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**MARC
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RISING STAR:

Ashley Tinker

REALTOR[®] ON FIRE:

Ashleigh Bettis

PARTNER SPOTLIGHT:

Steven Reed with
Big League Movers

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If you are interested in contributing or nominating REALTORS® for certain stories, please email us at Jeff.White@RealProducersMag.com

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A Heartfelt Welcome to 2024

LET'S MAKE MEMORIES, MEMPHIS!

Dear *Memphis Real Producers* Community,

As we usher in the dawn of 2024, I am elated to extend a heartfelt welcome to each member of our cherished real estate family. The pages of *Memphis Real Producers* have long been a testament to the resilience, innovation, and success that define our local real estate community. With the new year comes a fresh wave of challenges and excitement, and we are ready to face them head-on together.

2024 promises to be a year of remarkable growth and transformation for the Memphis real estate landscape. In the face of challenges, we find opportunities, and *Memphis Real Producers* is your steadfast companion in navigating the dynamic currents of our industry. Our commitment to you, our valued readers, is to deliver content that not only informs but also inspires, keeping you at the forefront of the latest trends, insights, and success stories.

One of the highlights of the upcoming year is the introduction of our Masterminds series. These exclusive gatherings will bring together the brightest minds in the local real estate community, fostering an environment for collaboration, idea-sharing, and collective problem-solving. We believe in the power of synergy, and our Masterminds events will be a unique opportunity for you to tap into the collective wisdom of your peers, driving innovation and growth in your own real estate endeavors.

But that's not all – our commitment to fostering connections within our community goes beyond the pages of the magazine. Get ready for a series of networking events that will set the standard for collaboration in Memphis. These gatherings will provide you with the chance to build meaningful relationships, exchange ideas, and forge partnerships that transcend the boundaries of traditional networking.

In addition to our regular features and events, we are thrilled to announce the launch of the first annual RP Awards Gala. This gala is not just an event; it's a celebration of the excellence that permeates our real estate community. But lest you think it's all about the numbers... think again. Prepare for an evening unlike anything Memphis has seen before, where we will come together to honor outstanding achievements, but also outstanding character and culture.

As we embrace the challenges and excitement that 2024 holds, *Memphis Real Producers* remains your go-to source for inspiration, information, and celebration. Your stories are our stories, and together, we will continue to elevate the standard of excellence in Memphis real estate.

Here's to a year of growth, collaboration, and unparalleled success. I look forward to embarking on this exciting journey with each and every one of you.

Warm regards,
Jeff White, Owner/Publisher



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Meet STEVEN REED WITH BIG LEAGUE MOVERS



A MOVING COMPANY WITH HEART & PURPOSE

▶▶ partner spotlight

By Cassie Teeter
Photos by Caleb Nelson

Steven Reed's journey began in Germantown, Tennessee, a place where he has taken pride in his hometown presence. Raised in a family of four, Steven learned the value of diligence and persistence from an early age. His father, a respected employee at FedEx, and his mother, a nurse, were role models for Steven and his older brother, Brian, teaching them the importance of hard work.

Guided by his mother's mantra of: "Don't dream of success, wake up and work at it," Steven found inspiration in the tenacity of his family. This spirit fueled his entrepreneurial journey, leading to the establishment of Big League Movers in 2008.

Steven's venture into the moving industry wasn't conventional. Skipping college, he dove headfirst into the world of business, learning invaluable lessons on the job. For Steven, success in the moving and real estate industry is synonymous with meticulous planning and unwavering hard work. This commitment to continuous improvement and real-world learning has become the cornerstone of Big League Movers. Steven and the employees at Big League live by the motto, "Be the hardest worker in the room".

At the core of Steven's world is his family. His wife Megan and their children, Nolan and Annistyn, are his rock, offering constant encouragement. They collectively appreciate the importance of family time, knowing well that responsibilities often stretch beyond the usual working hours. This



understanding strengthens their family bond, creating a loving and supportive environment that is key to Steven's life and successes.

Starting as a mover after high school, Steven experienced the industry's impact firsthand. This period laid the groundwork for the creation of Big League Movers, driven by a vision to offer personalized moving and packing services. This journey wasn't without challenges. Expanding to Atlanta brought unexpected hurdles, prompting a strategic decision to refocus on the home base and preserve service quality. The deep connection to Memphis, as Big League Movers' "Hometown" provider, is a source of pride for the company, resonating with Steven's commitment to the community.

Beyond business milestones, Steven finds fulfillment in the personal and professional growth of his team. Mentorship plays a pivotal role, with a commitment to lifelong learning driving Steven's quest for improvement. This dedication extends to the well-being of his team, prioritizing their financial stability and mental health support.

The 'Big League Movers VIP Pivot Program' represents Steven's vision of nurturing a supportive relationship with Realtors®. It's designed to empower real estate agents, aiding in their business growth while ensuring

their clients receive top-notch moving services. Big League Movers actively supports the real estate community through a collaborative approach that goes beyond traditional moving services. Their collaboration involves understanding the specific needs and challenges of Realtors® and offering tailored moving solutions that help streamline the home buying and selling process for their clients.

Community involvement is a central theme for Big League Movers, with the motto 'We are Memphis!' guiding their initiatives. Supporting Autism Awareness and actively participating in community emergencies exemplify their commitment to making a positive impact.

In closing, he'd like to extend an invitation to anyone who resonates with his vision and approach. If you see a connection between your business and Big League, he's eager to explore how to grow together. He's currently building an incredible array of resources for next year, specifically designed to invest in and support like-minded business owners. These upcoming opportunities are very exciting and Steven would love to share this journey with others who are equally passionate about making a positive impact in our community and industries.

"A rising tide lifts all boats." - John F. Kennedy

“
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How Does Memphis Real Producers Work?

CONNECTING. ELEVATING. INSPIRING.

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
Owner/Publisher
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Ashley

TINKER

▶▶ rising star



By Christina See
Photos by Elizabeth Looney Photography

All About the Friendships

Ashley Tinker was born in Memphis, raised in Bartlett, graduated from The University of Memphis in 2011 with a degree in Art Education, and married Andrew Tinker on Oct. 10, 2015.

After graduating, Ashley did not see herself jumping into the classroom just yet, though she thought she would eventually get there. She continued to work for a department store as a brand manager in the handbag department. She had sales goals to hit, which made her quickly realize that she had a competitive nature and a love for sales. Although hitting and exceeding those numbers were a fun part of her job, it was more about relationships. Even in something as simple as selling beautiful leather bags, Ashley truly developed a love for client relationships. To this day, she jokes with her clients that she's after friendships. "I have always and will continue to do life with my clients and these friendships are dear to me."

After working retail hours for four years, Ashley was looking to take the next step on her career path with a "normal" schedule. She recounts, "The humor in all this is that I would end up working for a real estate investment firm, REI Nation; and as we know, real estate is anything but 'normal' hours!" She believes the Lord opened the right doors at the right time to start her journey into real estate. She has always had a love for both real estate and interior design. Couple that with a fervent passion for people, and Ashley can confidently say that she is right where she is meant to be.

Ashley worked for REI Nation for almost a decade, selling roughly \$30 million in real estate annually. She gained an exponential amount of knowledge and experience starting her career in the investment world. This role gave her the opportunity to serve clients all over the world, and says it was an honor to be the "eyes and feet" for so many investors purchasing in the Memphis market.

In 2022, she followed her dream to take the leap into traditional real estate and moved her license to Reid Realtors, where she proudly serves her clients today. As a mom of two children, she felt that this transition allowed her the flexibility to spend time with her family while also pursuing a



“
Real estate is truly a lifestyle for me. It just blends right into our daily lives, and I envision it always being that way.
”



important milestones in life. From walking someone through the purchase of their first home or helping someone to sell the home they have raised their children in to downsize, each season is special in its own way. It's an honor every time I get the opportunity!

"Real estate allows me to blend my love for selling homes with my passion for design. I've always enjoyed helping clients stage their homes when we are in the preparation period for listing. I have spent my fair share of weekends moving furniture, fluffing pillows, decorating spaces, and even planting flowers to spice up the curb appeal. It's always been in the details for me and I'm grateful to every client who trusts me with big (and small) details.

Ashley is married to husband, Andrew Tinker, and they have two children, Elliot (4 years old) and Ollie Drew (2 years old). Elliot plays soccer and Ollie Drew is loving ballet at the moment. They love to travel, have movie nights, and spend time with family. As a mom, Ashley spends her fair share of time at the park, the Memphis Zoo, and the Botanic Gardens to keep the kids busy. The kids attend ECS, and they are devoted members of their church, Eagle Heights. The Tinker's favorite vacation getaways would include the mountains of Colorado or the white beaches of Florida!

Fun Fact: Ashley was a runner for most of her 20s and has completed three half marathons. The annual St Jude race is always a favorite. She hopes to get back into running shoes one of these days!

Advice to up-and-coming top producers? "Do your best to stay in your lane and don't spend time comparing yourself to others. A seasoned agent told me when I started in this industry that 'there is enough sunshine to go around' and this is true. Support your colleagues and celebrate others' wins always!"

"My clients are the reason I love what I do. They are truly the heart-beat of my business, and I am grateful for every client who has allowed me to be a part of their home-buying or selling journey. It is truly an honor to walk alongside someone in such a huge milestone in their life."

Favorite quote: Don't get so busy making a living that you forget to make a life.
-Dolly Parton



@realproducers

career that she loves. She says, "Real estate is truly a lifestyle for me. It just blends right into our daily lives, and I envision it always being that way."

Ashley made Million Dollar Club her first full year in traditional real estate and her total volume last year was \$5,826,600.

Ashley looks up to Michael Jacques, her broker at Reid Realtors. She says, "He is always striving to make the brokerage a better firm. He cares wholeheartedly about his agents and is always available, no matter the hour. I could not ask for a better mentor and friend! I would also have to include the team of agents at Reid. I work alongside an amazing group of agents that I am honored to do both life and work with."

Currently, Ashley is enthusiastic about growth both personally and professionally. She says, "I am extremely passionate about growing my client base and so excited to see what the next year holds! As a newer agent on this side of the industry, I am enthusiastic about building my brand and giving my clients an exceptional experience. Buying/selling a home can be a stressful process without the right team and it is my joy to take the heavy lifting off for my clients."

"The most rewarding part of the business is coming alongside my clients during such

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BACK
TO THE
GRIND

ASHLEIGH

BETTIS

▶▶ REALTOR®
on the Move

By Cassie Teeter
Photos by Mike Berry

MEMPHIS TEACHER TURNED REAL ESTATE MAVEN

Ashleigh Bettis was born and grew up in Grand Rapids, Michigan. She attended Hope College in Michigan, graduating in 2011 with a degree in education. Right after graduation, Ashleigh moved to Memphis to become part of the Memphis Teacher Residency program, an organization that she continues to support and promote. The injustice of unequal education has always been near to her heart.

“When we begin with unequal education, that shows its face everywhere, including the housing market. The people who don’t graduate high school earn about 1/3 of what a college graduate makes in terms of salary. It’s important to educate those who may not have degrees to the benefits of homeownership, as it could be even more life-changing for them.”

Being in a completely new city has its challenges, but Ashleigh eventually fell in love with Memphis.

“It’s a place that I love filled with people who I love. There are quality people here who I’ve learned a lot from. And where else can you go to a professional basketball game, eat a world-class dinner, and be able to afford a home on a teacher’s salary? Memphis is a special place and I wish everyone would see it that way and treat it that way.”

She taught middle school math for six years before deciding that it was time to start her real estate journey. She had just had two children in 17 months and expenses were piling up. Her cousin who worked for Keller Williams in Michigan thought she would do well as an agent, so Ashleigh decided to give it a shot. In 2017, she earned her license. Like many others on her same journey, Ashleigh struggled to get started. She persevered and, eventually, what was originally meant to be a part-time gig became a very rewarding career.

“Once I started, I realized that I can’t reasonably do something part-time and tell people that I’m the best option for them. I knew that I was really going to have to get educated. Once I found those first clients to trust me, I worked so hard for them! I still do that to this day (but in a much more balanced way), which I think is the reason my business is completely referral-based.”

She now works with Bluff City Realty with her good friend, Jeff Howard. Ashleigh was drawn to the ‘non-profit people in a for-profit world’ way of thinking. Their unique way of conducting business allows Ashleigh to be involved in the betterment of Memphis.

“We don’t have an office. Everything we would pay toward office fees, instead we put back into the city. That allows us to support important organizations in Memphis. We partner with Compass High School, we buy things for teachers pretty regularly, and we’re sponsoring a Grahamwood Elementary basketball team...”



We’re just very community-minded and open to hear how we can make partners in a city that is so special to us.”

Success to Ashleigh is the ability to be a good wife, mother, real estate professional, community member, and more. She and her husband, Austin, have three children: Amayah, Amari, and Haddie. For Ashleigh, family comes first. And she also works hard for her clients and the organizations she supports. The Bettis family is especially fond of traveling to new places, and watching and playing basketball. She and her husband even coach basketball at Grahamwood Elementary School!

Ashleigh loves her career in real estate for its collaborative and educational nature. While she guides her

“
**YOU CAN ATTRACT THE
PEOPLE WHO LIKE THE WAY
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ALL BE SUCCESSFUL
JUST BY BEING OURSELVES.
IT’S BEAUTIFUL!**

clients through the process, she is able to draw from her background in education. When people ask her whether she misses being a teacher, her first reaction is, “No, because I’m still a teacher!” At Kingsbury Middle School, she taught several sections of the same Pre-Algebra lesson. And it never went the same. In her class sections, there were different personalities, different questions, and different “events” that always made for the same lesson to end up very...differently. And that’s exactly how it is with real estate! She is consistently helping clients to buy or sell a house, but she’s working in different neighborhoods, with different homes, with clients who have different personalities and prior knowledge. Both career paths appeal to her for that reason; it feels like an adventure every day, and she loves empowering (students and) clients to make their own decisions.

Ashleigh also cherishes the fact that not everyone’s career is identical to hers. “I think it’s cool to see the different people who are on the covers of the Real Producers magazines, or just real estate agents who are doing well in general. There’s a lot of room for different personalities, looks, and styles. You can attract the people who like the way you do business. We can all be successful just by being ourselves. It’s beautiful!”

Ashleigh’s love for her career, her city, and her family and friends is obvious as soon as you meet her. And, with a career volume of approximately \$45 million, her passion pays off. Whether it be at a basketball game, on a pickleball court, or buying or selling a house, Ashleigh Bettis is worth getting to know!





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► cover story **MARC SCHEINBERG**

By Christina See
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A PASSION FOR EXCELLENCE

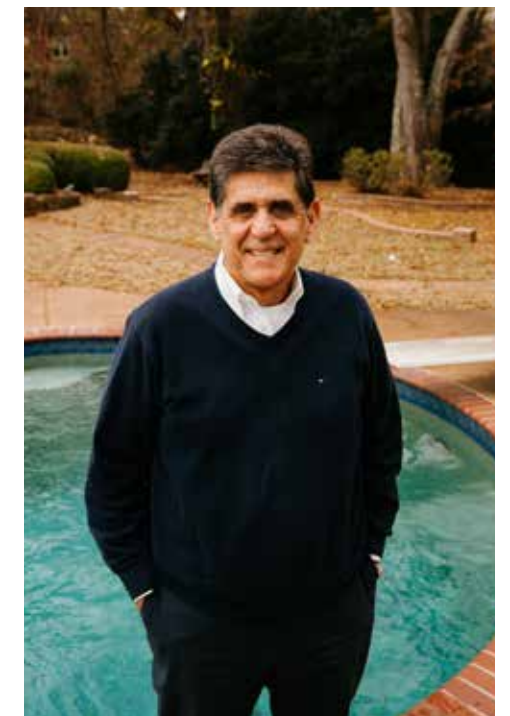
Many Memphis Realtors® may already be familiar with this month's cover feature, Marc Scheinberg, as he's been a proud Realtor®, consistent leader, and welcoming mentor in real estate throughout the Mid-South for almost 30 years.

As a lifelong Memphian, Marc is known for making his clients feel like family as they embark upon some of the biggest decisions and purchases of their life in and around his beloved city. But it wasn't until he was 40 that he found this perfect career match. His early professional years brought a range of experiences, including working in a video store, for an envelope manufacturer, and at two Fortune 500 companies. However, it was when he married into a family of home builders that he finally found his calling. Everyone thought Marc would be an excellent representative to sell their new homes, he gave it his all, and, as they say, the rest is history.

As a Memphis Realtor®, Marc has always valued building strong relationships. In fact, it's one of the things he's loved most about being a top agent at Crye-Leike, RE/MAX, and Keller Williams Realty, whom he most recently returned to working with in January 2022. He credits his first Broker (and good friend), John Linthicum, for helping him learn the business; and he also appreciates his mentor, Patti Baggett, a career top producer, who was always available his rookie year for spot-on advice. His long-term friendships and connections with associates, clients, Realtors®, mortgage loan officers, closing attorneys, and others

in related businesses are what continue to energize him each and every day.

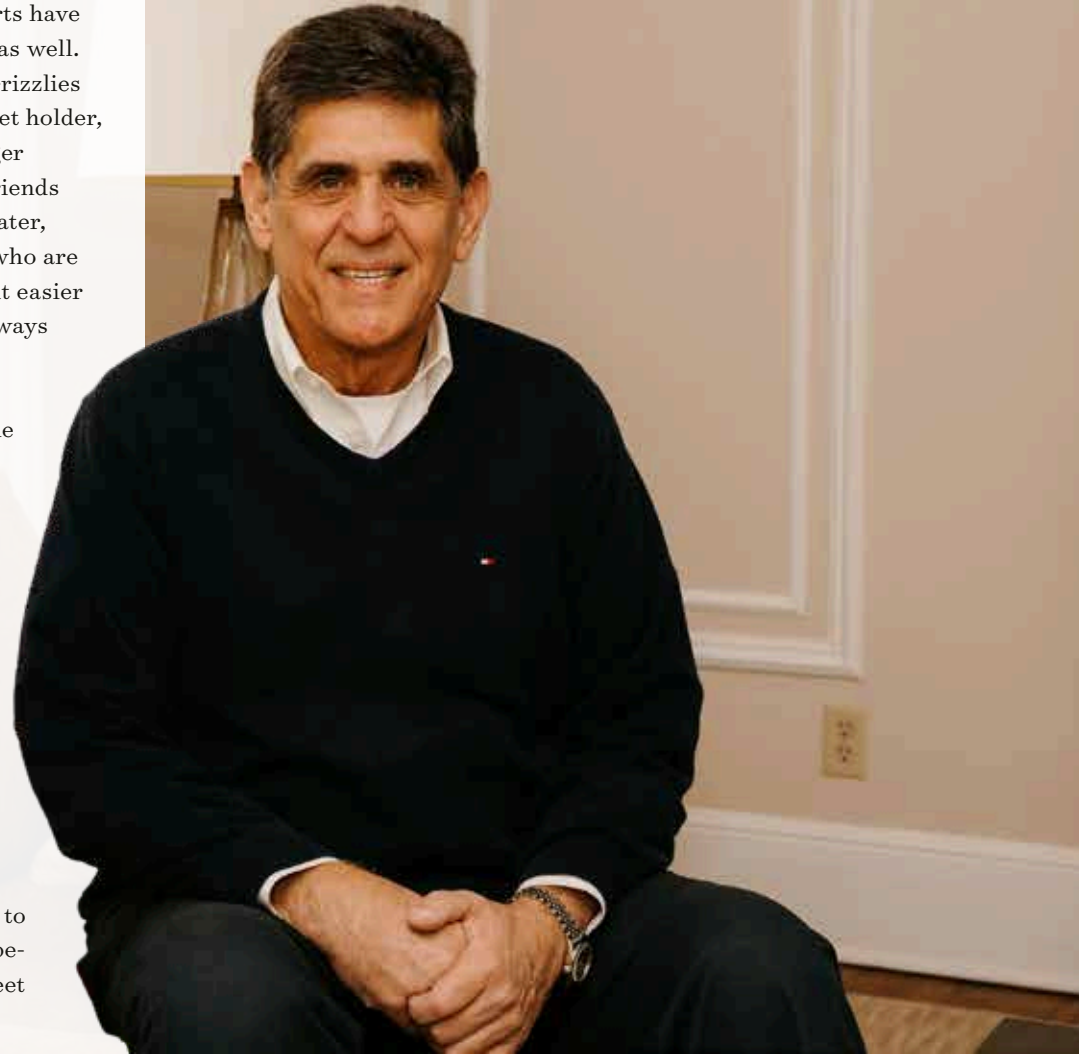
If you know Marc, you also know work is by no means his only priority in life. It only takes a few minutes of talking to Marc to learn about his greatest joy – being a father and grandfather. From learning to ride bikes and beach trips to school pickups and weekly dinners, Marc is often hanging out with his two daughters, Lauren and Paige, their spouses Matt and Ricky, and his precious grandchildren, Layla (age 8), Julianna (age 4), Lena (age 4), and Myles (age 1). He also loves spending time with his 93-year-old mother, Barbara Scheinberg. His dad, Mannie, passed away close to seven years



ago, but he continues to be thankful for how both of his parents taught him what's right and wrong and how important honesty and integrity create lasting relationships.

For as long as he can remember, sports have been an essential part of Marc's life, as well. Whether cheering on the Memphis Grizzlies each game as a long-time season ticket holder, watching and attending Memphis Tiger basketball and football games with friends and family, or rooting for his alma mater, the University of Texas Longhorns (who are joining the SEC next season making it easier for him to attend games!), Marc is always up-to-date on his favorite teams and ready for the next sports experience. He also enjoys Broadway shows at the Orpheum and New York City.

What's Marc most passionate about these days as a Realtor®? Empowering buyers and sellers to confidently and successfully navigate the interest rate shifts and ongoing changes in the current real estate market. With almost three decades of knowledge, experience, and expertise – including the many lessons he learned in the market downturn in 2009-2012 and transitioning from selling new construction to existing homes – Marc's extensive experience and optimism enable him to meet any challenge that arises.



After all of these years, it still fills Marc with excitement each time he helps his new and returning clients achieve their goal of home ownership. And, if you ask his clients, they'll tell you "Marc treats me like family" every step of the way. It's with great pleasure and gratitude that he is able to not only advise clients with the sale or purchase of their home but always make sure they have a complete understanding of the entire process.

This unwavering passion for personal relationships and excellence undoubtedly resulted in Marc being a Lifetime Member of the Multi-Million Dollar Club since 2001 and a Top Producer for over 28 years. His career volume is \$150 million. Because of his success, he is

also proud to support over 25 local and national charities and organizations.

For Marc, future success means setting goals and establishing strategies each year for new business in order to do what he finds so fulfilling – providing buyers and sellers with a personalized, problem-free experience. And when some strategies don't pan out, Marc emphasizes the importance of learning from your mistakes. This is how he continues to enjoy the personal and financial rewards of his career and stays on top of the ever-changing real estate industry.

Whether a new or seasoned agent, Marc suggests following his motto for the past 28 years; Knowledge + Experience + Honesty + Integrity = RESULTS!



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