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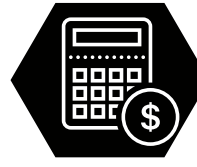
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TABLE OF CONTENTS

| | | |
|---|---|---|
|  <p>06 Preferred Partners</p> |  <p>09 Publisher's Note: Welcome Top 300!</p> |  <p>12 Partner Spotlight: Specialized Property Management</p> |
|  <p>16 Rising Stars: Brenda & Cruz Blanton</p> |  <p>20 Agent Feature: John and Gay Chambers</p> |  <p>24 Cover Story: Meet Jeremy and Gina Miller</p> |

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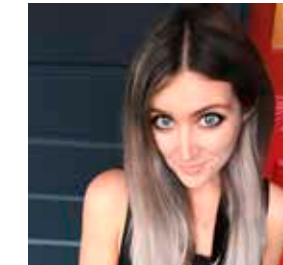
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Meredith Jones
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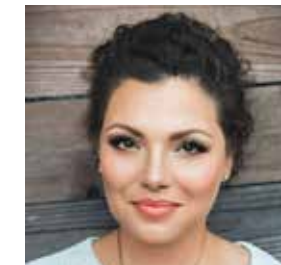
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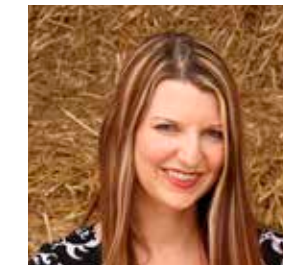
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For some of you, this may be the first time you're receiving this magazine and you are wondering what it is and what we're all about. By receiving this magazine, it means that you are in the top 300 producing residential real estate agents in the Birmingham metro area (this is based on your annual residential MLS production numbers) and you will receive a copy each month.

Birmingham Real Producers' mission is to connect, elevate and inspire our community of top-producing agents. We do this by telling your stories and building a community where our top-producing agents can get to know one another on a deeper level, collaborate, and learn from one another.

As a part of our community, you are also eligible to be featured in our magazine! This is a chance to tell the story of your hard work, grit and passion. The best thing about our REALTOR® features is that it is 100% free to you. We can't guarantee anyone a feature, but if you would like to be considered for one, here are some tips to increase your chances: meet up with a member of our team, and attend a *Real Producers* event when you can.

You will also start receiving invitations to our private events. Our events are just for our top-producing agents and our preferred partners. The events are a mix of social and learning events, and we want your input! One of the best things about our learning events is that we can tackle topics that top-producing agents are interested in and care about.

Birmingham Real Producers is made possible by our Preferred Partners and they are how we make this community free of charge to our REALTORS®. Every one of these businesses has been referred to us by top agents and vetted by us. They are some of the best businesses to work with, and when you meet one of them at an event, be sure to thank them for supporting and investing in your community.

Last year, we launched *Birmingham Real Producers*, and we're excited for what's in store for 2024!

Again, congratulations!

Meredith Jones
Owner/Publisher

►► publisher's note



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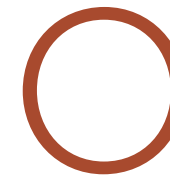
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Written by Elizabeth McCabe
Photos by Brendon Pinola
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SPECIALIZED PROPERTY MANAGEMENT

MAXIMIZING THE
CLIENT EXPERIENCE



Outpacing the competition, Specialized Property Management is changing the landscape for residential management services.

Founded in 2004, Specialized, a family-owned, full-service property management company, has expanded its footprint to 11 markets: Atlanta, Birmingham, Dallas-Ft. Worth, Houston, Indianapolis, Jacksonville, Memphis, Oklahoma City, Orlando, San Antonio, and Tampa. The success and growth of Specialized can be attributed to its people-first approach, leveraging technology to provide enhanced service, and communication, and maximizing investor returns.



Evolution in Property Management

Specialized Property Management is committed to enhancing technological advancements to ensure property investors have an optimal rental experience. Jarrod Cook, who joined the company in 2007 and played a pivotal role in opening the Houston, Atlanta, and Birmingham offices, reflects on the early days when everything was managed using outdated methods which cost investors money and increased risk.

“iPhones had just come out,” he reflects. “We were inundated with tasks that offered little value and kept us from managing the home like an investment while providing superior service to tenants. Today, we deliver on that service and our tenant retention for customers is over 72%, which keeps the home we manage occupied longer than our competition.

“The inefficiencies from years past are now gone. Bringing on the most experienced team in the industry, we have been able to develop the strongest property management tech platform yet.” Times have certainly changed.

One of the many features available is a chatbot that serves as a comprehensive information resource. It is capable of answering specific queries in real-time about accounting, contracts, billing, and maintenance questions; thus, enabling seamless and accurate communication within the organization. As technology continues to advance, the company adapts, exemplifying how the integration of AI and BI (Business Intelligence) platforms enhances productivity and prescriptive analytics.

With its technological edge, Specialized Property Management prides itself on being the most technology-based property management company in Birmingham. The foresight to invest in AI and BI technologies early on (before other companies were doing so) positioned Specialized Property Management to be a leader in the industry, offering clients a superior level of service and efficiency.

Services Offered

Specialized Property Management boasts a comprehensive list of services that cover every essential aspect of the rental process. From regular inspections and technology-driven marketing techniques to lease execution and compliance with legal codes,

the company ensures a hassle-free experience for property owners. They handle everything from collecting rent electronically to managing preventative and cost-effective maintenance, minimizing the stress and time commitment for property owners.

“Clients can be as hands-on or as hands-off as they want,” explains Jarrod.

The Key to Success: Specialized’s Founder

At the heart of Specialized Property Management’s success is its founder, Chuck Thompson. Starting as a single-market company in Dallas in 2004, the company has expanded aggressively and strategically under his leadership to become a significant player in seven states. The growth trajectory is due to his vision combined with his assembling the strongest operations team in the industry. The future of Specialized has never been more exciting!

Jarrod Cook: A Driving Force

As the broker and regional manager with over 12 years of experience at Specialized Property Management, Jarrod Cook is a driving force behind the company’s success.

“I was the fourth or fifth person hired,” he says. He has seen the company grow since its inception to become the leader that it is today. Best of all, he loves his job. “I get to do a job that doesn’t even feel like work,” he smiles. “I love real estate and working with investors.”

A former football scholarship recipient at Samford University, Jarrod’s journey into real estate began with a passion for creating cash flow through property investment. “I started buying houses in college to create cash flow for myself,” he comments. “By the time I had graduated, I had three houses.”

He found his passion in real estate, which led to a successful career and a rewarding life. With his success, he also has a heart to give back to the community. Through his regular volunteering with the Humane Society, he likes making a positive impact beyond property management.



“ I GET TO DO A JOB THAT DOESN’T EVEN FEEL LIKE WORK.”

When not working, you can find Jarrod with his 7-year-old son, Jaxon. He also loves fitness. “I’ve got a Peloton bike in my living room and it’s a blast!” he comments.

A Message to Top Producers

Jarrod Cook shares a valuable message to the area’s Top Producers, inviting real estate agents to partner with Specialized Property Management. The company offers a \$500 incentive for every client referred, emphasizing the importance of collaboration and mutual success in the real estate industry.

In conclusion, Specialized Property Management stands as a trailblazer in the property management sector, combining experience, technology, and a client-centric approach. With a strong presence in multiple markets and a commitment to innovation, the company continues to set new standards in the ever-evolving world of property management.

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Brenda & Cruz BLANTON

A Husband-Wife Real Estate Powerhouse in Alabama

“We’ve always worked so well together. We’re very similar but also very opposite. It’s great because we both have our strengths and our clients get the best of each of us.”

Brenda and Cruz both grew up in Alabama and both came from similar career backgrounds. Brenda worked in retail management and sales leadership for over 15 years, including a recent stint in B2B sales for commercial building equipment. She gained expertise in training sales teams throughout her career.

Cruz, born in Tuscaloosa and raised in Hoover, AL, has spent the majority of his career in sales and management, particularly in the health/wellness and technology sectors. Their paths crossed while working together as sales managers at a Sleep Number store, where their professional relationship blossomed into a personal one. They went on to get married and start a family, and this synergy in work and life would later become the foundation of their real estate team.

While raising three kids together, they eventually reached a point where they desired more freedom and flexibility in their schedule. That’s when Cruz suggested that Brenda try real estate. She also desired a more client-facing role that allowed her to utilize her problem-solving skills to help people more. Real estate was a natural fit.

Finding Quick Success in Real Estate

Brenda’s background in sales and project management allowed her to thrive in real estate right from the jump. She was nominated for Rookie of the Year by the Birmingham Association of REALTORS® in her first year and achieved the prestigious Icon Award from eXp Realty in her second year. Cruz, inspired by Brenda’s success, decided to join her in real estate so they could merge their strengths, teamwork, and expertise to better serve their clients. Cruz is now set to receive the same Icon Award as he closes out his first year in the business.

With years of previous work experience together, they fell into a seamless rhythm and flow with their business. Brenda excels in client relationships, networking, and checking in, while Cruz

brings deep operational expertise to ensure that everything flows smoothly. Their clients get the best of both worlds and receive comprehensive, tailored service to their needs.

“I’m in tons of networking groups. I’m the VP of NAWIC and we have about 70 members. I’m also president of a local networking group. So, a lot of my success in the beginning was being a strong networker. Which is something Cruz does, too, but it’s my niche.” – Brenda

“

It’s important for us to let people know how much we appreciate them trusting us with the purchase of their home.

”



These days, they focus on residential sales but also engage in property flipping and investing in rentals, showcasing their versatility in the real estate domain. For them, real estate isn't just about selling houses -- they view it as an entire industry to expand the footprint of their business. And they don't discriminate with their clients, either. Whether they're listing a trailer park or a \$1.6M mansion, Brenda and Cruz don't shy away from helping anyone.

Most of all, they bring refreshing levity and fun to the real estate process. When paired with their commitment to professionalism, their clients can actually enjoy and trust the process. Their client-centric approach is holistic, focusing on client satisfaction and maintaining relationships over time.

"It's important for us to let people know how much we appreciate them trusting us with the purchase of their home. When someone refers us or has options and chooses us, it means a lot." – Cruz

"We try to figure out what our clients' stressors are throughout the process and work to remove those stressors. We don't take ourselves too seriously, but we're super professional and working with us is always a good time." – Brenda

Looking into the future, Brenda and Cruz plan to get more involved in mentorship for new agents. Their extensive experience in leadership, training, sales development, and mentoring puts them in a perfect position to help up-and-coming agents develop.

"We love helping new agents. People call us all the time to ask questions and we'll take them out for coffee. We believe that there's enough business out there for everyone." – Brenda

Life Beyond Real Estate

Outside of work, Brenda and Cruz enjoy the simple pleasures of life in Chelsea Park. From golf cart rides to community involvement, they embrace a balanced and fulfilling lifestyle. They live right across the street from a big park and love to spend time with their kids there. Cruz also enjoys several hobbies including motorcycle riding, golf, and going to concerts.

We try to figure out what our clients' stressors are throughout the process and work to remove those stressors.

Above all, Brenda and Cruz prove that professionalism and fun coexist harmoniously in the real estate industry. They bring a refreshing approach to the Alabama real estate market.



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John & Gay

▶▶ agent feature

Written by Zachary Cohen
Photos by Brendon
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CHAMBERS

FOR GENERATIONS TO COME

“If you had to define our careers, the prevailing theme has been leadership. The significance of establishing a legacy of leadership in our family has become increasingly important over time.”

-John Chambers

John and Gay Chambers lead Chambers Realty Partners, one of Birmingham’s most well-respected real estate brands. Joined by their daughter, Madison, this family team has proven itself as a real estate powerhouse.

But, it wasn’t always that way; John and Gay each built respective careers in the corporate world. John, who also serves as the broker for Keller Williams Hoover office, brings years of experience in sales and sales management, while Gay leverages her background in sales and strategic management. Each came to real estate later in life — John in

2006, followed by Gay in 2015. Together, they have transitioned their leadership skills to real estate, becoming industry and community leaders.

“In 2006, we were restless for a change, so we decided to move to the beach, where I established my real estate career while Gay managed her consulting business. Looking back to 2006, little did we know that this new bus we had boarded had no brakes, but we did have a front-row seat to an epic collapse of the real estate market and economy,” John laughs. “Eighteen years later, we’re still here.”

The Road to Real Estate

Before becoming a REALTOR®, John was a successful sales manager in the plastics industry. He enjoyed his work, save for one major holdup — his extensive travel. He spent countless hours each year on airplanes, traveling nationally and internationally. And while that adventure was fun for a while, he eventually realized he wanted something different.

“One of my goals in college was to live in a community and make a living with people I rubbed shoulders with and did life with,” John says. “So, when we had the chance to consider real estate, I realized that this was the culmination of what I had in mind in college — to live in a smaller community with people who were friends and clients.”

In 2009, Gay accepted a business opportunity in Birmingham, so John followed her, relaunching his business in Alabama.



Initially, John commuted to Panama City, but he slowly realized that “there were houses here, too.”

Meanwhile, Gay had built a successful corporate career of her own. She spent years in sales and strategic management, took a five-year hiatus to work in the school system, and later founded a consulting firm.

Gay was fulfilled by her work, but after many years traveling the country, she realized that she, too, was ready to trade in her frequent flier miles. She had a front-row seat to John’s success in real estate, so in 2014, she began planning her transition.

“After John experienced success, that planted the seed for me to eventually make that leap,” Gay shares. “I had spent time building relationships all over the country, but not where I lived. I was driven to ‘live where I work and work where I live.’”

In 2015, Gay officially joined her husband in business.

Teaming For Success

John and Gay have proven to be a perfect match as business partners. John brings incredible leadership capabilities, as proven by his role as the Keller Williams Hoover broker. Gay, on the other hand, enjoys the strategy and problem-solving aspects of real estate.

In 2022, John and Gay’s daughter, Madison, joined their team. With a degree in marketing and experience as a successful college athlete, she brings a disciplined, fresh, and modern perspective.

“It’s a three-pronged approach,” Gay says. “John drives expertise and leadership, I focus on strategy, and Madison continues to elevate our marketing with a commitment to keeping us fun.”

In 2023, Chambers Realty Partners had an exceptional year — an impressive feat considering the slowing real estate market.

“2023 marked a tremendous year,” John says proudly. “In a down year, where a lot of people have struggled, we have excelled. Part of that is we’ve stayed the course with our work ethic, but it’s also the culmination of a lot of relationships we’ve created over the past 18 years. We’ve built our business one client at a time, and our clients have been incredibly kind in helping us grow our business through referrals.”

“We call our business Chambers Realty *Partners* on purpose, as we spend much time building strategic partnerships that can support our clients,” Gay adds. “As a result, we have a large base of partners that help us succeed through their referrals.”

As John and Gay reflect on their successful real estate journey, they are grateful to be in a position to serve. They appreciate every single client who has contributed to their accomplishments. Yet, they aren’t resting on their laurels. They are set on creating a legacy that will last for decades to come.

“Chambers Realty Partners: here today and for generations to come,” Gay says. “It was always our hope that someone in the family would join in, and Madison has done that. That’s one of the best things we can do — build a business that transcends John and me.”



FUN FACT

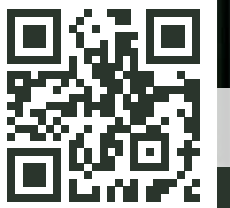
John, Gay, and Madison are passionate about fitness. Most days, you will find them together at OrangeTheory Fitness. Gay and Madison are also training to run a marathon together. “It’ll be my eighth marathon and Madison’s first,” Gay says. “We’re having fun with it. I’m 62 this year, and Madison is 26. We thought it would be fun to run 26.2 miles to celebrate.”

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meet
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A Dynamic Duo in Real Estate Making Dreams Come True with Their Experience and Expertise!

In the ever-evolving landscape of real estate, one power couple has emerged as a beacon of innovation and service. Meet Jeremy and Gina Miller, a dynamic duo who is not only redefining the industry but also making dreams come true for their clients.

A Love Story that Transcends Professions

Jeremy and Gina Miller are not just business partners; they are life partners, personally and professionally. Their story begins in the digital age, a testament to their openness to change and adaptability. “We want to be known as real estate professionals who are not afraid to go into the future and meet the consumer where we are,” says Jeremy. “If we have to do it alone, we will do that. At the end of the day, consumers love what we do.” Gina emphasizes the importance of adaptation in changing times. They leverage technology and embrace it for the betterment of their clients.

“We met in 2005 on MySpace,” recalls Jeremy, marking the beginning of a relationship that would blend seamlessly with the digital age. In December 2006, they tied the knot, and Jeremy delved into the mortgage finance industry in August 2006, right amid the subprime crisis. Despite the challenges, they purchased their first house in 2009, marking the inception of their foray into real estate.

“I had to get creative with an FHA 203(k) loan, which was a remodel loan,” explains Jeremy. “To make ends meet, we started to flip houses, and I was also a mortgage loan originator. We did both of those until late 2014,” he says.

“As time went on, I was not using my skills to the best of my ability,” he says. Jeremy knew that he had to make an adjustment.

Road to Real Estate

In 2015, Jeremy earned his real estate license. By 2017, he and Gina took a bold step, opening their own company, Local Realty, and Gina also obtained her license in January 2018.

“We briefly discussed Gina getting her real estate license while flipping homes, but we had never followed through,” says Jeremy. Gina was a stay-at-home mom to their children (who are now ages 21, 15, 14, 9, 7, and 4), with four boys and two girls.

Jeremy excelled in real estate, tripling his production in his second year. “I had to start a team because I was so busy,” he says. By the third year, his business continued to grow, and agents were brought on board to meet the demand.

“I needed Gina’s help and someone I could trust,” says Jeremy. “I wanted someone in my corner who would look out for me and help me build this for her.” Gina was the perfect match. About a month into their business together, Gina was impressed to explore the flat fee concept and meet consumers where they were.



“ I wanted someone in my corner who would look out for me and help me build this for her. ”



» cover story

Written by Elizabeth McCabe
Photos by David Graves Photography

Jeremy and Gina adopted a flat fee model for their listings. Jeremy’s realization that listings required less time and effort than traditionally perceived led to this innovative approach. Gina played a pivotal role in introducing this concept, emphasizing the importance of prioritizing clients and putting the service back in service.

As co-brokers and co-owners, Jeremy and Gina share responsibilities. Gina explains, “I handle more of the day-to-day operations. I keep up with most of the systems in the brokerage. I also work closely with the office manager to make sure that we have volunteer opportunities and team building in the brokerage.”

Jeremy does a lot of mentorship, training, and recruitment. He describes himself as a visionary. “I am a big thinker,” he comments.

A Heart-Centered Approach to Business

What sets Jeremy and Gina apart is their commitment to serving clients beyond transactions. Jeremy, a visionary and business builder, emphasizes the importance of relationships. They organize private events, buy out local attractions for their clients, and engage in various community-oriented activities. Their approach is spiritually rooted, operating their business from the heart of a servant.

“ We are open hands, ready to serve our clients and our agents. ”



“We are open hands, ready to serve our clients and our agents,” says Jeremy. “As a result, we have been blessed.” Gina thoughtfully adds, “You can’t receive anything with a closed fist.”

They have pursued real estate with passion, embracing their careers wholeheartedly. “We are not afraid to fail,” Jeremy asserts. In an industry facing challenges and evolving dynamics, the Millers see opportunities to meet consumers where they are. Their rapid scaling, becoming the #1 company in houses sold in Alabama by their third year, showcases their commitment to innovation and service.

Balancing Work and Family

With six children in tow, Jeremy and Gina find joy in aligning their lives with their children’s activities. From sports to family trips, they ensure a balance between work and play.

“We’ve got pretty active children,” smiles Gina. “Our daughter plays on the junior varsity softball team at Oak Mountain High School. Our two boys will also be playing baseball in the Oak Mountain area.” Not to mention playing basketball and soccer. Their other daughter plays flag football on the Oak Mountain High School varsity team.

Gina, with over 50,000 followers on TikTok, brings creativity and fun into their lives as a social media sensation. A natural on screen, people can relate to her and her personality.

Shaping the Future of Real Estate

Jeremy and Gina Miller exemplify a new era of real estate professionals—innovative, client-centric, and unafraid to challenge traditional models. As they continue to evolve and inspire, they stand firm in their commitment to making dreams come true for every client they serve.

Upcoming Agent Event

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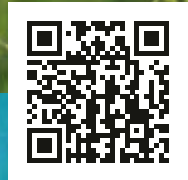
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