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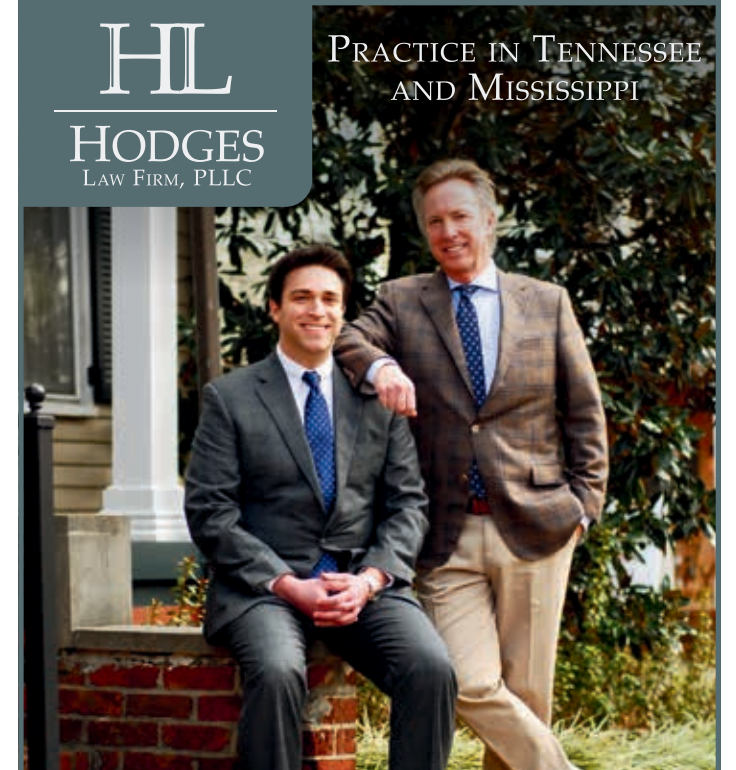
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something
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is about to happen

publisher's note

There's a buzz in the air, a feeling that something exciting is on the horizon for the Memphis real estate community. It's one of those moments where you just know things are shifting, and in a good way. There's a sense of possibility—like we're all on the edge of something really great. It's the kind of energy that reminds us why we love what we do and keeps us pushing forward.

Every deal we close, every new client we serve, every home that gets sold—it's all part of a much bigger picture. We're not just moving properties; we're helping shape neighborhoods, build futures, and create lasting memories for people who call this city home. It's important to remember that what we do has a ripple effect. We're impacting lives in ways that go beyond the paperwork and the contracts.

What's really exciting is knowing that the best days for Memphis real estate are ahead of us. This isn't just blind optimism—this is about recognizing the opportunities right in front of us. We're the ones who see potential where others might not. Whether it's a home that just needs a little TLC or a neighborhood that's ready to thrive, we have the privilege of being part of that transformation.

But greatness doesn't just happen on its own. It's built on the work we put in every day, the relationships we foster, and the vision we share for what our city can become. As real estate professionals, we're the ones who can bring that vision to life. And the best part? We get to do it together.

So as we look ahead, let's stay inspired, stay focused, and keep building toward what's next. Because something great *is* about to happen—for our clients, for our city, and for each of us. I believe that with all my heart. Let's make sure we're ready to embrace it when it does.

Together, we're creating something amazing. Keep going—the future looks bright!

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Meet Michelle Wilson

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"You'll never go wrong doing what's right."

That simple yet powerful motto has guided Michelle Wilson throughout her life and career, shaping both her personal and professional journey. As a State Farm agent, a devoted wife, mother, and community advocate, Michelle has

made it her mission to serve others with integrity and care, always striving to do what's right for her clients, her family, and her community.

Michelle's story begins in sunny southern California, where she grew up in the El Toro Laguna Beach area. Living by the ocean, watching sunsets from the

cliffs of Laguna and Dana Point, was a huge part of her childhood. She was the oldest of three, raised by her amazing mother, Angie Price. One of her earliest jobs was working in her grandmother, June's, busy real estate office. Their influence not only shaped Michelle's work ethic but also her drive to build something meaningful in her own life.

At just 13 years old, Michelle met her future husband at church summer camp—a southern boy with a charming accent that left her smitten. "I thought he hung the moon... and I still do," she says with a smile. His Southern sayings like "fixin' to go" won her over, and by 22, they were married. Twenty-five years ago, the couple moved to the Memphis area, where they've since built a beautiful life together.

Family is at the heart of everything Michelle does. She and her husband have three children, two in-laws, and a grandson, Jackson, who lovingly calls her "MiMi." Their daughter Courtney is a Nurse Practitioner, married to Stephen, a children's minister. Their son Chip works at Mississippi College as the Director of Student Life and is married to Miranda, a labor and delivery nurse. Their youngest, James, is a graphic designer. "Our family is everything to us," Michelle says. "We're so blessed."

Michelle's career with State Farm started in 2005, and in 2011, she fulfilled her dream of opening her own agency. She chose State Farm for its reputation, strong products, and commitment to being a good neighbor. From the beginning, Michelle was determined to create an agency that wasn't just about selling insurance, but about building relationships, providing real value, and making a lasting impact on the community.

Much of her drive comes from her mother, Angie, who taught her the importance of hard work and perseverance. "My mom bought me my first saxophone and told me if I wanted to be first chair, I had to practice and *earn* it," Michelle recalls. That lesson carried over into everything Michelle pursued in life—whether it was excelling in music, sports,

or later, running her own business, she knew that success came from dedication and effort.

Before opening her own agency, Michelle gained valuable experience through a variety of roles, including time at FedEx, substitute teaching, and working as a bank officer at Patriot Bank. She also worked as a Life and Health Specialist for another State Farm agent. Along the way, two mentors played pivotal roles in her career development: Larry Jackson, President of Patriot Bank, and Jack Leonard, her father-in-law and a State Farm agent. Both guided Michelle in the early stages of her journey, teaching her how to lead a team and build a business from the ground up.



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When Michelle opened her doors in 2011, she knew she wanted her agency to stand out by offering more than just insurance policies. Inspired by Walt Disney's customer experience philosophy, she crafted the I.C.A.R.E. approach for her team: Impression, Connection, Attitude, Response, and Exceptional. Michelle's goal is for every customer to leave feeling valued, knowing they've received the best possible service. "We're not just about providing insurance," she says. "We're about making people feel cared for and confident in the protection we offer."

Michelle's commitment to her community runs deep. She and her team actively participate in local initiatives, from organizing coat drives for children to supporting veterans and military families. They've also collected items for Le Bonheur Children's Hospital and hosted school supply drives. As a State Farm agent, it's all about being a good neighbor, serving others and giving back," Michelle says. "We love being part of this community."

Her agency serves clients across Tennessee, Mississippi, Alabama, and Arkansas, offering a range of services including home, auto, life, health, and business insurance. With a team of experienced professionals, including her husband John, Kelly Ritter, Hayden Perry, and Emily Tabb, Michelle ensures that her agency meets the needs of every



customer, whether they're first-time homebuyers or experienced investors. The agency also works closely with Realtors, offering expertise and support during the home-buying process.

Michelle has received numerous accolades for her work, including State Farm's Honor Club Silver and Ambassador awards. But for her, success is about more than recognition. It's about staying true to her values, providing remarkable customer experience, products and services. "Love God, work hard, serve people, and stay humble," Michelle says, summing up the philosophy that drives both her life and her business.

Michelle Wilson's agency is a testament to her dedication to doing what's right. From her family to her community to her clients, she has built something truly special—an agency where people feel valued, cared for, and protected. And through it all, Michelle's guiding principle remains the same: "You'll never go wrong doing what's right."

For more information, please contact Michelle at: (901) 590-1922 or michelle@michellewilsoninsurance.com. You can also visit her website at: www.michellewilsoninsurance.com



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meet

Alli

on the rise

By Christina See
Photos by Elizabeth
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Echlin



FROM MEMPHIS TO UKRAINE & BACK AGAIN

Raised in Germantown, TN, Alli Echlin's journey has been anything but ordinary. She began her academic career at the University of Memphis but left after just one semester to pursue mission work, teaching conversational English in Kiev, Ukraine. Her time abroad fueled a passion for helping others, a passion that has guided her through various careers, eventually leading her to the vibrant world of Memphis real estate.

Alli has had professional ventures from opening and managing stores for Starbucks to Paralegal work for a local law firm. In 2015, she decided to pause her career to focus on family after they adopted their youngest daughter. However, in 2019, her life took a challenging turn when her husband was diagnosed with cancer. At the time, Alli was a stay-at-home mom and the primary caregiver for their daughter, who has cerebral palsy. Facing mounting medical bills,

Alli needed a career that offered both flexibility and potential. Real estate, a field that felt second nature due to her mother's past influence as a Realtor®, became the perfect fit. In 2020, driven by a desire to help her sister sell a house, Alli earned her real estate license. Although her sister ultimately decided not to sell, the experience was the catalyst that launched Alli into her real estate career.

After several successful years with a major brokerage, Alli made a pivotal decision in December 2023. Seeking a more intimate and Memphis-focused environment, she joined Bluff City Realty, where she was drawn by the mission and the opportunity to work alongside her long-time friend and broker, Jeff Howard.

Passionate About People and Purpose
In all aspects of her life, Alli's love for Jesus and His people is at the

forefront. "In everything I do, I strive to bring honor and glory to Him," she says. "I'm far from perfect, but through my love, authenticity and care for people, I hope they see a glimpse of Jesus."

Professionally, Alli is known for her blend of business acumen and fun. She excels at educating clients, paying attention to detail, and fine-tuning systems to ensure every transaction is smooth and successful. But beyond that, she values making new friends and building lasting relationships. "I think one of the trends in real estate right now is fear," Alli notes. "There are new and unusual changes to rules and practices. I want to help bring peace, calm, levity and understanding, whether it's with other agents or my clients. Where I may lack knowledge or experience, I'm always willing to learn, grow, and go with the flow."



WHERE I MAY LACK KNOWLEDGE OR EXPERIENCE, I'M ALWAYS WILLING TO LEARN, GROW, AND GO WITH THE FLOW.



Alli's deep-rooted passion for people is a driving force in her real estate career. "I love helping people understand what they're doing and why, whether they're buying or selling." My goal is to empower my clients with the knowledge they need to make the best decisions for themselves, based on what's right for them, not because of what I think they should do."

A Life Filled with Love and Joy
When she's not working, Alli finds

joy in making her house a home. She loves cooking for her family, entertaining guests, and tackling home projects. Travel is another passion, and as a family, they prioritize creating cherished memories through experiences rather than material things. From planning trips to creating family movies, every moment is valued. Alli also enjoys listening to podcasts about parenting, marriage, and friendship through the lens of the Gospel. Her favorites include "Journey Women" and "Raising Girls & Boys." For personal growth, she turns to mindset and healthy lifestyle podcasts like "The Mel Robbins Podcast" and "Huberman Lab."

Alli has been married to her husband, Bobby, a Collierville Firefighter with nearly 24 years of service, for 12 years. They live in Cooper Young with their two daughters and two dogs.

Kate, 17, is incredibly talented, particularly in color guard, while Miriam, 9, is a social butterfly with a fascination for robots and a determination to overcome the challenges of cerebral palsy. Monk & Suki, who's also disabled, are their 2 dogs, rescued right off the streets in the 90s! Alli says her "Family is proof that we all have a place of belonging; no matter status, disability, past or circumstances!"

A Heart for Giving Back

Alli's advice to fellow Realtors® is simple: "Put people over profit." She firmly believes that when you take care of people, business takes care of itself. "Sometimes the rewards are delayed, but the formula always works."

The Echlin family is passionate about giving back, particularly through their support of the Streetdog Foundation. Before her real estate career, Alli dedicated much of her free time to volunteering with the organization, fostering over 30 dogs and adopting several. "Their mission of rescuing, rehabilitating, and rehoming dogs off the streets of Memphis is very close to my heart," says Alli.



A Superpower and a Wild Ride

If Alli could choose a superpower, it would be healing. "Wouldn't it be something to heal someone right there on the spot? Healing chronic conditions, diseases, mental illness, cancer, wounds, brokenness, grief. I would love to be a healer," she shares.

Reflecting on her career, Alli recalls a time when she almost dismissed a potential client. "At the start of my real estate career, I got a call from a

man with a thick Northern accent, talking about buying an \$800k to \$1 million home. He couldn't remember where he got my name or number, and I thought it was a prank. But after doing my due diligence, I found out he was legitimate. He turned out to be one of my best and favorite clients to date. We've become great friends, and I'm so glad I didn't hang up!"

And in a wild twist of fate, Alli once found herself stabbed in the leg with a syringe on a Metro train in Ukraine at just 19 years old—a shocking and eye-opening experience that only adds to the remarkable story of her life.

Alli Echlin embodies resilience, compassion, and a relentless drive to make a positive impact in every aspect of her life. Whether she's guiding clients through the intricacies of real estate, fostering deep connections within her community, or cherishing moments with her family, Alli's warmth, integrity, and dedication shine through. Her journey is a testament to the power of faith, perseverance, and an unwavering commitment to putting people first.

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

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EXPERTISE “If you take out the team in teamwork, it’s just work. Now who wants that?” - Matthew Woodring Stover

Amanda and Nick Lee have crafted a non-traditional real estate partnership that blends their distinct talents into a powerhouse team at McWaters & Associates Realtors. While Nick brings a sharp analytical edge with his background as an appraiser, offering clients unparalleled market insights, Amanda excels in building deep, personal connections, guiding clients through the emotional journey of buying or selling a home. Together, they’ve created a unique synergy that not only sets them apart in the industry but also makes them an unstoppable force in the real estate market.

A FOUNDATION BUILT ON LOCAL ROOTS

Nick and Amanda both grew up in the Memphis area—Nick in Germantown and Amanda in Bartlett. From an early age, they were both deeply connected to their communities, and these connections have only grown stronger over the years. Nick attended the University of Tennessee in Knoxville, where he majored in Finance and Marketing, while Amanda stayed closer to home, earning her degree in Accounting from the University of Memphis. Their educational paths, though different, provided them with complementary skills that have been instrumental in their real estate careers.

Reflecting on their entry into the professional world, Amanda shares, “Nick’s first job out of college was as a Trainee Appraiser in Knoxville, which really set the stage for his future in real estate. I started as a recruiter for the Baptist College of Health Sciences. It’s funny how we both found our way to real estate from such different beginnings.”

A SHARED JOURNEY INTO REAL ESTATE

Nick’s journey into real estate began while he was still in college. “I became an appraiser during my junior year at

Tennessee in 2005,” Nick recalls. “By 2007, I was officially licensed, and two years later, I opened Advanced Appraisal Services Memphis. That experience gave me a unique insight into the market, which has been incredibly valuable in our real estate business.” Amanda and Nick both earned their real estate licenses in 2013, and since then, they’ve been working together, bringing their distinct yet complementary skills to the table.

FINDING A HOME AT MCWATERS & ASSOCIATES

In September 2020, Amanda and Nick made the decision to join McWaters & Associates. The choice wasn’t just about finding a brokerage; it was about finding a place that felt like home. “We met Lee McWaters and were immediately impressed by his experience



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and knowledge,” Amanda explains. “But what really drew us in was the family atmosphere. The story of Lee’s mother starting the company and it remaining a family business over the years resonated with us, especially since real estate has become our family business as well.”

Amanda adds, “This year has been tough with Lee’s passing. One of our goals now is to carry on Lee’s legacy. McWaters has a wonderful group of agents that continue to run the business like a family, and we’re proud to be a part of that.”

A UNIQUE PARTNERSHIP

One of the things that make Amanda and Nick stand out in the real estate market is their collaborative approach. When clients hire one of them, they get the expertise of both—a partnership that offers twice the knowledge and dedication. “We’re unique in that when you hire one of us, you get the other, whether you want them or not,” Amanda says with a laugh. “It’s invaluable, especially in today’s market, to have both an appraiser and a REALTOR representing you when making such an important investment.”

Nick’s background as an appraiser gives him a distinct edge in understanding market trends and property values. “My work provides insight into where houses are selling fast, where they’re sitting on the market, and where they’re selling below list price,” Nick explains. Amanda’s focus, on the other hand, is on building personal connections with clients. “I take a personal approach to my business and create a bond with my clients throughout the process,” she says. “I want what’s best for them and treat them like family when guiding them through a search or transaction.”

PASSION AND DEDICATION

Both Amanda and Nick are driven by a deep passion for their work. They’re competitive by nature, always striving to be the best in their field. “Nick strives to be the best appraiser in our market,” Amanda shares. “He wants his lender clients to recommend him, and he wants REALTORS to call him when they need an appraiser’s opinion. I’m the same way—I want to sell every house in every neighborhood. Luckily, real estate is a business where you are rewarded for your hard work.”

Their shared commitment to excellence is evident in everything they do, from how they handle transactions to how they interact with clients. “Our past clients know, and future clients should know, that we pour everything we have into our clients,” Amanda emphasizes. “We hope that our hard work continues to lead to new opportunities.”

BALANCING WORK AND FAMILY

Despite their busy professional lives, Amanda and Nick never lose sight of what’s most important: their family. They have three children—Ryleigh, 9, Lawson, 7, and Peyton, 6—all of whom attend Dogwood Elementary School in Germantown. Amanda is actively involved in their school community, serving as the Treasurer of the PTO, while Nick coaches their kids’ sports teams. “Our lives are our kids and real estate,” Amanda says. “We’re always working, but we love our crazy busy lives.”

Nick adds, “I help coach Ryleigh’s travel softball team, and Lawson and I are currently coaching Peyton’s Germantown Football League flag football team. It’s a lot, but it’s also incredibly rewarding.”

GIVING BACK TO THE COMMUNITY

Amanda and Nick are also deeply committed to giving back to their community. “We love supporting local organizations, especially those tied to education and children,” Amanda shares. “With me being active on the Dogwood PTO, we always support local GMSD events and the Germantown Education Foundation. And when we joined McWaters, we began participating in the Youth Villages 5K that our company runs in every year.”

They’ve also found a new cause close to their hearts. “More recently, some of our best friends have the sweetest little girl at Memphis Oral School for the Deaf, and we’ve enjoyed supporting them as well,” Amanda says.

ADVICE FOR ASPIRING REALTORS

For those considering a career in real estate, Amanda and Nick have some valuable advice: “It takes hard work, time, and dedication to be successful in this business,” Nick says. “It’s not easy or for the faint of heart, but you get what you put into it.”

Amanda agrees, adding, “That’s why we love it—because we’re willing to put so much into it. And if you’re willing to do the same, the rewards can be incredible.”

LOOKING AHEAD

As Amanda and Nick Lee continue to build their real estate business, they remain focused on what matters most: family, hard work, and community. Their journey together, both personally and professionally, is a powerful reminder of what can be achieved when you work as a team. With their unique blend of expertise, deep commitment to their clients, and passion for giving back, the Lees are sure to continue making a positive impact in the Memphis real estate market for years to come.



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BREAKING BARRIERS & LEADING WITH PURPOSE AS THE FIRST BLACK WOMAN PRESIDENT OF TENNESSEE REALTORS®

Regina Hubbard's journey is nothing short of groundbreaking. In an industry where diversity is often still an uphill battle, she has shattered ceilings, becoming the first Black woman to serve as President of the Tennessee REALTORS® Association. Her leadership isn't just a historic milestone—it's a testament to her unwavering dedication to service, her passion for education, and her relentless commitment to making a difference in the real estate industry. For over two decades, Regina has inspired countless agents to take action, get involved, and build lasting careers, all while breaking new ground in the process.

A Lifelong Dedication to Real Estate and Leadership

Regina's real estate journey began in 1996, but her love for Memphis runs even deeper. Born and raised in the city, she has always been passionate about helping others and finding ways to make a meaningful impact. Her early career at AT&T presented a glass ceiling that, instead of discouraging her, motivated her to take a leap into real estate—a decision that would change not just her own life, but the lives of many others.

After getting her license, Regina and her husband, Lester, founded their own brokerage, Lester Hubbard REALTORS®.

Over the next 28 years, Regina became a pillar of the Memphis real estate community, serving in nearly every leadership position at the Memphis Area Association of REALTORS® (MAAR). From President and President-Elect to

Secretary-Treasurer and Director, Regina's influence has been felt throughout the association. In 2009, her contributions were recognized when she was named MAAR's REALTOR® of the Year, a moment that still fills her with pride and gratitude.



Teaching Ethics and Elevating Others

Despite her impressive career, Regina's real passion lies in the classroom, where she has become a respected authority on real estate ethics. "Code of ethics is my game," she explains. "I love teaching that because I feel like there's a gap in our industry, and that's where my passion lies." As a seasoned educator, she

has taught numerous real estate courses, helping new and experienced agents alike understand the importance of ethical practices in building a sustainable and successful career. In 2022, Regina was selected as National Association of REALTORS Commitment to Excellence (C2EX)

Ambassador of the Year. The first member to hold that title.

Her role as a mentor and guide goes beyond teaching, though. For Regina, leadership is about opening doors for others and helping them grow. "All I ever wanted to do was make a difference," she

“Code of ethics is my game. I love teaching that because I feel like there's a gap in our industry, and that's where my passion lies.”

says. “I didn’t look up—I looked around. Where am I, and what can I do to make a positive difference?” My philosophy is simply “Bloom where you are planted.” That philosophy has guided her through each stage of her career, from serving as President of the Women’s Council of REALTORS® (WCR) Memphis chapter in 2011 to representing Tennessee at the national level as a Director for the National Association of REALTORS® (NAR).

Breaking Barriers: Becoming the First Black Woman President of Tennessee REALTORS®

In 2023, Regina achieved something that had never been done before—she was elected as the first Black woman to serve as President of the Tennessee REALTORS® Association. The significance of this moment wasn’t lost on her, nor on the countless people she had inspired throughout her career. “I was amazed at how many people reached out, offering their support and sharing how I had helped and encouraged them along the way,” she reflects. It was a deeply humbling experience, and it reinforced her belief in the power of representation and mentorship.

Her presidency represents a turning point, not just for Regina but for the entire state. As the leader of over 36,000 REALTORS® across Tennessee, she is focused on advocating for homeownership, protecting property rights, and ensuring that all voices are heard. Regina’s historic achievement as President is a powerful reminder that leadership and opportunity should be accessible to all, regardless of background. Her presence in this role has opened doors for future generations of diverse leaders, setting an example of what’s possible when hard work, integrity, and dedication come together. Congresswoman Shirley Chism said “If there is no seat at the table, bring a folding chair.” This quote has guided her throughout her leadership journey.

A Commitment to Inclusion and Diversity

Regina’s leadership philosophy is rooted in the belief that diversity of thought is what drives success. “I’ve always believed in surrounding myself with people who are smarter than me,” she says. “The most successful leaders don’t try to be the smartest person in the room. They surround themselves with experts and bring everyone’s strengths to the table.” This approach has helped Regina navigate the complexities of leading a statewide association, particularly during a year marked by political changes, legal challenges, and shifting market dynamics.

Her focus on inclusion goes beyond race—it’s about bringing together people with different experiences,

perspectives, and ideas to solve problems and move the industry forward. “Corporations that have embraced diversity have thrived,” Regina says. “That’s what makes an organization successful, and it’s how we’re going to keep moving Tennessee REALTORS® in a positive direction.”

A Legacy of Service and Impact

Regina’s impact on the real estate industry extends far beyond her titles and accolades. In addition to her work with MAAR and the Tennessee REALTORS® Association, she has served on the Board of Directors for the Tennessee Housing Development Agency (THDA) since 2016, advocating for affordable housing and homeownership opportunities across the state. She’s also volunteered with Habitat for Humanity and has been honored with the Tri-State Defender’s “50 Women of Excellence” Award for her contributions to the community. She has worked with Convergence Memphis since its inception in 2019. She has been a member of NAREB since she was first licensed. Recently, she became a member of NAHREP.

Yet, if you ask Regina what she’s most proud of, it’s not the awards or the titles—it’s the people she’s helped along the way. “What I love most is when agents come to me and say thank you for encouraging me, for helping me,” she says. Those moments of mentorship and connection are what drive her, and they are the true legacy of her leadership.

Looking Forward: A Bright Future for Tennessee REALTORS®

As Regina continues to lead the Tennessee REALTORS® Association, her focus remains clear: advocating for REALTORS® and homeowners, fostering diversity and inclusion, and ensuring that the organization continues to thrive in a rapidly changing industry. She knows that the challenges facing the real estate market are significant, but with a collaborative, forward-thinking approach, she believes the association will emerge stronger than ever.

Regina Hubbard’s journey is far from over. As the first Black woman to serve as President of Tennessee REALTORS®, she’s already made history, but her true impact will be felt for years to come. Through her leadership, mentorship, and unwavering commitment to making a difference, she’s not just breaking barriers—she’s building bridges for the future. And in doing so, she’s ensuring that the next generation of REALTORS® will have the opportunity to follow in her footsteps, no matter where they come from or what obstacles they face.

“What I love most is when agents come to me and say thank you for encouraging me, for helping me.”





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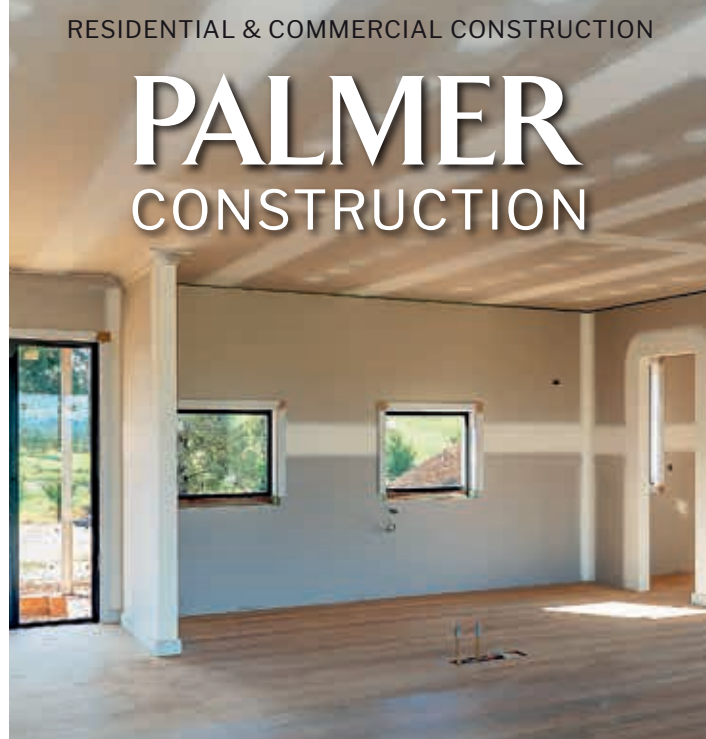


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