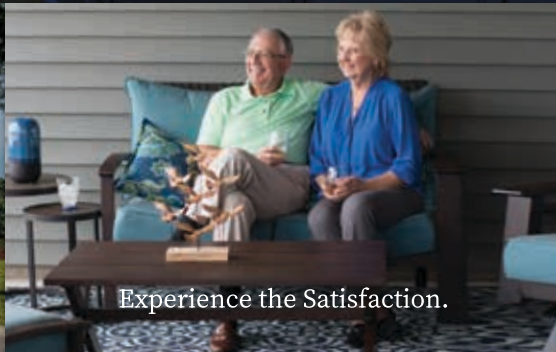


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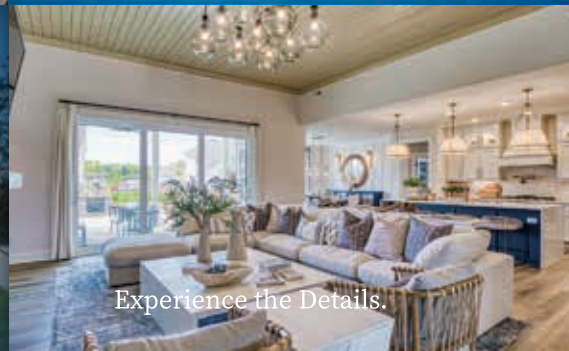
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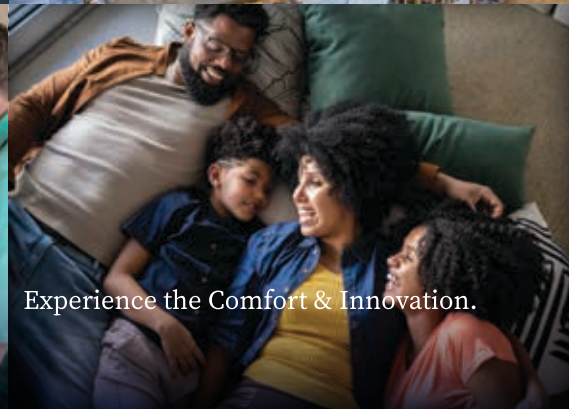
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Matt Smoak

ISLAND INSPECTIONS

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

Growing up in the picturesque town of Pawleys Island, Matt Smoak's childhood was a tapestry of surfing adventures, fishing trips with his dad and brothers, and the kind of tight-knit community experiences that define small-town life. "Pawleys Island was an even smaller community years ago," Matt reminisces. "I wanted my daughters to grow up with those same experiences."

Matt's journey led him to college and a fulfilling career in public safety, where he spent over 20 years serving the community. But in 2017, driven by his love for building, engineering, and an unmatched attention to detail, Matt founded Island Inspections. "My desire to serve the community never waned," Matt shares. "Starting Island Inspections felt like a natural progression for me."

Island Inspections, based in coastal South Carolina, offers a range of services including commercial, residential, and ancillary inspections. "We live and serve in the communities where we conduct our business," Matt explains. "We have a vested interest in, and a responsibility to, others who also want to call coastal South Carolina home."

Matt and his team pride themselves on their impeccable standards of practice, unwavering integrity, and excellent customer service. "Our vision is to support the community as the most trusted and reliable professionals in the industry," he says. "With demonstrations of stewardship, we will honor God and each other with our business."



What Sets Island Inspections Apart?

Matt highlights the unique offerings that distinguish Island Inspections from the competition. "We provide personal attention and prompt scheduling that you may not find elsewhere," he notes. "Every inspection comes with a home warranty at no cost to the client. We also use drone and thermal imaging technologies with every inspection, again at no additional cost."

Additionally, Island Inspections offers a variety of add-on inspections, such as mold/indoor air quality, pools, hot tubs, and irrigation systems. "Our reports are typically published within 24 hours, and we offer a 10% discount to our Hometown Heroes," Matt adds proudly. "We're also one of the few recognized commercial property inspectors in the state, and a member of the CCPIA."

Family First: The Heartbeat of Island Inspections

For Matt, the most fulfilling aspect of his work is the opportunity to operate as a family. "We have more time together now, and holidays are truly celebrated as a family," he shares. "No more crazy nightshifts or being on call during the holidays." Matt and his wife Jen, a first-grade teacher, work together to manage the business. "Jen assists with day-to-day operations when she's not in the classroom," Matt explains. Their daughters, Tatum, Macey, and Harper, are also an integral part of their lives. "We love boating, traveling, tackling home improvement projects,"



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and serving with our church family at Pawleys Island Community Church,” Matt says with a smile.

Life Beyond Work

When they’re not working, the Smoak family enjoys movie nights, hosting dinner parties, and riding the golf cart to Hagley Landing to watch the sunset. “Jen loves to cook, get lost in a good book, and write,” Matt says. “She published her first book, ‘Joy Comes in the Morning,’ in 2021.

As for me, I love fixing things – right now, it’s jet skis – and trips to the gun range. Together, we also serve with a marriage ministry helping couples in crisis.”

Matt’s philosophy on success is as grounded as his approach to business. “Success is not a pie there’s enough for everyone,” he states. “When we run our business with integrity and grit, success follows. At the end of the day, we’re doing business with people, not computer files or stacks of paper. Life is about relationships.” As Island Inspections approaches its seven-year anniversary, Matt reflects on the significant changes

he’s seen in the real estate market. “Coastal South Carolina remains a hot spot for tourists and transplants seeking a bit of paradise,” he observes. “We’ve seen inspection companies come and go, but our perseverance and dedication have kept us strong.”

Looking ahead, Matt has big goals for 2025. “I’ve earned my General Contractor’s license and we’re expanding the business to include commercial inspections,” he announces. “With this expansion, we’ll soon bring in other inspectors for the residential division.”

A Legacy of Service and Faith

Ultimately, Matt hopes to be remembered for running the race well and being a good and faithful servant to God and the community. “We want to leave a legacy of integrity, hard work, and commitment to our community,” he says.

For more information about Island Inspections, visit their website at www.islandinspectionsllc.com or give them a call at 843-817-8810.

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In addition to our large events, we've introduced smaller, more intimate luncheons to celebrate the Covers, Feature Agents, and Rising Stars recently highlighted in our magazine. These gatherings offer a relaxed environment where agents can unwind, share experiences, and build deeper connections. Hosted by our awesome RP partners, these luncheons also provide an opportunity to learn more about the sponsors and their products and services that can serve them and the real estate community.

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- **Dream Finders Homes:** Hosted in January at Crave, Myrtle Beach
- **SeaSide Furniture Gallery:** Hosted in March at Crave, North Myrtle Beach
- **Freedom Boat Club:** Hosted in June at Greg Norman Australian Grille

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As you browse through the photos from our luncheons, we hope you enjoy the moments captured and feel inspired by the dedication and success of these featured REALTORS®. Here's to celebrating excellence and fostering a thriving real estate community!

Written By Anita Jones



David G. Wurster
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- Tides Eye Photography

Russell Auth

From RP Rising Star to Cover – In Only 3 years in Real Estate!

Russ Auth's journey to becoming a successful realtor is a story of perseverance, passion, and transformation. With a background that spans multiple careers and industries, Russ has carved a niche for himself in the competitive world of real estate. His journey, filled with highs and lows, serves as an inspiration to many aspiring realtors and professionals.

"I officially started my career as a realtor in June 2021," Russ begins, reflecting on his relatively recent entry into the field. "Before that, I worked in various jobs and careers throughout my life." One of the most notable roles he held was as a Project Manager in New York City for a large commercial HVAC company owned by his father. "We worked in some of the most historical and famous buildings in NYC, such as Bergdorf Goodman and The Plaza Hotel," he recalls with pride.

Transitioning from HVAC to real estate was not Russ's first career change. He also ran a successful personal training business and was an IFBB Professional





Bodybuilder in Classic Physique. “Purchasing my first property in 2019 was a very eye-opening experience,” he shares. “I was hooked and wanted to become an agent from that day forward!”

Growing up in Warwick, NY, Russ was instilled with a strong work ethic by his parents. “My father taught me the value of hard work and the value of a dollar,” he says. This foundation proved invaluable when he moved to Myrtle Beach to attend Coastal Carolina University in 2014. Initially majoring in Exercise Science with aspirations of becoming a chiropractor, Russ found his passion in helping others achieve their fitness goals, eventually earning his IFBB Professional Card in Classic Physique Bodybuilding.

Despite his diverse career background, Russ’s transition to real estate was not without challenges. “After only being licensed a few months, I was ready to throw in the towel and go back to full-time personal training,” he admits. However, with the support of mentors and a dedicated routine, he committed 100% to real estate and began to see the fruits of his labor.

Investment properties are where Russ’s passion truly lies. “Whether it’s short-term rentals, long-term rentals, flips, or government housing, I love the analytical aspect and feel I’ve found a niche in our local market,” he explains. Helping individuals and companies grow their investment portfolios has been the most rewarding part of his business, allowing them to retire sooner and create lifelong wealth.

Russ’s definition of success is deeply personal. “Success is waking up to do what you love every single day, having a partner in life to share your journey with, and having lifelong friendships,” he says. “You can have all the money in the world, but if you have no one to share it with, what is the point?”

Family is at the heart of Russ’s life. His wife, Morgan, a professional photographer, has been his biggest supporter. “She makes me a better man each day and is my main driving factor in why I work so

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hard,” he shares. Their daughter, Penelope, born in November 2023, has completely transformed his outlook on life. “My motivation in all facets of life stems from Penelope. I will give her anything and everything as my little girl.”

Russ’s father, Russell J. Auth Sr., continues to be both a mentor and business partner. “We’re more than just father and son; we’re avid business partners in real estate and other ventures,” Russ notes. His mother, Lisa Moro, and older sister, Christina Auth, also play significant roles in his life, providing unwavering support and guidance.

Outside of work, Russ’s passion for golf is evident. “Golf was my first passion before bodybuilding and real estate. It’s my main stress reliever, and I hope to be playing for the rest of my life,” he says with a smile.

Russ’s advice to up-and-coming realtors is straightforward yet profound. “You need to put in the time and effort to see your business thrive. My business could never have grown to where it is today without putting my head down and working like most would not,” he emphasizes. “If you are struggling, don’t give up. Success is attainable for any individual, but it’s up to you to grab hold of whatever it is you want to be successful in and make yourself the best at it.”

Reflecting on his journey, Russ wants to be remembered for the impact he made on his friends and family. “I want my children to see the legacy left for them and the impact I made in the lives around me,” he concludes. His story, filled with determination, hard work, and love, serves as a beacon of inspiration for those who dare to dream and work relentlessly to achieve those dreams.

“In golf, as in life, it is the follow-through that makes a difference,” Russ says, encapsulating his philosophy in a single, powerful statement.



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