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FROM
STRUGGLES TO
SUCCESS:

DAVID WILSON'S

INSPIRING JOURNEY

David, who recently marked two years as a realtor in April, shares a journey filled with diverse experiences, challenges, and unwavering determination. David embarked on his real estate journey in April 2022, a decision preceded by a meticulous preparation period. "I completed my coursework the previous year and applied to the real estate board for approval," he recalls. "I took a brief hiatus to prepare for my wedding. After the wedding festivities and honeymoon, I passed the estate exam on March 29, 2022.

Before real estate, David's work history reads like a fascinating mosaic of diverse roles and industries. "I've done a little bit of everything and been everywhere," he says with a chuckle. From fast food and door-to-door sales to truck driving and furniture moving, David's extensive background spans decades. He held roles such as director



of operations for a relocation company and traffic manager at a playground manufacturing company. When the company relocated, David took a leap into furthering his education, which marked the beginning of a significant chapter in his life as he is now in pursuit of his doctoral degree.

The pivotal moment that steered David towards real estate was the onset of the COVID-19 pandemic. "My role at a community college, funded by a grant, was affected as the education system underwent closures," he explains. Faced with the disappearance of the grant and his position, David didn't back down. Instead, he launched his own courier business, specializing in transporting documents between law offices and the courthouse. "Seizing this opportunity, I successfully built a small business that not only supplemented my adjunct teaching income but also sustained me through the challenging times of the pandemic."

David's decision to become a realtor was deeply personal. "I became a realtor because it aligns with my deep-rooted desire to own my own business, be my own boss, and chart my own path," he says. His passion for helping people, a consistent theme throughout his various ventures, made real estate an appealing path. "I eagerly seized the chance to explore real estate when the opportunity presented itself."

Born in upstate New York and raised in Savannah, Georgia, David's formative years were shaped by significant challenges. "After graduating from high school, I moved to Wilmington, NC, driven by a desire to establish independence," he shares. Despite personal struggles and familial constraints, these very challenges molded David into the person he is today. "My father, despite being perceived as overbearing, instilled values and principles that, ironically, became the foundation of my character."



“
NEVER LET THE GOOD BE
THE ENEMY OF THE BEST.
”

and how daunting it seemed, so to be able to help others achieve that goal is very rewarding,” he says. For David, success is defined by overcoming obstacles and pressing forward towards his goals. “Each person defines success in their own way, but for me, it’s meeting the milestones I’ve set in my life,” he explains.

David’s family plays a significant role in his life. He is recently married to his wonderful wife, Melissa, who has been a huge supporter of his career change into real estate. Melissa, a book lover with an impressive collection, and her three children, Dalton, Nathan, and Abbi, make up David’s cherished family. “We love to travel together, attend concerts, and enjoy our evening viewing of Wheel of Fortune and Jeopardy,” he shares.

Outside of work, David’s interests include traveling, attending concerts, playing disc golf, learning to surf, and playing the guitar. He is also passionate about supporting charities such as Sunshine Recovery Ministries, Fresh Brewed Coffee House, Adaptive Surf Project, and South by Southeast: SXSE.

In offering advice to aspiring realtors, David emphasizes the importance of staying green and continuously learning. “I was once told if you are green, you grow; if you are ripe, you rot,” he says. “There is something to learn from everyone, even if it is what not to do.”

David wants to be remembered for his passion for helping others achieve their real estate goals and treating everyone with equal professionalism. “Whether you are buying a \$5,000 piece of land or a multi-million-dollar home, I’ll give you professional service from beginning to end,” he asserts.

His favorite quote, “Never let the good be the enemy of the best,” perfectly encapsulates his philosophy. David Wilson’s story is a testament to the power of resilience, continuous learning, and the enduring influence of one’s roots. His journey from diverse job roles to a successful real estate career is an inspiration to anyone seeking to chart their own path and make a lasting impact.

Confronting negative attitudes, selfishness, and stubborn defiance were crucial steps in his path to success. “Breaking free from the victim mentality was pivotal,” he says. Embracing personal growth and seeking guidance from others transformed his life. “Learning to learn became a transformative process, and I embraced the idea that each experience, whether positive or challenging, held valuable lessons.”

In his business, David is passionate about helping others and education. “I find great satisfaction in meeting people and establishing both personal and professional connections,” he says. The dynamic nature of real estate appeals to his love for learning, with each day presenting new challenges, situations, and opportunities.

The most rewarding part of David’s business is helping individuals navigate the journey to homeownership. “I can remember buying my first home

▶ feature agent

Lucy SCHNEIDER

Written By Anita Jones
Photography By Jeremy Kierez -
High Tide Content

Lucy Schneider isn't just a name in the real estate industry; she's a story of perseverance, passion, and unwavering commitment to her clients. With nineteen years of experience and a career volume of \$60 million, Lucy has made her mark as a top producer, securing this accolade for the last three years. But her journey to the top wasn't just about numbers—it's about a life lived with purpose, family values, and an unshakeable work ethic.

From Transportation to Transformation

Lucy's path to real estate was not a direct one. Before she became a realtor, Lucy worked as an account executive in the freight transportation industry. However, her most important role came when she decided to step back from her career to be a stay-at-home mom, raising her three children. "Being there for my children was always my goal," Lucy shares. "But as my youngest daughter started kindergarten, I found myself drawn to the world of real estate."

A REALTOR WITH INTEGRITY, DEDICATION, & A LEGACY OF SUCCESS



That interest blossomed while working part-time as a personal assistant for a top-producing realtor. The experience ignited a passion in Lucy, and she knew this was the career that would allow her to balance her professional ambitions with her dedication to her family.

A Journey Rooted in Family and Faith

Born and raised near Cleveland, Ohio, Lucy is the youngest of six children. Family has always been at the heart of who she is. She credits her mother as her greatest inspiration—a woman who faced many challenges but remained steadfast in her faith. "She instilled those same values in me without even realizing it," Lucy reflects.

Lucy's early years in real estate were met with the trials of a crashing market. "The hardest part was dealing with short sales," she recalls. "Clients would often give up after waiting months for a response from the bank." But Lucy's determination to learn and adapt saw her through those tough times, and she emerged stronger, more resilient, and with a deeper understanding of the ever-changing market.



Building Lasting Relationships

Today, Lucy is passionate about her work with SH June Real Estate, where she continues to help families find their perfect homes. "Real estate is still the perfect fit for me," she says. "It allows me to balance my career and my family while also taking time to travel more."

For Lucy, the most rewarding part of her job is the relationships she's built along the way. "Meeting so many wonderful people and building lasting connections—that's what makes this career so fulfilling."

Lucy and her husband, Mark, who were high school sweethearts, have been married since 1990. Together, they've raised three children—Heather, Zack, and Hannah—who



“MEETING SO MANY WONDERFUL PEOPLE AND BUILDING LASTING CONNECTIONS— THAT’S WHAT MAKES THIS CAREER SO FULFILLING.”

have all pursued their passions, from sports to golf to competitive cycling. As a family, they share a love for Cleveland sports teams, especially the Cleveland Browns, and enjoy spending time together at the beach, exploring local establishments, and listening to live music. An animal lover at heart, Lucy is currently on her third Boxer, Dolly, and she cherishes her time with family, close friends, and the occasional golf game with her husband.

Lucy’s advice to up-and-coming realtors is simple yet profound: “Stay consistent and do not give up. Be responsive, follow up, and stay top of mind. It takes time to build your business, so be patient. Before you know it, you will be getting repeat business and referrals.”

And if there is one thing Lucy wants to be remembered for, it’s this: “I treat every client the way I would want to be treated, ensuring they fully understand every step of the buying or selling process.”

Lucy Schneider’s story is one of integrity, dedication, and professionalism—values that have guided her throughout her career and life. Her favorite quote, “Nobody wins afraid of losing,” by Chris Stapleton, perfectly encapsulates her approach to life and business.

As she looks to the future, Lucy remains committed to her clients, her family, and the legacy she’s building—one of honesty, hard work, and lasting success.



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▶▶ q3 rp end of summer event

Photography By Jeremy Kierez - High Tide Content



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JEREMY KIEREZ

HIGH TIDE CONTENT

CAPTURING REAL ESTATE WITH JEREMY KIEREZ: THE VISION BEHIND HIGH TIDE CONTENT

In the heart of Myrtle Beach, South Carolina, Jeremy Kierez has built something remarkable. As the founder and lead Real Estate Media Specialist of High Tide Content, Jeremy has made a

significant impact on the Grand Strand's real estate landscape since he established the company in 2018. High Tide Content is not just another media company; it is a creative powerhouse dedicated to delivering high-quality media and marketing services tailored specifically for realtors, home builders, and vacation rental companies.



► sponsor spotlight

Written By Dave Danielson
Photography By Jeremy Kierez -
High Tide Content

THE BEGINNINGS OF HIGH TIDE CONTENT

Jeremy's journey into the world of real estate media began with a keen observation in early 2018. "I saw a need along The Grand Strand for high-quality real estate video tours and drone photo/video," Jeremy recalls. With a passion for visual storytelling and a knack for innovation, he started by offering video services, quickly expanding to include a comprehensive suite of offerings, including photography, drone footage, 3D tours, and more. The goal was simple yet ambitious: to become **the** one-stop shop for real estate media needs.

Today, High Tide Content operates with a dedicated team of five professionals, including four full-time shooters and a client service specialist, all committed to serving their clients seven days a week. Every team member is FAA drone certified, and the company is fully insured, ensuring safety and professionalism at every shoot.

SETTING HIGH TIDE APART

What makes High Tide Content stand out in a crowded market? "We are a team of shooters that strive to get your project completed with eye-catching results and in a timely manner," Jeremy explains. This commitment to quality and efficiency has earned High Tide Content a reputation for reliability and excellence. "We're not just here to take pictures; we are here to tell the story of a home, to highlight its best features in a way that makes potential buyers say, 'Wow.'"

Moreover, the company's dedication to being available and responsive sets them apart. Whether it's a last-minute request or a complex shoot involving multiple media formats, Jeremy and his team are always ready to deliver exceptional results that help properties sell faster and for more money.



A PERSONAL TOUCH IN PROFESSIONAL WORK

For Jeremy, the most fulfilling part of his work is knowing the impact it has on clients and their businesses. "We understand that selling a property is usually the homeowner's largest asset," he shares. "When we can deliver media that helps everyone say 'WOW!' and gets the property sold, we know we have done our job well and have exceeded our clients' expectations. That is always our goal, and why we love what we do."

This personal connection extends beyond his work and into his family life. Jeremy and his wife, Alex, who moved to Myrtle Beach in 2016, have fully embraced the coastal lifestyle with their son, Kace. "We love going to all of the attractions that our area offers," Jeremy says, "from Barefoot Landing to The Marsh Walk." Outside of work, you can find Jeremy enjoying family time, exploring local attractions, or simply relaxing at home with his dogs.

ADAPTING TO AN EVOLVING INDUSTRY

The world of real estate media is constantly evolving, and Jeremy has been at the forefront of these changes. "When we first started, REALTORS® were mainly only utilizing photos and 3D tours for their marketing," Jeremy notes. However, the past few years have seen a significant shift towards video content, driven by the rise of social media platforms. From horizontal and vertical home videos to high-end brand awareness videos featuring agents, Jeremy has adapted High Tide Content's offerings to meet these new demands.

DEFINING SUCCESS AND LEAVING A LEGACY

For Jeremy, success is about more than just business growth; it's about creating a meaningful life for his family, his team, and his community. "Being able to create a life that my family, myself, and our team can love



“
WE’RE NOT JUST HERE TO TAKE PICTURES; WE ARE HERE TO TELL THE STORY OF A HOME, TO HIGHLIGHT ITS BEST FEATURES IN A WAY THAT MAKES POTENTIAL BUYERS SAY, **‘WOW.’**
 ”

while doing work that matters to the community – that’s success,” he reflects.

Looking to the future, Jeremy hopes to be remembered not just as a talented photographer and businessman, but as a good dad, husband, leader, and person who made a positive impact on those around him. “Our team would love the opportunity to serve you,” he concludes, inviting top-producing REALTORS® to experience the High Tide difference. With a blend of passion, professionalism, and personal touch, Jeremy Kierez and High Tide Content are not just capturing properties – they’re capturing the essence of the Grand Strand.

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BECKI LEWIS

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Innovate Real Estate

From Dental Hygienist to Top Realtor
- An Inspiring Journey of Resilience,
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Balancing Acts and Breaking Through:

For the first eight months of her real estate career, Becki juggled dental hygiene, real estate, and taking care of her children and home. “It was a heavy load, and I knew I couldn’t keep it up without burning out. I needed to transition to full-time real estate to provide the best service to my clients,” she explains. Becki set a production volume goal and reached it in just eight months. “Looking back, I have no regrets. I am so grateful that I took a chance on myself.”

Becki’s love for helping others shines through in her work. “I’ve always had a servant’s heart,” she says. “As a mother, sister, daughter, caretaker, and dental hygienist, I’m an empath by nature. I recognized the value of those qualities in helping people through the stressful process of buying or selling a home.” Becki’s ability to nurture meaningful relationships with her clients is evident. “One of the things I love now is looking around my home and seeing trinkets and thoughtful gifts from past clients. Each piece tells a story.”

Roots and Role Models:

Born in Phoenix, Arizona, and raised in New Jersey, Becki is a self-proclaimed “Jersey Girl!” – sweet and spicy when needed. She looks up to her parents, Victor and Eileen Lewis, who instilled in her the values of confidence, kindness, hard work, and dedication. “My dad was a recovered alcoholic

When you meet Becki Lewis, you instantly feel her vibrant energy and passion for life. Becki, a REALTOR® and member of the National Association of Realtors, has swiftly climbed the ranks in the real estate world. In just four years, she has amassed a career volume of \$62.5 million, with an impressive \$18.9 million in total volume last year alone. She was honored with awards such as the 2021 BRG Rising Star, the 2021 BRG Elite Club, the 2022 BRG Elite Club top 10% of MLS, and the 2023 BRG Ring of Honor top 2% of MLS.

Becki’s journey into real estate began in July 2020. “Before I became a realtor, I spent 25 years as a dental hygienist,” she recalls. “When we moved from New Jersey, my master plan was to leave my career in dental hygiene behind and start anew in real estate in South

Carolina.” But life had other plans. The day after she signed up for real estate classes, her sister was diagnosed with stage 4 breast cancer. Becki put her dreams on hold to become her sister’s caretaker, a decision that speaks volumes about her character.

“My sister was upset that I postponed the classes to take care of her. I made her a promise before she passed away that I would follow through with my dream to become a REALTOR®,” Becki shares. “I dragged my feet for a while, battling fear and complacency. Then Covid hit, and my 20-year marriage ended. I was at the lowest point of my life feeling broken, betrayed and not enough. I decided there was no way to go but up and it was time to take a leap of faith, believe in myself and fulfill my promise to my sister.”



for 42 years, and I always admired his strength and dedication to helping others," she reflects. Her team leader, Chris Koppel, is another significant role model. "Chris is a fierce leader, a veteran, a visionary, and a nurturer. She never hesitates to help others."

Becki has faced numerous challenges on her journey. "I had to overcome the fear of the unknown and the idea that I had to be perfect all the time," she says. "I realized that progress was the goal, not perfection. It is within those struggles that real growth happens. Saying yes to my calling has allowed me to become a thriving realtor."

Looking ahead, Becki's dreams and goals are intertwined with real estate. "I would love to step into a leadership role in my brokerage and mentor others," she shares. "On a personal level, I want to invest in real estate and build my own portfolio."

For Becki, success is not measured monetarily. "Success is always learning, always growing. It's being passionate, grateful, and happy with the life you are living. It's making an impact on others and achieving the goals you set for yourself," she explains.



Family and Fun:

Becki's family includes her two children: Ava, 21, a senior at the University of Pittsburgh studying to be an occupational therapist, and Aidan, 18, a freshman at the University of South Carolina Honors College. They enjoy vacationing, working out, watching movies, taking beach walks, playing board games, and bargain shopping. Becki also loves supporting local charities through her team's quarterly fundraisers.

Outside of work, Becki starts her day at the gym at 6:15 am. "It's a great way for me to start my day focused and driven," she says. She also enjoys gardening, beach walks, and river boat runs. And here's a fun fact: Becki has a shoe addiction! "If you look in

my closet, all my shoe boxes have pictures on the outside so I can see what's in each box from afar," she laughs. Plus, she'll dance anywhere – on the beach, in the street, at the gym, and she doesn't care who's watching!

Advice for Aspiring Realtors:

"Believe in yourself," Becki advises. "Real estate is a numbers game. Put in the work, make the calls, and set the appointments. The more you do, the quicker you will find success. You set the pace of your destiny. Fast and furious is how I roll!"

Becki wants to be remembered as caring, kind, compassionate, knowledgeable, and professional. Her favorite quote, "Still I Rise" by Maya Angelou, encapsulates her journey. Her motto? "Say no and watch me GO!"

Becki Lewis leaves us with this powerful message: "If it is worth doing, do it with your whole heart. Never underestimate the power of passion and determination, it is how I built my real estate career."

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