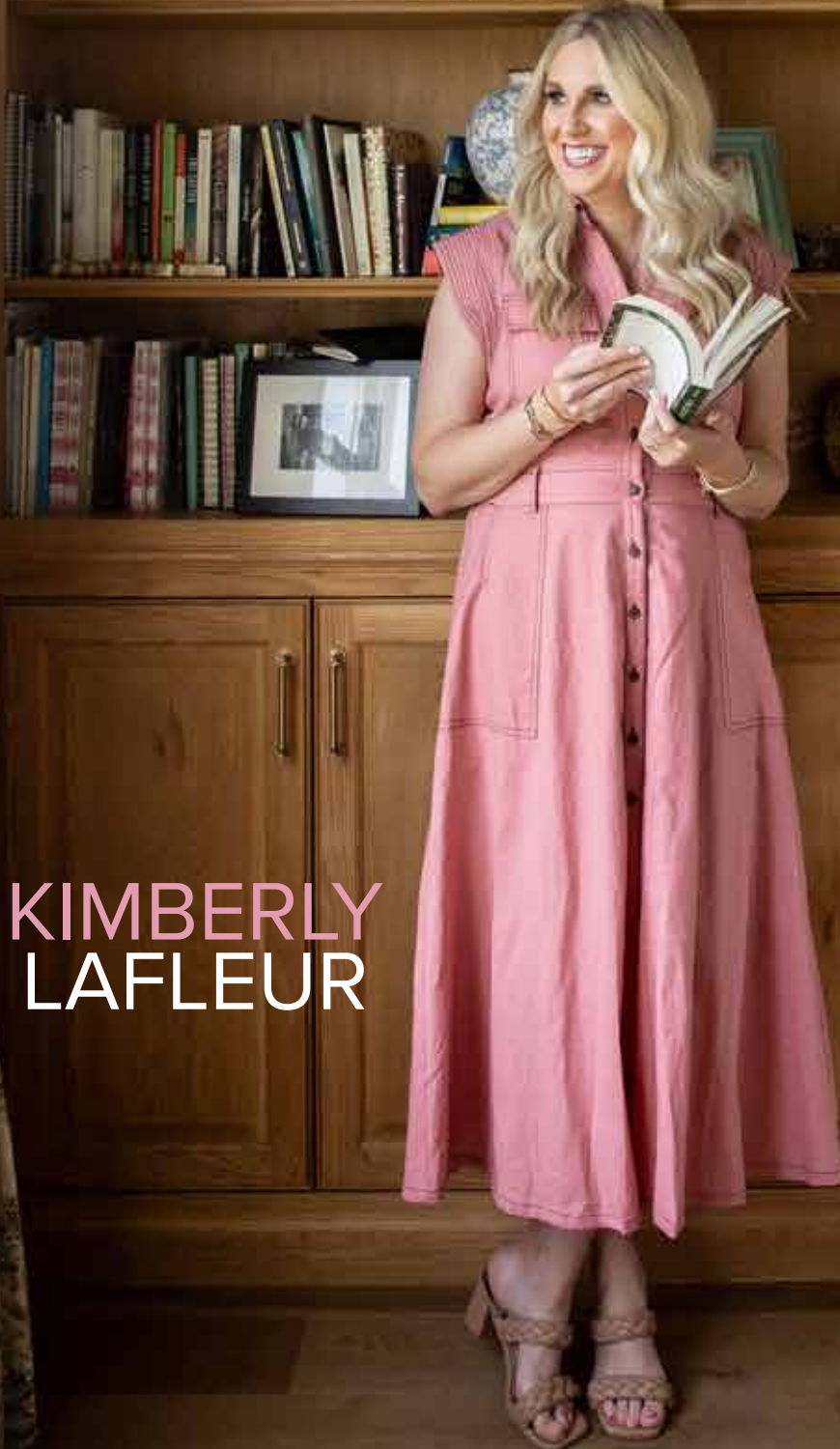


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JULY 2024



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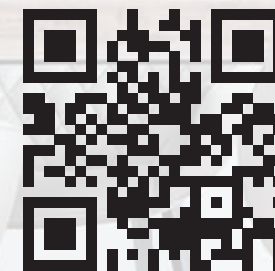


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MEET THE ACADIANA REAL PRODUCERS TEAM



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REAL PRODUCERS MAGAZINE STARTED IN INDIANAPOLIS IN 2015 AND IS NOW IN OVER 130 MARKETS ACROSS THE NATION AND CONTINUES TO SPREAD RAPIDLY.

consider anyone brought to our attention who is in the top 300 because we don't know everyone's story, so we need your help to learn about them. We cannot guarantee a feature, but we encourage you to meet with one of our team members, support Real Producers and attend our private events to increase your chances.

To submit a nomination, please send us an email!

Q: WHO RECEIVES Real Producers MAGAZINES?

A: The top 300+ real estate agents across Acadiana.

Q: WHAT IS THE GOAL OF THIS MAGAZINE?

A: We believe that we are better together. When we surround ourselves with other successful, like-minded people, we grow to new heights. Real Producers is a platform that brings together the most elite individuals in Acadiana's real estate industry.

We take the top 300 real estate agents and RP-vetted businesses in every market, and we build an exclusive community around that group. We share their stories, successes, market trends, and upcoming events — really, anything that will connect, inform and inspire, we put in our monthly publication.

Q: DOES Real Producers HAVE EVENTS?

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

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

A: It's really simple. You have to be on the top 300 list, and we take nominations seriously. You can nominate other real estate agents, businesses, brokers, owners or even yourself! Office leaders can also nominate real estate agents. We will

Q: WHAT DOES IT COST A REAL ESTATE AGENT/TEAM TO BE FEATURED?

A: Zero, zilch, zippo, nada, nil. It costs nothing to agents, so nominate away! We are not a pay-to-play model. We share Real stories of Real Producers.

Q: WHO ARE THE RP-VETTED BUSINESSES?

A: They are one of the best businesses in Acadiana in their category, and you can find them listed in our index! We don't just find these businesses off the street, nor do we work with all businesses that approach us. Many of the top agents have recommended every single business you see in this publication. We will not even meet with a business that has not been vetted by one of you and "stamped for approval," in a sense. Our team will further vet every business to make sure they are a good fit and bring value to our community. Our goal is to create a powerhouse network, not only for the best real estate agents in the area but the best businesses so we can grow stronger together.

Q: HOW CAN I RECOMMEND A BUSINESS?

A: If you want to recommend a business that works with top real estate agents, please email or message us!

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A NOTE FROM THE

DR W E S T B A D

Providing a platform to celebrate
and unite the top real estate
professionals across Acadiana!



By Drake Abshire

Dear Readers,

I am writing to you on May 24th, 2024 and hope your business is thriving in this spring real estate market! First and foremost, I want to extend my deepest gratitude to each of you for your unwavering support, love, and invaluable feedback on our magazine. It is because of you that we continue to grow and evolve, and for that, I am truly thankful.

I am thrilled to announce that we have added new partners to our ever-expanding network of service providers. Please join me in welcoming F45 Training, Cajun Virtual Tours, and Core Insurance. These partnerships mark a significant milestone for us, and we are excited about the new opportunities they bring to our community.

As many of you are aware, we recently faced some challenging weather that unfortunately forced us to postpone our much-anticipated launch party. I was incredibly saddened by this delay, but I am delighted to share that by the time you read this, our new event will have already taken place. I can't wait to reflect on the wonderful memories we created together.

This magazine has been a personal blessing to me. It has allowed me to foster more connections and collaborations within our industry, and I am continually inspired by the amazing stories you share. Your contributions and insights are the heartbeat of this publication.

I encourage you to keep sending your nominations for cover stories and rising stars. Your perspectives help us stay in tune with the industry's pulse, and I deeply appreciate your role as our eyes and ears in the field.

Thank you all more than you know. Your continued engagement and enthusiasm mean the world to me.

Warm regards,
DRAKE ABSHIRE
Owner/Publisher
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BLAKE ARCENEAUX

Photos by Ace Sylvester

HOW MANY YEARS HAVE YOU BEEN A REALTOR?

1 year

WHAT IS YOUR CAREER VOLUME AS A REALTOR?

\$ 11,343,500.

WHAT WAS YOUR TOTAL VOLUME LAST YEAR?

\$9,343.787.

WHAT AWARDS HAVE YOU ACHIEVED AS A REALTOR?

Icon Award

WHEN DID YOU START YOUR CAREER IN REAL ESTATE?

I began my career in real estate in April 2023

WHAT DID YOU DO BEFORE YOU BECAME A REALTOR?

I worked in the car industry for 12 years, starting by selling cars and then becoming a finance manager and then a General Sales Manager before becoming a realtor.

WHAT ARE YOU PASSIONATE ABOUT RIGHT NOW IN YOUR BUSINESS?

I am deeply committed to ensuring that my clients receive the best possible care and protection. As one of the most significant purchases you will make in your life, I want to

communicate and guide you through the entire process in the most effective way possible.

WHAT HAS BEEN THE MOST REWARDING PART OF YOUR BUSINESS?

I make dreams come true for clients through real estate, helping them purchase their forever home, where they can create memories and raise their families.

WHAT WAS YOUR BIGGEST CHALLENGE AS A REALTOR?

As a realtor, my biggest challenge is wanting to help everyone in their current situation, but unfortunately, this can't always be possible. Despite this, we strive to educate our clients, connect them with the right people, and create a plan with achievable goals. Once the time is right, we move forward in the process. Real estate can be a tough business, but we do our best to support our clients every step of the way.

HOW DOES REAL ESTATE FIT INTO YOUR DREAMS AND GOALS?

Since I was a child, I have had a passion for homes. Walking through these beautiful masterpieces has always been a dream of mine. Now that I have the opportunity to facilitate the transaction from one client to another, it is an absolute blessing.



WHAT'S YOUR FAVORITE PART OF BEING A REALTOR? Previously, I struggled with work/life balance. Now, I have more freedom to manage clients and spend time with my family.

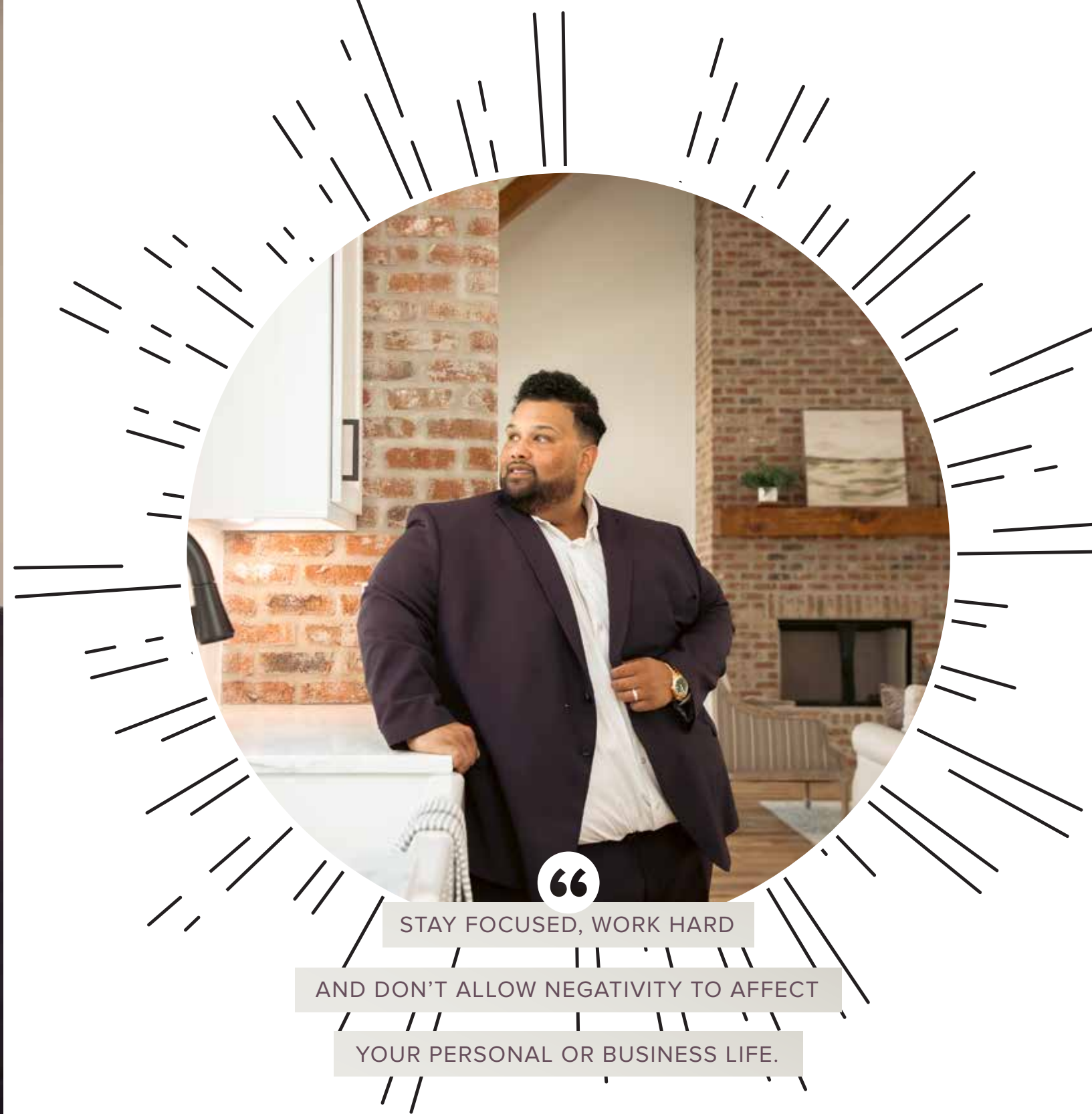
DEFINE SUCCESS. Success is about the relationships we form and the experiences we have, as while earning a living is necessary, some of the best things in life are free.

TELL US ABOUT YOUR FAMILY. I am the youngest among my siblings. I have one brother and twin sisters. I am married to my beautiful wife Caroline Arceneaux, who is a loan officer. Working together with her has been a great experience over the past year, and it has taught me a lot.

FAVORITE BOOKS? I am a huge fan of Grant Cardone. I have read his books *The 10X Rule*, *If You're Not First, You're Last*, *The Closer's Survival Guide*, *Good to Great*, *Who Moved My Cheese*, and *How to Be a Gentleman*.

ARE THERE ANY CHARITIES OR ORGANIZATIONS YOU SUPPORT? St. Jude, American Red Cross

WHAT ARE YOUR HOBBIES AND INTERESTS OUTSIDE OF THE BUSINESS? I love traveling with my wife, meeting new people, and enjoying a good wine.



GIVEN YOUR STATUS AND EXPERTISE, WHAT IS SOME ADVICE YOU WOULD GIVE THE UP-AND-COMING TOP PRODUCER? Stay focused, work hard and don't allow negativity to affect your personal or business life.

IN CLOSING, IS THERE ANYTHING ELSE YOU WOULD LIKE TO COMMUNICATE USING THIS ACADIANA REAL PRODUCER PLATFORM? Thank you, *Acadiana Real Producers*, for featuring my story in the magazine. Although I am new to real estate, I am not new to business. This opportunity means the world to me. God bless.

AMO TITLE

Written by Elizabeth McCabe

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The team at AMO Title is dedicated to streamlining the closing process, offering consistent and competitive turnaround times to meet deadlines. They aim to alleviate the effort, stress, and guesswork often associated with closings.

ABOUT AMO TITLE

Under the leadership of owner and CEO Matthew Ory, AMO Title Services has undergone remarkable growth since its inception in 2018. Matthew's background as an attorney in trial work brings a unique perspective, emphasizing efficiency and client satisfaction.

"Convenience and catering to the buyer are paramount in everything we do," explains Matthew. "If clients want to close at a particular time and place, the answer is yes then we figure out the logistics. We stand by our motto of anytime, anywhere."

Communication is a cornerstone of AMO Title's approach. Matthew emphasizes to his team to send regular updates and have open lines of communication, believing it to be vital for a smooth closing process. "We have a paramount focus on communication. We attempt to get in touch with agents and lenders once a week regarding their file, whether there's an update or not, in hopes of keeping all informed every step of the way," he explains.

With expansion plans underway, AMO Title has positioned itself as a leader in the industry. Matthew's dedication to personalized service is evident. "Clients have direct contact with me if they so choose," he emphasizes. "It's not hard to get in touch with me. All you have to do is ask." Expect Matthew and his dedicated team to be responsive, which makes a difference when moments matter and questions need to be answered.

The professionals at AMO Title go above and beyond for their clients whether it's a rosy situation or not.



When presented with problems, AMO Title does whatever it takes to get the job done. As Matthew says, “Every title company runs into issues. Our job is to be accountable on our end. I always remind our team that problems will arise from time to time. How we fix them is what ultimately matters.”

Matthew attributes AMO Title’s success to hard work and unwavering dedication to customer satisfaction. “We have a dedicated team. I work 24/7, 7 days a week. I’m not tuned in on the most recent Netflix Series or the NBA playoffs. I’d rather be out and about at night staying present in these various communities. Now isn’t the time to slack off” he says. “It’s not uncommon for me to close across the state in one day.” He



has been known to start his day in one part of the state and end up at another.

Bold and straightforward, Matthew’s business approach is simple: “Get out and grind. Set the bar by attempting to outwork everyone. Competition drives me; it’s what keeps me going. I don’t like to go to sleep thinking I could have done more.”

**A DEDICATION
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AMO Title Services, led by Matthew, is revolutionizing the title industry with its commitment to efficiency, convenience, and customer satisfaction. With a proven track record and dedication to excellence, AMO Title is poised to continue its ascent as a leader in property title and settlement services. When clients choose AMO Title, they’re choosing a partner who puts their needs first, every step of the way.

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KIMBERLY LAFLEUR



cover story

Written By Jordan Iverstine
Photography By Ace Sylvester



STANDING IN PEACE

The story of Lafleur's career begins with her pursuit of a Kinesiology degree at LSU. In her junior year, she realized she wasn't passionate about the industry. "When I graduated, I got a job in the business side of physical therapy at a clinic in Baton Rouge, which suited me better, but I still wasn't satisfied," she relates. Lafleur worked there for a few years, and it was in that time that her friend, who worked in the mortgage industry, began encouraging Lafleur to become a realtor. "I was skeptical because I didn't think my experiences in life accredited me, since I had never owned a home before," she says. However, in 2013, Lafleur took the advice and began classes to get her license. Once she passed, she quit her full-time job and took the plunge into realty.

"My family celebrates Christmas in July," she relates, "and right after I quit my job, I was at my family's Christmas party, talking with my uncle, who encouraged me to come back with him to The Woodlands in Texas. Exxon had just moved their world headquarters there and there were thousands of families who needed to be rehomed." This lucky break was what launched Lafleur into a thriving career in real estate. She accepted the offer and moved to Texas.

Though she was anxious to begin her career and start a new life in Texas, Lafleur did leave a part of herself behind in Louisiana, her then boyfriend, now husband, Ross. "We were supposed to meet three different times over the course of 2013, but it never worked out," she relates, "Then, the night before I left for Texas, I went to celebrate a friend's engagement, and a friend of mine pointed him out and said "that's Ross" and I said 'no way, I'm leaving tomorrow.'"

“

I GREW UP IN **NEW IBERIA** WITH SUGAR CANE FIELDS NEXT TO MY GRANDPARENTS' HOUSE. THESE ARE SOME OF MY GREATEST MEMORIES.



Despite her protests, the two met and hit it off. They took on the challenge of managing a long distance relationship while she was in Texas, where Ross would come to The Woodlands over the weekend. The wait was worth it, because in 2015, after establishing her prowess in the real estate industry through her work in The Woodlands, Lafleur moved back to Louisiana to marry Ross and set up shop in the place she truly called home.

In 2016, the number one realty team in Acadiana, Teresa Hamilton & Team, approached Lafleur and

asked her to join them. After much consideration and meeting everyone on staff, Lafleur states that it was a “no-brainer”, because she could see that it was a team of true professionals who cared about building relationships with their clients and helping the people of our beloved state. “The active agents on the team were also all top performing agents, and I knew that if I was going to be joining any team, I wanted it to be with them,” she relates. Lafleur joined them in 2017 and the company remained top in the market for the next several years. In 2023, due to her excellent performance and passion for the industry,



“

WHILE IN
THE CAR,
I'M ON THE
PHONE WITH
MY CLIENTS,
FORMING
THOSE
RELATIONSHIPS
AND MAKING
SURE WE'RE
ALL ON THE
SAME PAGE.

**BY THE END
OF THE DAY,
5 TO 8 PM,
I'M IN WIFE
& MOM MODE.**

”

talks began to get serious about promoting her into an additional position, and after much consideration, she accepted and now resides as leader of the top boutique team in Acadiana.

Though Lafleur has spent much of her career working in the major cities of the south, in her heart, she always belongs to the countryside. “I grew up in New Iberia with sugar cane fields next to my grandparents’ house. These are some of my greatest memories, with my family growing up,” she muses. “After I married Ross, we had two girls, who are now 5 and 3. We made the decision to live in Ville Platte, Louisiana so that our girls, Annie and Murphy, could have those same memories of walking across the pasture to their grandparents’ house.”

This decision was a sacrifice on Lafleur’s part, as most of her work takes place an hour away in the populous parts of the state, but as a result, Lafleur has been able to get in touch with her spiritual well being and develop a way of life that promotes a good “work/life” balance. “I am always in the car, driving,” she relates, “so I’ve had to work my routine around it. While in the car, I’m on the phone with my clients, forming those relationships and making sure we’re all on the same page. By the end of the day, 5 to 8 pm, I’m in wife and mom mode, and then I’m back on my computer until I go to bed.”

With such a busy schedule, Lafleur makes sure to take time for herself. “Most days, wherever I am at noon, I will find a church and attend noon mass. And then every Monday, at 4am, I get up and attend Adoration.” she states. This practice of self-discipline and commitment to her faith is what allows her to keep her peace in the middle of a busy life. “I think everyone needs to believe in something. I don’t care what you believe in,” she emphasizes, “but you need something to keep you grounded. If I’m not doing it for God, then what am I doing it for?”

Using these techniques to manage being a full-time professional, a full-time wife, and a full-time mom, Lafleur wakes up each day ready to meet new people, form new relationships, and help those clients find their dream homes.



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ALTA BEST PRACTICES CERTIFIED

JIM KEATY



► broker feature

Written by Elizabeth McCabe
Photography by Ace Sylvester

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— Tony Robbins

Adversity shapes people into who they become. Challenges can either crush us or make us stronger. For Jim Keaty, he faced the greatest challenge of his life with grit and grace, making him the man of strength that he is today.

“I had to confront an embezzlement crisis shortly after opening my own real estate agency,” he comments. “It was the most challenging time in my life. I didn’t know what to do. I was \$40,000 negative in the bank.” One of his employees had embezzled \$100,000 and Jim was beside himself.

Looking back 17 years ago, Jim recognizes it as one of the defining moments in his life. “It was a blessing in disguise,” he comments. “It really focused

my attention on work and building something bigger than myself. I knew how to sell houses and got to work.”

Gone are the days of turning off the hot water heater at night to save money. Now Jim is leading the way in real estate. He comments, “Without that experience, I wouldn’t be where I am today.” Where other people would have given up, Jim pressed on, developing his character in the process.

“Instead of seeing myself as a victim, I chose to take responsibility and grow from the experience, which involved tough decisions and a renewed commitment to my work and team,” he comments.

From Humble Beginnings to Entrepreneurial Success

Jim, who attended Louisiana State University (LSU) for one year, moved to Boulder, Colorado in 1997. He had

pledged with Kappa Sigma while at LSU and knocked on the Kappa Sigma fraternity in Boulder, asking for a place to stay and a job.

“I called my brother and sister who had recently graduated college from Boston and told them to come out to Boulder. It was beautiful,” says Jim. “We all lived in a 10 x 10 room in the fraternity house in Summer 1997, sharing a bank account and one car.” Jim worked as a mover for Allied Moving and as a “waiter on wheels,” delivering food from restaurants to people.

After moving out of the fraternity house, he and his siblings purchased a five-bedroom house together, renting out two bedrooms, which paid for the whole mortgage. “I took the lead as the property manager and rented it,” he says. It was his first taste of real estate.

In 2002, he obtained his license in Boulder, Colorado. “I was at a fork in the road and I went to real estate school instead of business school,” he reflects. Jim worked for Coldwell Banker in Westminster and realized how hard real estate was.

“I thought real estate was going to be easy and I could ski on the weekends and bike,” he jokes. Instead, he realized connections with others were critical to securing clients. Coldwell Banker had mall kiosks all over Denver and real estate agents could pay to work at the mall.

“My goal was to engage with 10 people every single day,” he says. “I would work at mall kiosks in Westminster, Denver, and Cherry Creek at one point. Engagement was my number one priority. I didn’t have a CRM. I would put 10 cards in my right pocket and every time I would have a conversation, I would give out a card. If I had a phone call, I would put it in my left pocket. I wouldn’t go home until all 10 cards were out of my pocket.” This simple method paid off for this 24-year-old. Jim would also door knock, hold open houses, and farm neighborhoods. His perseverance and persistence paid off.

The only thing that Jim wasn’t expecting was homesickness for Louisiana and his culture. A change was in order for this go-getter.

Returning to His Roots

Jim then returned to his roots in Lafayette, Louisiana. “I wasn’t





sure how it was going to work,” he admits. After interviewing with a few major real estate companies, he decided to blaze his own trail and he founded Keaty Real Estate.

He purchased a house in Downtown Lafayette at 110 Avenue B, which also became his office. “While I flipped it, I held it open every single day, which was a starting point to engage with my neighbors. It wasn’t far from Downtown or from the University of Louisiana at Lafayette campus.” Best of all, real estate was a lot easier than it was in Boulder.

Jim’s relentless work ethic and commitment to engagement propelled him forward. “Real estate is all about prospecting and engagement,” Jim explains. “It’s about building meaningful connections with people and providing value every step of the way. I was working seven days a week, focused on engagement, which led to appointments, which led to clients, which led to closings.”

Another thing in Jim’s favor was the great influx of clients from Hurricane Katrina in 2005. He comments, “I was holding open houses every single day at that point,” he says. “A week later all the people from New Orleans

came to Lafayette. They found out they weren’t going back. Instantly, every house in our market went under contract. I got a lot of clients. That was a blessing in disguise. I never thought a hurricane would be a positive for any business. A few years later, they went back to New Orleans and I helped people sell houses.”

To handle his increase in volume, Jim recruited others and moved his real estate business to a 6000 square foot building. He started a team and started coaching with the National Association of Expert Advisors (NAEA). “That was the most proactive and forward-thinking groups at the time. It changed my perspective,” he comments.

Building a Legacy of Excellence

Over the years, Jim’s brokerage has grown significantly, expanding to over 70 licensed agents and 20 employees. From acquiring prime real estate in downtown Lafayette to opening a new office in Covington, Jim’s vision and leadership have been instrumental in driving the company’s success. “Our motto is ‘Always 110%,’” Jim says proudly. “We go above and beyond for our clients and our team, ensuring that excellence is not just a goal but a way of life.”



Memorable Moments

When Jim isn’t working, you can find him with his family. He is married to his wife Danielle and they are blessed with three children, Mae (14), Josephine (affectionately known as Joey, 12), and James (6).

To relax, Jim likes snow skiing, fishing, hunting, woodworking and building furniture. “We also like to drive around the country in our RV and camp out,” he adds.

The Road Ahead

As Jim reflects on his career, he remains resolutely focused on the road ahead, propelled by a passion for excellence and an unwavering commitment to continuous growth. His belief in the importance of persistence over talent serves as a guiding principle, reminding aspiring real estate professionals that consistent engagement is the key to lasting success. Through his drive and his determination as well as his unwavering commitment to serving others, Jim continues to inspire those around him, impacting the landscape of Louisiana real estate in the process.

“WE GO ABOVE AND BEYOND FOR OUR CLIENTS AND OUR TEAM, ENSURING THAT EXCELLENCE IS NOT JUST A GOAL BUT A WAY OF LIFE.”



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