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PARTNER SPOTLIGHT:
Acadiana Home Inspectors

RISING STAR:
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ALL ABOUT ▶▶faq ACADIANA REAL PRODUCERS



REAL PRODUCERS MAGAZINE STARTED IN INDIANAPOLIS IN 2015 AND IS NOW IN OVER 130 MARKETS ACROSS THE NATION AND CONTINUES TO SPREAD RAPIDLY.

anyone brought to our attention who is in the top 300 because we don't know everyone's story, so we need your help to learn about them. We cannot guarantee a feature, but we encourage you to meet with one of our team members, support Real Producers and attend our private events to increase your chances.

To submit a nomination, please send us an email!

Q: WHO RECEIVES REAL PRODUCERS MAGAZINES?

A: The top 300+ real estate agents across Acadiana.

Q: WHAT IS THE GOAL OF THIS MAGAZINE?

A: We believe that we are better together. When we surround ourselves with other successful, like-minded people, we grow to new heights. Real Producers is a platform that brings together the most elite individuals in Acadiana's real estate industry.

We take the top 300 real estate agents and RP-vetted businesses in every market, and we build an exclusive community around that group. We share their stories, successes, market trends, and upcoming events — really, anything that will connect, inform and inspire, we put in our monthly publication.

Q: DOES REAL PRODUCERS HAVE EVENTS?

A: Yes! We will have specific networking events throughout the year.

Q: WHAT IS THE PROCESS FOR BEING FEATURED IN THIS MAGAZINE?

A: It's really simple. You have to be on the top 300 list, and we take nominations seriously. You can nominate other real estate agents, businesses, brokers, owners or even yourself! Office leaders can also nominate real estate agents. We will consider

Q: WHAT DOES IT COST A REAL ESTATE AGENT/TEAM TO BE FEATURED?

A: Zero, zilch, zippo, nada, nil. It costs nothing to agents, so nominate away! We are not a pay-to-play model. We share **Real** stories of **Real Producers**.

Q: WHO ARE THE RP-VETTED BUSINESSES?

A: They are one of the best businesses in Acadiana in their category, and you can find them listed in our index! We don't just find these businesses off the street, nor do we work with all businesses that approach us. Many of the top agents have recommended every single business you see in this publication. We will not even meet with a business that has not been vetted by one of you and "stamped for approval," in a sense. Our team will further vet every business to make sure they are a good fit and bring value to our community. Our goal is to create a powerhouse network, not only for the best real estate agents in the area but the best businesses so we can grow stronger together.

Q: HOW CAN I RECOMMEND A BUSINESS?

A: If you want to recommend a business that works with top real estate agents, please email or message us!

Email: Drake.Abshire@realproducersmag.com

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A NOTE from the PUBLISHER

Providing a platform to celebrate and unite the top real estate professionals across Acadiana!



By Drake Abshire

Hello Acadiana Realtors!

A huge **thank you** to everyone who joined us for our **Back to School Brunch and Supply Drive!** It was an absolutely **gorgeous day** with a great turnout, and we couldn't have asked for a more generous group of real estate professionals. The amount of school supplies donated will make a real difference for children in need, and it's all thanks to the incredible generosity of our Acadiana realtors. Your continued support is what makes this community so special, and we appreciate you more than words can express.

Our success as a magazine is thanks to **you**—your support, your participation, and your generosity. It's moments like these that remind us how much we appreciate each and every one of you. You are the heart and soul of *Acadiana Real Producers*, and we are beyond grateful for everything you do, both for us and for the community.

We know life gets busy, and for those who couldn't make it to this event, don't worry—there will be more opportunities to connect! As the holiday season approaches, we're taking a little breather. Our next event won't be until after the holidays—we wouldn't want to overwhelm anyone—but **planning is already in the works**, and we look forward to seeing you at the next one.

In the meantime, enjoy the fall season, grab a pumpkin spice latte, and cuddle up! Whatever comes next, we know it'll be amazing with all of you by our side.

And don't forget, we're always on the hunt for the next **Rising Star**. If you know someone who's going above and beyond in real estate and deserves to be recognized, let us know! We'd love to feature them in our upcoming issue.

Thanks again for being part of the *Acadiana Real Producers* family. We couldn't do this without you, and we're excited for what's ahead.

With heartfelt thanks,



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▶▶ partner spotlight

Written by Elizabeth McCabe
Photography By Ace Sylvester

Acadiana Home Inspectors, co-owned by Keith Blanchard and his wife Robin, has set the standard for home inspections in Lafayette Parish and beyond. Known for their thorough inspections and commitment to client satisfaction, the team goes above and beyond to make the home-buying process as smooth as possible.

“We’re not just inspectors; we’re here to support our clients every step of the way,” says Keith, who founded the company in 2011. With a background in air conditioning and over 30 years of experience in the industry, Keith brings a wealth of knowledge to the table. His dedication to quality service and professionalism has earned Acadiana Home Inspectors a stellar reputation, with over 9,600 inspections completed to date.

Keith’s journey into home inspection began in the late 1980s when he started inspecting electrical and mechanical components of homes as part of real estate transactions. Over the years, his passion for the industry only grew, leading him to open his own business. He and Robin have built a company rooted in reliability, service quality, and 100% customer satisfaction.

MEET THE TEAM

In addition to Keith and Robin, the team includes Tennille Pearson, the client coordinator, and Andy Stanford, a fellow home inspector. The company operates with a full staff available to assist clients from 7 a.m. to 10 p.m., making scheduling inspections incredibly convenient. Clients can book appointments by phone or online, ensuring flexibility for busy agents and homebuyers alike.

A ONE-STOP SHOP FOR INSPECTIONS

Acadiana Home Inspectors offers a comprehensive range of services, making them a one-stop shop for home inspections. In addition to buyers’ inspections, they provide pre-listing inspections, mold inspections, and pool inspections. The ease of scheduling, combined with the quick

turnaround of inspection reports, ensures that agents and clients alike have the information they need in a timely manner.

“All inspections are done at one time, and our reports are easy to read,” says Keith. “We even provide a link to the report that allows clients to get estimates on repair costs, which adds even more value to the process.”

GOING THE EXTRA MILE

Keith emphasizes that Acadiana Home Inspectors strives to present inspection findings in a positive way, making sure buyers feel comfortable with the results. “We know that buyers are often nervous, so we take the time to explain everything in a way that’s clear and reassuring,” Keith explains. “After the inspection, clients can always call us to go over the findings. We’re here to support them.”



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Reports are completed the same day and delivered within 24 hours, all electronically. Each report includes digital photographs and life expectancy charts, ensuring clients have a detailed understanding of the property. Additionally, Acadiana Home Inspectors offers free termite inspections, a 90-day home warranty, and even a certificate for a re-key of the locks on every home they inspect.

EXPERIENCE AND REPUTATION

With decades of experience in both home inspection and air quality, Keith and his team have become a trusted resource for local real estate agents. Their longevity in the business, coupled with positive reviews and agent referrals, has cemented Acadiana Home Inspectors as the go-to company for thorough, reliable inspections.

“We bring more experience to the table for REALTORS® clients,” Keith notes. “We articulate our findings in a positive way versus a negative way to the clients.” He and his dedicated team want to make clients comfortable, tell them what is going on, and make sure they understand what they’re purchasing without overwhelming them.

“After the inspection, you can always call us and go over the findings. We are there to support them,” adds Keith.

Clients love Acadiana Home Inspectors. Here is one rave review:

“Keith and his crew were awesome. They made every step of the home inspection very simple. Keith is very knowledgeable about all aspects of inspecting your home and property. They provided the inspection report the same day, which was amazing. We even received a coupon to have two locks rekeyed at no charge. That was an unexpected bonus that we really appreciated. Thank you, Keith—you’re awesome.”

– LUKE MECHE

OUTSIDE INTERESTS

Outside of work, Keith enjoys the Cajun lifestyle—camping, cooking, and spending time with his family. A native of Lafayette Parish, he’s deeply connected to the community and takes pride in helping local families navigate the home-buying process with confidence.

FOR MORE INFORMATION

With a commitment to experience, expertise, and excellent customer service, Acadiana Home Inspectors continues to exceed expectations from start to finish. Whether you’re a buyer, seller, or real estate agent, their team is ready to provide a seamless inspection process.

For a comprehensive home inspection in Lafayette Parish, contact Acadiana Home Inspectors today at (337) 326-5772 or visit their website, acadianahomeinspect.com, to schedule online.



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Cajun Virtual Tours

STAND OUT IN 2024:

WHY PROFESSIONAL REAL ESTATE PHOTOGRAPHY MATTERS

If you're still relying on cell phone photos to showcase your listings in 2024, this article is for you!

At **Cajun Virtual Tours**, we're Acadiana's one-stop shop for all your real estate photography needs. In today's competitive market, standing out is essential, and the first impression your listing makes can be a game changer. According to the National Association of Realtors, 87% of home buyers searching online find high-quality photos among the most useful features of a property listing. That's where we come in—with the tools, expertise, and technology to help your listings shine and sell faster.

We go beyond basic photos. Our services include **drone photography and videography, 3D Matterport virtual tours, schematic floor plans** with room measurements and square footage, as well as **virtual twilights and staging**. These marketing tools elevate your property's presentation, giving agents and sellers an edge in a crowded market.

Exceptional Service, Proven Results

For over eight years, we've built a reputation for exceptional service, creativity, and reliability. Our clients trust us to deliver top-notch results every time, which is why we offer a **10% discount** on monthly invoices for agents who book five or more photoshoots per

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5-Step Guide to a Photo-Ready Home

We've created a **5-step guide** to help agents and their sellers prepare for photos, ensuring that every home is photo-ready:

1 General/Main Spaces: Add welcoming touches like a front door wreath or mat, touch up paint, remove excess furniture, and replace burned-out bulbs.

2 Kitchen: Clear countertops, empty sinks, remove trash cans, and declutter by taking down fridge magnets and artwork.

3 Bedrooms: Make beds, tidy up clothes and toys, and minimize personal photos.

4 Bathrooms: Clear countertops, clean mirrors and shower stalls, hang fresh towels, and remove rugs. Keep toilet lids down.

5 Exterior: Freshly mow the lawn, trim bushes, coil hoses, and organize patio furniture and toys.

By following these steps, you'll ensure that the home is picture-perfect and ready to shine in the listing photos.

Experience You Can Trust

Over the past eight years, we've worked on a wide variety of projects.

We've been the official photographers for the Lafayette Parade of Homes for four consecutive years, capturing over 30 homes annually. We've also partnered with initiatives like **Love Our Schools** and **Home for the Holidays**. Our work extends beyond real estate—we've provided scans and measurements for national brands like **Starbucks, Baskin Robbins, Ralph Lauren**, and more.

Why Cajun Virtual Tours?

Running a successful real estate photography business is about more than just taking pictures. It's about providing a service that helps agents and property owners meet their goals. At **Cajun Virtual Tours**, we add tremendous value to the real estate industry—creating stunning visuals, building trust, and playing a key role in successful transactions.

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Written by Elizabeth McCabe
Photography By Ace Sylvester

» cover story

“It’s never too late to start real estate,” says Lana Soileau of Lana Soileau & Associates by Real Broker. “I didn’t start this job until I was 55. I’m the girl who throws herself into everything. I don’t think. I just take the plunge,” she laughs. A former barrel racer, Lana knows how to tackle challenges with grit and grace. She has applied the same principles to real estate. “It wasn’t my intention to go full-time in the beginning.” However, she found her passion in real estate, giving her financial freedom.

Prior to real estate, she worked as a trial and a medical paralegal, reviewing and summarizing medical records of different plaintiffs and assisting in trials in court. “I loved the work and I did a lot of legal writing,” explains Lana. Little did she know that her job in the legal industry, totaling 37 years, would prepare her for real estate.

“We run into a lot of complex legal deals with real estate. Contracts were super easy for me,” she says. Lana earned her real estate license in November 2012. And, the following year, she stepped out full time and earned her entire salary in 3 months!

“This was eye-opening to me,” she notes. “I was no longer told what I was worth and paid what my employer thought I was worth.” She established her own value and worth, which was life-changing. “I realized that the glass ceiling I was working under was truly just my limiting belief and imagination,” she says. “There was no need to actually break it; it was truly never there.”

EXCELLING IN SERVICE AND SALES

When it comes to real estate, Lana admits she has not had great real estate experiences. “I thought there had to be a way to make the experience great for clients,” she says. “I wanted to have a relationship with my clients, to understand their needs and wants. I felt it was important to develop that relationship so that there was mutual trust, respect and understanding,” she says.

S O I L E A U



“
My passion
is developing
my team into
becoming the
top REALTORS®
in our area.
”



A straight shooter, Lana is beloved by her clients. “I am bluntly honest with my clients,” she says. She treats all clients the same, regardless of the price point of their home. Lana also excels in sales, which goes back to her roots. She explains, “I’m from the big town of Ville Platte. My parents were well-known and respected in my community. My dad had a used car dealership in Ville Platte for over 70 years, and two of my brothers have kept it active.” Her mother raised seven kids and worked full-time for the Evangeline Parish School Board as the Sales Tax Collector.

“My parents taught me my work ethic and my Dad put the sales gene directly into my veins,” says Lana. “All of their children are or were in sales! My brothers sold cars and I sold everything from Tupperware, BeautiControl, Creative Memories, horses and now homes. That gene runs deep and it’s something I absolutely love – matching people to just the right property and seeing that magic!”

Now Lana sells homes all over and was affectionately dubbed “The Queen of the North” several

years ago. This name was given to her because her base area is “north” of I-10, although she does cover all of the Acadiana area and Baton Rouge.

When Lana isn't selling homes, she is investing in her team. “My passion is developing my team into becoming the top REALTORS® in our area. Growing a network of top-notch REALTORS® is truly what I enjoy,” she says. Training REALTORS® to develop relationships with clients and not chase paychecks is essential.

FAMILY FIRST

Beyond real estate, Lana's life is all about family. “I met my current husband, Joseph, over 45 years ago.” Together, they have built a large, blended family with five children, two great-nieces, four grandchildren, and two great-great nephews. “I always wanted to be a mom. That was my greatest goal,” she smiles. Her dream has come true.

Lana also has a deep love for travel and dreams of visiting Ireland, Scotland, Italy, and Greece. To relax, Lana likes to whip up delicious dishes in the kitchen. “I am a great Cajun cook! I can nail a gravy down like a true pro and one that truly makes you wonder if your Mom was really a Cajun,” she laughs.

GIVING BACK

Lana's heart is deeply rooted in giving back. Her passion for foster children, the elderly, and those less fortunate motivates her to make a positive impact whenever possible. She is always pushing herself to new heights. “I've been very blessed with a good business,” she reflects. “And I'm excited to see what's next.”

Lana's story illustrates the possibilities that come with believing in yourself. “For I know the plans I have for you,” she says, quoting Jeremiah 29:11, “plans to prosper you and not to harm you, plans to give you hope and a future.” Her life is living proof of that Scripture verse with a hope and a future that she never dreamed possible.

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How many years have you been a realtor?

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What is your career volume as a realtor?

\$5,357,023

What is your total volume so far in 2024?

\$3,323,017

What awards have you achieved as a realtor?

Top producer of the Keaty Real Estate Team February 2024
Nominated Best Real Estate Agent by the Acadiana Advocate 2024

When did you start your career in real estate?

I started out as a realtor assistant in January of 2022. I got my license in June of 2022 when interest rates became shockingly high for a lot of people. I immediately dived in as a full-time agent in a challenging market!

What did you do before you became a realtor?

I worked in the service industry for 4 years while I studied Strategic Communications at the University of Louisiana at Lafayette! I graduated with my bachelor's degree in May of 2021



What are you passionate about right now in your business?

I am passionate and dedicated to the overall growth of my business and clientele. The relationships I am able to create through my business is an ongoing passion. Acadiana's culture makes my job as a realtor easier because our community is the best place to live. It's more than purchasing a house. It's a place to call home. I am excited to see our community continue to grow with new businesses, restaurants and

entertainment spots for our youth. A vibrant community attracts new buyers to our area of the state. The smaller communities surrounding Lafayette are growing and that's exciting too.

What has been the most rewarding part of your business?

I would say the most rewarding part of my business are the transactions with first time homebuyers- especially the ones under 25 years old are so inspiring.

What was your biggest challenge as a realtor?

The never ending to-do-lists that comes with having your own business is challenging, but it's healthy to challenge yourself to keep improving! I think all realtors can be challenged to stay positive during high-stress transactions or slower seasons.

How does real estate fit into your dreams and goals?

My ultimate dream and goal is to raise healthy and happy children. I want to go on to invest my earnings into real estate, and create a work schedule that allows me to be the most present I can be for my family. Recent studies show that maternal happiness positively affects children's cognitive abilities and emotional health. That in mind, a career that brings me happiness and fulfillment is very important. I want to lead by example by showing my kids that they can follow any dreams they have and experience joy in what they do!

What's your favorite part of being a realtor?

Helping people achieve the American Dream - homeownership. I love negotiating a fair deal with the other party. I am also passionate about working with investors and flippers in Acadiana in their efforts to beautify the sometimes-overlooked neighborhoods in Acadiana.

Define success.

Success is when you feel good about yourself at the end of the day. Success is when you can live comfortably and support your lifestyle while knowing you are making your loved ones proud.



BE KIND TO OTHERS & BE AUTHENTIC.



Tell us about your family.

My family is a one-stop shop for real estate. Whether you need an agent, rental home, remodel job, new construction home, or a creative financing option- one of us can help. My parents have been licensed contractors and real estate developers for 30 years, and both of my brothers work in construction as well. My family is really close knit and when we can collaborate on deals, it's magic.

Favorite books? Podcasts? Motivational Quotes?

"The reason you want it so badly is because you already have it in the future." This quote inspires me to keep my vision crystal clear, and to keep going.

Are there any charities or organizations you support?

Hospice of Acadiana because they do a lot of important work for people with life-threatening conditions. This organization helps their patients to live as fully and comfortably as possible, emphasizes quality rather than length of life, and helps the family members deal with grief.

What are your hobbies and interests outside of the business?

Outside of real estate, I enjoy boating, biking, festival-going, and spending time with family and friends. I also make time to recharge the social battery with self-care, cooking, and watching shows with my best feline friend, "Mr. Carter."

Given your status and expertise, what is some advice you would give the up-and-coming top producer?

Be kind to others and be authentic. If you run into someone you know, stop and say hello. Catch up with them because they are your community.

This is a people-oriented business, and people generally want to work with others that they can relate to. If you can be your authentic self in helping others, you will attract your customers. Set your authority on social media. Show others how hard you are working for your clients and give them a glimpse of the behind the scenes. Showcase properties YOU think are a good investment.

In closing, is there anything else you would like to communicate using this Acadiana Real Producer platform?

I want to communicate that I am grateful for the support Acadiana has shown me thus far. Thank you *Acadiana Real Producers* for providing an awesome, collaborative, and supportive community to share my story with!

» event recap

Back to School BRUNCH & SUPPLY DRIVE

We are thrilled to share the success of our recent **Back to School Brunch & Supply Drive**! This event was a heartwarming testament to the generosity and community spirit that defines Acadiana's top real estate professionals.

A huge **thank you** to all our incredible guests for their overwhelming support and donations of school supplies. Your contributions will make a significant difference for students in need, helping them start the school year with the tools they need to succeed. You are the driving force behind the success of **Acadiana Real Producers Magazine**, and it is because of you that we continue to grow and thrive.

We also want to extend our heartfelt thanks to our sponsors, **AMO Title** and **Edge Mortgage**, whose partnership made this event possible. Your support allows us to bring our vision to life and create these impactful gatherings for our community.

A special shoutout goes to **CBC Content Co.** for beautifully documenting the day and ensuring we have lasting memories of this special occasion.

Thank you again to everyone who attended, donated, and helped make this event such a meaningful experience. Together, we're building a stronger community!



A Special THANK YOU to our sponsors!





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