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MICHAEL DEVITA

TOP PRODUCER:
Brandon Hoffman

RISING STAR:
Jenna Lawson

PREFERRED PARTNER:
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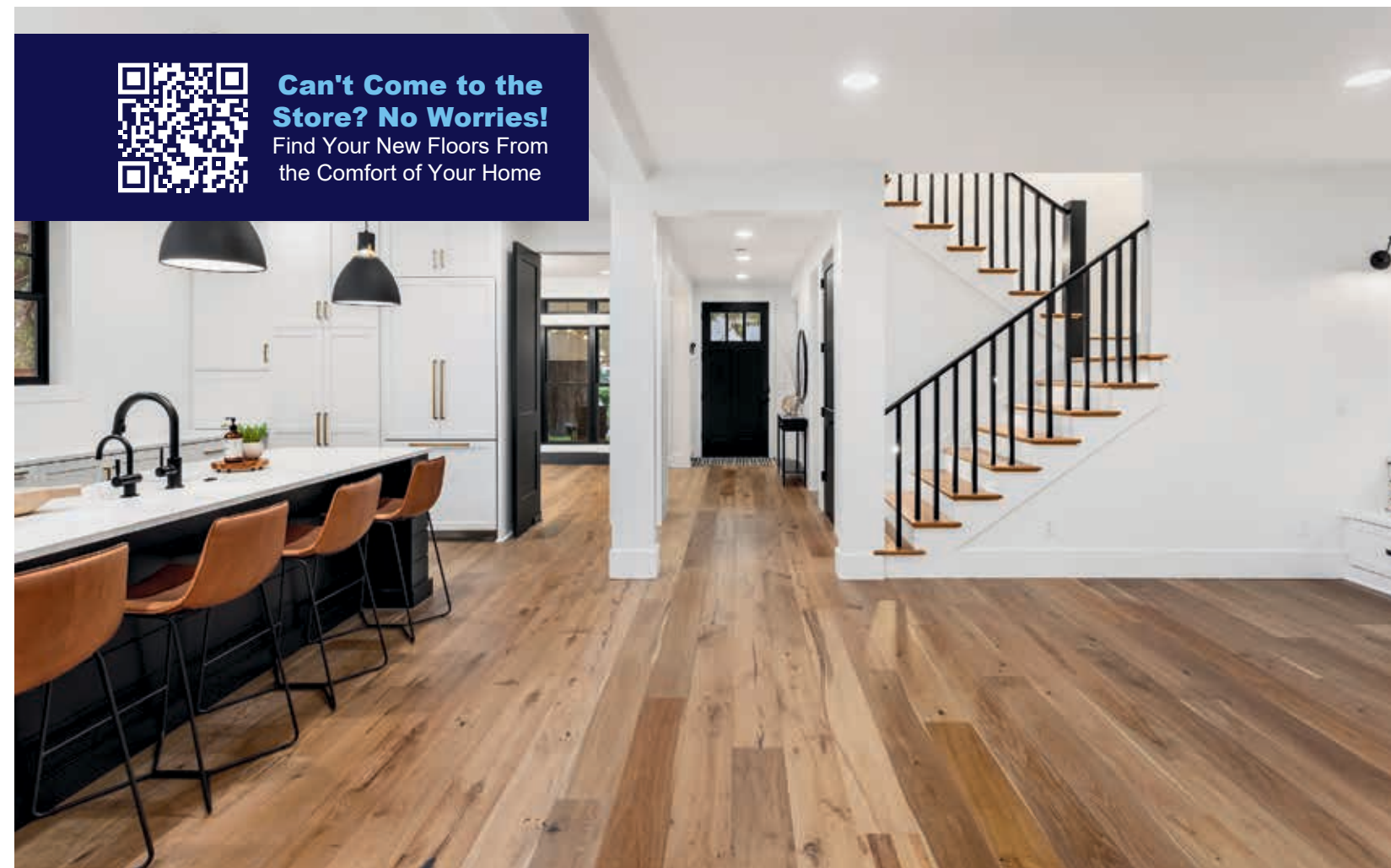
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October 2024

HAPPY HALLOWEEN!!

Dear Columbia Real Producers

Happy Halloween, Columbia!

As the crisp autumn air settles in and the vibrant hues of fall foliage blanket our beautiful city, it's time to embrace the spirit of the season. October is here, and with it comes the thrill of Halloween—a time for fun, festivities, and a touch of magic. In this special edition of *Columbia Real Producers Magazine*, we celebrate not only the season but also the remarkable individuals who make our real estate community shine.

Cover Feature Realtor

This month, we are proud to spotlight our Cover Feature Realtor, Michael DeVita. With a career marked by unwavering dedication and an exceptional track record, Michael has set a standard of excellence in our industry. Their commitment to clients, innovative approach to real estate, and deep understanding of the market dynamics have made them a trusted name in Columbia's real estate landscape. We invite you to read their inspiring story and discover the passion that drives their success.

Top Producer

Our Top Producer for October is Brandon Hoffman, whose outstanding achievements and remarkable sales performance have earned them this well-deserved recognition. Brandon's ability to navigate the complexities of real estate transactions with ease and professionalism has made them a standout performer. Their strategic mindset and client-centric approach continue to deliver impressive results, setting a high bar for excellence in our community.

Rising Star

The future of Columbia real estate is bright, thanks to our Rising Star, Jenna Lawson. With a fresh perspective, boundless energy, and an innate ability to connect with clients, Jenna is quickly making a name for themselves. Their innovative strategies and forward-thinking mindset are transforming the way we do business, and we are excited to watch their journey unfold. Keep an eye on Jenna Lawson—their potential is limitless.

Amazing Preferred Partner

Behind every successful realtor is a network of incredible partners, and this

month, we celebrate our Amazing Preferred Partner, Goosehead Insurance - Hurd Johnson Agency. Their dedication to providing exceptional service, coupled with their deep industry expertise, makes them an invaluable asset to our community. Whether it's through seamless transactions, expert advice, or unwavering support, Goosehead Insurance - Hurd Johnson Agency consistently goes above and beyond to ensure the success of those they work with.

As you flip through the pages of this October edition, we hope you find inspiration in the stories of these extraordinary individuals. Their hard work, passion, and dedication are a testament to the strength and vibrancy of Columbia's real estate community.

Wishing you all a joyous and spooky Halloween filled with laughter, creativity, and a few delightful scares!



Robert Smith Sierra Nelson

Warm regards,

Robert Smith- Co-Owner/ Advertising Sales
Sierra Smith- Co-Owner/ Publisher

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SPOTLIGHT ON GOOSEHEAD INSURANCE

HURD JOHNSON AGENCY

A Dynamic Duo Committed to Community and Excellence

Goosehead Insurance - Hurd Johnson Agency is more than just an insurance brokerage—it's a powerhouse of dedication, expertise, and community involvement. Co-led by Barrett Hurd and Dr. Jermaine Johnson, the agency offers an extensive range of services including home, auto, rental dwellings, liability, life insurance, and more. Since its establishment in January 2020, the agency has quickly become a trusted name in the region, known for its customer-centric approach and commitment to excellence.

Meet the Partners: Barrett Hurd and Jermaine Johnson

Barrett Hurd's journey to becoming an insurance professional is as diverse as it is inspiring. Originally from Bossier City, Louisiana, Barrett joined the Army in 2009, serving as a wheeled mechanic stationed at Fort Bliss. After serving in the Army as a wheeled mechanic, Barrett explored various fields before discovering his passion for insurance. His journey through different professions—from healthcare to the automotive industry—led him to a career where he could truly make a difference. Barrett's dedication to client education and his relentless work ethic have been instrumental in the agency's success.

With nearly a decade of experience, Barrett's expertise lies in his deep understanding of insurance products and his commitment to client education. His dedication to hard work, coupled with a passion for making complex insurance topics accessible, has been a driving force behind the agency's success. Barrett credits much of his success to the support of



his family, particularly his wife Nicole, a BCBS risk auditing supervisor, and their two sons, Bryant and Bennett.

On the other hand, Dr. Jermaine Johnson brings a unique blend of leadership and experience to the agency. A former professional basketball player and College of Charleston alum, Jermaine has always been a team player. Today, he balances his role as an insurance professional with his responsibilities as a member of the South Carolina House of Representatives, where he represents the people of SC House District 52. Jermaine is also deeply rooted in the Southeast Columbia community, where he resides with his wife, Dr. Evan Patrice Johnson, and their four children. His passion for basketball is still alive, as he enjoys playing the sport in his spare time and working on his cherished 1977 Corvette.

A Commitment to Community

For both Barrett and Jermaine, community involvement is not just an afterthought; it's at the heart of their business. Goosehead Insurance - Hurd Johnson Agency is heavily involved and actively participates in local initiatives, such as their annual "Back to School" events and "The Rose Shower," which supports local women's shelters and

the United Way. This commitment reflects their belief that success is not just about business growth, but about making a meaningful impact on the lives of others.

What Makes Goosehead Insurance - Hurd Johnson Agency Unique?

The agency's affiliation with Goosehead Insurance, the largest brokerage in the country, gives them a distinct advantage. They offer clients access to an unparalleled range of carrier options, ensuring that each policy is tailored to the specific needs of the client. Whether it's providing a new insurance binder for a mortgage closing in minutes or guiding clients through catastrophic events, Barrett and Jermaine's team is dedicated to delivering prompt, reliable service.

Barrett takes pride in the positive feedback from clients, particularly in challenging times when their insurance policies prove invaluable. The relief and gratitude they express, knowing they were well-covered, reaffirms his dedication to this profession. As Barrett puts it, "We're here to be partners in protecting your income and assets, with the biggest portfolio of carriers to ensure we never leave you hanging." Jermaine, with his background in leadership and public service, adds



another layer of trust and integrity to the agency's operations.

A Partnership You Can Trust

Goosehead Insurance - Hurd Johnson Agency is more than just a business; it's a partnership dedicated to protecting what matters most to their clients. Barrett and Jermaine are not just insurance professionals—they are community members, leaders, and trusted advisors. For those in the Columbia area seeking comprehensive insurance solutions, this dynamic duo is the team to turn to.

For more information, visit www.TheHurdJohnsonAgency.com, or contact them at **(803) 616-7999**. Located at **919 True Street, Suite A2 Columbia, SC 29209**



**A Journey of
Passion and
Dedication in
Real Estate**

Jenna Renee, Lawson

▶▶ rising star | Photos By: Shayla Tabor (Stabor Studios)
Written By: Amy Porter



Jenna Renee' Lawson, a dynamic and dedicated real estate professional, is an esteemed agent at Chucktown Homes Powered by KW Palmetto. Energetic, personable, and trustworthy, Jenna embodies the spirit of a committed mom, wife, and daughter, bringing her vibrant personality into every client interaction.



Jenna's journey into real estate began in September 2021, a time when she and her husband were navigating the market as first-time homebuyers. This personal experience sparked her interest in the field, especially after noticing gaps in the availability and responsiveness of the agents they encountered. "I can do this better, I can be available for my clients," Jenna thought, fueled by her passion and drive. She never imagined she would become a top-producing agent in such a short time, but her determination and dedication quickly set her apart.

With almost three years in the industry, Jenna has developed a passion for helping first-time homebuyers. She genuinely enjoys guiding them through every step of the home-buying process, understanding the magnitude of this significant milestone. For Jenna, it's not just a transaction but an opportunity to provide support and ensure her clients feel confident and cared for. Additionally, as a military spouse, Jenna specializes in assisting families relocating from different duty stations, making these transitions smoother and less stressful. Her

personal experience and empathy allow her to connect deeply with her

clients, whether they're buying their first home, upgrading to a forever home, or moving due to military orders. Jenna loves every aspect of real estate, from helping first-time buyers to supporting military families and beyond, finding joy in each unique journey.

Jenna's real estate career started with BBHG Real Estate Medley, where she worked from September 2021 to February 2022. She then became a solo agent at Exit Real Estate Consultants, appreciating the culture and the friendships she built there. However, her ambition led her to seek more volume and chaos, which she thrives in. In July 2022, she joined Chucktown Homes Columbia, a decision influenced by the robust support system and dynamic team led by Christina Myers. Jenna's rapid rise to becoming a team leader and mentor speaks volumes about her capabilities and commitment.

Her approach to real estate is client-centric: "I am not here to sell you this home or any home. I am here to help guide you through this process, work on your behalf, and get you the best possible outcome." This philosophy has earned her clients' trust, as she prioritizes their best interests and ensures they make well-informed decisions. Jenna is dedicated to finding the right home for her clients, providing honest advice and thorough guidance every step of the way.

Jenna cherishes every success story, understanding the significance of buying a first home or a dream home. Each client's journey is unique, and she finds joy in being part of their milestone moments. Since starting her career in September 2021, Jenna has closed over \$20 million in real estate transactions, with \$10.6 million in 2023 alone.

Mentorship has played a crucial role in Jenna's development. She looks up to Christina Myers, who exemplifies the balance of drive, determination, and family life that Jenna aspires to. Christina's mentorship has instilled confidence in Jenna, allowing her to handle multiple deals simultaneously and grow into a leadership role.



I am profoundly grateful to my mom and dad, whose unwavering love, support, and encouragement have shaped the person I am today. Their boundless wisdom, patience, and belief in my potential have guided me through every challenge and triumph. I wouldn't be who I am without their steadfast presence in my life, reminding me always to strive for my dreams while staying grounded in the values they've instilled in me.

Also my husband whose unwavering support and belief in me have been my greatest strengths. He is my number one fan, always cheering me on through every challenge and celebrating every success with genuine joy. His love, encouragement, and constant presence have made all the difference, giving me the confidence to pursue my dreams. I couldn't ask for a better partner in life!

Jenna has faced numerous challenges in her 33 years, but the most profound was the loss of her first baby in 2010. At 32 weeks pregnant, she was eagerly anticipating the birth of her baby girl, Emalee Rayne. On August 30, 2010, during a routine prenatal check-up that included a 3D ultrasound, Jenna received devastating news. Despite initially not finding a heartbeat, the doctor confirmed that Emalee had passed away. She weighed 4 lbs 6 oz and could have survived, but for reasons beyond Jenna's understanding, God needed her more. This heart-wrenching loss profoundly shaped Jenna, reinforcing her faith and instilling a deep compassion for others. This experience has greatly influenced her approach to her work, making her more empathetic and dedicated to genuinely supporting her clients through their own significant life transitions.

This devastating loss profoundly shaped Jenna and reinforced her faith. She never questioned God's plan, even in the face of such immense grief. Two years later, she was blessed with her son, Braxton, and 16 months after that, her daughter, Taylin. The loss of Emalee, although incredibly painful, instilled in her a deep compassion and empathy for others. It taught her that everyone has their own struggles and that we must approach each person with kindness and understanding.

This experience has greatly influenced her professional life. In real estate, she encounters clients at pivotal moments in their lives, often filled with both excitement and anxiety. Jenna's journey has equipped her with the sensitivity and



patience to support them through these significant transitions. She strives to ensure that her clients feel genuinely cared for and understood, knowing firsthand how important it is to have a compassionate guide during life's most challenging times.

Overcoming the heartache of losing Emalee has made Jenna resilient and has fueled her passion for helping others achieve their dreams, especially in homeownership.

It's not just about buying a property; it's about finding a place where families can build their lives, filled with hope and new beginnings. Jenna's faith and the compassion it has fostered in her are at the core of her approach, making her more than just a real estate agent but a trusted advisor and friend to her clients.

Currently, Jenna is passionate about expanding her network and growing her sphere of influence. She finds immense satisfaction in the meaningful connections she makes with clients, other agents, lenders, and professionals. Real estate is not just a career for her; it is a way to achieve her dreams and provide her family with the freedom and opportunities they cherish.



I am not here to sell you this home or any home. I am here to help guide you through this process, work on your behalf, and get you the best possible outcome.



Outside of work, Jenna enjoys home design, spending time at the ball field with her daughter, and soaking up the sun at the beach or pool. Having grown up in Alaska, she never tires of the warmth and sunshine. Her family, including her husband Matthew and their four children—Danniel, Braxton, Taylin, and Issac—loves camping, traveling, and various outdoor activities. Matthew, currently in seminary to become a pastor, and their children's diverse interests keep their lives full and vibrant.

For Jenna, success is about achieving goals in a way that brings happiness and reduces stress. It is not about money or status but about personal fulfillment and meaningful accomplishments. One thing she wants the world to know about her is her genuine care and compassion for each client. Jenna aims to shift the perception of real estate from purely transactional to deeply personal and impactful.

In closing, Jenna Lawson is more than just a top-producing real estate agent. She is a kind-hearted, fun, and bubbly person who puts her heart and soul into helping her clients. Her favorite quote, "The best things in life are left unseen; that's why we kiss, pray, and dream with our eyes closed," perfectly encapsulates her philosophy. Jenna truly believes that if you can dream it, she can make it happen.



cover story
ELEVATING REAL ESTATE WITH PASSION, PURPOSE, & PERSONAL CONNECTION

Photos By: Chelsea Marne
Photography (Chelsea Marne)
Written By: Amy Porter

MICHAEL DEVITA

MICHAEL DEVITA has established himself as a prominent figure in the real estate industry, serving with distinction at the ART of Real Estate for over 8 years. Renowned as one of the top producers in his company, his journey into real estate began in 2016, following a career pivot from teaching and marketing. “I was a high school teacher and coach, but I realized that my efforts were not matched with appropriate compensation,” Michael explains. Seeking a change, he transitioned into marketing before a pivotal meeting with Brad Allen and Mary Lane Sloan, co-founders of ART of Real Estate. “Their vision and company culture resonated deeply with me,” he reflects. Inspired by their professional yet relational approach to real estate, Michael obtained his license and joined their team, quickly finding that the role aligned perfectly with his personality and aspirations.

Describing himself as intense, passionate, and competitive—a natural Enneagram 7 (The Entertainer)—Michael thrives on challenges and excels in building relationships. “Real estate allows me to combine my competitive drive with my passion for community and relationships,” he says. His career at ART of Real Estate has been marked by exceptional achievements, including consistently ranking as a top producer behind Mary Lane Sloan herself.

Specializing primarily in downtown Columbia’s vibrant market, with additional focus on Lexington and Northeast areas, Michael offers clients a personalized boutique

experience. “Our approach is comprehensive,” he notes. “We handle every detail, allowing clients to enjoy the process without stress.” This commitment to excellence has earned Michael a stellar reputation as an expert communicator, skilled negotiator, and problem solver in the real estate contract realm.

His success is evident, with a career volume exceeding \$77 million and last year’s transactions totaling over \$10 million, despite dedicating significant time to charitable endeavors.

Beyond sales, some of Michael’s proudest moments stem from client relationships that endure beyond

transactions. “It’s fulfilling when clients return, trusting me to guide them through new life stages,” he shares.

Reflecting on his career path, Michael credits mentors Brad Allen and Mary Lane Sloan for shaping his professional trajectory. “Brad took me under his wing from the start,” he recalls. “Their emphasis on professionalism and striving for excellence has been instrumental in my development.” Overcoming challenges in real estate, Michael has honed skills in negotiation, conflict resolution, and maintaining composure under pressure—all essential in delivering outstanding service to his clients.



Michael's dedication to his clients is exemplified in one particularly memorable success story. "I had a client who was struggling to find a home that matched her vision," he recalls. "One day, I realized that my friend's house was perfect for her. I called him up and said, 'I need you to move.' Long story short, it was the perfect house for my client. I got her into that house and then found my buddy and his family their perfect home. It all worked out. That's what real estate is about!" This story highlights Michael's commitment to going above and beyond to meet his clients' needs, using his deep market knowledge and personal connections to achieve the best outcomes.

Currently, Michael's passion in his business centers around providing clients with an exceptional and trustworthy experience. "There are so many stories of people using part-time agents or untrained agents who mishandle the purchase or sale of their biggest asset," he says. "Countless stories of agents not communicating, not knowing the contract, not understanding the process, getting their clients in a bind, etc. I want to reach more people and let them know, not all agents are created equal." As a full-time professional, Michael prides himself on his extensive training, focus, and the robust support of his team. "I sell 50-60 houses a year and stay attuned to the market's



“REAL ESTATE ALLOWS ME TO COMBINE MY COMPETITIVE DRIVE WITH MY PASSION FOR COMMUNITY & RELATIONSHIPS.”



pulse and emerging trends. People need agents like me who will take care of them. My passion is taking care of people and giving them a professional experience that they deserve."

The most rewarding part of Michael's business is the enduring relationships he builds with his clients. "It's incredibly fulfilling when clients call me 8 years after their first purchase, asking for help as they move into the next stage of their lives," he shares. "I get to walk through life with people and provide a meaningful and helpful tool to them as they transition from one phase of life to the next." Michael finds joy in cultivating relationships and being a reliable presence in his clients' lives as they navigate various stages. He also appreciates being in a profession that directly rewards effort and success. "The more I put in, the more I get out," he notes, valuing the direct correlation between hard work and rewards in real estate.

Beyond his real estate achievements, Michael is deeply involved in charitable endeavors, notably as a passionate supporter of YoungLife, a high school and middle school outreach ministry. "My wife and I have been involved in YoungLife for the past 20 years in various capacities," he says. "We've both been volunteer leaders, my wife

was on YoungLife staff, and we've been donors, committee members, and leader care providers. It is a wonderful organization that truly changes kids' lives." Additionally, Michael is committed to the Leukemia and Lymphoma Society, where his efforts in fundraising, including running 100 miles in 100 hours, exemplify his dedication to making a meaningful impact in the community. "It's about using my platform to support causes that matter," he asserts. His efforts earned him the title of Visionary of the Year for the Midlands in 2023.

Michael's personal life is equally fulfilling, centered around his family—wife Jaimie who works with one of his best friends Travis Wright at Movement Mortgage. Jaimie is a jack of all trades and is literally good at everything. His two energetic sons, Jack West (6) and Riggs Walker (3). Together, they embrace adventure through activities like camping, hiking, and traveling, fostering a close-knit family dynamic rooted in shared experiences and active lifestyles. They also enjoy Sunday at church where they attend Columbia Presbyterian Church and Michael serves as a Deacon. "Being present for my family is non-negotiable," Michael emphasizes, highlighting the flexibility and autonomy that real estate affords him.





Not many people know that Michael loves movies and books. “I watch multiple movies a week and read every night before bed,” he shares. Another lesser-known fact is his passion for playing guitar. “I have six guitars in the house—four acoustic and two electric. I love playing guitar and do it daily.” Some may not know that Michael and his wife Jaimie are Co-Owners of Carolina CrossFit in Town. This is a major part of their lives and community. They love that their kids go with them to the gym. These personal interests reflect Michael’s multifaceted personality and his ability to

find balance and relaxation outside his professional life. For aspiring real estate professionals, Michael offers valuable advice: “Pick your brokerage wisely. Find someone with the time and experience to train you well. Once you find that, show up every day. Treat it like a full-time job. Get to the office at 9 am or earlier and stay until 5 pm or later. Ask tons of questions, preview houses, talk to agents, go to events, and meet people. At the end of the day, it doesn’t matter how good you are at being a Realtor if you don’t know anyone, you don’t make any money.”

Michael aspires to be remembered for the positive impact he has on those around him. “I want to be remembered as someone who had an impact on everyone around him. Someone who inspired people to be better, to push harder, to love more, to follow God, and to never give up.” This aspiration underlines Michael’s commitment to making a meaningful difference in both his personal and professional life, leaving a legacy of inspiration and dedication.

Looking ahead, Michael sees real estate not just as a career but as a means to build lasting relationships and contribute positively to his community. “Success, for me, is about progress,” he reflects. “It’s about continually improving as a professional, husband, father, and community member.” Whether coaching his boys in sports, hosting bourbon tastings, or pursuing physical challenges, Michael DeVita epitomizes success as a journey of growth, impact, and unwavering dedication to his values.

FAVORITE QUOTE

“It is not the critic who counts: not the man who points out how the strong man stumbles or where the doer of deeds could have done better. The credit belongs to the man who is actually in the arena, whose face is marred by dust and sweat and blood, who strives valiantly, who errs and comes up short again and again, because there is no effort without error or shortcoming, but who knows the great enthusiasms, the great devotions, who spends himself in a worthy cause; who, at the best, knows, in the end, the triumph of high achievement, and who, at the worst, if he fails, at least he fails while daring greatly, so that his place shall never be with those cold and timid souls who knew neither victory nor defeat.” Teddy Roosevelt

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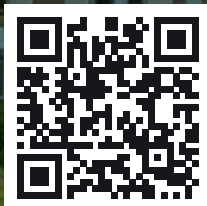


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FROM COASTAL BEGINNINGS TO REAL ESTATE MASTERY

BRANDON MICHAEL HOFFMAN'S

JOURNEY

Brandon Michael Hoffman was born and raised in Swansea, SC, and graduated from Clemson University. After spending a few years on the coast, he moved back to Columbia, SC, to start his career in real estate. Married to Sarah, who owns the local Jackson Hewitt Tax Service franchise, Brandon is also a proud father of two amazing kids, Reid and Holly. Describing himself as "kind but not nice," Brandon prioritizes facts over feelings and advocates for working smarter, not harder. He is an anti-drama individual who enjoys golfing and sports, and values the importance of showing up early, getting work done efficiently, and spending quality time with his family.

CAREER PATH:

Brandon's transition into real estate was driven by burnout from his previous monotonous career. A suggestion from a friend to explore real estate investing piqued his interest, leading him to obtain his real estate license in 2005. Since then, it has been a journey of continuous growth and learning. With 19 years of experience in residential real estate, Brandon has worked with various companies and teams.

He started with a Realogy company, becoming one of the pioneering agents to

establish a team in his market. However, as his production increased, he found the fee structure of Realogy companies limiting and opened a RE/MAX office. Despite enjoying the experience, the workload as a sole proprietor affected his quality of life, prompting a move to Keller Williams for better support and fewer expenses. Brandon has found Keller Williams to be an incredible franchise that provides the necessary support for his team.

STRATEGIES AND SUCCESSES:

Brandon emphasizes the importance of the Multiple Listing Service (MLS) as the single best source for locating homes for sale. While creative strategies like sending letters to neighborhoods have been explored, MLS remains unmatched in speed and accuracy. Over his career, Brandon

has experienced numerous memorable moments. One standout instance involved helping a first-time buyer purchase a foreclosure that was built across two lots. Brandon's team tracked down the previous owner, securing a quit claim deed for the young lady, showcasing the critical importance of surveys. Another notable experience involved managing a transaction for a favorite client who was diagnosed with cancer. Brandon handled everything, from negotiations to repairs, allowing his client to focus on her health.

ACHIEVEMENTS AND MENTORSHIP:

With over 3,000 properties sold and an estimated career volume exceeding \$600,000,000, Brandon has shifted his focus from awards and recognition to enjoying his work and mentoring new agents. His total volume last year was around 120 sales, amounting



▶ top producer

Photos By: Chelsea Marne
Photography (Chelsea Marne)
Written By: Amy Porter

to approximately \$32,000,000. Brandon credits his parents and high school baseball coach, Coach Killian, for teaching him mental toughness and resilience. He emphasizes the importance of a supportive team and a coach to help push boundaries and achieve success.

CHALLENGES AND OVERCOMING ADVERSITY:

The 2007 market crash was a significant challenge in Brandon's career. As a newer agent, he survived the economic downturn by living frugally and hiring a real estate coach who helped elevate his business. The downturn allowed

him to increase his market share as other agents left the industry.

PASSIONS AND FUTURE GOALS:

Brandon is passionate about investing in real estate and creating passive income streams to enjoy life. He also finds great satisfaction in helping agents succeed and watching them grow their own businesses. The most rewarding part of his career is attending his kids' events and coaching their sports teams. Looking to the future, Brandon aims to step back further, giving his agents more opportunities while continuing to enjoy his current work.

FAMILY AND HOBBIES:

Brandon's family includes his wife Sarah and their children Reid and Holly, who are both active in soccer. Coaching his kids' teams has been a rewarding experience for Brandon. Brandon mentions that coaching Reid and Holly has been one of his favorite hobbies over the years. Sarah's tax business keeps her busy from January to April, but the rest of the year, their jobs allow them the freedom to enjoy family time. Brandon's personal getaway is golf, which he plays once a week to mentally reset. He also enjoys trips with friends and family, with Ireland and Pinehurst being among his favorite destinations.



“THE BIGGEST LIES ARE THE ONES YOU TELL YOURSELF.”

DEFINING SUCCESS AND PERSONAL QUIRKS:

For Brandon, success is about having the life you want and being happy with it. He believes that true success is not measured by the amount of money earned or homes sold but by the quality of life and happiness. A quirky detail about Brandon is his aversion to wooden popsicle sticks, tongue depressors, and cardboard straws. He states that they make his skin crawl just thinking about them.

ADVICE AND LEGACY:

Brandon shares his wisdom through what he calls

“Hoffisms.” Key pieces of advice include asking for help, learning to delegate, choosing battles wisely, and doing the right thing without expecting anything in return. The one thing he wants the article to capture about him is the importance of enjoying the success that comes with the business to avoid burnout. Ultimately, Brandon wants to be remembered as someone always willing to help those who deserved it.

FAVORITE QUOTE:

“The biggest lies are the ones you tell yourself.”



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