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Bill Poulin
Publisher / Owner



Anita Jones
Publisher / Owner



Jeremy Kierez
Photographer



Anna Price
Ad Strategist



Dave Danielson
Writer



Donald Hovis
Photographer

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Vesel EMINI

Hard Work, Client Focus, & Great Education = SUCCESS

Written By Anita Jones
Photography by John Asma - High Tide Content

Vesel Emini, a rising star in the Grand Strand real estate arena, began his journey as a realtor just over a year ago. "I got my license on June 15, 2022," he says with a sense of pride. Vesel joined Century 21 Boling & Associates at the end of June 2022, but his path to real estate was preceded by a rich history in sales. "I have always been in sales," he shares, reflecting on his early experiences growing up in the family restaurant business in Connecticut.

After earning his degree at the University of Connecticut in 2009, Vesel ventured into the world of B2B sales, working for Comcast Business, where he sold cable internet, telephone, and video services to businesses. In 2013, he transitioned to pharmaceutical sales at Supernus Pharmaceuticals. Vesel excelled at Supernus winning several representative of the quarter awards and was promoted to a senior sales representative in 2015. He spent nearly nine years building his career across Connecticut, Rhode Island, and then South Carolina.

His journey into real estate was inspired by his personal investments in the Myrtle Beach and Charleston markets. "We have enjoyed building our portfolio over the years, and it became a real passion of mine," he reveals. It was a pivotal decision as he and his wife were preparing for the arrival of their second child. "I decided to take on real estate as a full-time career so that I could be close to home and my children," Vesel explains.

Passion drives Vesel's business endeavors, and his enthusiasm for real estate is contagious. "I have a real passion for real estate and building up wealth through real estate," he states. This passion led him to pursue a career that could help others achieve the same.

Vesel's roots trace back to his parents' immigration from Yugoslavia to the United States. He was born in Chicago before moving to Connecticut where he grew up with one brother and two sisters. His family's Italian restaurant taught him the value of hard work at a young age, and he later graduated from the University of Connecticut with a degree in Business and Technology. He earned his MBA from Coastal Carolina University in 2021, drawing inspiration from his father's unwavering work ethic, who immigrated to the United States in the 1980s to pursue his version of the American dream.





In 2017, Vesel made a significant move from Connecticut to South Carolina to be closer to his now-wife, expanding his network through both his career and his wife's family connections. "Through this, I was able to overcome not knowing the land or people after moving to a new state," he recalls.

His current focus in the real estate business centers on helping people make wise investments, whether through property value appreciation or long-term rental opportunities. "The most rewarding part of my business at such an early stage of my career has been getting referrals from my early clients after they saw the effort and professionalism I put into getting them the best price for their purchase or the most value for their sale," Vesel shares with a sense of accomplishment.

For Vesel, success means gaining a client's trust, knowing that he will always act in their best interest. He cherishes his time with his family, including his wife Eri, who owns multiple successful restaurants in Myrtle Beach and Pawleys Island, and their two beautiful daughters, Dua Jolie and Giana Paris. In addition to his professional pursuits, Vesel is a sports enthusiast, particularly a devoted fan of the Green Bay Packers, Boston Red Sox, and Chicago Bulls.

A unique aspect of Vesel's life that you won't find in his online bio is his laid-back personality, which makes working with him a pleasant experience for clients. He's not a pushy salesperson but rather a professional who goes the extra mile to ensure his clients' needs are met.

Vesel's advice for those looking to make a mark in the real estate industry is rooted in his years of sales experience. "Having a great network, being kind to people, and approaching people differently based on their personality and needs will get you far in this business," he advises.

As Vesel's journey unfolds, his undying commitment to finding the perfect property for his clients shines through. "Once I understand exactly what my client is looking for in their property search, I will work diligently until I find exactly that," he affirms. Ultimately, Vesel hopes to be remembered for his roles as a great father, husband, friend, and colleague. Vesel is living his best life enjoying every day and all it has to offer with his successful real estate business, his wife's successful restaurants, and raising his two beautiful little girls.

To quote Vesel's favorite saying, **"Life is too short to blend in."**

In closing, Vesel reminds us of his multilingual abilities, including Albanian and conversational Spanish, making him a resourceful agent for diverse clients. If you or anyone you know needs exceptional real estate representation, Vesel can be reached via:

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Written By Anita Jones
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SLOAN HOME INSPECTIONS

NURTURING HOMES AND BUILDING RELATIONSHIPS

In the heart of Conway, where the history is as rich as the soil beneath the charming homes, Sloan Home Inspectors, owned and operated by Michael and Christine, has become a trusted name. This is not just a story of a home inspection business; it is a tale of family, dedication, and a commitment to their community.

From the humble beginnings of learning to wield tools beside his dad, Warren Sloan, to serving in the Army and later working as a commercial inspector, Michael's journey laid the foundation for Sloan Home Inspectors. A culmination of skills learned, a commitment to quality, and a knack for communication formed the bedrock of their business. In the ever-evolving world of home inspections, Michael noticed a gap—big corporations often lacked the personal touch needed to address client concerns. These observations, coupled with his experience as a plumbing license holder in a remodeling company, became the catalyst for a venture of their own.

Quality Communication & Service

We put quality communication and service for our clients at the very top of our business priority list. At the

end of the day, it is all about building relationships," Michael reflects. The core principle of Sloan Home Inspectors is not just about being another inspection company. It is about filling a niche, and understanding the demands of the real estate market that does not follow a 9-5 schedule. Their commitment to relationships extends beyond the inspection process, offering 7-day-a-week availability and a promise of lifetime support for their clients.

"When working with our clients, we provide at least two consultations. One before introducing our company and one after the inspections. You have our phone number for the lifetime ownership of your home," adds Christine, emphasizing the longevity of their commitment.

Beyond the business, the Sloans are passionate about being a small business in a small town. Supporting fellow entrepreneurs and sponsoring



local events are not just marketing strategies; they are gestures of gratitude to the community that has embraced them.

Home inspections, historically fraught with emotions, are where Sloan Home Inspectors truly shine. With a commitment to clear, unbiased reporting, they debunk the myth of a home inspection being a mere pass or fail.

"Alleviating unnecessary emotions for our clients is the most fulfilling part of our work. A home inspection is not a pass or fail; it is about providing a true, unbiased report," says Michael. The real estate market has seen its fair share of changes, especially with the impact of the pandemic. Sloan Home Inspections, born at the tail end of the COVID pandemic, has witnessed a shift. Homebuyers, once waving inspections, now seek comprehensive assessments as the market levels out. "The increase in home buyers wanting inspections, from phase inspections to 'as-is' sales, reflects a desire for transparency in

the quality of the homes they're purchasing," Michael notes.

Our Business is an Extension of Our Life

Outside the world of home inspections, the Sloans are a family, including their daughter, Kilia, and furry friends Luke and Rosie. Fun fact: Michael and Christine tied the knot at the U.S. Embassy in South Korea. "We love to spend time together as a family, whether it's watching TV at home or exploring new restaurants. Family time is invaluable," says Christine, a Special Education Teacher at Homewood Elementary.

Success for the Sloans is not just about the business; it is about loving what they do, seeing their work as an act of service, and feeling like they've contributed to their community. "When you see your business as an extension of your life and not a separate job, we see that as a success," Michael reflects.

We Love the Grand Strand, Conway and Our Community

As proud residents of the Grand Strand, the Sloans hold a special place in their hearts for Conway. From the historical charm to the bustling events, Conway is not just a location—it is home. "We love calling the

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”



Grand Strand our home. Conway, with its historical roots and vibrant events, is a place we are blessed to live in," says Christine.

Looking to the future, the Sloans aim to be remembered for their compassion and respect for the community. They emphasize the importance of leaving a positive impact on every relationship, striving to create a lasting 'vibe' effect. "At the end of the day, they might not remember what you do, but they will remember how you made them feel," Michael concludes. And in the spirit of sharing a bit more about themselves, Michael played soccer while stationed in South Korea, is an exceptional cook, and, surprisingly, Michael and Christine have yet to have their "first dance." Meanwhile, Christine, besides being an educator, is an avid runner who has completed four marathons.

Sloan Home Inspectors is not just inspecting homes; they are nurturing a community, one inspection at a time, leaving behind a legacy of trust, dedication, and compassion.

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LUKE AND ADRIANNE

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In the bustling world of real estate, where transactions are measured in millions and success is often gauged by awards and accolades, Luke Anderson, a REALTOR with Beach & Forest Realty, stands out for his unique approach—a focus on people over trophies. He has only been in real estate a little over five years and already has surpassed \$41 million in sales volume!

A LEAP OF FAITH: FROM CORPORATE TO REAL ESTATE

Five years ago, Luke made the bold decision to transition from his role as a Project Manager and Operations Manager at BlueCross BlueShield of SC to a career in real estate. The catalyst? A simple night of helping his daughter with homework made him realize the precious moments slipping away. With an epiphany, he traded a secure IT job for the uncertainties of real estate, driven by a desire to be in control of his schedule and make a direct impact on people's lives. That was a bold move for a young father. Luke shares, "I read Simon Sinek's book, 'Start with Why,' and realized I wanted to be in a career where I could directly impact outcomes and help others."

For Adrienne, the journey began later, in January 2022. Inspired by life's brevity after her father's passing, she turned a long-standing passion for real estate into a reality. The passing of her exams in September marked a turning point, and by December, she had bid farewell to her previous life.

"Growing as a married couple and adjusting our relationship to include being business partners was very interesting," Luke says

with a smile. "Adrienne is extraordinary, but our styles are different. I am willing to take more risks and figure it out as I go. Adrienne has a structured approach with a lower tolerance for risk. It has been an incredible journey to learn when to let go and let the other person lead. Learning how to be gracious to each other when mistakes happen has been critical. Most of our problems can be attributed to learning how to better communicate." Luke emphasizes the importance of effective communication in overcoming challenges, expressing gratitude for having the best business partner, who also happens to be his wife.

ROOTED IN HERITAGE, UNITED IN PURPOSE

Luke and Adrienne share deep roots in the Grand Strand community. With seven and five generations respectively, their local ties run strong. Both Marketing majors, Luke graduated from Coastal Carolina University and Adrienne graduated from the University of South Carolina. After college and as they began their professional lives, Luke and Adrienne's paths converged, leading them to the real estate arena.

While Luke brings a corporate background in operations, IT, and project management, Adrienne's journey includes roles in billboard sales and marketing for hospice care. Luke highlights their complementary strengths, with Adrienne's remarkable organization and structure complementing his risk-taking mindset.

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Written By Anita Jones
Photography By Donald Hovis -
Tides Eye Photography

PASSION BEYOND THE TRANSACTION

While success in real estate is often measured by deals closed and volumes achieved, Luke's passion extends beyond transactions. Engaged in leadership roles with CCMLS Board of Directors and various advisory groups, he's pledged to contribute \$10,000 towards RPAC, emphasizing a commitment to the industry's growth. Adrienne, actively involved with the Women's Council of Realtors, complements Luke's efforts.

THE HEART OF THE BUSINESS: SERVING OTHERS

The most rewarding aspect of their business? Helping others during pivotal moments in their lives. Luke and Adrienne recognize that real estate transactions often coincide with challenging life events, from deaths to divorces and more. Stepping in to assist during these times remains a driving force for them. Looking ahead, the couple envisions expanding their capacity to serve more people while deepening their impact on the community. Success, for them, is defined by making a positive difference in the lives of others.

FAMILY, HOBBIES, AND HAUNTING ADVENTURES

The Andersons, proud parents to Calista and Eleanor, find joy in traveling, attending concerts, and playing games together. Outside of real estate, Adrienne tends to their family and three chickens, while Luke indulges in music, yoga, gardening, and beer-making.

And, in a surprise revelation, the couple shares a hidden chapter from their past—eight years of running a haunted house named "Terror Under the Bridge." The endeavor not only provided a thrilling experience for the community but also contributed to Fostering Hope.



“ IT HAS BEEN AN INCREDIBLE JOURNEY TO LEARN WHEN TO LET GO AND LET THE OTHER PERSON LEAD. LEARNING HOW TO BE GRACIOUS TO EACH OTHER WHEN MISTAKES HAPPEN HAS BEEN CRITICAL. ”

ADVICE FROM THE EXPERTS

To budding real estate professionals, Luke offers sage advice: Lean in when problems arise, demonstrating a commitment to serving clients. Going the extra mile should stem from a genuine desire to serve, not from a sense of entitlement.

LEGACY OF SERVICE

If there's one thing Luke and Adrienne want to be remembered for, it's their unwavering commitment to serving others and prioritizing their clients' interests above all else. They believe that by helping people, success will naturally follow. Luke shares, "We are blessed to be a part of a number of organizations. We have hosted a small mentor group named Taters for high school-aged young men in our home for 11 years. My mentor, Billy Dillard, did the same for me when I was in high school, and I love continuing his legacy. I'm honored to serve on the board of the Billy's Boys Foundation which helps local families with Christmas, provides support to local children with clothes and school supplies and helps host an annual golf tournament.

We also participate a lot with Coastal Carolina Chrysalis and Seaside Emmaus which are faith-based retreats. Every summer we enjoy helping with Salkehatchie and/or Belin Builds which is similar to Habitat for Humanity but repairing homes instead of building them. We love animals and support the North Myrtle Beach Humane Society. We are also active and serve our church the Rock at the South Strand Campus.

In closing, Luke extends a message of unity to fellow realtors, emphasizing that they're all in the same boat, working together to guide clients to their desired destinations. It's evident that Luke Anderson's journey is more than a professional pursuit—it's a story of sacrifice, service, and a commitment to making a lasting impact on the lives of those they touch.





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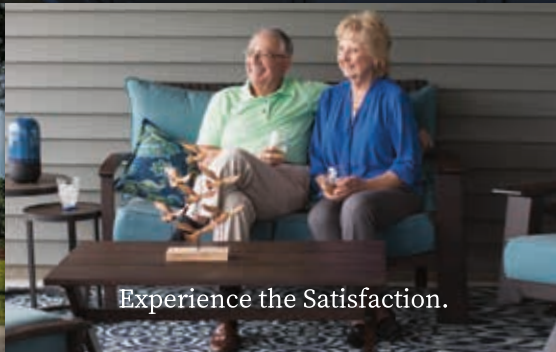


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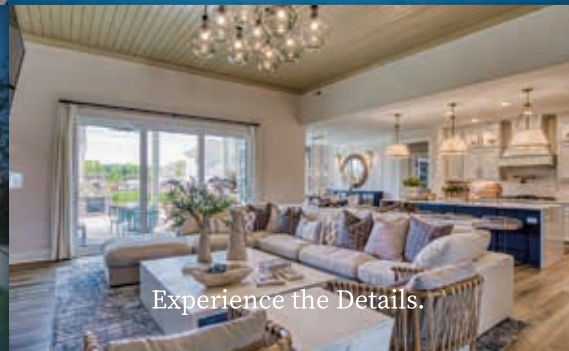
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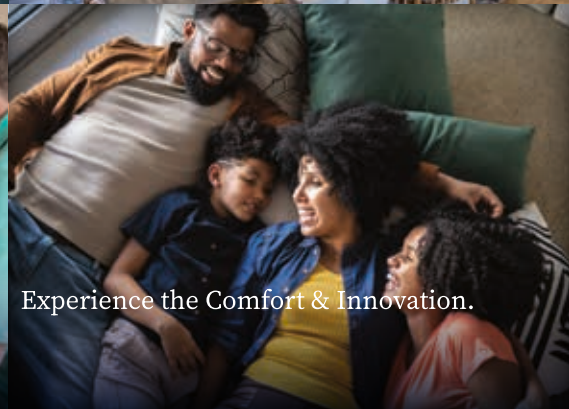
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New homes in the award-winning community of Waterbridge located in the coveted Carolina Forest area, in the heart of Myrtle Beach! Voted best residential pool and best nature preserve - with our exceptional homes, it's a win-win for those who want to live here!



Selling In Bolivia

Another fine community with quality homes built by Chesapeake Homes in Bolivia, NC. Brunswick County is perfect for buyers looking for a serene atmosphere that is also a quick trip away to nearby beaches like Holden or Ocean Isle Beach.



Selling in Longs

The Willows will offer new beautiful single-family homes with community amenities and many features and options that new homebuyers have come to appreciate from us!



Coming in 2024 to Myrtle Beach

Another fine community with quality homes built by Chesapeake Homes in Myrtle Beach! Traditions at Carolina Forest will be coming in 2024. Sign up for the VIP list and you will be the first to know the latest and greatest about this Coming Soon community!



Coming in 2024 to Calabash

Another fine community with quality homes built by Chesapeake Homes on the South Carolina/North Carolina border! Sign up for our VIP list and you will be the first to know the latest and greatest about this Coming Soon community!



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▶ cover story

PALMS REALTY

A PERSONAL & COLLECTIVE JOURNEY IN REAL ESTATE EXCELLENCE

Written By
Anita Jones
Photography
by John
Asma - High
Tide Content

Palms Realty stands as a beacon of innovation and rapid growth within the dynamic realm of Grand Strand real estate. It is one of the newest brokerages here, opening its doors in September of 2021. The brainchild of three visionary Founders; Preston Guyton, Nick Strumke, and Josh Meetre, this brokerage is a testament to their collective expertise in navigating the intricacies of the Grand Strand real estate market. Preston Guyton, the Chief Visionary Officer, had a burning desire to create something extraordinary in the real estate landscape. Co-founders Nick Strumke and Josh Meetre each played a pivotal role in shaping the narrative of this new brokerage. They have added two more partners, Tripp Love who joined the company three months after it started, and Brandy Campbell who was brought in seven months ago to be their Broker in Charge.

Preston shares, "My journey in real estate began in 2004. It was fueled by a passion for helping teams and companies grow into successful ventures. With Palms Realty, I saw an opportunity to leverage my skills, experience, and the leadership of my co-founders to build a brokerage that stood out. As the Chief Visionary Officer, my role revolves around infusing innovative ideas and technical expertise into our real estate systems, along with driving the expansion and growth of this new company.

Nick Strumke, a vital part of the leadership team, embarked on his real estate journey after serving as a firefighter for six years in Myrtle Beach. His career pivot was driven by the allure of unlimited income potential, the excitement of the hustle, and the joy of helping people. Joining Palms Realty, Nick took on the role of leading recruitment, ensuring

that the best agents become part of this dynamic team. Nick shares, "I love our leadership team and am excited to be instrumental in growing the Palms brand. What I find most rewarding is witnessing our agents' success in helping clients find their dream homes and perfect investment properties. Changing lives through real estate is at the core of our mission. We love doing this!"

Josh Meetre, the third founding partner, obtained his real estate license in 2017 and followed it with a Broker license in 2021. His background as a Student Pastor for six years brings a unique perspective to the team. Josh is passionate about providing an environment that sets their agents up for long-term success. As the head of Agent Growth, he focuses on the training for newer Realtors®, ensuring they experience success quickly in this dynamic industry. Josh adds, "Watching our Realtors® experience success is a great joy! There is always a lot of self-doubt when entering a new profession and nothing is more rewarding for me than seeing our newer agents experience success quickly."

Tripp Love, a seasoned real estate professional since 2002, joined Palms Realty three months after its inception. His decision was rooted in his belief in the vision of the new company and trust in the Palms leadership team. For Tripp, success means staying true to principles and core values, providing value to both clients and agents. Recognizing the many challenges of the real estate business without proper training and mentorship, his goal is to equip new and inexperienced agents with the tools needed for massive success, regardless of market conditions.

Brandy Campbell, the new Broker in Charge, has over a decade of

experience. Preston has known Brandy for many years and knew her unwavering dedication to her community in and outside of Real Estate. Recognizing the significance of bolstering their leadership team with a formidable female presence, Brandy emerged as the perfect candidate. Beyond her wealth of knowledge, Brandy injects an authentic passion for fostering a positive impact everywhere she is involved.

Her foray into real estate marked a significant turning point in her life eleven years ago. Joining Palms Realty, she was initially taken aback by the sheer size of the team—over 110+ agents! The opportunity to assume the Broker in Charge position surprised and humbled her. Brandy recognized the company's exponential growth potential and its capacity to become a long-term trusted resource for the community and its agents.

Just seven months into her role, Brandy's passion for the industry has been reignited. She aims to add momentum to Palms Realty's growth by leveraging her education, network, and experience. Her focus lies in creating sustainable connections between the company and the community, enhancing the culture of contribution within the company, and fostering long-term relationships.

Brandy's vision for Palms Realty is crystal clear: she wants to provide comprehensive support to agents, helping them thrive in the real estate industry. For her, success in real estate is about making an impact, connecting with others, and generating income to support her family. Her favorite quote encapsulates her approach: "Success is





not the key to happiness. Happiness is the key to success. If you love what you are doing and put people first, you will be successful.” Brandy’s story is a testament to the power of passion, purpose, and connection—cornerstones of her inspiring success.

Brandy explains, “Our business centers around a passion for educating and equipping Realtors® with practical training. Our leadership team works tirelessly to ensure our agents have all the tools and opportunities needed for long-term success.”

“Our philosophy at Palms Realty is simple: we are a real estate brokerage created by agents, for agents. Each partner has tasted individual success as an agent, and this collective experience guides our decisions. It’s the reason behind our rapid growth, driven by a deep understanding of what agents seek when choosing a brokerage.”

Palms Realty’s focus on agent growth, coupled with the passion for providing education, technical tools, and systems, resonates with every member of the leadership team. It is a testament to their commitment to being a dominant force on the Grand Strand and beyond. Congratulations to Palms Realty for their brilliant start! The journey has just begun, and Palms Realty is poised to leave an indelible mark on the real estate industry.



“
There is always a lot of self-doubt when entering a new profession and nothing is more rewarding for me than seeing our newer agents experience success quickly.
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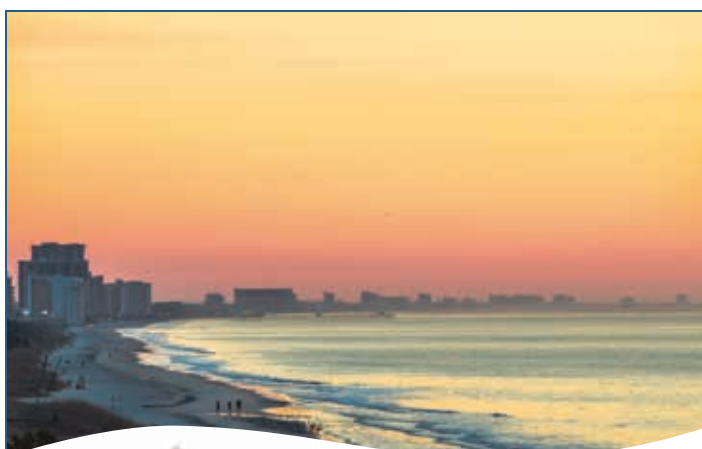
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- Test your detectors
- Protect your pipes
- Stop the slips
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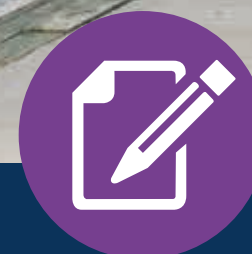
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