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▶▶ publisher's note

# Happy Holidays from Real Producers!

As we wrap up the year and dive into the holiday season, it's a great time to look back and appreciate all that's happened in 2024. This year hasn't been without its challenges—the changing market, new regulations like the NAR settlement, fears over a national election, and even weather events have pushed us all to adapt. But if there's one thing that sets Memphis real estate apart, it's the resilience and heart of our community.

In this issue, you'll find stories of agents and partners who've not only navigated these changes but have kept lifting each other up along the way. It's amazing to see how this community grows stronger together, no matter what the market brings. I'm especially grateful for the friendships we share with so many of you and the incredible support of our preferred partners, who make what we do possible. You all truly represent what it means to make Memphis a great place to live and work.

As we turn the corner into 2025, I feel a sense of excitement for what's ahead. Together, we've built a solid foundation that'll help us keep thriving no matter what comes our way. Here's to a season filled with warmth, joy, and a renewed sense of gratitude. Happy holidays from all of us at *Memphis Real Producers!*

**Jeff White,**  
*Owner/Publisher*



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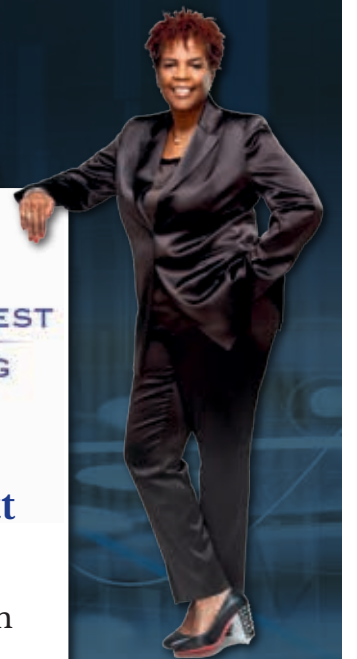
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# meet 901UP.COM

Gage Morefield, the mastermind behind 901UP.com, has quickly carved out a unique space in Memphis' renovation landscape.

As the owner and lead visionary of this transformative remodeling company, Gage brings a distinctive blend of artistry, precision, and a fresh approach to residential renovations. Alongside his team — Larissa Paramo and Jay Bledsoe — Gage has built a business around the idea that home improvements should be more than just functional updates. The motto at 901UP.com says it all: "We don't just improve your space... we UP your standard!"

This isn't just about transforming homes; it's about transforming the renovation experience itself.



Since launching the company five years ago, Gage has made it his mission to do things differently, shifting away from outdated industry practices to focus on transparency, creativity, and true client engagement. "There are many in Memphis with decades of experience in the business. After doing it 'their way' for many years, I decided it's time to do something different," Gage shares.

901UP.com's approach begins with in-depth consultations that set a solid foundation for each project. By asking the right questions up front, Gage and his team ensure clients are fully informed about options, budget, and timelines. And their estimates come with no hidden fees or vague budgets, so clients know exactly what they're paying for from day one. "We make it a point to really understand what our clients want," Gage says. This straightforward, client-centered model allows 901UP.com to deliver an experience that truly "ups" the standard for home renovations.

Clear communication and respect for clients' time is another way 901UP.com sets itself apart. The team prides itself on punctuality and consistent updates, which keeps clients involved and confident every step of the way. And while they aren't aiming to be the cheapest option,

## ▶ partner spotlight

Written by Jeff White  
Photography by Camille Leigh







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GREAT EXPERIENCE FOR EVERYONE,



90IUP.com manages to deliver high-quality craftsmanship at a more reasonable price, thanks to their lean operation.

Gage's journey into the renovation business is rooted in creativity and hands-on experience. In his 20s, he renovated

several bars, which led him to work in a fabrication shop where he learned the art of crafting furniture from metal, wood, and glass. His big break came when he was asked to design a haunted theme park from scratch — an experience that fueled his desire to make a career out of design. His artistic approach now flows through

every project at 90IUP.com, where he combines functionality with design to transform spaces in unique ways.

90IUP.com even offers free design services, giving clients the opportunity to add a little extra personality to their spaces without a hefty price tag. Larger projects also include more

advanced design and interior services as needed. This ability to brainstorm creative solutions and bring fresh ideas to the table helps clients bring their visions to life while making the process smooth and enjoyable.

90IUP.com's commitment to Memphis goes beyond client projects. Gage values his partnerships with local REALTORS, understanding that they share a mission of boosting property values and enhancing Memphis' overall aesthetic. "I appreciate the level of service REALTORS bring to our area," he says. "When paired together, the community benefits through higher property values and clients seeing their hard work reflected in the property they own."

Outside of work, Gage enjoys spending time with his wife, Coi, and their five kids: Knox, Trotter, Auggie, Beau, and Tedde. Family is at the heart of everything he does, and he wants to set a strong example of hard work and creativity for his

children. He also finds time for songwriting and video production. His personal interests bring a creative energy that carries over into his work, making each project feel like a true work of art.

90IUP.com is also involved with the nonprofit, The Lab School of Memphis, demonstrating Gage's commitment to community-building and creating a positive impact beyond the job site. His ultimate goal is about more than just business growth; it's about fostering a culture of connection and quality in every relationship. "I want to build new relationships and keep a culture in our industry that's centered around creating a great experience for everyone," he shares.

For Gage and his team, renovating a space isn't just about updating a home; it's about raising the bar and creating something remarkable. With 90IUP.com, Memphis homeowners get more than just a new look — they get an experience that truly ups the standard, one project at a time.

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# El · meet Elizabeth Bran

» rising star

By Christina See  
Photos by Elizabeth Looney Photography

Born and raised in Memphis, Elizabeth Bran never expected to work in real estate, much less fall in love with it! With degrees in education and counseling from Vanderbilt and the University of Memphis, Elizabeth thought she would always be an educator. However, life and God had other plans for her.

For over 30 years, Elizabeth loved being a teacher, coach, and school counselor, especially during her tenure at St George's Independent School where the culture and focus on relationships made her work a daily joy. Then COVID hit and a couple of things changed. One, she realized she was dealing with burnout from the stress of counseling children during that difficult time, and two, she found a passion for DIY projects and decided she wanted to renovate houses during her summers. So, in late 2020 Elizabeth reached out to friend and Realtor®, Shannan McWaters, who encouraged her to get her real estate license and flip her first house that next summer. And she did just that.

However, what Elizabeth did not see coming was that

in the next 12 months, both her daughter and husband would be diagnosed with cancer, and she would need to completely shift her priorities. Because of the emotional and practical strain of supporting her loved ones through their cancer journeys, she no longer had the strength to be an effective counselor for students and knew a "nine to five" job would not work anymore. Elizabeth needed something less emotionally draining and more flexible. And there it was...real estate! She already had her license and a fabulous mentor in Shannan McWaters, so she resigned from St. George's and joined The FIRM, realizing God already had it all planned out for her. Thankfully, both daughter and husband are doing well and are in remission.

Elizabeth was fortunate to make a switch to real estate at the same time Shannan, Elizabeth Duke, and Katrina Grubb were opening their own firm, named The FIRM. What drew her to The FIRM was that it had a similar culture to what she had at St. George's - it prioritized relationships with clients,

expertise and excellence in real estate, and partnership with her colleagues, as well as all the agents and real estate adjacent professionals with whom

they do business. Elizabeth says, "The FIRM offers so much excitement, exposure, collegiality, guidance, and experience that I feel honored to be a part of it."



HER UNEXPECTED  
JOURNEY TO  
REAL ESTATE





“ I love helping a seller prep their house for market, studying the trends in their area, preparing them mentally and emotionally for the journey, navigating and negotiating offers, and celebrating with them when they close. ”

Elizabeth says she may still be in the honeymoon phase, but she loves everything about being a real estate agent. “I love helping a seller prep their house for market, studying the trends in their area, preparing them mentally and emotionally for the journey, navigating and negotiating offers, and celebrating with them when they close. Working with buyers is a combination of solving a logic problem and facilitating a home version of The Bachelor(ette). My clients are the Bachelor(ette), and the homes line up to win their favor. Along the way, I get to help them sort through their own priorities, visualize the potential of houses, as well as assess its liabilities, and make their dream home a reality.”



Elizabeth has also continued to flip houses with her sister. They work one house at a time, doing extensive renovations and selling them to fortunate buyers. And though they use contractors for most of the work, Elizabeth always likes to pick a pet project to do at each house.

Consequently, if you look closely, you will often find specks of paint in her hair and on her hands, bruises and scrapes in random spots, and her entire trunk full of supplies and tools. Currently, Elizabeth is most excited that her husband, Mark Bran, is joining her in real estate! As a native

Memphian, former construction company owner, and longtime coach and pillar of the tennis community, Mark brings an abundance of gifts and talents to their real estate team.

Elizabeth may not have expected she would work in real estate, but she is

thriving, nonetheless. She is grateful that as she enters her fourth year, her family is healthy, her faith is strong, and her real estate future is bright!



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*Elizabeth Bran*

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# meet Lewis MARSHALL

## YOUR MIDTOWN SPECIALIST

If you've been in the real estate business for any length of time, chances are you know Lewis Marshall. And with good reason. Lewis has been integral in our local real estate community since 2005; he has sat on the MAAR Board of Directors, has been President of the Education Foundation, and has served on or chaired nearly all of the MAAR committees. He became the first male President and first male state President of the Women's Council of Realtors and holds nine professional designations.

In 2022, Lewis added one more feather to his cap: Broker for the Midtown location of David and Tiffany McLemore's BHHS McLemore & Co., Realty. As his 19 agents will tell you, Lewis is passionate about helping new agents develop and grow their businesses and get involved in our local association. He promotes continuing education opportunities, professional standards, and ethical professionalism in business. He has cultivated a culture of diversity, acceptance, and inclusion and one in which his agents feel supported and safe. He makes sure his agents don't work too hard or burn out too quickly. In a business where we can feel the need to always be "on", Lewis encourages them to set boundaries and make time for self-care.

Taking time to relax and live a balanced life is a personal mission



for Lewis. In 2020, his health took priority when it was discovered that he had survived 3 mini strokes and had a cancerous lesion on his lung. Lewis was a frequent visitor to the hospital that year, having surgery to have a section of his lung removed and undergoing a grueling 6 rounds of chemotherapy. Lewis credits his ultimate recovery to faith, good friends, and deep belly laughs.

Next time you see Carol Lott, tell her thank you for bringing Lewis into our real estate community 19 years ago. Friends since high school, Carol was the one who encouraged Lewis to get his license, and they've worked together for nearly his entire career.

These days, you can find Lewis comfortably ensconced in his cozy Midtown home with his beloved English springer spaniels, Angus and Gracie, his partner of 42 years and his impressive flower garden. Whether out for a night at the Orpheum or in cooking a delicious meal, life is good.

Lewis Marshall is a beloved Memphis real estate icon whose entire career has been dedicated to giving back. Someone we can all count on and look up to for his integrity and stewardship of the real estate industry.







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# MEET MEREDITH VEZINA

top producer

Written by Jeff White  
Photos by Elizabeth  
Looney Photography

during her high school years, when she realized Adamsville didn't have a girls' soccer team. She decided to change that, rallying resources, players, and even her parents coaching from scratch. "It was such an exciting challenge," Meredith recalls. "I had this vision of what a team could be, but getting there took real grit from everyone involved. That experience taught me that if you want to make a difference, sometimes you have to build it yourself."

After high school, Meredith attended Harding University on a soccer scholarship but soon transferred to the University of Memphis. Memphis felt right from the start, and after finishing her degree in health administration and business, she dove into a teaching career, later earning a master's in education. Teaching kindergarten was more than just a job; it was her way of impacting young lives, day by day. And if teaching 5-year-olds taught her anything, it was how to have patience and a healthy sense of humor. "Working with little kids, you learn the importance of clear communication, encouragement, and empathy," she says. "Those qualities don't just matter in the classroom—they're at the heart of what I do every day with clients." Those early skills—listening, encouraging, and being flexible—would serve her well when she made her move into real estate.

## FINDING HER PATH IN REAL ESTATE

That career shift happened thanks to Sarah Layson, Meredith's close college friend and former sorority sister. Sarah had co-founded the Layson Group, one of Memphis's leading real estate teams, and kept encouraging Meredith to consider real estate. The two had bonded over shared dreams and ambitions in college, and Sarah knew that Meredith's people skills would be a perfect fit. With her encouragement, Meredith took a leap of faith, stepping away from the classroom and into a field she had little experience in, armed mostly with her determination and support from Sarah. "Sarah was my first real mentor in real estate. She believed in me and

*"The best way to predict the future is to create it."*  
— Peter Drucker.

For Meredith Vezina, a standout real estate agent with the Layson Group at Keller Williams Realty in Memphis, these words carry deep personal meaning. Her career in real estate has been a journey of bold decisions, creating something meaningful from scratch, and building a future filled with connection, growth, and community impact.

## FROM SMALL TOWN BEGINNINGS TO BIG DREAMS

Meredith's story starts in Adamsville, Tennessee—a town with a single stoplight and a big sense of community. She grew up with small-town values: resilience, loyalty, and a willingness to get her hands dirty. Adamsville wasn't just home; it was a place that shaped her view of connection and commitment. Her first big challenge came

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”



guided me through those early, tough days when I wasn't sure I could make it," Meredith shares. "Having her support was like having a safety net. She'd been through it, and her faith in me gave me the confidence to keep going."

The early days weren't without their challenges, but Meredith had a drive that couldn't be stopped. In her first year, she closed 20 deals, each transaction a new lesson in building relationships and mastering the ropes. She quickly realized that her teaching background gave her a unique edge. "Real estate isn't just about buying or selling; it's about guiding people through one of the biggest financial decisions of their lives," she says. "I think clients can sense when you genuinely care about them and their needs." Today, her work in real estate revolves around those same principles of patience, trust, and helping her clients feel empowered to make big life decisions.

**BUILDING TRUST AND LASTING CONNECTIONS**

A big part of Meredith's approach involves connecting deeply with each client. She understands that buying or selling a home can be emotional and complex, and she's made it her mission to ease that process as much as possible. Whether she's helping a family prepare their home for the market or guiding a first-time buyer through the initial steps, Meredith focuses on making each step as smooth and stress-free as possible. Her motto is simple but powerful: treat every client like family, and go above and beyond to make their dreams a reality. "I always tell my clients, 'If I can take care of your most precious asset—your family—I can certainly take care of your largest asset, your home,'" she explains.

In fact, Meredith's bond with her clients is so strong that many of them have become lifelong friends. She remembers her very first client—a milestone she'll never forget—as someone who believed in her even when she was new to the business. That trust and faith left a mark, and she's paid it forward in every client relationship since. She's had her share of surprising moments, too, like the time she discovered a possum during a final walk-through—a story her clients still laugh about to this day. "Real estate is full of unexpected moments," she laughs. "But that's part of the fun. Every client and every transaction brings something new."

**FAMILY AS HER ANCHOR**

Meredith's support network extends beyond her clients to her family. Her husband, Zeke, and their

two children, Ruthie and Simon, are her biggest cheerleaders. They've been there through the highs and lows, and she credits their love and understanding for keeping her grounded. "Real estate can demand a lot of time, but my family keeps me balanced," Meredith reflects. "Their support allows me to fully be there for my clients, and I wouldn't have it any other way."

Community giving is woven into Meredith's life. She's a regular supporter of local charities like St. Jude Children's Research Hospital, Streets Ministries, and Streetdog Foundation, causes that align with her commitment to creating lasting positive change. With each house she sells, she also donates a portion of her earnings to Keller Williams Cares, a nonprofit supporting KW associates in times of need. "Giving back is part of who I am," she says. "I feel like it's my responsibility to support the community that's given me so much."

**LIFELONG LEARNING AND INSPIRATION**

Outside of work, Meredith stays active and curious. She's a fan of the MREA Podcast with Jason Abrams, always looking for new ideas to bring back to her clients. Books like 7 Habits of Highly Effective People keep her inspired, and in her downtime, she loves a good meal and glass of wine with friends, soaking up the simple joys of life.

As she looks back on her journey, Meredith shares some advice for those considering real estate: "Work hard, treat it like a traditional job, and always prioritize your clients' needs. Having a mentor or coach is invaluable—they help you stay focused and provide insights when you're just starting out." For her, success is about making a difference in people's lives, growing personally and professionally, and continually pushing the boundaries of what's possible.

**CREATING HER LEGACY**

Meredith's journey from a small town to the Memphis real estate scene reflects a lifetime of starting from scratch, building relationships, and leaving things better than she found them. She knows firsthand that great things come from small beginnings and that each step forward—whether it's launching a soccer team, teaching kindergarten, or helping someone buy their dream home—adds up to a legacy of meaningful connections. "At the end of the day, I want people to feel seen and heard," Meredith says. "If I can make my clients'



lives a little easier, then I've done my job right."

In Meredith's eyes, real estate is more than a career; it's a calling, a way to be part of people's lives in a significant way, and a path that allows her to keep creating, serving, and building.

A huge shoutout goes to Hen House for allowing us to take these amazing photos at their restaurant!



# NOMINATIONS / RECOMMENDATIONS!

## NOMINATE YOUR FAVORITE AGENT:

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

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



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