

CHATTANOOGA

REAL PRODUCERS.®

CONNECTING. ELEVATING. INSPIRING.

RISING STAR:

Kaila Weiss

REALTOR® ON FIRE:

Tiffany Crawford

PARTNER SPOTLIGHT:

Creative Revolver

COVER STORY:

Darlene Brown
& **Ryan May**

MAY 2024



Stephanie Smith

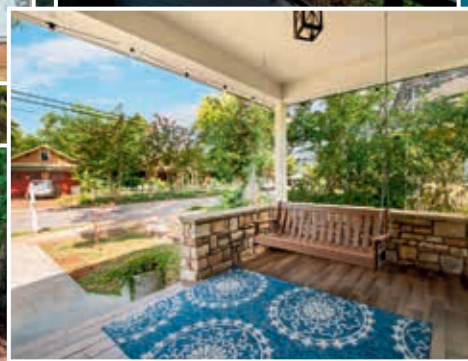
Donna Morgan



Chattanooga

Short-term vacation rental property management

With 5,000+ iTrip guests expected to visit Chattanooga and NW Georgia in 2024, some will be looking to make a home or rental investment. Contact us to partner!



GROW WITH US IN 2024!



SCAN ME

Stephanie Smith
423-641-2457

Donna Morgan
423-693-6211

chattanooga.itrip.co/book
877-STAY-CHA

Serving Chattanooga & Surrounding Areas



No closing is complete

WITHOUT FRESHLY BAKED COOKIES!

Burns, Henry & Kirksey, delivering
the ultimate closing experience.



Travis
Henry



Bryce
Kirksey

BURNS, HENRY & KIRKSEY P.C.

Attorney-Run Title & Escrow Company
Servicing Cleveland & Chattanooga

Titleorder@bhklegal.com • 423-339-0529 • www.bhklegal.com



Scan here to use
our fee calculator!

TABLE OF CONTENTS



04
Meet the Team



06
Preferred Partners



20
Partner Spotlight: Creative Revolver



26
REALTOR® on Fire: Tiffany Crawford



32
Rising Star: Kaila Weiss



36
Cover Story: Darlene Brown & Ryan May



If you are interested in contributing or nominating REALTORS® for certain stories, please email us at jeff.white@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 *Chattanooga 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.

MEET THE CHATTANOOGA REAL PRODUCERS TEAM

Thanks For All You Do!



Jeff White
Owner
(901) 509-5566



Ashley Streight
Content Coordinator



Anders Clarke
Lead Writer
(423) 902-0103
360 Business Growth



Emily Daniel
Writer



Molly Cobane
Writer/Client Relations Specialist



Ryan Dugger
Photographer
(615) 275-7739
Creative Revolver Photography & Video Production



Jess Harris
Photographer
Creative Revolver Photography & Video Production



Hayley Kiser
Photographer



William Griggs
Photographer
William Griggs Photography

For content contributions or to nominate a REALTOR® for a certain story, please email jeff.white@realproducersmag.com

At TVFCU, a simpler mortgage is just around the corner.



tvfcu.com



Mortgages | NMLS#460298
Auto Loans | Checking
Federally Insured by NCUA





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!

BOOKKEEPING

Lookout Bookkeeping, LLC
Melissa Guinn!
(423) 497-4144

BUILDER/CUSTOM HOMES

Greentech Homes
(423) 206-9738

BUILDER/DEVELOPER

A Perry Homes
(423) 299-5637

BUSINESS NETWORKING

Women's Council of Realtors Chattanooga
(423) 756-0771 x380
www.wcr.org

CLIENT APPRECIATION/ CLOSING GIFTS

360 Business Growth
Anders Clarke
(423) 902-0103
www.360businessgrowth.com

CLOSING ATTORNEY

Burns, Henry & Kirksey, P.C.
(423) 339-0529
bhklegal.com/

CPA SERVICES

Kraft CPAs PLLC
(615) 242-7351
www.kraftcpas.com/

CRM

Bonzo
(614) 357-2367
getbonzo.com

FINANCIAL ADVISOR

Northwestern Mutual
David Wenge
(618) 980-7909
DavidWenge.nm.com

GOVERNMENT AGENCY

Tennessee Housing Development Agency
(615) 815-2000
thda.org

HANDYMAN SERVICES

Handyman Lee
Nate Kann
(423) 774-4328

HOME INSPECTION

Lodestar Home Inspections
Steve Hicks
(423) 486-7347
lodestarthomeinspections.com

Pillar To Post Chattanooga
- The Ken Fast Team
(423) 326-2008
chattanooga.pillartopost.com

Precise Inspections, Inc.
Tim Larkins
(423) 680-7520
preciseinspectionsinc.com

HOME WARRANTY

Achosa Home Warranty
Emily Daniel
(615) 806-3456

First American Home Warranty
Caroline Cross
(865) 202-7780
www.firstamrealestate.com

INSURANCE

Johnson Grisham Agency
Donna Johnson
(423) 899-6161
www.allstate.com/
donnajohnson

INSURANCE AGENCY

Farm Bureau, Phillip Graham
Phillip Graham
(423) 892-3916
fbtin.com

INTERIOR DESIGN

La La Designs by Autumn Edwards
Autumn Edwards
(423) 488-6220
laladesignsbyautumnedwards.com

JUNK REMOVAL SERVICES

Mighty Dump, LLC
(423) 708-5445
Mightydumpllc.com

LIFE INSURANCE

Northwestern Mutual
David Wenge
(618) 980-7909
DavidWenge.nm.com

MORTGAGE LENDER

Benchmark Home Loans
Casey Bryant
(423) 565-8830
www.caseybryantmortgage.com

Element Home Loans
Kevin Blair
(423) 488-8465
5617 Hwy 153, suite 201
Hixon, TN 37379

Mortgage Investors Group
423-899-2887
www.MIGChattanooga.com

Guild Mortgage
Tony Naples
(423) 356-9385

Mortgage Investors Group
(800) 489-8910
migonline.com

Summit Funding
Richard Guerrero
(423) 298-8395

The GW Team - FirstBank Mortgage
Gabe Whitmer
(423) 308-2207
FirstBankOnline.com

The Rogers Team - Movement Mortgage
Hannah Rogers
(423) 315-2248

MOVING & STORAGE

Boundless Moving and Storage
(423) 763-1000
www.boundlessmoving.com

PROPERTY MANAGEMENT

PMI Scenic City
Ian Pfeiffer
(423) 847-2080
www.pmisceniccity.rentals

REAL ESTATE & PORTRAIT PHOTOGRAPHY

Creative Revolver
(615) 275-7739
www.creativerevolver.com

Hayley Ownbey Photography
Hayley Kiser
(423) 716-5674

William Griggs Photography
(423) 760-9120
www.williamgriggsphotography.com

REAL ESTATE PHOTOGRAPHY / VIDEOGRAPHY

Ty in the Sky
(818) 639-2359
www.tyinthesky.com

REAL ESTATE SERVICES

Realtracs
Emily Daniel
(615) 806-3456

SHORT TERM RENTAL PROPERTY MANAGEMENT

iTrip Vacations Chattanooga
(877) 782-9242
chattanooga.itrip.co

TRANSACTION COORDINATOR

Transaction Management Support
Ashley Schendel
(423) 521-5551
www.transactionmanagementsupport.com

WIFI AND INTERNET SOLUTIONS

Xfinity
(855) 870-1311
xfinity.com



WE DON'T JUST BUILD HOMES, WE BUILD COMMUNITIES

Crafting Custom, Walkable Neighborhoods for a Connected Life



DISCOVER YOUR DREAM COMMUNITY WITH GREENTECH HOMES

CONNECT WITH US TODAY!

At Greentech Homes, **we believe your home is more than just a place to live.** It's the cornerstone of your lifestyle, nestled in the heart of a walkable, vibrant community. Our custom-built homes are designed with precision, incorporating the latest in energy-efficient technology **to ensure a life of comfort and sustainability.**

WHY CHOOSE US

Dedicated to excellence and innovation, we meticulously plan every detail of our neighborhoods to foster connection, convenience, and community. From North Chattanooga to Ooltewah, we're building more than homes – we're crafting spaces where neighbors become friends, and every street feels like home.





How to thank our Preferred Partners

Hey, REALTORS®!

Chattanooga Real Producers magazine and events are made possible by the generosity of our amazing partners. They are more than simply advertisers. These are businesses that have been vetted and have come highly recommended by other top agents in our city. They are an invaluable resource to you, and we encourage you to thank them in the following ways:

1. Follow them on social media and share their page with your friends, family, and clients!
2. Reach out to them personally and thank them for partnering with *Chattanooga Real Producers!*
3. Add them to your personal list of preferred vendors and call them first when you need the services they can provide!
4. Invite them to coffee or dinner and invite some other REALTORS® to join you! Relationships are the root of good business!
5. Share their information with newer agents and give them an opportunity to help them succeed in this industry.

LIST, LOCK AND ROLL

GUARANTEED LOCKED-IN INTEREST RATE

Attract more buyers to your home listing by offering a guaranteed locked-in interest rate from MIG!

- ✓ Make your listings more attractive
- ✓ Guaranteed locked-in interest rate



423-899-2887 • 6221 Shallowford Road, Suite 104 • Chattanooga, TN 37421

Check out what over 3,000 MIG customers have to say about their experience on Zillow ★★★★★

Programs based on borrower qualification. Equal Housing Lender - MIG NMLS #34391, Lindsey Webb Wood NMLS #181582, Cherith Edwards NMLS #1174704, Mary Slakie NMLS #658851, Scott MacDonald NMLS #1288734, Addison Cowan NMLS #2136449



LINDSEY WEBB WOOD
SR. LOAN OFFICER
BRANCH MANAGER

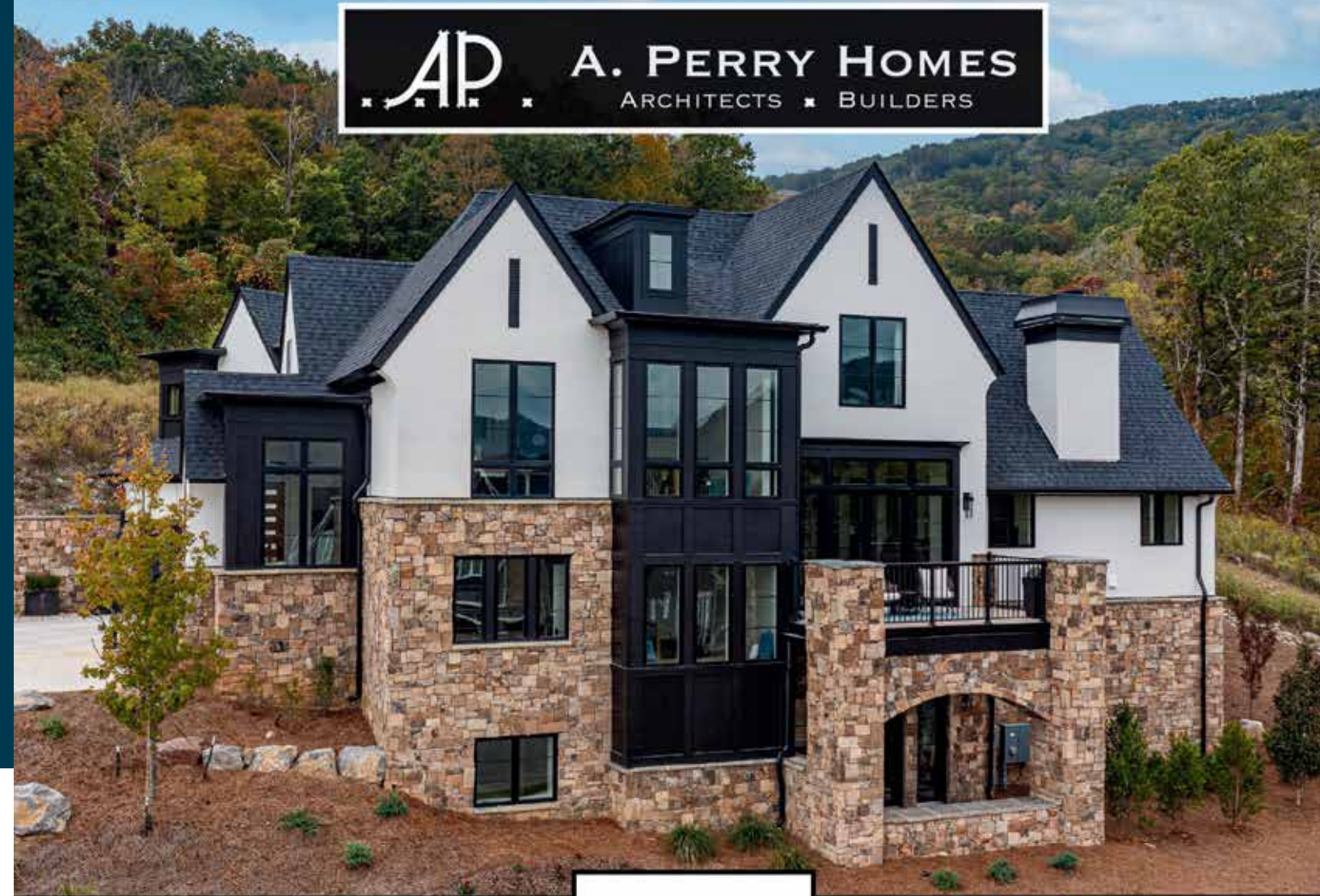
CHERITH EDWARDS
SR. LOAN OFFICER



MARY SLAKIE
SR. LOAN OFFICER

SCOTT MACDONALD
LOAN OFFICER

ADDISON COWAN
LOAN OFFICER



Discover Sunset Ridge at Black Creek

An Exclusive 36 Lot Enclave By Award Winning Design-Build Firm
A. Perry Homes



423.299.5637 | APERRYHOMESTN.COM | @HOME_BUILDER



**AN INTERVIEW WITH ANDREW ZITO
CHATTANOOGA LOOKOUTS VICE PRESIDENT**

Q: Why are the Lookouts so important to Chattanooga?

The Lookouts have been around since 1885 making the organization a staple of Chattanooga, and so many of our community members have a Lookouts story. We are a gathering place, we connect people, grow business, and make memories.

Q: What makes the Lookouts so important to the community (Same question, different approach)

The Lookouts provide a getaway from the daily grind. We come together and celebrate. We work with businesses to achieve marketing and retention goals, and families to create lifelong memories.

Q: How are you connected to FirstBank?

FirstBank has been the presenting partner of Lookouts baseball for several years, and they embody what we look for in a partner. They are community-first and have been an incredibly supportive and active partner. Our relationship with FirstBank has blossomed over the years, and we are proud to have them as a part of the Lookouts family.

Q: What are some ways the Lookouts offer experiences to the community?

Affordable, family fun is what we strive for. Whether it is recognition of a student for our Most Improved Student program, a little leaguer taking the field with the team, a group gathering, or a family looking for a fun night out, we offer opportunities for all of Chattanooga.

Q: What are things to look forward to for the 2024 season?

As always with Lookouts baseball, you can expect to have a great time at the ballpark. We shoot fireworks on Fridays, host Thirsty Thursdays, and canned food drive Sundays. There are some incredible promotions on the schedule like the debut of the Chattanooga Wreckers, Star Wars and Marvel Nights, Bobblehead giveaways, Princess Knight, and a Bluey meet and greet. Of course, you also get to watch the stars of tomorrow take the field each night.

Q: What's one piece of advice or one of the coolest things you've seen as part of the Lookouts?

Going into season 13, I've seen quite a bit at the ballpark. Without a doubt the coolest part of the job is the people that you get to meet. We get to interact with Chattanooga in a way unlike most organizations, and it is something we don't take lightly. We've also had some incredible players come through the organization, and seeing future MLB players up close and personal is always a treat.



Gabe Whitmer Mortgage Team

TOP PERFORMER

FOR *Customer Satisfaction*



**TOP 10
OUT OF 50,000+
LOAN OFFICERS**

423.584.5155
WhitmerTeam.com



► publisher's note

BUILDING *Strong Trusting Relationships in the* POST-NAR SETTLEMENT ERA

In the aftermath of the NAR settlement, the importance of strong, trusting relationships in the real estate world has never been more evident. As we navigate this new landscape of increased transparency and accountability, it's clear that fostering genuine connections built on trust and integrity is essential for long-term success.

The NAR settlement has prompted a shift in focus towards consumer-centric practices and transparency. Clients are more informed and discerning than ever before, and they value honesty, reliability, and authenticity in their interactions with real estate professionals. This underscores the need for agents to prioritize building and maintaining strong, trusting relationships with their clients.

Moreover, we also strongly emphasize the value of collaboration and cooperation within the real estate community. By working together, sharing best practices, and supporting each other's growth, we strengthen the foundation of trust that underpins our industry.

As we embrace this new era of transparency and accountability, let us reaffirm our commitment to building strong, trusting relationships with our clients, colleagues, and partners. It is through these relationships that we create value, foster loyalty, and drive success in the ever-evolving world of real estate.

Thank you for joining us on this journey of growth, learning, and collaboration.

Warm regards,

Jeff White,
Owner/Publisher



MAKE MONEY.
SAVE MONEY.
SAVE TIME.

What Can Bonzo Do For Your Business?

- Connect
- Converse
- Convert

scan to earn more and work less!

BONZO!
GetBonzo.com

Hayley Ownbey
— PHOTOGRAPHY —

next day turnaround · drone photography
complimentary client prep sheet

hayley@hayleyownbeyphotography.com | 423-716-5674

PRECISE
Inspections

"Tim is the most thorough inspector in the land; Precise provides the right amount of concern with the perfect slice of reality. Some inspectors are deal-killers, not Tim. He is always my first call."
- Michael Williams, KW Realty ★★★★★

PRO TIP:
This is the time of year to get your HVAC systems serviced!

Tim Larkins, CMI | 423-680-7520
Tim@precisehi.com | preciseinspectionsinc.com

Emily Daniel

Chattanooga - There's a new home warranty in town! Achosa lets homeowners work with any service provider, and pays them on the same day! We prioritize getting repairs done FAST!

615-806-3456
emilyd@achosahw.com
www.achosahw.com

ACHOSA
HOME WARRANTY, LLC



PHOTOGRAPHY & VIDEO PRODUCTION

TOP REALTORS IN CHATTANOOGA HAVE TRUSTED OUR TEAM WITH OVER

7,500

PROPERTIES SINCE 2014



Women's Council of REALTORS®

Top 5 Reasons to Join Women's Council

1. Top Referral Network
2. Business Leadership Training
3. Our Numbers Tell All
4. Connections and Camaraderie
5. Member Benefits Program

Did you know, you can get free CE credits when you join?



Thank You Herb Pettit & Truist Bank for Your Support of the Women's Council!



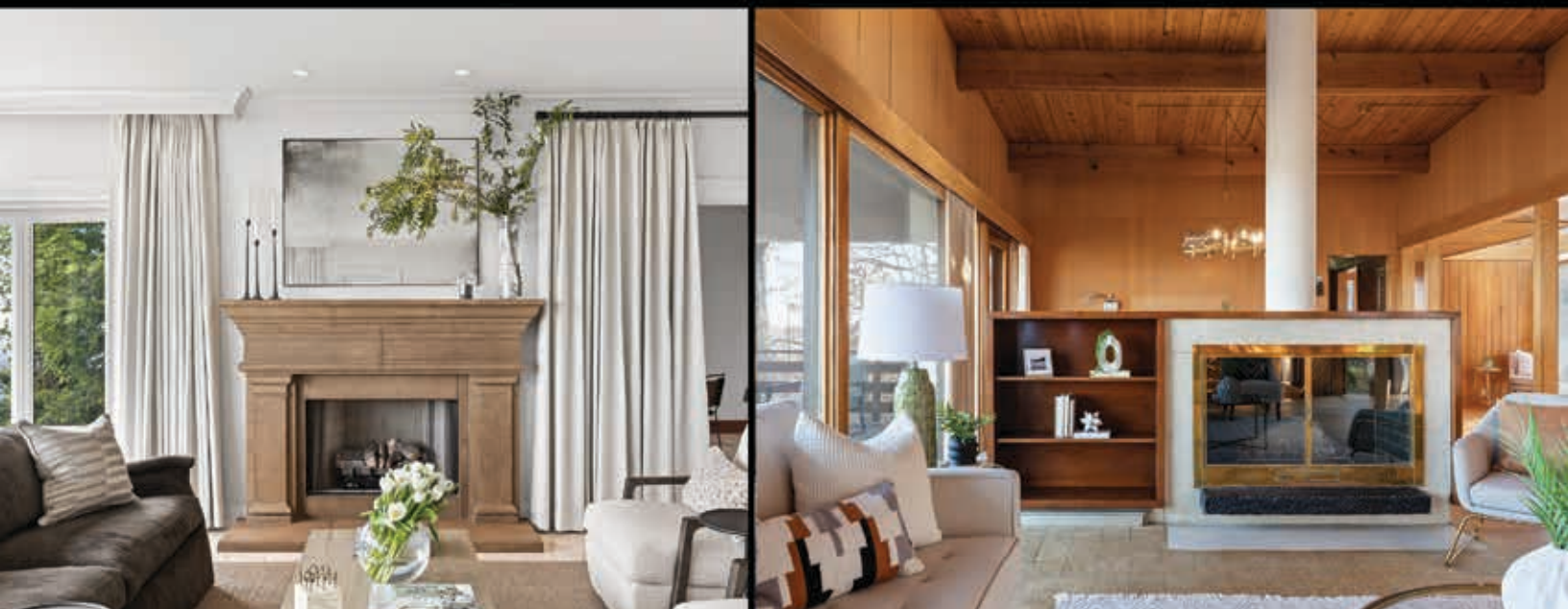
TRUIST

Herb Pettit
423-443-5823

herb.pettit@truist.com

NMLSR #1037765

6121 Shallowford Road Suite 103,
Chattanooga TN, 37421



FAQS

HOW DOES CHATTANOOGA REAL PRODUCERS WORK?

For those who may be new to Real Producers, or if you are just curious, here are some quick facts about Chattanooga Real Producers:

THE HEARTBEAT: We seek to elevate the culture of our local real estate community by **INSPIRING** us to **KNOW ONE ANOTHER BETTER**, creating stronger **CONNECTIONS**, more trusted relationships, and more repeat business for everyone involved.

DISTRIBUTION: This magazine is sent free of charge to the top 300 agents in the greater Chattanooga area based on MLS productivity. Within this area, there are over 3,000 active agents, but everyone who receives this publication is part of an elite group. You are remarkable. Just to be in this group is truly a badge of honor!

CONTENT: This is all about you, the Chattanooga real estate community. We do personal and unique stories on members of this community, giving you a platform to inspire others. Our goal is to go beyond the numbers and take a deep dive into the personal side of the industry, to inspire us to know one another better. It costs absolutely nothing for a real estate agent to be featured in the publication.

But to be featured, an agent must be nominated by a peer or leader in the Chattanooga real estate community. We are always taking nominations and encourage you to nominate individuals who are making a huge impact on our local real estate market.

OUR PARTNERS: Anyone listed as a “preferred partner” in the front of the publication is a part of this community. They will have an ad in every issue, attend our events and be a part of our online community. We don’t just find these businesses off the street, nor do we work with all businesses that approach us. One or many of you have recommended every single preferred partner you see in this publication. We do not meet with businesses until they are vetted by one of the agents in our community and receive a “stamp of approval.” If you are looking to add to your arsenal of incredible vendors, look no further.

CONNECTIONS: We love connecting REALTORS® and BUSINESSES in a variety of creative ways. If you ever would like a personal introduction, we would love to arrange it.

NETWORKING EVENTS: Along with the monthly publication, we host various social networking events where top agents, along with our top preferred partners, get together at reputable local venues to rub elbows, mastermind, have a good time and strengthen our greater Chattanooga community. We communicate information about the events through the publication, texts, emails and social media.

CONTRIBUTION: If you are interested in contributing, nominating REALTORS® for certain features, know of top-notch affiliate partners who should be a part of our community or would simply like to network, please email me at any time. I look forward to hearing from all of you!

JEFF WHITE
Owner/Publisher
Chattanooga
Real Producers
Jeff.White@
RealProducersMag.com



Connecting. Elevating. Inspiring.

Protect Your Investment

Let's work together to get the protection you deserve with a Homeowner's policy from Allstate



Call **423.899.6161** for all of your insurance needs!

Donna Johnson
JOHNSON GRISHAM AGENCY
6150 Shallowford Rd, Suite 103
Chattanooga, TN 37421
allstate.com/donnajohnson
donnajohnson@allstate.com



BOUNDLESS
MOVING & STORAGE

Veteran Owned, Family Run, Local Small Business

Our Culture of Service means we take care of our customers and their belongings. We offer local, long distance, residential, commercial and senior moving. We also offer 24/7 Climate-Controlled Self Storage units of all sizes!



MATT CARLSON
423-763-1000
Call today to find out why we are the premier moving company in the Chattanooga area!



Leading the Way Home

Licensed Drone Pilot / Radon Testing / Air Quality & Mold Testing



Lodestar Home Inspections, LLC,
Call Steve at **(423) 486-7347**

lodestarhomeinspections.com | steve@lodestarhomeinspections.com



WE WILL FIGHT FOR YOU



WARRIOR MORTGAGE TEAM BY SUMMIT FUNDING

RICHARD GUERRERO
423-298-8395
RICHARD.GUERRERO@SUMMITFUNDING.NET



Home Repairs

HANDYMAN LEE

REPAIR PROPOSALS • TURNKEYS PAY-AT-CLOSE OPTIONS AVAILABLE

NATE KANN • 423-774-4328

meet

CREATIVE REVOLVER

shooting for success



▶▶ partner spotlight

By Anders Clarke
Photos by Hayley Ownbey Photography

A decade after its inception, Creative Revolver continues to adapt to the ever-changing real estate photography market. Although client needs have evolved over the years, the company's value proposition has remained the same: provide the highest quality photography and videography services to real estate professionals to help elevate their marketing efforts and differentiate themselves from the competition. Through a customer-centric and relationship-oriented approach, Creative Revolver has completed nearly 8,000 shoots to date, adding value and providing exceptional service to its clients.

In 2014, Ryan Dugger started Creative Revolver while he was a stay-at-home dad. After Diane Patty of Chattanooga Property Shop gave him his first shoot, he quickly gained steam in the real estate photography industry. Ryan would oftentimes take care of the kids during the day and shoot houses in the evening. You could even find him with a baby strapped to his chest, utilizing an "extra set of hands" to capture the perfect shot. "It started in a real humble way," he admits, "but I'm very proud of the fact that, despite Creative Revolver's growth and success over the last 10 years, we continue to work with many of our first customers today."

Over the next five years, Ryan built a strong rapport with several leading real estate brokerages, homebuilders, and architectural firms before adding a second photographer to the team in 2019. Now, Creative Revolver boasts a talented team of 12, complete with a deep bench of talented FAA-certified photographers and videographers, editors, and support staff. "It has been a joy to see our team grow alongside our long-term clients and partner with new customers



Photo by Creative Revolver

to bolster their marketing efforts." Although every member of the growing Creative Revolver family is irreplaceable, two notable leaders of the "day-to-day" are Jimie Luangrath, the Creative Director, and Autumn Mear, the Operations Manager.

Jimie Luangrath has become a household name in the Chattanooga real estate photography market, known for his awe-inspiring photographs and videos, playful personality, and collaborative approach to content creation. "Selling a home is oftentimes the largest and most important transaction in a person's life," said Jimie. "I take pride in playing an important role in that process by ensuring that every shoot captures a home's best angles, showcases its unique features, and maximizes the outcome for our clients." As Creative Director, Jimie leads the photography team and ensures that everyone is trained to deliver the world-class quality that Creative Revolver's clients have grown to expect and rely on. "Our team is awesome. We've all spent countless hours together sharing best practices and learning from each other. I'm confident that regardless of which photographer is booked, nobody will miss a beat."



Autumn Mear, Operations Manager, & Jimie Luangrath, Creative Director

“ I take pride in playing an important role in that process by ensuring that every shoot captures a home’s best angles, showcases its unique features, and maximizes the outcome for our clients. ”



Creative Revolver Operations / Admin Team



Creative Revolver Photography / Creative Team

Although quality and customer service are paramount, Jimie is always encouraging his team to innovate and find new ways to serve Creative Revolver’s clients. “I try to foster a creative and fun environment within our team. We all feel privileged to make a living doing what we love, and this passion inspires us to collaborate with our clients and deliver tailored content best suited for their unique needs,” states Jimie. If you do happen to spot Jimie without a camera in his hand, you’ll likely find that camera replaced with his newborn son or an occasional beverage at one of his favorite spots in Chattanooga’s burgeoning restaurant scene.

Rounding out the Creative Revolver leadership team is Autumn Mear. As Operations Manager, Autumn is responsible for managing inbound calls, coordinating client and photographer schedules, strategic planning, and countless other duties that “keep the train on its tracks,” says Ryan. The operations of a real estate photography

business are complex, particularly during peak season and stretches of inclement weather. “When we brought Autumn on, we immediately felt the impact she had on the business,” Ryan stated emphatically.

She may not be out in the field shooting houses, but Autumn always has her finger on the pulse of the business and is in frequent contact with Creative Revolver’s customers. Autumn’s high-touch and consultative approach towards relationship management has proven invaluable to the company’s success. “I never want a client to feel like they can’t pick up the phone and call me,” states Autumn. “If there is a last-minute change to a shoot package or a client needs to reschedule, it is important that we can talk through things to quickly find a solution.” As Creative Revolver has grown, Autumn now has

many photographers at her scheduling disposal. “Our large team enables us to seamlessly serve many of the market’s highest volume and most ambitious clients. I’ve found that our significant photographer capacity and flexibility are highly valued by our customers and serve as key differentiators when we go-to-market.”

In a time when high-quality photos have become table stakes in the real estate industry, digital and social media marketing have become a higher priority for real estate professionals. This shift has caused much uncertainty and frustration throughout the industry, but Creative Revolver is here to help. The company

has recently introduced several new service offerings, including monthly content creation packages, vertical reels, ready-to-post social media content, and full social media management services. The additional service offerings bring new, exciting options for Creative Revolver and the clients it serves.

Looking ahead, Creative Revolver is well-positioned to continue serving its growing client base and adapting to the evolving real estate landscape. By leveraging its deep expertise and creative team, the company will continue helping its clients elevate their marketing efforts to differentiate themselves from the competition.



Ty In The Sky

Photo | Video | Drone







Working with Chattanooga's Top Agents since 2017.

Residential, Commercial & Land Listings
Drone Fly-Through Tours | Social Media Video Content

818-639-2359 - tyinthesky.com - info@tyinthesky.com

NO JUNK TO BIG OR SMALL

Mighty Dump

Dumpster Rentals
Junk Removal
Services

Call us today for your FREE ESTIMATE

JUNK REMOVAL

Estate Cleanout - Construction Waste
Eviction Cleanouts - Shed Removal

5 Star Google Rated - Affordable & Professional
Servicing Chattanooga & North Georgia

423.708.5445

info@mightydumpllc.com | www.mightydumpllc.com

GET MORE REFERRALS

82% of people forget their realtor's name in 2 years

Become Unforgettable with Cutco



- Lasts Forever -
- Used Daily -
- 100% Tax Deductible -
- System in Place -
- Made In USA -
- Keeps You Top of Mind -

SCAN ME
and I will reach out!




ANDERS CLARKE
423-902-0103



Helping You Grow!



Transaction Management
SUPPORT

Ashley Schendel
(423) 521-5551



At TMS, we don't just handle paperwork,
WE MANAGE THE ENTIRE TRANSACTION,
so you can focus on income-producing activity.

www.transactionmanagementsupport.com
@transactionmanagementsupport

5%* OR
\$6000

*up to 5% sales price, max \$15,000

DOWN PAYMENT ASSISTANCE AVAILABLE

1, 2 AND 4 HOUR CE CLASSES AVAILABLE!

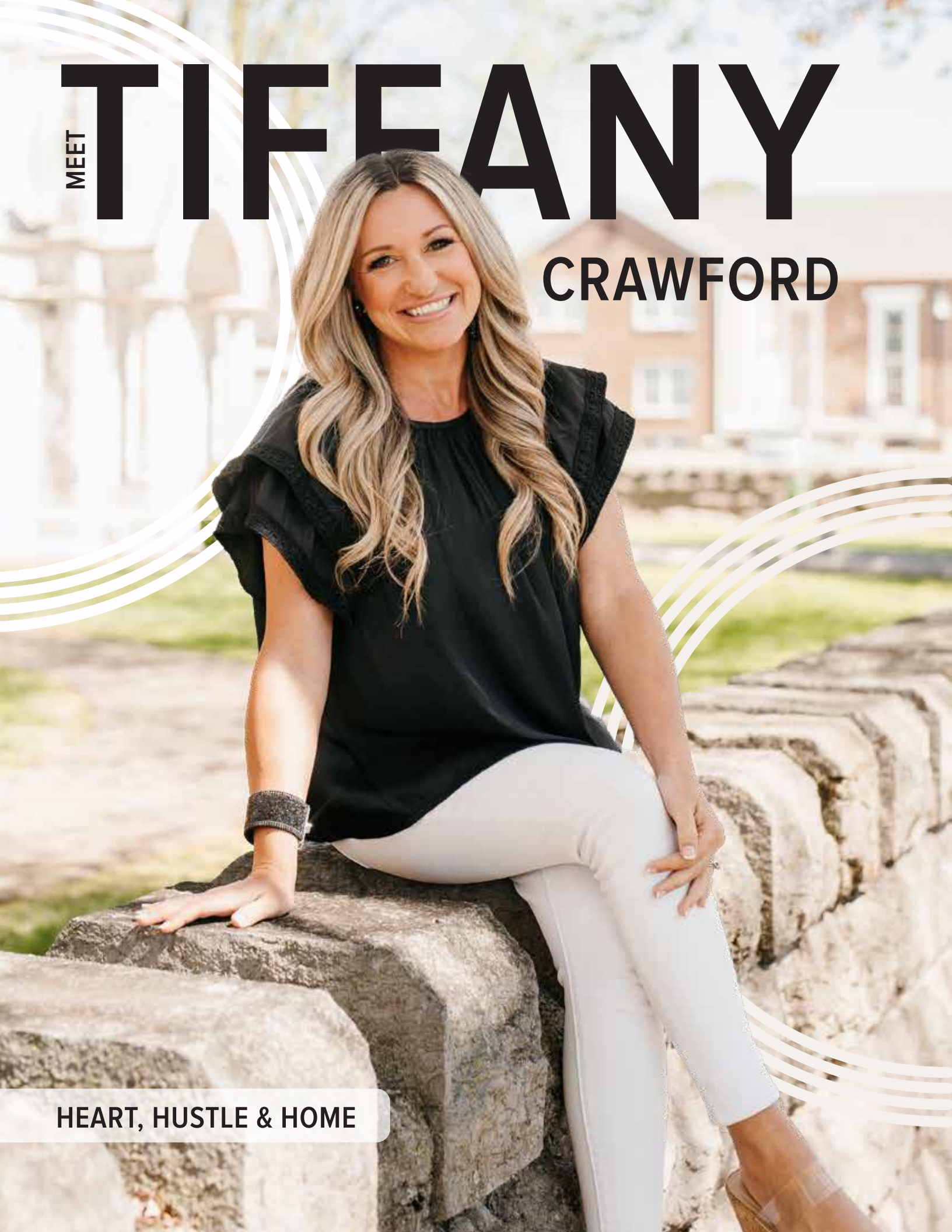
Kelly Dobbs
Real Estate Industry Advisor
West TN
KDobbs@thda.org
615-815-2141
731-414-0314

Josh McKinney
Real Estate Industry Advisor
East TN
JMcKinney@thda.org
615-815-2158
865-394-8960

Great Choice HOME LOANS

Tennessee Housing Development Agency

MEET TIFFEANY CRAWFORD



HEART, HUSTLE & HOME

▶▶ REALTOR® on fire

By Anders Clarke
Photos by Hayley Ownbey Photography

Growing up in Dalton, Tiffany Crawford watched her mother work hard to provide for her family. From a young age, she was driven to succeed and provide for the ones she loved. Graduating with a business management degree, she immediately put it to use, working with a friend to manage 21 Liberty Tax locations in north Georgia and eastern Tennessee. She also helped her father-in-law start up a chiropractic business, working the front desk before looking for a change. The change she was looking for came in the form of a real estate license in 2019 and Tiffany hasn't looked back.

After getting her license, she found her way onto the Choice Homes team, eventually going solo in 2021. As her success continued, she started Property Partners Chattanooga, adding team members and building her current team of five. This includes her friends, Kamryn and Caitlyn, her mother-in-law, Valerie, and her husband, Caleb. Because of her heart and drive, she has attracted some great talent to her team, allowing her even more opportunity to serve clients.

Tiffany's drive pushes those around her to grow and succeed as well. Because of her influence and determination, she has garnered the respect of the industry, as well as her children, who matter to her the most. She loves to





to doing right by her all parties involved, understanding that expert advice and advocacy have their places in each successful transaction. Tiffany strives to be at the top of her game on market trends, changing laws and regulations, and is always learning something new. Because of her commitment to doing things right and putting people first, she has seen great success and built a strong team in only five years.

The option of starting her own team is one of her favorite things about real estate. In making a team around her that fit her goals and personality, she is able to put her best foot forward. Having others who share her vision and goals for each transaction reinforces her own strengths and allows her to leverage theirs as well. As the team lead, she has attracted five people to her team currently and more that she helped launch into their own careers. There are many solo agents who do an outstanding job. Looking at her team now, she relishes the chance to introduce others to the industry and allow them to change their lives through real estate just as it changed hers. As she grows her team, it has also allowed her to expand her influence and service range.

She has recently expanded her reach into Atlanta, opening up new opportunities to help clients in Georgia. She has worked mostly in Chattanooga and North Georgia since she started. But being based out of Dalton, she has found some connections in Atlanta. She was contacted by a lender in the Atlanta market that heard of her reputation. After receiving a referral and going under contract that same day, the lender was impressed by her expediency and quality of her work. Now they have started a referral partnership in earnest, giving her numerous chances to prove herself to clients in Atlanta as well. While her team handles many of the local deals in Chattanooga, she is excited to see what can develop further south as well.

Camping, hiking, traveling and spending quality time with family occupies her time outside of her business. She is married to Caleb and has a daughter, Kayden, and two sons, Gabriel and Hudon. They love to spend time exploring Chattanooga restaurants and boating in Chickamauga on any nice day they can afford to. She is also a big Bulldogs fan and supports them whenever she can. Her faith and family restore her energy to serve and make it easy to have gratitude. She credits all her success to God and her faith at the end of the day. She has been able to create a

invest time and energy to help others achieve their goals, giving the necessary guidance and support, as well as room to learn as they go. Her expert advice has helped several friends grow on her team and have the confidence to start their own real estate journeys. In addition, she offers her agents the opportunity to keep more of their commissions on splits. What Tiffany thrives on is the opportunity to help others saying, "Growing people into something more is what I get out of it".

Each transaction is guided by her heart and tempered by expertise. "Connecting families with a home that makes them smile," is her primary goal, and she takes it seriously. Patience, humility, and encouragement provide a positive experience for each client. Her self-described superpowers are a combination of reading people and understanding what they need and having a servant's heart. She is also committed

“

Connecting families with a home that makes them smile is her primary goal, and she takes it seriously.

”

wonderful business, family, and life thanks to Him. The richness she feels in her own life extends to each client she serves.

In five short years, Tiffany has found her happy place with plenty to be thankful for. Driven by her desire to serve and help others, she is so thankful for the impact and influence she can have on the community. Growing her own team to mirror that mission and expand her reach is a blessing she is thankful for daily. Surrounded by a wonderful team and her loving family, she is ready to tackle any challenges and overcome any obstacles she may face. Despite her quick success, Tiffany feels like she is just getting started. You can be sure to see Property Partners Chattanooga exceeding expectations for years to come.



HAVE A **MOM**umental DAY!

Still looking for that perfect Mother's Day gift? Give mom the gift of home warranty coverage for the budget protection and peace of mind she'll love.

Contact me for details.



FIRST AMERICAN
 First American Home Warranty™
 Your Local Resource
Caroline Cross
 865.202.7780
 cacross@firstam.com



"My goal is to bring value to your business"

firstamrealestate.com | Phone Orders: 800.444.9030

©2024 First American Home Warranty Corporation. All rights reserved. 41140120240104_1219

YOUR ONE-STOP SHOP
 for Residential & Commercial Listing Photos, Drone,
 Video and Social Media Content



Next-Morning Delivery with a convenient Online Portal to manage scheduling and media for all of your listings.

CALL TO LEARN MORE!

423.760.9120

Williamgriggsphotography.com
 WilliamGriggsart@gmail.com



WILLIAM GRIGGS
 PHOTOGRAPHY

WHO WOULD YOU LIKE TO SEE FEATURED?

► nominations and recommendations!



NOMINATE YOUR FAVORITE AGENT:

We are always accepting nominations for feature stories! If you know a colleague who is absolutely on fire and deserving of celebration, we would love to feature them in an upcoming edition of *Chattanooga Real Producers* magazine! Categories may include Top Producer, Rising Star, Team Leader, Broker, Making a Difference, REALTOR® on Fire, etc. To nominate a fellow REALTOR®, simply scan this QR code and follow the prompts. We look forward to receiving your nominations!



RECOMMEND YOUR FAVORITE VENDOR:

What makes our preferred partners different than any other "vendors list" is that we only partner with businesses that have been vetted and recommended by top agents. In other words, our preferred partners are trusted businesses that can be considered the best in their particular industry. Don't see your favorite on our list? We would love your recommendations! Scan this QR code and recommend your favorite affiliate business and be sure to state what you love about them! We look forward to receiving your recommendations!



Northwestern Mutual

IF YOU LIVE FOR IT, WE'LL HELP YOU PLAN FOR IT.

We're here to help you do the things that matter most, with the people who matter most. Now and years from now. Because when you're in control of your money and start realizing your financial goals, planning looks less like planning and more like living. Spend your life living.®

LET'S GET STARTED



David Wenge
 Financial Representative
 618.980.7909
 davidpwenge.nm.com
 david.pwenge@nm.com

07-1000 © 2021 Northwestern Mutual is the marketing name for The Northwestern Mutual Life Insurance Company (NM), (life and disability insurance, annuities, and life insurance with long-term care benefits) and its subsidiaries in Milwaukee, WI. David Paul Wenge provides investment brokerage services as a Registered Representative of Northwestern Mutual Investment Services, LLC (NMIS), a subsidiary of NM, broker-dealer, registered investment adviser and member FINRA and SIPC. David Paul Wenge is an Insurance Agent(s) of NM.

MEET

KAILA

» rising star

By Anders Clarke
Photos by William Griggs

FROM
COSMETOLOGY TO
CLOSING DEALS

WEISS

Raised between the bustling cities of Chattanooga and Nashville, Kaila embarked on her professional journey in cosmetology. After eight years in the beauty industry, she transitioned to corporate America, where she spent another eight years. However, it wasn't until she purchased her first home in 2021 as a single mother that her interest in real estate blossomed. Motivated by this new-found passion, she dedicated herself to studying, obtaining her license, and joining Darren Miller's esteemed team at eXp Realty in Cleveland.

Throughout her tenure in real estate, Kaila has encountered numerous challenges and difficult situations. Yet, instead of retreating, she has confronted them head-on, approaching each obstacle with a blend of understanding, finesse, and humility. As she approaches her third year milestone in the industry, Kaila reflects on her journey with immense satisfaction, confident in the path she has chosen.

Coming from a corporate setting, Kaila loves the freedom real estate offers. The ability to run her business how she wants, work with who she wants, and rebrand herself on a daily basis is energizing. As an active mother of two, she thrives on the opportunity to prioritize her family when she needs to and her clients when she can. She is a strong Christian with a drive to serve God in her daily life and shower clients, friends and family with love and support. Due to her personality, she loves to help people navigate the buying and selling process and make friends along the way.

Kaila is transparent about who she is. One of the biggest benefits she enjoys about running her own real estate brand is she can be herself. She knows her strengths and understands what she provides to her clients. She brings the same enthusiasm and energy to every transaction, but knows that she won't be a great fit for everyone and will be upfront and honest about her concerns. Her transparency and integrity guide her process ensuring her clients know she is on their team. "People want to know you care about them and they're not just a transaction," she strains, "they want to know that you have their back."

Commitment to improvement is the mark of any successful person. She is constantly learning new skills and adapting better processes, always looking for better ways to serve. She loves to work on herself and is not one to shy away from a challenge. "If it scares me, then it's the first thing I'm going to do," she states, "I don't ever feel like there's anything holding me back." Because of her indomitable attitude, she is never in her comfort zone for long. Whether she is moving into the luxury market or taking on a big deal, she is confident in her ability to overcome and learn from each experience. Her determination to run headfirst into the metaphorical fire is why she has forged herself into a great agent so quickly. Only three years in, she will continue to embrace the opportunity to constantly improve.

Her unbeatable attitude and drive have helped her overcome the chaos and uncertainty of the industry. Every REALTOR® has challenges that are specific to the industry, but often unique.

Kaila has her fair share of crazy stories from her fast-paced career thus far. Whether it's a basement full of frogs or a naked client during walkthrough, she laughs it off and handles it like a professional. Thanks to her support network with her team, fantastic relationships she has built in the industry, and her trust in God and herself, she has overcome each and every test thrown her way. Now with shifting markets and an unclear future in the national market, she plans to double down on her strengths and work even harder.

Each client she works with is a new opportunity for her to

“**PEOPLE WANT TO KNOW YOU CARE ABOUT THEM AND THEY'RE NOT JUST A TRANSACTION. THEY WANT TO KNOW THAT YOU HAVE THEIR BACK.**”

advocate for her clients and the industry as a whole. She loves to prove that REALTORS® care and takes it upon herself to prove it by her actions. Despite some who don't take a "people first" point of view, she urges agents to make sure they are putting people first in their deals. After all, real estate is a people-based business. You may be selling a house, but she encourages people to remember it's also someone's home.

Her free time is spent with family or enjoying nature and art. She loves to hike and be outdoors, although she prefers sleeping in a real bed. You can often find her hiking local trails and enjoying





“

IF IT SCARES ME, THEN IT'S THE FIRST THING I'M GOING TO DO. I DON'T EVER FEEL LIKE THERE'S ANYTHING HOLDING ME BACK.

the natural beauty of the Chattanooga area. She also loves to paint when she can. She also makes time for family, faith, and has a heart for volunteer or community work when she can afford the time.

As she plans to enter her fourth year of real estate, she has a lot to look forward

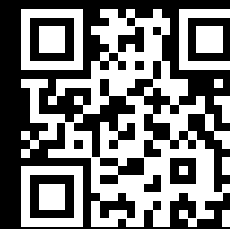
to. She has recently been certified as a luxury agent and has grown each year since she started. She plans on moving more into the luxury side but will always have a love for first-time buyers and helping single mothers find homes. Her willingness to advocate and fight for her client's best interests is tempered with a big heart and compassion

for others. Driven, determined, and always looking for the next challenge to undertake, she relishes the opportunity for unlimited growth both personally and financially. It's hard to beat someone who is great at what they do but almost impossible to beat someone who doesn't give up. Kaila is a great example of both.

"If You Want To Change Things In A Big Way, Then You Gotta Make Some Big Changes."

Creed II

Scan to Connect!



guaranteedRate

423-682-1773
nate.byram@rate.com



Equal Housing Lender. Nate Byram NMLS #1289761 Guaranteed Rate Inc.; NMLS #2611; For licensing information visit nmlsconsumeraccess.org. Equal Housing Lender. Conditions may apply. GA - Residential Mortgage Licensee #20973

MEET
D

A

R

L

E

N

E

BROWN



&

R

Y

A

N

MAY

**MAKING
BIG MOVES,
TOGETHER**

▶▶ cover story

By Emily Daniel
Photos by Casey Yoshida

If the Chattanooga real estate industry has a matriarch, it is Darlene Brown. Darlene is the founder and president of Real Estate Partners Chattanooga LLC. She's also the managing broker of the downtown office. In her 40 years in the business, Darlene has been very successful selling real estate, held almost every leadership position at Greater Chattanooga REALTORS®, hired and trained over a thousand agents and broken many glass ceilings, including starting her own brokerage. Before she started Real Estate Partners in 2007, Chattanooga didn't have many woman owned, local brokerages.

Darlene's success can be attributed to many things including her tenacity, work ethic, commitment to personal and professional growth, and, most importantly her genuine care for other people. Both the real estate industry and the city have gone through many changes during Darlene's tenure. "It's hard to imagine now, but for a long time no one lived downtown," reflects Darlene. She was a pioneer of downtown living. Not only was she instrumental in the revitalization of downtown and selling the first condominiums, but she also took it a step further and moved to a condo downtown. She even earned the nickname "Downtown Darlene Brown."

While Darlene was building her real estate career, she was also doing her most important work, raising her son Ryan May as a single mom. "She was an incredible mom," Ryan says warmly. "She never missed a single game of mine. Even when I was in college, it didn't matter if she had to drive or fly, she always showed up." While Ryan knew he had his mom's unconditional support, he sometimes lacked appreciation for her work ethic when he was younger. Even as an adult, Ryan didn't fully appreciate just what his mom had accomplished professionally until he joined her in the business. "I had to call her and apologize. She built an incredible business, and she did it while being a single mom," says Ryan.



“ The family atmosphere is very important to us. We break bread with our agents, know what’s going on in their lives and what their goals are.



“ We know what’s going on in each other’s lives. And we support each other professionally and personally.

For a long time, Ryan had no interest in joining his mom in real estate full time. After college, Ryan worked for Coca-Cola for 18 years and was working his way up the corporate ladder. Early in his career, Ryan had gotten his license with the intention of using it only for his hobby of developing real estate though he didn’t keep it active long. Darlene is a woman who always has a plan – this preparedness has served her well in business. In 2019, she knew she wanted Ryan to join her in owning and operating the company. “I was traveling a lot for work at the time and was missing out on a lot of time with my family,” shares Ryan. “The opportunity to be present at home and to work with my mom and continue her legacy was the perfect combination.”

Real Estate Partners feels connected in a way that companies can lose as they expand. This can be felt in the way they care for each other. “The atmosphere is very important to us,” says Ryan. “We break bread with our agents, know what’s going on in their lives and what their goals are.” While the company has grown exponentially over the years, from a single office to three office locations with nearly 180 agents, one thing that hasn’t changed is the commitment to be there for their people. “We know what’s going on in each other’s lives,” shares Darlene. “And we support each other professionally and personally. Some days we’re organizing meal trains, and some days we’re celebrating career milestones.”

“When my mom started in real estate, it was very much a male dominated industry. She had to work harder and smarter to be successful. I’m very proud of her for being a trailblazer. Today, we have some extraordinary women we have on our leadership team,” shares Ryan. “The men are great too, of course,” he adds jokingly. It’s a testament to the culture that one of Darlene’s first employees, Kathie Landers VP of finance is still with the company.

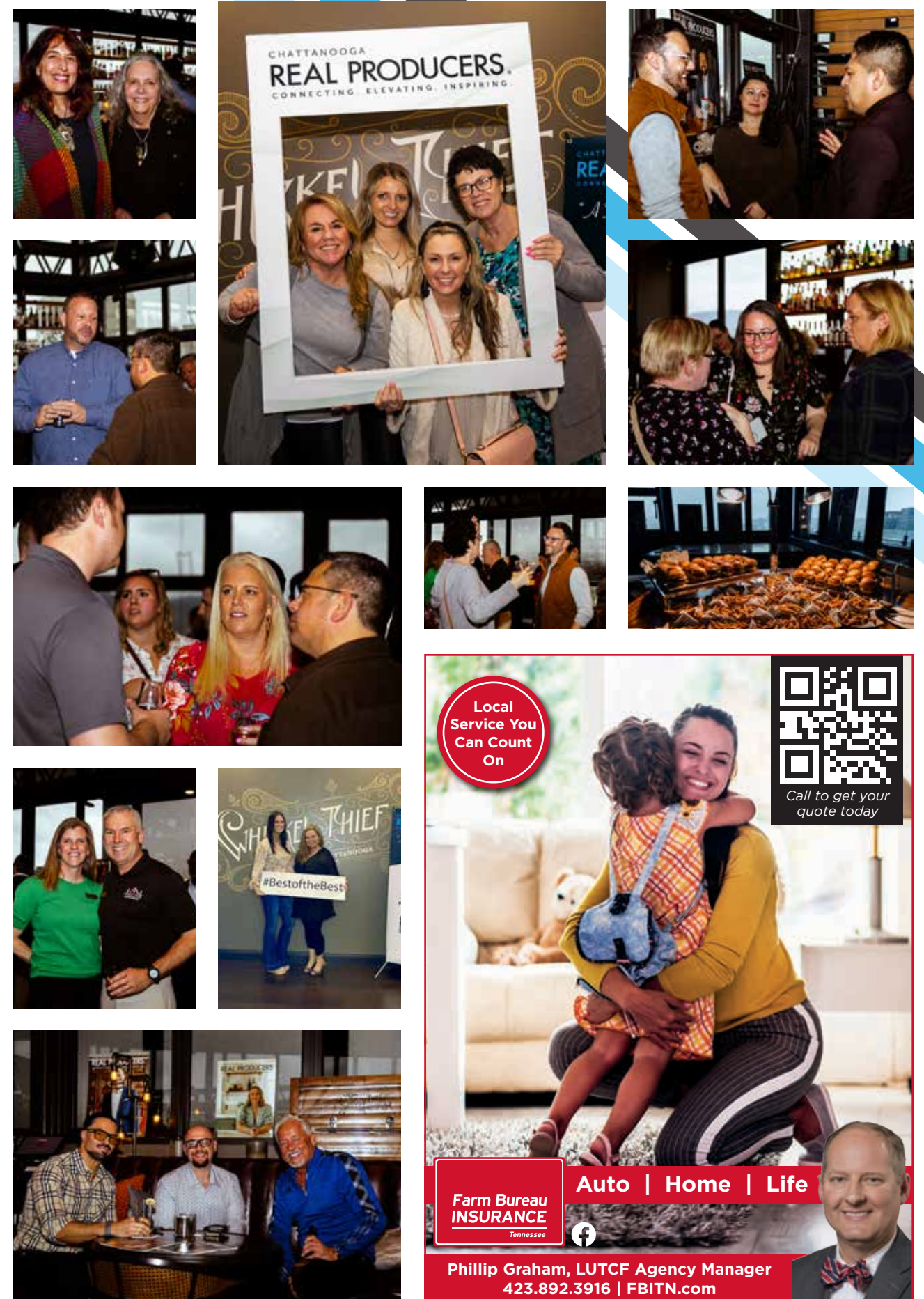
‘We believe dream homes belong to all of us.’ This simple yet powerful statement is the foundation on which Real Estate Partners was built and operates. It’s even painted in big letters on the wall of their office as a daily reminder of their values and

mission. Darlene and Ryan are optimistic about a bright future for their business, their agents, their family, and the Chattanooga community. This optimism grows from a belief that many agents in Chattanooga want to serve the community professionally and desire to align with others who put quality first. This, in turn, creates an even better real estate experience for the growing Chattanooga community while allowing agents at Real Estate Partners to build the life they want for themselves and their families. That is what success looks like to this mother-son duo.



A TOAST TO THE TOP 300 RECAP

Connecting. Elevating. Inspiring.





LA LA DESIGNS AUTUMN EDWARDS

PROUDLY PARTNERED WITH

MODUS
HOMES

(423) 488-6210

We're more than just CPAs.

We're advisors helping you navigate financial decisions today, and in the future.

- Accounting
- Assurance and audit
- Consulting
- QuickBooks
- Tax
- Wealth management

423-894-7400 kraftcpas.com



announcement

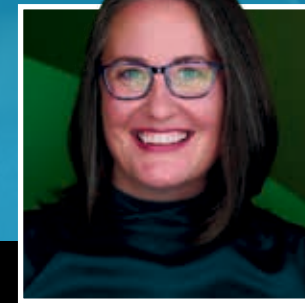
FOLLOW US!

Be sure to follow us on Facebook and Instagram so you can find out who is being featured, check out upcoming events and more!

@chattanoogarealproducers

If you haven't filed your taxes for 2023 yet... we are here to help!

Your Success is Our Business



LKT BOOKKEEPING



Get Started With Us!



bit.ly/LKTLead

www.lktbook.com | melissa@lktbook.com | 423.497.4144



AGENTS: YOUR SELLER CAN NOW LOCK THE INTEREST RATE FOR FUTURE BUYERS AT OR BELOW MARKET RATE TO CREATE BUYER DEMAND. THIS UPFRONT BUY DOWN IS NOT INCLUDED IN THE MAX SELLER CONCESSIONS- GIVING YOUR SELLER THE OPPORTUNITY TO PAY MORE ON BEHALF OF THE BUYER.

PRODUCT FEATURES:

- Lock the rate for your future buyers at or below current market rate.
- Discount points may be purchased and applied towards a lower interest rate through Secure & Sell. These do not apply towards maximum allowed seller contributions
- Offer reassurance to buyers with a free rate float-down if interest rates improve during the process.- ensuring they get a competitive rate.
- Allow yourself time to find a buyer by locking for 90 or 120 days. Additional 30-day extension allowed if needed.
- Include the Secure & Sell product with your listing to incentivize rate sensitive buyers.

\$1500 fee to participate. Sellers who take advantage of the Secure & Sell program will receive a \$750 credit toward closing costs of their next home.

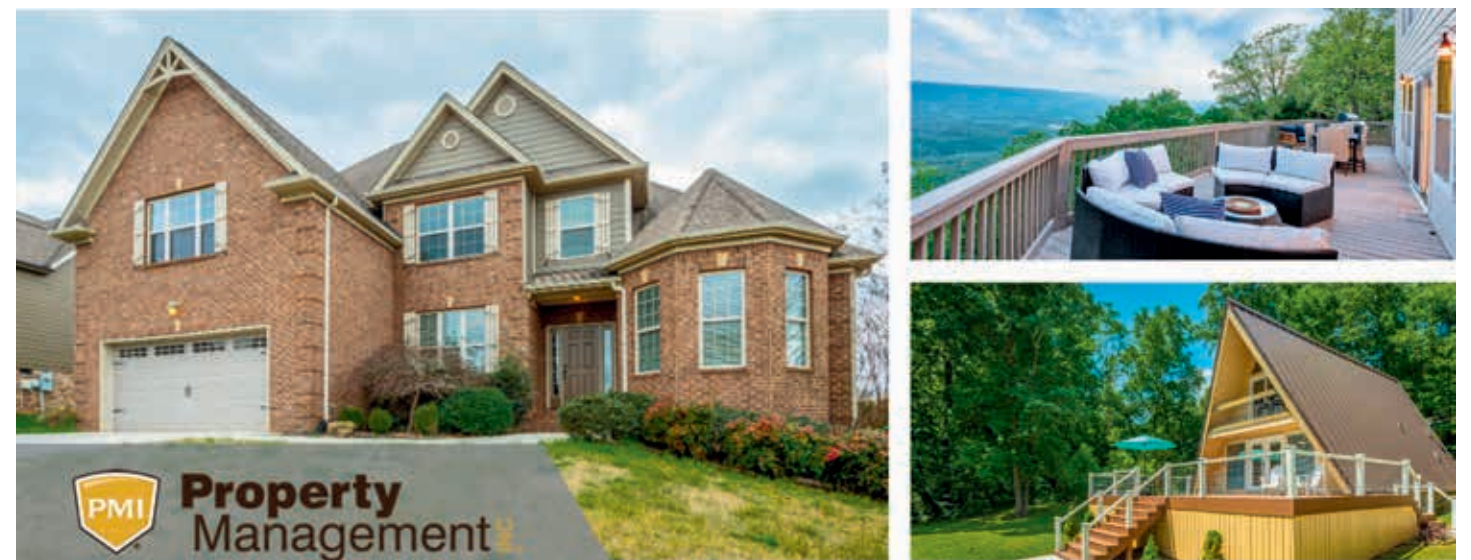
HANNAH: (423)315-2248

AMANDA: (423)987-5781

WWW.ROGERSLENDINGTEAM.COM



The Rogers Lending Team



PMI Property Management

PMI SCENIC CITY

MANAGEMENT MADE SIMPLE

SHORT TERM VACATION HOMES AND LONG TERM RENTALS

WWW.PMISCENICCITY.RENTALS

IPFEIFFER@PMISCENICCITY.COM

"Owning a rental property doesn't have to be a headache. Call me today and experience the relief of management made simple."

(423) 847-2080

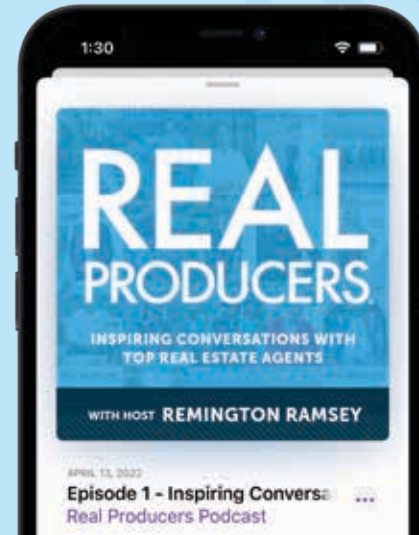


IAN PFEIFFER

REAL
PRODUCERS
PODCAST



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



Same Brand, New Reach – Tune in for free today



**Stay connected with the
Xfinity 10G Network**

Connect
75 Mbps Internet

\$20 per month
for 12 months

No term contract required. Includes \$10/mo. automatic payments and paperless billing discount with a stored bank account (\$5/mo. discount applies with a stored credit or debit card). Taxes and other charges extra and subject to change.

1-year rate
guarantee

WiFi equipment
included

Save hundreds a year on your wireless bill with Xfinity Mobile,
all on the most reliable 5G network nationwide

xfinity 10G network

Restrictions apply. Not available in all areas. Offer expires 3/31/24. Offer requires enrollment in both automatic payments and paperless billing with bank account. Without enrollment, the monthly service charge automatically increases by \$5 (or \$5 if enrolling with credit or debit card information). The discount will appear on your bill within 45 days of enrolling in automatic payments and paperless billing. If either automatic payments or paperless billing are subsequently cancelled, the \$10 monthly discount will be removed automatically. New residential customers only. Limited to Comcast 75 Mbps Internet. Internet. Actual speeds vary and not guaranteed. For factors affecting speed visit www.xfinity.com/termsandconditions. Mobile: Xfinity Mobile requires activation of post-pay 5G service. Line limitations may apply. Setup, port, and roaming charges, taxes and fees, including reg. recovery fee, and other charges extra, and sub. to change. \$35/line/mo. charge applies if Xfinity TV, Internet or Voice post-pay services not maintained. Pricing subject to change. In times of congestion, your data may be temporarily slower than other traffic. Reduced speeds after use of monthly data included with your data option. Data thresholds and savings may vary. For Xfinity Mobile Dashboard Disclosures visit: www.xfinity.com/mobile/policies/brand-and-disclosures. Xfinity Internet required. Settings and best price comparison based upon 2 Unlimited data lines and lowest price for unlimited 5G plans of top 3 carriers. Reduced speeds after 20 GB of usage/line. Taxes and fees extra. Data thresholds and actual savings may vary. Xfinity Mobile utilizes the network with the highest RootMetrics® 5G reliability rankings 14-23. WiFi not tested. Results may vary. Not an endorsement.



realtracs®

WHO IS REALTRACS?

• **LARGEST MLS in Tennessee**
with reach into Kentucky, Alabama and Georgia

• **20,000+** Users
in over **1,900** Offices

• **ONLY 1 OF 5 MLSs**
**Who Develop Our Own
Product & Technology**



www.realtracs.com

| 615.385.0777



20 YEARS OF
THE N2 COMPANY

When Kevin
says you're
approved,
**buyers and
sellers can
start packing.**



Kevin Blair Team



Let's Connect!
Shoot us a text anytime!

Element Funding is a Division of Primary Residential Mortgage. PRMI NMLS 3094. NMLS 151159. GA MLO 59188. 5617 Highway 153, Suite 201. Hixson, TN 37343. PRMI is an Equal Housing Lender. Alabama Banking Department Bureau of Banking MC 20316. Georgia Residential Mortgage Licensee. Georgia Department of Banking and Finance 6521. Tennessee-Department of Financial Institutions 109282

