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If you are interested in nominating REALTORS® to be featured in the magazine, please email [Wendy@KristinBrindley.com](mailto:Wendy@KristinBrindley.com).

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# PUBLISHER'S NOTE

Dear Charlotte Real Producers,

I hope you're all feeling the good vibes! Recently, we came together as a community for our mastermind session (yeah, those gatherings that spark magic!). The energy of sharing and growth was nothing short of inspirational.

The questions we ask ourselves truly shape our journey. So, let me throw a couple your way: What's your biggest hope for this year? Who are you becoming, and what epic achievements will we be toasting to on December 31, 2024?

Mark your calendars for our Sip Into Summer Wine Tasting on June 18th! It will be a blast; we can't wait to hang out with you all.

Also, a huge shoutout to our newest preferred partners, **First American Home Warranty**, **Curbio**, and **Clean Air Carolinas**! We are excited to continue growing our community with amazing people.

As we soak up the joys of May, here's a little Irish blessing for you all: May the road rise up to meet you, may the wind always be at your back, may the sun shine warm upon your face; may the rain fall soft upon your fields and until we meet again. May God hold you in the palm of His hand.

Happy May!



**Kristin Brindley**  
Owner/Publisher  
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## ► agent spotlight

By George Paul Thomas  
Photos by Alexandra Mackenzie & Kelley Klemmensen

# JANELL SNEVEL

## DRIVEN BY PURPOSE

In the real estate industry, where success stories and personal journeys intersect, Janell Snevel's narrative is an inspiring tale of determination, adaptability, and unwavering commitment to her clients. As a solo REALTOR® with Premier Sotheby's International Realty, Janell brings a unique blend of professionalism, personal touch, and a wealth of experience garnered through her diverse background.

### Rooting History

Janell's journey from the world of air traffic control to the real estate scene is a story of seizing opportunities and following one's passions. Raised in Cornelius, nestled by Lake Norman's shores, her small-town upbringing instilled a strong sense of kindness and inclusivity.

"I'm so glad I got into the real estate industry because I was excited about investing in real estate early on. Getting my license helped with my goal of accumulating rental properties. Moreover, it aligns with my life priorities; having two kids, I aim to be present for them on weekends, coordinating my schedule around theirs, and spending quality time with my husband," Janell admits.

For about ten years, Janell wanted to be an Air Traffic Controller, which took her to sunny South Florida, where she studied at Broward College in Fort Lauderdale. During this time, she worked at a country club in their golf pro shop. There, she was approached by a member who had recently launched a boutique real estate company in Delray Beach. He offered to cover her courses, fees, and Realtor MLS dues if she would work for him. Janell seized the opportunity and joined the company, inspired by his entrepreneurial spirit.

Janell embarked on a dual journey driven by her passion for embracing new challenges. While continuing her college studies and preparing for finals, she dedicated herself to simultaneously passing her real estate exam. This decision proved pivotal, laying the foundation for her future endeavors in real estate.

After finishing school in 2015, Janell put real estate on hold for a few years and worked as a Remote Pilot Operator at the FAA training academy

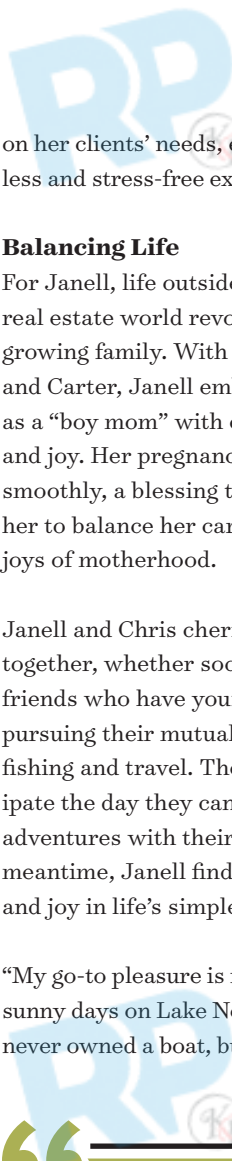
in Oklahoma City. It was challenging to navigate a long-distance relationship with her boyfriend, Chris, but they made it work and got engaged while living apart. With her free time living alone, she dedicated her breaks at work and downtime at home to researching how to invest in real estate. She knew she didn't want to stay in OKC much longer, so she flew to Charlotte and passed the real estate licensing exam. Janell's dream of accumulating rentals soon became Chris's dream, and their goal of building a life together drew them back to Charlotte in 2018.

Since then, Janell's journey has been marked by milestones of success, fueled by her dedication to serving her clients with integrity and expertise. With a total volume of \$11.8 million last year and a projected volume of \$12.8 million this year, Janell's sales figures speak volumes about her expertise.

What sets Janell apart is her dedication to personalized service. By leveraging the support of Premier Sotheby's, she can focus entirely







on her clients’ needs, ensuring a seamless and stress-free experience.

**Balancing Life**

For Janell, life outside the bustling real estate world revolves around her growing family. With two sons, Quinn and Carter, Janell embraces her role as a “boy mom” with enthusiasm and joy. Her pregnancies have gone smoothly, a blessing that has allowed her to balance her career with the joys of motherhood.

Janell and Chris cherish their time together, whether socializing with friends who have young children or pursuing their mutual passions for fishing and travel. They eagerly anticipate the day they can share these adventures with their kids. In the meantime, Janell finds contentment and joy in life’s simpler pleasures.

“My go-to pleasure is fine dining and sunny days on Lake Norman. I’ve never owned a boat, but I jump at



any opportunity to get out there with friends and family. There’s just something about being out there that makes me absolutely happy,” she divulges.

Beyond her family and hobbies, Janell has a hidden talent that few may know about – she loves to bake sourdough bread. Finding satisfaction in creating something wholesome and delicious from scratch, Janell enjoys baking and decorating her bread, even though it can be time-consuming.

“

I’M SO GLAD I GOT INTO THE REAL ESTATE INDUSTRY BECAUSE I WAS EXCITED ABOUT INVESTING IN REAL ESTATE EARLY ON. GETTING MY LICENSE HELPED WITH MY GOAL OF ACCUMULATING RENTAL PROPERTIES.



**Vision for the Future**

As Janell reflects on her journey thus far, she finds motivation in the simple yet powerful phrase “Radical generosity.” This mantra resonates deeply with her, guiding her actions and shaping her approach to personal and professional endeavors. She does everything she can to serve those around her.

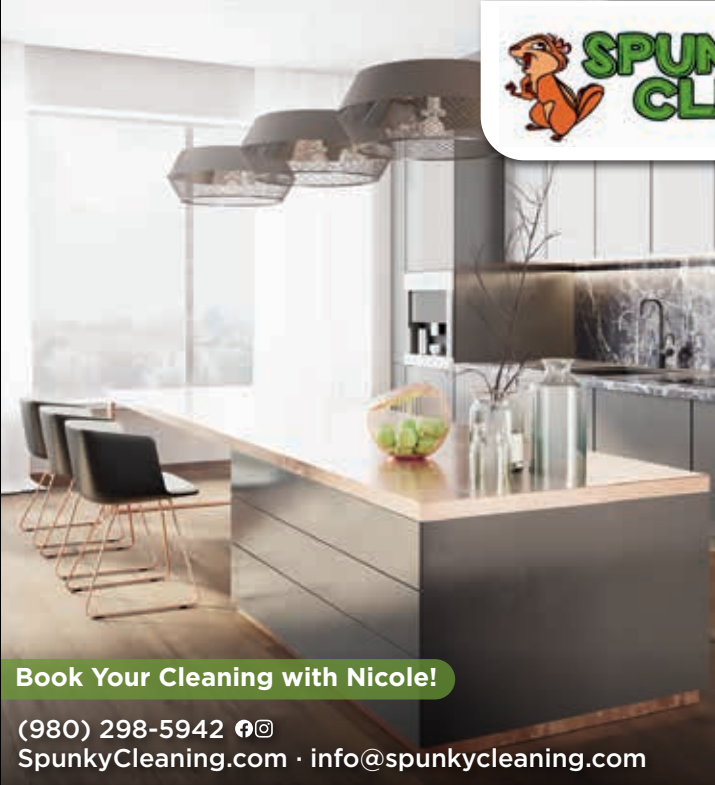
Looking into the future, Janell sees opportunities to further elevate her career in real estate. She desires to delve into higher-end listings with Sotheby’s and is excited to attend company networking events to cultivate valuable referral relationships, particularly in Florida, where she previously resided.


On a personal level, Janell harbors aspirations for her health and family life. She hopes to prioritize fitness by returning to the gym and reclaiming a sense of vitality that may have waned in recent years. Long-term, Janell and her husband share a dream of retiring on the Intercoastal in South Florida, creating a haven where their children and grandchildren can gather, fostering cherished memories for generations to come.

Above all, Janell’s unwavering faith fuels her journey. Grounded in her Christian beliefs, she approaches each day with resilience and optimism, trusting that challenges will ultimately lead to positive outcomes. For Janell, success is not just a destination—it’s a mindset, a way of living, and a testament to the power of faith and determination.



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▲ rising star

# JEFF

# CIULLA

*Redefining Boundaries*

By George Paul Thomas • Photos by Don Elrod



Jeff Ciulla is a RE/MAX Executive REALTOR® with excellent problem-solving skills and a diverse background. Jeff is a consensus-building leader who builds relationships based on trust and achieves goals on behalf of his clients using the skills and expertise acquired through the experiences of a long professional career in sales. From working alongside his contractor/engineer brother to pay for college to his formal business education, Jeff combines practical experience with sales expertise seamlessly. With each transaction, he delivers results and adds to his own knowledge base, ensuring clients receive top-notch service.

#### Setting Forth

Jeff's story is one of transition and transformation, a journey from the corporate world to the dynamic real estate scene. Hailing from a small town in Massachusetts, Jeff's path led him through the corridors of business education at a small Catholic school in Boston, where he graduated at the

top of his class. His professional life commenced in the healthcare solutions industry, where he honed his sales and relationship management skills, navigating the complexities of payer analytic systems with finesse and insight.

Rooted in a family entrepreneurship environment, Jeff's early exposure to small business dynamics shaped his perspective and instilled a drive for success. Despite a successful corporate career, Jeff wrestled with an underlying dissatisfaction, a sense that something was missing. This growing unease propelled him towards a pivotal decision—to embark on a new path in real estate.

"The real estate industry was my mid-life crisis. I had this secret and growing unhappiness in my corporate job, but I felt it was too late to do anything about it," Jeff reveals. "I had moved to Charlotte from Boston due to a job relocation, and real estate sort of saved me. I was also encouraged by my best friend, who has been in the business

for 20 years and is a very successful broker in MA with over \$900 million in sales," he adds.

"He and I worked together occasionally, but I could only commit part-time to him due to my corporate job. Then, we moved to Charlotte, and I joined a team. After a couple of years, I decided to go out on my own, which was the best thing I ever did." For Jeff, real estate became more than just a career change; it was a lifeline—a means to rediscover fulfillment and purpose.

In 2019, Jeff leaped into real estate, drawing on his sales and client relations background to navigate this new terrain. The transition was brief; he balanced his corporate job while exploring real estate part-time. With encouragement from my friend I used to work with back in MA, Jeff fully embraced his new career path. He finds fulfillment in the autonomy of his role and the ability to guide clients through the complexities of buying and selling homes.





Real estate has become more than just a job for Jeff—a passion that drives him to excel. And this dedication to real estate speaks volumes. Last year, he achieved a sales volume of \$3.4 million, showcasing his expertise and clients’ overall satisfaction. This year, he’s projected to hit \$9.8 million, a testament to his dedication and growth. Jeff’s accolades include ranking 13th among all North Carolina RE/MAX residential agents in May 2023, highlighting his leadership in the industry. His success underscores his professionalism, expertise, and commitment to excellence in serving his clients.

**Beyond Numbers**

Beyond the world of real estate, Jeff finds joy and fulfillment in his family life and personal pursuits. Married for over two decades and residing in Marvin, NC, Jeff and his spouse share the joy of parenting three teenagers. Their two Cairn Terriers, Rocco and Griffin, add to the lively atmosphere and serve as Jeff’s loyal running companions. Their bustling household revolves around supporting their children’s passions, with Jeff often found behind the wheel, shuttling them to various sporting events and dance competitions.

Despite the busy schedule, Jeff and his family cherish the simplicity of spending time together. Family trips hold a special place in their hearts, offering precious moments of togetherness as they savor the remaining years with their children at home. With a son dedicated to hockey and a daughter immersed in competitive dance, their household pulses with energy and enthusiasm.

“In my free time, I enjoy running outside as a form of physical and mental health therapy and relaxing by listening to my jazz collection, Chet Baker being my favorite.

Beyond his pursuits, Jeff is deeply committed to giving back to his community. He actively participates in events for charities.



“Real estate can be an incredibly rewarding career, but it's 25% houses and 75% relationship building.”

“I participate in charity events related to the Help Pregnancy Center, which supports women and men with unplanned pregnancies, and also Per Scholas, which helps minority and overlooked adults by providing free tech training and job placement,” he notes.

**Looking Forward**

As Jeff navigates the ever-evolving landscape of real estate, he draws inspiration from a simple yet profound mantra: “All feedback is a gift.” Embracing these words, Jeff recognizes the importance of continuous improvement and growth for himself and those he serves.

Jeff is more optimistic about the future than ever in his career. In the short term, he aims to expand his business further and achieve

financial independence. His highest hope is to solidify his reputation as the go-to resource for all things real estate, leveraging every networking opportunity to its fullest potential. However, his long-term vision extends beyond professional milestones, focusing on raising his children to be compassionate individuals who contribute positively to society.

Reflecting on his journey, Jeff offers invaluable advice to aspiring top producers in the real estate industry.

“Real estate can be an incredibly rewarding career, but it’s 25% houses and 75% relationship building. I look at it this way: I wake up every day unemployed, looking for work. If you treat it that way and put in the time, generally good things come out of it.”

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# CHERIE BURRIS

## PAVING THE WAY WITH PURPOSE AND POSITIVITY

Few in the real estate scene can claim the level of success and dedication as Cherie Burris. She is not just a real estate agent but the epitome of excellence, leading the charge as the Broker-In-Charge (BIC) of South Carolina, North Carolina, and Georgia at RE/MAX Executive. Her journey from a humble beginning to becoming a top-tier professional in the industry is a testament to her unwavering professionalism and dedication.

### The Journey

Born and raised in the heart of the South, Cherie's story weaves through the fabric of small-town life, ambition, and an unexpected twist of fate.

"I was born in Camilla, GA, a small town 40 minutes south of Albany," Cherie recalls. "I grew up in Albany until I was 10, then we moved to Louisiana for two years. Finally, we settled in Dothan, AL, where I attended middle school and high school, and I spent almost two years of college at Troy State University."

Cherie's upbringing was influenced by contrasting influences. Raised by a devoutly religious mother and a father deeply entrenched in gambling, she learned the value of hard work early on.

"I have always had a strong work ethic. I was in the DECA class in high school, which meant I had to leave after a half-day of school to go to work," Cherie shares. "My first job at 16 was at K-mart. Within six months, I was running the customer service desk and checkouts," she explains.

Her foray into the professional world commenced in fashion retail management. Cherie joined CATO Corporation in 1990.



►► cover story

By Amelia Rosewood  
Photos by Don Elrod



“I managed a home store and three other Stores as an Area Manager. I worked my way from the bottom of the rankings to the top and was promoted to District Manager within the first nine months of my Employment,” Cherie reveals.

“In 1996, they brought me to Charlotte to train for the Regional Vice President position. I was promoted to Regional Vice President in 1997 and held that position until 2005. After that, my husband fell and got hurt at work, and that day forever changed our lives,” she admits.

Faced with the daunting task of providing for her family alone, she turned to prayer for guidance. The path to real estate revealed itself to her during one such moment of divine intervention.

“Due to our lives getting turned upside down, God led me to do this. I went to J.Y. Monk School of Real Estate on the weekends. At that time, they were offering 8-hour classes on Saturdays and Sundays. I passed the class in October 2005, took the exam in December 2005, and passed the first time,” Cherie divulges.

Despite initial reservations about the commission-based nature of the real estate industry, Cherie heeded the call with unwavering resolve. Guided by her faith and supported by her loved ones, she embraced this new chapter wholeheartedly.

Today, Cherie heads The Burris Group, LLC, with a dedicated team of five spanning across North Carolina and South Carolina. Kimberly Winner, a seasoned broker in both states, specializes in various homes, focusing on Charleston’s beachfront properties. A proficient North Carolina broker, Lauren Walters Killman oversees administrative affairs and ensures smooth operations. Holly LaMonica, a licensed broker in South Carolina with Carmen Reitzel and Rikki Dalrymple, versatile brokers serving North and South Carolina clients, specializes in Buyer Representation and bolsters back-office support. Together, they form a dynamic team poised to excel in the real estate landscape.

**Setting the Standard**

Cherie’s achievements as a REALTOR® and BIC are proof of her dedication and discipline. Ranked #10 in Canopy MLS for 2023, she orchestrated transactions totaling \$59.4 million across 208 homes. This year, she aims for \$65 million in volume with 185-210 transactions.

Her accolades from RE/MAX are impressive: Executive Club (2010-2012), 100% Club (2013-2014), Platinum Club (2015-2016), Chairman’s Club (2017-2021), Titan Club (2022), and Diamond (2023). Notably, she achieved the RE/MAX Lifetime Achievement Award in 2021. Cherie’s dedication and results set her apart, marking her as a leader in the industry.



“ IF YOU PUT GOOD INTO THE WORLD, GOOD WILL COME BACK TO YOU. ”



For Cherie, it is not about awards but about supporting others. She and her RE/MAX Executive team are committed to giving back to their community. They support charities like the Susan G Komen Foundation and Levine’s Children’s Hospital. Additionally, teammate Holly LaMonica organizes two annual charity events in Tega Cay, SC, which Cherie sponsors. These events, known as Poker Runs on golf carts, draw over 300 participants and raise funds for local schools and low-income families during Christmas. They’re about giving back and building community spirit and camaraderie.

**Balancing Life**

Cherie’s journey extends far beyond her successful real estate career. She is enriched by the love and laughter she shares with her family. Meeting her husband, Jon, in Charlotte 25 years ago began a beautiful partnership. With Jon’s two sons, Joseph and Christopher, the family expanded, welcoming daughters-in-law and, in 2020, their beloved granddaughter, Jada-Baby.

“In 2020, I was given the blessing of becoming a GiGi!” Cherie happily shares.

“Jada Caroline Burris was born on Christmas Day in the COVID wing of the Johnston City, TN Hospital. This baby was our Christmas miracle! Being a GiGi is the best job I have ever had! I have never felt a love like this—magical! We see her every 4-6 weeks. She and I love playing and cooking together! She is the reason I am writing this article! I want her to know who her GiGi is and always to be proud of me. I love her to the moon and back!” She proudly adds.

Their family bond is filled with laughter and cherished moments, especially in the kitchen. When not working, Cherie and Jon treasure time with family, including visits with their children and grandchildren. They also enjoy the excitement of casino trips to Cherokee and Las Vegas, adding a touch of adventure to their lives.

**Spreading Goodness**

Cherie’s motto guides her real estate journey: “If you put Good into the World, Good will come back to you.” Success means doing what she loves daily, to the point where it doesn’t feel like work. She’s achieved DIAMOND status at RE/MAX and cherishes her health, family, and faith.

Looking ahead, Cherie hopes to continue her success in real estate while nurturing her relationships and personal well-being. Before ending her narrative, she imparts these words.

“The one secret I have found for time management when doing anything, whether work-related or life-related, is never touch anything twice! Work on a task from start to finish. If you can master not saying ‘I will get back to that,’ you will find yourself with a lot of extra time.”



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I got in these spots. It was pretty easy, and I took it as a sign. I decided to move to California to be with my sister and start a new career in teaching. My sister and sister were both long-time educators, and they loved it.

Realizing from the glowing light performance in the classroom, Tiffany found herself being an educator, filling a passion for detail and organizational focus. After years of selling, her father's deeply rooted passion in real estate investments asked her interest in the industry. Inspired by her father's commercial and residential property ventures, Tiffany was excited to dive into real estate, seeking a shift from the stress of teaching to the dynamic of client interaction.

By transition to real estate was so much I just felt that after teaching for 10 years, something new and different was calling me. While I loved working with kids, being in a classroom for eight years daily was starting to get tricky. It felt like I was stuck in a box and not growing. I was ready to start my own business and sell real estate. Nothing I could do, I was ready for a life change! Tiffany shares.

**Rewarding Shift**  
Tiffany's shift to real estate has been fruitful since she started in 2000. Her success is in 2022, her year-end



1 April 2024

volume at Corecon HM Properties was \$80 million; in 2023, as an individual agent, it was \$25 million. Tiffany credits her background as a disciplined athlete and organized teacher for her consistent success in the industry. After 23 years in the business, she also offers plenty of sound advice.

**Beyond Real Estate**  
Tiffany is not just a real estate mom but a devoted mother and advocate for family education. Her son, Kade (17), and daughter, Kenna (16), from the heart of her family. Additionally, they share space with their rescue dogs, Luna, Oreo, and May. Kade and Kenna have been involved in sports since high school, and Kenna has committed to playing field hockey in college. Together, they share a passion for athletics, travel, and history. Their journeys extend beyond home, often involving an educational

With her balanced outlook, Tiffany looks forward to the future positively. She views a continuous journey of helping her clients smoothly navigate through crucial life moments. Her highest hope is to continue where she is, keeping the momentum alive within an awesome industry she loves. For Tiffany, the success lies in perpetuating the ability to forge remarkable experiences, memories, and relationships.

But even with her busy real estate career and family responsibilities, Tiffany finds time for herself. "In my free time, I enjoy Pilates and exploring local activities. I'm a sucker for seasonal delights like corn mazes and in October, I truly love exploring all around Charlotte and South Carolina. I'm rarely home; usually, I'm on the move," she confesses. Additionally, Tiffany enjoys giving back to the community. At Providence Day School, her daughter's school, she has been on the Athletic Club Executive Board for seven years and has served as the President for two of those years. "We're a family of athletes, and I love supporting kids and education, so volunteering at PDS has been just awesome. I've met many like-minded people through the Charger Club—it's been a blessing!" She reveals.

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