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Written By Anita Jones  
Photography By Jeremy Kierez -  
High Tide Content

# MAKING WAVES!

**JESSICA WILLIAMS**, a real estate agent at Coldwell Banker SeaCoast, is making waves in the industry. On February 16, 2024, she celebrates her third year in the business, a journey she describes as both fulfilling and transformative.

Williams began her career in real estate in early 2021, after reflecting on her personal goals. “I had bought and sold a handful of houses in my lifetime and thought about how that may be a good fit for me. I enjoy people, and a home is one of life’s most significant purchases,” she shared.

Before becoming a realtor, Williams had a diverse career, including running a successful jewelry business. She recalls, “We built the business from the ground up and even had patents

for our processes. It was a wonderful business that supported my family during the early days of my children’s lives.”

Williams’ passion for real estate is rooted in her desire for change and her love of people. “I was ready for the next chapter in my life. I wanted to sell important things to improve people’s lives—everyone needs a safe place to reside,” she said.

Originally from a small fishing village in Maine, Williams has traveled the world, including a year-long exchange program in Italy during her high school years. This experience taught her the value of advocating for herself and inspired her love of freedom and creativity.

When asked about her most rewarding experiences, Williams spoke fondly of her friendships. “The most rewarding part of my career is the

lasting relationships and true friendships that have grown out of my transactions,” she said. Her team leader, Reena Artz, and teammate, Rodney Miller, have been instrumental in her success, providing support and guidance throughout her journey.

Success for Williams is not about monetary gain, but rather the happiness and fulfillment she finds in her personal and professional life. “Success is being able to be grateful for what I do have,” she stated.

In her personal life, Williams is a proud mother of three children—Elliot, Scarlett, and Amelia—each with their own unique interests and talents. She enjoys gardening, spending time with friends and family, and exploring the world through travel. One thing people might not know about Williams is her deep love for animals. “If I could do life again, I would want to be a vet or work with animals,” she revealed.

“  
I was ready for the next chapter in my life. I wanted to sell important things to improve people’s lives—everyone needs a safe place to reside.  
”



# JESSICA WILLIAMS





*Keep in touch with the people you care about. Life is so much better when you put down the phone and spend time in person.*



For aspiring realtors, Williams advises embracing small opportunities as they often lead to big ones. Her business philosophy centers around seeing the good in people and fostering genuine relationships.

Jessica Williams aims to be remembered for being a loving mother and believes in the importance of maintaining real-life friendships over virtual ones. Her closing message is simple yet impactful: “Keep in touch with the people you care about. Life is so much better when you put down the phone and spend time in person.”

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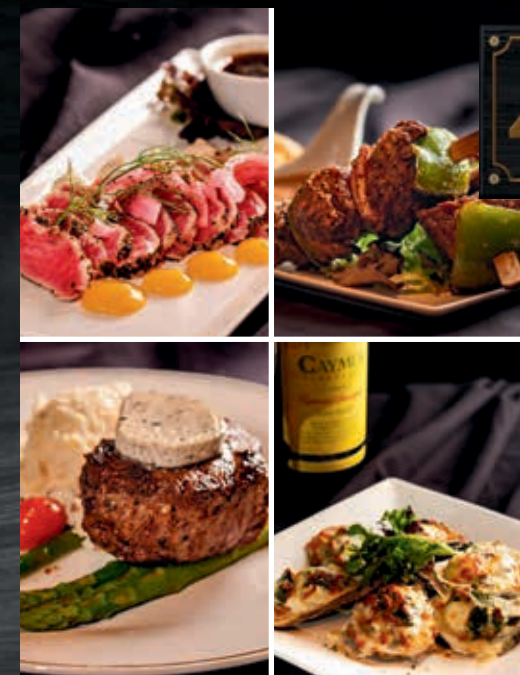
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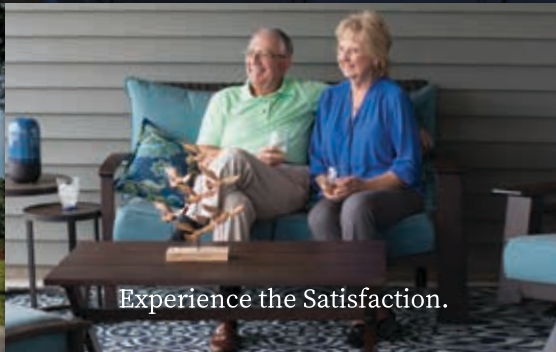


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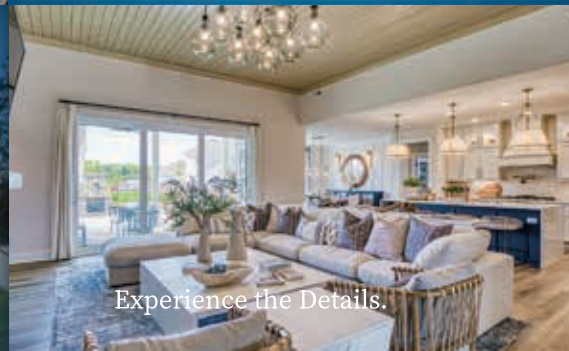
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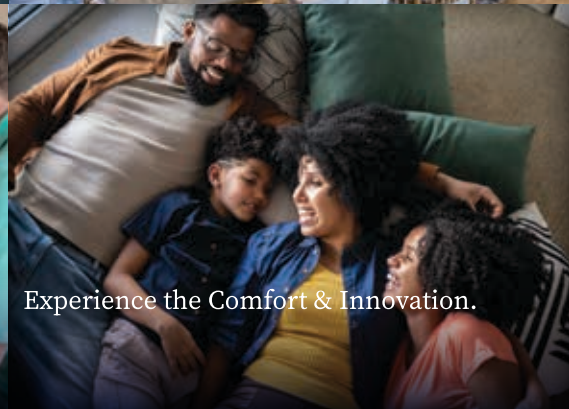
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# BARRON C

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## SLOAN REALTY GROUP

Written By Anita Jones  
Photography By Jeremy Kierez - High Tide Content

### *Introducing Myrtle Beach's Real Estate Maverick Barron Calvert*

In the world of Myrtle Beach real estate, Barron Calvert stands out as a beacon of dedication, integrity, and sheer hard work. With a remarkable seven-year tenure under his belt, Barron has become a respected figure in the real estate community, known for his unwavering commitment to his clients and his passion for the coastal paradise he calls home. Barron was born in Williamsburg, Virginia but grew up in Myrtle Beach.

#### CHARTING A PATH TO SUCCESS

But before diving into the world of property in 2017, Barron experienced a whirlwind of diverse experiences, dabbling in various roles across different industries. "In high school and college, I worked 2-3 jobs at once," Barron reveals. "It was mostly part-time management roles, but I also ventured into online selling of vintage clothing and records to make ends meet. I enjoyed the challenge of searching for the most interesting vintage clothing."

Barron majored in Business Administration at the College of Charleston. Despite the uncertainty that loomed over which career path to choose, life pointed him to the allure of real estate during his college years. A chance elective, Introduction to Real Estate, sparked a newfound passion that would shape his future.

#### TURNING DREAMS INTO REALITY

Why real estate, you might ask? For Barron, it was a blend of genuine love for Myrtle Beach and the allure of a career driven by meritocracy. "I liked the idea that the job was 100% commission-based," Barron explains. "I knew that deep down if I worked harder and put in more hours than others, I would be rewarded for it, unlike in the retail world. But I had such a strong fear of failure, that I told no one that I was selling real estate!"







**OVERCOMING ADVERSITY WITH GRIT AND DETERMINATION**

But success didn't come without its fair share of challenges. Barron candidly opens up about their struggles with anxiety and the specter of financial instability that haunted his childhood due to his parents' divorce. "I never ever want to be in a position as an adult where I'm constantly worrying or fighting over money," Barron reflects.

**A PASSION FOR EMPOWERMENT**

Barron finds fulfillment in empowering first-time homebuyers and guiding clients towards lucrative investment opportunities. His commitment to his clients' dreams and financial prosperity fuels his drive to go above and beyond. "For me, the most rewarding part of the business is helping clients' make their dreams come true," Barron says with a smile.

**LEGACY OF SERVICE**

Looking towards the future, Barron hopes to be remembered as someone who left an indelible mark on his community, embodying the values of hard work, integrity, and compassion.

"To put it simply, I just want to be remembered for helping as many people as possible," Barron shares. "You won't find someone who loves Myrtle Beach and its history as much as I do."

In a world filled with noise, Barron serves as a beacon of authenticity and dedication, a testament to the transformative power of passion and hard work in achieving one's dreams.

“ TO PUT IT SIMPLY, I JUST WANT TO BE REMEMBERED FOR HELPING AS MANY PEOPLE AS POSSIBLE. YOU WON'T FIND SOMEONE WHO LOVES

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# BEACH

## PEST SERVICES

### ► sponsor spotlight

Written By Anita Jones  
Photography By Isabela Papas -  
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### MONTY MORROW - From Hospitality to Pest Control Entrepreneur

In the bustling coastal community of the Grand Strand, Monty Morrow has carved out his own niche as the owner of Beach Pest Service. “After spending 20 years in the hospitality industry, I decided it was time to step out on my own and do something different,” Monty begins. “With a background in customer service, I wanted to provide a service to both commercial and residential customers on the Grand Strand area.”

Monty’s journey to entrepreneurship began decades ago when he and his wife, Ansley, made the move to Myrtle Beach after graduating from Georgia Southern University. While Ansley pursued a career in education, Monty delved into the world of hospitality, working for Brittain Resorts and Hotels. As their careers flourished and their family grew to include two children, Monty and Ansley shared a passion for giving back to their community.

Now, as Monty fulfills his dream of owning his own company, Ansley serves as the principal at North Myrtle Beach High School, while their children, Abigail and Bailey, pursue their own paths.

At Beach Pest Service, Monty and his team pride themselves on making the Grand Strand area the best place to live and vacation. “Our customers’ satisfaction is our number one priority,” Monty emphasizes, his dedication evident in every word.

But Monty’s interests extend far beyond the world of pest control. When he’s not working, you’ll find him enjoying the coastal lifestyle with his family, whether it’s cruising the Intracoastal Waterway or indulging in his many hobbies, from hunting and fishing to tennis and golf.







A PERSON IS  
SUCCESSFUL WHEN  
THEY ENJOY GOING  
TO WORK EACH  
DAY IN A JOB THAT  
SUPPORTS THEIR  
**FAMILY.**



For Monty, success is about more than just business achievements. “A person is successful when they enjoy going to work each day in a job that supports their family,” he reflects. “I work with a great team of people who enjoy what they do. We all get along well and support each other.”

As for his favorite part of the Grand Strand area? Monty’s answer is simple: “You’ve got to love the beach and the waterway!” But amidst the hustle and bustle of entrepreneurship, Monty remains grounded in his values. “I want to be remembered for doing ‘the right thing’ at every decision I make,” he says earnestly. “The right thing is right by God, family, friends, our customers, our guests, and ourselves.”

With a legacy built on integrity and a commitment to community, Monty Morrow is not just an entrepreneur—he’s a testament to the power of passion and perseverance. And as he continues to navigate the ever-changing landscape of business, one thing is certain: the Grand Strand is in good hands with Monty and Beach Pest Service at the helm.



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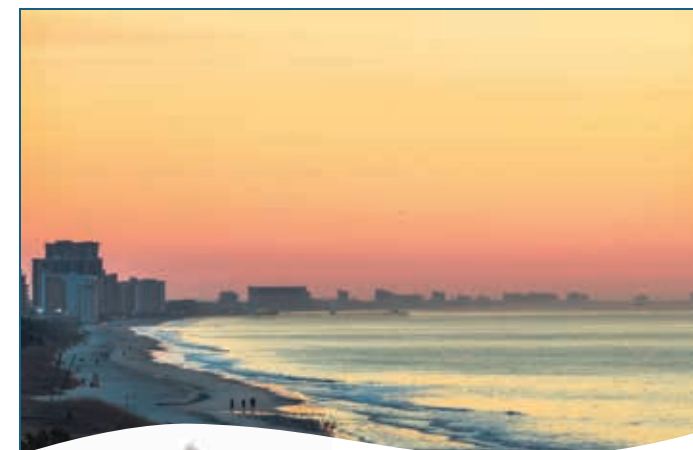
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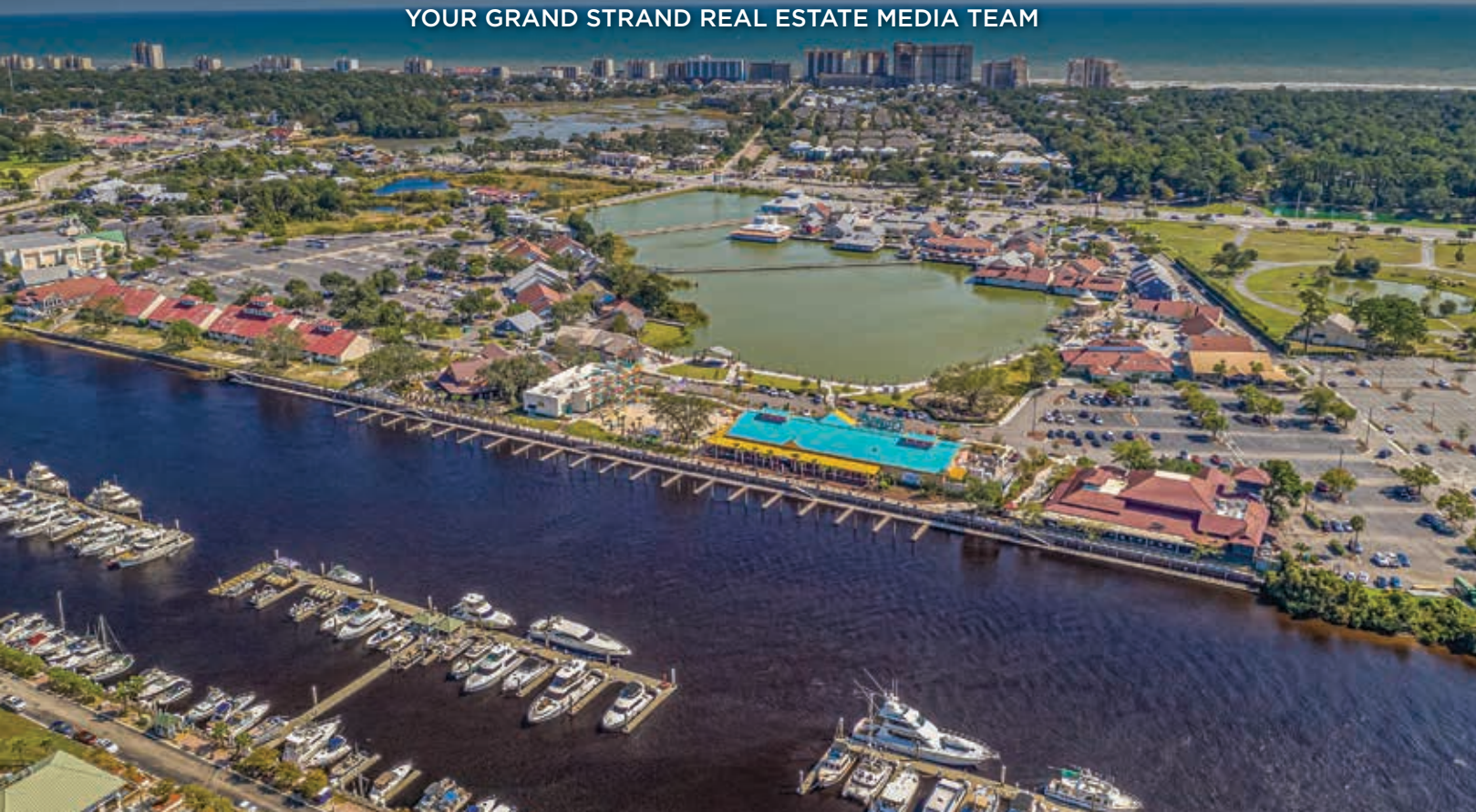


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# Jay G R A Y

**A REALTOR  
MAKING WAVES IN  
MYRTLE BEACH**

In the fast-paced world of real estate, certain individuals stand out for their drive, empathy, and desire to make a difference. Jay Gray is one such realtor, based in Myrtle Beach. With years of experience under his belt, Gray has established himself as a top producer in the industry. Jay shares his journey, challenges, and the values that drive him to create opportunities and impact lives.

### **EARLY BEGINNINGS AND DUAL CAREERS**

Gray's real estate career began as a "dual career agent" in 2013 while he served as a firefighter in a small city outside of Philadelphia. He reminisces, "I obtained my real estate license in Pennsylvania in less than three weeks, utilizing my spare time during night shifts to complete the licensing courses online." This allowed him to fulfill his entrepreneurial spirit and assist friends and family with their real estate needs.

Before becoming a realtor, Gray wore many hats in the public safety sector. "From working in a police department to being one of the youngest correctional officers hired by the Department of Corrections, serving the public has always been at the core of my mission," he reflects. His experience as a firefighter and involvement in advocating for the rights of first responders highlighted the financial challenges faced by public servants in his city. This motivated him to take control of his own financial future and seek new opportunities.

Gray's love affair with Myrtle Beach began during his vacations to the area. Despite being in his early twenties at the time, he knew this was where he wanted to retire. "Frustrated by the financial instability and flawed policies of my previous city, I made the bold





“

**THE LESSONS I LEARNED FROM WHAT NOT TO DO AND HOW NOT TO DO IT HAVE SHAPED MY CHARACTER AND DRIVE FOR SUCCESS.**”

decision to move to Myrtle Beach with limited experience in the real estate industry,” he recounts. This leap of faith marked the beginning of a transformative journey.

**FROM SIMPLE INCOME STREAM TO PASSION**

Initially, Gray became a real estate agent with the belief that it would provide an additional income stream and be a fun endeavor. He admits, “However, my perspective quickly changed.” Today, he views the real estate business as a vehicle to create the life he desires for himself and those closest to him, especially his wife Emily. It also allows him to positively impact as many lives as possible, building generational wealth and leaving a lasting legacy within his community and beyond.

Gray’s journey in Myrtle Beach was not without its challenges. Moving to a new city with no friends, family, or sphere of influence, he



had to start from scratch. “It took me three months to secure my first listing, and during this time, I faced numerous transitions and adjustments,” he confesses. However, his determination and belief in his vision propelled him forward. He overcame financial setbacks, a past divorce, and credit issues to fulfill his promise to his supportive wife Emily of owning a house on the Intracoastal waterway within five years.

**PASSION FOR CREATING OPPORTUNITIES**

Currently, Gray’s passion lies in creating opportunities. Whether it’s finding inventory for home buyers, developing properties, or generating job opportunities, he is committed to building wealth through real estate. He also aims to empower those in his circle, changing their financial trajectory and fostering success.

For Gray, the most rewarding aspect of his business is the humble honor he



oldest of eight children in a blended family. Despite facing challenges, he excelled academically and developed an accelerated maturity during his teenage years. “The lessons I learned from what not to do and how not to do it have shaped my character and drive for success,” he explains. Jay wants to be remembered for his empathy and the positive difference he made in people’s lives.

Jay Gray’s journey from a firefighter with a dream to a top-producing realtor in Myrtle Beach is a testament to his resilience, determination, and passion for impact. Through his real estate business, he strives to create opportunities, build wealth, and leave a lasting legacy. His story serves as an inspiration to aspiring realtors and a reminder that success is not only measured by financial achievements but also by the positive impact one has on others.

feels when people he has guided and advised achieve their goals. “Whether it’s clients or colleagues, witnessing their excitement and success is a testament to the impact I have made.” His genuine care for others shines through in every interaction.

When asked about his defining path, Gray reflects on his upbringing as the

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