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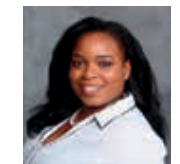
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If you are interested in contributing or nominating a REALTOR® for certain stories please email us at dees.hinton@realproducersmag.com

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Let's Talk *Inspiring!*

The real estate industry is often seen as a competitive field, but within it lie countless stories of those who rise above the rest through dedication, innovation, and a commitment to their clients. These inspiring agents and partners not only excel in their own careers but also uplift their communities and set an example for others in the profession.

We share the stories of dedication and success of our Realtors® and Partners to *Inspire* others.

The stories highlight the diverse ways individuals can succeed in real estate. Whether through transparency, innovation, community engagement, resilience, or mentorship, each agent and partner showcases qualities that go beyond traditional sales tactics. Their dedication not only enhances their own careers but also enriches the lives of their clients and communities. In a competitive industry, these individuals remind us that success is not just measured by sales figures, but by the positive impact one can have on others.

The Christmas season is a beautiful time of year that inspires us in many

ways. It's a season of giving, kindness, love and reflection. We are thankful for a Savior that inspires us to live a life exemplifying these qualities every day.

And an angel of the Lord suddenly stood before them, and the glory of the Lord shone around them, and they were terribly frightened. But the angel said to them, "Do not be afraid; for behold, I bring you good news of great joy which will be for all the people; for today in the city of David there has been born for you a Savior, who is Christ the Lord." Luke 2:9-11

The Central Mississippi Real Producer Team wishes you a Very Merry Christmas and a Happy New Year!
Dees



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- Dec. 1 Jennifer Derrick Bush
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top producer

Written by Susan Marquez
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SISSYE GORY

SISSYE GORY

Reinvented Herself as a Top Producing Agent

Sissy Gory grew up in the fertile Mississippi Delta. When she graduated high school in Greenwood, she attended Mississippi Delta Community College where she received her Associate's degree in computer programming. "I wasn't sure what I wanted to do when I got out of school, but I knew that computers were a sure thing."

She moved to Jackson and went to work at Entergy. "I was there for a year and worked other jobs as well. At one time, I had three part-time jobs." Sissy found her calling for the next 25 years at Fitness Lady in Ridgeland and Brandon, where she served as the general manager for both locations. When the business closed, Sissy says she had to reinvent herself.





She knew a lot of people because of her work, and a lot of opportunities came up, but nothing felt right to her. "I saw that a friend of mine, Julie Davis with Remax, was hiring." Julie told Sissy she thought she'd be good at selling real estate. "I took the classes online, and basically learned on the job."

From the beginning, Sissy worked on a team. "I worked with buyers, showing houses and writing contracts. I worked seven days a week and I loved it. Unfortunately, my family was not happy about it." She explained that she just needed to put in her time, and that it wouldn't always be so time-consuming.

The time she put in paid off. In her first year, Sissy closed on twenty properties. "I found it came natural to me. I realized the Lord knew what he was doing. It was all super rewarding in so many ways."

When Sissy decided to go out on her own, she went to work for Billy McKee at McKee Realty. Within about a month, she received a request to apply for the managing broker position at Crye-Leike. She joined Crye-Leike in March 2020 and got her broker's license right away. "I had planned on getting my broker's license anyway, so that worked out perfectly." She is now managing broker at the Flowood location of Crye-Leike.



"I found it came natural to me. I realized the Lord knew what he was doing. It was all super rewarding in so many ways."



One of the biggest surprises Sissy had when she got into the real estate business was how everyone in the industry here got along with one another. “I was blown away by how nice everyone was, and how easy they all were to get along with.”

Sissy says she gets the most gratification from making her clients happy. “I love the look they get on their faces when they are getting a new house. Especially first-time home buyers. They are like sponges, soaking everything in. I get close to my clients and I keep up with them on social media, and through yearly touches – I love to reach out on their first or even second anniversary of owning their home.”

Sissy has had many repeat clients, some who are buying homes for the third or fourth time. “I wouldn’t want to move that much, but some people love it, and I’m glad for it.” A resident of the reservoir area, Sissy says she will travel anywhere within an hour to show a home.

She is involved with Central Mississippi Realtors®, serving as chair for both Broker Engagement and the Best Practices committee. Sissy was named one of the 2001 Top 50 Business Women by the *Mississippi Business Journal*.

Married to Glen Gory, Sissy has three children. “I have Kendall, who is at Ole Miss, and Hunter, who attends Southern Miss. My stepdaughter Bryanna lives in Greenwood, and she has our grandchildren, Hazey and Evie.”

When not working, Sissy enjoys spending time with family and traveling. “We have been on cruises and we’ve flown to many places.” She has even flown in a helicopter over the Great Smoky Mountains. “We also have a friend with a lake house at Smith Lake in Alabama, which is a place we always enjoy visiting.”



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JUSTIN HUTTON

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WAS SOMETHING
THAT NEVER
EVEN CROSSED
MY MIND, AND I
DID NOT KNOW A
THING ABOUT IT.”

STARTING FROM THE GROUND UP, JUSTIN HUTTON IS A RISING STAR IN CENTRAL MISSISSIPPI

JUSTIN HUTTON knows what it's like to hit a home run on a baseball field, and now he's hitting it out of the ballpark in his career in real estate.

Originally from Raymond, Justin moved with his family to Terry, where he graduated high school. He played baseball for two years at Holmes before being sidelined by an elbow injury his sophomore year. He was a medical red shirt player at Co-Lin for a year before transferring to the University of Arkansas at Monticello.

During his senior year, 2020, Covid hit at the beginning of baseball season. “We got back on the bus after playing against Delta State University and we were told that was it for the season.” Justin felt blindsided. “I had no idea that was going to be my last game.” Not only that, the team was not allowed to go back to campus, instead, they finished out the semester with online classes. “I never really had a chance to say goodbye to most of my teammates.”



The bright side is that for the first time ever, Justin was free for spring break. “Before we were always playing games or practicing, so for the first time I was actually able to enjoy an entire turkey season.”

Justin majored in business finance and hoped to get into medical sales. “I applied for medical sales jobs from North Carolina all the way to Texas, but no one was hiring during the pandemic.” He ended up cutting yards during the summer. But with a college degree under his belt, he tired of that quickly.

A buddy at the time was selling real estate and encouraged Justin to give it a shot. “Real Estate was something that never even crossed my mind, and I did not know a thing about it.” His friend, Cory Hall, was an agent with Keller Williams, and he walked Justin through the process. “The next in-person class wasn't until December, so I decided I was just going to figure it out on my own and just take the online course.” Justin spent 12 hours a day studying and taking tests to complete the sixty-hour course in October of 2020. After the disappointment of failing his tests the first time, he then passed



“
HUNTING IS BY
FAR MY FAVORITE
HOBBY, AND IT’S
BEEN A PART OF
MY LIFE FOR AS
LONG AS I CAN
REMEMBER.”



both the state and national exams on his next attempt.

He interviewed with multiple different brokerages and never really felt connected with any of the brokers that he spoke with. While driving back home from an interview, Justin saw Paul Hopper’s billboard. “I looked up the Hopper website and their social media pages, and I immediately knew this was a company I could see myself working for.” Justin reached out to Hopper that day and Paul quickly got back with him. “I knew about five minutes into our interview that this was the place I belonged.” Justin joined Hopper and he has been there ever since. “I felt that’s where God wanted me to be.”

Justin credits “two awesome ladies” in the Hopper office for helping him. “I give a lot of credit to Allison Palmer and Mary Ann Roper for helping jump start my career, they helped me more than you could imagine my first few months.” It didn’t take long for Justin to get the hang of the business. “My goal for the first year was just to sell at least a million dollars in real estate, and within three months I reached that goal.” He has now sold over \$20 million worth of property.

After year two of being in the business, Justin says he felt that he really belonged. “I wanted to go all in, and felt it was necessary to get my broker’s

license. I wanted to do more. It’s something I wanted to do for me and for my clients.” He is now an associate broker with Hopper.

Justin says getting to know his clients and building relationships are his favorite parts of being involved in real estate. “I have truly met some of the greatest and most influential people because of this job and I could not be more grateful. Buying land or a home is one of the biggest transactions people will ever make in their life, so for people to put their trust in me really means a lot. It’s truly an honor for me to help guide them through the process.”

Outside of work, there are many things that Justin enjoys to do. “I honestly have too many hobbies, but hunting, fishing, fitness, traveling and golf are definitely my top 5.” “Hunting is by far my favorite hobby, and it’s been a part of my life for as long as I can remember. I was super blessed growing up to have a dad and uncle who instilled this passion in me at a very young age.” Staying fit is also important to Justin, who is a regular at the gym. “Fitness is definitely something that I truly care about too, I feel like living a healthy and active lifestyle is something we are all called to do. I have always told myself that I would stay active as long as the good Lord allows me!”



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partner spotlight

Written by Susan Marquez
Photography by Abe Draper Photography

LUCKETT LAND TITLE, INC.

Lockett Land Title Celebrates
Twenty Years in Business



Cratin Lockett always knew what he wanted to do in life. “I knew when I went to college that I wanted to go into real estate.”

Cratin grew up in southwest Jackson and attended high school at Jackson Prep. He went to Ole Miss as a basketball walk-on and then played and graduated from Millsaps with a degree in political science.

“My dad is a real estate broker and investor, and when I was in college I got both my real estate agent license and my broker’s license.” He took classes through the Mississippi Realtors Institute in Flowood. “My mom is very creative and taught the gifted program. Learning different ways to think from both of my parents helps me in business today.”

He went on to attend law school at Ole Miss, working in a real estate attorney’s office “doing the title basics.” After school, he moved to Hattiesburg, where he worked for an attorney who did only commercial real estate. “He did big Wal-Mart Super Centers and I did title work and commercial legal work at the firm.” It was not only a fun job, but one where Cratin learned a great deal. “I traveled around going to small town courthouses. At first local people didn’t like me – I represented the ‘big bad corporation.’ But in time, I gained their trust.”

Cratin then worked for Chicago Title Insurance as in-house counsel before making the decision to go out on his own.





Luckett Land Title was established in 2004 with an office in Flowood and Cratin had one part-time employee. “Over the years the industry has remained fairly unchanged, other than the technological changes that have made things more efficient,” says Cratin, who serves as the company’s president and lead attorney. “We are able to do more through online platforms and records allowing us to conduct some searches online and allow parties to close quicker and in different locations. That was unheard of twenty years ago.”

While not every transaction is the same, Cratin says that now they can e-record documents in many counties in the state. “We were the first company in the state to e-record.”

Cratin explains that there are two parts to his business. “The title part involves us going to the courthouse to search the title to prove land ownership. That is always fascinating to me. It’s interesting to see how land and property has been passed down over the years. I’m kind of a dork when it comes to titles.” The second part of the business is the actual closing. “We take great pride in making sure we do it the right way.”

Luckett Land Title gets their business from agents/brokers, lenders, builders, bankers, and anyone else who moves real estate. “We work hand-in-hand with Realtors® on contracts and closing documents to make certain we have everything ready to go at closing. The loan package comes from the lender, then on closing day, theoretically, when the parties get up to leave, they should all be happy.”

Cratin says he understands that a closing can be both stressful and exciting. “It’s a big transaction – one of the biggest financial transactions people make in their lives. We try to do all we can to make people feel comfortable and to eliminate the stress. My favorite part is seeing people when the deal is complete. They are

so happy and ready for the next phase of their lives, whether it’s the sellers who are moving on, or the buyers who will be moving into their new home.” While Cratin mostly handles commercial transactions these days, he still oversees the residential side.

Luckett Land Title has four offices, including one in Flowood, Madison, Brandon, and Hattiesburg. In January they are opening a new office in Laurel. “We handle title and closings throughout the state of Mississippi in all 82 counties.”

There are 20 employees at Luckett and they keep things on track and running smoothly. “The majority of our folks have been with us an average of 15 years. They are like family to us, and they are the engine that moves us ahead.”

Cratin has been married to his wife, Shea, for 21 years, and the couple has three children. One is a freshman at the University of Arkansas, and two are students at Jackson Prep, where one is a sophomore, and one is in the eighth grade. “I’m fortunate that my wife gives me unwavering support, even when my ideas are a little crazy.” The family attends St. Richard Catholic Church in Jackson.

Outside of work, Cratin’s spare time is centered around family. “Our boys are involved in sports, and I have coached their teams. We also enjoy attending college sporting events.”



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TYE DENSFORD



Tye Densford was featured as a Rising Star in October 2019. In the last five years, Tye has started his own successful brokerage, increased his transaction volume and built a solid team of agents. He also welcomed a new son! Read more about Tye's journey here.

WHAT CHANGES HAVE OCCURRED IN YOUR CAREER SINCE YOU WERE FEATURED?

Back in 2019, when I was working full-time as a Realtor, I was closing about 25-30 deals a year. Fast forward to today, I'm the principal broker and a partner at Trifecta Real Estate, the brokerage we kicked off just a year ago. In that short time, we've already cracked the top 40 out of nearly 400 brokerages in the area. On a personal note, my transaction volume has more than doubled—I'm now handling two to three times the deals I was five years ago. We've also built a solid team of 19 agents, all playing a part in our growing success.

WHAT CHANGES HAVE OCCURRED IN YOUR PERSONAL LIFE SINCE YOU WERE FEATURED?

The most exciting change is that my wife and I welcomed another son, bringing my total to five kids! My oldest is now in college, which has been a big milestone. Balancing life with five kids and a growing business has been a challenge, but it's also been incredibly rewarding. On the flip side, two of my biggest influences in this business—my grandparents, who were both agents and ran their own brokerage, passed away since I was featured back in 2019. Losing them has been one of the toughest changes, and their absence is definitely felt every day.

WHAT DO YOU THINK HAS CHANGED THE MOST IN THE INDUSTRY IN THE PAST 5 YEARS?

The industry has gone more digital, with clients now expecting quick responses and virtual tools like 3D tours, e-signatures, and online showings. Social media has also become a game-changer for building relationships and marketing. The biggest shift, though, has been toward a more customer-focused approach, which means agents have had to adapt fast to all the new tech.

WHAT ARE YOUR REAL ESTATE GOALS FOR THE FUTURE?

My goal is to continue growing *Trifecta Real Estate* and position us as one of the top brokerages in the area within the next three years. I also want to mentor new agents to help them find success early in their careers. Long-term, I plan to expand my footprint across multiple markets and build a legacy business that my children can be proud of.

WHAT WOULD YOU SAY IS YOUR SECRET IN YOUR CONTINUED SUCCESS?

It all comes down to consistency and relationships. Success in real estate, to me, is about consistently showing up, putting in the work, and building solid relationships—whether that's with clients, agents, or people in the community. Those connections are what keep things growing. Staying flexible and rolling with the changes has also played a big part in helping me thrive. But I will say for me, success isn't just about how much money is in the bank—it's about staying busy with work I love while still being present for Jen and the kids. With everything going on, I've had to get better at handing off tasks to others, which has been a game-changer. Finding that balance between a full schedule and family time matters more to me than any financial goal ever could.

WHAT ADVICE WOULD YOU GIVE TO NEW OR ASPIRING REALTORS®?

Don't expect overnight success. Focus on learning the absolute fundamentals, building meaningful relationships, and creating a routine. Real estate requires a ton of patience and persistence, so commit to the routine and include follow-ups and a lot of continuous education. I think most importantly, always put your clients first—and remember, your reputation is everything!

WHAT DO YOU LIKE BEST ABOUT THE REAL ESTATE INDUSTRY AND WHY?

I love that no two days are the same. This industry is always changing, and each deal brings new challenges and opportunities. I also enjoy meeting people from all walks of life and being part of such a significant milestone in their lives, whether buying their first home or investing in a property for their future.



HOW DO YOU ACHIEVE A WORK/LIFE BALANCE?

It's all about setting boundaries and being intentional with my time. I make sure to schedule family time and downtime just as

I would a client meeting. Delegating tasks at the brokerage has also been key. My wife and I prioritize trips and family time, making sure we have time to recharge.



IF YOU COULD HELP ANY CELEBRITY BUY A HOME, WHO WOULD IT BE AND WHY?

I'd love to help someone like Elon Musk find a home—how cool would that be? Mainly because it would be awesome to learn about his vision and future projects. Helping someone with such a forward-thinking mindset would be a unique experience.

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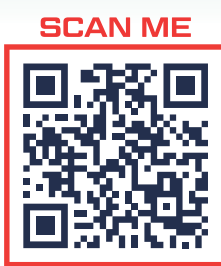
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