

CAROLINA COAST

# REAL PRODUCERS<sup>®</sup>

CONNECTING. INNOVATING. INSPIRING.



**RISING STAR**

Rhonda Brooks

**FEATURE AGENT**

Mark Loomis

**SPONSOR SPOTLIGHT**

Freedom Boat Club

**COVER STORY**

# KYLE HAWLEY

MAY 2024



## QUICK MOVE-IN HOMES AVAILABLE

Shop our floorplans, see our homes in progress, and tour our communities to start the journey to your new home.

**Available homes from Murrells Inlet, SC to Ocean Isle, NC!**

Let us make it easy for you to find the perfect home.

843.417.9575  
DrHorton.com

@2024 D.R. Horton is an equal Housing opportunity builder. Home and community information, including pricing, included features, terms, availability and amenities are subject to change or prior sale at any time without notice or obligation.

# D·R·HORTON®

*America's Builder*

DON'T MISS THIS EXCLUSIVE OFFER!

# VEHICLE WRAPS



- VANS • TRUCKS • TRAILERS
- WALL WRAPS • FLOOR WRAPS



1788 Highway 501  
Myrtle Beach, SC 29577



843-808-9301



DesignTheSignMB@gmail.com



This section has been created to give you easier access when searching for a trusted real estate affiliate. Take a minute to familiarize yourself with the businesses sponsoring your magazine. These local businesses are proud to partner with you and make this magazine possible. Please support these businesses and thank them for supporting the REALTOR® community!

**APPRAISAL SERVICES**

For What It's Worth  
Michael Sichitano  
(843) 808-1533  
1136 44th Avenue North  
Suite 101  
Myrtle Beach, SC 29577  
www.fwiwappraisal.com/

**ATTORNEY - REAL ESTATE**

Beach Injury Lawyers, LLC  
Will Parker  
(843) 357-4111  
541 Atlantic Ave  
Murrells Inlet, SC 29576  
www.willparkerlaw.com/

Joye, Nappier, Risher,  
& Hardin, LLC  
Wendy Hardin  
(843) 357-6454  
www.inletlaw.com

**BOATING**

Freedom Boat Club  
Chris Speckman  
(843) 732-3777  
www.freedomboatclub.com

**BUILDER**

Chesapeake Homes  
Nicole Maggio-Deaton  
(757) 448-3742  
ChesHomes.com

**CRM**

Bonzo  
(614) 357-2367  
getbonzo.com

**FINANCIAL ADVISOR**

Palmetto Coast Capital, LLC  
David G. Wurster  
(843) 504-4583  
www.palmettocoast  
capital.com

**FLOORING**

Door to Door  
Kitchens & Floors  
(518) 694-6788  
www.door2doorpro.com/

**FURNITURE**

Sea Side Furniture  
Gallery & Accents  
Julie Almeida  
(843) 280-7632  
shopseasidefurniture.com

**GOLF**

Project Golf  
(808) 306-1435  
www.projectgolf.org

**HOME BUILDER**

D.R. Horton  
(843) 655-0347  
www.drhorton.com

**DREAM FINDERS HOMES**

Dream Finders Homes  
(919) 812-5111  
dreamfindershomes.com/  
myrtle-beach/

**HOME INSPECTION**

Island Inspections, LLC  
Matt Smoak  
(843) 817-8810  
www.islandinspectionsllc.com

**RIVERTOWN**

Property Inspections  
Justin Ferraro  
(843) 360-4354  
1203 48th Ave N  
Suite 111  
Myrtle Beach, SC 29577  
www.rivertowninspects.com

**SLOAN HOME INSPECTIONS**

(843) 209-4792  
sloanhomesinspections.com/

**TOPTOTBOTTOM**

Home Inspection  
John Pate  
(843) 231-8532  
www.homeinspection  
toptotbottom.com

**HOME WARRANTY**

Old Republic  
Home Protections  
Stephanie Midgett  
(910) 382-8048

**INSURANCE**

Coastal Insurance Group  
Sarah Sichitano  
(843) 808-0291  
1136 44th Ave N, Suite 1,  
Myrtle Beach, SC 29577  
www.coastalinsurancellc.com/

**MEDSPA**

Dunes MedSpa  
Amanda Howard  
(864) 934-6149  
4710 Oleander Dr  
Myrtle Beach, SC 29577  
www.dunesmedspa.com

**MOVING & LIQUIDATION**

Caring Transitions  
Charlene Blanton  
(843) 997-5088  
www.caringtransitions  
myrtlebeach.com

**PEST CONTROL SERVICES**

Beach Pest Service  
(843) 945-2806  
www.beachpestservice.com/?

**PHOTOGRAPHY**

High Tide Content, LLC  
Jeremy Kierez  
(843) 885-3088  
www.hightidecontent.com

**TIDES EYE PHOTOGRAPHY**

Donald Hovis Jr.  
(843) 504-8711  
www.tideseyephotography  
sc.com

**ROOFING**

Monarch Roofing  
(843) 396-2802  
monarchroofing.biz/

**SIGNS, BANNERS & PRINTING**

Design the Sign  
Olga Kazakova  
(843) 808-9301  
www.facebook.com/  
designthesign/

**SOLAR**

Simple Sustainable Solutions  
(843) 421-4353



**THE WORLD'S LARGEST MEMBERS-ONLY BOAT CLUB!**



**We Buy and Maintain Boats**



**You Join the Club**



**Get Unlimited, FREE Training**



**Reserve a Boat and Enjoy!**




**NORTH MYRTLE BEACH**  
@Harbourgate Marina

**MURRELLS INLET**  
@ Crazy Sister Marina  
& Wacca Wache Marina

**SOUTHPORT, NC**  
@ Southport Marina

**FREEDOMBOATCLUB.COM • 843-732-3777**

# TABLE OF CONTENTS

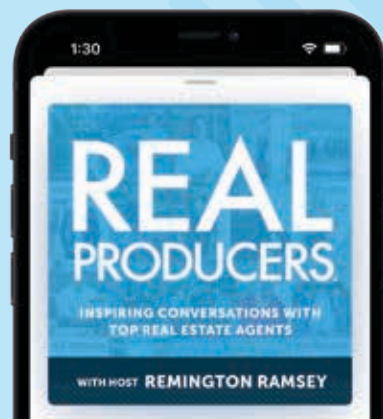
	<p><b>04</b> Preferred Partners</p>		<p><b>09</b> Meet the Team</p>		<p><b>12</b> Rising Star: Rhonda Brooks</p>
	<p><b>18</b> Sponsor Spotlight: Freedom Boat Club</p>		<p><b>24</b> Feature Agent: Mark Loomis - Innovate Real Estate</p>		<p><b>30</b> Cover Story: Kyle Hawley</p>

If you are interested in contributing or nominating REALTORS® for certain stories, please email us at [anita.jones@realproducersmag.com](mailto:anita.jones@realproducersmag.com)

**DISCLAIMER:** Any articles included in this publication and/or opinions expressed therein do not necessarily reflect the views of The N2 Company d/b/a Real Producers but remain solely those of the author(s). The paid advertisements contained within the *Carolina Coast Real Producers* magazine are not endorsed or recommended by The N2 Company or the publisher. Therefore, neither The N2 Company nor the publisher may be held liable or responsible for business practices of these companies.

REAL PRODUCERS. PODCAST

**Inspiring conversations with the nation's top real estate agents.**



Same Brand, New Reach – Tune in for free today



[podcast.realproducersmag.com](http://podcast.realproducersmag.com)

**MIRACLE MM MOVERS**  
*Your Property Is Our Priority*



**What makes us the top pick for moving companies in Myrtle Beach, SC**

**Full-Service Move  
Professional Packing Services  
Climate-Controlled Storage  
Local & Long Distance**



**RATED #1 IN MYRTLE BEACH, FOR OVER 6 YEARS**

**Let Miracle Movers of Myrtle Beach take the hassle out of your client's upcoming move!**

(843) 447-9525 • [miracle.movers.mb@gmail.com](mailto:miracle.movers.mb@gmail.com) 



## Day One Living

Embracing new beginnings with confidence.

Our senior transitions specialists take care of it all

Senior Relocation	Estate Sales
Packing	Online Auctions
Move Management	Home Clean-Outs
Resettling	and MORE
Downsizing	

**Caring Transitions**  
 · Senior Relocation · Downsizing · Estate Sales ·

**Caring Transitions of Myrtle Beach**  
 CaringTransitionsMyrtleBeach.com | (843) 650-0885  
 cblanton@caringtransitions.net

2024 Caring Transitions, All rights reserved. Each office is independently owned and operated. Services & prices may vary.

## MEET THE CAROLINA COAST REAL PRODUCERS TEAM



**Bill Poulin**  
 Publisher / Owner



**Anita Jones**  
 Publisher / Owner



**Jeremy Kierez**  
 Photographer



**Anna Price**  
 Ad Strategist



**Dave Danielson**  
 Writer



**Donald Hovis**  
 Photographer

If you are interested in contributing or nominating REALTORS® for certain stories, please email us at [anita.jones@realproducersmag.com](mailto:anita.jones@realproducersmag.com)

FOLLOW US ON FACEBOOK AND INSTAGRAM

<https://www.facebook.com/carolinacoastrealproducersmag> <https://www.instagram.com/carolinacoastrealproducersmag>



### SLOAN HOME INSPECTION

**Hello Spring, Goodbye Winter!**  
 Here are some helpful tips, to ensure your home is ready to shine this season.

**TIPS:**

Clean the gutters and repair gutters, replace filters, change smoke detector batteries, paint the exterior, pressure wash home, and driveways, trim back bushes and trees, check dryer vents, and replace torn window screens.

+1 843-209-4792  
 sloanhomeinspections@yahoo.com  
 Mon-Sun 8am-9pm  
 www.sloanhomeinspections.com  
 LOCALLY OWNED AND OPERATED



## BONZO!

**MAKE MONEY. SAVE MONEY. SAVE TIME.**

**What Can Bonzo Do For Your Business?**

- Connect
- Converse
- Convert

Scan to learn more and work less!

GetBonzo.com



## FROM OUR HOME TO YOUR HOME PEST CONTROL.

### BPS BEACH PEST SERVICE

- CL100
- Pest Inspection Reports
- Residential Pest Control
- Termite Control
- Rodent Control
- Commercial Pest Control

**LOCALLY OWNED & OPERATED**

**100% Satisfaction Guarantee**

843-945-2824



## Door to Door Kitchens & Floors

**WE'LL BRING THE SHOWROOM TO YOU!**

**FLOORING SERVICES**

- Exclusive Shaw Flooring
- Luxury Vinyl
- 100% Nylon Carpet
- Porcelain & Ceramic
- Engineered Hardwood

**KITCHEN CABINETS**

WE PAY CASH FOR ALL REAL PRODUCERS REFERRALS!!! JUST TELL US YOU'RE A REAL PRODUCERS MEMBER WHEN YOU CALL! ASK FOR KEVIN. 347-709-7033

1836 LONESTAR ST.  
 CONWAY, SC 29526  
 843-251-8456  
 WWW.DOOR2DOORPRO.COM

# INLET LAW



*Wendy A. Hardin*

Protecting the rights and interests of our clients through every step of real estate transactions

Personal Injury • Criminal Defense • Real Estate Law • Business Law  
Civil Litigation • Mediation • Collection & Foreclosure

Joye Nappier Risher & Hardin LLC

whardin@inletlaw.com  
inletlaw.com

843-357-6454

3575 Highway 17 Business  
Murrells Inlet, SC

## JOIN PROJECT GOLF AT THE MYRTLE BEACH CLASSIC PGA TOUR EVENT!

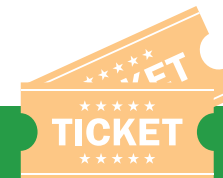


PROUD PARTICIPANT IN THE MYRTLE BEACH CLASSIC AT THE DUNES CLUB, MAY 6 - 12

Don't Miss Our  
PGA Junior Clinic on  
May 7th at Barefoot -  
Featuring PGA TOUR  
Pros and Our Top  
Instructors!



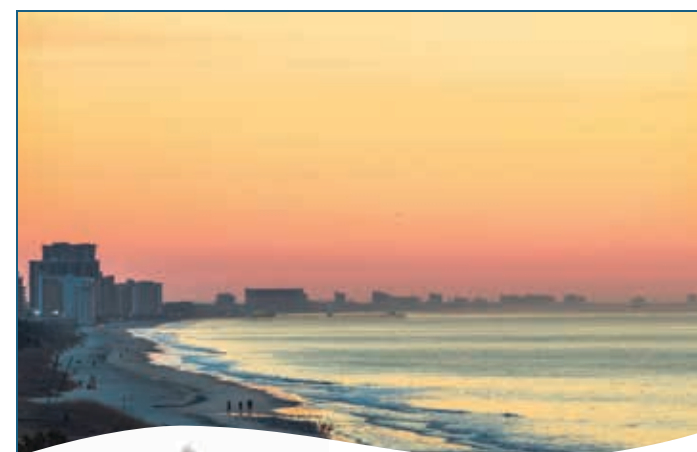
ProjectGolf.org  
MYRTLE BEACH



Book Through Us & Benefit Project Golf!  
Secure Your Tickets Via Our Website.

For more information, upcoming events, and donations please go to ProjectGolf.org.

2051 Golf Academy Way, North Myrtle Beach, SC 29582  
843-390-7500 • Director@projectgolf.org • projectgolf.org



**PALMETTO  
COAST  
CAPITAL  
LLC**  
Wealth Management

**David G. Wurster**

CFP®, MBA, RFC®  
Certified Financial Planner™

1293 Professional Dr., Suite 205  
Myrtle Beach, SC 29577  
P: 843.712.2752 F: 843.712.2753  
david@palmettocoastcapital.com  
www.palmettocoastcapital.com

- Utilizing the appropriate retirement accounts for realtors.
- Helping realtors grow their wealth through equity markets AND real estate.
- Financial planning strategies to deal with the variability of agent's income.
- An established, experienced resource for you and your clients.

Securities and advisory services offered through Cetera Advisor Networks LLC, member FINRA/SIPC, a broker-dealer and a registered investment adviser. Cetera is under separate ownership from any other named entity.



We Inspect Homes  
Like We're **BUYING**  
THEM OURSELVES

Every Residential Home Inspection  
Comes with a **FREE** Home Warranty

- Residential Home Inspections
- Indoor Air Quality
- Pool/ Hot tub Inspections
- Thermal Imaging
- Wind Mitigation Inspections
- Irrigation Inspection
- Mold Inspection



843-817-8810 • islandinspectionsllc@gmail.com • Islandinspectionsllc.com



Rhonda

# BROOKS



**I**n the bustling world of real estate, there are stories that transcend the transactions. Rhonda Brooks, a REALTOR® with Coldwell Banker Sea Coast Advantage, embodies the essence of these tales. With only three and a half years under her belt in the industry, Rhonda's journey is as inspiring as the homes she helps people find.

Born and raised just north of Winston Salem, North Carolina, Rhonda's path to real estate was not a straight line. Graduating from the University of NC at Greensboro with a degree in Marketing and Textiles, Rhonda found her passion for people and retail during her time with Limited Brands. But it was her 15-year tenure with Target, where she served as a store director, that truly honed her leadership skills.

"In 2019, my husband and I decided to make a change," Rhonda shares. "We moved to Murrells Inlet, seeking a healthier lifestyle and more time with our boys. I had been coming to Myrtle Beach since I was a little girl, so I knew we would love it here. Kim Davis sold us our house!", she says with a smile. Leaving behind the retail world, Rhonda found herself drawn to the allure of real estate. "I wanted to help people make the possibility of beach life a reality," she reflects. "It meant so much to me personally."

Despite challenges and doubts, Rhonda's determination never wavered. "I've always felt underestimated, even by myself," she admits. "But I've learned to put my head down and work hard to make things happen." One of her favorite quotes is, "Beauty begins the moment you decide to be yourself." - Coco Chanel

Starting her career amidst the pandemic in the fall of 2020, Rhonda embraced the uncertainties with grace and resilience. "Every transaction is unique and has its own rewards and challenges," she shares, echoing her mantra to never give up.

Now, as a top producer, Rhonda finds fulfillment in helping clients fulfill their dreams of coastal living. "The most rewarding part is hearing back from clients about how much they



“I believe *everyone* should have the opportunity of homeownership.

That’s why I’m passionate about giving back.”



”

love it here,” she beams. “It fills my heart to know I’ve made a difference.”

Success, for Rhonda, goes beyond financial achievements. “It’s about doing what you love, supporting your family, and standing up for what you believe in,” she emphasizes.

Outside of real estate, Rhonda cherishes time with her family—husband Todd, sons Hayden and Collin, and their beloved golden retrievers (who ironically do not like water!). From Disney adventures to trips to Flea Markets and Huntington State Park, to supporting her boys in musical theater, family is at the core of Rhonda’s life.

But her commitment extends beyond her household. Rhonda is deeply involved in the community, lending her support to organizations like Habitat for Humanity and participating in charitable events like the Masquerade Gala.

“I believe everyone should have the opportunity of homeownership,” Rhonda asserts. “That’s why I’m passionate about giving back.”

As Rhonda looks towards the future, she hopes to leave a lasting legacy of empowerment and mentorship. “I want to start my own team to help new agents learn and grow in their business,” she reveals.

With her unwavering dedication to helping others and her contagious passion for real estate, Rhonda Brooks is more than just a realtor—she’s a beacon of hope and inspiration in an ever-evolving industry. And as she continues to make waves along the Grand Strand, her impact will be felt far beyond the shores.

OLD REPUBLIC HOME PROTECTION

**Quality Coverage.  
Essential Budget Protection.  
Invaluable Peace of Mind.**

Save your clients time, money, and hassle with a home warranty from Old Republic Home Protection.

Contact me today for details!

**Stephanie Midgett**  
Senior Account Executive  
800.282.7131 Ext. 1070  
C: 910.382.8048  
StephanieM@orhp.com  
my.orhp.com/stephaniemidgett

This is a paid advertisement.

People Helping People

OLD REPUBLIC INSURANCE GROUP

**RESERVE OUR  
360 PHOTO BOOTH**  
*for your next event!*

SCAN ME

We offer the photo booth for a variety of special events, such as awards galas, company parties, conferences, etc. We typically exchange the photo booth for a sponsorship tier equivalent with the value of the booth (which is determined on how many hours you need the booth). Props included! Scan the QR code to inquire.

CALL: (843) 360-4354 | TEXT: (843) 800-2320

RIVERTOWNINSPECTS.COM

Simple Sustainable Solution

Creates Our Energy

**RESIDENTIAL & COMMERCIAL SOLUTIONS**

- RESIDENTIAL
- COMMERCIAL
- EV CHARGERS
- SOLAR FARMS

**WE MAKE YOU PART OF OUR SOLAR FAMILY**

**Wendy R Hurley**  
Wendy@sssolutions.services  
843-421-4353

We analyze your **Electric / Natural Gas bills to maximize your savings**

Trade Ally Installer to ensure Utilities Rebates

Specialists on Rebates, Grants, & Tax Incentives

U.S. Made Panels for Increased Tax Incentives



"We  Our Customers"

# SEASIDE FURNITURE GALLERY & ACCENTS






Your Grand Strand Furniture Store



[shopseasidefurniture.com](http://shopseasidefurniture.com)

- Great Selection
- Top Brands
- Ready to Deliver



Main Showroom & Mattress Gallery  
10356 SC Hwy 90  
Little River

Coastal Decor Rugs & More Store  
527 Hwy 17 N.  
North Myrtle Beach

Mon-Sat 9am -6 pm  
& Sun 1-5pm  
Ph: 843-280-7632




STEARNS & FOSTER®





▶ sponsor spotlight

Written By Dave Danielson  
Photography By Jeremy Kierez

# FREEDOM BOAT CLUB

THE BEST OF ALL WORLDS - ENJOY BOATING WITHOUT THE HASSLE!

*It is a beautiful day. You climb aboard a sleek vessel and head for open waters.*

Does that dream sound familiar? If so, you can open your eyes to a real boating experience unlike any other — and it is nearby when you become a member of the Freedom Boat Club of the Grand Strand.

Chris Speckman is the owner of the club that serves the area, including North Myrtle Beach, two locations in

Murrells Inlet, South Carolina, and Southport, North Carolina.

He smiles as he describes his work, which also happens to be his passion.

“We are really like a country club on a boat. We deliver that same kind of experience. In the process, we own a sizable number of boats, and our members can select the one they want,” Chris says. We are also always buying new boats for our members.

We switch our boats out every 2-3 years, so members are always riding around in brand-new or like-new boats. We are super excited this year about the boats and the additional boating opportunities that we will be providing for our valued members.

**THE BEST OF ALL WORLDS**

Those who own a boat understand the benefits. At the same time, they also know that ownership comes with ongoing responsibilities. “Here



with the Freedom Boat Club of the Grand Strand, we take all of those away,” Chris explains. “Freedom Boat Club provides no-hassle boating. This is boating made simple. We take care of all the hassles of boat ownership, including the maintenance, insurance costs, and dock fees. For some former boat owners, the ‘biggest’ hassle of boat ownership — was the cleaning of the boats, which are all managed by Freedom Boat Club. We do all the work so our members can focus on the fun.”

Freedom Boat Club is a members-only boat club specializing in boats ranging from 18-27’. Instead of owning one boat, you can have access to a whole fleet of boats at 400+ locations across the United States as well as Canada, Europe, and Australia. We are world-wide now! Have you ever thought “It would be awesome to boat in Islamorada in the Keys or San Diego or the coast of Spain?” Freedom can facilitate that experience. Instead of renting a boat for \$500/day in one of these areas.

If you have a specific vision of your experience on the water, Freedom Boat Club has the boat for you. Instead of making a boat fit what type of boating you want to do whether it be cruising, fishing, or watersports, you choose the boat you want for the day. You can take a pontoon if you have twelve people for a cruise, reserve a center console fishing boat if you want to go fishing, or if you like skiing or tubing reserve one of our sports boats. Adventure awaits! On the Grand Strand, we have 4 locations where our members have unlimited access to 70+ boats.

**AN EXPERIENCE FOR EVERYONE**

Those who have an interest in boating ... but who do not have the experience ... have found the Freedom Boat Club the right place to begin their boating lives.

“When we have new members join the club, we give them tremendous support. We put them through a minimum of four hours of one-on-one on-the-water training provided by our

Coast Guard Licensed Captains. The training is unlimited and included in the membership” Chris explains. “We continue training until our members are comfortable on the water.”

The club offers a wide range of boating experiences for its members. And, with more than seventy boats and four locations, the menu of options continues to grow.

**TEAM SPIRIT**

Chris is the first to shine the spotlight on the team at the Freedom Boat Club that makes the magic happen for members, including co-owner Paul Speckman, VP of Operations, Karen Berry, Dock Manager Dave Patterson, Fleet Manager Wilson Rankin, and more than twenty dock hands whose numbers swell during the peak of the summer boating months.

The group forms a family that extends inland, as well.

“We are more than just a boating club,” Chris says. “We spend a lot



“  
 FREEDOM BOAT CLUB PROVIDES  
 NO-HASSLE BOATING THIS IS BOATING  
 MADE SIMPLE.  
 ”

of time together with our members doing other things such as taking in a baseball game, enjoying member boat trips, there’s a fishing club, and a ladies’ boating club designed to empower women boaters, all clubs within the club. We create remarkable memories on and off the water for our members.

**A GROWING PRESENCE**

Freedom Boat Club has a growing presence around the world. The organization that got its start in Sarasota, Florida, in 1989, today boasts more than 400+ club locations worldwide.

“It is great to see the way people respond to what we are doing. Folks

do not need to buy one boat and only have that one type of boat to enjoy. With Freedom Boat Club, they are getting a whole fleet of boats,” Chris emphasizes. “It is a very cost-effective way for people to live the boating lifestyle.

**A FEELING LIKE FAMILY**

Chris treasures time spent with family, including his wife, Ashley, and their three daughters — 22-year-old Sydney, 14-year-old Ellory, and 13-year-old Avery.

That family feeling extends to the seven hundred-plus members of the Freedom Boat Club of the Grand Strand and Southport.

“Our members are like family. When we find out someone is in the hospital, we send flowers and visit them. What we do here is not just about the boats. It is about the relationships we get the opportunity to build with people. We try to send personal thank you notes and one of our favorite events is our annual Christmas Party attended by 300+ members.” Boating is about enjoying time with family and friends and it’s our job to facilitate that experience.

**FOR MORE INFORMATION ABOUT THE FREEDOM BOAT CLUB OF THE GRAND STRAND:**

Website: [www.freedomboatclub.com](http://www.freedomboatclub.com) or call 843-732-3777.



YOUR GRAND STRAND REAL ESTATE MEDIA TEAM



PHOTO | VIDEO | DRONE | DIGITAL  
 WWW.HIGHTIDECONTENT.COM | 843.885.3088 | INFO@HIGHTIDECONTENT.COM



# Experience

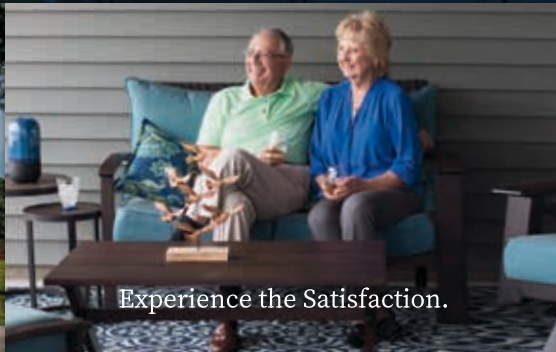


See how Chesapeake Homes will make a difference in your client's new home purchase.

# THE DIFFERENCE



Experience the Quality.



Experience the Satisfaction.



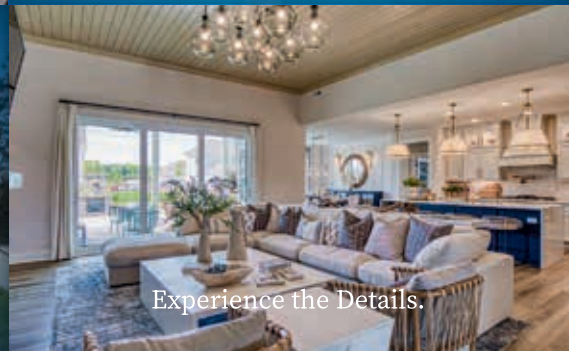
Experience the Togetherness.



Experience the Enjoyment.



Experience the Appeal.



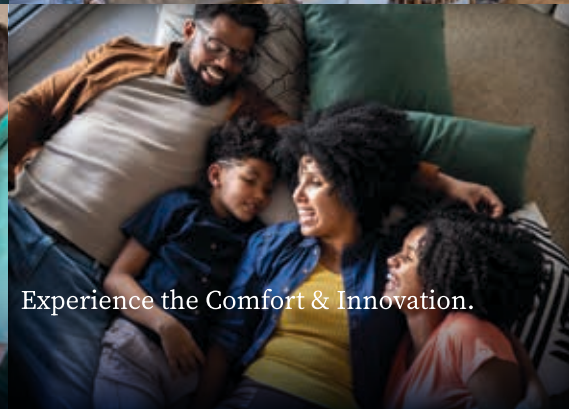
Experience the Details.



Experience the Vision.



Experience the Reassurance.



Experience the Comfort & Innovation.



**1 Selling in Longs**  
Central to many conveniences and a vacation-esque lifestyle featuring a Swimming Pool, Pickleball and Bocce Courts, then you've found your future home! Located off Hwy 9 for easy access within 12 minutes to Loris, Cherry Grove, and North Myrtle Beach.



**2 Selling in Little River**  
Move into a new lifestyle! Bridgewater residents enjoy an active lifestyle with the help of the onsite Lifestyle Director including get togethers, events, socializing, clubs and lots more in a coastal-inspired community and only minutes from the beach!



**3 Selling in Myrtle Beach**  
New homes in the award-winning community of Waterbridge located in the coveted Carolina Forest area, in the heart of Myrtle Beach! Voted best residential pool and best nature preserve - with our exceptional homes, it's a win-win for those who want to live here!



**4 Selling In Bolivia**  
Another fine community with quality homes built by Chesapeake Homes in Bolivia, NC. Brunswick County is perfect for buyers looking for a serene atmosphere that is also a quick trip away to nearby beaches like Holden or Ocean Isle Beach.



**5 Selling in Longs**  
The Willows will offer new beautiful single-family homes with community amenities and many features and options that new homebuyers have come to appreciate from us!



**6 Coming in 2024 to Myrtle Beach**  
Another fine community with quality homes built by Chesapeake Homes in Myrtle Beach! Traditions at Carolina Forest will be coming in 2024. Sign up for the VIP list and you will be the first to know the latest and greatest about this Coming Soon community!



**7 Coming in 2024 to Calabash**  
Another fine community with quality homes built by Chesapeake Homes on the South Carolina/North Carolina border! Sign up for our VIP list and you will be the first to know the latest and greatest about this Coming Soon community!



Seven New  
Luxury Home  
Communities To  
Choose From!



Be sure to go to [cheshomes.com](http://cheshomes.com) for the most current information on each community or call 843-806-1121.



# MARK

# S

# MI

# CO

# LO

# LO

▶ feature agent

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



## INNOVATE REAL ESTATE

A Journey of Resilience & Success in Myrtle Beach Real Estate

**Each sale in the Myrtle Beach real estate world spins a unique tale and every agent has a different journey to share. In Mark's 28-year tenure as a REALTOR®, he has not only weathered the market's ebbs and flows but has also navigated personal challenges with grit and grace.**

### A Twist of Fate: From Law School Dreams to Real Estate Reality

"My real estate career began in 1996," Mark reminisces, "when I found myself at a crossroads. My grandfather was a New

York state judge which influenced my dreams of pursuing law." However, fate had other plans in store. After graduating from Wofford college in 1994, he was not sure that Law was the career he wanted to pursue even though he had scored well on the LSAT. So he returned to Myrtle Beach and took a job as a server where he spent two years learning all about customer service.

A serendipitous encounter with a former colleague, now thriving as a successful REALTOR®, sparked a transformative

journey for Mark. Inspired by the suggestion to explore the field, Mark swiftly transitioned from contemplating Law School, to embarking on a different career path. Less than 35 days after that encounter, Mark had taken the Real Estate Course, passed the test, and became a licensed REALTOR®!

He was enticed by the autonomy and flexibility that the profession promised. "He fondly recalls starting this work in a time when professionals relied on MLS books for their listings, phones were tied to your desk by a squiggly cord, and the internet was in its infancy. In those days, the pinnacle of technological marvel in the office was none other than the fax machine!"

### Forging His Own Path: Defying Expectations and Finding Success

With an indomitable spirit and a thirst for independence, he carved his niche in the real estate realm, eschewing conventional training programs for a hands-on approach. Armed with sheer determination and an insatiable hunger for knowledge, he immersed himself in the nuances of the market, mastering his craft through trial and error.

Mark relays, "Having lived in Myrtle Beach since 1981, I was familiar with the area as a local resident, but I had no idea about the housing market. So, I got in my car or on my motorcycle and drove around the county. As I came across a new housing neighborhood, I would stop in the onsite sales model, meet the onsite agent, tour any model homes they had, and then asked for a packet of information about that neighborhood. Next, I went to my local bank and asked to speak to the loan officer on duty. I went in to the lender's office and introduced myself as a new REALTOR and I told the gentleman that I needed to know everything in his head about financing."

"When I needed to know an answer that either a buyer or seller asked me, and I did not know the answer, I



would either ask my Broker-in-Charge, other agents in the office, or I'd find the answer myself.

"My company was able to provide some leads to me and within the first three months of starting, I had placed 6 properties under contract which all closed within a 30-day period. That windfall both motivated me and provided the capital I needed to get started."

### From Small-Town Roots to Local Legacy

Mark shares, "My journey mirrors the resilience of the vibrant coastal community I call home. My first eight years were spent in a town of less than 800 people, near Cooperstown, NY, with four main roads and no traffic lights. I found solace and inspiration in the unwavering determination of my mother, who juggled pursuing a nursing degree while single-handedly raising three children. Her enduring support and wise counsel have been guiding lights throughout my odyssey."

### Overcoming Obstacles: From Divorce to Triumph

Mark continues, "Like any odyssey, my journey has been punctuated by trials, including a divorce that tested my mettle and reshaped my priorities. Yet, from this adversity, I emerged stronger



and more focused, channeling my energies into my career and discovering newfound happiness.”

**Paying It Forward: Mentoring the Next Generation**

Mark finds fulfillment in imparting his wisdom to the next generation of agents. He specializes in mentoring investors and sharing insights gleaned from decades of experience. Whether conducting classes or offering guidance, he endeavors to empower others to find their footing and thrive in the dynamic realm of real estate. He is also well known for his humor in his teaching!

**Finding Joy in Making Dreams a Reality**

Mark says, “For me, the true essence of success lies not in accolades or material wealth, but in the lives touched and dreams realized. Whether assisting first-time homebuyers in achieving the dream of homeownership or helping investors, towards financial security, my greatest reward is witnessing the joy and transformation that real estate can bestow.”

“As I look towards the future, my aspiration is to be remembered not for transactions closed or commissions earned, but for the integrity and compassion with which I conducted myself, both professionally and personally. From treating every individual with



dignity, to fostering a culture of positivity and generosity, I want my legacy to be one of authenticity and empathy.”

**Embracing Life’s Adventures: From Spontaneous Road Trips to Lasting Memories**

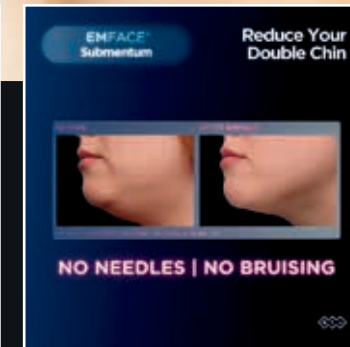
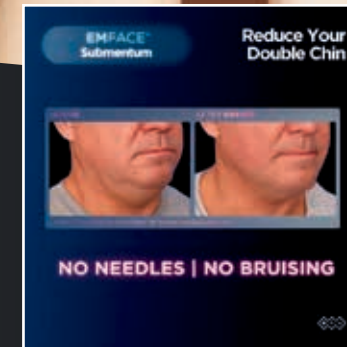
Beyond the realms of real estate, Mark enjoys life’s simple pleasures—whether it’s a spirited game of tennis, a leisurely stroll along the beach, or embarking on impromptu adventures. From coast to coast, he savors the freedom of the open road and the thrill of exploration, cherishing every moment along the way. He loves spending time with his two kids, a 21-year-old daughter and a son who is a freshman at Clemson.

**Lessons Learned and Words of Wisdom**

Mark loves to share the pearls of wisdom he has gleaned from a lifetime of experiences. “Embrace change, nurture resilience, and never underestimate the potency of kindness. Whether navigating the vicissitudes of the real estate market or the labyrinth of life itself, remember that success is not measured by the destination but by the journey itself. Here’s to embracing the adventure and savoring every precious moment.”

# DISCOVER A SLEEKER SILHOUETTE

SAY GOODBYE TO DOUBLE CHINS!



NO NEEDLES, NO BRUISING

VISIBLE RESULTS AFTER JUST 4 TREATMENTS

PERFORMED BY TOP-TIER AESTHETIC SPECIALISTS

4710 OLEANDER DRIVE  
MYRTLE BEACH SC 29577

**843.450.4429**

WWW.DUNESMEDSPA.COM



As a member of the Coastal Carolina Association of REALTORS®, we've worked closely with Myrtle Beach Area Realtors for over 10 years!

**WITH A PROPERTY INSPECTION FROM TOP TO BOTTOM, THE ONLY THING YOUR CLIENT HAS TO WORRY ABOUT IS SETTLING INTO THEIR NEW HOME.**

Refer an inspector you can rely on to be HONEST, TRUSTWORTHY, AND TRUE!!



**No Roof Too High!**  
Drone Certified and Licensed  
Roof Inspections

**John Pate, Certified Roof Inspector | 843-231-8532**  
Book your Home Inspection online at [www.homeinspectiontoptobottom.com](http://www.homeinspectiontoptobottom.com)



Close **MORE** Real Estate Transactions with the **RIGHT INSURANCE PARTNER**



Sarah Sichertano

843-808-0291  
[info@coastalinsureit.com](mailto:info@coastalinsureit.com)  
[www.coastalinsurancellc.com](http://www.coastalinsurancellc.com)  
1136 44th Avenue North, Suite 101 | Myrtle Beach, SC



“We work to provide insurance value to our clients through the strength of the companies we represent, as well as, our direct agent to client customer service.”

**AUTO • HOME • BUSINESS • LIFE  
BOAT • FLOOD • RV • RENTERS  
GOLF CART • JEWELRY**



*Leading The Market in Real Estate Appraisals*



**For What It's Worth**  
*Appraisals*

Providing Commercial and Residential Appraisal Services Throughout Horry, Georgetown, and Brunswick Counties

*“We pride ourselves in extensive knowledge of the marketplace, providing exceptional service and industry-leading turn-around time.”*

843-808-1533  
[fwiwa.com](http://fwiwa.com) | [Info@fwiwa.com](mailto:Info@fwiwa.com)  
1136 44th Avenue North Suite 101, Myrtle Beach, SC 29577

**Your Life, Your Legacy, PROTECTED**

Schedule Your Estate Planning Session Today



We're Trusted, Proven, and Awarded Attorneys Who Are Devoted To Our Clients Needs

Free Consultations  
**843-357-4111**  
[www.beachinjurylawyers.com](http://www.beachinjurylawyers.com)



Greg Sloan and Will Parker

# KYLE HAWLEY

▶▶ cover story

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



## FROM BANKING TO REAL ESTATE - A DECADE OF DEDICATION & DIVINE DIRECTION

**T**here is an air of warmth and sincerity that one immediately feels when meeting Kyle Hawley. He has a knack for putting people at ease. Here is a man who has navigated the unpredictable waters of life and business with an unwavering faith and a determined spirit. Kyle's journey has carried him from banking to real estate, a path illuminated by his steadfast belief in God's plan.

"It has been quite the ride," Kyle begins, his eyes reflecting the wisdom of years spent in both corporate corridors and bustling real estate markets. "This year marks my 10th anniversary as a realtor."

Reflecting on his beginnings, Kyle recounts his transition from a stable banking career to the dynamic world of real estate. "I started with Dunes Realty in August of 2015, and I love being able to work with life-long friends," he recalls. "But before that, I had dipped my toes in various professional waters".

Kyle's journey had its roots in the banking sector, where he spent years honing his skills in finance and customer service. "After graduating from Clemson University in 2007, I began my professional career as a lender at Conway National Bank," he shares. "But it wasn't until 2012, after



a two-year stint as Vice President/South Strand Manager at Coastal Carolina National Bank, that I realized banking was not my true calling.”

For Kyle, the decision to pivot towards real estate was deeply influenced by his familial ties and personal passion. “My father was in real estate locally for the majority of his career,” he explains, “and I’ve always had a passion for the industry.”

Yet, the transition wasn’t without its challenges. Kyle and his wife, Lauren, faced uncertainties as they embarked on this new chapter of their lives. They just welcomed their 2nd daughter to their family and they wanted Lauren to be able to stay home with the children when they were little. This would be a major pivot for them personally and professionally as both were in stable and well-paying careers. Going from two good salaries to one income that was based on commission would be a huge leap of faith. “We prayed for guidance and wisdom,” Kyle recounts, “and when the opportunity presented itself, we knew it was God’s hand at work.”

Embracing the unpredictability of real estate, Kyle found fulfillment in the flexibility it offered, despite the initial hurdles. Kyle admits, “In the beginning years, it was difficult, but now, there is far more balance.”

Throughout his journey, Kyle’s dedication to his clients has remained unwavering. He has enjoyed working with his fellow agents, who at Dunes Realty, who are the cream of the crop. He was very proud that he was able to be the top agent in the office in his second full year in real estate with 69 transactions as well as total volume. It proved his drive, banking experience, and passion for his career paid off. “My business success is solely based on client referrals and repeat clients,” he emphasizes. “If you don’t have these, you are not treating your clients correctly.”

Beyond the confines of his professional life, Kyle finds joy in his family and community. With his wife and three daughters by his side, he cherishes moments spent cheering for their beloved Clemson Tigers or enjoying outdoor adventures that our area provides.

“**BE YOURSELF  
AND NEVER  
COMPROMISE  
YOUR  
INTEGRITY.**”

Being born and raised along the South Strand, Kyle loves giving back to the community that provided him such a wonderful upbringing. He is a current Board Member and Past President of the Murrells Inlet Rotary club. He is also heavily involved with his church, former Treasurer for the Garden City Beach Community Association, as well as a former council member for the South Strand Chamber of Commerce.

An interesting fact about Kyle’s family is that his oldest child was the first girl born in the Hawley family in 78 years. And then two younger sisters shortly followed.

Kyle’s words of wisdom for aspiring realtors is, “Be yourself and never compromise your integrity.”

With a heart filled with gratitude and a spirit guided by faith, Kyle Hawley continues to redefine success, one client at a time. His journey is a testament to the power of perseverance and the guiding hand of providence.

#### **KYLE’S FAVORITE BIBLE VERSE AND TOP QUOTES ARE AS FOLLOWS.**

- **Proverbs 16:9:** “We can make our plans, but the Lord determines our steps”, a guiding principle in Kyle’s life.
- **Ralph Waldo Emerson:** “What you do speaks so loudly that I cannot hear what you say”, a reminder of the importance of actions over words.
- **Walter Bagehot:** “The greatest pleasure in life is doing what others say you cannot do”, embodying Kyle’s resilient spirit and determination to overcome obstacles.

With these insights into Kyle’s personal preferences and guiding principles, it is evident that his journey extends far beyond the confines of his professional life. He is not only a dedicated realtor but also a man of faith, integrity, and unwavering commitment to his family and community. As Kyle continues to navigate the ever-evolving landscape of real estate, one thing remains certain—his legacy will be defined not only by his business acumen but by the profound impact he leaves on those around him.





**Awarded Best Photographer**  
by Readers of North Strand News

**25% Off Your 1st Listing Shoot**  
Use promo code **25DISCTEP.**

- Listing Photos (interior, exterior, community amenities)
- Aerial Drone Photos & Video
- 3D 360° Virtual Tours with FREE Schematic Floor Plans
- Virtual Staging
- Virtual Twilights
- Stock Landscape Photos of the Local Area taken by us!

**NOW Offering Digital Watercolor Transformations**

**Southern Living**  
custom builder program  
PHOTOGRAPHER

**843-780-2996**  
[info@tideseyephoto.com](mailto:info@tideseyephoto.com)  
[www.tideseyephoto.com](http://www.tideseyephoto.com)

PROFESSIONAL REAL ESTATE PHOTOGRAPHY IN THE GREATER MYRTLE BEACH AREA



Featured in  
**Southern Living**  
**Magazine**



**f** @tides eye photography  
@tides eye real estate imagery  
**@** @tideseyerealestateimagery  
@tideseyephoto

**THE GOLD STANDARD**

IN MAGAZINE & AD DESIGN



But don't just take our  
word for it. Take *theirs.*



n2co.com



**20** YEARS OF  
THE N2 COMPANY



DREAM FINDERS HOMES

## STEP INTO COASTAL LIVING

The perfect mix of lifestyle and location is all yours: a vibrant, coastal lifestyle, along with Dream Finders Homes' unparalleled quality and style. Whether you choose a stunning single-family home or luxury townhome, you'll find the key to a better life starts here.



EXPLORE COMMUNITIES

<< MYRTLE BEACH, SC | SOUTHERN COAST, NC >>

[DreamFindersHomes.com](https://www.DreamFindersHomes.com) | 866-948-9017

