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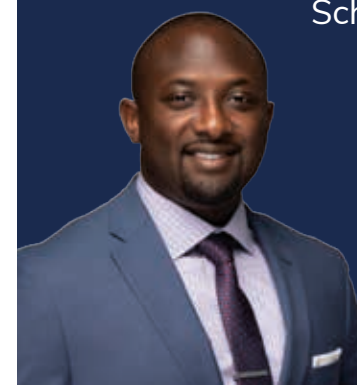
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FAQ

By Kristin Brindley, Publisher

ABOUT THIS MAGAZINE



Ever since *Charlotte Real Producers* launched

seven years ago, we have heard some of the same questions from many of you. I figured it would be most efficient to publish the answers here in case more of you had the same questions. Remember, my door is always open to discuss anything regarding this community — this publication is 100 percent designed to be your voice!

Q: WHO RECEIVES THIS MAGAZINE?

A: The top 500 agents in Greater Charlotte. We pull the MLS numbers each year (by volume) for agents licensed in the Greater Charlotte counties of Anson, Alexander, Cabarrus, Caldwell, Catawba, Chester, Gaston, Haywood, Iredell, Lancaster, Lincoln, Mecklenburg, Montgomery, Stanley, Union, and York. We cut off the list at number 500, and the next year's distribution is born. We did this again in January, based on the new top 500 agents in sales volume for 2023. The minimum production level for our group is \$11.8 million, based on 2023's list. The list will reset again at the end of 2024 for the following year and continue to update annually.

Q: WHAT IS THE GOAL OF THIS MAGAZINE?

A: We believe that we are better together. When we surround ourselves with other successful, like-minded

people, we grow to new heights. Real Producers is a platform that brings together the most elite individuals. We take the top 500 real estate agents and our preferred partners and we build an exclusive community around that group. We share their stories, successes, and upcoming events — really, anything that will connect, inform, and inspire, we put in our monthly publication.

Q: DOES REAL PRODUCERS HAVE EVENTS?

A: Yes! We will have specific networking events throughout the year.

Q: WHAT IS THE PROCESS FOR BEING FEATURED IN THIS MAGAZINE?

A: It's really simple — every feature you see has first been nominated. You can nominate other REALTORS® (or yourselves!), affiliates, brokers, owners, and office leaders can nominate Realtors as well. We will consider anyone brought to our attention because we don't know everyone's stories, so we need your help to learn about them. A nomination currently looks like this: you email us at wendy@kristinbrindley.com with the subject "Nomination: (Name of Nominee)." Please explain why you are nominating them to be featured. It could be that they have an amazing story that needs to be told — perhaps they overcame extreme obstacles, they are an exceptional leader, have the best customer service, or they give back to the community in a big way. The next step is an interview with us to ensure it's a

good fit. If all works out, then we put the wheels in motion for our team to write the article and for our photographer to schedule a photo shoot.

Q: WHAT DOES IT COST A REALTOR/TEAM TO BE FEATURED?

A: Zero, zilch, zippo, nada, nil. It costs nothing, my friends, so nominate away! The only small fee you may incur would be for professional lifestyle photos for the article.

Q: WHO ARE THE PREFERRED PARTNERS?

A: Anyone listed as a "preferred partner" in the front of the magazine is part of this community. They will have an ad in every issue of the magazine, attend our events, and be part of our online community. We don't just find these businesses off the street, nor do we work with all businesses that approach us. One or many of you have personally referred every single preferred partner you see in this publication. Our partners hold a special piece to this puzzle since their partnership helps support our monthly publication. Without them, we wouldn't be able to feature our top agents or host our social events.

Q: HOW CAN I REFER A PREFERRED PARTNER?

A: If you know and want to recommend a local business that works with top Realtors, please email Lexy@kristinbrindley.com, and let us know!



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MEET THE CHARLOTTE REAL PRODUCERS TEAM



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Mandi Jackson
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Ellen Buchanan
Editor



Wendy Ross
Operations Manager



Lexy Broussard
Sales Manager



Don Elrod
Photographer



If you are interested in nominating REALTORS® to be featured in the magazine, please email Wendy@KristinBrindley.com.

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2023

BY THE NUMBERS

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TOTAL TRANSACTIONS

\$9.6 BILLION
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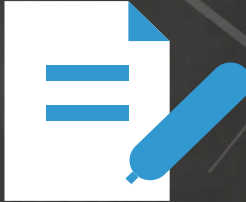
9,036

LISTING SIDE
TRANSACTIONS



7,319

BUYING SIDE
TRANSACTIONS



**\$19.1
MILLION**

AVERAGE
SALES VOLUME
PER AGENT



32.71

AVERAGE
TRANSACTIONS
PER AGENT

Information is based on residential sales in 2023 by the top 500-producing agents licensed in the Greater Charlotte counties of Anson, Alexander, Cabarrus, Caldwell, Catawba, Chester, Gaston, Haywood, Iredell, Lancaster, Lincoln, Mecklenburg, Montgomery, Stanley, Union, and York.



▶▶ publisher's note

Dear Real Producers of Charlotte,

February is synonymous with love, and it's the perfect opportunity to examine the connections we cherish in our daily lives. Considering our nation and industry are navigating considerable upheaval, the importance of nurturing relationships has never been more paramount. **Now** is the time to step up by offering encouragement and support in every way we can. In the good times, leading with love is a powerful practice, and in challenging times, it becomes even more impactful!!

Valentine's Day has just passed, but let's continue to embrace the spirit of love and elevate our expressions of affection. Beyond romantic gestures, consider creative ways to bring smiles to the faces of your loved ones and your professional network. Is it the right moment to send notes of appreciation to past and prospective clients? Perhaps it's time to break the digital mold and pick up the phone for a heartfelt conversation, a simple yet exceptional act in today's tech-driven society.

As top producers, you hold a special place in the community, and many of you are already giving back in various ways. It doesn't have to be a massive time commitment; find a cause you're passionate about and contribute in a way that feels genuinely good for you and makes a significant impact for others.

Speaking of genuine connections, we encourage you to attend our upcoming *Real Producers* events! These gatherings are a celebration of your achievements — a chance to let your hair down, have fun, and network with the best of the best in our local real estate market. Looking ahead, mark your calendars for the Industry Insights Mastermind on

March 19th! It's not just another panel — it's an opportunity to learn from and rub elbows with leaders in the industry. Keep an eye on your inbox for your exclusive invitation!

Lastly, a warm welcome goes out to our newest Charlotte Real Producers preferred partners, **Brookline Homes, Epcor Communities, and M&M Foundation and Waterproofing.** Your expertise enriches our community, and we're eager to embark on this journey together!

Wishing you a February filled with love ... and we can't wait to see you soon!!

With gratitude,



Kristin Brindley
Owner/Publisher
Charlotte Real Producers
313-971-8312
Kristin@kristinbrindley.com



FOOD FOR THOUGHT:

How can you infuse love and appreciation into your daily interactions, both personally and professionally, to create meaningful connections this month and beyond?

For information on all *Charlotte Real Producers* events, email info@charlotterealproducers.com.

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By Mike Baker

THE IMPACT OF EMOTIONAL BRANDING ON ORGANIC ENGAGEMENT



In the realm of marketing, where brands vie for attention amidst the digital noise, the power of emotional branding stands as a beacon, guiding authentic connections and fostering organic engagement. Emotional branding transcends the traditional transactional relationship between brand and consumer, delving deeper into the realms of feelings, values, and shared experiences.

By evoking emotions — be they joy, empathy, nostalgia, or excitement — brands can forge connections that resonate on a personal level. Emotionally resonant content tends to leave a lasting impact, compelling individuals to engage and share, thereby amplifying organic reach.

Tell a Story

The key to leveraging emotional branding lies in storytelling. Craft narratives that tug at heartstrings, weaving in elements that trigger emotional responses. Stories that depict real-life scenarios, triumphs, or challenges not only humanize the brand, but also create touchpoints for audiences to relate to, igniting conversations and encouraging organic sharing.

Be Consistent

Moreover, consistency in emotional messaging reinforces brand identity and values. When emotions align seamlessly

across various touchpoints — from social media posts to customer service interactions — it cultivates a cohesive brand personality that resonates with the audience.

Aim for Authenticity

Emotional branding isn't merely about selling a product or service; it's about selling an experience, a lifestyle, or a belief system. Brands that authentically align with the emotions and values of their audience cultivate loyal communities who engage organically, becoming brand advocates in their own right.

Build Trust

Furthermore, fostering emotional connections fosters trust, a cornerstone of organic engagement. When individuals feel understood and emotionally connected to a brand, they are more likely to actively engage, share content, and participate in conversations, thereby amplifying the brand's organic reach.

Remember that emotional branding forms the bedrock of organic engagement, transcending transactional interactions to forge meaningful, enduring connections. Brands that tap into the emotional core of their audience create a ripple effect, fostering organic engagement that extends far beyond the initial touchpoint.



Mike Baker is owner and founder of Your Social Liaison. To learn more, call Mike at (518) 669-1462, email YourSocialLiaison@gmail.com, or visit [Facebook.com/YourSocialLiaison](https://www.facebook.com/YourSocialLiaison).



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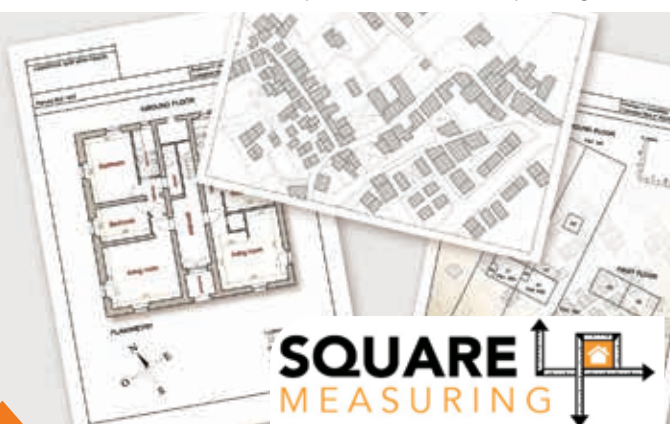
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ADAM TENNANT



MIRACLE MOVERS

EVERY MOVE IS A BLESSING

Adam Tennant is determined to make the challenges of moving a blessing. With Adam's top-notch management skills and full-fledged devotion to integrity and to his faith, Miracle Movers has garnered a reputation for being a trusted and reliable relocation partner in the Queen City.

"This is really a ministry for me," Adam shares. "I love hearing from customers that, in the most stressful time of their lives, they received the blessing of a stress-free move."

Finding Balance

Adam is the visionary managing partner behind Miracle Movers, a family-operated, full-service moving company. With a background in graphic design, Adam was an illustrator and art director for a screen printing company for 20 years. But as a man who values balance between career and family, he embarked on a new life chapter in 2022 and joined the Charlotte branch of Miracle Movers.

"I loved being an art director, but with a family of seven, I couldn't keep working up the company ladder and sacrificing time with my family. So I prayed about business ownership opportunities," Adam recalls.

"A friend of mine from high school, Chris Wilhoit, had started Miracle Movers in 2012, and I heard it was going well," he continues. "So I called him and asked him if he had any opportunities, and he gave me the chance to take over the Charlotte branch. With no moving experience, I came in and ran things with the values from my Christian faith, and it has taken off."

Values Above Profit

Miracle Movers stands apart from the competition, not just for moving expertise but for unwavering integrity. Adam emphasizes that the company always does the right thing, whatever the cost. This commitment extends to their professional and friendly moving crews, as customer satisfaction is paramount. Miracle Movers’ employees take great pride in their work and strive to provide the best service possible.

“Our exceptional office staff, led by Sales Manager Kelly Rand and Operations Manager Christopher Figg, has played a significant role in our achievements and where we are today. Additionally, my wife, Paige, leads our all-female packing team, and our customers have expressed appreciation for the extra care our packers provide to their items.

“We recently were voted the Best Moving Company in Charlotte,” Adam adds with a touch of pride. “Most of our business comes from repeat customers, as well as customer and REALTOR® referrals.”



Adam Tennant and his wife, Paige.



From left to right: Wesley, Hudson, Adam, Paige, Caleb, Liam and Olivia



‘THE BEST MOVING COMPANY IN CHARLOTTE’ ISN’T JUST AN AWARD; IT’S A COMMITMENT TO A FUTURE WHERE EVERY MOVE IS A TESTIMONY TO INTEGRITY AND PURPOSE. **WE WILL ALWAYS GO ABOVE AND BEYOND TO TAKE CARE OF OUR CLIENTS AND KEEP THAT RELATIONSHIP STRONG.**

From left to right: Sales Manager Kelly Rand, Managing Partner Adam Tennant, and Operations Manager Christopher Figg



The success of Miracle Movers isn’t merely a stroke of luck; it’s a testament to Adam’s strategy, rooted in his deeply-held spiritual beliefs. The values from his Christian faith permeate every aspect of how he runs his business, turning logistics into more than transactions.

“My motivation is always rooted in the Bible and my favorite verse, 2 Corinthians 5:17: ‘Therefore if any man is in Christ, he is a new creature: old things are passed away; behold, all things become new,’” he recites.

Beyond the Business

When he’s not busy working, Adam finds joy in spending time with his

large family. His wife, Paige, and his children, Olivia (15), Wesley (14), Hudson (11), Caleb (8), and Liam (4), along with two dogs and two cats, create a lively household. Family is the anchor that grounds Adam. He makes it a priority to carve out quality time with his loved ones through hunting and hiking.

Adam notes he isn’t sure what the future holds, but with faith and integrity as his compass, he is bound to succeed. His commitment to family and business will remain constant, and Miracle Movers will continue to grow and evolve while transforming moves into meaningful experiences.

“‘The Best Moving Company in Charlotte’ isn’t just an award; it’s a commitment to a future where every move is a testimony to integrity and purpose,” he concludes. “We will always go above and beyond to take care of our clients and keep that relationship strong.”

For a moving experience that transcends the ordinary, contact Adam Tennant at Miracle Movers today at 704-275-3053, or visit www.miraclemoversusa.com/nc/charlotte-lake-norman-movers.





DENISE HAUSER



Serving from the Heart

Denise Hauser is a shining example of an agent who has mastered the delicate dance of business with a personal touch. As a dedicated REALTOR® and member of the Dream Team United at Keller Williams Connected, Denise serves the vibrant Charlotte metro area in both Carolinas.

Finding Her 'Why'

Originating from Roanoke, Virginia, and equipped with a Bachelor of Science in Psychology from Virginia Tech, Denise initially pursued a career in human services. Serving as a job developer for adults encountering diverse barriers to employment, she honed her ability to forge connections and open doors to cultivate opportunities.

Her transition into the corporate world led her to become a human resources manager for a commercial real estate development firm. This shift marked the turning point where her passion for real estate ignited.

"Almost overnight, my passion for real estate was born," Denise recalls. "I realized my drive to serve others was a great match for real estate as it allowed

me to develop amazing relationships, creatively engineer solutions, and help people accomplish their goals of building wealth while finding their dream homes."

Making the Connection

Working as both a buyer and luxury specialist at KWC, Denise proudly collaborates with the Dream Team United. Last year, she closed an impressive \$21.7 million, totaling 34 transactions. Beyond the numbers though, Denise is deeply invested in securing homes that genuinely connect with her clients' hearts.

"For me, it's not merely about the bricks and walls; it's about finding that special place you'll call home, no matter where it is," Denise explains. "By taking the time to truly understand my clients' desires, dreams, and aspirations, I aim to offer a personalized experience akin to having a dedicated concierge by your side."

Her commitment to excellence certainly hasn't gone unnoticed. In 2020, Denise was honored with the prestigious Eagle Award at Keller Williams — a testament to her embodiment of the service model. Additionally, she has achieved the President's Circle for closed volume for three consecutive years at her brokerage, showcasing her remarkable dedication and consistency in the industry.

For Denise, success in real estate is simple but challenging. Her advice to up-and-coming top producers is grounded in transparency and diligence.

“Building a successful real estate business is achievable by anyone, regardless of what experience you have — just be humble, be genuine, and do the work,” she advises.

Beyond Real Estate

As a loving partner to Travis, and a devoted mother to Ridsen (11) and Locklyn (8), Denise notes her top priority is to ensure her family never has to say no to an opportunity due to financial constraints or lack of time. Her passion for real estate extends beyond transactions. It’s a vehicle to build a sustainable business, give back to the community, and enrich her children’s lives with experiences and opportunities.

Denise and her loved ones delight in the outdoors, venturing to the beach for summer weekends, to the mountains for apple picking in autumn, and whisking away to Disney every other year with close family friends. She is also involved with the Charlotte Clubhouse, offering support for those with a history of mental illness, and her team’s commitment to Veterans Bridge Home also reflects her dedication to making a positive impact in the community.

“Money is good for the good it can do, and I know that building a business that truly helps my clients, as well as grows the businesses of my teammates, allows my children and I to make a bigger impact on the community around us,” she adds with a smile.

On the Horizon

Looking ahead, Denise envisions her business evolving to a point where she spends more time coaching and mentoring other agents and entrepreneurs. In her five-year plan, she aims to visit Europe with her children, and her ultimate aspiration is to achieve the financial stability that allows her to pleasantly surprise loved ones by clearing their debts.



Denise Hauser with her children, Ridsen and Locklyn

To Denise, it doesn’t matter where you start; it matters where you aim. She is living proof that with a system, a process, and a plan, anyone can build a business they can be proud of.

“Your thoughts become your words, your words become your actions,” Denise concludes. “It doesn’t matter who you are, what you’ve done, or what you think you can do. What matters is that you can achieve anything you set your mind to.”

“Building a successful real estate business is achievable by anyone, regardless of what experience you have — just be humble, be genuine, and do the work.”

Denise Hauser is a Realtor on the Dream Team United at Keller Williams Connected.



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KOYA LAMAR

FINALLY HOME

Home is said to be where the heart is, and for Koya Lamar, a REALTOR® with Coldwell Banker Realty Ballantine, home means more than just bricks and mortar. While working in the banking sector for years, Koya always been passionate about real estate, homes, and architecture, setting the stage for a successful real estate career.

Getting Started

Originally from Philadelphia and having grown up in Richmond, Virginia, Koya has called Charlotte home for over a decade now. Armed with an economics education from Virginia Commonwealth University, she applies a solid understanding of finances to her professional pursuits. As the eldest of three sisters, her leadership and nurturing qualities shape her interactions in her chosen field and community.

Prior to real estate, Koya cultivated a diverse skill set in banking, spanning customer service sales, management, and technology compliance. With a pivotal role in mortgage, she aided individuals in protecting their homes from foreclosure through short sales. Her refined, customer-centric approach positions her as a knowledgeable guide in navigating the financial aspects of real estate for homebuyers and sellers.

“Having the people skills, the sales skills, and the direct knowledge of the mortgage industry gained through experience of working in the banking industry under so many different umbrellas has definitely played into my success in real estate,” Koya affirms.

A Natural Fit

Koya obtained her real estate license in 2019 and hit the ground running. Notable accolades include Rookie of the Year in 2020 and ranking in the top 5 percent of Coldwell Banker agents worldwide in 2022.

Her passion for real estate and helping people motivates her to deliver top-notch service to buyers and sellers alike.

“I’m passionate about sharing the things that I know to help other people grow,” Koya explains. “I enjoy those days when I am able to help a first-time homebuyer and walk them through the process to meet their goal of homeownership, which also means helping them to build generational wealth and have a place where they can gather with their families and create lasting memories.”

A Client-Centric Approach

Koya distinguishes herself in the competitive world of real estate by embodying a genuine and client-focused approach. She avoids a pushy demeanor, choosing instead to educate and guide her clients, recognizing the gravity of their investment in one of life’s significant purchases. Her emphasis on building genuine relationships stands out, creating a sense of trust and reliability.

Koya notes her success is intricately woven with her philosophy, echoing Zig Ziglar’s playbook.

“You can have everything you want if you help enough people get what they want. That is the way that I run my business,” she asserts. “I aim to look out for people, help them achieve their goals and, in turn, exceed my goals.”

Outside the Office

Growing up in various cities, Koya understands the value of putting down roots and homeownership.



“Homeownership gives you the ability to stay in one place,” she notes, drawing a connection between her nomadic childhood and her passion for real estate.

Home is not just a place; it’s the founda-tion for family stories and cherished moments. When not immersed in property transactions, she and her family find solace and joy in traveling. And she indulges in the luxury of facials and massages as her guilty pleasure. Balancing her love for relaxation, she embraces outdoor activities, occasionally lacing up rollerblades or engaging in a spirited game of tennis. Additionally, her penchant for shopping adds a touch of retail therapy to her leisure moments.

Koya says her greatest inspiration is her late grandmother, Alberta Catherine Golden. She attributes her fashion sense and fiery attitude to her grandmother, drawing inspiration from Alberta’s rare blend of entrepreneurship and passion. Her grandmother’s legacy is a guiding light, shaping Koya’s values and resilience as she seeks to emulate her distinctive approach to life.

Beyond her professional pursuits, Koya actively participates in charities such as The Fellows, mentoring children, and contributing to breast cancer awareness initiatives. Her commitment to giving back reflects her belief in community and making a positive impact beyond the industry.

“
I run my business and my life from my heart, but I also use my head. I am all about positive energy and doing the right thing.

Looking ahead, Koya has set ambitious goals for herself, aiming to sell \$20 million annually and eventually grow her own team. Beyond immediate success, her focus shifts to real estate investing, envisioning generational wealth for her family. For her, it’s not just about transactions though; it’s about crafting a lasting legacy and impacting lives in the industry.

“I run my business and my life from my heart, but I also use my head,” Koya emphasizes. “I am all about positive energy and doing the right thing; if you do that, you can manifest anything that you want for your end game while creating long-lasting relationships.”



Koya Lamar McDowell and Davien McDowell with their children, Michael, Davien, and Sameya



Rising Star Koya Lamar is a Realtor with Coldwell Banker Realty Ballantine.

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**AUTHENTICITY
IN ACTION**

► cover story

Photos by
Kathleen Dellinger



Homebuyers in the Charlotte area can attest to the fact that Christy Bradshaw radiates authenticity, good humor, and positivity. Her success is a testament to the power of enthusiasm, reliability, and a strong commitment to her clients and her community.

Christy is the team leader and lead listing agent at Christy and Company with Call it Closed International Realty. Her group comprises four dedicated REALTORS®, and they are all on a mission to provide exceptional real estate services to every buyer and seller.

A Life-Changing Encounter

Before stepping into the real estate world, Christy held various odd jobs and was considering a career in nursing. While working weekends and long hours in a nursing home, a chance encounter with the son-in-law of a lady she cared for changed her life.

The gentleman happened to own a real estate company and encouraged Christy to pursue a real estate career. She took the leap and obtained her real estate license in 2007.

“I wanted to become a Realtor because I felt it would be a great combination of my people skills, and who doesn’t love houses?” she smiles. “Real estate also fits into my personal dreams and goals, offering me a way to have some flexibility but also pursue a career in sales.”

Finding Success

In 2022, Christy personally closed 85 homes with a volume of \$36 million, earning her a 47th ranking in the Canopy MLS. As of this writing in early December, she was on track to achieve similar results by year’s end 2023.

Christy is full of advice for upcoming top producers, particularly stressing the power of time blocking and consistency. Regardless of the daily challenges and busy transactions, these principles keep her grounded and on track.



Christy and Company (from left to right: Rebekah Taylor, Christy Bradshaw, Amber Eaton, Jennifer Simmons)

“In my early years, I thought success was money,” Christy recalls. “What I am learning now is that success is time and freedom.”

She also emphasizes the importance of using a database to keep track of all appointments, connections, and relationships.

“I did not have a working CRM until I was almost 10 years into my career,” Christy notes. “Keeping track of every meeting and everyone I had worked with changed my career, even doubling my numbers in 2016.”

Growing in Leadership

One of Christy’s future goals is to evolve as a team leader and create

a system to help grow her teammates’ careers.

“It is easy to do what I do. It is hard to replicate success in a way that is scalable for others and in a way that I can teach others.”

As Christy shares her story, she hopes people understand the beauty in reaching goals and the transformation that occurs along the way. Authenticity does not mean perfection, but it is something she is always striving for.

“I try to be warm and try to combine top-tier talent and expertise with someone that you can really connect with and someone who’s real.”

Blending Love and Life

Christy hails from a generations-long line of Charlotte natives, including her grandparents, Bob and Phyllis Foy. The strong work ethic of her hardworking parents, Lois Foy, a nurse, and Wes Foy, an electrician, profoundly influenced Christy in her own pursuits. The entire family, including her younger brother Bryan, was born at Presbyterian Hospital and shares a deep connection to the city.

“I feel like that local connection has really helped me in growing my business and knowing our city,” she affirms. “I think Charlotte is the greatest city and I can’t imagine living anywhere else.”

Christy is married to husband Chris Iverson, a real estate photographer and graphic designer. Their blended family includes son Corey (21), and daughters Avery (17), Ember (7), and Harper (6). Three furry friends are also part of their crew: George, a dachshund; Shep, a King Charles Cavalier; and a cat named Stella.

“My husband is one of the reasons that my business has just catapulted forward because of how amazingly talented he is with graphic design, logos, photography, marketing ... he’s awesome,” Christy beams.



Top producer Christy Bradshaw is a Realtor and team leader with Call it Closed International Realty.



“In my early years, I thought success was money. What I am learning now is that success is time and freedom.”

Growing up, Christy notes she often had ambitious ideas involving friends and family. One such example was starting a newspaper in fourth grade and recruiting classmates to write articles and distribute them around the school. These days, Christy channels her creativity into flipping houses. She and Chris aim to renovate one house per year and have completed about 15 homes to date.

“I have always loved creating and achieving,” Christy asserts. “You can really create any future with all the opportunities available out there.”

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