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▶ publisher's note

SHARING HEARTBEATS -

OUR COMMUNITY'S STORYTELLING JOURNEY

As we dive into the heart of this edition, I feel a warm hum resonating through the pages—a reminder that within the stories we know and tell about each other lies the true heartbeat of our community. When we share our tales, we weave a tapestry that binds us in a unique and beautiful way.

Stories are like secret handshakes among friends, connecting us on a level beyond mere acquaintance. They carry the essence of who we are, where we've been, and the dreams we hold. The idea of Real Producers is a celebration of how, by understanding and cherishing each other's stories, we're not just building a community; we're crafting a shared narrative that makes us a family.

In the dance of storytelling, empathy takes center stage. Every narrative shared is an invitation to step into someone else's shoes, to feel their highs and lows, and to appreciate the kaleidoscope of perspectives within our community. Through this exchange, we dismantle the invisible walls that can separate us, creating a shared understanding that celebrates our diversity and unites us in our shared humanity.

Sharing stories is not just a gift; it's an act of empowerment. It gives voices to those who may have gone unheard, shines a light on experiences that deserve acknowledgment, and fosters a community where every story matters. In the stories within these pages, you'll encounter inspiration, challenge, and the vibrant patchwork that is our community. Each narrative contributes to a living, breathing story that defines us collectively.

Of course, when we get to know each other's story, we build trust. And trust, we all know, is what good business is based on. If we learn to trust each other, though we may even be competitors, we will enhance the culture of our real estate community in a powerful way. As the saying goes, "a rising tide lifts all the boats."

Thank you for being a part of our community, where every shared story is a heartbeat in the rhythm of our collective journey.

Warm regards,
Jeff White, Owner/Publisher



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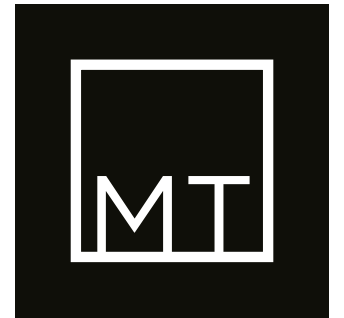
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How Does Memphis Real Producers Work?

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FOR THOSE WHO MAY BE NEW TO REAL PRODUCERS, OR IF YOU ARE JUST CURIOUS, HERE ARE SOME QUICK FACTS ABOUT REAL PRODUCERS:

The Heartbeat: We seek to elevate the culture of our local real estate community by **INSPIRING** us to **KNOW ONE ANOTHER BETTER**, creating stronger **CONNECTIONS**, more trusted relationships, and more repeat business for everyone involved.

Distribution: This magazine is sent free of charge to the top 500 agents in the greater Memphis area based on MLS productivity. Within this area, there are over 5,000 active agents, but everyone who receives this publication is part of an elite group. You are remarkable. Just to be in this group is truly a badge of honor!

Content: This is all about you, the Memphis real estate community. We do personal and unique stories on members of this community, giving you a platform to inspire others. Our goal is to go beyond the numbers and take a deep dive into the personal side of the industry, to inspire us to know one another better. It costs absolutely nothing for a real estate agent to be featured in the publication.

But to be featured, an agent must be nominated by a peer or leader in the Memphis real estate community. We are always taking nominations and encourage you to nominate individuals who are making a huge impact on our local real estate market.

Our Partners: Anyone listed as a “preferred partner” in the front of the publication is a part of this community. They will have an ad in every issue, attend our events and be a 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 recommended every single preferred partner you see in this publication. We do not meet with businesses until they are vetted by one of the agents in our community and receive a “stamp of approval.” If you are looking to add to your arsenal of incredible vendors, look no further.

Connections: We love connecting REALTORS® and BUSINESSES in a variety of creative ways. If you ever would like a personal introduction, we would love to arrange it.

Events: Along with the monthly publication, we host various social networking events where top agents, along with our top preferred partners, get together at reputable local venues to rub elbows, mastermind, have a good time and strengthen our greater Memphis community. We communicate information about the events through the publication, emails and social media.

Contribution: If you are interested in contributing, nominating REALTORS® for certain features, know of top-notch affiliate partners who should be a part of our community or would simply like to network, please email me at any time. I look forward to hearing from all of you!



Jeff White
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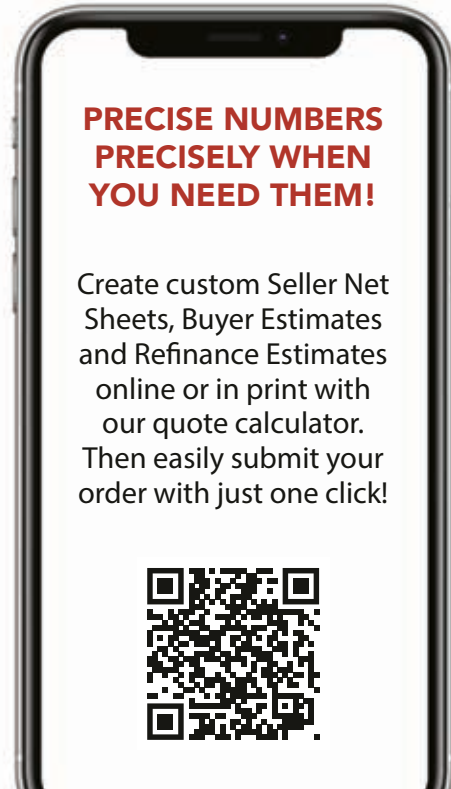
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Meet The Elliott Team

HEARTFELT SERVICE

By Cassie
Teeter
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Mike Berry

Cindy and Anthony Elliott both grew up in Memphis, Tennessee. Cindy attended the University of Memphis, graduating with a degree in marketing in 1996. She would later complete a Masters degree in Instructional Leadership in 2012. Anthony attended Memphis State University and Shelby State, graduating in 1987. Then, he became a certified Prosthetist. After finishing their studies, Cindy went into pharmaceutical and medical sales and Anthony worked in limb prosthetics.

Cindy's transition to the real estate profession came first. She had just had their first child, Tara, and quit working to stay home with her. A REALTOR® friend of hers told her about what the job was like, so, when she was pregnant with her second child, Drew, she earned her real estate license and began working. As her children grew, so did her business. By the time Tara and Drew began school, things had gotten very busy for Cindy. She found her mentor in John Green at John Green & Co, and has been working there for 28 years.

"John is the epitome of a servant leader. He strives to help and be a resource rather than 'sell.' He believes in honesty above all else, owning up to mistakes and making things right even when it costs you personally. In the long run, it will come

back to you 100-fold. I knew when I started working for him that I would never want to work anywhere else, and his sons, Allen and Michael, lead with the same integrity and servant hearts that he taught us all to have. We are a company who roots for each other's successes and helps each other, and that mind set comes from the top down."

Anthony, on the other hand, worked as a Certified Prosthetist for 31 years before changing his career path. The crisis of 2008 had a profound impact on both Cindy and Anthony's careers. It wasn't until the company he worked for closed in 2019 that he began to consider another profession. Cindy encouraged Anthony to get his license and form a team. In 2019, he did just that. Now, the two enjoy working together and managing each and every one of their transactions as a team. He has now been a REALTOR® for four years at John Green & Co.

"The crash of 2008 was especially hard because my real estate business and Anthony's job in prosthetics evaporated at the same time. Prayer and faith were the main things that got us through those tough years. The business eventually came back for both of us, but it taught us to be even more thankful for the good years. Those years also caused us to have to say, 'no,' to our kids more than we had previously, and the Lord really used those leaner years to shape our entire family into better stewards of what we have been blessed with."

The couple has many shared passions both within and outside of business. Their faith and family will always be their number one priority, but they have also found the time to support other projects. For example, they recently affiliated with the Homes for Heroes program, which aims to find savings during real estate transactions for five types of community heroes: police, firefighters, military, healthcare workers, and teachers. They also support other local organizations, such as their church,



▶▶ power couple





Cana Underground, several missionaries, Collierville Education Foundation, Forever Young Veterans, and Allie's Allies at St. Jude. Cindy and Anthony want to be remembered for putting others before themselves.

“Calling a buyer to let them know they got the house has always been rewarding, but even more so in the past few years, where getting the house felt like winning the lottery. Seeing first time home buyers achieve their dreams is always rewarding.”

Cindy and Anthony are also passionate about the ability to use their business to serve their family. They helped their children buy their first homes and have helped both of their parents build the perfect home as well. Cindy's parents have a separate, attached house on one side of Cindy and Anthony's home, while Anthony's dad has a separate, attached home on the other. The family likes to travel together, share meals, work together in the yard, and more. Even when they cannot see their family every day, Cindy and Anthony are always nearby if they are needed. They are also excitedly expecting their first grandchild!

The Elliott Team is certainly a powerful duo. With an impressive career volume totaling over \$100m, a total volume last year of over \$6m, Multi-Million Dollar Club Status, and other awards and recognitions, their accomplishments speak for themselves. And the two have no plans to slow down any time soon, so stay tuned!

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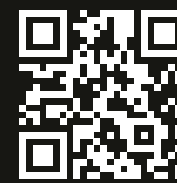
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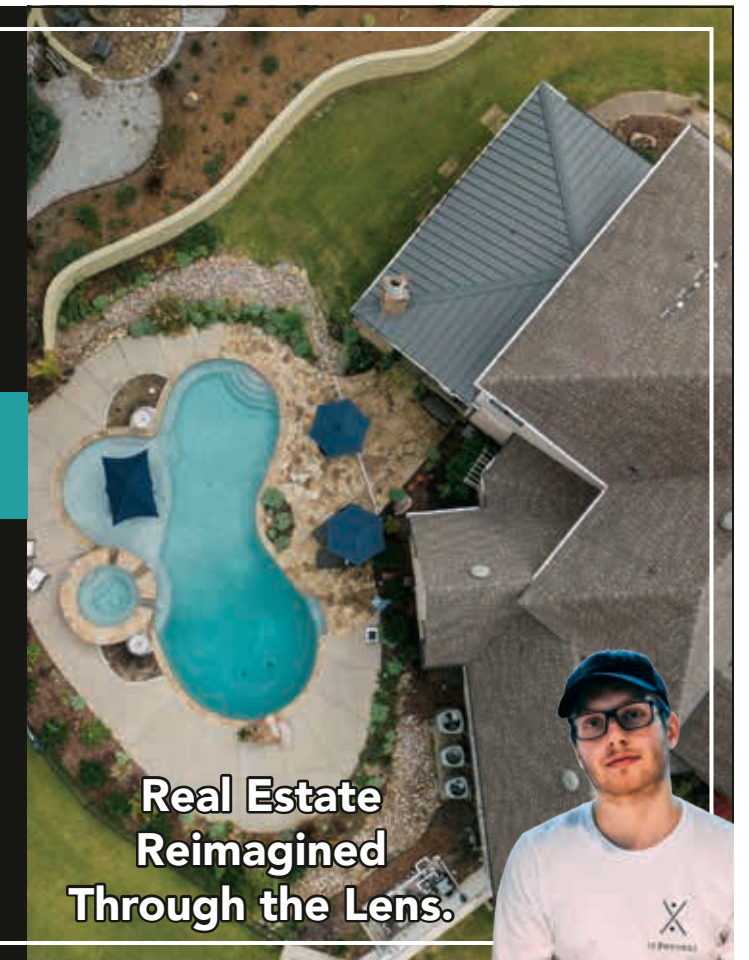


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Meet Nick & Sarah Aylward



A LOVE STORY

“Our greatest joy is helping families to move and improve their lives. Right when things feel the very hardest, sometimes the most amazing things are possible. We’ve lived this personally together, and love helping others do the same.”

Sarah and Nick Aylward both grew up in Kansas City, Missouri. They met in high school through a close friend and spent their high school days having fun together and getting into occasional trouble. Nick went on to Missouri State University and got his degree in Hospitality and Restaurant Management. Sarah graduated from Loyola University Chicago, majoring in Sociology and Women’s Studies.

After college, Nick moved to Memphis and Sarah moved to New York City. Sarah began managing Marketing & Investor Relations for a private equity and hedge fund firm. After taking classes at the NY School of Interior Design, she also began overseeing projects for high-end Manhattan clients. Eventually, life changes and the city magic began to wear off. After years of fertility struggles, a

miscarriage, and diverging careers, she found herself on a long painful path that ended in a divorce.

Nick and Sarah didn’t cross paths again until January of 2014, under tragic circumstances. The same friend who introduced them in high school passed away unexpectedly. They each traveled home to Kansas City for his funeral, shocked and heartbroken. Meeting again was a wakeup call. Both divorced, at a funeral, with life bruises, and a very real reminder of how short and precious life is. They especially realized what truly matters in life: friendship, connection, and love.

There was a lot of moving and improving to be done, though. Especially since they lived across the country. “When Nick and I met again, I was living in NYC and transitioning to work on Interior Design. With a background in finance and a brief time in interior design, I was admittedly unsure about what direction to transition my career in Memphis,” said Sarah.

“In addition, I wanted to actually see Nick,” she says. But he worked mostly nights and weekends, and a typical 9 to 5 job would mean spending most of their time apart. Working in real estate felt like



the perfect union, between her marketing and finance experience and excitement for all things home and design. That, paired with atypical work hours, made her decision easy.

“I’ve always felt a little mismatched with my life professionally, until working in real estate,” says Sarah. “I feel more at home in this career than I could have ever imagined.” Within her first five years in real estate, she earned Lifetime Multi-Million Dollar recognition status at Crye-Leike. But was still seeing Nick far less than they’d expected.

Nick: “I was working extremely long, hard hours in the restaurant business, while Sarah was a full-time REALTOR®, on top of taking care of our kids and home. As her business grew exponentially, she needed help. It made sense that if we could build a business together AND I could see my family more often, why not? That’s the point! So, we made the big leap - and began building our airplane on the way down.”

“After a life-time career in the restaurant industry, it was difficult to leave security behind and try something new, in my 40’s and with three kids. I knew it was the right decision. But I was paralyzed. It just seemed impossible. After much thought and long talks with Sarah, we decided to do this, though. And we haven’t looked back, we’re determined to make it work.” When Nick got his RE license in 2022, he joined Sarah at Crye-Leike, and they formed a 2-person team (Aylward Team). Although Nick has experienced some dramatic highs and lows in the recently changing market, he’s been involved with Sarah’s work behind the scenes for a long time. And knows enough to know that it’s all cyclical.

Together Sarah and Nick are enthusiastic about helping families. Moving is difficult at any stage, especially for families with young children. “We’ve lived it,” says Sarah. ‘People often hesitate to make



“*There’s no bigger success I can imagine, than seeing other families meet their goals! I’m often in tears as the friends we work with find their next chapter, which seemed so impossible to begin with.*”

big changes right when it would be the greatest help to their family. Which makes sense, it’s hard! Our biggest hope is to be the help that families need to make a life improving move.

Sarah and Nick love helping clients with big decisions in their lives and helping them land where they want to be. They believe in kindness, generosity of spirit, and heart.

“There’s no bigger success I can imagine, than seeing other families meet their goals! I’m often in tears as the friends we work with find their next chapter, which seemed so impossible to begin with. It’s exactly how I felt!! How amazingly grateful I am, that the impossible IS possible.” Sarah says.

As for the future, their personal dreams and goals line up with many of their clients, for their children - to feel loved, to live happy and fulfilling lives, and to be good people to others. To bring a little more to the world than before they arrived.

If you follow them online, you’ve also noticed, they sincerely believe a little humor is critical. Nick’s favorite quote lines up (and Sarah will have to agree), “Don’t take life too seriously, you’ll never make it out alive!”

Big League Movers would like to congratulate all of the Power Couples featured in this month’s issue!



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Meet the ROSATTI'S



cover story

By Christina See
Photos by Elizabeth Looney Photography

TAKING SERVICE TO A WHOLE NEW LEVEL

Stacia and Bill Rosatti have been together ever since they met in the Grand Lobby of the Peabody Hotel. Stacia was born in Helena, Arkansas, just across the river from where Bill was born in Clarksdale, Mississippi. They'll celebrate 34 years of "teamwork" this month on their upcoming 34th wedding anniversary on February 10th. They moved to Germantown in 1990 and still live in the first home they purchased together!

Bill spent 35 years at First Tennessee's Bond Division, now FHN Financial, while Stacia began her career in advertising sales before having their two sons – William and Rollin. In 2013, Stacia became a REALTOR® because she was at a crossroads of sorts. Her sons were grown, so with extra time on her hands, she felt that helping others with their homes would be a natural fit for her gifts and talents as a homemaker & a means to serve others while contributing to the family income.

Stacia began her RE career with Crye-Leike since she knew several people at the Forest Hill office. She immediately connected with Sue Turner, the managing broker, and felt that Crye-Leike would offer her the support and training she needed to get started. As her friends began to recommend her to others, she was surprised when she made MMDC her first full year in RE. Her production landed her as the #1 Top Realtor in the Forest Hill Office. This recognition was confirmation that the business could evolve into more for her and her family.

"I found that staying focused on servicing my clients helped me overcome the nerves of being a newbie at the age of 50. You have a lot of life experience at that

age and taking care of people had been my full time job, so the skillset translated well."

"It's rewarding to work with my family and create a business that can be sustained for the next generation. We find this business to be almost a calling... the most rewarding part is helping people in their life-changing moments that spur a move – a new marriage, a baby, a new job, or a death in the family. These are all stressful times for our clients and we're honored to be trusted to help." Team Rosatti intends to take full service to a whole new level. Most sellers expect a REALTOR® to list their home, negotiate offers and oversee inspections. Team



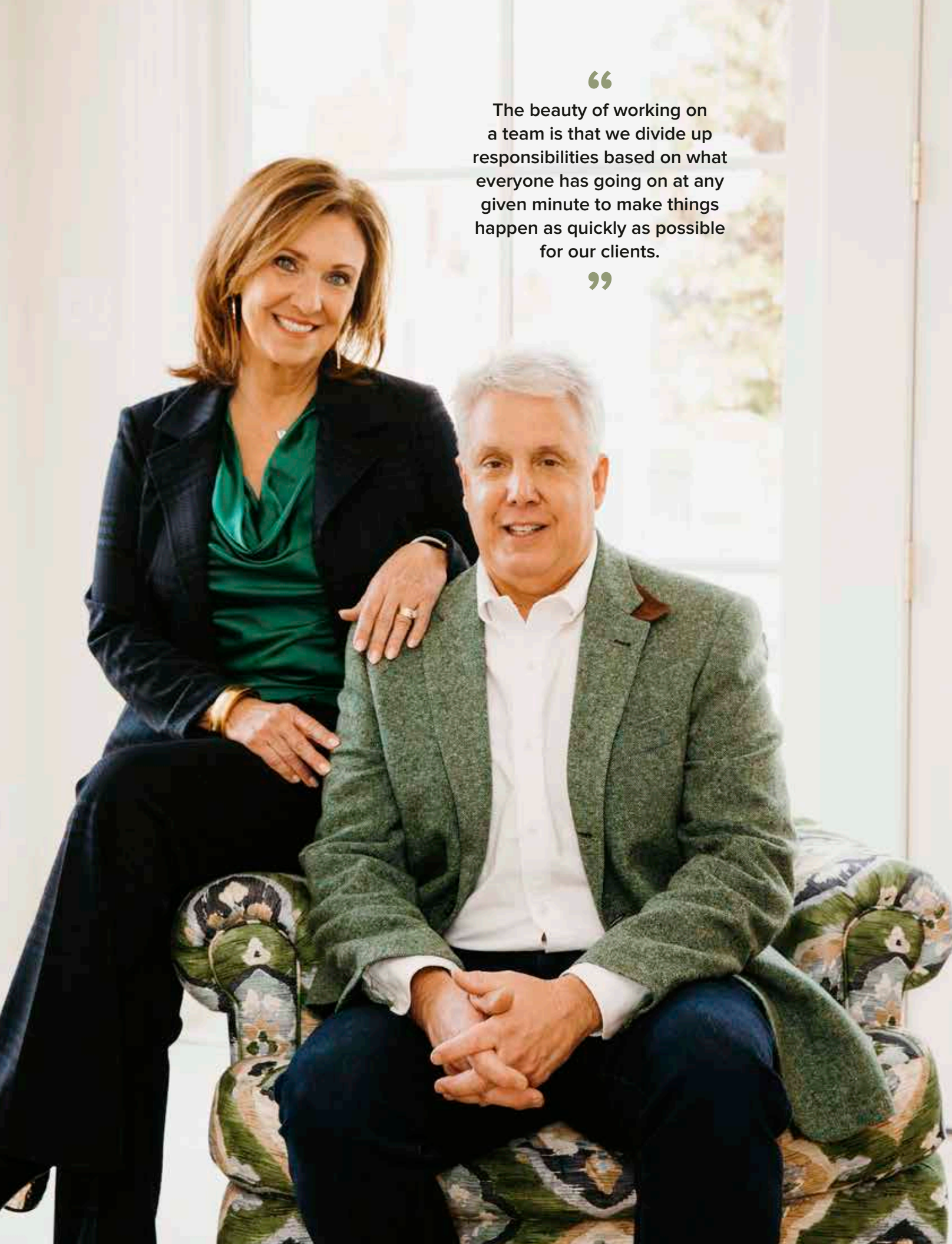
Rosatti will also coordinate movers, packers, stagers, painters, window cleaners, landscapers, electricians, and plumbers! As Stacia says, "I may show up in heels on the first meeting, but we'll all show up in tennis shoes to help stage and send folks to clean & pack if that's what's necessary!"

Stacia says, "The beauty of working on a team is that we divide up responsibilities based on what everyone has going on at any given minute to make things happen as quickly as possible for our clients. Rollin works with a lot of our buyers. Bill gets really involved following up with all the contractors, making sure they're finishing, and getting them paid, all while keeping the agents we work with on the other side up to date."

“
It's rewarding
to work with my
family and create a
business that can
be sustained for the
next generation.
”

”

Professional stager and owner of By the Grace in Collierville, Jenn McElhane is a key member of Team Rosatti's group of preferred contractors. Jenn says about the Rosatti's "They never get stagnant in how they approach their role with their clients. They tend to go a little more outside the



“
 The beauty of working on a team is that we divide up responsibilities based on what everyone has going on at any given minute to make things happen as quickly as possible for our clients.
 ”



box and differentiate themselves from their fellow agents.”

Stacia says she hopes people will find her and her family team to be professional, kind and caring. They are intentional about living and working in a way that aligns with their values - treat everyone with respect and treat all people the same, whether they are a top producer, a new agent, a client or a contractor. She says, “It takes a TEAM to get these deals closed for people, so being open to new ideas, dependable, efficient and professional is so important.”

Team Rosatti’s #1 source of new clients is past and current clients. Right now in their season of life they are seeing many retired couples moving to be closer to their kids and grandkids. Stacia says, « It’s bittersweet but we are grateful to be a part of their “send off”. Our friend group is growing in cities across America! » When Stacia moved her own mother in April, four of her mom’s friends decided to move as well. Team Rosatti sprung into action. Stacia becoming a trusted “daughter” to them all, and Bill’s past profession in finance making him easy to trust too, as the elderly make the transition from traditional home to retirement community. Learning something new everyday in this business keeps life fresh for them. Stacia got the Senior Real

Estate Specialist designation this spring as she was once again sharing her life’s experiences with her clients! One thing is abundantly clear, Team Rosatti never slows down and is always there when you need them!



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meet **BONAFIDE** FLOORING SOLUTIONS



▶▶ partner spotlight

Photos by Caleb Nelson

Daniel Gardeazabal, Owner/CEO

In the heart of Memphis, Bonafide Flooring Solutions isn't just a business; it's a testament to the vision and passion of its owner, Daniel Gardeazabal. With 12 years in the industry and four years at the helm of his own enterprise, Daniel has turned Bonafide Flooring Solutions into a beacon of excellence, focusing not only on providing quality flooring solutions but also on educating and guiding homeowners toward making the best choices for their spaces.

A UNIQUE APPROACH: MORE THAN JUST SELLING, IT'S EDUCATING

When asked how he would like his business highlighted, Daniel is quick to express that Bonafide Flooring Solutions is not merely a sales-driven entity. "We're not looking to just sell, but educate and help homeowners make the best choice," he emphasizes. This ethos sets Bonafide apart from others in the field, creating a space where clients don't just receive a service; they gain valuable insights to make informed decisions about their homes.

HANDS-ON LEADERSHIP: COMMUNICATION AND CARE DEFINE THE DIFFERENCE

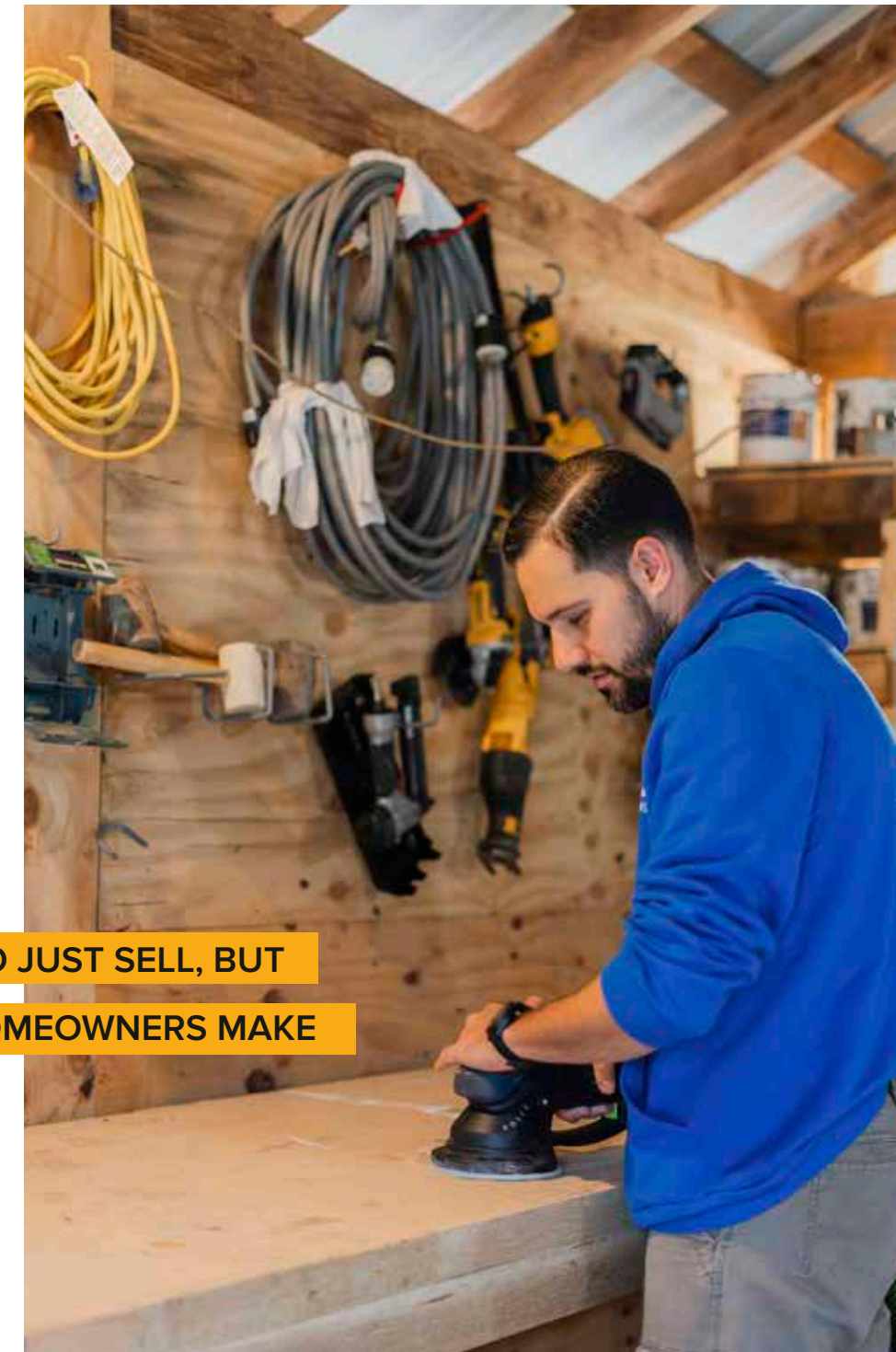
With a team of 12 members, Daniel's approach to leadership is hands-on and personal. What differentiates Bonafide Flooring Solutions from the rest is the meticulous attention to communication

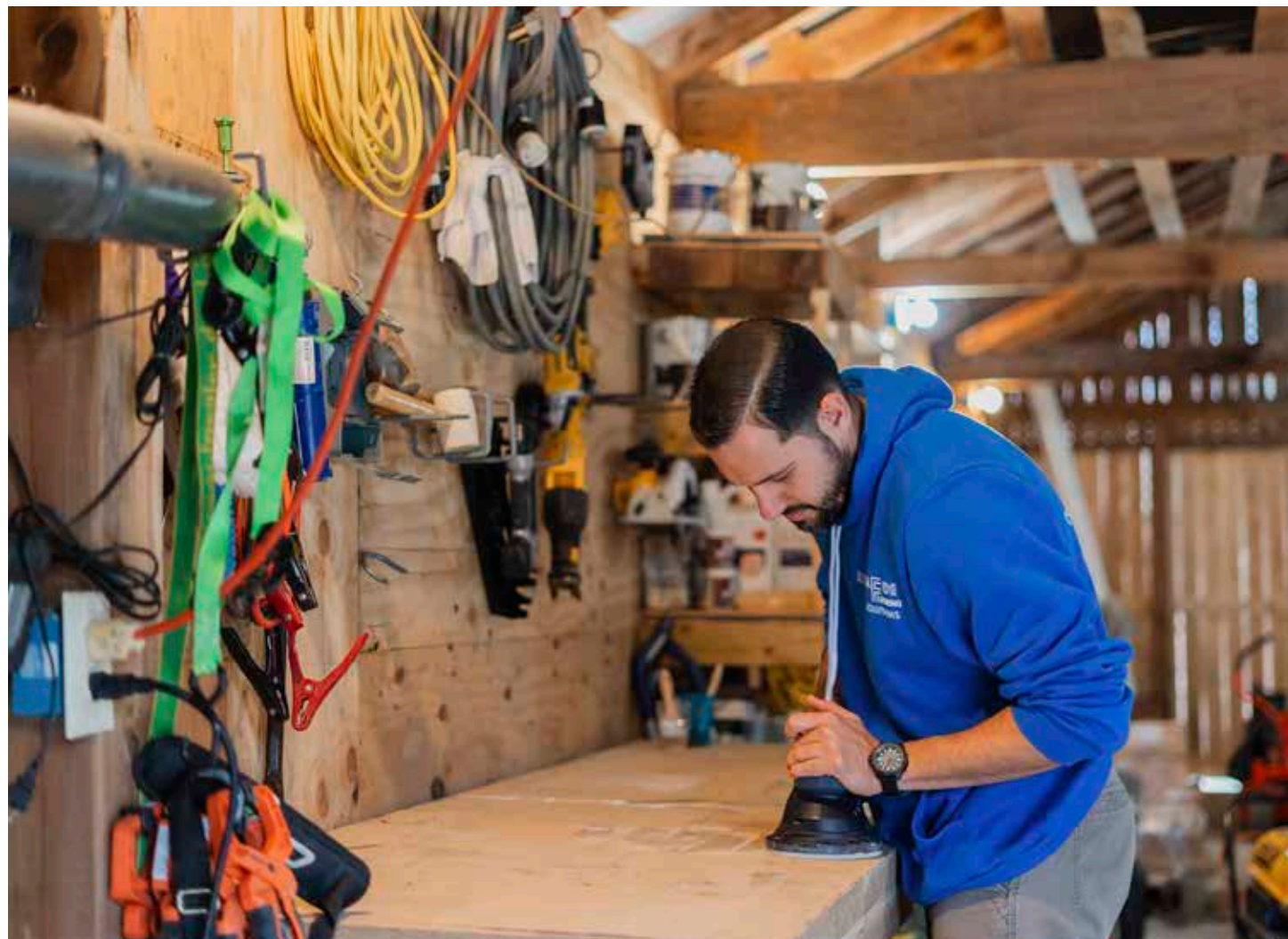
and care. Daniel proudly shares, "I don't have a manager. I oversee it all and pass my care and pride on to my crews." This personal touch ensures that every project, big or small, is executed with precision and dedication.

FROM CIRCUMSTANCE TO PASSION: A CAREER JOURNEY UNVEILED

Daniel's journey into the flooring industry wasn't a linear path but a fusion of circumstance and passion.

“ WE’RE NOT LOOKING TO JUST SELL, BUT EDUCATE AND HELP HOMEOWNERS MAKE THE BEST CHOICE. ”





“Circumstances turned into passion. I’m thankful to have discovered something I had no idea I would be enjoying,” Daniel reflects. What began as a surprise revelation has now evolved into a profitable career that not only sustains his family but blesses others as well.

A LIFE BEYOND BUSINESS: FAMILY, LANGUAGES, AND HOBBIES

Beyond the business façade, Daniel is a family man with a loving wife, Talita, and three adorable children—Beatriz Katherine, Benjamin Arthur, and Emma Carolina. His linguistic abilities in Portuguese, Spanish, English, and German reflect a diverse cultural background. Despite holding only a GED, Daniel has earned recognition as a Bona Certified Craftsman, showcasing his commitment to excellence.

In his free time, Daniel’s heart lies in the warmth of family and friends. He often finds joy in Brazilian barbecues featuring the finest cuts of picanha, a testament to his South American roots. When wanderlust strikes, the Gardeazabal family loves to travel and unwind in mountain cabins.

SOME CURRENT FAVORITES:

Entertainment: Watching series like *Billions* and *Reacher*.

Documentaries: Delving into the lives of icons like David Beckham and exploring healthy living in “*You Are What You Eat*.”

Reading Material: Currently engaged with the book “*Common Sense of Investing*.”

Favorite Restaurants: Moondance and Jim’s Place Grille.

PERSONAL CONNECTION AND FUTURE ASPIRATIONS

For Daniel, working with REALTORS and clients isn’t just a business transaction; it’s a personal connection. His highest hope for the year, both personally and professionally, is to continue growing and maturing in a humble and smart manner. He emphasizes the importance of learning from the past to live fully in the present for the hopes of a brighter future.

Daniel Gardeazabal’s journey with Bonafide Flooring Solutions is more than a success story; it’s a narrative of dedication, education, and heartfelt connection. As he continues to shape homes and dreams in Memphis, Daniel remains a symbol of excellence in the flooring industry, where the personal touch goes a long way in creating spaces that truly feel like home.



“CIRCUMSTANCES TURNED INTO PASSION. I’M THANKFUL TO HAVE DISCOVERED SOMETHING I HAD NO IDEA I WOULD BE ENJOYING.”



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