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ALL ABOUT ▶▶faq ACADIANA REAL PRODUCERS



REAL PRODUCERS MAGAZINE STARTED IN INDIANAPOLIS IN 2015 AND IS NOW IN OVER 130 MARKETS ACROSS THE NATION AND CONTINUES TO SPREAD RAPIDLY.

Q: WHO RECEIVES REAL PRODUCERS MAGAZINES?

A: The top 300+ real estate agents across Acadiana.

Q: WHAT IS THE GOAL OF THIS MAGAZINE?

A: We believe that we are better together. When we surround ourselves with other successful, like-minded people, we grow to new heights. Real Producers is a platform that brings together the most elite individuals in Acadiana's real estate industry.

We take the top 300 real estate agents and RP-vetted businesses in every market, and we build an exclusive community around that group. We share their stories, successes, market trends, and upcoming events — really, anything that will connect, inform and inspire, we put in our monthly publication.

Q: DOES REAL PRODUCERS HAVE EVENTS?

A: Yes! We will have specific networking events throughout the year.

Q: WHAT IS THE PROCESS FOR BEING FEATURED IN THIS MAGAZINE?

A: It's really simple. You have to be on the top 300 list, and we take nominations seriously. You can nominate other real estate agents, businesses, brokers, owners or even yourself! Office leaders can also nominate real estate agents. We will consider

anyone brought to our attention who is in the top 300 because we don't know everyone's story, so we need your help to learn about them. We cannot guarantee a feature, but we encourage you to meet with one of our team members, support Real Producers and attend our private events to increase your chances.

To submit a nomination, please send us an email!

Q: WHAT DOES IT COST A REAL ESTATE AGENT/TEAM TO BE FEATURED?

A: Zero, zilch, zippo, nada, nil. It costs nothing to agents, so nominate away! We are not a pay-to-play model. We share **Real** stories of **Real Producers**.

Q: WHO ARE THE RP-VETTED BUSINESSES?

A: They are one of the best businesses in Acadiana in their category, and you can find them listed in our index! We don't just find these businesses off the street, nor do we work with all businesses that approach us. Many of the top agents have recommended every single business you see in this publication. We will not even meet with a business that has not been vetted by one of you and "stamped for approval," in a sense. Our team will further vet every business to make sure they are a good fit and bring value to our community. Our goal is to create a powerhouse network, not only for the best real estate agents in the area but the best businesses so we can grow stronger together.

Q: HOW CAN I RECOMMEND A BUSINESS?

A: If you want to recommend a business that works with top real estate agents, please email or message us!

Email: Drake.Abshire@realproducersmag.com

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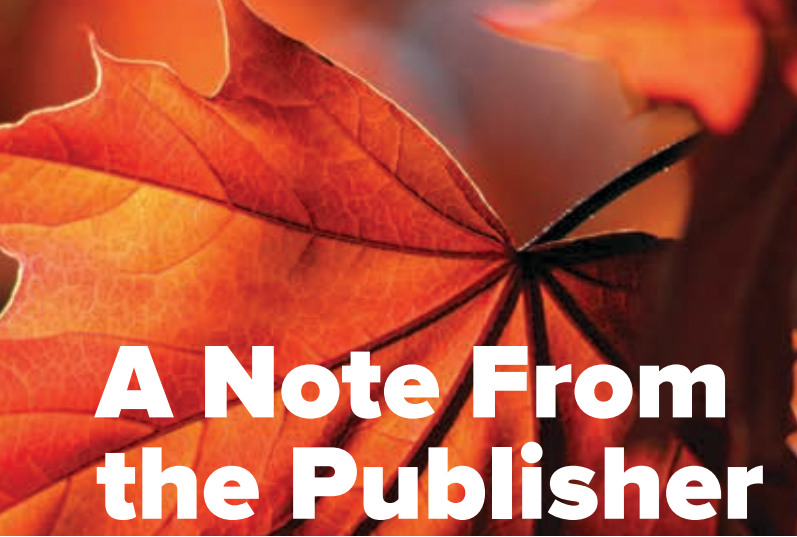
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A Note From the Publisher

Providing a platform to celebrate and unite the top real estate professionals across Acadiana!

By Drake Abshire

Hello Acadiana Realtors!

As we head into the slower season, many of us in real estate feel the shift in pace, but this is a prime time to prepare, connect, and strengthen our client relationships in meaningful ways. Staying busy doesn't have to mean scrambling for sales—it can mean setting yourself up for a fantastic season ahead. Here are some ways to make the most of this time.

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First, this is a great moment to **focus on professional growth**. Dive into any updates in our field, brush up on new marketing techniques, or explore a niche certification. Clients notice when you stay sharp, and these added skills can be just what sets you apart.

Content creation is another valuable way to stay engaged. Blog posts, social media content, video updates, and even newsletters help keep you connected with your audience. Start by looking at what questions clients commonly ask, seasonal advice you can give, or market updates relevant to your area. Videos work particularly well for establishing trust because they let clients see and hear you, making the connection feel personal.

If you're looking to add a personal touch, **consider a small client appreciation event**. Whether it's an informal coffee meet-up or a holiday get-together, people love knowing they're more than just a transaction. For those clients who may not attend in person, a thoughtful note or small gift to show appreciation can go a long way toward building loyalty.

Networking is key. Attending local events or collaborating with complementary businesses in the area—think interior designers, mortgage brokers, or contractors—keeps you engaged and builds connections that can lead to referrals down the line.

Finally, don't forget to **spend time fine-tuning your brand and setting goals for next year**. Revisit your website, update your marketing materials, and think about what you want to accomplish in the coming months. With a clear plan in place, you'll be ready to hit the ground running when the market picks back up.

Real estate is a long game, built on reputation and relationships that transcend any single transaction. By staying active, visible, and focused on adding value, you'll keep yourself at the forefront of clients' minds and set the stage for a successful year ahead. Here's to staying intentional with your clients this season!

With heartfelt thanks,



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How many years have you been a realtor?

3 years

What is your career volume as a realtor?

\$5,162,239

What was your total volume last year?

\$2,638,740

What awards have you achieved as a realtor?

Silver Award 2023 and “Social Media Stunner” 2023

When did you start your career in real estate?

I started my career in real estate in August 2021.

What did you do before you became a realtor?

Before I became a realtor, I served my country in the United States Navy. I started my civilian career selling insurance with Aflac. I then transitioned into managing wireless retail stores, where I developed strong leadership and customer service skills.

These experiences have given me a solid foundation in understanding people’s needs and delivering exceptional service, which has been invaluable in my real estate career.

What are you passionate about right now in your business?

Right now, I’m passionate about building my brand and really positioning myself as a staple in the market. I’m working hard to ensure that when people think about buying or selling a home, they think of me first. It’s all about staying visible, offering exceptional service, and creating a reputation for delivering results.

What has been the most rewarding part of your business?

As cliché as it sounds, the most rewarding part of my business has been helping clients achieve their dreams. I don’t just sell homes, I help clients move to the next phase of their lives, whatever that may look like for them. It’s so fulfilling to be a part of such an important milestone in their journey.

What was your biggest challenge as a realtor?

In the beginning, my biggest challenge was building confidence in myself as a new realtor. Like many in this business, I experienced moments of self doubt, but I used that as motivation to continuously learn, grow, and prove to myself that I belonged in this industry. Now, I take pride in the expertise and value I bring to my clients.

How does real estate fit into your dreams and goals?

Real estate plays a crucial role in my dreams and goals by helping me build financial security while pursuing a career that truly fulfills me. My goal is to create a lasting impact in this industry, so when I eventually retire, I can look back with a smile, knowing I helped people move into the next chapter of their lives and built something meaningful along the way.

What’s your favorite part of being a realtor?

My favorite part of being a realtor is building connections with people, whether they’re my clients or other realtors. Real estate is such a people driven business, and I love the relationships that come from it. It’s those connections that make the job fulfilling and keep me passionate about what I do.

Define success.

To me, success is about becoming one percent better every day. I believe in outdoing myself, not because I see others as competition, but because I’m focused on my own growth and improvement. It’s about consistently striving to be better than I was yesterday.

Tell us about your family.

My family is rambunctious, crazy, and loud! And I absolutely love them for it. They keep life exciting, and there’s never a dull moment when we’re all together. It’s that energy and liveliness that makes our bond so special. Love them to pieces!

Favorite books? Podcasts? Motivational Quotes?

My favorite podcast is StarTalk with Neil DeGrasse Tyson. I love how he breaks down complex scientific topics in a way that’s both entertaining and educational. As for books, my favorite is Ender’s Game. It’s a story about leadership, strategy, and the power of intelligence in overcoming challenges. One motivational quote that I live by is, ‘Why not





The culture, the people, and the sense of community here are truly **UNMATCHED.**

What are your hobbies and interests outside of the business?

Outside of real estate, one of my main hobbies is going to the gym, which helps me stay active and focused. I'm also deeply interested in astrophysics and anything related to the cosmos. I'm always outside with my telescope, gazing up at the stars. It keeps me grounded, reminding me how small we are in the grand scheme of things, yet also how connected we are to the vast universe. It gives me a sense of awe and perspective that helps me appreciate life in a much deeper way.

Given your status and expertise, what is some advice you would give the up-and-coming top producer?

My advice to an up and coming top producer would be to remember that your only competition is yourself. Focus on becoming better every day and ask yourself, 'Am I the type of realtor I would want representing me?' If you can confidently say yes, then you're on the right path. Consistency, growth, and self-reflection are key to long term success in this industry

In closing, is there anything else you would like to communicate using this Acadiana Real Producer platform?

In closing, I'd like to say how grateful I am to be part of this amazing community. Having traveled the world, I can honestly say there's nowhere quite like Acadiana. The culture, the people, and the sense of community here are truly unmatched. I'm proud to help families and individuals find their perfect homes in this special place. My goal is to keep growing, both personally and professionally, and to continue raising the bar for myself and my clients. I'm excited for what the future holds and look forward to making even more connections.

me?" Whenever I start to doubt myself, thinking that my goal might be too ambitious or something that hasn't been done before, I remind myself, 'Why not me? It may be difficult, but not impossible, and someone is going to do it. So why not me?' This mindset keeps me pushing forward, even when the path is uncharted.

Are there any charities or organizations you support?

While I'm not currently involved with any specific charities or organizations, I'm passionate about supporting the LGBTQ+ community. I'm exploring ways to contribute and make a positive impact because I believe in fostering inclusivity and support for everyone. I'm excited to find the right opportunity where I can get involved and help make a difference.



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ALTA BEST PRACTICES CERTIFIED



▶▶ cover story

Written by Gina Miller
Photography By
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JOHN RAY PERKINS

Life has been anything but ordinary since John Ray Perkins obtained his real estate license in 2019. Entering this new career just six months before the COVID-19 pandemic, Perkins faced immediate challenges along with opportunities for growth.

“When the shutdown happened, I thought, ‘Great! Just when I’m gaining momentum, it’s over,’” he recalls. Yet, what seemed like a setback soon became an unexpected opportunity. Juggling his responsibilities as a minister at his church, where he streamed daily Mass from a makeshift control booth in a storage closet, Perkins adapted quickly. He joined Zoom calls with other agents to exchange ideas and kept in contact with clients, ensuring they felt supported despite the uncertainty of the times.

LEARNING TOGETHER

“Real estate changed during the shutdown,” he explains. “In many ways, the playing field was leveled. It no longer mattered that I was a new agent—none of us had ever been through this before, and we were all learning together.”

The market, he says, has continued to shift over the years. From record-low interest rates and homes selling within minutes to rising rates and a shift toward longer days on the market, Perkins has navigated these

changes by surrounding himself with like-minded agents who share a positive mindset. “We constantly strategize together and help each other navigate an ever-changing market,” he says.

ROOTED AND ESTABLISHED

Before real estate, Perkins’ heart was deeply rooted in ministry. His experiences growing up in the faith led him to become heavily involved in youth ministry, eventually helping to found and lead a non-profit that ministered to youth groups across the region.



“I guess you could say that I encountered the Lord personally and began a relationship with Him,” Perkins reflects. That relationship blossomed into a nearly two-decade-long ministry career, where he held leadership roles at multiple churches, worked with international organizations like Life Teen, and even launched a local work camp called RISE to serve communities in need after natural disasters.

Though he left full-time ministry in 2019, Perkins remains active in his church, still overseeing livestream operations and mentoring others in faith. He also continues to give speaking engagements and offer support to youth ministers, maintaining his passion for serving others, something he feels strongly aligns with his role as a REALTOR®.

“In both professions, you’re helping people,” he says. “I love when I get to share with people how the Lord has impacted my life. And I’ve found that in real estate, I’m able to minister in ways that I might not have had the opportunity to do otherwise.”

BRANDED

In early 2020, John Ray was casually wrapping up a series of house showings when he was reminded why he loves being out in the community and connecting with people. “It had been a productive day, but I wasn’t quite done. As I drove through the neighborhood, I noticed a park tucked away nearby—something I knew another client had been hoping to find, a home with easy park access.” He continues, “Seizing the moment, I grabbed a stack of business cards and began knocking on doors, asking the neighbors if anyone was interested in selling.”





On our Keller Williams private page, Nick Saloom was hashtagging everything #knockknockitsnick. “I decided to join the fun and took a selfie during my door-knocking, posted it in the Facebook group and jokingly created the hashtag #knockknockitsnotnick.”

Ryan Petticrew responded to the hashtag war with something that stood out and stuck: #HeyHeyItsJohnRay. “Now whether I am at church, athletic events, or just out in the community, people greet me with ‘Hey Hey, It’s John Ray!’ and that’s when I knew it had become more than just a fun tagline—it was my brand.”

Shortly after, John Ray began to ignite some competitive banter on Facebook about being the next Rookie of the Year. “Little did I know then that it would turn into a fierce, three-way competition between Jenn Stonicher, Pat Barnard, and myself,” he recalls. By the end of that year, he was convinced he would be out of the running. “So you can imagine, I was completely shocked when I won!”

WELCOME TO TOWN

When he’s not working, Perkins enjoys introducing newcomers to Lafayette’s unique charm, from its festivals to its renowned food culture. “Friends, festivals, and food—we have the best people in the world that live here,” he says proudly. His recommendations to new families often come with a reminder: “Mark your calendars for the last week of April, so you don’t accidentally miss Festival International!”

For Perkins, three key character traits guide his work: integrity, honesty, and a high level of communication. “Above all, I love my faith. I never shove it in

your face, but it doesn’t change who I am.” He added, “My family is my life, and they’re my ‘why.’”

Now, five years in, Perkins shares how he has found success and fulfillment in his work. “I was named Regional Rookie of the Year for the Gulf South Region, capped in my first nine months, and I’ve consistently done so every year since.” Recently, he was invited to a Top 200 mastermind with Gary Keller. “This was a significant milestone in my career.” A person who takes care of people, John Ray concludes, “So when we’re on a deal, know that I want you to win, too.”

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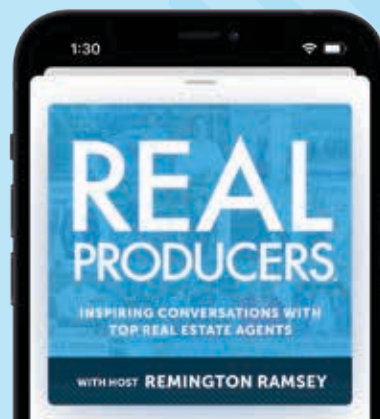
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Susan Holliday

CEO OF THE
REALTOR®
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OF ACADIANA



▶▶ leadership legacy | Written by Elizabeth McCabe | Photography By Ace Sylvester

As the Chief Executive Officer of the REALTOR® Association of Acadiana, Susan Holliday leads with dedication and a love for the community. With over 12 years in this role, she oversees a thriving organization that represents more than 1,850 REALTORS® across Acadiana, making it the third-largest real estate association in Louisiana. Susan works for a board of 18 and manages a staff of five, helping to guide the Association's vision while staying connected to the ever-changing real estate landscape.

Leading with Passion

Professionally, Susan has always been drawn to associations, previously serving as Executive Director for the Lafayette Bar Association and working with the Home Builders Association. Her career path reflects a deep commitment to working with volunteers. She loves working with REALTORS® and leading the Association.

"One of the things that has always fascinated me is the dedication of people who give back because they truly believe in this industry," Susan explains. "REALTORS® volunteer seven to eight times more than any other profession. They are a force of good, and their generosity has always inspired me."

For Susan, her role is about much more than managing the day-to-day operations of the Association's office, located in a commercial building the Association purchased during the COVID-19 pandemic. She is responsible for overseeing staff, managing tenants in the building, and ensuring the direction set by the board is carried out effectively and efficiently. But it's the REALTOR® members themselves that make the job special for Susan.

"Our members are some of the kindest, most generous, giving people," she shares. "There's never a dull moment." Prior to committee meetings, people like to visit, have coffee, and connect with others. They also stay afterward because they truly care about each other and the work that they do. "That has inspired me since I've been here," says Susan.

Navigating Challenges

Despite the challenges facing the real estate industry, including legal battles and changes at the national level, Susan remains optimistic. "There is a lot of angst right now toward the National Association of REALTORS®," she admits. However, Susan sees promise and potential in the new CEO, who was recently hired. "She is a force of nature," she comments. "If there is anyone who can help us get through these difficult times, it is her."





just about selling houses; REALTORS® are improving communities as well.

Get Involved

Susan encourages all members of the REALTOR® Association of Acadiana, especially those who may not be as active, to get more involved. “I invite you to join a committee, attend a meeting, and participate at a higher level. We’re all in this together, and it’s important to have a seat at the table, especially for those who are selling a lot of real estate. You have a vested interest in the success of the organization, and there’s always an opportunity to make an impact.”

Susan’s Background

Born and raised in New Orleans, Susan attended all-girls Catholic schools before moving to Lafayette to study public relations

at the University of Louisiana. Although she still has strong ties to New Orleans and is a huge Saints fan, Susan fell in love with Lafayette, which has become her true home.

“Taking this job was a natural fit for me,” she explains. “I care deeply about the community, the schools, and the quality of life here. My passions align with the goals of REALTORS® who want to build better communities. That’s why I’m so committed to what we do.”

In the end, Susan’s leadership is about bringing people together, fostering a sense of community, and helping REALTORS® not only succeed in their careers but also make Acadiana a better place for everyone.

For more information on the REALTOR® Association of Acadiana, check out their website, realtoracadiana.com.

“SEEING THE IMPACT WE’VE HAD IS INCREDIBLY REWARDING.”



Susan knows that REALTORS® are stronger together. “Organized real estate has a place in America,” she says. “We are stronger together.” At the end of the day, REALTORS® want to help people sell houses, and there will always be a need for that.

Community Impact

This sense of community and dedication extends beyond the office, where the Association remains actively involved in Lafayette’s growth and development. “We always want a seat at the table when

something significant is happening in the community,” Susan says. “We’ve been involved in discussions about schools, affordable housing, and other big issues. We truly care about making Lafayette a better place to live, work, and play.”

One of the REALTOR® Association’s proudest contributions is their annual gumbo cook-off, a beloved tradition that has been going strong for over 35 years. Through this event, the association has raised more than \$100,000 for local charities, a point of pride for Susan. “Seeing the impact we’ve had is incredibly rewarding,” she says. It’s not

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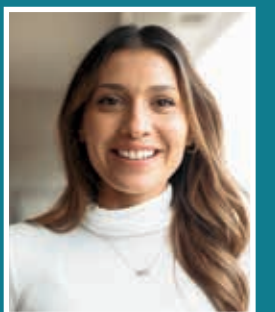


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SURE Title & Abstract



partner spotlight

Written by Gina Miller
Photography By Ace Sylvester

With a reputation for accuracy, transparency, and timeliness, SURE Title & Abstract, Inc. has earned a loyal client base and become a well-respected player in the title industry. Consistently ranked among the top three title companies in Acadiana, SURE Title & Abstract, Inc. and Maria L. Pitre were recently ranked #1 in the Times Best of Acadiana for 2024. Celebrating its 10-year anniversary in December, Attorney Maria L. Pitre reflects on her business journey.

“We’ve been voted one of Acadiana’s top title companies and real estate attorneys many times,” Maria notes gratefully. “That’s a testament to our hard work and the trust we have built over the past 10 years.”

Starting a business in 2014 during an economic downturn was challenging, yet Maria developed a deep sense of resiliency. She and her team focused on building strong relationships with clients, a mission that has led to their growth. “Developing close relationships with repeat customers and continuously working to foster new relationships has been a key to our success,” she says.

SO MUCH TO OFFER

SURE Title offers a comprehensive suite of services, including residential and commercial property closings, business setups, title transfers, donations, and successions. With a career spanning over 20 years in the real estate industry, reinforced by prior experience in banking and homebuilding, Maria has a distinct advantage and an understanding for several sides of the table. “Our job is to ensure that every client feels



supported and understood throughout the entire process, whether they’re buying their first home or developing commercial properties,” Maria explains. “I have experience about the process from different angles, which helps me to find solutions when deals seem like they might fall apart.”

QUICK & PAIN-FREE

SURE Title handles refinancing, new construction, renovations, and general real estate sales transactions throughout the state of Louisiana. Maria is also a notary, providing

even more convenience for clients. Her hands-on approach ensures the ball keeps rolling. “If someone calls the office, and my secretaries are busy, I will hop in to help! I make myself available, returning calls and emails before the end of the day, because that level of communication is critical.” Maria further highlights the importance of timely and effective communication. “The sooner we have all requested information, the faster we can move forward with a file.” Maria understands that time is of the essence.



It's her personal goal to accelerate the process but emphasizes that a lack of communication and information will set everyone up for delays. "We appreciate when Realtors tell their clients that we'll be calling and asking for personal information. This heads-up helps us get to the closing table faster!" SURE Title wants agents to know that Realtors are the best resource of information about their clients.

Furthermore, Maria encourages Realtors to "know their property" in detail, avoiding issues with conveyances. "We always prepare as much as we can, striving to have everything ready ahead of time for a smooth closing and a happy closing day for all. It's important to ensure all information is correct before finalizing a deal. SURE Title strives for quick and painless closings, with transparency from the start.

BETTER TOGETHER

Running a business is not a solo endeavor for Maria. Her husband, John, is an integral part of SURE Title's success. "He's my right hand," she says with a smile. "He keeps everything organized and flowing while I focus on title work and closings." Prior to joining Maria in the title industry, John worked away from home. Now, the couple gets to share more of life's small joys, like lunch dates and spending time together at the camp with family and friends. "It's a pleasure to have him near after so many years apart," she adds.

LOCAL MARIA

When Maria isn't working, you'll likely find her out on the water in her fishing boat or watching sunsets on the lake with her family. She enjoys



local restaurants like Fat Pat's, Mercy Kitchen, Misfits and Charley G's, and keeps fit by visiting Cajun Fitness regularly. Her downtime is filled with a love for true crime podcasts, mystery-solving shows, documentaries, and spending time with her children and grandchildren. A fan of bowling, karaoke, corn hole, and Topgolf, Maria has a few hidden talents, like playing several musical instruments and being an accomplished athlete in her youth.

As they move into their second decade, Maria is looking forward to continuing to build strong relationships with clients and within the community, while maintaining the highest level of service that has become SURE Title's hallmark. "Our clients' success is our success," she says. "That's what keeps us going."

SURE Title & Abstract, LLC is located at 3118 W. Pinhook Road, Ste 200A, in Lafayette, LA,



“That’s what keeps us going.”

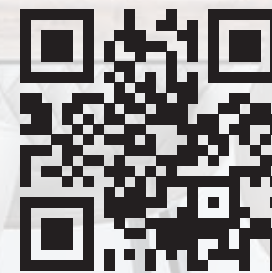
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