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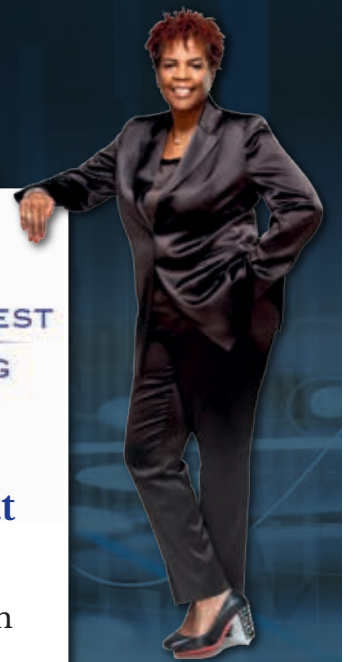
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**Ashley Streight**  
Content Coordinator



**Cassie Teeter**  
Writer



**Christina See**  
Writer



**Michael Berry**  
Photographer



**Molly Cobane**  
Writer/  
Client Relations Specialist



**Caleb Nelson**  
Photographer



**Elizabeth Looney**  
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**Neal Hanna**

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There is a term I have come to really love recently... **MUTUALITY**.

Mutuality is a principle of interdependence and shared benefit, and it is essential for building strong, trusting relationships. This concept is crucial not only between top agents but also with our trusted affiliate partners. Mutuality fosters a collaborative environment where everyone can thrive.

For top agents, mutuality means viewing colleagues as collaborators rather than competitors. Sharing insights and strategies can elevate the entire team, creating a culture of learning and growth. Seasoned agents can mentor newcomers, who, in turn, bring fresh perspectives and energy. This exchange enhances individual performance and strengthens the team's overall capability.

Mutuality extends to our relationships with affiliate partners, such as mortgage brokers, home inspectors, and marketing professionals. Building strong, mutual relationships with these partners involves recognizing their value, respecting their expertise, and working together towards common goals. This synergy leads to superior service and greater client satisfaction. A mortgage broker who understands your clients' needs can offer tailored solutions, while a marketing professional aligned with your goals can create more effective campaigns.

Embracing mutuality encourages transparency, trust, and open communication—all vital for lasting relationships. When clients see their agent's network of trusted partners working seamlessly together, it instills confidence and peace of mind. They know they are surrounded by professionals who have their best interests at heart.

Finally, mutuality is a way of doing business that elevates everyone involved. By fostering mutual support and shared success, we create a collaborative, innovative, and ultimately, more successful real estate community.

Here's to mutual success,

**Jeff White,**  
Owner/Publisher



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▶ partner spotlight

Photos by Caleb Nelson

# meet Jonathan TORRES with Frase Protection

## A Legacy of Security, Innovation & Community in Memphis

Frase Protection has been a staple in Memphis for over five decades, known not just for its top-notch security systems but also for its unwavering commitment to the community. Founded in 1971 by Robin Frase, this company has grown from a local security solution to a trusted name in home and business protection, now under the dynamic leadership of CEO Jonathan Torres.

### THE EARLY DAYS

Robin Frase was more than just a security expert—he was a visionary. His journey into the world of security began with a simple need: local business Amro Music was experiencing break-ins, and Robin, an engineer, stepped in to create a custom security system. This solution marked the birth of Frase Protection, and from there, the company began to flourish, built on Robin's dedication to innovation and customer service.

When Robin passed away, his son Jonathan Frase took the helm, continuing to expand and modernize the business. Jonathan's efforts ensured that Frase Protection kept pace with advancing technology and the growing security

needs of Memphis residents and businesses. The foundation of the business has always been as it is today to make Memphis a safer place.

### JONATHAN TORRES: FROM YOUTH MENTOR TO CEO

Jonathan Torres' (known to most as simply Torres) path to becoming CEO of Frase Protection is as inspiring as it is unconventional. Born in New York City and raised in Miami, Jonathan moved to Memphis at 14 when his father got a job with International Paper. Initially, the family had reservations about the move, unsure about life in the South. However, they quickly fell in love with Memphis, its culture, and its affordable cost of living.

Jonathan's early years in Memphis were marked by a lack of direction. He graduated from the first class of Cordova High School in 2001 and, after a period of uncertainty, found his way to Union University. A chance conversation about college set him on this path, a decision that would profoundly shape his future.



**BUILDING A BRAND THAT CARES**

Frase Protection’s branding strategy reflects its commitment to community care. The company’s logo, prominently displayed on signs and stickers, symbolizes a business that genuinely cares about the well-being of its city. This ethos resonates strongly with the real estate industry, where protecting investments and ensuring safety are paramount concerns.

For realtors, Frase Protection offers a reliable support system, safeguarding their clients’ properties and investments. In an ever-changing real estate landscape, the company aims to be a trusted

partner, providing peace of mind and security solutions that go beyond mere installations. Realtors can confidently refer Frase Protection to their clients, knowing they are offering a service that truly cares about their community.

**LOOKING AHEAD**

Torres envisions a bright future for Frase Protection, characterized by growth, innovation, and a deepening commitment to community well-being. His leadership aims to take the company to new heights, blending business success with a heart for service. As Frase Protection continues to expand its reach and impact, it

remains steadfast in its mission to make Memphis a safer and better place for everyone.

In essence, Frase Protection is not just a security company; it is a beacon of hope, safety, and community spirit. Through its innovative solutions and community engagement initiatives, the company exemplifies what it means to care for a city and its people. Under Jonathan Torres’ leadership, Frase Protection is poised to continue its legacy of protection, service, and community development for many years to come.

By focusing on both cutting-edge security technology and meaningful community partnerships, Frase Protection ensures that when you see their sign, you know it stands for safety, integrity, and a deep commitment to making Memphis a better place for all.

“My twenty years of working with young people in this city has shown me that we have incredible people in Memphis who want to thrive and grow.”

It was during his college years that Jonathan’s faith deepened, thanks to friends who guided him through turbulent times. This newfound faith led him to the organization Young Life, where he discovered a passion for working with youth. It was also during this season he discovered a passion for a young staff member at Young Life named Janna, who would eventually become his wife. “We were friends for quite awhile. I finally realized I would be an idiot if I didn’t ask her to date me. And then realized I’d be a bigger idiot if I let her go.” Together, the couple’s work with high school students in Memphis, particularly in underprivileged areas, ignited a desire to make a lasting impact on the community. They moved into the Berclair neighborhood and their house became the safe-haven for Kingsbury high school students looking for somewhere to hang out.

As their family grew, the Torres family looked for the next chapter of their community influence. This time, at Memphis Athletic Ministries (MAM), where Torres initially joined as a fundraiser. His dedication and leadership qualities quickly propelled him to COO and eventually CEO. During his

tenure at MAM, Torres fostered strong community ties and implemented programs that made a significant difference in the lives of Memphis youth.

**TRANSITIONING TO FRASE PROTECTION**

In January 2024, Torres transitioned from MAM to Frase Protection, bringing his extensive experience and community-focused mindset. His connection with Jonathan Frase, formed through a faith-based CEO peer network group called C12, facilitated this new role. Torres saw Frase Protection as a perfect platform to blend his business acumen with his passion for community service.

Robin Frase’s legacy of innovation is evident in the company’s current offerings, including state-of-the-art residential and small business security systems, camera systems, and access control solutions. Frase Protection’s primary mission is to ensure every customer feels safe and secure, fostering peace of mind and trust in their protection services.

**A COMMITMENT TO COMMUNITY**

Under Jonathan Torres’ leadership, Frase Protection’s mission has evolved to include a broader

commitment to making Memphis a safer and more vibrant community. This goes beyond just installing security systems. The company is building deeper ties with organizations like Slingshot Memphis, which assesses the effectiveness of nonprofits and programs in fighting poverty. By supporting such initiatives, Frase Protection aims to address the root causes of crime, providing individuals and families with the resources they need to build better lives.

Torres believes that meeting basic needs, like food and job security, is crucial for meaningful change. “My twenty years of working with young people in this city has shown me that we have incredible people in Memphis who want to thrive and grow. Our job is to make sure as many Memphians as possible get those opportunities.” His vision for Frase Protection is not just as a business but as a force for good, partnering with other companies and non-profits to uplift the community. This approach encourages clients and employees to get involved in local causes, creating a ripple effect of positive change throughout Memphis.



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# meet Shimar

► on the rise

By Christina See  
Photos by Susan  
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# Willis

## FIERCELY FIGHTING FOR HIS CLIENTS

Shimar Willis is one of the most tenacious REALTORS® in Memphis. After dropping out of Southwest Community College in 2016, he found himself delving into the intricacies of psychology books after his father passed away the year before.

“Losing my father was a profound and transformative experience that altered the trajectory of my life,” says Shimar. “It led me, unexpectedly, into the realm of real estate. His passing marked a pivotal moment for me to re-evaluate my future. It prompted me to seek a career path that would not only provide stability, but also allow me to help others navigate significant life transitions.”

Shimar sought self-improvement through introspection and a fierce drive to become who he was meant to be. He found himself drawn to the world of real estate for the freedom and lifestyle it brought rather than the financial gain. He says, “The thrill of piecing together unconnected dots and solving problems became my passion.”

Growing up in an impoverished neighborhood presented Shimar with challenges that shaped both his perspective and his determination. “Every day was a lesson in resilience, making my way with limited resources and social barriers. However, these hardships instilled in me a drive to defy the odds. With support from my family, I pursued reading books relentlessly, viewing knowledge as a ticket to a better future. Through hard work and perseverance, I transcended the limitations imposed by my environment, and I learned how to become stronger and more resilient. The



experiences of my upbringing taught me invaluable lessons about being resourceful and the power of never quitting. This shaped me into the person I am today—someone who sees obstacles as opportunities for growth and who is committed to breaking cycles of adversity through empowerment and knowledge.”

“Our family dynamic is strongly influenced by love and support,” says Shimar. “We were led by the unwavering love of my parents, who created a nurturing environment where we learned the importance of respect, responsibility, and mutual support. Growing up as the youngest of three, with an older brother (Raphael Willis) and sister (Charkia Willis) was a journey marked by both learning from their experiences and forging my own path.”

Looking ahead, Shimar sees himself leveraging advancements and innovative strategies to stay ahead

in this competitive industry, while also maintaining a deep commitment to ethical practices and community engagement. In due time, he will have his broker’s license. He says, “Ultimately, real estate represented more than just a career path for me. Honestly, it’s more of a lifestyle. I literally just be me, and God does the rest. I believe the definition of faith isn’t wondering if he’ll do it, but KNOWING HE WILL.”

Shimar passed his real estate exam on June 15th, 2020 – the last in-person test exam before the 2020 COVID shut-down. A REALTOR® for four years, Shimar is the VP of sales at Progressive Realty Services, LLC, and has been since day one. He is currently building his dream team for the future.

“My broker, Leah Douglas-Wooten, literally taught me at her hip, says Shimar. “Her wisdom, grace, and belief in my potential shaped my path in profound ways. Through her guidance, I learned not only the different ways of navigating the complexities of real estate but also the importance of resilience, integrity, and empathy in every transaction. She imparted valuable lessons through her actions and words, instilling in me a commitment to excellence and a passion for continuous learning. Her mentorship and love became my beacon of inspiration, empowering me to overcome challenges with grace and determination. Like a belt, she held me close during times of uncertainty, providing strength and stability as I pursued my real estate goals. Her influence continues to resonate in my journey, a testament to the power of mentorship and the impact of a remarkable woman.”

“

ULTIMATELY, REAL ESTATE REPRESENTED MORE THAN JUST A

CAREER PATH FOR ME. HONESTLY, IT'S MORE OF A LIFESTYLE.

I LITERALLY JUST BE ME, AND GOD DOES THE REST.”

Shimar volunteers for Reaching Back INC 501c3. This is a non-profit organization to advocate for the elderly to age gracefully in their home. “They step in and make major and minor repairs on families’ homes, because they understand life and hospital bills can become a bit stressful. Trying to juggle both can become a tough decision to make. They help relieve the stress of that decision,” says Shimar.

Shimar has been a multi-million dollar producing REALTOR® since his very first year in the industry. “Focusing on building relationships and continuous learning, you will not only set yourself apart in this competitive market but also lay a solid foundation for long-term success and growth in whatever career you choose,” says Shimar.

“My real estate career and relationships are at the core of my life’s purpose, and I approach both with utmost seriousness and dedication. In real estate, I am committed to excellence, continuously expanding my knowledge and skills to provide clients with informed guidance and exceptional service. Every transaction is a testament to my professionalism, integrity, and unwavering commitment to achieving optimal results for my clients,” he says.



Big League Movers would like to congratulate **Shimar Willis** on his “On the Rise” Feature this month!

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meet  
**Tracy  
Jefferson**

Photos by Caleb Nelson



## *A Heartfelt Passion for Helping Others*

Tracy Jefferson, a native of the Mississippi Delta, embodies a genuine commitment to serving her community. Born and raised in Greenville, MS, Tracy's childhood was filled with the simple joys of riding bikes, playing kickball, and indulging in old-fashioned lemon cookies with her cousins. Her carefree days stretched until the streetlights flickered on, a testament to her adventurous spirit.

In 1997, Tracy made a pivotal move to Memphis, where she embarked on a career journey that blended compassion, expertise, and dedication. Initially joining Sears Optical, she later transitioned to becoming a Certified Ophthalmic Assistant at Southern Eye Associates (2003-2005) and The Hamilton Eye Institute (2006-2016) providing essential patient care at both medical facilities. These roles allowed her to balance work with precious moments spent with her son, Hunter, while also achieving financial stability.

However, Tracy's heart yearned for more—a career that aligned with her passion for helping others. Inspired by HGTV, she decided to pursue real estate. Tracy obtained her real estate license and has since spent over eight years guiding clients toward their dream homes. Her success is rooted in relationships—connections forged during her 27-year tenure in

Memphis. As a REALTOR®, Tracy understands that trust and familiarity are the cornerstones of her business. She cherishes the diverse network she has cultivated across the greater Memphis and Mississippi area, where her warm personality ensures she never meets a stranger.

*Inspired by HGTV, she decided to pursue real estate. Tracy obtained her real estate license and has since spent over eight years guiding clients toward their dream homes.*

Tracy's adaptability shines through each career transition. Even while maintaining a thriving real estate business, many clients remained unaware of her full-time commitment elsewhere. Operating out of the Crye-Leike Bartlett office, Tracy serves clients in both Tennessee and Mississippi. Her dual-state expertise positions her well, especially during the growth surge in Desoto County and surrounding areas. Tracy's resilience was evident during the pandemic, with approximately 75% of her business centered in Northwest Mississippi.



Beyond transactions, Tracy views homeownership as a vital wealth-building opportunity. Her mission extends beyond sales—it's about educating, equipping, and encouraging others to realize their visions. Operating in a "No Judgement Zone," Tracy fosters transparency and trust, earning respect from peers and clients alike.

Her accolades speak volumes: Eight years with Crye-Leike Realtors, Leadership

MAAR Alumni 2021, MMDC 4th Year Member, CL MMDC Lifetime Member, NAREB MMDC 3rd Year Member, 2023-2024 MMDC Recording Secretary, 2024 Benevolent Trustee Board President, 2024 President-Elect for Women's Council of Realtors, future AREA Graduate (Fall 2024) and designations including ABR RENE, AHWD, MOM, and RELO. In 2023, Tracy achieved her broker's license in both Tennessee and Mississippi, positioning her for leadership at local, state, and national levels.

**TRACY'S FUN FACTS:**

**Family First:** Tracy proudly wears her mom's hat, with two sons—Hunter (31) and Kaleb (15). Their adventures and milestones light up her life.

**Cosmetic Maven:** Beyond real estate, Tracy dabbled in the art of beauty as a Mary Kay Cosmetics seller. It wasn't just a job; it was her vibrant "side hustle."

**Crafting Magic:** If you wander through Hobby Lobby, keep an eye out for Tracy. She's the one turning raw materials into beautiful creations. Crafting fuels her soul.

**Movie Nights:** Tracy's favorite film? The timeless classic, "Dirty Dancing." The romance, the music, and those iconic dance moves—it all resonates with her heart.

**Ninja Warrior Enthusiast:** When she's not closing deals, Tracy tunes in to "American Ninja Warriors." The thrill of athleticism and determination captivates her.



**Grizzlies Game Cheers:** Tracy's heart beats in rhythm with Memphis Grizzlies games. The energy of the court and the camaraderie of fans fuel her passion.

**Sweet Indulgence:** Cookies 'n' cream ice cream is her guilty pleasure. It's the perfect reward after a successful day of helping clients find their dream homes.

**Coastal Fish Escapes:** Date nights at Coastal Fish restaurant? Tracy's all in. Watching the sun set on the open patio, good company and seafood make her smile.

**TV Favorites:** Tracy unwinds by watching "House Hunters" and sharing laughs with Steve Harvey on "Family Feud." Home inspiration and family fun—it's the perfect combo.

**Musical Roots:** Back in high school, Tracy rocked the flute as a mean band player. Her musical spirit still echoes, even amidst real estate transactions.

**Influencer:** Tracy, the creative dynamo, turned her last name into a captivating hashtag - **#JefferSOLD!** Dive into the buzz on social media and witness her trailblazing journey."

Tracy Jefferson's unwavering commitment to others shines through her remarkable journey. Whether helping clients find their dream homes or advocating for homeownership, Tracy's heart remains firmly rooted in service to others.

*Tracy Jefferson's unwavering commitment to others shines through her remarkable journey.*



# NOMINATIONS / RECOMMENDATIONS!

## NOMINATE YOUR FAVORITE AGENT:

We are always accepting nominations for feature stories! If you know a colleague who is absolutely ON FIRE and deserving of celebration, we would love to feature them in an

upcoming edition of *Memphis Real Producers* magazine! Categories may include Top Producer, Rising Star, Team Leader, Broker, Giving Back to the Community, etc. To nominate a fellow REALTOR®, simply scan this QR code and follow the prompts. We look forward to receiving your nominations!



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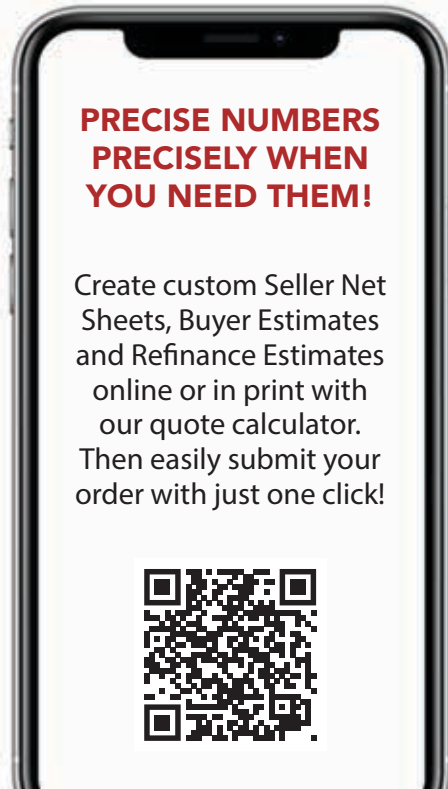
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Meet

# JENNIFER

“BIRD” WILLIAMS

A Perfect Nest



By Christina See | Photos by Elizabeth Looney Photography

“ I used to be an avid runner. Instead of putting on pjs for bed, I would put on running clothes so I could jump up at 6am and go for a 3-mile run. I think I have participated in every St. Jude marathon for the past 23 years and countless other races – even

during my own cancer treatment, which coincided with Covid. I am proud of all the medals I have because they make me feel like I have accomplished something. Little did I know at the time, what I was accomplishing was the ability to persevere,” says Jennifer.

Jennifer was born in Alexandria, VA, and has worked in sales her whole life. Her next-door neighbor was a REALTOR® Jennifer says, “She loved what she did and was always full of spunk. I was young and impressionable, and it was her that encouraged me to get my real estate license in 1995.”

She started out with Coldwell Banker in Northern, VA, at the rental desk. “At that time,” says Jennifer, “it was customary that new agents start on rentals and then work their way into sales. In hindsight, it was really smart. It taught me patience and responsibility when helping others make such a huge decision. In some instances, my renters not only turned into life-long friends, but buyers later down the road.”

“ I LOOK UP TO A LOT OF PEOPLE AND I HONESTLY THINK EVERYONE I KNOW HAS MENTORED ME IN ONE WAY OR ANOTHER.

Jennifer is with Hobson Realtors now and feels lucky to have landed there. Meredith McDonald brought her into the Hobson fold, I thank God for her daily. Jennifer’s husband went with her to the interview. Joel Hobson said it was a first! “Jason and I are such integral parts of each other’s careers, it was important to me that he have a say in where I landed,” says Jennifer.

“Joel is a great broker; he is a life-long Memphian and I find his experience to be invaluable. He is a very involved broker and after our first meeting, I never considered going anywhere else”.

“I look up to a lot of people and I honestly think everyone I know has



the corner!” So far, neither child has shown any interest in following in their parents’ footsteps. But who could follow a dynamo like their mother or their father - Memphis entertainer/recording artist/Memphis legend, Jason D. Williams?

“

I WANT EVERY ONE OF THE PEOPLE THAT I HAVE MENTIONED, AND MANY, MANY WHO WERE NOT MENTIONED, TO KNOW HOW IMPORTANT THEY ARE TO ME.

”

What they really love, though, is bird watching. Jason has been a bird watcher since the age of 7, and when he met Jennifer, it became a hobby that they could enjoy together. Jennifer says, “I try to get all my friends interested in the hobby because it’s so important to our environment.”

As for what the future holds, Jennifer has a few qualifications that aren’t the standard for REALTORS®. “I am a licensed general contractor in the state of Tennessee and have done more than my fair share of renovations. I’m anxious to try my hand at new construction, working with so many clients has given me a different insight into what people truly value in a home”.

The Williams Family also supports many charities like St. Jude. They also helped to raise more than \$750,000 for the House of Mews in Cooper Young by starting a 5k marathon for them. “It’s difficult for me to say ‘no’ if I’m asked to help or contribute,” says, Jennifer. We at Real Producers think that’s also a very beautiful thing!

mentored me in one way or another,” says Jennifer. “I am so fortunate and thankful for this profession – it is truly a family.

From brokers like Neil Hubbard with Crye-Leike, Brian Mallory with the Mallory Firm, Jimmy Reed with Marx Bensdorf, and agents like Leigh Martin, and Melody Bourell...the list is endless! I do not know any other business where, if you have a question or a problem, you can reach out to competitors, and they will be so generous with their time and advice! It is a beautiful, wonderful thing!”

“My personal life is such a big part of my professional life, she says.”

Jennifer has been a REALTOR® for 29 years and is a lifetime member of MMDC. “The most rewarding part of the business is all the people. My career gives me a reason to talk to everyone I meet, everywhere I go! “I want every one of the people that I have mentioned, and many, many who were not mentioned, to know how important they are to me,” says Jennifer. “Every transaction has mattered to me.” Jennifer and Jason were married in 2000 and have two boys- Colby and Canyon. Together, they love the outdoors and traveling. “The love of travel”, says Jennifer, “came from being on the road with Jason while touring, a 12-hour road trip feels like we are just going around





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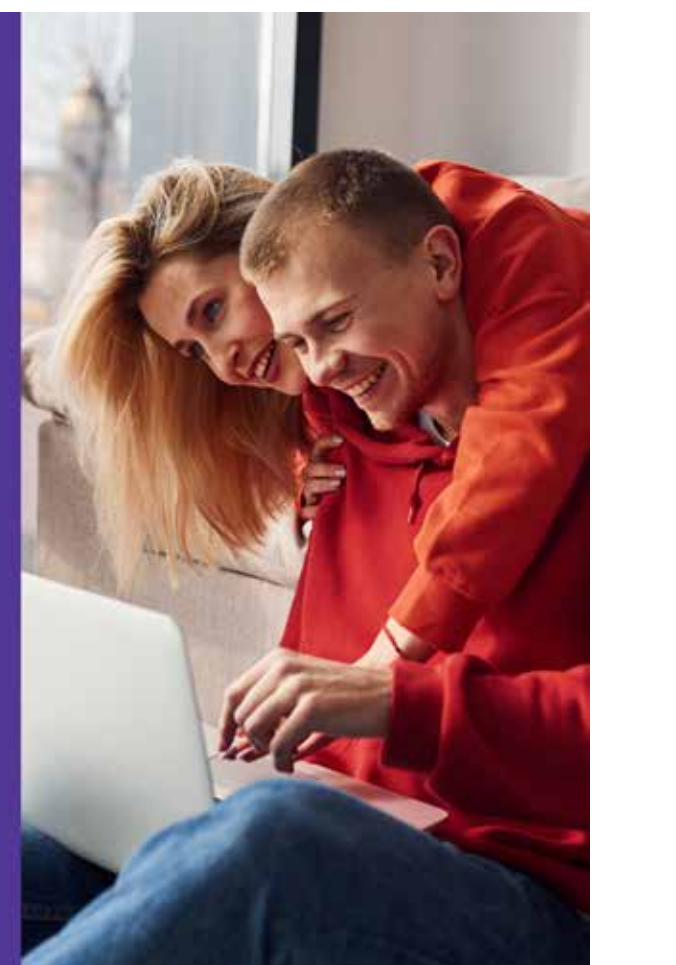
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# June

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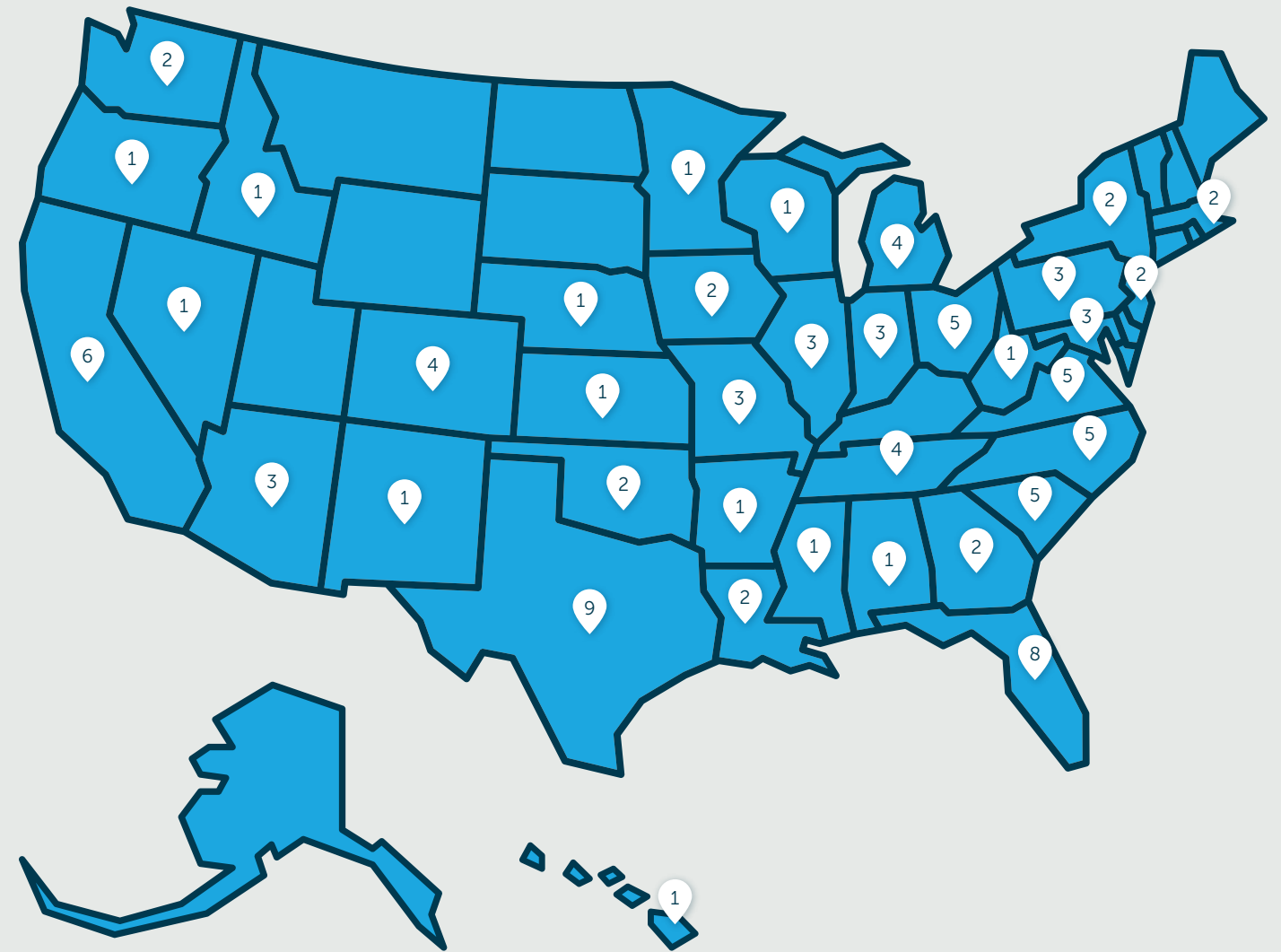
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