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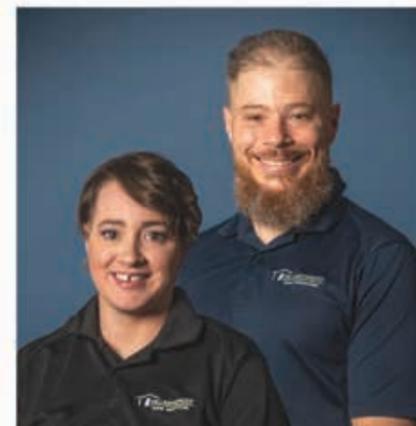


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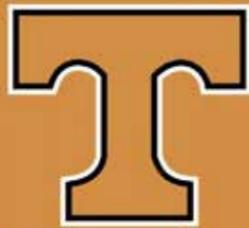
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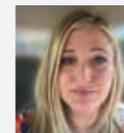
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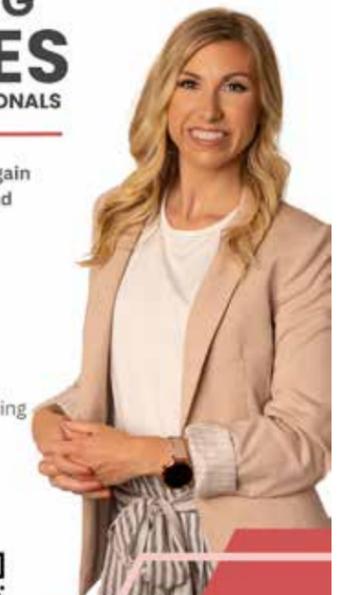
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REALTY EXECUTIVES, HARDIN VALLEY



By Lucy Reynolds and photos taken at Ferguson Showroom

FROM RETAIL MANAGER TO REAL ESTATE BROKER

Like many young adults, Andrew Moyers went to work in retail after high school simply to make some money—and what he thought would be a brief venture unexpectedly turned into a long and successful career in retail management. Little did he know then that this practical decision would lay the groundwork for his **second** successful career—this time in the real estate industry.

“I was in retail management for 12+ years,” Andrew recalled, “first with PacSun and then with American Eagle, where I worked my way up from an entry level sales associate position to eventually becoming the general manager of the West Town store.”

While he’s proud of his career growth with American Eagle, his time there wasn’t just about selling clothes—it was about developing people. “The thing I loved about it was the team,” he explained. “I loved bringing kids in—I called them my kids—as seasonal or holiday, letting them start at that entry level position, and then slowly building them up through the company. Several of them went all the way to store management and then out to district.”

That passion for teaching and development would later become a cornerstone of Andrew’s real estate career. When he found the focus of his retail leadership being pulled away from his customers and his employees and solely focused on sales goals set forth by corporate, he decided to transition into a new career. He had always been interested in interior design and different styles of houses, so he took the leap straight into real estate in early 2014. “I started exploring it, went to school, and dove right in,” he shared, “and I did well right from the beginning, with 14 transactions in my first year.”

Since that time, Andrew’s real estate journey has been anything but typical. While most agents focus on transactions, Andrew found himself drawn to the administrative and leadership sides of the business. He served as an executive assistant for a time before going to work managing the transaction coordination department for a large team. “I was also teaching and training new agents about documents, contracts, workflows, timelines, etc.,” he described. “Later I joined Sarah Price’s team, where I spent four years as her executive assistant and right arm.”

Facilitating more than 2,500 transactions from start to finish over the last few years has given Andrew a unique perspective on the industry—and in the spring of 2024, he took on a new challenge, becoming the principal broker at Realty Executives Hardin Valley, working with owner and CEO Britany Boatwright, his long-time friend and colleague.

“The first month, I wondered, *What am I doing?*” he admitted. “And to be truthful, I had a bit of an imposter syndrome at first. But Britany and I both have a strong faith system, and I really think I’m right where I’m supposed to be. I’ve created some amazing relationships with the agents we have in place, and I’ve seen a couple agents who weren’t getting the support before already start to grow and change their business.”

“We get into tough situations, but we always find the right solutions,” he continued. “I don’t deal with unethical behavior, and I don’t deal with immoral practices or

I’VE CREATED SOME AMAZING RELATIONSHIPS WITH THE AGENTS WE HAVE IN PLACE.



shady agents taking advantage of clients just for the sake of a coin. We do things the right way for the right reasons.”

If Andrew could have dinner with anyone, he'd invite his late grandmother, along with Adele, Dolly Parton, Pink, and Beyoncé. “I love music,” he exclaimed, “and I love the queens. They're fantastic!”

When he's not working, Andrew finds joy in his three “four-legged babies” as well as his passion for plants, both indoors and outdoors. Looking to the future, he's planning to marry his fiancé, Josh, and he dreams of visiting more U.S. national parks as well as beautiful exotic island locations—and he wants to go skydiving.

But right now, Andrew's main focus is on building a strong brokerage in Hardin Valley, supporting agents and encouraging them to learn how to articulate their value. “You've got to be able to sell yourself and talk about what you bring to the consumer and why they need to choose you as their agent,” he emphasized.

Andrew's career journey demonstrates the power of transferable skills and the importance of continuous learning. His unique perspective—combining vast transaction experience with a passion for teaching—positions him well to lead the next generation of real estate professionals. As he continues to grow his brokerage and nurture new agents, he remains committed to doing real estate the right way for the right reasons.



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TONY & JERRY MCBRAYER

MAKING LIFE BETTER DURING CHALLENGING TIMES

For Tony and Jerry McBrayer, brothers and founders of Everything Cool Estate Sales, a devastating accident became the unlikely catalyst for a thriving business built on hard work, compassion, and a deep appreciation for the stories behind every sale.

Tony's journey began when he was stuck at home with a broken back. "My wife said, 'You gotta do something because you're making us both crazy,'" he recalled. So, he started selling items from his attic on eBay, and before long, he and his younger brother, Jerry—who had moved in to help out during Tony's recovery—were diving headfirst into the world of online reselling.

Their big break into the world of estate sales came unexpectedly. "Will Kidd from Seven Seas Estate Sales called me one day and said, 'Hey, this lady's got 400 cookie jars,'" Tony remembered. "They weren't \$5 cookie jars—they were expensive ones. I was going to buy her out, but in the end she really needed an estate sale. I looked at my brother and said, 'Hey, we know how estate sales work, how they operate—let's do one.'"

"I'll never forget it," he continued. "We turned \$28,000 on that Father's Day weekend. And we actually rescued a Great Dane at that sale—the owners were mistreating him and he got loose and came to me immediately. We actually still have photos of me hugging that dog, and from

that point on, rescuing animals became a big thing for us, too."

Many factors set Everything Cool Estate Sales apart from their competition—not the least of which is their fierce independence. "We are not a franchise, and we'll never be a franchise," Tony stated proudly. "We've been family-owned and run since day one."

“ EVERY HOUSE IS DIFFERENT, BUT EVERY HOUSE HAS A STORY AND EVERY FAMILY HAS A STORY. ”

But it's their commitment to going the extra mile that truly distinguishes the McBrayer brothers and their company. From personal care to consignment services to thorough

home cleaning and prepping for REALTORS, they strive to make their clients' lives easier during challenging times.

"It's just part of our process," Tony explained, "because by the time folks get to us, something difficult is going on with the family. It's on the back of our business cards: *We are here to make your life easier in your time of need.*"

The brothers each bring unique strengths to their partnership. Tony is the more talkative of the pair, and he handles much of the business side and the pricing. Jerry describes himself as "the quiet one," and he brings a background in psychology and a people-oriented approach to their business.

Both men share a strong work ethic rooted in their upbringing in southern West Virginia. "We

By Lucy Reynolds and photos taken at The Manor at Hickory Creek



come from the poorest county in the nation,” Tony said. “Our father and grandfather were coal miners; our mom was a nurse. They were just hard-working people. Like, ‘Oh, you cut your finger open? Well, put black tape on it and go back to work.’ I’m more proud of our work ethic than probably anything else in the world.”

This dedication shows in Tony and Jerry’s approach to their business. They work seven days a week, often juggling multiple sales and preparations simultaneously. “More than anything, I do this because I really, really, really found a way that I can help people,” Tony shared. “There’s all kinds of things that we’ve done through the years to help folks, and that’s my guiding light,

my true north. Every time I step out there and go do one of these, I’m helping people, and it means everything to me.”

Jerry echoed this sentiment, emphasizing the sense of community they’ve built around their sales. “We have people bring food and fresh cookies every Saturday,” he described. “They’re like our estate sale groupies.” (laughing together)

The McBrayers’ passion for their work shines through in how they approach each sale. “Every house is different,” Tony explained, “but every house has a story and every family has a story. It’s really important to us to portray each family in the best light we can with what we’re given, as that’s their legacy.”

This respect for history and craftsmanship extends to how they price items. Years of experience, along with a vast network of experts across the country, help them accurately value even the most obscure and unusual items.

For the McBrayer brothers, Everything Cool Estate Sales is more than just a business—it’s their calling now. Through their work, they honor the stories of the families they serve, build community connections, and find personal fulfillment in helping others navigate difficult transitions. In a society that often feels disconnected, Tony and Jerry demonstrate every day the value of hard work, empathy, and a personal touch.

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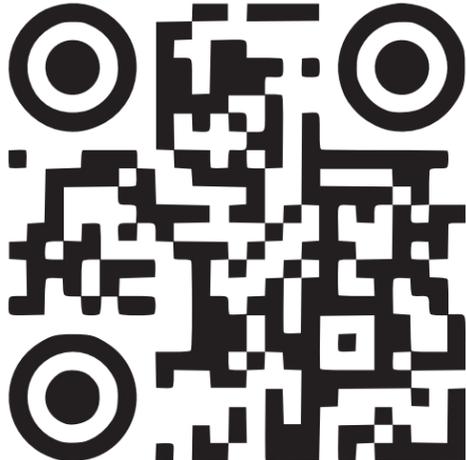
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From “Rookie of the Year” to Relationship Expert

By Lucy Reynolds and photos taken at Ferguson Showroom

When life threw Courtney McGhee a curveball, she didn’t strike out—instead, she knocked it out of the park, transforming a pandemic-related career crisis into a thriving real estate business.

With a degree in leisure, sport, and tourism with a focus on event management, Courtney worked in event planning for seven years, eventually landing the role of events manager at the Hilton on Alcoa Highway, where she managed an impressive 26,000 square feet of meeting and event space.

Then came 2020 and the global pandemic that brought the events industry to a screeching halt. Suddenly Courtney found herself at a crossroads, a single woman with a house and bills to pay—and no job. That’s when a friend in real estate reached out and suggested she consider a career change.

Courtney was initially hesitant about real estate due to her own unpleasant experience as a homebuyer, but she finally decided to give it a shot. “I told everybody, if I don’t pass the first time, I’m not doing this. I hate tests, and I get massive test anxiety,” she admitted. But pass she did, becoming a licensed real estate agent in November 2020.

What happened next is nothing short of remarkable. Courtney threw herself into her new career with gusto. In her first year, she sold more than \$10 million in real estate and—competing against 15,000 other agents—she won “Rookie of the Year” for the entire southeast region of Keller Williams. Her secret? A unique approach focused on agent-to-agent referrals and genuine connections with contacts throughout the country.

“When I go to events, I’m very purposeful about connecting with new people,” she explained. “I care about the connections I make with people, and I make sure they know who I am, what my business is, and why I do real estate. After we talk, they know I’m their person for the East Tennessee area.”

This people-first approach extends to her clients as well. “I want everyone I work with to be like, ‘She was so kind. She went above and beyond,’” Courtney explained. “I do this entire business to help others. That’s my main goal. That’s my ‘why.’”

That passion comes with its challenges, however, and Courtney admits to sometimes getting too emotionally invested in her clients’ journeys. “That is 100% my biggest struggle in this business,” she confessed. “When something doesn’t go right, I’m right there on that roller coaster of emotions with my clients. On the outside, I’m good at remaining professional and telling them everything’s going to be okay, but on the inside, I have a little firefighter running around like crazy in my head.”

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”

To maintain balance, she has developed a nightly ritual of reading fiction before bed. “I like to get out of my head and put myself in a completely different story,” she explained. “That’s my way of separating myself and being able to get a good night’s sleep.”

Courtney’s commitment, hard work, and unique approach haven’t gone unnoticed. Recently, she was interviewed by Gary Keller himself and then invited to speak at a KW Mega Camp. “I spoke in front of about 8,000 people about my business, how I got to where I am, and how a majority of my business is agent-to-agent referrals,” she described.



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While Courtney is quick to acknowledge the collective wisdom she's gathered from various mentors and colleagues, there's one person who stands out as a tremendous influence in her life: her grandfather, Buster Saffles. A successful businessman in his own right, Buster left a lasting impression on Courtney and the entire Blount County community.

"I'd love to have dinner with my grandfather one more time," she reflected. "I'd love to ask him what he went through and be able to show him what I've built for myself. I just want him to know that I did it with him in my heart."

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“Having been furloughed during COVID, I really hit a very low spot,” she continued. “I didn’t know what my life was going to look like from there. You get very close to wanting to just give up on everything. But I pivoted. I was like, ‘Failure is not an option.’ If I’m going to do real estate, I’m going to be the best real estate agent you’re going to meet.”

“I would never have thought I would be where I’m at today,” she reflected. “It took a lot of strength, determination, and passion for what I do.”

Last year, Courtney’s passion for networking—at the Blount County Chamber of Commerce, specifically—led to an introduction to a local commercial lender...and that man is now her fiancé. She summed up her engagement and thriving real estate career like this: “I’m very, very happy and just so blessed.”

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