

CAROLINA COAST

# REAL PRODUCERS<sup>®</sup>

CONNECTING. ELEVATING. INSPIRING.

COVER STORY

## LANE SHERMAN



**Rising Star**

Lisa Yazici

**Featured Agent**

Courtney Scott

**Sponsor Spotlight**

Mortgage One

DECEMBER 2024



**RESTONIC**

“At Seaside Furniture Gallery & Accents we are focused on finding design solutions for every client at every budget. We have many returning clients due to our relaxed, collaborative environment.”  
 Kent S.- General Manager

Just a few of the quality name brands that we carry...and 100's more.

“We Love Our Customers”

# SEASIDE FURNITURE GALLERY & ACCENTS



### Our Story...

For over twenty years Seaside Furniture Gallery & Accents has been serving the Grand Strand with coastal living furnishings, home decor and great customer service. Our motto is...“We Love Our Customers” It’s a core message that we take to heart with our customers, from assisting with decorating...all the way to final delivery.”

Julie A.- owner

**Main Showroom  
& Mattress Gallery**  
 10356 SC Hwy 90, LR

**Mon-Sat 9am-6pm  
 Sun 1pm -5pm  
 Ph: 843-280-7632**

**Coastal Decor  
 Rugs & More Store**  
 527 Hwy 17 N., NMB



**Shopseasidefurniture.com**





This section has been created to give you easier access when searching for a trusted real estate affiliate. Take a minute to familiarize yourself with the businesses sponsoring your magazine. These local businesses are proud to partner with you and make this magazine possible. Please support these businesses and thank them for supporting the REALTOR® community!

**APPRAISAL SERVICES**

**For What It's Worth**  
**Michael Sichitano**  
 (843) 808-1533  
 1136 44th Avenue North  
 Suite 101  
 Myrtle Beach, SC 29577  
[www.fwiwappraisal.com/](http://www.fwiwappraisal.com/)

**ATTORNEY**

**Joye, Nappier, Risher,  
 & Hardin, LLC**  
**Wendy Hardin**  
 (843) 357-6454  
[www.inletlaw.com](http://www.inletlaw.com)

**BOATING**

**Freedom Boat Club**  
**Chris Speckman**  
 (843) 732-3777  
[www.freedomboatclub.com](http://www.freedomboatclub.com)

**BUILDER**

**Chesapeake Homes**  
**Nicole Maggio-Deaton**  
 (757) 448-3742  
[ChesHomes.com](http://ChesHomes.com)

**CRM**

**Bonzo**  
 (614) 357-2367  
[getbonzo.com](http://getbonzo.com)

**FENCING**

**Creative Fencing**  
**Brandon Krotz**  
 (843) 267-7254  
[creativefencingllc.com/](http://creativefencingllc.com/)

**FLOORING**

**Door to Door**  
**Kitchens & Floors**  
 (518) 694-6788  
[www.door2doorpro.com/](http://www.door2doorpro.com/)

**FURNITURE**

**Sea Side Furniture**  
**Gallery & Accents**  
**Julie Almeida**  
 (843) 280-7632  
[shopseasidefurniture.com](http://shopseasidefurniture.com)

**HOME BUILDER**

**D.R. Horton**  
 (843) 655-0347  
[www.drhorton.com](http://www.drhorton.com)

**Dream Finders Homes**

(919) 812-5111  
[dreamfindershomes.com/  
 myrtle-beach/](http://dreamfindershomes.com/myrtle-beach/)

**HOME INSPECTION**

**Island Inspections, LLC**  
**Matt Smoak**  
 (843) 817-8810  
[www.islandinspectionsllc.com](http://www.islandinspectionsllc.com)

**Rivertown Property**

**Inspections**  
**Justin Ferraro**  
 (843) 360-4354  
 1203 48th Ave N  
 Suite 111  
 Myrtle Beach, SC 29577  
[www.rivertowninspects.com](http://www.rivertowninspects.com)

**Sloan Home Inspections**  
 (843) 209-4792  
[sloanhomeinspections.com/](http://sloanhomeinspections.com/)

**Top to Bottom Home**

**Inspection**  
**John Pate**  
 (843) 231-8532  
[www.homeinspectiontop  
 tobottom.com](http://www.homeinspectiontop<br/>
    tobottom.com)

**HOME WARRANTY**

**Old Republic Home**  
**Protections**  
**Stephanie Midgett**  
 (910) 382-8048

**INSURANCE**

**Coastal Insurance Group**  
**Sarah Sichitano**  
 (843) 808-0291  
 1136 44th Ave N, Suite 1,  
 Myrtle Beach, SC 29577  
[www.coastalinsurancellc.com/](http://www.coastalinsurancellc.com/)

**MORTGAGE / LENDER**

**Nation One**  
 (843) 813-6745

**MOVING & LIQUIDATION**

**Caring Transitions**  
**Charlene Blanton**  
 (843) 997-5088  
[www.caringtransitions  
 myrtlebeach.com](http://www.caringtransitions<br/>
    myrtlebeach.com)

**PEST CONTROL SERVICES**

**Beach Pest Service**  
 (843) 945-2806  
[www.beachpestservice.com/?](http://www.beachpestservice.com/?)

**PHOTOGRAPHY**

**High Tide Content, LLC**  
**Jeremy Kierez**  
 (843) 885-3088  
[www.hightidecontent.com](http://www.hightidecontent.com)

**Tides Eye Photography**

**Donald Hovis Jr.**  
 (843) 504-8711  
[www.tideseye  
 photographysc.com](http://www.tideseye<br/>
    photographysc.com)

**Weston Media**

(843) 396-3609  
[www.weston-media.com](http://www.weston-media.com)

**ROOFING**

**Monarch Roofing**  
 (843) 396-2802  
[monarchroofing.biz/](http://monarchroofing.biz/)

**SIGNS, BANNERS**

**& PRINTING**  
**Design the Sign**  
**Olga Kazakova**  
 (843) 808-9301  
[www.facebook.com/  
 designthesign/](http://www.facebook.com/<br/>
    designthesign/)



# THE WORLD'S LARGEST MEMBERS-ONLY BOAT CLUB!



**We Buy and  
Maintain Boats**



**You Join  
the Club**



**Get Unlimited,  
FREE Training**



**Reserve a Boat  
and Enjoy!**

**NORTH MYRTLE BEACH**  
 @Harbourgate Marina

**MURRELLS INLET**  
 @ Crazy Sister Marina  
 & Wacca Wache Marina

**SOUTHPORT, NC**  
 @ Southport Marina

**FREEDOMBOATCLUB.COM • 843-732-3777**



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

DISCLAIMER: Any articles included in this publication and/or opinions expressed therein do not necessarily reflect the views of The N2 Company d/b/a Real Producers but remain solely those of the author(s). The paid advertisements contained within the *Carolina Coast Real Producers* magazine are not endorsed or recommended by The N2 Company or the publisher. Therefore, neither The N2 Company nor the publisher may be held liable or responsible for business practices of these companies.



# Experience



See how Chesapeake Homes will make a difference in your client's new home purchase.

# THE DIFFERENCE



Experience the Quality.



Experience the Satisfaction.



Experience the Togetherness.



Experience the Enjoyment.



Experience the Appeal.



Experience the Details.



Experience the Vision.



Experience the Reassurance.



Experience the Comfort & Innovation.

**1**

**Selling in Longs**  
Central to many conveniences and a vacation-esque lifestyle featuring a Swimming Pool, Pickleball and Bocce Courts, then you've found your future home! Located off Hwy 9 for easy access within 12 minutes to Loris, Cherry Grove, and North Myrtle Beach.

**2**

**Selling in Little River**  
Move into a new lifestyle! Bridgewater residents enjoy an active lifestyle with the help of the onsite Lifestyle Director including get togethers, events, socializing, clubs and lots more in a coastal-inspired community and only minutes from the beach!

**3**

**Selling in Myrtle Beach**  
New homes in the award-winning community of Waterbridge located in the coveted Carolina Forest area, in the heart of Myrtle Beach! Voted best residential pool and best nature preserve - with our exceptional homes, it's a win-win for those who want to live here!

**4**

**Selling in Bolivia**  
Another fine community with quality homes built by Chesapeake Homes in Bolivia, NC. Brunswick County is perfect for buyers looking for a serene atmosphere that is also a quick trip away to nearby beaches like Holden or Ocean Isle Beach.

**5**

**Selling in Loris**  
The Willows will offer new beautiful single-family homes with community amenities and many features and options that new homebuyers have come to appreciate from us!

**6**

**Selling in Myrtle Beach**  
Another fine community with quality homes built by Chesapeake Homes in Myrtle Beach! Traditions at Carolina Forest IS NOW SELLING! Schedule a VIP Tour with your preferred clientele to view this new community and models.

**7**

**Now Selling in Calabash**  
Come live your best in this Chesapeake Homes' master-planned community filled with beautiful homes and life-enhancing amenities! Located on the South Carolina/North Carolina border, you'll live close to everything you need!

Seven New  
Luxury Home  
Communities To  
Choose From!



Be sure to go to [cheshomes.com](http://cheshomes.com) for the most current information on each community or call 843-806-1121.

## MEET THE CAROLINA COAST REAL PRODUCERS TEAM



**Bill Poulin**  
Publisher / Owner



**Anita Jones**  
Publisher / Owner



**Jeremy Kierez**  
Photographer



**Anna Price**  
Ad Strategist



**Dave Danielson**  
Writer



**Donald Hovis**  
Photographer

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

FOLLOW US ON FACEBOOK AND INSTAGRAM

<https://www.facebook.com/carolinacoastrealproducersmag> <https://www.instagram.com/carolinacoastrealproducersmag>

# MIRACLE MM MOVERS

Your Property Is Our Priority



What makes us the top pick for moving companies in Myrtle Beach, SC

Full-Service Move  
Professional Packing Services  
Climate-Controlled Storage  
Local & Long Distance



## RATED #1 IN MYRTLE BEACH, FOR OVER 6 YEARS

Let Miracle Movers of Myrtle Beach take the hassle out of your client's upcoming move!

(843) 447-9525 • [miracle.movers.mb@gmail.com](mailto:miracle.movers.mb@gmail.com) [f](#)

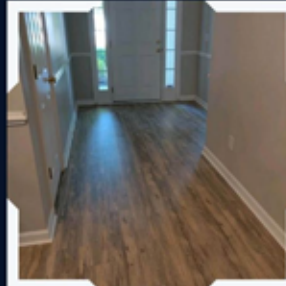
### Door to Door

Kitchens & Floors

WE'LL BRING THE SHOWROOM TO YOU!

#### FLOORING SERVICES

Exclusive Shaw Flooring  
Luxury Vinyl  
100% Nylon Carpet  
Porcelain & Ceramic  
Engineered Hardwood



#### KITCHEN CABINETS

WE PAY CASH FOR ALL REAL PRODUCERS REFERRALS!!! JUST TELL US YOU'RE A REAL PRODUCERS MEMBER WHEN YOU CALL!  
ASK FOR KEVIN: 347-709-7033



1836 LONESTAR ST.  
CONWAY, SC 29526  
843-251-8456  
[WWW.DOOR2DOORPRO.COM](http://WWW.DOOR2DOORPRO.COM)

### RPI RIVERTOWN

PROPERTY INSPECTIONS



MERRY  
*Christmas*

May your home be filled with warmth and joy this holiday season. We appreciate your unwavering support of our local, family and veteran-owned business and hope to team up again in 2025. Cheers!

CALL: (843) 360-4354  
TEXT: (843) 800-2320  
[RIVERTOWNINSPECTS.COM](http://RIVERTOWNINSPECTS.COM)



Schedule Here



Offering 3% Buyer Agent Compensation

# D·R·HORTON®

*America's Builder*

## QUICK MOVE-IN HOMES AVAILABLE

Shop our floorplans, see our homes in progress, and tour our communities to start the journey to your new home.

Available homes from Murrells Inlet, SC to Ocean Isle, NC!

Let us make it easy for you to find the perfect home.

843.417.9575  
DrHoRton.com

@2024 D.R. Horton is an equal Housing opportunity builder. Home and community information, including pricing, included features, terms, availability and amenities are subject to change or prior sale at any time without notice or obligation.



**Awarded Best Photographer**  
by Readers of North Strand News

**25% Off Your 1st Listing Shoot**  
Use promo code 25DISCTEP.

- Listing Photos (interior, exterior, community amenities)
- Aerial Drone Photos & Video
- 3D 360° Virtual Tours with FREE Schematic Floor Plans
- Virtual Staging
- Virtual Twilights
- Stock Landscape Photos of the Local Area taken by us!

### NOW Offering Digital Watercolor Transformations

**Southern Living**  
custom builder program  
PHOTOGRAPHER

Featured in  
**Southern Living Magazine**

**843-780-2996**  
info@tideseyephoto.com  
www.tideseyephoto.com  
PROFESSIONAL REAL ESTATE PHOTOGRAPHY IN THE GREATER MYRTLE BEACH AREA




 @tides eye photography  
 @tides eye real estate imagery  
 @tideseyerealestateimagery  
 @tideseyephoto

RP REALTOR RAVES: BEST BITES IN TOWN

# RESTAURANTS IN THE STRAND

Our Real Producers Brag on  
Their Favorite Restaurants



**YULETIDE BAR**  
At Big Chill Island House

Holiday Themed Pop-Up Bar | Festive Libations & Events

[www.bigchillislandhouse.com](http://www.bigchillislandhouse.com) | Located in Barefoot Landing

*~Legendary~*



10434 Ocean Hwy • Pawleys Island SC  
Reservations Suggested  
(843)237-3030



Tues-Thurs 5-8:30PM / Fri & Sat 5-9PM  
Wi-Fi • [FranksandOutback.com](http://FranksandOutback.com)  
Bars Open 4PM



COMING SOON

**YOUR RESTAURANT REFERRAL HERE**



**42<sup>nd</sup> STREET**  
BAR & GRILL

With over 20 years of experience cooking in the finest restaurants, our chef and owner is excited to present his vision to you and all our guests. Our caring and committed staff will ensure you have a fantastic experience with us.

Our staff are second to none in providing our guests with an exceptional fine dining experience.

(843) 945-9310 | [42ndstreetbarandgrill.com](http://42ndstreetbarandgrill.com)  
4209 North Kings Highway, Myrtle Beach,  
South Carolina 29577, United States



Stay tuned for exclusive RP-hosted experiences  
at these fine establishments.

As a valued REALTOR® partner, we invite you to nominate your favorite local restaurants as additions to our dining guide at [bill.poulin@n2co.com](mailto:bill.poulin@n2co.com) or [anita.jones@n2co.com](mailto:anita.jones@n2co.com). Your recommendations will not only showcase your expertise in the area but also contribute to creating a delightful experience for clients.



# Your Most Trusted Lender in the Lowcountry...

Nation One Mortgage – Southeast Division!



Phil and his team are very professional, we relocated from New Jersey and we're looking for a property and had problems obtaining financing after six months of agony. We contacted Phil and his team made the transaction a Reality. Their transparency and clear-cut approach helped us to make this a reality. Thank you so much. - Google Review

I would love to share our experience...Phil, Theresia, Tyler, Amber are the dream team! Our loan was probably one of the hardest to approve but those 4 definitely made sure we got approved to be in our home! Thank you so much! I would definitely recommend them to anyone! Thank you to Nation One Team! - Google Review

**Scan Here** to Learn More About N1 Mortgage



**The Team that Never Says No!**

888.695.3774 | TeamC@NationOne.com | N1Mortgages.com



YOUR GRAND STRAND REAL ESTATE MEDIA TEAM

EST 2018 | Licensed & Insured | Photo | Video | Drone | 3D | Creative

A small team of five that cares! Text/Call Us at 843.885.3088 or book online [www.hightidecontent.com](http://www.hightidecontent.com)



Visit the NMLS Consumer Access website for regulatory information about Nation One Mortgage Corporation. Licensed and approved in SC, NC, FL, TN, NJ, GA, PA (NMLS ID 95618). Georgia Residential Mortgage Licensee. Licensed by the N.J. Department of Banking and Insurance | ©2024 Nation One Mortgage Corporation. For informational purposes only. No guarantee of accuracy is expressed or implied. Programs shown may not include all options or pricing structures. Rates, terms, programs and underwriting policies subject to change without notice. This is not an offer to extend credit or a commitment to lend. All loans subject to underwriting approval. Some products may not be available in all states and restrictions may apply. Equal Housing Opportunity.



# LISA YAZICI

## From Dental Assistant to Real Estate Dynamo: THE INSPIRING JOURNEY OF LISA YAZICI

Lisa Yazici, a dedicated REALTOR® with a passion for people, properties, and perseverance. A member of the National Association of Realtors for four years, Lisa has already made a remarkable impact in the real estate industry. With over 72 transactions under her belt, totaling over \$24 million in sales volume and another \$2 million pending, Lisa's success is a testament to her hard work and dedication.

Lisa's career in real estate began in August 2020 with Exit Coastal Real Estate Pros, but her journey started long before that. Originally from Brooklyn, NY, Lisa moved to Staten Island at the age of four. Her work ethic was shaped early on by her mother, who taught her the importance of independence, hard work and determination. "I've been working and hustling my entire life," Lisa recalls, "from babysitting at age 11 to various jobs in local businesses."

Lisa's resilience and determination are evident in her life story, particularly through her experience during the February 26, 1993, bombing at Cantor Fitzgerald, where she worked in the World Trade Center and the emotional ties she maintains with the company following the tragic events of 9/11. Fortunately, Lisa left on maternity leave in December, 1993 and didn't go back. Transitioning from the finance world to dentistry and then real estate, her journey reflects adaptability and strength.

The journey to becoming a realtor was not a straightforward one for Lisa. After moving to Myrtle Beach in 2006, she continued her career in dental practice management at

Market Common Dentistry while raising her two sons, Kevin and Justin. It was during the COVID-19 pandemic that Lisa reconsidered her career path. "I always enjoyed looking at properties and helping family members with the purchases of their homes," she explains. "I thought, why not go into real estate and make money doing what I enjoy. After All, everyone tells me what a great negotiator I am and how great I am at sales."

This decision proved to be a game-changer. Lisa's natural ability to connect with people, coupled with her extensive knowledge and experience, quickly set her apart in the real estate market. Her awards speak volumes about her achievements with Exit Coastal Real Estate Pros. Several times she hit the top monthly listing and sales agent, Top Listing agent of 2023, Top Sales Agent of 2022, and a consistent performer in the top 10 for the entire South Carolina district with Exit.

Despite her achievements, Lisa remains grounded and committed to continuous growth. "Success is a ladder—I'll never stop climbing," she says with conviction. For Lisa, success is not just about personal achievements; it's about making a positive impact on others. She is passionate about helping her clients transform their lives through real estate, treating each transaction with the care and dedication she would offer her own family.

Lisa's approach to real estate is deeply personal. "I treat every client as if they are my family," she shares. This philosophy has not only earned her the trust and respect of her clients but has also led to numerous referrals, which she considers the highest compliment and greatest gift.

When Lisa isn't busy closing deals or helping clients find their dream

homes, she cherishes spending time with her family. A devoted wife, mother, and a grandmother of 3, Lisa's family is the heart of her world. Her husband Pooch, whom she met at age 13 ½ was her first love, and they have been together 37 years! Pooch is in law enforcement, and her sons, Kevin and Justin, have also found success in their respective fields.

The Yazici family shares a unique passion for horror movies, with her husband and sons even making appearances in a few films. They are avid collectors of horror memorabilia and enjoy attending conventions together. Lisa is a huge fan of the singer P!nk and will be attending her 10th concert in mid November. Lisa

states "P!nk's music is my therapy and she's a huge inspiration to me."

Outside of her professional and family life, Lisa is committed to giving back to the community. She supports various charities, including St. Jude's Children's Hospital, the ASPCA, the Grand Strand Humane Society, March of Dimes, Shriners Hospital, Special Olympics and several other foundations close to her heart. Her empathy and generosity are evident in all aspects of her life, from her professional endeavors to her charitable contributions.

Looking ahead, Lisa has big plans for her future in real estate. She aims to double her transactions and continue





In Front of the Beautiful Pine Lakes Country Club

learning from her peers. “I’m always excited for what the future holds,” she says. With her drive, dedication, and passion, there’s no doubt that Lisa Yazici will continue to climb the ladder of success, one rung at a time.

Lisa’s advice to aspiring realtors and those looking to excel in their careers is simple: “Be confident in all you do. Never stop learning. Treat others the way you want to be treated, and always stay true and honest.” “Don’t wish for it, work for it!”

As Lisa continues to make her mark in the real estate world, one thing is clear—her story is one of resilience, dedication, and unwavering passion. And that’s a legacy that will inspire many for years to come.



**MONARCHROOFING.BIZ**

**WE FIX ROOFS!**

- COMMERCIAL
- RESIDENTIAL
- NEW CONSTRUCTION
- ROOF REPAIRS
- GUTTERS
- SOLAR
- TEMPORARY TARPING
- FREE INSPECTIONS

SCAN ME

FOR A FREE ROOF TUNE UP!

# INLET LAW



*Wendy A. Hardin*

Protecting the rights and interests of our clients through every step of real estate transactions

Personal Injury • Criminal Defense • Real Estate Law • Business Law  
Civil Litigation • Mediation • Collection & Foreclosure

Joye Nappier Risher & Hardin LLC

[whardin@inletlaw.com](mailto:whardin@inletlaw.com) | [inletlaw.com](http://inletlaw.com) | 843-357-6454  
3575 Highway 17 Business Murrells Inlet, SC

DON'T MISS THIS EXCLUSIVE OFFER!

# VEHICLE WRAPS



- VANS • TRUCKS • TRAILERS
- WALL WRAPS • FLOOR WRAPS



1788 Highway 501  
Myrtle Beach, SC 29577



843-808-9301



[DesignTheSignMB@gmail.com](mailto:DesignTheSignMB@gmail.com)

▶▶ feature agent

Written By Anita Jones  
Photography By Jeremy Kierez - High Tide Contact

In the fast-paced world of real estate, where challenges are as constant as opportunities, true success stories often emerge from the most trying circumstances. Courtney Scott's journey is one such story—a testament to resilience, passion, and an unwavering commitment to family.

# COURTNEY SCOTT

A STORY OF RESILIENCE AND TRIUMPH



"I started my real estate career in 2017 during what was, without a doubt, one of the most challenging periods of my life," Courtney shares. "I was going through a divorce and raising three small children on my own. Stability became my top priority, not just for myself, but for my kids. I knew I needed a career that would allow me to provide for them, and real estate felt like the perfect fit."

Growing up in Mars, PA, near Pittsburgh, Courtney was surrounded by entrepreneurial spirit from an early age. Her father, a custom homebuilder, sparked her passion for real estate. "Watching my dad build beautiful homes from the ground up fascinated me," she recalls. "I loved seeing ideas turn into tangible, living spaces. That passion stayed with me, and when I needed to create a stable life for my family, real estate was the natural path to take."

Starting her career from scratch was no small feat. With no steady stream of leads and no established reputation, Courtney knew she had to build her brand from the ground up. "I quickly realized the power of social media," she says. "I spent countless hours learning digital marketing and creating content that would showcase my expertise. It was tough, but it allowed me to connect with potential clients in ways traditional methods couldn't."

Today, Courtney is passionate about using social media not just to build a client base, but to foster lasting relationships. "I love connecting with people and helping them find their dream homes," she says with a smile. "It's incredibly rewarding to



see families relocate to Myrtle Beach, settle into their new community, and start to flourish. That's what drives me every day."

For Courtney, success is more than just professional achievements—it's about finding balance. "Success, for me, is being there for my children—Avah, Jude, Everly, and Crew—while also excelling in my career. My husband, Bill, runs Lux Custom Pools & Spas here in the Grand Strand, and we're eagerly anticipating the arrival of twins. Family is at the heart of everything I do," she emphasizes.

Outside of her thriving real estate career, Courtney is deeply involved in her children's activities and has a passion for health and fitness. "I'm busy, but I love it," she admits. "I also want to get better at golf and play more with my husband. It's something we both enjoy, and I'd like to make more time for it."

Despite the demands of her busy life, Courtney remains optimistic and calm—a trait she credits with helping her manage both her family and her business successfully. "I'm a very optimistic person," she says. "Staying positive is crucial, especially with a larger family. It helps me keep everything in balance."

Courtney's journey is an inspiration, particularly to single mothers who might be facing their own challenges. "I want to be remembered for growing my business through social media and showing other single moms that they can create something meaningful for themselves and their kids, even during tough times," she reflects.

Her advice to up-and-coming top producers is both simple and profound: "When you put in the work, you'll see the results. Keep showing up, even when you think nobody's watching. Consistency and dedication are key."

In every real estate transaction, Courtney strives to ensure that her clients feel the same sense of calm that she embodies in her own life. "My goal is to make the process as seamless and stress-free as possible," she explains. "I want my clients to feel taken care of, from start to finish."

Courtney Scott's story is one of resilience, hard work, and the unwavering belief that with determination, anything is possible. "I'm proof that you can turn challenges into opportunities and build a life you're proud of," she says, her voice filled with the quiet confidence of someone who has not only survived but thrived.

“

It's incredibly rewarding to see families relocate to Myrtle Beach, settle into their new community, and start to flourish.

**THAT'S WHAT DRIVES ME EVERY DAY. ”**



PRINT IS STILL ALIVE.



Celebrating two decades of print excellence,  
now 800 niche magazines strong (and counting).



## MAKE YOUR LISTINGS



The holidays are here, and so are the buyers. Make your listings shine this season with Weston Media. New agents get 50% OFF your first shoot!

STAND OUT THIS SEASON—RESERVE YOUR SHOOT NOW!



## CONTACT

TYLER GRAHAM  
PHONE: 843.396.3609  
EMAIL: HELLO@WESTON-MEDIA.COM  
INSTA: @WESTON.MEDIA  
FACEBOOK: @WESTON MEDIA  
WEB: WWW.WESTON-MEDIA.COM



SCAN THE QR CODE TO BOOK NOW!



## OLD REPUBLIC HOME PROTECTION

Focus on Success  
We'll Handle the Repairs



Include an Old Republic home warranty with every transaction, and you may:

- Gain a competitive edge for your listings and sales.
- Empower your clients to make informed decisions by sharing the home warranty benefits.
- Build client trust by offering professional solutions, showing you care about their well-being before, during, and after the sale.

Leave covered home system and appliance repairs to us so you can focus on your clients.

Be the best.  
Trust the best.



Stephanie Midgett  
Senior Account Executive  
T: 980.308.6510  
C: 910.382.8048  
StephanieM@orhp.com  
my.orhp.com/stephaniemidgett



People Helping People

This is a paid advertisement.



We Inspect Homes Like We're BUYING THEM OURSELVES

Every Residential Home Inspection Comes with a FREE Home Warranty

- Residential Home Inspections
- Indoor Air Quality
- Pool/ Hot tub Inspections
- Thermal Imaging
- Wind Mitigation Inspections
- Irrigation Inspection
- Mold Inspection

Now Offering Commercial Inspections! Only Company with Residential, Commercial, and General Contractor's License.



843-817-8810 • islandinspectionsllc@gmail.com • Islandinspectionsllc.com





↑ sponsor spotlight  
 Written By Anita Jones  
 Photography By Jeremy Kierez - High Tide Content



# NATION ONE

## MORTGAGE

**Nation One Mortgage:  
 A Commitment to Excellence  
 and Resilience**

In the ever-evolving world of mortgage lending, Nation One Mortgage has carved a unique path with its unwavering commitment to the home loan approval process. With a focus primarily on VA and FHA loans, and specializing in manual underwrite approvals, Nation One Mortgage sets itself apart with a dedicated and highly skilled team. “Our processors

could be underwriters at most Fortune 500 lenders today”, proudly stated by the VP for the Southeast Phil Crescenzo. This depth of expertise and dedication ensures that the company consistently delivers for its partners and clients, embodying their motto: “Never Say No.”

**A Journey Defined by Determination**  
 A young entrepreneur, Philip Crescenzo, by a referral, was introduced to this industry through an

after-hours telemarketing job. “At 22 years old, commission-only work with no training required was exactly what I was looking for,” Philip recalls. Working part-time, he saved his commission and took a leap into a full-time career in mortgage lending. The direct connection with people, coupled with the significant impact of home purchases, fostered a deep passion for the business.



The value we can bring to people by providing a simpler, more effective process, or helping them prepare for a second chance, and seeing the completed goals accomplished, is incredibly rewarding.”

Hailing from rural Southern New Jersey and later moving to the Philadelphia area, Philip’s journey is marked by adaptability and growth. In 2011 he relocated to South Carolina. Joe Lang, a colleague and friend, is the founder of Nation One, whose corporate headquarters are in Marlton, NJ. Joe led the remote-branch set up. Together, Philip and Joe brought a wealth of experience and a steadfast commitment to helping clients achieve their dreams of homeownership.

**Setting a New Standard in Mortgage Lending**

What sets Nation One Mortgage apart is more than just its services; it is the mindset and approach the company brings to the mortgage process. The “Never Say No” philosophy is not just a slogan but a core part of the company’s DNA. “We refuse to give up if there is a way to get a client approved,” Philip explains. This relentless dedication to client success has been the cornerstone of their operations since establishing themselves in Myrtle Beach in 2015. “If we were not good, everyone would know by now. Good news, unfortunately, travels slow at times.”

Fulfilment comes not just from closing deals but from simplifying the mortgage process and providing clients with second chances. “The

value we can bring to people by providing a simpler, more effective process, or helping them prepare for a second chance, and seeing the completed goals accomplished, is incredibly rewarding,” Philip shares.

**Navigating a Changing Landscape**

The mortgage industry has seen significant shifts over the years, and Nation One Mortgage has navigated these changes with resilience and strategic foresight. “We started out very small and grew slowly by word of mouth,” Philip says. The challenges of 2022 and 2023, marked by drastic interest rate changes, tested the industry. Despite these challenges, Nation One Mortgage rose to prominence, with Phil Crescenzo landing personally on the national lists (top 5 for **FHA** and **VA** closed volumes) **Forbes Advisory Board** and being published in major media outlets such as the **Wall Street Journal, CNN Business, Yahoo Finance, and Bloomberg.**

**A Family-Centric Life**

Outside of the office, the Philip enjoys a fulfilling family life. Married for over 20 years, they have four children, including a son who recently relocated to Florida and three teenagers still at home. The family shares a love for their small farm in Jamestown, where

they raise chickens and goats and tend to fruit trees. “It is the opposite of my daily grind, so it is a good change of pace,” Philip reflects.

When not working, they enjoy spending time at the farm with the kids, practicing at the shooting range, or playing a round of golf.

These activities provide a balance to their professional life and a way to connect with family and friends.

**Defining Success and Legacy**

For Philip, success is about more than just financial achievements. “Making the

most out of what you have been blessed with, and doing the right thing. Having integrity, ethics, and creating something you can be proud of, is of utmost importance to me,” he reflects. This philosophy extends to his work in mortgage lending and his personal life, where he strives to be remembered as someone who is unafraid to work hard and take on challenges.

An interesting fact about Philip that surprises many is his passion for cooking. “I love to cook, and I am pretty good at it,” he shares with a smile. Known for his smoked brisket and BBQ pork, he often hosts gatherings during football season, much to the delight of neighbors and friends. “GO BIRDS,” they cheer, proudly supporting the Philadelphia Eagles.

Nation One Mortgage continues to thrive under this leadership, combining a client-first approach with an unwavering commitment to excellence. As the company grows, it remains true to its core values, consistently seeking to make a positive impact in the lives of its clients and the community. Check them out for your clients’ needs!







# LANE SHERMAN

## A RELENTLESS DRIVE TO LEAD AND SUCCEED

When Lane Sherman, founder of the Sherman Beach Group with ReMax Executive, reflects on his journey into real estate, he recalls a moment of transformation. After college, Lane found himself at a crossroads. Life had not unfolded as he had envisioned, and he knew a change was necessary. He had worked hard, yet he felt unfulfilled, stuck in a place that did not align with his ambitions. “We all hit the bottom before we can head to the top,” he shares. Lane knew his potential, but it took confronting his dissatisfaction to ignite the fire

that would lead him to real estate. He was not just looking for a job—he was looking to build a legacy.

Lane entered real estate in March 2020, during a time of global uncertainty, but his vision was clear. “I wanted to create a life for myself that I had never had,” Lane explains. Growing up in Gettysburg, PA, Lane learned early on that success required effort. At 14, he was already working at McDonald’s to earn his way. Later, he moved five hundred miles to

attend Coastal Carolina University, graduating with a degree in Business Management and Marketing. It was during these formative years that Lane developed his entrepreneurial mindset. “If you wanted something in life, you had to go out and get a job to pay for it,” he recalls. This tenacity has followed Lane throughout his career, pushing him to build a thriving business.

Starting in timeshare sales shortly after college, Lane quickly realized





that his ambitions outpaced his circumstances. He had more to offer, and his drive to make an impact led him to real estate. “I knew I had a drive and determination that no one could match,” he says. Today, that drive is what defines his approach to the Sherman Beach Group. “Real Estate is a different kind of animal. You either fail or make a name for yourself,” Lane explains. And what a name he has made — Lane is now in his fifth year in the industry and his second leading a team that has already sold over 241 homes and achieved over \$70 million in volume.

But for Lane, success is more than numbers. It is about the lives he touches along the way. “My biggest drive was to help friends, family, clients, and customers make the biggest decisions of their lives,” he says.

Lane’s passion for guiding people through the home-buying process is evident in the relationships he has built. His clients are not just transactions; they are part of the fabric of the legacy he is creating.

At the heart of Lane’s success is his family—his daughters, Payson and Taytum, and his fiancée, Samantha, whom he met at Coastal Carolina. “They are the rock and motivation to all my success,” he shares. Family time is precious, especially in the fast-paced world of real estate, and Lane values every moment, whether they are vacationing together or simply grilling out on a fall evening. His family is his “why,” and their joy is the ultimate measure of his success.

As a leader, Lane finds fulfillment in watching his team grow and thrive.

“  
Real Estate is a  
different kind  
of animal. You  
either fail or  
make a name  
for yourself.”





“Seeing myself as a leader and being able to pour that into others around me is the most rewarding part,” he explains. The Sherman Beach Group, under Lane’s guidance, is climbing the ranks to become one of the top teams in the industry. Lane takes pride in the success of his team members, knowing that his mentorship and leadership have played a part in their achievements.

Lane’s advice to aspiring realtors is simple yet profound: “Find a company, team, or mentor that can guide you. Surround yourself with individuals that have the same goals. Set a schedule, have goals, and always be networking.” It is this disciplined approach that has set Lane apart in such a competitive industry. He emphasizes the importance of hard work and perseverance, qualities that have been the foundation of his own success.

Beyond business, Lane has a passion for helping others, and that is what he wants to be remembered for. Whether it is assisting a client through a home purchase or mentoring a team member, Lane is driven by the impact he makes. His favorite quote, from Denzel Washington, encapsulates his philosophy: “At the end of the day, it is not about what you have or even what you have accomplished. It is about who you have lifted up, who you have made better. It is about what you have given back.”

For Lane Sherman, real estate is more than a career; it is a mission to lift others up and build something lasting. He has proven that with determination, passion, and the right mindset, you can not only create a successful business but also leave a lasting impact on the lives of those around you.

“  
Seeing myself  
as a leader and  
being able to  
pour that into  
others around  
me is the most  
rewarding part.”

**Day One Living**  
*Embracing new beginnings with confidence.*

Our senior transitions specialists take care of it all

Senior Relocation	Estate Sales
Packing	Online Auctions
Move Management	Home Clean-Outs
Resettling	and MORE
Downsizing	

**Caring Transitions**  
· Senior Relocation · Downsizing · Estate Sales ·

**Caring Transitions of Myrtle Beach**  
CaringTransitionsMyrtleBeach.com | (843) 650-0885  
cblanton@caringtransitions.net

2024 Caring Transitions, All rights reserved. Each office is independently owned and operated. Services & prices may vary.

As a member of the Coastal Carolina Association of REALTORS®, we've worked closely with Myrtle Beach Area Realtors for over 10 years!

**WITH A PROPERTY INSPECTION FROM TOP TO BOTTOM, THE ONLY THING YOUR CLIENT HAS TO WORRY ABOUT IS SETTLING INTO THEIR NEW HOME.**

- New construction preclose inspections
- 11 month inspection for new construction
- Listing inspections

**Refer an inspector you can rely on to be HONEST, TRUSTWORTHY, AND TRUE!!**

**TOP TO BOTTOM HOME INSPECTION** | **No Roof Too High!** Drone Certified and Licensed Roof Inspections

**John Pate, Certified Roof Inspector | 843-231-8532**  
Book your Home Inspection online at [www.homeinspectiontoptobottom.com](http://www.homeinspectiontoptobottom.com)



Close MORE Real Estate Transactions with the RIGHT INSURANCE PARTNER

Sarah Sichertano

843-808-0291  
 info@coastalinsureit.com  
 www.coastalinsurancellc.com  
 1045 London St, Ste 201, Myrtle Beach SC 29577



AUTO • HOME • BUSINESS • LIFE  
 BOAT • FLOOD • RV • RENTERS  
 GOLF CART • JEWELRY



Over 70 Years  
 Appraisal Expertise Combined



For What It's Worth  
 Appraisals

Providing Commercial and Residential Appraisal Services Throughout Horry, Georgetown, and Brunswick Counties

*"We pride ourselves in extensive knowledge of the marketplace, providing exceptional service and industry-leading turn-around time."*

843-808-1533  
 fwiwa.com | Info@fwiwa.com  
 1045 London Street, Unit 202, Myrtle Beach, SC 29577

**SLOAN HOME INSPECTION**

*We wish you well wishes and holiday cheer this season!*

Proudly serving the Grand Strand and Surrounding Areas

sloanhomeinspections.com  
 843.209.4792 | MON-SUN  
 sloanhomeinspections@yahoo.com

LOCALLY OWNED AND OPERATED

**CREATIVE FENCING**

LET'S GET CREATIVE!!

*Surround your home with a stylish fence*

VINYL • WOOD • ALUMINUM

WE TAKE PRIDE AND OWNERSHIP OF THE INSTALL!

CREATIVEFENCINGLLC.COM • (843) 267-7254

FROM OUR HOME TO YOUR HOME PEST CONTROL.

**BPS BEACH PEST SERVICE**

- CL100
- Pest Inspection Reports
- Residential Pest Control
- Termite Control
- Rodent Control
- Commercial Pest Control

LOCALLY OWNED & OPERATED

100% Satisfaction Guarantee

843-945-2824

**BONZO!**

MAKE MONEY. SAVE MONEY. SAVE TIME.

What Can Bonzo Do For Your Business?

- Connect
- Converse
- Convert

GetBonzo.com

Scan to earn more and work less!



**20** YEARS OF  
THE N2 COMPANY



DREAM FINDERS HOMES

# STEP INTO COASTAL LIVING

The perfect mix of lifestyle and location is all yours: a vibrant, coastal lifestyle, along with Dream Finders Homes' unparalleled quality and style. Whether you choose a stunning single-family home or luxury townhome, you'll find the key to a better life starts here.



**EXPLORE COMMUNITIES**

<< MYRTLE BEACH, SC | SOUTHERN COAST, NC >>

[DreamFindersHomes.com](http://DreamFindersHomes.com) | 866-948-9017

