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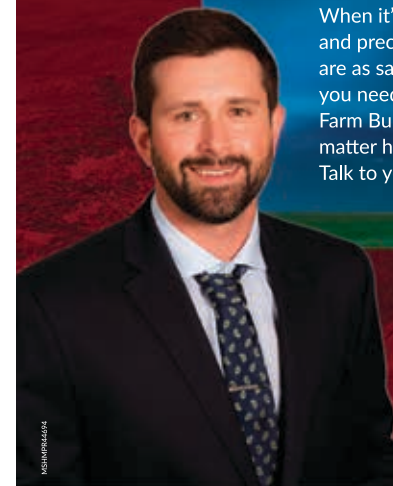
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TABLE OF CONTENTS




08
Meet the Staff



10
Publisher's Note: Dees Hinton



14
Top Producer: Shannon Roundtree



20
Rising Star: Bracey Godfrey



26
Partner Spotlight: Family Termite and Environmental



32
Partner Spotlight: WLBT Studio 3



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▶ publisher's note: dees hinton

5

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We greatly appreciate our Sponsors, Preferred Partners and REALTORS® for supporting us the past 5 years! It's been quite a ride and we are looking forward to more great times.

We also hope each of you had a chance to stop by WLBT's table and talk with them about our partnership! If you want more information about a segment on Studio 3, reach out to me or Cindy and we will give you the details.

Dees



AUGUST BIRTHDAYS:

- Aug. 4 — Susan Marquez
- Aug. 8 — Debbie Thomas
- Aug. 15 — Dees Hinton
- Aug. 18 - Marianne Coker
- Aug. 18 - Rodney McCoy
- Aug. 19 - Donna Taylor
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SHANNON ROUNDTREE



SP COLLECTIVE, A DIVISION OF STARKVILLE PROPERTIES



Written by Susan Marquez Photography by Abe Draper Photography

Shannon Roundtree is enjoying the challenge of something new. In the spring of this year, she joined Starkville Properties in pioneering their membership with MLS United. Starkville Properties is a long-established real estate brokerage in Starkville, MS. The company wanted to expand their efforts to the Central Mississippi Area and tasked Shannon and business partner, Jessica Wood, to advance these exciting new efforts as SP Collective, a division of Starkville Properties. With Starkville being her self-proclaimed “happy place” and as a long-time resident of Madison, being a REALTOR® member of both MLS United and the Golden Triangle MLS are the perfect fit for Shannon.



“I grew up in Clinton,” says Shannon. “My husband, Brian, is also from Clinton. We both went to Mississippi State, but we didn’t meet until my brother introduced us during my senior year of college.” Shannon majored in fitness management and worked in cardiac and pulmonary rehab for several years. When her oldest daughter was a year old, she decided to switch gears to be a stay-at-home mom. The next year, Shannon and her husband welcomed a second daughter. “During that sweet season of my little girls’ lives, I started a side business so I could work with flexibility and still enjoy being home with them! I began decorating front doors with wreaths and garlands. That work turned into a very busy seasonal decorating business, mainly focused on decorating homes for Christmas, and business took off.”

Soon Shannon was helping with small decorating jobs, including choosing paint colors, lighting and furniture. “I formed Roundtree Staging and Design, which I exclusively worked at for several years. As my decorating business continued to grow, I decided I wanted to work with REALTORS® to stage the homes they were selling.” After working as a stager, Shannon decided she wanted to get her real estate license. That was the next logical step in her career.

“I started my real estate career at Keller Williams,” says Shannon, “Jessica worked at Kennedy and Company Real Estate. I later join them, and it was a perfect fit. I greatly admire and look up to Juanita and Steve Kennedy. They are consummate professionals, amazing at what they do, and are also dear friends of mine!”

“ WE BOTH BRING DIFFERENT TALENTS, STRENGTHS AND PERSONALITIES TO THE BUSINESS. ”

Judy Webb, Jessica’s mom, is an owner at Starkville Properties. When she and broker Jay Murphy approached them about expanding into the Central Mississippi market, it seemed like the next logical step for Shannon and Jessica. “Starkville Properties covers the Golden Triangle area,” explains Shannon. “SP Collective covers Central Mississippi. Both Jessica and I live in Madison, so we continue to work in this area, but are also available to work with clients who want to buy or sell a home in the golden triangle area.” Both have children who just finished their freshman year at Mississippi State, so the timing lined up perfectly. “We love any opportunity to go to Starkville to work and to see our college kids,” laughs Shannon.

Shannon says their working arrangement has worked out beautifully. “My younger daughter plays volleyball, and we travel a lot. I don’t want to miss a moment of her playing and having Jessica there to cover for me makes that possible. And of course, I cover for her in return. Jessica does our graphic design and I do our staging, and we work with buyers and sellers together. “We both bring different talents, strengths and personalities to the business.”

Shannon and Brian have two daughters, Emma Kate and Reese



and Jessica and her husband J.R. have two sons, Neal and Wilkes. Our families are good friends. “Jessica and I are business partners as well as friends. Family comes first for both of us, so the situation we have now is ideal for us.” They also own Spring Nutrition on Jefferson Street in the Olde Towne Clinton. “We work on all kinds of projects together,” laughs Shannon.

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BRACEY GODFREY

Written by Susan Marquez Photography by Abe Draper Photography

BRACEY GODFREY HAS A LONG LEGACY OF SUCCESS IN THE REAL ESTATE INDUSTRY. “MY MOTHER, KAREN GODFREY, HAS BEEN IN THE BUSINESS FOR 32 YEARS -- SHE IS THE BROKER/OWNER OF GODFREY REALTY GROUP IN CLINTON. MY GRANDMOTHER WAS THE BROKER FOR COLDWELL-BANKER FOR A LONG TIME. AND MY GRANDFATHER EVEN GOT HIS REAL ESTATE LICENSE LATE IN LIFE.”



Karen & Bracey Godfrey



Bracey has lived in Clinton her whole life, graduating from Clinton High School, where family roots run deep. “My parents, aunts, uncles, and cousins all graduated from Clinton High School!” Bracey says she was raised as a real estate kid, spending a lot of time in the car. “My mom used to have to drive to get signatures on paperwork. I have seen firsthand how technology has come such a long way since then.”

When it was time to go to college, Bracey thought she'd go another route. She attended Ole Miss where she majored in speech pathology. “I went to graduate

school at the University of Louisiana at Lafayette, but while there I felt like it was not where I was meant to be.” She returned to Clinton and decided to try real estate full-time.

Leave it to a mom to know what is best for their children. “My mom signed me up to get my real estate license when I was 18.” Bracey got her license in June 2015, just before going into her sophomore year in college. “In downtimes from school, I helped my mom with some of the more technical aspects of the business.” When she decided to leap into real estate as a career, Bracey gave it her all.





“
 MY MOM SIGNED ME UP TO GET MY
 REAL ESTATE LICENSE WHEN I WAS 18.
 ”



Bracey started working at Godfrey & Ivy Realty, Inc. in 2019. By the time she had her first closing, she was confident. “I feel like I’ve had the best training around. My mother still loves real estate as much as she ever has, and she is always there to help me if I have a question. I started at Godfrey and Ivy Realty, Inc. where Danny and Debbie Ivy have known me since I was a child. Debbie was our broker and Danny was my mom’s business partner until they retired. Our office has many experienced agents I can go to when I have questions.”

Bracey says she isn’t afraid to ask questions, because when it comes to her clients, she understands they are making the most expensive investment they’ll ever make. “I want to do all I can to make sure they are taken care of.” Bracey says she especially likes working with buyers. “First-time buyers are always fun. It’s so rewarding for me to help them find the right house and then to hand over the keys. But I also enjoy the marketing side of working with sellers. In both cases, it’s important to counsel clients during the

process. Being transparent and communicating the steps to come helps to alleviate a lot of anxiety for clients.”

Now Bracey is a homeowner. “I bought an older home in Clinton and my parents helped me renovate it,” she says. “They flip houses, and that’s something I enjoy as well. I learned a lot about taking an old home, and bringing it up to code, transforming it into a nice living space. It’s something my family enjoys doing together. I am thankful for the knowledge I have gained and the time we get to spend with each other through the renovation process.

When she isn’t working, Bracey says she loves to read. She sets a goal for herself each year. “I haven’t read the number of books I should have so far this year, but I’m hoping to catch up.” She also enjoys learning new skills. “They are really old-time skills. I am learning to do embroidery and crochet, which I can do at night while watching TV.”

Bracey enjoys traveling as well and says she is ready to go anywhere any time.



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▶▶ partner spotlight

Written by Susan Marquez Photography
by Abe Draper Photography

FAMILY TERMITE AND ENVIRONMENTAL TREATS CUSTOMERS LIKE FAMILY

When Thomas Tramel decides to do something, he goes all in, learning all he can. “I decided that knowing all you can about whatever industry you are in sets you apart.” One look at the company’s website will tell you more about mold, termites, and other pests than you ever thought you would need to know. But Thomas believes that when you do business with someone, they need to know all there is about that business.

Thomas started his business in 2010, after working for someone else in the pest control industry for several years. He wanted to learn more about the business, and he learned it from the ground up. “I started as a helper, picking up garbage, washing trucks, and anything else they needed me to do for \$7.50 an hour. I eventually did everything from answering the phone to working on the computers. Ready to go on his own, Thomas founded his company, Family Termite and Environmental. After three years of planning, the company’s first day of business was Valentine’s Day, 2011.

Thomas named the business Family Termite because he wanted something different. “I wanted my employees to be like family, and to treat our customers like family. I always tell my employees that if they wouldn’t say or do something around their grandma, they shouldn’t say or do it around anyone else.” His wife, Allison, worked with him in the business for a while before going to school to become a surgical tech at Women’s Hospital.

For a kid who left his home in Alabama at the age of 15, Thomas has done well. His car took him as far as a gas station in Florence, Mississippi where he saw a

“help wanted” sign at the Baskin-Robbins there. He got the job and saved his money to start a lawn service company before going to work in pest control.



Working with REALTORS® has been an important part of the services the company provides. It was important enough for Thomas that he got his real estate license. “I wanted to know all the inner workings of the real estate industry and be up to date on all regulations and codes so that I could better serve them,” Thomas explains. “If my company was a heart, the REALTORS® would be one of the main arteries. My grandpa used to say there’s one thing they don’t make more of, and that’s dirt, and you can’t buy or sell it without a REALTOR®.” The company works with at least 200 different REALTORS®. “We do a lot of WDIR reports for closings. Our company has a full WDIR department, and we offer a fully digital report for \$79. Each house is digitally rendered along with a full interior and exterior visual inspection. We send the report right away, which helps when an agent is trying to gather together everything for closing.”

Family Termite’s contracts are simple and basic, says Thomas. “We offer the most value, hands

down. Our termite contracts are for life. Our customers don't have to pay to have their homes re-treated every five to 10 years. The treatment of a building is good for as long as the chemical says it's good. Then it's time to re-treat, at no additional cost to the customer. We also do year-to-year contracts, and we do preventative treatments. People like the way we do business – we have over 70,000 accounts!" Thomas says that Family Termite contracts with houses, not people. "That's because we treat houses, we don't treat people. If a home is under contract with us, the contract is automatically transferred at no charge to the new homeowner."

The concept of shelter is an important one to Thomas. "Humans need food, water, and shelter to survive," he says. "Pests require the same things to survive. Unfortunately, the shelter they seek is often our homes. We work to control the environment so that it is not conducive to pests or mold. We look for moisture and other factors which we work to eliminate."

Thomas has been successful in his business and always works to keep various revenue streams.



“
IF MY COMPANY WAS A HEART, THE REALTORS® WOULD BE ONE OF THE MAIN ARTERIES.
”

He owns a property management company as well as several rental homes. He also has a clothing company and a company that teaches other businessmen how to streamline their businesses, as well as a retirement information company that works to set up income for the future.

Thomas and Allison live in Brandon with their two children - a daughter (18) and a son (16). The family enjoys traveling. Their daughter shares Thomas's love of flying. "I own a 1972 Cessna 182," he says. "I went to pilot school and I enjoy flying. Our daughter loves it as well and she plans on going to school to become a flight attendant. She also wants to study business finance. I'm hoping both of my children will eventually take over this business when I retire."

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WLBT Studio 3

WLBT'S LUXURY LIVING SEGMENT ON STUDIO 3 BREATHES NEW LIFE INTO STANDARD LISTINGS

Five days a week, Monday through Friday, central Mississippi residents can tune in to WLBT-TV at 3:00 pm to watch interesting and insightful lifestyle stories on Mississippi's first ever lifestyle show called Studio 3. "The show launched last fall and has been well-received by viewers," says Grace Temple, who serves as the Lifestyle Producer of the show. It is Grace's job to build the show each day, sourcing content, determining in which segments guests will appear, graphics and so much more. It's basically juggling all the logistics for the show, which is broadcast live. "We only have one shot at getting it right," she says.

Grace is the only person on the *Studio 3* team who already worked at WLBT before joining the *Studio 3* team. She worked in the news department but was tapped to produce the show as the concept for *Studio 3* was being developed. An Ole Miss graduate, Grace started working at WLBT right out of college. "It's been an interesting transition from news to lifestyle stories, but I've really enjoyed it."

Kayla Turner Thomas is the Executive Producer of *Studio 3* and Creative Services Director for WLBT. She has worked as a marketing manager at WLBT since 2018. Her vision for *Studio 3* was to create a spotlight of local things to do and to showcase the extraordinary people of Mississippi. She explains that as an NBC affiliate, her vision is largely inspired by the *Today* show. "We get to have our own little *Today* show right here in Mississippi," jokes Kayla. "It's been most rewarding seeing the excitement on our guests' faces when they enter the studio."

Angela Evans, a Tennessee native by way of Kentucky, is the show's host. She is the face of the show and her inquisitive mind allows her to interview her guests with sincerity. With over two decades of local television experience, Angela says hosting *Studio 3* is right up her alley. "*Studio 3* shows the good in Mississippi. I like to say that we are the fun show! Instead of negative news, we get to show everyone the things that make living in our state so great! From all the retailers, food, services, organizations, individuals, and events, *Studio 3* shows people why Mississippi is a great place to call home."

Jessica Wilkinson also serves as the Lifestyle Reporter for the show. She gets out of the studio and goes into the field to report on location two to three times each week. Having a Lifestyle Reporter live on location brings a sense of accessibility to the viewers, inviting them to experience the business before ever stepping foot there.

Behind the camera for the show is James V. Smith, an Atlanta transplant whose previous position was shooting video for the internet sensation "Mr. Beast." Serving as the show's Lifestyle Content Producer, James brings a creative eye and steady hand to the team.

A few months after the show originally aired in September 2023, the popular "Luxury Living" segment was added. Luxurious properties in the central Mississippi viewing area are featured, with the REALTOR® listing the home serving as a tour guide. "The segment reaches a very large audience," says Ashley Quick, who serves as Media Executive for the show. Angela adds, "So many eyes are on the home, and that just expands the audience for the property." When shooting each home, James also focuses on incorporating scenes from the neighborhood, so that viewers can truly understand the kind of lifestyle owners of the home will have. "The segment is also interesting to those who aren't in the market for a home," says Angela. "People enjoy looking at homes, whether it is to see how other people live, or to get ideas for their own home."

James says the Luxury Living segments are his favorite to film and create content for. "I'm very passionate and excited to bring the Realtor's® vision



Grace Temple



Angela Evans



James V. Smith



to life!” says James. “More attention to a property also elevates the brand of the REALTOR®,” he says. “It’s a good way to bring a face to a name.” Ashley adds that for a REALTOR® to have one of their listings on television definitely sets them apart. “Only ten percent of all listings have a video, and there is a difference between having an iPhone video and a professionally produced video. That’s what we offer.”

Central Mississippi Real Producers has partnered with WLBT to sponsor the Luxury Living segments. “It’s a great way for us to get connected to the ad partners featured in the magazine,” says Ashley. “And it presents a real opportunity to *Central Mississippi Real Producers* as well. The magazine will have three dedicated segments on the *Studio 3* show each month. The segments can focus on the magazine, on a partner, or a REALTOR®.”

The Luxury Living segment has been so popular that a “Mississippi Living” segment will be added in the future “It will feature homes that don’t fit the ‘luxury’ criteria but give opportunity to all realtors to stand out from their competition,” says Angela, “but they will be beautiful homes that are on the market.”

In a world where digital real estate listings can become overwhelming and feel impersonal, Luxury Living on *Studio 3* breathes life into a standard listing and connects the viewers to the REALTOR® in a way that hasn’t been done before.



Studio 3 Team:
James V. Smith,
Kayla Turner Thomas,
Angela Evans,
Grace Temple,
Jessica Wilkinson

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