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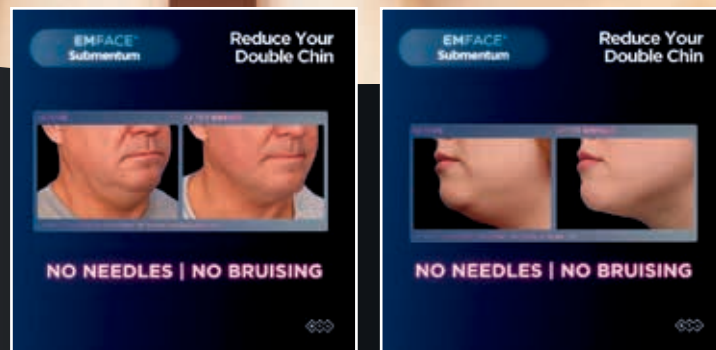
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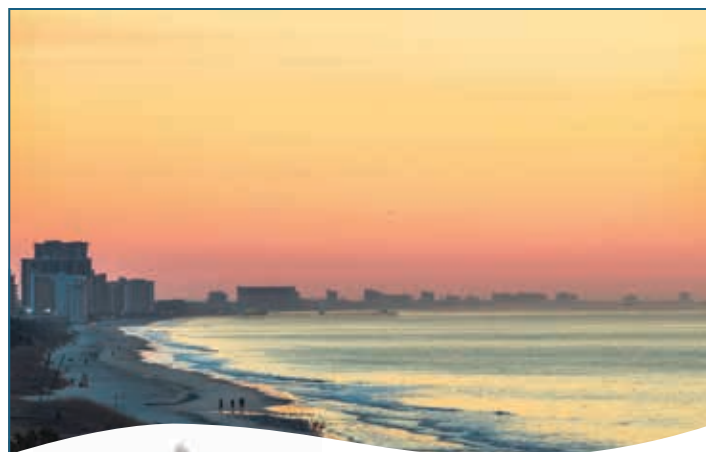
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Vicki DURKIN:

The Real Estate Dynamo with a Heart of Gold

▶▶ rising star

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

In the bustling world of real estate, where deals are made and dreams are realized, Vicki Durkin emerges as a beacon of success and sincerity. As a member of the National Association of Realtors for just over three years, Vicki's career trajectory has been nothing short of remarkable. With a career volume totaling an impressive \$32 million, it's evident that Vicki's dedication and passion for her craft have yielded substantial results.

"Success to me is more than accolades," Vicki shares earnestly. "It's about having an abundant life and enjoying my family & health, and appreciating what I have." But Vicki's story extends far beyond mere numbers and achievements. Delving into her personal journey, one finds a tale of resilience and determination. Originally coming from Swampscott, Massachusetts, Vicki's professional background varied from corporate travel management to IT recruitment and health coaching. It wasn't until 2021 that she finally pursued her long-held dream of entering the real estate arena.

A Journey of Inspiration and Family

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Family lies at the heart of Vicki's motivation. Married to a Division 1 football coach, Bill, whom she met at the University of Massachusetts, Vicki and her family have traversed through five different states, embracing each new chapter with open arms. Her husband's career path has taken them from Massachusetts to South Carolina, with memorable stops in Virginia, Ohio, and New York along the way. 2023 was an especially interesting football year for them as Liberty University, where Bill is the Offensive Line coach, went undefeated at 13 and 0! For that they won a coveted New Year's Day Bowl game slot at The Fiesta Bowl.

"A few years ago, I decided it was my time to shine, and I made it happen," Vicki reflects. As the proud mother of two children—Ryan, a freshman at the University of Notre Dame, and Rachel, a senior at Carolina Forest High School—Vicki finds immense joy in her family's accomplishments.

A Career Anchored in Passion and Connection

But it's Vicki's unwavering dedication to her clients that truly

sets her apart. For Vicki, real estate isn't merely about transactions; it's about building genuine connections and fostering lasting relationships. "My Real Estate career has been personally rewarding due to the friendships and experiences I have made along the way with each and every client," Vicki explains. "I truly enjoy learning about my clients and spending time with them, whether it's coffee breaks, lunch, or team client appreciation parties." Her secret to success? Genuine care and sincere follow-up.

The Life of the Party with a Heart of Gold

Beyond her professional endeavors, Vicki is known for her vivacious spirit and zest for life. Whether she is cheering on her favorite football team, hosting friends and family, or indulging in her beloved indulgences of chocolate and coffee, Vicki embodies the essence of joy and inclusivity.

With favorite dining spots ranging from New York Prime to Crave Italian and Fiesta Mexican, Vicki's love for good food mirrors her larger-than-life personality.

In Vicki Durkin, we find not just a real estate dynamo, but a compassionate soul whose light shines brightly both in business and in life. As she continues to inspire and uplift those around her, Vicki's journey serves as a testament to the power of perseverance, passion, and the pursuit of dreams.

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I DECIDED IT
WAS MY TIME
TO SHINE,
AND I MADE
IT HAPPEN.
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ANGELA

DEMARTA



FROM GLITZ OF NYC & HOLLYWOOD TO SUCCESS ON THE GRAND STRAND

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

From the glitz of Hollywood to the serene shores of the Palmetto State, Angela DeMarta's journey through life and career has been nothing short of remarkable. In just over three years, she already ranks in the top half of the elite Real Producers REALTORS® in sales!

"I have been a licensed agent here since 2021," Angela says, her eyes reflecting the years of hard work and dedication she's poured into her craft. Angela's story begins far from the world of real estate, amidst the bustling streets of New York City. Fresh out of college in the wake of the 2008 housing market crash, she embarked on a journey of diverse experiences, from working as a paralegal specializing in real estate law to delving into the vibrant world of radio and film festivals. "I always had a passion for storytelling and connecting with people," Angela recalls, her voice tinged with nostalgia for the days spent amidst the creative buzz of the film industry. Her path took unexpected turns, leading her to roles in sales and marketing, where she discovered the profound impact of genuine connections with customers. It was these experiences that laid the foundation for her future in real estate, where every transaction is imbued with the essence of human stories and aspirations.

"The pandemic was a turning point for me," Angela reflects, her gaze turning inward as she recalls the pivotal moment that spurred her to pursue a career in real estate. "I saw it as an opportunity

to reinvent myself, to channel my entrepreneurial spirit into something meaningful."

And so, Angela embarked on a new chapter, leaving behind the



glittering streets of Los Angeles for the tranquil beauty of the Palmetto State. With unwavering determination, she embraced the challenges of starting anew in a new city, driven by a singular focus on success. "I felt like it was a natural fit with my entrepreneurial spirit," Angela says, her voice resonating with confidence. "I also love connecting with people, and real estate allows me to do just that." Indeed, Angela's dedication to her clients transcends the realm of mere transactions, embodying the ethos of service and integrity that defines her approach to business. "I treat all of my clients





like A-list celebrities,” Angela remarks, her eyes alight with passion. “Because at the end of the day, what truly matters is how you make people feel.”

Beyond her thriving career, Angela’s heart lies in giving back to her community, supporting causes close to her heart such as breast cancer awareness and animal rescue. “My mom is a breast cancer survivor,” Angela shares, her voice tinged with emotion. “Supporting organizations that make a difference in people’s lives is something that’s deeply meaningful to me.”

Amidst her busy schedule, Angela finds solace in her hobbies, from traveling to trying new restaurants along the Grand Strand. It’s these moments of joy and connection that fuel her spirit and rejuvenate her soul. “One of my favorite interests is traveling to new places and also trying new restaurants,” Angela shares, her eyes sparkling with enthusiasm. “Locally, I enjoy going to the beach, riding my bike along the Grand Strand.”



“
WHEN YOU
LOVE WHAT
YOU DO, EVERY
DAY IS AN
OPPORTUNITY
TO MAKE A
DIFFERENCE.”

In the spirit of ‘Real’ Producers, Angela offers invaluable advice to up-and-coming realtors, emphasizing the importance of providing concierge-level treatment to clients. “My best advice is to give concierge-level treatment,” Angela advises, her words echoing with authority. “Treat all of your clients like A-list celebrities. No one will remember what clothes you wore or what kind of car you drive, but people will always remember how you treated them.” “I work every day that ends in Y,” Angela quips with a smile. “Because when you love what you do, every day is an opportunity to make a difference.”

In Angela DeMarta, we find not just a top producer in the world of real estate, but a beacon of inspiration and hope, illuminating the path to success with her unwavering determination, boundless compassion, and relentless pursuit of excellence. Her journey serves as a testament to the transformative power of resilience, reminding us that with dedication and passion, anything is possible. Angela’s story is not just one of triumph in the face of adversity, but a shining example of the heights that can be reached when we dare to chase our dreams.

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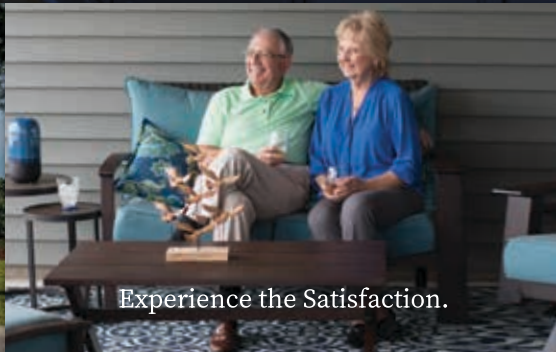


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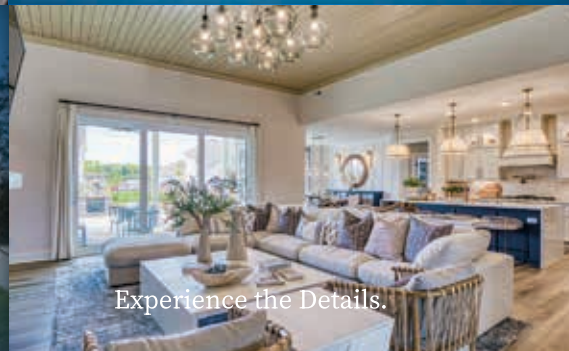
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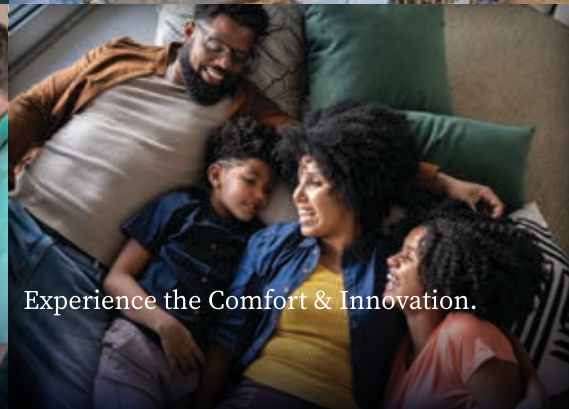
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SIMPLE SUSTAINABLE SOLUTIONS



WENDY HURLEY: Illuminating Paths to Sustainable Living

Written By Anita Jones

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In the realm of sustainable energy solutions, Wendy Hurley stands as a beacon of innovation and integrity. As the owner of Simple Sustainable Solutions, Wendy has dedicated her life to empowering individuals and businesses alike with the transformative power of solar energy. Wendy opened up about her journey, her passion for sustainability, and her vision for the future.

When one first meets Wendy, it becomes abundantly clear that her unwavering faith is not just a part of her journey—it's the driving force that has propelled her to this point in her life. Guided by divine wisdom, she finds joy in being able to extend assistance and support to others. Wendy feels that God's direction has protected her and led her to the Grand Strand to educate and provide solar solutions for her community and beyond.

"I have always been driven by a desire to make a positive impact," Wendy shares, her eyes alight with passion. "After navigating various career paths, I found myself yearning for something more meaningful – something that allowed me to be my own boss and make a difference in people's lives."

With a background in business development and entrepreneurship, Wendy embarked on a journey that led her to the world of solar energy. She started this journey selling water filtration systems for a company who also had a solar division. Inspired by the potential of renewable energy to create a more sustainable future, Wendy founded Simple Sustainable Solutions. They would offer a comprehensive range of solar installation services for residential, commercial, Car ports, Solar Farms, EV Chargers and off-grid applications. They are also specialists for tax incentives, custom proposals, and Trade Ally Installers

"Our mission is simple – to put the power back in the hands of the customer," Wendy explains. "We strive to educate and empower individuals to make informed decisions about their energy needs, while providing top-notch service and support every step of the way."

What sets Simple Sustainable Solutions apart is not just their expertise in solar technology, but their unwavering commitment to integrity and customer satisfaction. Wendy and her team go above and



beyond to ensure that each customer feels valued and supported throughout the solar installation process. With our powerful team combining over 20 years' experience, we walk our customers from A to Z. Their mission with solar is to educate the customer with the truth regarding solar helping them see the significance of solar fitting their needs.

"We see our customers as part of our solar family," Wendy says with a smile. "And our goal is to make sure they feel confident and empowered in their decision to embrace solar energy."

Outside of her work, Wendy finds fulfillment in spending time with her family – Mike, her parents, three daughters and three grandchildren who bring joy and laughter to her life. Whether it's enjoying a day at the beach or exploring the great outdoors, Wendy cherishes every moment spent with her loved ones. Her parents taught her, "The most important things in life don't cost a thing and to understand what it means to be blessed with what you have."

“

AS THE SUN PROVIDES US WITH ENDLESS ENERGY, I BELIEVE IT'S OUR DUTY TO HARNESS ITS POWER FOR THE

GREATER GOOD.”

“When I'm not working, you can usually find me soaking up the sun or spending quality time with my family,” Wendy shares. “Being able to enjoy nature and create lasting memories with my loved ones is what truly brings me happiness.” She is also a big believer in giving back. She shares, “I am also an Executive Board Member for a non-profit organization that helps and creates opportunities for an orphanage in Hatti. I am also in two organizations to rescue cats/kittens, Fur ever Free & Coral Kittens.”

For Wendy, success is not just about financial gain, but about making a meaningful difference in the world. Through her work in sustainable energy, she hopes to educate and inspire others to embrace a more eco-friendly lifestyle, one powered by the sun and fueled by a passion for positive change.

“As the sun provides us with endless energy, I believe it's our duty to harness its power for the greater good,” Wendy reflects. “And with every solar panel we install, we're one step closer to achieving a more sustainable future for generations to come.”

In Wendy Hurley, we find not just a business owner, but a visionary leader on a mission to illuminate paths to sustainable living. With her unwavering dedication, boundless passion, and commitment to excellence, Wendy is shaping the future of energy one solar panel at a time.




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Innovate was formerly known as BRG, a dynamic and rapidly evolving force in the real estate landscape that was founded in 2011 by Darren Woodard and Jeff Casterline.

As Jeff looks back on that time 13 years ago, he says that he and Darren had no way of predicting the rewarding journey that was ahead. At the time, the two men decided to create a company that inspired them.

“We wanted to be a company that prioritized agents. We wanted to be transparent. We wanted to strip away the stuffiness and formality of the brokerages we knew,” Jeff says.



“We wanted to be simple and streamlined in theory and practice, while expertly navigating the complexities of real estate.”

BUILDING FORWARD TOGETHER

As they created their new organization with eight agents in their space on 21st Avenue, they committed themselves to surrounding themselves with experts in their field.

The results and success quickly followed. Today, Innovate continues to grow with nearly 250 agents in five states with nearly \$700 million in sales volume.

It didn’t take long for the growing team to become very comfortable with—and hungry for—thinking outside the box.

“We’ve never been afraid to adapt, to embrace change, or to step outside the box; and in March this year, Innovate Real Estate was born,” Jeff points out.

“We’re on a mission to elevate the business, elevate the transaction, elevate the industry, elevate the clients, and elevate each other. We are inspired by who our agents are ... innovators, motivators, educators, collaborators and creators.”

CHANNELING CHANGE

Change is welcomed and channeled into new ways of fueling growth at Innovate. And that growth continues to come in leaps and bounds. Today, Innovate



does business in North Carolina, South Carolina, Florida, Tennessee and Georgia.

As Jeff says, “The constant in this industry has been and always will be change. To remain successful, we must adapt, we must evolve. We evolve by expanding. As a company we are committed to expansion.”

ASKING AND LISTENING

One of the keys to this level of success is strategy that is sparked by asking the right questions. Darren, Jeff and the team look at ways to continually serve the best interests of their agents personally and professionally. As part of that, they look at strengthening the influence that agents have in the community.

As the team continues to evolve, it does so while honoring a few key foundational elements, including being client-focused, growth-minded, having a culture of generosity, while being agent-centric, and tech-forward, and ... while continuing to hold family first.



Through time, Darren and Jeff built with key, like-minded leaders like Brie Bender, Director of Broker Training/Operations; Lisa Broussard, Director of Marketing/Brand Development; Kris Fuller, Director of Agent Development/Training; Yvonne Guthrie, Director of Expansion; and Michele Chalk, Director of Financial Operations.

MORE STEPS AHEAD

Now that BRG has become Innovate Real Estate, there isn't a sense of settling in and creating a status quo. It is Just the opposite.

built a map forward for this company with a clear plan of action," Jeff emphasizes.

"This investment has allowed invaluable systems to be put into place for our entire team and staff. We have grown individually and as a unit."

Congratulations to the leaders and team at Innovate Real Estate as they boldly step forward into a future they continue to envision and create ... while staying rooted in the needs of the clients and communities they serve.

"We strive to be intentional, not reactionary. We pivot quickly with market trends and new technology to position ourselves with a foot forward. We began breaking down our skill sets and strengths, and together



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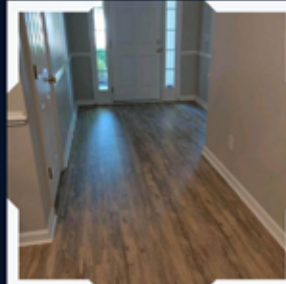


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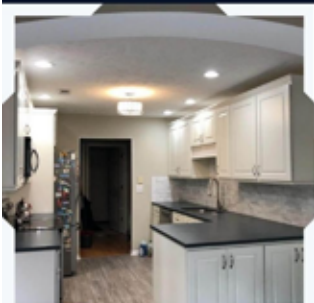
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