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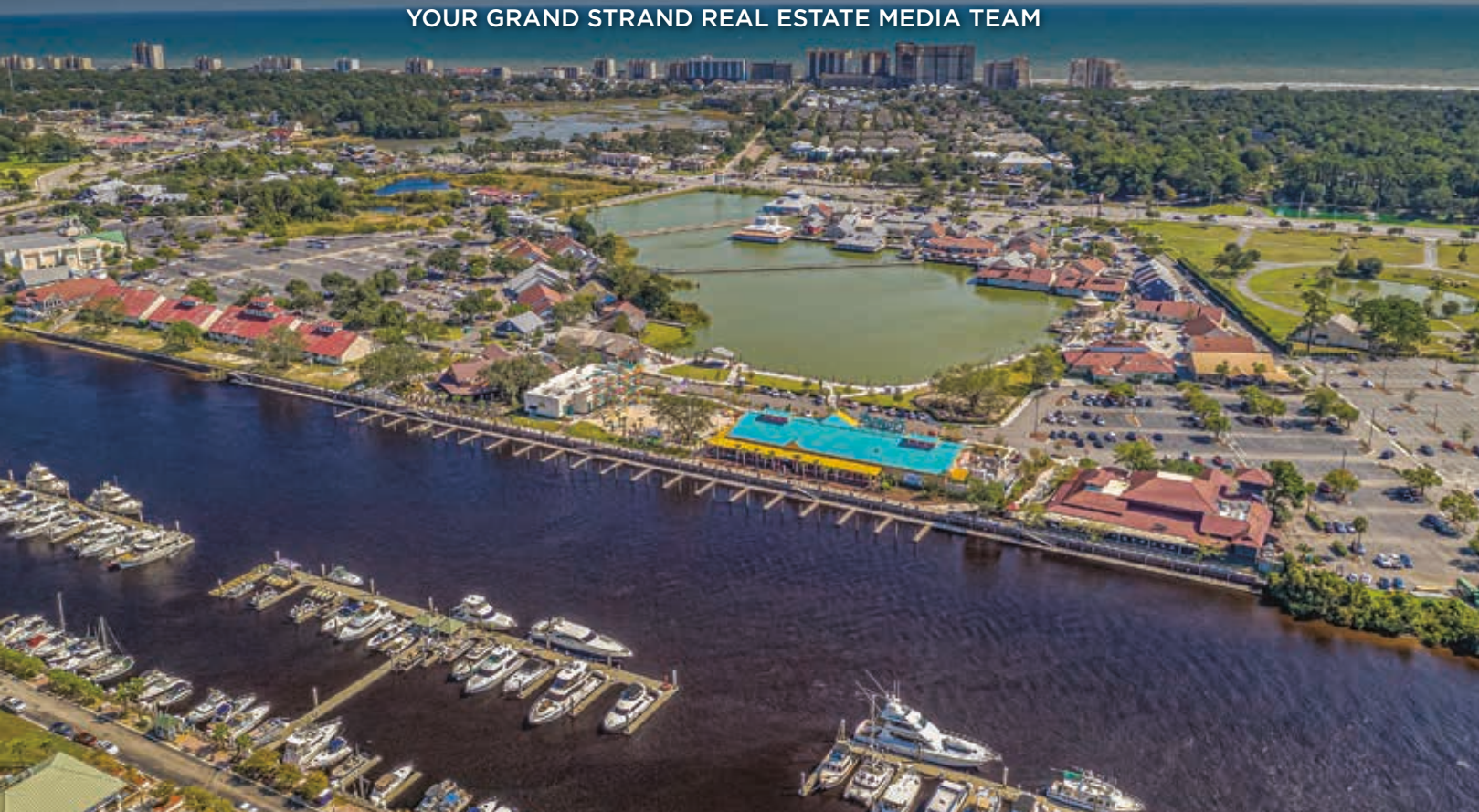


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## MEET THE CAROLINA COAST REAL PRODUCERS TEAM



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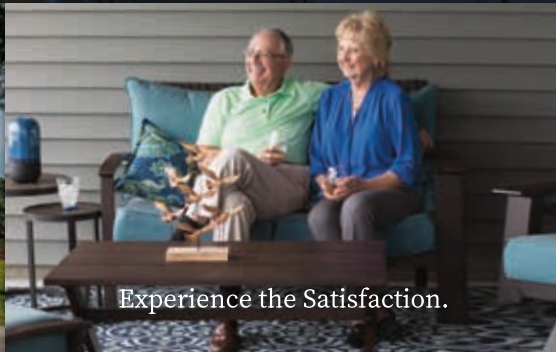
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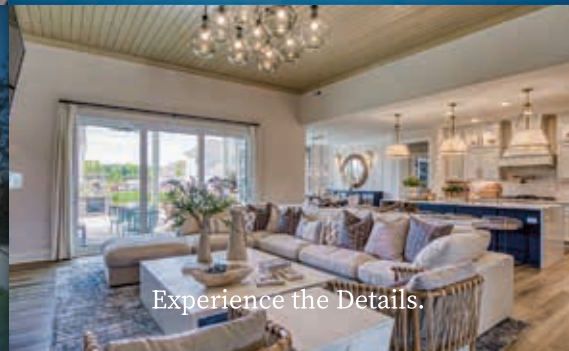
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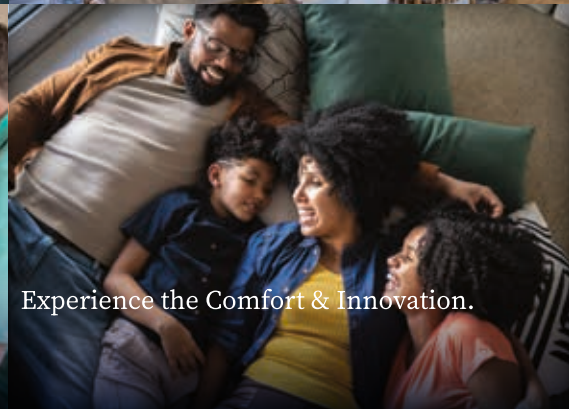
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Written By Anita Jones  
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# Ali Ferrari

A PASSIONATE REALTOR & A TRUE ADVOCATE OF SERVICE - FIRST MINDSET

feature agent

In the dynamic world of real estate, success stories often emerge from unexpected backgrounds, and Ali Ferrari is no exception. This top REALTOR® at RE/MAX Southern Shores has not only carved a niche for herself but has also proven that a service-first mindset can be the cornerstone of a thriving business.

Ali grew up outside of Allentown, Pennsylvania. She shares, “My dad has always been my hero and both of my parents have shaped me into the person that I am today. My grandfather was an entrepreneur who was laying the groundwork for things well before its time. My family always said I had his entrepreneurial spirit. My dad was a business teacher and went on to become a school administrator and college professor. He taught me everything I needed to know about business and life.”

Ali displayed her entrepreneurial spirit at an early age when she started selling and trading baseball cards. She had been an athlete and a sports enthusiast from birth practically. She had been collecting cards and going to shows with her dad. One day she announced that she wanted to be behind the table! Her dad fully supported her, and they would head out at 4 am, pack the car and head to trade shows all over Pennsylvania and New Jersey. She learned so much through this process - how to deal with the public, understand Profit & Loss, as well as how to work with vendors, customers, sales and customer service. She understands now how much this shaped her, as well as built an amazing bond with her dad.

Ali continues, “I have a bachelor’s degree in business from California University of Pennsylvania and a Master of Science from Indiana University of Pennsylvania. My father was a huge advocate for “lifelong learning.” I follow this in my real estate business to this day. I go to as many classes as I can within our brokerage to continue to learn and grow. I also am always listening to any podcast I can when I am in the car, whether it is Tom Ferry or Tad Fulford. I truly think success relies on continuing growth.”



Ali's new journey began in 2018 when she decided to transition from a successful career in college athletics to real estate. With a background as a college athlete, a softball coach and a recruiting coordinator, she brought a unique perspective to the industry. "I have a passion for sports and competing, but I was ready to step away from coaching," Ali shares.

While Ali has achieved remarkable success, her journey was not without challenges. The loss of her father in 2022 was a significant setback. However, his words of encouragement, "Keep hitting homeruns," continue to motivate and focus Ali on her real estate endeavors.

For Ali, success is synonymous with happiness. With a competitive spirit, she emphasizes, "If you end your day, week, year happy, then you have succeeded." However, her commitment to lifelong learning and growth extends beyond personal achievements.

**Passion Beyond Real Estate:**

Ali's passion extends beyond the world of real estate to her family, including her 2.5-year-old twins, Avery and Brayden, and her four beloved dogs. An advocate for animal welfare, she actively supports local shelters through monthly donations.

Ali's success is a compilation of her competitive personality and a service-first mindset. She advises aspiring real estate professionals to surround themselves with the right people, commit



to consistency, and embrace learning. "If you provide great service, it will be remembered," Ali emphasizes.

Ali strives to be remembered for her loyalty; a trait instilled by her parents. As a college athlete and assistant coach, loyalty has been a constant theme in her life. She believes that the foundation of her success stems from her background in athletics and treating people the right way.

**Favorite Quotes:**

Ali resonates with the idea that "You're the average of the five people you spend the most time with." Another favorite quote that has the same intent is, "Show me your friends, and I'll show you your future."

In Ali's world, positivity and kindness are not just buzzwords; they are guiding principles that pave the way for success. She finds happy clients the most rewarding part of her job. Her commitment to a service-first mindset and loyalty is reflected not only in her business but also in her personal life. Her final words, "Positivity and kindness go a long way. If you have the right mindset and embrace those things within your life, success awaits you."



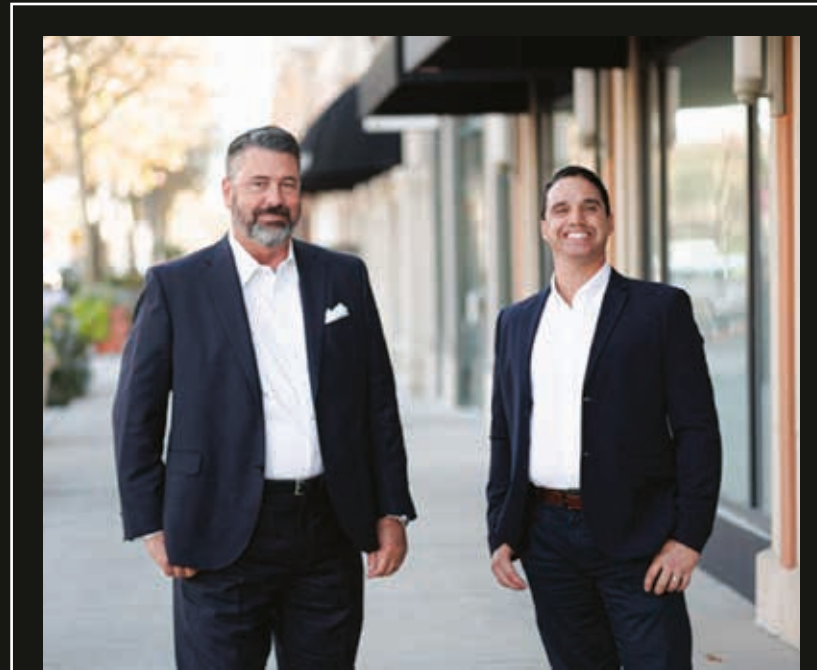
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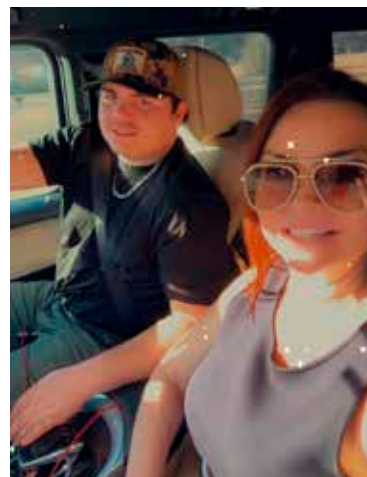
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# DUNES MED SPA



Established in 2006 and built on a foundation of providing personable and personalized service, Dunes Med Spa is proud to serve Myrtle Beach. From micro-needling, thread-lifts, and dermal fillers to vitamin IV therapy and laser hair removal, Dunes Med Spa helps clients feel like their best, most confident self. They offer innovative cutting-edge technology in addition to old-fashioned services including stem cell micro-needling, permanent makeup and medically assisted weight loss with Phentermine.

In 2021, Amanda added Dunes Pain Relief, specializing in non-narcotic pain management utilizing horizontal electrotherapy. This state-of-the-art technology repairs nerve and muscle tissue, and patients experience improvements in back pain, sciatica, diabetic neuropathy, osteoarthritis, fibromyalgia, joint pain, and carpal tunnel syndrome. Dunes Pain Relief is dedicated to promoting wellness and a higher quality of life for those dealing with pain. Their mission is to help patients return to doing those things they love with less pain and discomfort.

Amanda Howard is the owner, and her mother started the business in 2006. Amanda shares, “My mom was a great role model and inspiration to me. We both have a passion for helping women achieve their anti-aging goals while increasing their self-esteem. We also are very compassionate people who wanted to find a way to help relieve people of their pain and improve the quality of their life.”

One of the aspects that sets Dunes Med Spa apart is they combine innovative technologies with old-fashioned service. Amanda says, “We call this The Dunes Experience. Our clients receive our undivided attention and personalized plans to address their concerns. We now have combined pain management and aesthetics under one roof. Our patients can look and feel better. We are always striving to find the best treatments that are proven, and our estheticians and nurses have consistent and ongoing training.”

Amanda shares with Top Producing Realtors that their clients can have “full confidence when they walk through our doors that they will be treated to an experience like no other. Any treatment they could possibly desire we probably offer. We are so proud of the accomplished, caring team we have built. Our team members bring with them vast knowledge and a desire to build a personal connection with each of our patients while building mutual trust. Our goal is to provide everyone with compassionate and excellent patient care. If our clients have a particular problem and we do not have a solution, we will find one for them. We are very honest and accommodating, and our clients appreciate us for this.”

The most fulfilling part of Amanda’s business is seeing her clients’ results. “We want our clients to feel beautiful and confident. We want our pain patients to be able to enjoy their lives

again. It is also extremely gratifying to see the relationships I have formed with our team and our patients. We really care about each and every patient who walks through our doors and they become like family.”

Amanda shares that one of the biggest changes in her industry over the years is the elevation in technology which has led to better results with less downtime. There are now many treatments available to men and women that can be done at lunchtime, which has allowed clients to get a variety of treatments at their convenience. This is one of the many reasons Dunes Med Spa and Dunes Pain Relief have such high client satisfaction. Amanda shares, “Our success is defined by our patients’ testimonies. When our clients walk out smiling and more confident, our day is made! We often see our pain patients come to the aesthetic side for treatments. As they start to feel better, they want to look better as well.”

Dunes Med Spa and Dunes Pain Relief work tirelessly each and every day to provide excellent, personalized service. Amanda and her team want patients to be able to live their best lives, confident and pain-free. “I am genuinely proud of what our team has put together. We have worked hard and long to create a great space and experience for others to enjoy.” For more information about the services provided by Dunes Med Spa and Dunes Pain Relief, visit [dunesmedspa.com](http://dunesmedspa.com) or call 864-934-6149.

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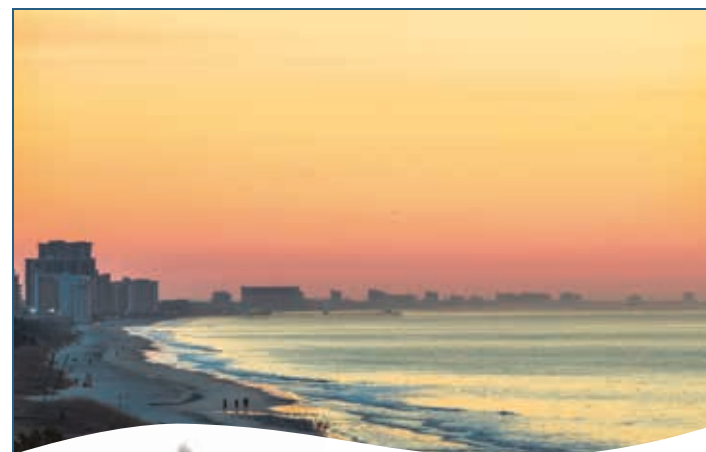
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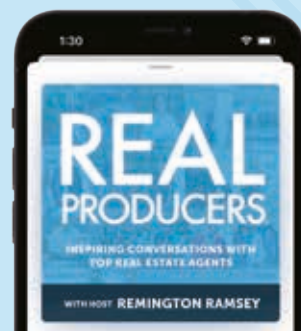
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# EMILY HIGDON - BRG

In the world of real estate, where Real Producers' success stories unfold against the backdrop of ambition and determination, Emily Higdon stands out as a rising star. As the founder of Higdon Property Group under BRG Real Estate, Emily shares her journey from a successful advertising entrepreneur to a flourishing realtor.

## A Journey Unveiled

"I received my license in August 2021 and began working with BRG on The Darren Woodard Team. In February 2023, my husband, Blair, and I embarked on our own venture, Higdon Property Group, still under the umbrella of BRG Real Estate," Emily recounts.

With a diverse background in advertising, Emily has owned her own company, H Media, for eight years. She manages advertising clients for notable brands like Jud Kuhn Chevrolet, Axelrod and Associates, WPDE Myrtle Beach/Florence, and WCIV Charleston, to name a few. The decision to step into real estate was fueled by a desire to balance work and family, particularly after the birth of her son, Jett.



## Balancing Acts

"During the Pandemic, I decided to take the Real Estate Class and get licensed. I was able to do so online while continuing to manage my advertising agency," Emily shares. Her ability to multitask and stay focused through challenges comes from a background shaped by a collegiate volleyball career, being a licensed yoga instructor, and a fifteen-year stint in the competitive world of advertising.

Moving to the beach from Coshocton, Ohio, after college, Emily's defining moments include her early job at Intellistrand, where she honed her sales skills. The absence of a safety net pushed her to succeed, shaping her into a seasoned sales executive.

## Overcoming Challenges

"I have had to reinvent



myself over the years. Selling advertising on a commission-only basis requires focus and mental resilience. Playing sports and being the oldest sister groomed me to work through challenges and have faith that I can do anything I show up for," Emily reflects on the obstacles she faced and overcame.

## Passionate Pursuits

Emily's passion for her business is evident, especially as she geared up for the last quarter of the year. "I am super focused on doing the work that it will take to have a very successful start to the new 2024 year."

## Commitments Family Ties and Community

Beyond the business realm, Emily shares her life with her husband Blair, seven-year-old son Jett, and their furry companions Chuck



Norris and Roscoe. The family enjoys boating, golf cart rides to the beach, sports, long bike rides, and traveling. Passionate about SOWW (Special Operation Wounded Warriors), Emily is actively involved in her church, All Saints in Pawleys Island, and is a member of ISL.

**Hobbies and Unseen Talents**

“Boating, golf cart rides to the beach, biking, working out, pickleball most recently, and traveling – these are my escapes outside of the business,” Emily shares. And in a surprising twist, she reveals, “I am a youth soccer coach.”

**Words of Wisdom**

With her status and expertise, Emily offers advice to agents aspiring to be top producers: “Always learn and grow, stay humble, and help others be successful.”

**Kindness and Relationships**

If there’s one thing Emily wants to be remembered for, it’s her kindness and relationship-oriented approach. “Just being a person that people enjoy being around. Known for making people feel good about themselves and authenticity!”

In closing, Emily Higdon is not just a realtor on the rise; she’s a testament to the power of reinvention, resilience, and the pursuit of success with a heart full of kindness.

“

*I am super focused on doing the work that it will take to have a very successful start to the new 2024 year.*

”



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cover story  
Written By Anita Jones



## RESOURCEFUL REALTY

In the quaint coastal town of Nags Head, NC, the seeds of Shelyn’s passion for real estate were planted in the summer of 1977. She embarked on her journey with Joe Lamb Realty, laying the foundation for a career that would span decades. Fast forward two years later to 1979, and Shelyn found herself calling Myrtle Beach home, where her love affair with the world of property blossomed.

“I fell in love with the dynamic world of real estate in Nags Head,” Shelyn reminisces. “It was the beginning of a journey that has only grown richer with time.”

Today, Shelyn proudly holds not just a South Carolina Brokers License but also a coveted Florida Real Estate Brokers License, a testament to her expertise and commitment in the

field. Her partner in life, Gregg, a native of Myrtle Beach, shares in her passion for the region. Together, they have woven a tapestry of family and business, owning iconic Restaurant establishments like Chestnut Hill, Chesapeake House, and Lees Inlet Kitchen. Gregg retired from the restaurants and joined their daughter Sara Mosseri and Shelyn at Resourceful Realty. Since the company opened in 2016, Resourceful Realtors have consistently ranked within the top 50 in sales out of 600 firms annually within the Coastal Carolina Board of Realtors. With relatives and daughters dispersed across Myrtle Beach, Denver, CO, and Brooklyn, NY, Shelyn considers it a privilege to share her love for the East Coast. “It’s not just a location; it’s a lifestyle, a community, and a feeling of home,” she shares,

her voice resonating with a deep connection to the region.

Shelyn’s commitment to her clients goes beyond mere transactions. Armed with a keen understanding of the market and a belief in the power of communication, she loves guiding her clients through the intricate process of real estate transactions. “While technology plays a vital role today, communication remains the cornerstone of a truly successful transaction,” she asserts, emphasizing the human touch is so important in an increasingly digital world.

As the driving force behind Resourceful Realty, Shelyn views her team of dedicated Realtors as more than just colleagues; they are a close-knit group working collaboratively for the benefit of their clients. “It’s about

“  
It’s about building  
relationships,  
understanding  
dreams, and making  
them a reality.  
”



building relationships, understanding dreams, and making them a reality,” she says with a warm smile.

Beyond the world of real estate, Shelyn’s journey has taken her through diverse business ventures, from owning a children’s wear store called Just Kidding to a Camera and Electronics store named Sunshine Cameras. Her professional journey includes stints in accounting for a law firm and working for The Marriott in St Thomas. She also spent time

at ESG Enterprises working on real estate deals in Palm Beach, FL.

Born in Germany to an Army family, Shelyn’s roots stretch across High Springs, FL, and Virginia Beach, VA, where she spent her formative years. Since 1979, Myrtle Beach has been more than a location; it’s been a community she actively participates in. Shelyn’s involvement extends to organizations like the Long Bay Symphony, Chabad of Myrtle Beach, Brookgreen Gardens, Diversified Investment Club, and the Franklin G. Burroughs-Simon B Chapin Art Museum.

Balancing her professional life, Shelyn finds joy in hobbies like golf, biking, and painting. “Life is about embracing every facet of it,” she muses, epitomizing the spirit of someone who not only works hard but lives fully.

Shelyn is known to be a pillar of the community, a real estate maven with a heart full of love for the East Coast and a vision that extends beyond transactions - it’s about building dreams and homes that stand the test of time.



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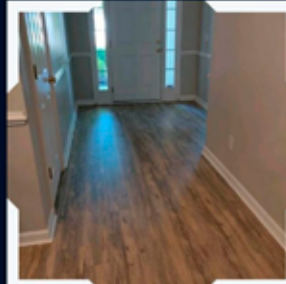
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