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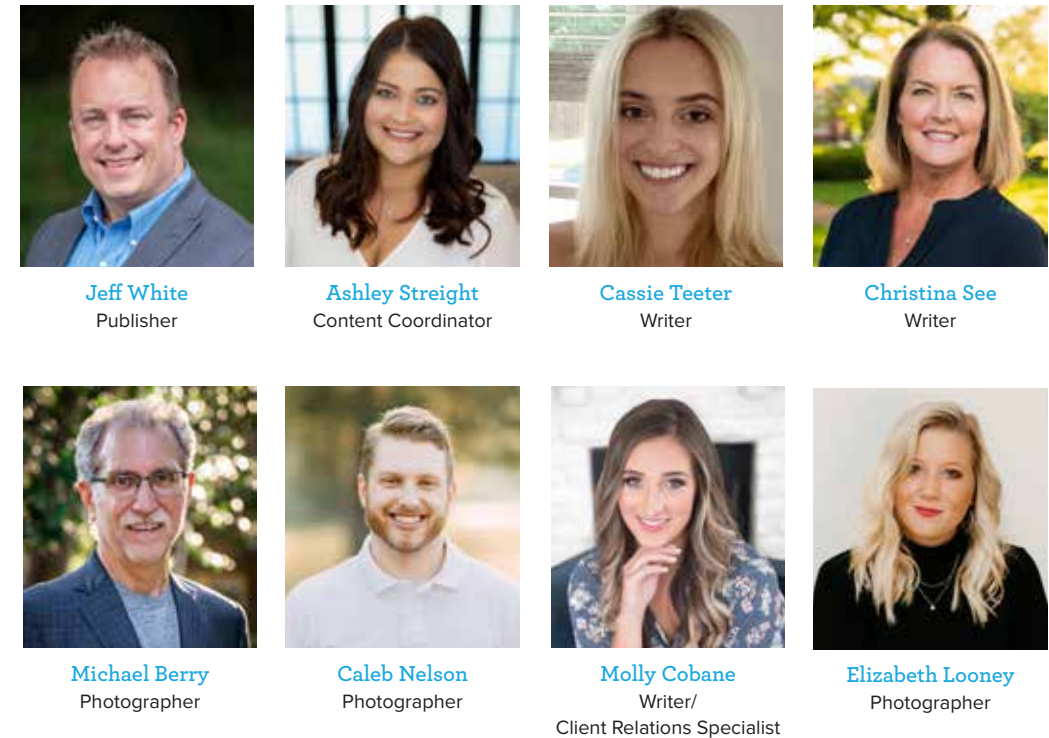
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TABLE OF CONTENTS

| | | |
|--|--|--|
|  <p>04 Preferred Partners</p> |  <p>09 Meet the Team</p> |  <p>16 Partner Spotlight: Pic this House</p> |
|  <p>22 On the Rise: Tamara Manuel</p> |  <p>30 Dynamic Duo: Joyce & Chase Chasteen</p> |  <p>36 Cover Story: Pam & Brad Beall</p> |

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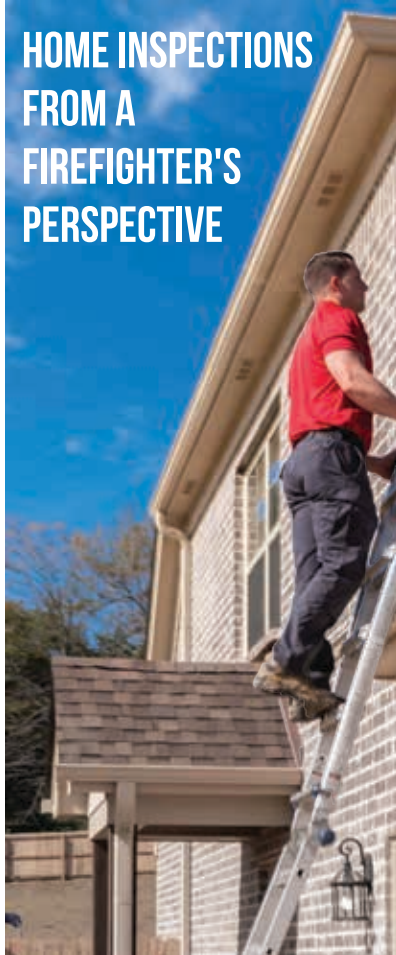
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▶ publisher's note

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.

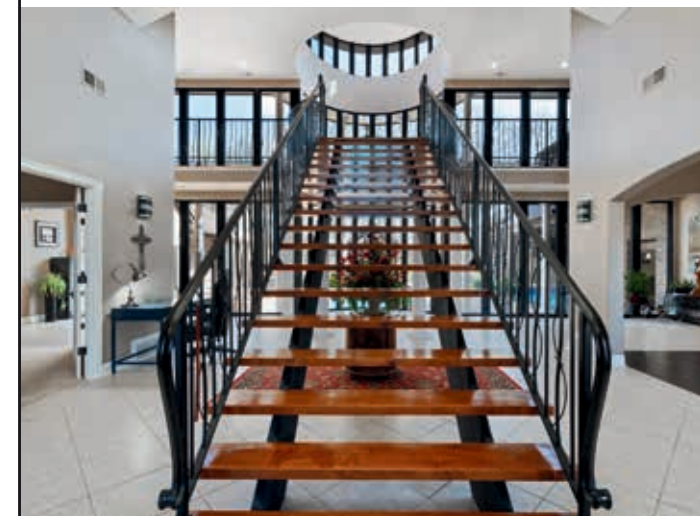
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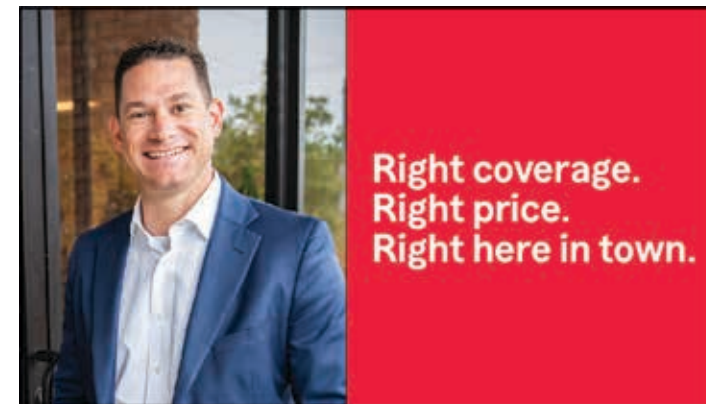
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Meet Keenan “KG” Greer

WITH PIC THIS HOUSE

Keenan “KG” Greer is one of the most sought-after real estate photographers in Memphis. His love of architecture, aesthetics, beautiful gardens and properties lured him away from his job at FedEx and steered his passion to real estate photography. “I quickly fell in love with architectural and real estate photography. I have studied the work of many big names in the genre like Benny Chan, Iwan Bean, Mike Kelly, and Tom Harris. From there, I learned how they approach a new subject and how to tell a dwelling’s story through media.”

Keenan is a native Memphian. He attended Rhodes College, but he graduated from the University of Memphis with a degree in Information Technology. During college, Keenan interned at FedEx in Information Technology Operations. He was offered a permanent job at FedEx before he even graduated, and he was happy to accept it. Keenan says, “It was the height of the Dot-com boom, so doing anything in IT seemed like a solid career to be in at the time.”

After 14 years in IT, Keenan was ready to do something new. While he worked at FedEx, Keenan started a marketing/branding company as a side-gig with a friend. He and their small team

collaborated primarily with musicians, clubs, venues, and restaurants. His main contribution was designing websites and taking photos and videos for the websites and branding.

When Keenan and his family decided to sell their house in 2013, his REALTOR® came to discuss his listing. She noticed all of Keenan’s camera gear and mentioned that she used a professional photographer for her listing photos, which was rare at that time. “That night, I did some research on YouTube and thought it would be fun to try shooting my own house,” said Keenan. “My REALTOR® agreed, and she loved my photos! After selling my home, she offered to let me shoot house pictures whenever I had the time. This was the beginning of my brand - Pic This House. I have been doing Real Estate media ever since.”

When Keenan started in the real estate photography industry, there were only a handful of people doing it. He says, “On YouTube, you really had to search to

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get information on techniques and best practices. Now, a simple search will bring up 100's of gurus in the field, and I hear of a new local player every few months." Keenan notes that the industry is changing rapidly, and there are constantly new and exciting things to learn to stay ahead of the curve.

"We started doing media solely for showcasing and selling real estate," says Keenan.

"However, we now want to help agents and real estate businesses tell their stories. As we move forward, we will continue to add services that allow us to help our clients do more of that. We also do a lot of work with MAAR, and we only plan to expand on that in the future. With our other brand, we work with the Soulsville Foundation and the STAX Music Academy. I would be remiss if I didn't mention my business partner, Kenneth "Wheat" Robinson, with whom I built this business. He is more behind the scenes and focuses on our other marketing/branding company - Street Savvy Unlimited. Wheat helped me build the brand that people know as "Pic This House."

"Success for us means constantly crafting top-notch content that wows clients and helps properties stand out. It's about keeping people satisfied, boosting visibility, and sealing deals left and right, says Keenan. "It's also about staying on your toes, playing fair, and nurturing professional relationships, while also staying competitive and finding joy in our work."

Keenan believes that "The most rewarding part of our business is building relationships. I love people, and anyone that works on my team must love people, too. I have met some amazing people working with real estate agents, builders, and business owners. This business is about being creative, but what really makes it work is knowing how to build relationships. Our clients are more than just clients, they're friends."

Keenan has been married to his wife, Jessica, since 2005. Jessica is a Director in the Finance Department at Regional One Health. They have three children together and love to watch them play soccer on weekends and travel.

Favorite quote: "If it's flipping hamburgers at McDonald's, be the best hamburger flipper in the world! Whatever it is you do, you must master your craft." - Snoop Dogg





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MEET T A M A R M A N U E L



FROM EDUCATION TO EMPOWERMENT

Tamara Manuel, a born and raised Memphian, has always been passionate about her service to the city of Memphis. From her many years of shaping young minds to putting families in homes, she has truly made an impact. She is a lifetime member of the Multi-Million Dollar Club, was the top sales agent for BenchMark Realtors in 2022 and 2023, and has a total career volume of \$32.7 million, despite only being a full-time agent for five years.

“What I’ve learned is that, when you’re truly devoted to helping other people and not laser-focused on making money...when your heart is really in it, and you lean into servicing people and their needs, the rest always falls into place. You’re rewarded for that.”

Tamara first attended Lane College in Jackson, Tennessee, where she earned her bachelor’s degree in elementary education in 2002. In 2005, she completed her master’s degree in curriculum and instruction at Union University’s Germantown campus. After completing her studies, Tamara went on to teach at almost every grade level from kindergarten through twelfth grade. She spent a majority of that time teaching middle school math, but was also a librarian at Overton High School.

A fellow teacher piqued Tamara’s initial interest in real estate as a side hustle. So, she earned her license in 2006. She was a licensed agent for almost the entire time

she was teaching, but was initially focused primarily on friends and family. With her concentration on her teaching career, she did not have the time to dive deeply into real estate. However, when she decided to have more children, she knew that it was time to shift her gaze towards being a REALTOR®. That way, she could spend more time at home with her family. She and her husband, Alex, have now been married for 20 years and have three children: Myles, Matthew, and Eliana.

Tamara’s initial goal when she made the switch was to be able to replace her teaching income with real estate income. The change was scary, though, because she went from receiving a paycheck every other week to nothing. Thankfully, she had the supportive backing of her husband, as well as the family environment she found at BenchMark Realtors. Tamara has worked there since she earned her license 18 years ago. The tight-knit feel led her to choose this company, but the guidance of her broker, Leon Dickson Sr., has kept her there.

“He has mentored me through my entire span of being licensed. I have found that he is extremely knowledgeable, resourceful, always open and energetic to teaching all of the agents about the multi-faceted world of real estate, all the many different scenarios you may find yourself a part of, and just overall learning the ever-changing ropes. He has always been very active in real estate on the local, state, and national level. He has been amazing to watch and someone for me to look up to in determining how I want my career to go, as well as determining the role I want to play in best serving our industry.”



▶▶ on the rise By Cassie Teeter
Photos by Mike Berry

“

HOW CAN I BEST SERVE

THOSE THAT SEEK

HOMEOWNERSHIP?

WHAT ARE THEIR

PROBLEMS THAT I

KNOW I CAN PROVIDE

SOLUTIONS FOR?

”



In her business, Tamara is very passionate about her work with first-time home sellers. She began her career focusing her efforts on helping first-time homebuyers but has recently shifted to help people focus on selling or upgrading their homes in a lucrative way. She aims to make her clients' experiences even better the second time around.

“You always hear about first-time homebuyers, but you don't really hear about first-time home sellers. Being a homeowner is a process in itself. There is not only reward, but responsibility in homeownership that you don't often hear about. I truly enjoy educating current homeowners on how to maintain those homes, knowing what things to do that will add value to that home, providing them with reminders about their credit profile and their debt-to-income ratio, ways to spruce up their curb appeal, and overall keeping them informed. Then, when it comes time to sell, they're not behind the eightball. They are well-prepared because they've been doing the things that I've suggested all along.”

To Tamara, the most rewarding part of being a real estate professional is serving the people who never dreamed that home ownership was possible for them. Every morning when she wakes up, she asks herself, “How can I best serve those that seek homeownership? What are their problems that I know I can provide solutions for?”

Tamara is the ultimate advocate for her buyers and sellers, and in the future, she seeks to expand her clientele by becoming a real estate developer. That is where she ultimately feels she can best serve the real estate industry.

“I want to build affordable housing for people of all economic classes. There are so many people who have a desire to own a home, but they can't. Their finances don't allow them to. I want to provide options for those individuals as well. When I say 'affordable', I don't mean the new construction homes priced at \$350,000 and up that half of the city can't afford. I'm talking about building homes where it may mean I don't make huge amounts of money as a developer off of each home. I would instead have the ability and opportunity to serve thousands more people throughout Shelby and DeSoto Counties. Again, it is my belief that when you are in the business of serving people and exuding the right kind of energy in all that you do, abundance in all aspects of your life will always follow.”

Tamara Manuel is the type of REALTOR® who lives up to her title every day. She wants to be remembered for always advocating for others and finding ways to help people win. With her cycle of learning, reflecting, and improving, as well as her emphasis on gratitude, Tamara is definitely an excellent agent to have in your corner.

Big League Movers would like to congratulate **Tamara Manuel** on her "On the Rise" Feature this month!

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International Justice Mission is a relentless force dedicated to eradicating violence and injustice against the world's most marginalized populations.

By Shauna Osborne, National Editor

In the face of child labor's dark reality, Kumar and others like him inspire hope.

In a world where poverty and brutality cast a shadow over many innocent lives, N2GIVES partner International Justice Mission (IJM) has emerged as a global organization dedicated to safeguarding those most vulnerable. IJM is deeply committed to the fight against trafficking, violence involving women and children, and police abuse of power. They collaborate closely with local authorities, government partners, criminal investigators, social workers and community organizers in 16 countries to address gaps in the local justice system

and provide trauma-informed aftercare to help heal and rebuild survivors' lives. Founded in 1997 by Gary Haugen, a visionary human rights attorney driven by a sense of urgency, IJM's story is one of hope, determination and the unwavering belief that justice can and must prevail.

Kumar's is just one of IJM's countless stories of full-circle redress and restoration. Twenty years ago, Kumar was a vulnerable child in desperate need of intervention. He lost both of his



parents by age 5, and at just 7 years old, he was forced into a life of unpaid labor by a local brick kiln owner over fraudulently inflated family debt. Kumar endured two agonizing years of abuse until, with the assistance of IJM, local authorities rescued him. Since then, IJM has supported Kumar in pursuing his educational aspirations, enabling him to complete his bachelor's degree and a master's degree in social work. Kumar now gives back as a social worker with the IJM South Asia team, passionately dedicated to aiding other former victims on their path to recovery.

The work of Kumar and IJM shares a common goal with justice-minded companies like The N2 Company: to make a positive impact in the battle against human trafficking and violence. Acknowledging the collective effort needed to bring about lasting change, IJM enacts initiatives and provides support and actionable steps to make a difference globally.



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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 *Memphis Real Producers* magazine! Categories may include Top Producer, Rising Star, Team Leader, Broker, Giving Back to the Community, etc. To nominate a fellow REALTOR®, simply scan this QR code and follow the prompts. We look forward to receiving your nominations!



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or not, I was stuck sometimes in the backseat of the car going to put up signs and sitting in open houses. I started doing that and worked part time in high school as an office assistant, just doing some of the paperwork, filing, and other behind the scenes stuff. I've been at it ever since."

Joyce and Chase's theme is "family ties." The untimely loss of both of Joyce's sons, Chase's father and uncle, to cancer really put things into perspective. Even though there are 50 years separating Joyce and Chase, they work alongside one another wonderfully. They don't always see eye-to-eye, but they always come together in the end to do the best for their clients. The Chasteen Team makes certain to prioritize family, which includes their clientele. They don't mind getting their hands dirty for the sake of helping the people they work for.

Joyce: "I had to learn how to prioritize things. I had spent so many hours away from my family and I had to learn to put things in order. God, family, and then real estate. The death of two sons really brought that home to me. I was a real go-getter and real estate was my whole life. Then, my first son got sick. This hit me and it changed me. I realized how important time spent with family is. That changed my life."

Meet Joyce & Chase CHASTEEN

FAMILY TIES & REAL ESTATE RIDES

Joyce and Chase Chasteen are a grandmother-grandson duo at Crye-Leike Realtors. With this team, as they like to say, they double their value to give clients two agents for the price of one. Joyce and Chase are both lifetime members of the Multi-Million Dollar Club, relocation certified, luxury home certified, and have, over the past five years, been the top sales team at their office in Collierville. The team has over 600 million dollars in sales, more than 50 years of experience, and is licensed in Mississippi and Tennessee.

Joyce grew up in the small town of Seymour, Indiana and married her high school sweetheart, Bill. While being a young, married mother of

two young boys, Vince and Darian, she attended college at Memphis State. There, she played for the women's tennis team. In 1976, she graduated with a degree in elementary education. After student teaching for a few years and realizing that elementary education may not be the career for her, her tennis teammates suggested she look into real estate. One specific friend and mentor, BeBe McWaters, was already an iconic agent. BeBe thought Joyce's friendly, likable, and outgoing nature would suit her well in the field. So, Joyce went directly into real estate. She has worked at and even co-owned various real estate companies before finding her permanent home in Collierville at Crye-Leike Realtors. In total, Joyce has been

a REALTOR® for 47 years. In this time, she has adapted to many changes in the real estate world.

"No matter what has changed, people are always going to need your personal attention and knowledge to help them with such a big investment. You can go online all day and pick out a house, but you need to know more about navigating the whole process. One of the greatest rewards is having your clients thanking you for doing such a good job."

Chase is a true born and raised Memphian. He attended Delta State University before transferring to the University of Memphis, where he played soccer. He graduated in 2016 with a major in finance. After completing his studies, Chase immediately joined forces with Joyce at Crye-Leike. As Joyce likes to say, he came into real estate through osmosis. Since he had spent so much time as a child watching his grandmother at work, being a REALTOR® came naturally to him. He has been a part of the Chasteen team for eight years now.

"My dad, her oldest son, passed away from a brain tumor when I was seven years old. So, as much as I loved spending time with my grandmother, like it

“ No matter what has changed, people are always going to need your personal attention and knowledge to help them with such a big investment. You can go online all day and pick out a house, but you need to know more about navigating the whole process. One of the greatest rewards is having your clients thanking you for doing such a good job. **”**

Chase: "I learned from a young age how to grow up quick. I'm really hands-on and I don't mind helping out. When my dad passed and my mom was a full-time nurse, I did a lot of things around the house to help her out. I make myself useful in the ways I can. I learned how to be a problem-solver for myself because I couldn't rely on other people all the time. Now, I can use those skills in assisting others by not being afraid to do the work. Being a problem solver is one of the most important things you have to learn in real estate."



Joyce: “We’re into cars. When Chase’s uncle died, he had restored an old 1953 Chevrolet truck that had been sitting out in the farm for years. On that truck is the theme: family ties. My other son, Chase’s father, Vince, had a 1971 Pontiac Trans Am and they restored that. Another automobile we have is an Austin-Atlantic 1950, which we restored, that was Darian’s. Since they both passed away, and they loved cars, we love their cars.”

For Joyce and Chase Chasteen, the greatest reward is making their clients happy and seeing each other and their fellow agents excel. They give each deal 100% of their effort and make every experience enjoyable for the people they work for. Their success comes from their sustainability, their positive

reputation, and their family values. To the Chasteen Team, even a simple smile goes a long way!

Chase: “Success is not in being the top producer or making millions and millions of dollars. I think it’s just being able to provide a means and have a positive reputation and sustainability in the business. It all goes back to the family ties.”

Joyce: “We all have trials and ordeals to deal with. For us, we’ve been through a lot of health issues with our family and everything. I like to say, ‘Suck it up and go on.’ God doesn’t give us anything we can’t handle. If you do that, and you smile, you’ll get through!”

“ We all have trials and ordeals to deal with. For us, we’ve been through a lot of health issues with our family and everything. I like to say, ‘Suck it up and go on.’ God doesn’t give us anything we can’t handle. If you do that, and you smile, you’ll get through! ”

“ Success is not in being the top producer or making millions and millions of dollars. I think it’s just being able to provide a means and have a positive reputation and sustainability in the business. It all goes back to the family ties. ”

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►► cover story

By Christina See | Photos by Elizabeth Looney Photography

MEET PAM & BRAD BEALL

ALL IN THE FAMILY

Pam and Brad Beall are a fun and formidable mother/son REALTOR® duo. Pam has been with Crye-Leike for the majority of her 22-year career, and she wouldn't dream of being anywhere else. "Under the incredible leadership within the company, coupled with the invaluable resources they provide, we are proud to call Crye-Leike home," says Pam. Brad received his RE license in July 2023, and Pam and Brad immediately formed "The Beall Team" with Crye-Leike.



Before they were REALTORS®, though, the Beall Family

had a completely different life. Pam was born in Kentucky, but she has lived in Memphis since 1981. She attended college for a couple of years, but she came to the realization that her aspirations didn't hinge on having a degree. Ever since she was a little girl, Pam always dreamed of running her own restaurant. So, she decided to follow her passion and opened Bradley's Gourmet Café. She poured her heart and soul into her restaurant for many years but found herself at a crossroads when an investor made her an offer she couldn't resist. So, Pam said goodbye to the kitchen and hello to the world of real estate. She says she has never regretted her decision for one second.

Likewise, Brad says, "After my time at Harding Academy and St. Benedict High School, I realized I had enough school for a lifetime. I felt a strong urge to forge my own path and make a positive impact on the city I love. School had its merits, but I was eager to dive into the world of entrepreneurship and create something meaningful. While I deeply respect the value of a college education, I personally opted for a different path. Following high school, I chose to embark on my entrepreneurial journey, founding both a moving company and a vending machine business."

moving company and a vending machine business."

Pam has been a life member of the Multi Million Dollar Club for years, and Brad is on track to make the Multi Million Dollar Club his first year in the business. The most rewarding part of their business is building lasting relationships with their clients. "Being entrusted with such an important aspect of their lives - finding their dream home or selling their cherished property - is a privilege we don't take lightly," says Pam.

"The satisfaction of knowing that we've made a positive difference in their lives, not just as a realtor,





“
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but as a trusted advisor and friend, is truly invaluable.” Brad adds, “Whether the listing is \$50,000 or \$1,000,000, we are equally as passionate about and put everything we have into marketing the property and giving the best service possible to our clients. We never tell our clients, ‘We are thrilled to work WITH you,’ rather ‘We are thrilled to work FOR you!’ Out of thousands of agents in this city, it’s an honor when we are chosen to represent a buyer or seller, and we owe it to our clients to be passionate about the property we are representing.”

Success, to the Beall’s, “transcends mere financial achievements or material possessions. It’s embodied by the discipline and determination to show up day in and day out, even when faced with challenges or the temptation to take the easy route. It’s about embracing the grind, putting in the effort consistently, and persevering through adversity. That steadfast commitment to doing what needs to be done, regardless of circumstances or feelings, is the essence of true success in our eyes.”

Brad says their family is small but close-knit. “Being an only child, grandchild, and nephew on both sides, we’ve always cherished our time together. Family gatherings are a top priority for us, and we make sure to carve out time to get together as often as possible,” says Brad. As for hobbies outside of the business, Brad enjoys playing tennis with his dad. He also enjoys keeping up with current political affairs and has thoughts of running for TN House of Representatives. Brad is engaged to Hannah Hill with plans to get married later this year.

For Pam, health and wellness have always been her passion. She enjoys making homemade kombucha, turmeric shots, and other healthy concoctions! She and her husband Brian Beall have been married since 1993, and they love to take long leisurely walks along the river every evening. Brian Beall plans to retire from the casino business within the next few years and hopes to join The Beall Team.



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IN THE EFFORT
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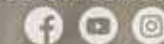
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