# CHARLOTTE **REAL PRODUCERS** CONNECTING. EIGENG. INSPIRING.



AGENT SPOTLIGHT ERICA VAUGHAN

Celebrating 7 YEARS in Print!

PARTNER SPOTLIGHT DANIEL JACOBS TRULOAN MORTGAGE

**JANUARY 2024** 

# YEAH, WE PUT OUR MONEY WHERE OUR MOUTH IS



THE LUBBEN GROUP CROSSCOUNTRY MORTGAGE™

**Seller Preapproval Guarantee** Provide a seller guarantee of up to \$5,000!

**Seller On-Time Closing Protection** We will close the loan on or before the closing date or we pay the seller a \$100 per day closing credit. \*\$500 MAX Lender Credit\*

# Call us at 704-495-1869 to let us show you how our Seller Guarantees get your buyers in.

**Appraisal Gap Coverage Insurance** We offer appraisal gap coverage up to a loan amount of \$1.000.000.

20% undervalue, we'll cover up to 15% 15% undervalue, we'll cover up to 10% 10% undervalue, we'll cover up to 5% 5% undervalue, we'll cover up to 2%





SCAN ME

# **CHAD LUBBEN** Senior Loan Officer

704-495-1869 Chad@TheLubbenGroup.com TheLubbenGroup.com



18716 W Catawba Avenue, Cornelius, NC 28031 Personal NMLS447796 | Branch NMLS2281298 | Company NMLS3029









It takes a lot to keep a home running smoothly, and that's why Charlotte and Lake Norman homeowners partner with the tried-and-true experts at NuBlue. We're committed to serving our community with reliable home care that saves you time and money. When you need professional plumbing, HVAC, or electrical repairs, call on the licensed technicians at NuBlue for same-day service that gets the job done right.



(704) 709-3549

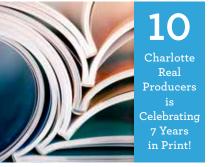
# We Make the Real Estate **Closing Process Simple**

# **TABLE OF** CONTENTS























Charlotte Real Producers



**Charlotte Real Producers** 

Cover photo courtesy of Elrod Portraits.

Schedule a **FREE consultation** with a real estate closing attorney today. (704) 561-1750 • stlawnc.com

> 5457-A Monroe Rd. • Charlotte 145 Union St. South, Suite 106 • Concord 211 North Main St., Suite C • Monroe

Juwaun Seegars Attorney











# SEEGARS AND TOWNSEND, PLLC Attorneys at Law

Otha B. Townsend Attorney







MMD of Charlotte Inc

Megan Donoho

(704) 523-2886

insurance-agents/ north-carolina/charlotte/

megan-donoho

NC Farm Bureau

Insurance Group

LAND SURVEYING

(704) 664-7029

MORTGAGE

Mike Pennington

(704) 840-4146

Chad Lubben

(704) 495-1869

Tyler Bullock

(704) 746-0300

NorthPointe Bank

Marina Moreno

(704) 352-5436

NorthPointe.com/

Marina-Moreno/

D.A.S. Land Surveying, P.A.

DonAllenSurvey@gmail.com

Carolina Mortgage Firm

ClosingtheCarolinas.com

CrossCountry Mortgage

TheLubbenGroup.com

Motivation Mortgage

MotivationMortgage.com

(704) 841-8700

NCFBins.com

GEICO.com/

#### **ATTORNEY**

Costner Law Office (980) 322-0703 CostnerLaw.com

Hejirika Law (980) 580-2260 HejirikaLaw.com

Seegars and Townsend, PLLC (704) 561-1750 STLawNC.com

#### BAKERY

Christina Bakes Cakes, LLC (704) 288-9689 IG: @christinascakery17

#### **CLEANING SERVICES**

Spunky Cleaning (980) 298-5942 SpunkyCleaning.com

#### **CLIENT ENGAGEMENT**

Leads Event Planning (801) 598-5767 LeadsByMandi.com

#### **EDUCATION**

Superior School Of Real Estate (704) 944-4260 SuperiorSchoolNC.com

#### ELECTRICAL

NuBlue (704) 709-3549 CallNublue.com

#### **FINANCIAL SERVICES**

Modern Woodmen Andrew McNeal (336) 202-1432

#### **HOME INSPECTION**

America's Choice Inspection Arvil Price (704) 504-9798 AmericasChoice Inspections.com

Home Inspection Carolina (704) 542-6575 HomeInspection Carolina.com

National Property Inspectors (980) 722-1506 NPIweb.com/Lauterer

Southern Magnolia Home Inspections (803) 899-0504 SouthernMagnolia Inspections.com

# HOME MEASURING

Square Up Measuring (833) 629-7439 SquareUpMeasuring.com

# **HOME WARRANTY**

Home Warranty of America Nicole Barth (704) 692-6647 Nicole.Barth@ hwahomewarranty.com

#### HVAC

Dave Barch Heating and Air Conditioning Inc. (704) 777-9981 DaveBarchHeatingand AirConditioning.com

## **INSURANCE**

**Brightway Insurance** Dimitri Apostle (704) 218-6000 Brightway.com/Agencies/NC/ Charlotte/0140

# Community One Insurance Zach Ligon (704) 246-6500 CommunityOne Insurance.com

OriginPoint Jessica Babinski (704) 408-1974 OriginPoint.com/

Loan-Officers/ Jessica-Babinski-3592 TruLoan Mortgage Daniel Jacobs (704) 703-6864 TruLoanMortgage.com

# **MOVERS**

Miracle Movers Charlotte (704) 275-3053 MiracleMoversUSA.com

# PHOTOGRAPHY

Elrod Portraits (803) 367-3478 ElrodPortraits.com

# **PRINTING/MARKETING/**

**DESIGN/SHIPPING** AlphaGraphics CLT Adam Rutkowski (704) 798-5974 agCLT.com

#### **REAL ESTATE PHOTOGRAPHY**

VIDEOGRAPHY Lighthouse Visuals (252) 302-4773 LightHouseVisuals.com

Next Door Photos (704) 727-8178 Charlotte.Next DoorPhotos.com

Velet Media

#### **STAGING**

Avenues Stage & Design Mary Beth Francisco (704) 661-9397 AvenuesStageand Design.com

# MEET THE CHARLOTTE REAL PRODUCERS TEAM





**Kristin Brindley** 

Mandi Jackson Associate Publisher

Ellen Buchanan Editor



Publisher

magazine, please email Wendy@KristinBrindley.com.

DISCLAIMER: Any articles included in this publication and/or opinions expressed therein do not necessarily reflect the views of The N2 Company d/b/a Real Producers but remain solely those of the author(s). The paid advertisements contained within the Charlotte Real Producers magazine are not endorsed or recommended by The N2 Company or the publisher. Therefore, neither The N2 Company nor the publisher may be held liable or responsible for business practices of these companies.

# WORK SMARTER, **NOT HARDER**

SATISFY YOUR CE ELECTIVE & NAR ETHICS REQUIREMENT IN ONE!





6 • January 2024

Home-Lending/get-started/

(704) 712-0197 VeletMedia.com **RENOVATIONS** 

**Renovation Sells** Will Allen (704) 618-4187

RenovationSells.com/ Charlotte



Wendy Ross Operations Manager



Lexy Broussard Sales Manager



Don Elrod Photographer

# If you are interested in nominating REALTORS® to be featured in the



To view our magazine online. visit charlotterealproducers. com and look for "magazine" or scan this QR code. (Password: connecthere@crp)



Our newly updated Ethics in the Age of Disruption course satisfies your North Carolina Elective requirement, as well as the NAR Ethics requirement for 2024! Classes are open now! You can choose between livestream or in-person classrooms.

# SuperiorSchoolNC.com • 877.944.4260



# **Dream BIG with S.M.A.R.T. Goals for Success This Year!**

#### Dear Real Producers of Charlotte,

Charlotte Real Producers is celebrating seven amazing years in print! And as we cross the threshold to 2024, I can't help but feel the excitement that comes from the last seven years of success with this publication — and the anticipation of more to come! There's no one I'd rather ring in the New Year with than this amazing community — a group that continues to embody excellence.

A new year signifies new hopes, new goals, and undoubtedly, new challenges. It's a time to reflect on where you are now and set your sights on the future. Here at Charlotte Real Producers, we believe in the power of S.M.A.R.T. goals.

S.M.A.R.T. stands for 'Specific, Measurable, Achievable, Relevant, and Time-Bound' - five crucial aspects that lend focus and flexibility to your aspirations. Specificity, ensuring your goal is simple, sensible, and significant. Measurability, defining the data that will gauge your success. Achievability, ensuring you have the skills and resources needed. Relevance, aligning your goal with the bigger picture. Time-bound, setting a deadline that propels action.

The specificity of S.M.A.R.T. goals makes them more than just resolutions; they become actionable plans. What will you achieve? What data will measure your success? Are you sure you can do this, and does it align with your broader objectives? What's the deadline?

In the spirit of setting intentions, mark your calendars for March 19th. We're thrilled to bring our exclusive Mastermind

to the Charlotte Real Producers community. Keep an eve on your inbox for your exclusive invitation! And we were delighted to see so many of you at our big Cocktails & Candy Canes holiday party last month! Check out the fun photos from the event in this issue and on our social media sites.

Lastly, a warm welcome goes out to our newest Charlotte Real Producers preferred partner, Northpointe Bank. Your expertise enriches our community, and we're eager to embark on this journey together!

Wishing you all the best in 2024. Here's to another year of inspiring, connecting, and elevating our top producers and preferred partners!

## With gratitude,



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



FOOD FOR THOUGHT







March 19, 2024 Location TBD

Call Nicole to start your new year with the BEST customer experience

13 - Months Refrigerant Included Re-key Service Realtor Referral Bonus Program



Nicole Barth

Account Executive

704.692.6647

Nicole.Barth@hwahomewarranty.com



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



With access to more companies than other independent agents, I can shop the market to ensure your clients' most valuable possessions are properly protected.

# GIVE ME A CALL TODAY!



Dimitri J. Apostle, Agency Owner 704-218-6000

Dimitri.Apostle@Brightway.com BrightwayInsuranceCharlotte.com @BrightwayDimitriApostle

Home • Auto • Flood • Commercial • Life

Brightwa

INSURANCI

# **Charlotte Real Producers** is **CELEBRATING**

# YEARS PRINT











# > your social media

By Mike Baker

# THE ART OF AUTHENTIC ENGAGEMENT

In the frenzied online world of social media, where an onslaught of content competes for our attention daily, the true magic lies not just in capturing eyes but in captivating hearts. The art of authentic engagement transcends mere 'likes' and 'shares'; it's about forging genuine connections that resonate with your audience.

Authenticity serves as the cornerstone of all meaningful engagement. It's the raw, unfiltered essence of your brand that speaks directly to the core values and aspirations of your audience. Building genuine connections starts with a deep understanding of your local community. Listen actively to their conversations, concerns, and aspirations. Authenticity blooms when you address a client's needs, not just push your agenda.

Transparency forms another vital

aspect of authentic engagement. Share your brand's story — its triumphs and challenges. Humanize your brand by showcasing the faces and stories behind it. When your audience feels they're interacting with real people who genuinely care, trust blossoms.

# Be an Active Listener

However, authenticity isn't just about revealing your brand's humanity; it's about engaging authentically with your audience. Conversations should feel like dialogues, not monologues. Respond promptly, empathetically, and genuinely to comments and messages. Acknowledge feedback, whether positive or constructive as it demonstrates your commitment to improvement and openness to dialogue.

## **Consistency Is Key**

Moreover, authenticity thrives on consistency. Maintain a consistent tone, values, and message across all platforms. Authenticity isn't a one-time act, but a continuous commitment that permeates every interaction. Remember, the heart of authentic engagement is fostering a community, not just a customer base. Nurture relationships, celebrate milestones together, and acknowledge your audience's contributions. It's these human connections that transcend transactions and lay the foundation for brand advocates and loyal ambassadors.

Most importantly, the art of authentic engagement isn't a strategy; it's a philosophy — an ethos that shapes every interaction, building bridges of trust and loyalty between brands and their communities. When authenticity guides your engagement efforts, it's not just about growing numbers; it's about fostering a tribe that believes in and champions your brand!



**Be Transparent** 

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



# **CHARLOTTE REAL** ESTATE PHOTOGRAPHY AND HOME MEASUREMENTS

Publish listings faster with Next Door Photos

# OUICK LEAD TIMES

- EASY ONLINE BOOKING
- RELIABLE NEXT DAY TURN AROUND

PHOTOGRAPHY, FLOOR PLANS, VIDEOGRAPHY, 3D TOURS, AERIALS, WEBSITES

# CJ PHIPPS, LOCALOWNER

# New Year, New Routine,









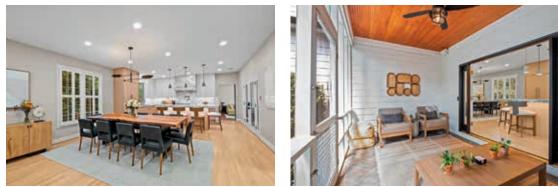
# "Guesstimate" is not a word you want to hear.

Don't expose yourself to increased liability. County tax records and other data can have major inconsistencies when it comes to the size of a property. Even new construction is susceptible to errors in reporting.









# PHOTOS. VIDEOS. AERIALS. 3D TOURS.

Michael Velet | 704.712.0197 book@veletmedia.com | 🗿 veletmedia



# THE LENDING EXPERIENCE OU'LL VE.

partner spotlight Photos by Don Elrod

# A POLICY OF LOVE

# DANE JACOBS and the TruLoan Mortgage Team

"Home lending can and should be an experience you'll love. After all, homeownership is an essential element of achieving the American dream!" says Daniel Jacobs, managing director and co-founder of TruLoan Mortgage. As a trailblazer in the mortgage industry, the TruLoan Mortgage team is redefining the mortgage lending process to be a better experience for everyone involved.



"We're committed to truly partnering with Realtors and all parties involved, when, where and how they need us," he affirms.

"Rates will go up and down, inventory will fluctuate, market conditions will change — but what doesn't change is our unwavering commitment to standing side by side with all of our partners."

#### The Catalyst

Daniel bought his first home in 1995 from an estate sale with no Realtors involved. He found his experience of working with a loan officer to be unhelpful and the process overwhelming during an event that should have been exciting. He was then determined to change the home-lending narrative for other buyers.

After more than 20 years leading several national lending platforms,

Daniel, along with his partners, Brenda Jarvis and Matt Wise, opened TruLoan in 2019 to create a highly personalized lending experience for clients, Realtors, and team members. While most mortgage companies offer similar loan products, TruLoan stands out for its intentional, caring, hightouch, high-tech approach.

"Home buying is both a practical and emotional experience," Daniel remarks. "We believe the only emotion to be felt should be love, in part because of, rather than in spite of, the lending component of the home-buying experience."

From first-time buyer education seminars and collaborative Realtor professional development events to internal sales coaching and career mentorship, the company is committed to engaging and educating clients and team members in markets across the United States. "The main driver of satisfaction for me is helping our clients, our business partners, and team members alike achieve their goals with low stress and enormous joy," says Matt Wise, co-founder of TruLoan.

"The reason for creating TruLoan was to eschew the corporate bureaucracy in favor of great relationships, great experiences, and efficiency," co-founder Brenda Jarvis notes with a touch of pride.

#### On the Horizon

More than just business partners, Matt, Brenda and Daniel are longtime friends and often vacation together, enjoying new experiences and regularly having fun together. Looking ahead, the team envisions the real estate



The main driver of satisfaction for me is helping our clients, our business partners, and team members alike achieve their goals with low stress and enormous joy. —Matt Wise

Partners Daniel Jacobs, Matt Wise, and Brenda Jarvis co-founded TruLoan Mortgage in 2019.

77

market undergoing a transformative shift. Technological advancements and changing home-buying habits require a flexible, omnichannel approach.

"Despite recent inventory shortages and economic fluctuations, we have a significant structural demand for housing growth for many years to come, and we remain extraordinarily optimistic," Daniel remarks.

Continued innovation and a pledge to fostering great relationships, positive experiences, and efficiency will remain the goal of TruLoan Mortgage.

> TruLoan Mortgage says they are all about trying something new. If you're ready to try something new to help grow your business, they invite you to reach out and start a conversation by calling 704-904-1263 or visiting their website: www.truloanmortgage.com.





96

"We believe the mortgage industry, as a whole, has failed to adequately focus on the consumer experience and, as such, has failed its customers in what should be a joyous home buying experience.

"We are always focused on innovating and trying new ideas to find what works because the only way to find the next big thing is to try, even if you fail," Daniel says. "Interestingly, the easiest innovation is focusing first on people more than financial instruments and loan products. Focusing on people first is a decision executives in boardrooms cannot best quantify on a spreadsheet. You just have to do it and see the results. We know product innovation and the company's bottom line flourish when the people involved and their satisfaction come first."

In a market filled with uncertainties, Daniel and his team remain unwavering in their support for Realtors, adapting to changes and challenges with a customized approach.

"Every policy, every decision, and every action we take is governed by whether it advances our mission of creating a truly great experience that everyone involved will love," he concludes.



# NATIONAL PROPERTY **NSPECTIONS**

At NPI, we truly value the relationships we create with our customers and agents. You can expect high-quality inspections and exceptional customer service!

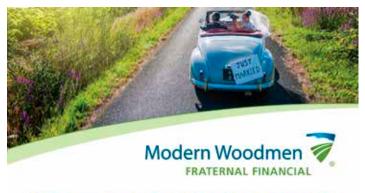


6-MONTH LIMITED WARRANTY W HOME INSPECTIONS MOLD TESTING INDOOR AIR QUALITY TESTING PRE-DRYWALL INSPECTIONS MANUFACTURED HOME, HUD/FHA FOUNDATION CERTIFICATIONS



66 I was referred to Pete by my realtor and he did not disappoint. He and his assistant did a thorough walkthrough of my home prior to the drywall phase and they caught some inconsistencies. These were brought to the attention of the builder (and corrected). Would definitely use NPI again." - Renee C.

REQUEST A QUOTE! Pete Lauterer (980) 722-1506 Inspectors@NPICharlottecom NPIWeb.com/Lauterer



# We can help with life changes!

Congratulations on life's new journey. Modern Woodmen of America will be there for you no matter what life brings. We can help you secure a happy and prosperous future while making a positive impact on those around you.

# We can help you plan for life.



Andrew L. McNeal FICF, CFFM iberty, NC 27298 8. 336-202-1432 336-894-4977 ndrew.l.mcneals mwarep.org reps.modernwoodmen.org/

Mitchell Efird, FIC Charlotte, NC 28216 704-244-6184 mitchell.efird@ pro.genswr eps.modernwoodmen.org/ mitchellefird

# Life insurance | Retirement planning | Financial services | Member programs

\*Securities offered through MWA Financial Services, Inc., a wholly owned subsidiary of Modern Woodmen of America. Member: FINRA, SIPC

# **Provide PEACE OF MIND** with a Professional Land Survey Physical/Mortgage Surveys

- Boundary Surveys
- Topographical Surveys
- Site Planning
- Construction Staking
- And More!

# Scan Here For A Quote



D.A.S. Quality Surveying Top Quality since 1971 Scan our QR code and fill in the simple form to get a quote within 1 business day!

> Quotes@DonAllenSurvey.com 704-664-7029 | DonAllenSurvey.com

Serving the Mooresville and Greater Charlotte Area for over 50 years!





# Connect with our team to get started today! **JOE GARON • KAREL THUWIS • TYLER BULLOCK** NMLS 940790 NMLS 1377921 NMLS 1304179

NMLS 2228345 • For information purposes only. This is not a commitment to lend or extend credit. Information and/or dates are subject to change without notice. All loans are subject to credit approval. (www.nmlsconsumeraccess.org)

22 · January 2024

# the Mortgage Experience

# **EDUCATE COMMUNICATE** EXECUTE.

# MORTGAGE

# (704) 746-0300 • MotivationMortgage.com info@motivationmortgage.com • 9140 Arrowpoint Blvd, Suite 130, Charlotte





# always forward-thinking

Erica Vaughan's mission isn't just about buying and selling homes; it's about steering dreams into reality.

"Starting out as an assistant opened my eyes to the possibilities in real estate, and I never looked back. It was the best decision I ever made," reflects Erica on the pivotal moment that set the course for her remarkable career.

# The Leap of Faith

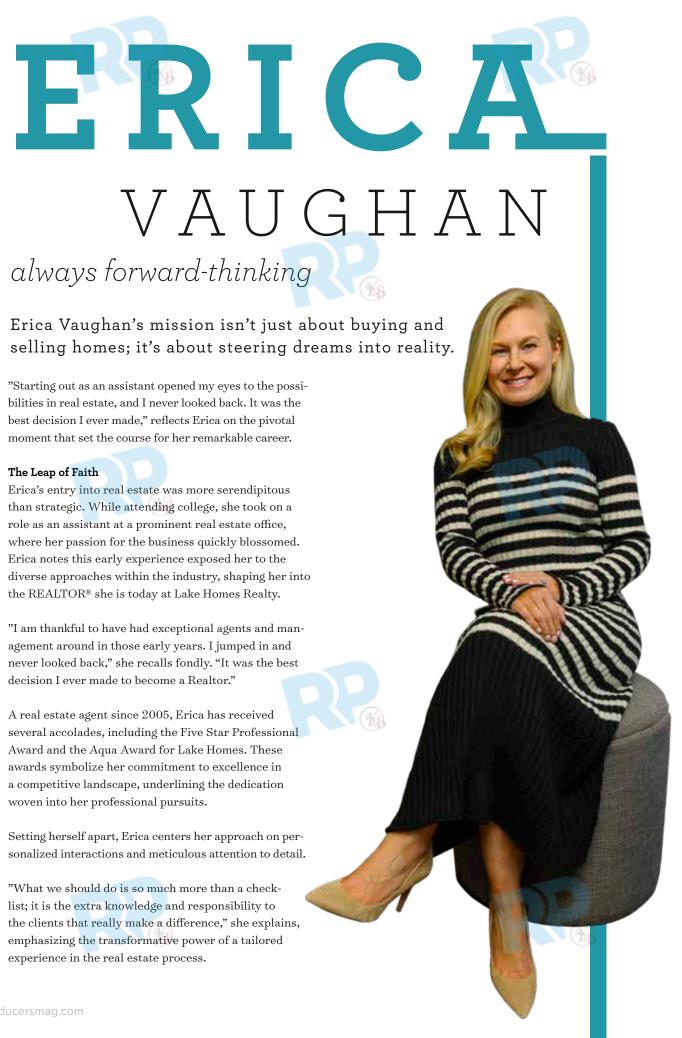
Erica's entry into real estate was more serendipitous than strategic. While attending college, she took on a role as an assistant at a prominent real estate office, where her passion for the business quickly blossomed. Erica notes this early experience exposed her to the diverse approaches within the industry, shaping her into the REALTOR<sup>®</sup> she is today at Lake Homes Realty.

"I am thankful to have had exceptional agents and management around in those early years. I jumped in and never looked back," she recalls fondly. "It was the best decision I ever made to become a Realtor."

A real estate agent since 2005, Erica has received several accolades, including the Five Star Professional Award and the Aqua Award for Lake Homes. These awards symbolize her commitment to excellence in a competitive landscape, underlining the dedication woven into her professional pursuits.

Setting herself apart, Erica centers her approach on personalized interactions and meticulous attention to detail.

"What we should do is so much more than a checklist; it is the extra knowledge and responsibility to the clients that really make a difference," she explains, emphasizing the transformative power of a tailored experience in the real estate process.







"The one-on-one interaction and attention to detail is so important," she adds. "I prefer to be focused on the individual's needs and taking care of all the details. That is a difference maker."

6(

# A Balanced Life

Embracing the dynamic nature of the industry, Erica finds joy in continuous learning and growth. "There is always something new to be learned, worked on, or figured out," she notes, portraying her career as an ever-evolving journey where each challenge is an opportunity to expand her expertise.

Beyond the realm of contracts and negotiations, Erica's life is a delicate balance of work and personal adventures.

"My husband and I are last-minute type of folks for our personal time. Work comes first, but we enjoy spontaneous trips and dining out after work. Our downtime consists of concerts, plays, beaches, mountains, and lots of college sports."

Looking towards the future, Erica's vision extends beyond traditional real estate boundaries.

"I love land and development work. I plan to develop individual lots and homes in the future," she discloses, revealing a forward-looking perspective that combines her professional acumen with a passion for innovation.

Erica says she also envisions a perpetual commitment to staying ahead in the ever-changing real estate market.

"It really is the knowledge and experience you have that can make a difference for clients," she affirms. "I will always be looking ahead as to what is coming and changing in the market; I love learning of the nuances that come with what we do. There are so many situations that arise that only an aware and learned agent could help all parties involved navigate."

# THE ONE-ON-ONE INTERACTION AND ATTENTION TO DETAIL IS SO IMPORTANT.

I prefer to be focused on the individual's needs and taking care of all the details. That is a difference maker.











94%

# **Get started with Marina Moreno!**

Sr. Loan Officer | NMLS# 1234481

704-352-5436 marinatuesta@hotmail.com

9140 Arrowpoint Blvd., Suite 210 Charlotte NC 28273

Northpointe Bank





# **High-Quality Media For Events**, **Real Estate & Personal Branding**





**DON ELROD** Owner & Photographer elrodportraits.com 803.367.3478 Don@elroddigital.com





Institua Jakes Cakes

# Cakes **Cupcakes** Cookies **Charcuterie Boards**

Contact Christina via phone or Instagram for questions, quotes, or to place an order!

704-288-9689 O @Christina.Bakes.Cakes

# Your comfort is our top priority

- Real estate inspections
- Expertly trained technicians
- Fair, professional and fast

"Dave Barch and his team are top notch. I will never call another HVAC professional in the Charlotte area again. You can expect great service, communication, professionalism and a fair price. Very happy we called them!" -- Cody Caulder, Google review

dave barch HEATING & AIR CONDITIONIT 704-777-9981







We handle everything so you don't have to. ON-TREND DESIGN | MATERIALS | CONSTRUCTION



WILLBRENOVATIONSELLS.COM (704) 237 6651 RENOVATIONSELLS





**HVAC** installation, repair and maintenance







Ben Bowen has become a Today, Ben is one of Charlotte's top luxury agents. Having sold more than 72 million in 2023, with an average sales price of 2 million household name in Charlotte real and unmatched customer service, his brand perfectly exemplifies the estate since beginning his real luxury experience. estate career nearly 30 years The Path to the Top ago. Originally from Georgia, Ben began his real estate career working for a national builder in 1994. He went on to work for Crescent Resources from 2000 until Ben relocated to Charlotte for a the real estate market crashed, selling in their high-end residenjob in industrial sales. While that tial neighborhoods. Ben cut his teeth in the luxury market while working at Crescent Resources, so when he transitioned to general role didn't end up being a fit, resale in 2010, he was well-prepared to take on high-end buyers he's found a home in Charlotte, and sellers. raising his family and building a Ben ran his business as an independent brokerage for over a decade thriving real estate business over before joining Premier Sotheby's International Realty in 2021. His the past three decades. move to Sotheby's has represented the next step in his career.

Ben Bowen is a top luxury real estate agent with Premier Sotheby's International Realty.

"I've been the number one luxury broker in Charlotte multiple times," Ben says proudly. "Sotheby's epitomizes luxury. The brand stands for luxury. The marketing is the best in the industry. There were so many resources and tools I didn't have as an independent broker/ owner. They had been recruiting me for five years, and I finally listened to what they had to offer. It's been a great move."

At Sotheby's, Ben has been able to leverage the brand and marketing tools available to him to increase his average price point and expand his network. The company's global reach has allowed him to refer business anywhere in the world. The results have been impressive; in 2021 and 2022, Ben closed over \$100 million in real estate. He runs lean and mean, with only an assistant by his side for support.

#### Lessons Learned

Ben has learned countless lessons along his path to success. He recommends that agents who seek a similar level of success stay committed, find a mentor, and consider hiring a coach. Each of those three pieces has been instrumental to his continued progress.

"Success is being 100 percent committed to doing this full-time and treating it like a professional business and not a hobby. It's about going to work every day, having a game plan for generating business, and building and strengthening relationships. Most of my business comes from personal relationships," Ben explains.



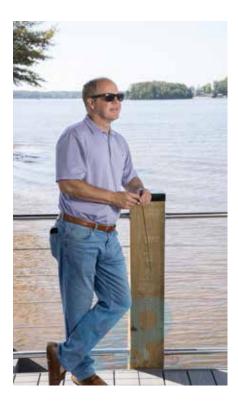
one else who has done what you're trying to do and learn from them. Get a game plan on how you're going to create clients. That's the hardest part of the job, getting clients."

Lastly, Ben recommends agents hire a business coach if they can afford it. Even after nearly 30 years in real estate, Ben continues to employ a coach. His coaches have helped him develop accountability and creative thinking.

"They see things in you they may not see in yourself. They are coaching people all over the country and have agents all over succeeding. It's part business planning and part being open to new ideas. We can get stuck in a rut doing things the way we've always done them, so a coach can open eyes to new ways of doing business."

#### Leaving a Legacy

When he's not selling real estate, you'll find Ben spending time with his wife, Laura, and their two sons, Ben IV (19) and Brady (17). He also enjoys golfing and boating on Lake Norman.



I consider myself fortunate to do something I love doing... I want to help others climb to the top as well.

99

66

Today, Ben is as fulfilled as ever by his work. He's at the top of his game, selling luxury real estate and doing what he loves — serving his clients every day. One of his goals is to eclipse \$100 million in sales in one year. Another more intrinsic goal is to positively impact the lives of those around him.

"I consider myself fortunate to do something I love doing. It's a blessing, and everybody who's gotten to the top of their profession has had a hand up somewhere. I want to help others climb to the top as well. I hope I leave the world a better place because I helped other people. It's as simple as that."

The Charles Tomas



# **Charlotte Real Producers' COCKTAILS & CANDY CANES**

Our Charlotte Real Producers' Cocktails & Candy Canes party last month was a sparkling success! Thanks to all of you who graced us with your presence, agents and partners alike. It was an absolute honor seeing some familiar faces there, as well as meeting many for the first time (and certainly not the last!).

We are thrilled to have been the catalyst for new connections made over drinks and handshakes and had a joyous time ourselves connecting with the best of the best in Charlotte real estate.

A huge thank-you to our sponsors, Avenues Stage & Design, Carolina Mortgage Firm, and Hejirika Law for making this festive gathering possible! Big shout-outs to Twist-N-Shout Balloons for the vibrant backdrop that set the festive mood and to Christina Bakes **Cakes** for the delicious eats.

Our event crews, Elrod Portraits and Light House Visuals, captured a slew of great moments. Please check out a few of them on the next few pages and all of the photos on our Facebook page: www.facebook.com/ realproducerscharlotte. If you were one of the lucky attendees, **be sure** to tag yourself and your friends in the pictures on social media!

We can never express enough gratitude for our preferred partners — we simply could not do what we do without your tremendous support. Thank you again for being part of our special Charlotte Real Producers community.

Many, many thanks to all! We appreciate you and can't wait to see everyone again at our next event!

For more information on all Charlotte Real Producers events, please email us at info@charlotterealproducers.com.

# **DECEMBER 6, 2023**



















































Charlotte Real Producers • 35





















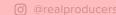


















































# HERE TO SERVE

Specializing in Realty Legal Services, Residential and Commercial Closings and More!



Teams and Individuals Closed Data from Jan. 1 to Nov. 30, 2023

Rank Name

Office

My mom has always said to me, even from a young age, "You are blessed to be a blessing unto others." I never knew what that meant until a few years ago. Hejirika Law, PLLC is here to use the skills and knowledge obtained over the years to help guide your client through the legal side of their residential transaction.

# SOLOMON HEJIRIKA JR. (980) 580-2260

Please send contracts to: contracts@hejirikalaw.com 1100 Kenilworth Ave., Ste. 215 Charlotte O @TheClosingAttorney





Disclaimer: Information based on Canopy MLS closed data as of December 4, 2023, for residential sales from January 1, 2023, to November 30, 2023, in the Charlotte metropolitan area. Numbers not reported to the MLS by the date the information is retrieved are not included. MLS is not responsible for submitting this data. Some teams may report each agent individually.

List	List Volume	Sold	Volume	Total	Total \$
Units	(Selling \$)	Units	(Buying \$)	Units	

Teams and Individuals Closed Data from Jan. 1 to Nov. 30, 2023

Rank	Name	Office	List	List Volume	Sold	Volume	Total	Total \$
			Units	(Selling \$)	Units	(Buying \$)	Units	







CarolinaMortgageFirm.com 704.840.4146 info@CarolinaMortgageFirm.com

Follow us on Facebook 😱

Carofina Mortgage Firm

MORTGAGES THAT MOVE YOU FORWARD

Disclaimer: Information based on Canopy MLS closed data as of December 4, 2023, for residential sales from January 1, 2023, to November 30, 2023, in the Charlotte metropolitan area. Numbers not reported to the MLS by the date the information is retrieved are not included. MLS is not responsible for submitting this data. Some teams may report each agent individually.





Let's get together

Over coffee or drinks, let us explain how CMF will work with you, your buyers, and your sellers to provide the best financing options, fast clearto-closes, and unparalleled service.

Teams and Individuals Closed Data from Jan. 1 to Nov. 30, 2023

Rank	Name	Office	List	List Volume	Sold	Volume	Total	Total \$	Rank	Name	Office	List
			Units	(Selling \$)	Units	(Buying \$)	Units					Uni

Disclaimer: Information based on Canopy MLS closed data as of December 4, 2023, for residential sales from January 1, 2023, to November 30, 2023, in the Charlotte metropolitan area. Numbers not reported to the MLS by the date the information is retrieved are not included. MLS is not responsible for submitting this data. Some teams may report each agent individually.



.ist	List Volume	Sold	Volume	Total	Total \$		
Jnits	(Selling \$)	Units	(Buying \$)	Units			

Teams and Individuals Closed Data from Jan. 1 to Nov. 30, 2023

Rank Name	Office	List	List Volume	Sold	Volume	Total	Total \$	Rank	Name	Office
		Units	(Selling \$)	Units	(Buying \$)	Units				

Disclaimer: Information based on Canopy MLS closed data as of December 4, 2023, for residential sales from January 1, 2023, to November 30, 2023, in the Charlotte metropolitan area. Numbers not reported to the MLS by the date the information is retrieved are not included. MLS is not responsible for submitting this data. Some teams may report each agent individually.



44 • January 2024

realproducersmag.com

List	List Volume	Sold	Volume	Total	Total \$
Units	(Selling \$)	Units	(Buying \$)	Units	

Teams and Individuals Closed Data from Jan. 1 to Nov. 30, 2023

Rank	Name	Office	List	List Volume	Sold	Volume	Total	Total \$
			Units	(Selling \$)	Units	(Buying \$)	Units	





realproducersmag.com



Disclaimer: Information based on Canopy MLS closed data as of December 4, 2023, for residential sales from January 1, 2023, to November 30, 2023, in the Charlotte metropolitan area. Numbers not reported to the MLS by the date the information is retrieved are not included. MLS is not responsible for submitting this data. Some teams may report each agent individually.



# CALL. SWITCH. SAVE. Ves, it's that easy!

GEICO

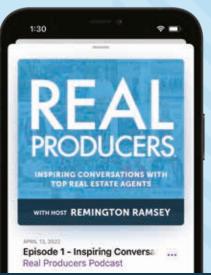


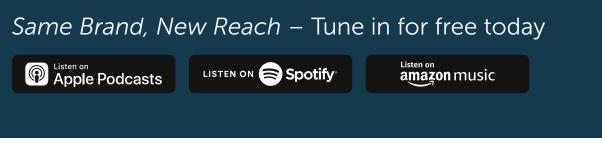
Megan Donoho Charlotte geico.com/charlotte-donoho ;Hablamos Español!

imitations apply. See geico.com for more details. GEICO & affiliates. Vashington, DC 20076 © 2023 GEICO. 21\_662671044



Inspiring conversations with the nation's top real estate agents.







) @realproducers

RP



Full-Service Move | Professional Packing Services



# **Call Today!** 704-275-3053 | MiracleMoversUSA.com





# AWARD-WINNING AND ACCREDITED HOME STAGERS





"Mary Beth is a superb partner in helping my sellers prepare their homes for an excellent market-ready appearance. We receive so many positive comments from potential buyers who see houses she has staged. We are comfortable taking the list price to the maximum if Mary Beth has staged the house because we know the house will show to its best advantage. As a real estate agent, I know I can count on Mary Beth to respond quickly and deliver beyond expectations for the benefit of my clients." **Jane Grosse** 

Mary Beth Francisco, ASPM ®, LHS ™, ISC ™ Deepti K. Nayyar, ASP ®, LHS ™ (704) 661-9397 avenuesstageanddesign.com