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MEET THE CAROLINA COAST REAL PRODUCERS TEAM



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LIZ REIM

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Liz Reim is not your average realtor. In just a year and a half since stepping into the world of real estate, she is already making a name for herself as a rising star in the Myrtle Beach market. Let's take a closer look at the journey that led her here.

From Classrooms to Closing Deals: A Journey of Transformation

Liz began, "Before pursuing a career in real estate, I spent five fulfilling years as a general education teacher in Myrtle Beach schools. I enjoyed teaching 1st through 3rd grade. But it was a pivotal moment, marked by my husband's encouragement and my own passion for working with people, that propelled me towards a new career path."

"My husband McCabe and I had bought multiple investment properties, and I thoroughly enjoyed the whole process." Inspired by McCabe's risk-taking spirit and her own love for the home buying process, Liz made the leap into real estate in June of 2022. She worked on her master's degree in educational leadership while simultaneously working on getting her real estate license.

She started working at Grande Dunes Properties, and soon moved over to The Ocean Forest Company with broker Greg Sisson. Being new to the industry, Liz has enjoyed the training and support she receives with the team.

A Story of Resilience & Determination

Liz shares, "My journey is deeply rooted in my family's immigrant experience. Born in Philadelphia to Ukrainian parents, I saw firsthand the resilience and hard work that defined my upbringing. I was raised in a rural area of New Jersey. My oldest sister lives in New York, while the rest of my immediate family including my middle sister and parents are here locally. Family is important to me, and I love that most of us are here in South Carolina".

With a master's degree in educational leadership from Coastal Carolina University under her belt, Liz embodies the values of perseverance and dedication instilled in her by her family.

Finding Success Through Service

For Liz, success isn't just about closing deals—it's about making meaningful connections and

providing exceptional service. Her passion for educating clients and fostering open communication sets her apart in an industry often defined by transactions. For Liz, the most rewarding part of her business is not just finding the perfect property, but helping her clients through the intricate and sometimes stressful process of buying a home. Whether that is a forever home, first time home, or investment, being a part of such an exciting milestone is rewarding.

Life Beyond the Closing Table

When Liz is not busy helping clients find their dream homes, she enjoys spending time with her husband and their two beloved dogs, Mia and Milo. Whether they are cruising on the jet ski or soaking up the sun on the beach, family time is precious to Liz.

Advice for Aspiring Realtors: Be the Best Version of Yourself

As she continues to climb the ranks of real estate success, Liz's advice for aspiring realtors is simple yet profound: work hard and be the best version of yourself. It is this dedication to personal growth and authenticity that has propelled Liz to where she is today.



In closing, Liz Reim is a testament to the power of hard work, determination, and a genuine passion for helping others find their place to call home. As she continues to rise in the ranks of Myrtle Beach's real estate scene, one thing is certain: Liz Reim is a name you'll want to remember.



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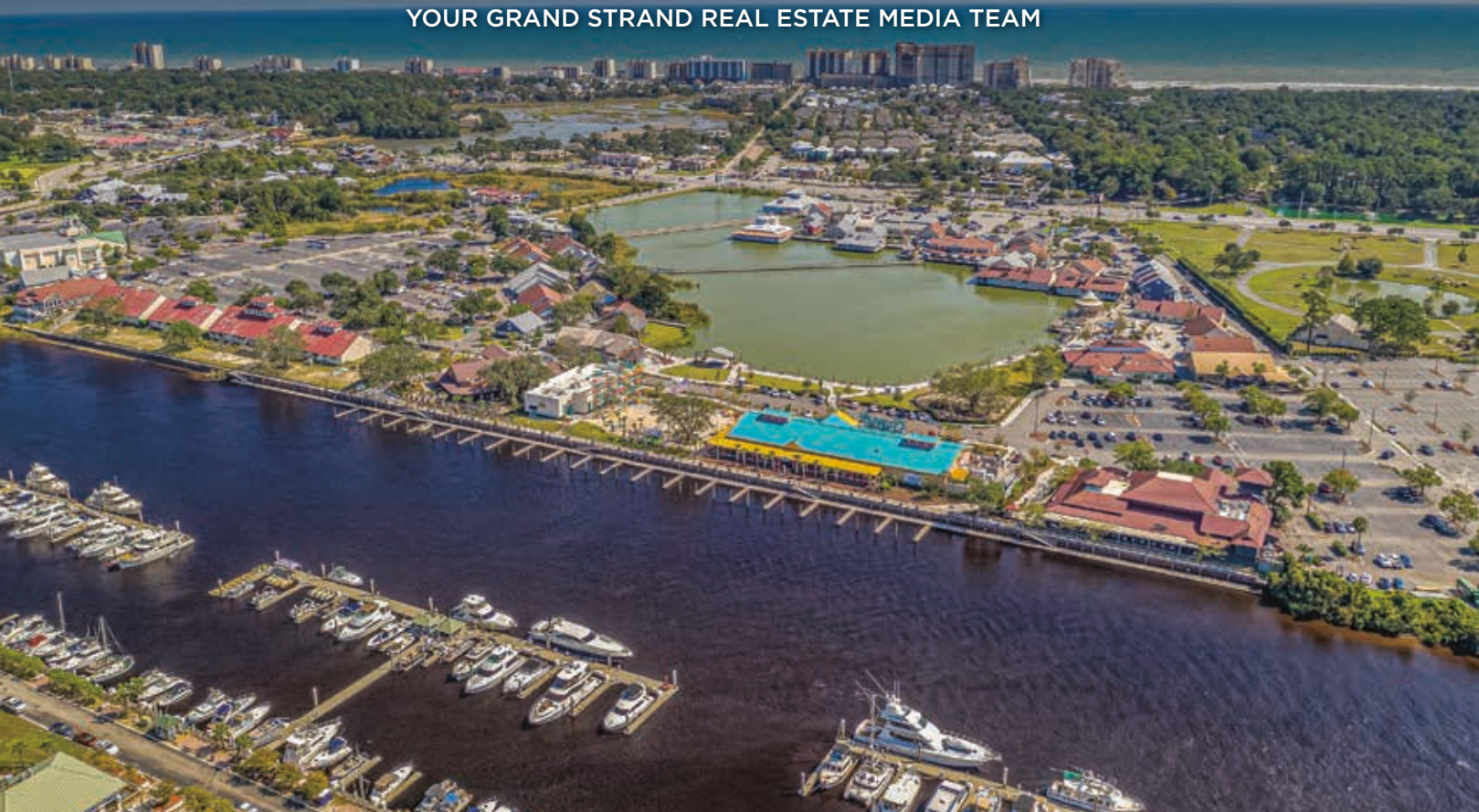


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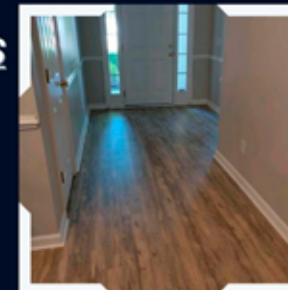


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Through your day-to-day work as a real estate professional, you do not just go through the motions. You go the distance to exceed your clients' needs. In the same way, it feels very good when you partner with someone who shares that same mindset and approach.

That is the feeling you get when you partner with Mike Trotta (Owner) and Kevin Barbaro (Managing Partner) with Door to Door Kitchens and Floors

... building satisfaction by striving to deliver the highest quality flooring and kitchen cabinet services to the Grand Strand area.

"Our deep commitment to always providing affordable, quality work and customer service is our greatest attribute. We purposely have very little overhead so we can always provide very competitive pricing for the customers," Kevin explains. "Both Mike and I personally oversee the work and we have a small,

highly skilled team of lead installers that have all been with us for years. We love giving excellent value to our customers."

Their Driving Principles

The two men have a clear driving force that revolves around three principles. "First is doing what you say you will do," Mike says. "Second is providing the highest quality possible. And third is making people happy by blessing them with your talents."

One of their many points of pride is seeing the success their business is having with the exclusive partnership they obtained with national retail power Costco.

"We are blessed to be chosen by Costco as their exclusive partner for flooring for all of their members not only in Myrtle Beach but in Columbia and Augusta, as well. In 2022 we were named as the Costco Southeast Regional Dealer of the Year," Kevin explains. "With the tremendous amount of vetting that Costco does for these types of partnerships, we feel as though it is a testament to validating our business model and our philosophy on how to conduct business."

A Wealth of Experience

Mike and Kevin each bring a wealth of experience and expertise to their work with clients each day. Mike and his wife, Melissa moved to the Grand Strand in August 2002 as he says, "on a whim. We left my hometown of Cincinnati, Ohio, to come to this area, because we loved South Carolina. In addition, we found the culture and values of the people were something we wanted in our lives."

After moving here, Mike worked in the Private Banking Unit at BB&T with a passion for personal finance, investment and retirement planning. "I loved educating people on how money works and the proper use of that resource for their long-term benefit. That job was very satisfying for me because I knew I was making a positive impact in people's lives however, I yearned for a greater challenge."

From there, Mike managed a medical practice where he led a team of 35 employees, an experience he credits for teaching him valuable management principles. In time, he joined a friend in starting the flooring portion of his fire and water restoration business.

"This was a good fit for me as I had the installation background and

business acumen while affording me the personal challenge of starting a business from scratch. The lessons learned though this period of time serve as the foundation of how I run my business today with Kevin." Kevin grew up in Vermont in what he calls a country and rural setting.

Through time, one thing that always seemed to naturally appeal to Kevin was working with his hands. "In today's world, it is increasingly important to have multiple financial streams and there is always going to be a market for construction and construction-related industries," Kevin says. "Partnering with Mike in Door to Door was an easy decision and we work amazingly together and



have built a growing, albeit unique, business plan."

Pride and Passion

The pride and passion that the two men have for their work is easy to see.

"I enjoy both the end result and the process by which each job takes to achieve said results," Kevin says. "I also feel a sense of personal gratification from the initial estimate to final result and billing. Each customer is a win-win and that makes me happy." Mike agrees, as he says, "I love the positive emotional response we get when the job is finished."

Family Fulfillment

Away from work, Mike and Kevin cherish time with their families. Mike enjoys 20 years of marriage with his wife, Melissa, and their two daughters. In their free time, they like supporting their daughters in their competitive cheerleading competitions. They also enjoy time with their three dogs, as well as spending time on the water.

Kevin is a single dad who is filled with pride for his four grown children—Brent, Alexandra, Cassandra and Nickolas. Away from work, Kevin has a passion for traveling. He also looks forward to time spent with his parents who live in the area, as well. He is also a talented, full-time working Actor, and member of the Screen Actors Guild. Plus, he is a big animal lover, having started his own privately funded animal rescue — Rocky's Rescue.

As Kevin and Mike look to the future, they continue to build satisfaction with each partner and client.

"I think what sets us apart from other companies is our propensity to educate the clients on their flooring choices and how those choices will fulfill their needs," Mike says. "We find that most people, once informed about the various pros and cons of a given material, can make a good choice for themselves."



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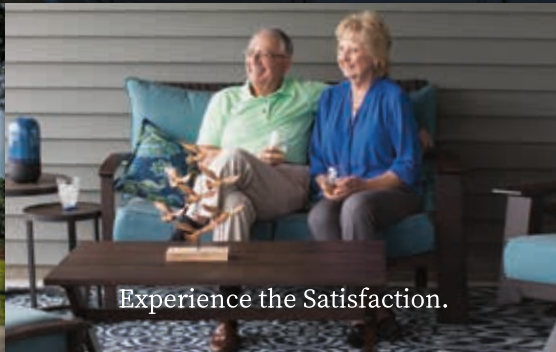


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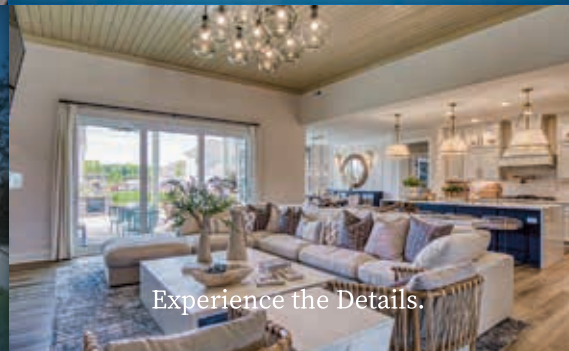
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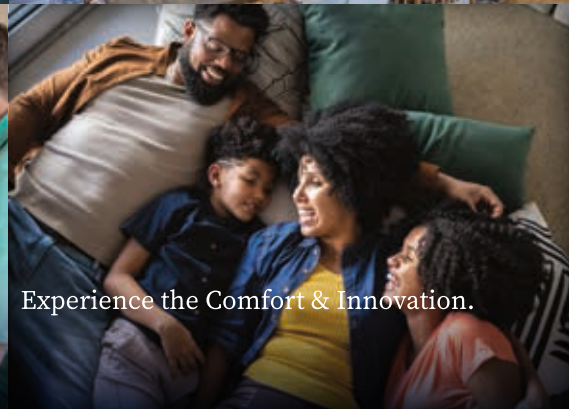
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LARISA ESMAT

In a business that is centered around helping clients enter new chapters in their lives, it's important to take note of those moments in the lives of our industry leaders when possibilities have been realized. Larisa Esmat is a prime example of that.

As a REALTOR® with BRG Real Estate, Larisa has opened new doors in her own life, starting in her home country of Moldova. "The life events that led me to become a REALTOR® were deeply personal. Inspired by my family's dedication to service and education, and my own journey from Moldova to the United States. I sought a career that mirrored these values," Larisa remembers. "Real estate, with its blend of service, business acumen, and community engagement, was a natural fit."

FINDING EARLY SUCCESS ... AND A NEW HOME

Larisa comes from the Republic of Moldova. As Larisa came of age, she says she knew from the time she was 20 years old that she would leave that part of the world. In time, she was admitted to a program to study Ecology in Russia. However, when she visited, she never really felt welcome. While she spoke Russian, she had an accent, and it didn't take her long

to experience classism where those she met from Moscow tended to look down on those who were not from the area. The same experience held true when she considered enrolling in a political studies in Bulgaria. She was treated like an outsider.

As time went by, Larisa's mother encouraged her to learn English, which she did while earning her Marketing degree. In 2006, Larisa moved to the U.S. It was a refreshing new start for her.

"From the start it felt like home, and within a year I could see the opportunity here. I knew I could make a difference here," she says.

She smiles about the influence of her mother that has benefitted her through time.

Family has always been a central driver in Larisa's life. "I have always looked up to my mother, a doctor and community pillar, and my father and grandmother, who served in education," Larisa says. "My education in business and marketing, combined with a rich tapestry of cultural and professional experiences, has shaped who I am today."

Like any journey worth taking, Larisa's trek came with its share of hurdles. One of those was adapting



“GROWING UP WITH A FAMILY DEDICATED TO SERVICE, I’VE ALWAYS BEEN INSPIRED TO MAKE A DIFFERENCE. IN REAL ESTATE, I’VE NOT ONLY FOUND MY CALLING BUT ALSO A RESPONSIBILITY TO BE A VOICE IN OUR INDUSTRY.”

to a new nation with her move to the U.S. and finding her way in a competitive industry after earning her real estate license in 2016.

“I overcame these challenges through perseverance, continuous learning, and a commitment to my clients’ success,” she points out. “Additionally overcoming cancer shortly after my daughter’s birth was a pivotal moment. It taught me to cherish every aspect of life and realigned my priorities toward a more balanced and fulfilling path.”

Larisa found success in other fields prior to real estate, including working with the Colonial Williamsburg Foundation, as well as studying Business Administration and Marketing. As she says, “This diverse experience has enriched my understanding of people and business.”

MAKING A DIFFERENCE

Looking back, Larisa can trace the roots of her real estate career to a desire she had that was so strong. She yearned to be there for the life-changing moments that people go through. Buying a home is usually a very big moment for a family. “Real estate allows me to guide clients through significant decisions and to be a part of their journey toward achieving the American dream,” she says.

From the start, Larisa was driven by a passion for helping others achieve their real estate ambitions. Larisa’s passion for her work comes through clearly. She enjoys serving as an advocate for homeowner rights. As part of that, she serves as the RPAC (REALTORS® Political Action Committee) Chair at CCAR. At the heart of her efforts is a commitment to delivering a superior level of service.

“I believe in treating each client’s journey as unique, providing tailored guidance and support throughout,” Larisa emphasizes.



“The most rewarding aspect has been seeing the joy and gratitude of clients as they embark on new chapters of their lives, whether it’s buying, building their first home or making a strategic investment.”

WHAT MATTERS MOST

Away from work, Larisa’s life is made richer by family. She remembers how she met the man who would become her husband. “He lived in Florence. I had been talking with him for three months. At first, he thought I was an undercover FBI Agent,” she laughs. “We finally met in person, and within five months he proposed.”

In her free time, she has an interest in exploring architectural design, cultural events and local events. She also has a passion for glamping in national parks, combining adventure and comfort. Through time, she has also enjoyed working in a leather store, crafting belts and other leather goods.

One of Larisa’s passions is taking part in the Realtor Political Action Committee.

“Growing up with a family dedicated to service, I’ve always been inspired to make a difference. In real estate, I’ve not only found my calling but also a responsibility to be a voice in our industry. Being part of RPAC means being at the forefront of this advocacy,” she says. “We are not just selling homes; we are advocating for homeownership rights and shaping the future of our communities. It’s about ensuring everyone can partake in the American Dream — a dream that I chased and now help others to achieve.”

Congratulations to Larisa for making a vital impact on those around her ... with an unwavering drive to open new doors for others.

▶▶ 1. Beautiful family enjoying Traditional Bulgarian Customs
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cover story

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

LANCE STOPPER

Navigating the Real Estate Seas with Tenacity & Purpose

In the realm of Myrtle Beach real estate, Lance Stopper is more than just a broker; he's a seasoned navigator of the housing market's various whims. With a career beginning in 2005, Lance has weathered storms and charted a course that led him to the helm of CENTURY 21 Stopper & Associates. Now, every captain has a story of how they set sail, but Lance's journey is a tale of passion, resilience, and the desire to change lives.

"I began as an assistant for an agent in Myrtle Beach during the summer of 2005, before my senior year in college," Lance recalls, the memory still vivid. At that time, Myrtle Beach's bustling real estate market reeled him in and there was no letting go. The allure was so strong that he contemplated dropping out of college to dive headfirst into real estate. Thankfully, parental wisdom prevailed, and he completed his degree before departing for Myrtle Beach in 2006.

Lance's initial landing pad was the esteemed Century 21 Boling, where he learned the nuances of the trade. Three years in, armed with a broker's license and an entrepreneurial spirit, Lance established Stopper Realty. Six years later, he further solidified his presence by acquiring a

CENTURY 21 franchise, now recognized as CENTURY 21 Stopper & Associates.

Before his leap into real estate, Lance's life revolved around baseball and academics. A finance graduate and former college baseball player, real estate was Lance's calling from the start. While growing up in Williamsport, Pennsylvania, his influential parents were deeply immersed in the real estate development realm. Their ventures shaped Lance's early understanding and appreciation for the industry.

"My parents owned a real estate development company. They developed tracts of land into residential areas and built and managed apartment complexes," Lance shares, with his roots firmly planted in the world of bricks and mortar. Selling units in Caribbean Towers during an internship ignited his passion for the business. A stint as an assistant during the Myrtle Beach real estate boom in 2005 solidified his resolve.

The decision to become a realtor was a natural progression. "It's probably a combination of personal interest, experience, and the desire to help people navigate the intricate process of buying or selling homes," Lance reflects. His background and exposure to real estate at a young age helped set the stage for a career rooted in understanding and appreciation.

Lance earned his finance degree at Millersville University in Pennsylvania. After graduation, it didn't take long for him to find his new, adopted home in Myrtle Beach in 2006. During that time, Lance started to create his own path in the business. He met industry stalwarts and learned from influential mentors. Penny Boling, his broker during his early years at Century 21 Boling, left an indelible mark. "Penny Boling is a wonderful broker and someone I still look up to today. I worked for her for 3 years. When I got my broker's license, I wanted to go out on my own. Looking back, I realized that I probably should have



stayed with her longer than that," Lance admits.

His admiration extends to industry influencers like Mike Ferry, a beacon of guidance in Lance's journey. Eight years after being introduced to the Mike Ferry Program, Lance's annual closed deals skyrocketed from 25 to a staggering 131 in 2021. Consistently closing over 100 transactions a year, he believes it is a testament to the program's efficacy.

While success is a natural part of the business, it's not all about the numbers. For Lance, it's about the people he meets along the way. "Helping people. If you help enough people, you get what you want in life. I want to help both clients and real estate agents looking to move to the next level," Lance declares. For him, success is synonymous with the ability to do what you want, when you want to do it.

Family is a cornerstone of Lance's life. Married to Natalia for 12 years, they form a dynamic real estate duo at Century 21 Stopper. Their children, LJ and Milana, bring joy and laughter to their lives. Together as a family, they enjoy boating, attending Miami Dolphins games, exploring Bird Island, fishing, and engaging in sports. Beyond the business, Lance is still passionate about the outdoors. It's a passion he started when he was just a little boy. He enjoys hunting, offshore fishing, and traveling.

In a surprising revelation, Lance shares a facet not found in his online bio. "I am an ordained minister and will be officiating the wedding of two of my agents, Kevin Nguyen and Kaylee Miles, in March of this year," he discloses, highlighting the many ambitions in his life.

For those aspiring to emulate Lance's success, he emphasizes the pivotal role of listings. "Listings



you control the inventory, you control your future, income, and time,” he advises. Delegating tasks to focus on income-producing activities is another crucial nugget of wisdom from Lance. Following the PLAN acronym — Prospect, Lead Follow Up, Appointments, and Negotiating Deals — ensures a streamlined approach.

If there’s one thing Lance wants readers to remember about his path in this business, it’s the unwavering belief in self-determination. “I don’t care what type of Market we are in, how the economy is doing, etc. We determine our own outcome, goals, income. We push every day to set higher and higher expectations at CENTURY 21 Stopper,” he asserts.

Not only does Lance Stopper care about changing his clients live, but his agents as well. “I want to be remembered for changing people’s lives for the better. In real estate, I’m confident I can help any agent achieve their goals, whether they seek more freedom, more money, or more flexibility in their work. I have the plan; they just need to show up and work,” he affirms.

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