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► publisher's note

December 2024 MERRY CHRISTMAS

By Robert Smith, Area Director/Publisher

Dear Columbia Real Producers

Merry Christmas and Happy Holidays from Columbia Real Producers!

As we close out another incredible year, I want to take a moment to reflect on the spirit of the season—gratitude, togetherness, and celebration. This month's issue embodies these themes as we highlight some truly remarkable individuals within our real estate community.

Our Cover Feature Realtor, **Renee Friar**, has made a lasting impact with her passion, dedication, and strong connections with her clients. In this issue, you'll get a glimpse of her inspiring journey and what drives her success.

We also recognize **Glen Levine**, this month's Top Producer, whose consistent achievements and leadership have set a high standard in the industry. Glen's story is one of perseverance and vision, and we are proud to celebrate him.

Our Rising Star, **Heather Tiedman**, represents the future of real estate with her innovative approach and relentless drive. Heather's fresh perspective and determination are shaping the way forward, and it's exciting to see where her career will go from here.

A special thank you to our **Amazing Preferred Partner**, whose contributions to our community continue to enhance the experience for both Realtors and clients alike. Their unwavering support is deeply appreciated, and we are grateful for their partnership.

Be sure to check out the **Event Recap from September**—another wonderful time of networking, learning, and strengthening our community bonds.

As we look ahead to the new year, let's take a moment to celebrate all that we've accomplished together. Wishing you and your families a joyous and blessed holiday season. Merry Christmas!



Robert Smith Sierra Smith

Warm regards,

ROBERT SMITH-
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Columbia Real Producers One-Year Anniversary

A TOAST TO THE TOP



On Tuesday, September 17th, 2024, the Pool at 701 Whaley buzzed with excitement as Columbia's top REALTORS® gathered to celebrate a major milestone: the first anniversary of *Columbia Real Producers*. This exclusive event, fittingly named *A Toast to the Top*, marked twelve months of showcasing the successes, stories, and connections of the top 300 real estate agents in Columbia.

The evening, hosted in the historic charm of the renovated Pool at 701 Whaley, provided a perfect backdrop for an unforgettable celebration. Once an old swimming pool, now transformed into an elegant venue, the glass-covered space offered a blend of modern allure and nostalgia. Guests arrived dressed in smart casual attire, ready to network, reflect on the past year, and look forward to the future.

As the clock struck 6:00 PM, the event kicked off with a warm welcome from publishers Robert and Sierra, who expressed heartfelt gratitude to everyone who supported *Columbia Real Producers* over the past year. They highlighted the incredible stories and professional achievements that have been featured in the magazine, emphasizing how the publication has connected the best of the best in Columbia's real estate market.

The evening flowed with lively conversations, fueled by delicious hors d'oeuvres and expertly crafted cocktails. Attendees mingled with fellow top REALTORS® and preferred partners, nominated by their peers for their standout work in the industry. The camaraderie was palpable, with many taking the opportunity to share success stories, exchange tips, and forge new partnerships.

A special thank you was given to event sponsors Premier Roofing and Atlantic Bay Mortgage, whose continuous support helped make the celebration possible. Their dedication to the Columbia real estate market did not go unnoticed, and their role in the evening's success was celebrated with a heartfelt toast.

As the night progressed, the air was filled with excitement about what lies

ahead for *Columbia Real Producers*. With one year down, the future looks bright for this dynamic community of real estate professionals who are continually raising the bar in the industry.

By the time the event concluded at 8:00 PM, it was clear that this celebration was more than just an anniversary—it was a testament to the strength, innovation, and resilience of Columbia's top REALTORS®. Here's to many more years of inspiration, success, and growth in the Columbia real estate market!


Cheers to A Toast to the Top!






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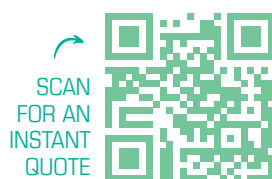
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Renee Staley Friar, a dynamic and gregarious real estate professional at Home Advantage Realty LLC, brings a unique blend of passion, drive, and spontaneity to her work. After receiving her real estate license in 2020, Renee made an exciting transition into the world of real estate, motivated by a desire to help service members and veterans find their dream homes. Her move to Columbia, SC, where she focuses on military relocation, has been one of the most rewarding decisions of her career.

Renee's passion for working with veterans has deep personal roots. She married a Navy veteran who was born in Georgia and raised in South Carolina. It was through researching her husband's military benefits that Renee discovered her calling to specialize in helping veterans navigate the home-buying process. So committed to this mission, her husband gifted her a personalized license plate that reads "VETSBBFF," a testament to her dedication to becoming the ultimate ally for veterans in real estate.

With a background that includes over 18 years in military housing rehabilitation, Renee's experience speaks volumes. She played a pivotal role in transforming a former military base in Sacramento California that included over 3 million square feet of commercial space to what is now know as Depot Park. Moving on to Fort Wainwright in Fairbanks, Alaska, Pensacola, Naval Air Station, Florida, Portales, Cannon Air Force Base New Mexico, and Fayetteville Fort Liberty, North Carolina where she remodeled, leased and then sold 1500 homes, bringing invaluable knowledge to her current role as a Realtor.

Specializing in military relocations, Renee's credentials include being a Military Relocation Specialist and a representative of Veterans United Realty. She also holds accreditations as a Buyer's Representative and a Seller's Representative Specialist. She is committed to helping clients navigate the complexities of real estate, ensuring that each client feels confident in their home-buying decisions. Her process begins with a detailed conversation to understand their vision of the perfect home, taking into consideration whether they prefer rural, metro, or neighborhood settings.

Renee's career has been defined by moments of success, but perhaps none more heartwarming than helping a 74-year-old homeless veteran secure his first home. "To see the tears in his eyes at the closing, and the true appreciation he had, made me the happiest Realtor on the planet," Renee recalls. This experience embodies her dedication to making dreams a reality for those she serves.



“To see the tears in his eyes at the closing, and the true appreciation he had, made me the happiest Realtor on the planet.”

In just a few short years, Renee has already made an impressive impact, closing over 118 sales with a career volume of \$29 million. Last year alone, she reached \$15 million in total sales volume. Despite moving to Columbia just four years ago, Renee has thrived in her new environment, crediting the warm and welcoming nature of the city for helping her grow her business during the pandemic.

Renee is passionate about building a team that shares her commitment to serving service members and veterans. The support she receives from Home Advantage Realty LLC has been instrumental in her success, and she feels honored to be part of such a supportive and collaborative team and owes thanks to her Broker Rhonda Walsh for her encouragement and support.

Looking ahead, real estate will always play a central role in Renee's life. As a member of the Urban Land Institute (ULI) and the National Gold Housing Committee with (ULI), she aspires to give

back to the community and promote homeownership for future generations in Columbia. She also supports causes close to her heart, such as Leeza's Connection, which supports Alzheimer's patients and families, and the Humane Society, inspired by her love for her five dogs.

Outside of real estate, Renee enjoys spending time with her family—her husband Eric, sons Adam, Jonathan, and Jason, and extended family members in Prosperity, SC, and Alaska. Together, they enjoy boating, traveling, attending Gamecock and Steeler games, and hosting family dinners, especially during the holidays.

When she's not working, Renee can be found deep-sea fishing (having once caught a 110-pound halibut in Alaska), traveling, and antiques. Her hobbies provide a balance to her busy professional life, where she continues to push forward, often compared to as the Friar "Ferrari" for her speed and passion.



As Renee looks to the future, she remains focused on her mission of helping others find their perfect homes while living out her own dream. Her advice for aspiring Realtors is simple yet profound: "Just take it day by day, and love what you do. If you love helping people live the dream of real estate, it comes naturally every day."

Renee's journey has been defined by her loyalty, humor, and unwavering positivity. She hopes to be remembered for these qualities and her dedication to making a difference in the lives of her clients. Reflecting on her success, she leaves us with a favorite quote by Steve Jobs: "Your work is going to fill a large part of your life, and the only way to be truly satisfied is to do what you believe is great work. And the only way to do great work is to love what you do."

Renee Friar embodies this philosophy every day, and it's evident in the passion she brings to her work, her clients, and the future she is helping to build.

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**GLEN
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▶ top producer | Photos By: The Roaming Lens (Leah Watt) | Written By: Amy Porter

Glen T. Levine has always held a passion for helping others, a drive that began long before his real estate career. As a dedicated Christian, humble, and selfless individual, Glen has carried these values into his work as a real estate agent at Keller Williams Realty, Columbia. After retiring from a distinguished 25-year career with the South Carolina Highway Patrol, he found his calling in real estate, a profession that allows him to assist others on an even larger

scale—by guiding them through one of the biggest investments of their lives: homeownership.

In addition to his real estate work, Glen is proud to serve as the Regional Social Equity Ambassador for all Keller Williams agents in South Carolina and North Carolina, a role that aligns perfectly with his dedication to service, fairness, and building equity in the community. As a U.S. Army veteran, Glen draws on his military discipline and

commitment to service in everything he does, continuing to serve others in a new capacity through real estate.

Receiving his real estate license in 2017, Glen has accumulated over 7 ½ years of experience specializing in both general and commercial real estate. His areas of focus include representing buyers, sellers, and investors, along with providing consultation services to clients who want to build homes on their land. Glen’s work spans across South Carolina, with a particular emphasis on the Midlands of Columbia and surrounding counties.

Loyalty is a core component of Glen’s character, as reflected in his commitment to Keller Williams Realty. After doing thorough research before joining a brokerage, he chose Keller Williams because of its alignment with his Christian values and emphasis on family and client-focused service. Although he began his real estate career on a team, Glen quickly realized that he could deliver even greater value as an independent agent, and since then, he has thrived in that role.

Glen’s success in real estate is driven by his

client-specific approach. His main strategy is simple yet powerful—listening to the needs of his clients. From affordability and feasibility to location, Glen uses his deep knowledge of the market, extensive network of like-minded realtors, and the latest technology to find homes that perfectly fit his clients’ needs. This personalized approach has resulted in countless success stories, but one in particular stands out for Glen. He recalls helping a mother of three who had been misled by another agent, being told she couldn’t afford a home and needed credit restoration services. Glen quickly connected her with the right resources, and within 60 days, she was living in her dream home, complete with the desired school district for her children.

In terms of career volume, Glen has assisted over 200 families and has amassed a total career volume of \$80-\$100 million, with last year’s total between \$15-\$17 million. However, numbers are not Glen’s primary motivation. His focus is always on helping as many families as possible, and his clients’ satisfaction is what drives him.

Glen’s commitment to continuous growth and learning is evident in the



people he surrounds himself with. He credits several mentors for shaping his personal and professional development, from his late mother and grandfather to his pastor and friend John, a fellow successful real estate professional who holds him accountable. His mantra—“Always surround yourself with like-minded successful people”—is a testament to his belief in the power of mentorship and community.

Overcoming personal challenges has also played a significant role in Glen’s journey. The unexpected passing of his mother in 2006 was a profound loss,

but Glen pushed through, maintaining his strong work ethic and earning multiple promotions during that time. His resilience continues to fuel his passion for helping others, especially in guiding families toward generational wealth through real estate.

Looking ahead, Glen aims to expand his reach by building affordable homes for families in need. This goal aligns perfectly with his ongoing mission to help others achieve financial stability and homeownership. Beyond real estate, Glen supports various charities and nonprofit organizations, contributing approximately

\$20,000 to causes close to his heart over the last few years. He is currently a member of the Gospel Mission and The Advocate of the United Methodist Church of South Carolina Boards and has previously served on the YMCA board, among others.

When not working, Glen enjoys spending time with his wife Wendy, a local attorney, and their two sons, Glen Jr. and Trevor. As they enter the “empty nest” phase of life, the Levine family still makes time for vacations together. In his free time, Glen enjoys jogging, yard work, and watching college

football—especially USC women’s basketball.

Glen defines success as a level of satisfaction that comes from knowing he has done all he can for as many people as possible. His business philosophy revolves around the acronym SIR: selfless service, integrity, and responsibility. This approach has earned him respect in the industry and among his clients, who appreciate his unwavering commitment to treating everyone with fairness, honesty, and respect.

For anyone aspiring to reach the top in real estate, Glen’s advice is simple: surround



“**Always surround yourself with like-minded successful people.**”

yourself with like-minded people, invest in ongoing education, set realistic goals, and always treat people the way you want to be treated. His final words capture the essence of his approach: “When you choose to engage with Levine and associates, you can expect true Christian values, loyalty, selfless service, integrity, and responsibility.”

As Glen continues to shape his legacy in real estate, one thing remains clear: his impact goes far beyond transactions. He is building stronger communities, one home at a time, while staying true to the values that have guided him throughout his life.

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Britt and Snell Family



THREE GENERATIONS

of Family Bonds
& Business Excellence

▶ preferred partner spotlight • Written By: Amy Porter

ProHelp Moving & Storage is more than just a moving company; it is a testament to the power of friendship and family bonds that have spanned generations. Founded by Brandon Britt and Parker Snell, ProHelp Moving & Storage has its roots deeply embedded in the long-lasting relationship between their families.

Brandon met his wife, Kendall, in 2019 while she was pursuing her master's degree in counseling. They are proud members of Arise Church. Parker and his wife, Leslie, are high school sweethearts from AC Flora and are active members of Eastminster Presbyterian Church. Both families share a deep love for God and a commitment to their community, a value that has shaped their approach to both life and business.

The story of ProHelp Moving & Storage goes back several generations. Brandon's grandfather, Burt Fowles, and Parker's grandfather, Johnny Mills, were childhood neighbors whose friendship continued into adulthood. Their bond grew so strong that both families often vacationed together. The friendship extended to the next generation, with Brandon's uncle, Burton Fowles, and Parker's uncle, Trey Mills, becoming best friends. This deep family connection paved the way for Brandon and Parker to become close friends in college, leading to the launch of their business.

Interestingly, their grandmothers played a pivotal role in the inception of ProHelp Moving & Storage. Parker's grandmother, Margarette Mills, known for her handcrafted pillows and curtains, often enlisted Parker to deliver and install blinds for customers. Meanwhile, Brandon's grandmother, Carol Fowles, owned



Snell Family

PROHELP MOVING & STORAGE

a furniture and accessories store where she would hire both young men to help with deliveries. As their services became more in demand, what began as side jobs during high school evolved into a full-fledged business. ProHelp Moving & Storage was officially established in 2015, and they have been serving the community ever since.

ProHelp Moving & Storage offers a wide range of services, including local and long-distance moving for both residential and commercial clients, packing services, climate-controlled storage, shipping, receiving,

and freight inspection. Their unique "White Glove" delivery service caters to over 100 interior decorators who rely on ProHelp for storing, inspecting, and delivering new furniture. The business also supports various sectors, including schools, offices, and government projects, and is involved in special projects like solar panel installations and restoration services.

One of the things that make ProHelp Moving & Storage unique is their commitment to making the moving process as stress-free as possible. Understanding that moving is among life's most stressful events, Brandon



Snell Family

and Parker strive to provide a service that goes beyond just transporting belongings—they aim to offer peace of mind. Their dedication to their customers and employees is clear in their approach to business. “We do our best to provide a positive work environment and care for our employees so that they can care for our customers each day,” says Brandon.

Located conveniently near the Shop Road exit on I-77, their facility, custom-built by Cohn Construction, is secure, climate-controlled, and designed to meet all their moving and storage needs. In addition to their professional services, ProHelp Moving & Storage actively supports their community. They are proud to contribute to Toby’s Place for Women and Children, a local shelter that provides housing and care for homeless women and their children.



Britt Family

Brandon, a graduate of USC with a degree in Business and Hospitality, and Parker, who shares a passion for helping people through difficult times, have grown ProHelp Moving & Storage into a company known for its reliability, care, and exceptional service. Their dedication to their craft and community is what sets them apart in the moving industry.



Britt Family



Britt Family

We do our best to provide a positive work environment and care for our employees so that they can care for our customers each day. ”



Snell Family

If you’re looking for a trustworthy and professional moving service that treats you like family, look no further than ProHelp Moving & Storage. With free estimates and a team ready to assist with every aspect of your move, they are here to make your moving experience smooth and stress-free.

For more information, visit their website at www.prohelpmovers.com, follow them on Instagram @prohelpmovers, or check them out on Facebook ProHelp Movers.

The story of ProHelp Moving & Storage goes back several generations.



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Photos By: The Roaming Lens (Leah Watt)
Written By: Amy Porter



Thriving Through Adversity

Heather Elaine Tiedman's Journey from Homebuyer to Top Realtor

Heather Elaine Tiedman, a dedicated Realtor with Century 21 803 Realty, began her career in real estate after earning her license in 2020. The transition into this industry was sparked by her personal experience as a homebuyer. After realizing the challenges and lack of resources many buyers face, she developed a passion for real estate, driven by a desire to help others navigate the process more easily. Heather has now worked as a Realtor for nearly four years, specializing in the Lexington County, SC area. Her career journey is deeply rooted in her determination to empower clients with the knowledge they need to make informed decisions.

Heather's real estate journey began independently with eXp Realty. She initially planned to ease into this new career as her husband was the primary provider. However, life took an unexpected turn when she became pregnant with their third child, and her husband suffered a back injury that left him unable to work. This put Heather in the challenging position of being the primary breadwinner for their soon-to-be family of five. Despite the overwhelming situation, Heather persevered, taking on the real estate world head-on. With her husband's unwavering support and eventual partnership in the business,

the couple not only survived but thrived. In fact, they achieved Icon Agent status with eXp Realty within a year. Later, they made a strategic move to Century 21 803 Realty, where they founded The LexiCo Group, a small but dynamic team of five realtors. Their dedication quickly propelled them to rank among the top 10 Century 21 teams in the state and within the top 100 nationwide.

Throughout her career, Heather has developed key strategies that guide her clients through the home-buying process. She places a strong emphasis on understanding her clients' needs, networking within the community, and staying informed about local developments. Social media plays a significant role in her business, allowing her to connect with people and learn about new opportunities for her clients.

One of Heather's most memorable client stories involved a family relocating from New York. After months of house-hunting, their plans were put on hold when they tragically lost their son. Heather remained a source of support during this difficult time, sending flowers and regularly checking in. A year later, the family reached out to resume their search, and Heather helped them find their perfect home, making the

Despite the overwhelming situation, Heather persevered, taking on the real estate world head-on.



closing day a moment of healing and new beginnings for the family. It's moments like these that remind Heather why she loves what she does—helping clients through more than just real estate transactions, but life transitions as well.

In terms of career volume, Heather has successfully reached just under \$26 million, with nearly \$9 million in sales last year. She credits her husband, Jonathan, as her biggest motivator and supporter, always pushing her to step outside her comfort zone and cheering her on to achieve new heights. Together, they've navigated significant personal and professional challenges, emerging stronger as a team and as individuals.

Heather's passion for real estate extends beyond her clients. She is an enthusiastic supporter of City Year Columbia, a charity that serves underserved children in local schools. She believes in the organization's ability to uplift both children and the young adults who work with them, creating a ripple effect that strengthens the community.



Outside of her career, Heather is a devoted wife and mother. She's been married to her high school sweetheart, Jonathan, for 15 years, and they are proud parents to three children: Bentley, Eden, and Alexander. As a family, they enjoy attending local festivals, exploring the Soda City Market, and spending time at the lake. In her free time, Heather loves reading, traveling, and trying new restaurants. She describes herself as an ambivert—balancing both extroverted and introverted traits—and while she has overcome social anxiety, she still needs time to recharge after social interactions.

This personal growth has fueled her confidence and success in real estate.

For Heather, success is about balancing her career aspirations with family life. She believes in creating meaningful connections with clients and fostering an environment where her family can thrive. Her advice to aspiring realtors is to stay consistent, avoid getting distracted by new trends, and trust that hard work will pay off. Above all, Heather's mission is to see the people she works with thrive and achieve their dreams, just as she has in her own journey.



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