

UPSTATE

REAL PRODUCERS[®]

CONNECTING. ELEVATING. INSPIRING.

DYNAMIC TRIO

THREE REAL ESTATE EXPERTS

Meet Jim and Lisa Smith and Beth Yancey

TOP PRODUCER:

Tameka Thomason

RISING STAR:

Barbara Van Matre

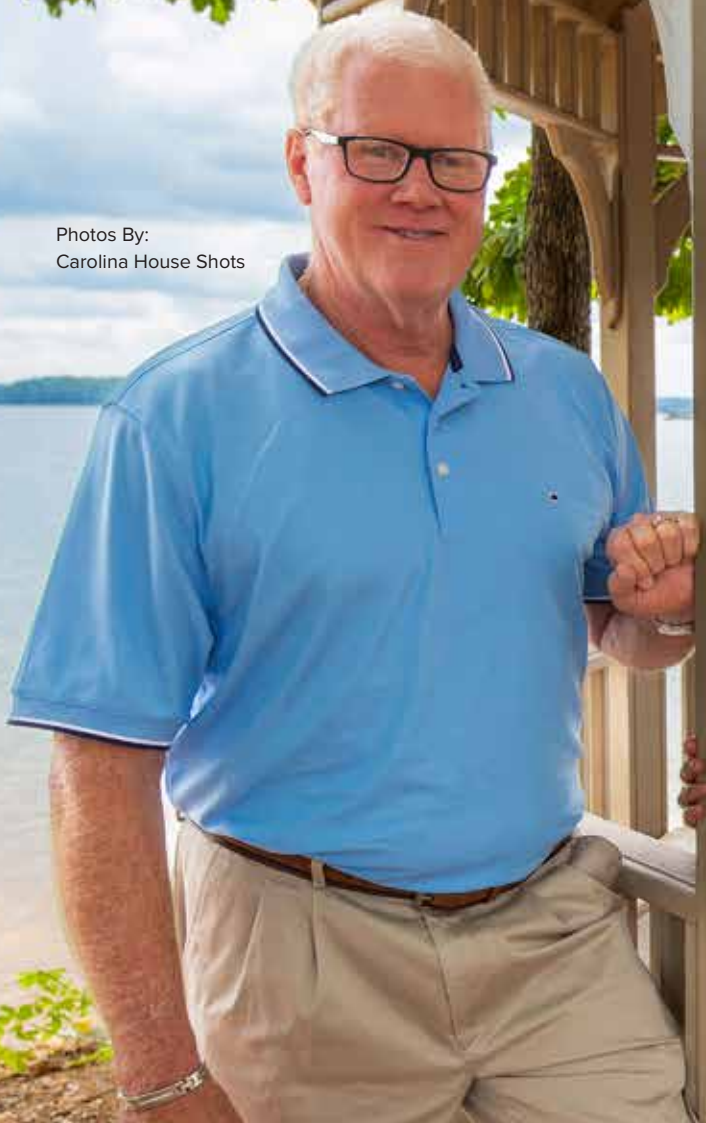
PREFERRED PARTNER:

Atlantic Bay Mortgage

TIPS OF THE TRADE:

Pam Borghesani

Photos By:
Carolina House Shots



OCTOBER 2024

MEET

THE TEAM



**Kenneth Rhodes
& ASSOCIATES INC**
AUTO | HOME | LIFE | BUSINESS | FARM



LAUREN MARVIN

**Accident & Health or Sickness Casualty Life Property
Variable Life, Medicare, and Variable Annuity**

Lauren Marvin, an experienced insurance agent with extensive experience in personal, commercial, farm, life, health, and disability insurance, offers tailored solutions for individuals, families, and businesses. With deep industry knowledge and commitment to client satisfaction, she provides comprehensive coverage for clients. She also actively supports the community and has been named the 2021 Leukemia and Lymphoma Society Woman of the Year.

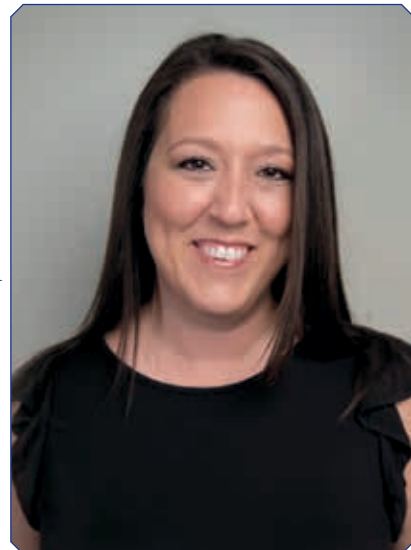
lm Marvin@kra-ins.com

ANGELA BURDETTE

**Accident & Health or Sickness Casualty Life
Property**

Angela, a licensed insurance agent since 2019, has extensive industry experience and a deep understanding of insurance from her upbringing in the field. She specializes in home and auto insurance, providing comprehensive coverage to protect clients' assets. Licensed in South Carolina and Georgia, Angela offers tailored solutions for regional needs. As an active member and Vice President of The Patriots Chapter of Liberty Networking, she demonstrates a strong commitment to professional growth and networking.

angela@kra-ins.com



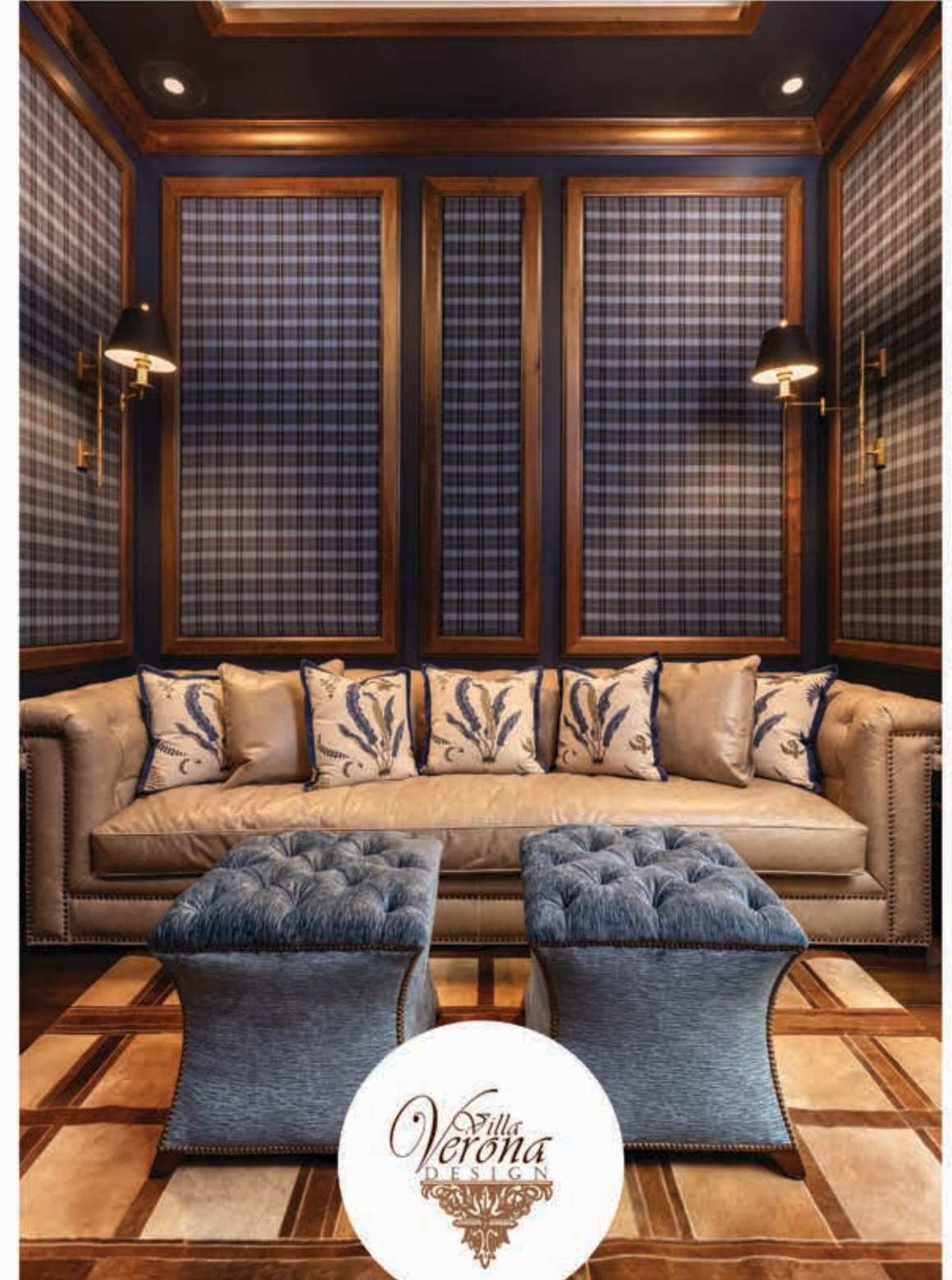
To learn more go
to our website

304 E Main St. Williamston, SC 29697

kra-ins.com/locations/williamston-sc/ 864-847-7188



HIGHLAND TAILORING



DISCOVER GREENVILLE'S HIDDEN GEM

3598 HIGHWAY 11 | TRAVELERS REST, SC 29690 | 855-337-9139

VILLAVERONADESIGN.COM



✓ FULL-SERVICE PACKING

✓ FURNITURE & FIXTURE MOVERS

✓ ULTIMATE RESIDENTIAL MOVERS

✓ LONG DISTANCE MOVERS

✓ LICENSED AND INSURED

✓ #1 RECOMMENDED MOVING COMPANY

✓ YOUR NEXT MOVING COMPANY



FAST, SAFE AND RELIABLE MOVERS

GET IN THE HABIT OF
CALLING THE RABBITS!

FREE ESTIMATES

864-643-2213

WWW.SWAMPRABBITMOVING.COM

USDOT #3449704 MC #1163908 PSC# 9880

HAVEN VALLEY

THE MODERN BUILDER WITH OLD SCHOOL VALUES

At Haven Valley, we understand the gravity of our job—to take your ideal home from dream to reality. That's why, with every job we take, you'll see our values in action: authentic experiences with a personal connection, a high quality of work that speaks for itself, and the integrity to do each and every job right, quickly and efficiently, so that you can truly come home.



Jeff Scott
864.985.8967
havenvalley.com

THE BEST TO WORK WITH.
THE BEST TO WORK FOR.
THE BEST REPAIR TEAM IN THE UPSTATE.



ownerschoiceconstruction.com
864.252.4999
@ownerschoicerepairs

Opulence and Trust,
OCONEE'S PROMISE

We are founded on values that focus on solutions, solving problems, promoting trust, professionalism, and acting with integrity with both owner and guest.



Schedule a consultation to get started.

864.903.1730
OconeeHospitality.com



OUR SERVICES:

- HDR Photography
- Aerial Photo & Video
- Twilight Photography
- Custom Floor Plans
- AirBnB Photography
- Virtual Staging
- Commercial Real Estate Photography



Scan Here to Easily Book Your Appointment Online

864-412-0902

PROUD PHOTOGRAPHY PARTNER FOR UPSTATE REAL PRODUCERS

vicki@carolinahouseshots.com carolinahouseshots.com

house shots that
ELEVATE YOUR LISTINGS

The *Art* of Making a Home

FURNITURE | BEDDING | RUGS | DECOR | AND MORE!



Home Decor Store | Full Service Interior Design
Discover Your Perfect Interior Design Solutions

864.719.2001 | macandmorgan.com | 1448 Blue Ridge Blvd, Seneca



Thank You for Voting us
Winner for Best Investment
Firm Two Years in a Row!



GREENVILLE OFFICE 3 Legacy Park Road, Suite A
Greenville, SC 29607 | (864) 236-4706

ANDERSON OFFICE 301 South McDuffie St.
Anderson, SC 29624 | (864) 231-5494

BUILD > GROW > PRESERVE

WAGNERWEALTHMANAGEMENT.COM

Securities offered through Arkadios Capital. Member FINRA/SIPC. Advisory services through Wealth Management Advisors, LLC. Arkadios Capital and Wealth Management Advisors, LLC, are not affiliated through any ownership.



Dan Wagner
Founder, Chief Executive Officer



Jennifer Osgood
President, Wealth Advisor



Mimi Edwards, CRPC®
Chief Operating Officer
Wealth Advisor



J. Scott Davis
Certified Financial Planner™
Wealth Advisor



Clay Koch
Wealth Advisor



Katie Keppler
Certified Financial Planner™
Wealth Advisor



Allison Holland, AAMS®
Wealth Advisor



Sara Stuart
Director of Operations



Shanna Walker
Director of Communications





This section has been created to give you easier access when searching for a trusted real estate affiliate. Take a minute to familiarize yourself with the businesses sponsoring your magazine. These local businesses are proud to partner with you and make this magazine possible. Please support these businesses and thank them for supporting the REALTOR® community!

AUTOMOTIVE

Carlton Motor Cars Inc
(864) 213-8000
carltonmb.com

FINANCIAL MANAGEMENT

P Graydon CPA, LLC
(864) 232-1545
pgraydoncpa.com

Wagner Wealth Management
(864) 236-4706
wagnerwealthmanagement.com

FURNITURE SALES & INTERIOR DESIGN

Mac and Morgan Home
(678) 879-7250
macandmorgan.com

Villa Verona Design
(412) 418-3555
villaveronadesign.com

HOME BUILDER

Haven Valley
(864) 985-8967
havenvalley.com

Rembrey Construction

(864) 444-3332
rembrey.com

HOME INSPECTION

Advantage Inspection Upstate
(864) 298-0405
advantagegreenville.com

Pro-Tech Inspections

(864) 386-3810
pro-techinspections.com

HOME RESTORATION & REPAIR

Anderson Metal Roofing and Shingles
(864) 287-2378
andersonmetalroofing.com

Buckley Brothers

Cleaning Services, LLC
(864) 327-8333
buckleybrotherscleaningservices.com

Closing Contractor

(864) 326-2640
closingcontractor.com

Custom Castle Roofing & Construction, Inc.

(864) 414-1037
customcastles.net

Owner's Choice Construction

(864) 252-4999
ownerschoiceconstruction.com

Pierson Construction

(864) 723-1250
Piersonhomesllc.com

Robert Hall & Sons Plumbing

(864) 246-8629
Hallplumbingservices.com

Southern Made Remodeling

(864) 517-7048

Steamatic Of Greater Greenville

(864) 962-5410
steamaticsc.com

Upstate Structural Repair

(864) 990-6398
upstatestructuralrepair.com

Wizard Washer, LLC

(864) 361-6932
Thewizardwasher.com

HOME WARRANTY

Home Warranty Inc.
(260) 433-4027
homewarrantyinc.com

INSURANCE

Clemson Insurance
(864) 639-2822
clemsoninsurance.com

Kenneth Rhodes Insurance

(864) 847-7188
kra-ins.com/locations/williamston

OneGroup

Sharon DuBois
(954) 540-7697

INSURANCE AGENT

Ed Patterson - State Farm Agent
(864) 322-0031
www.edpatterson.net

LAWN CARE & LANDSCAPING

Veterans Landscaping and Construction
(864) 590-8481
veteranslandscapingsc.net

MORTGAGE

Annie Mac Home Mortgage
(864) 626-3743
stacymizzell.annie-mac.com

Atlantic Bay Mortgage-Heather Raney

(864) 275-0478
heatherhelpsyoumove.com

Jodi Poore- PrimeLending

(864) 225-9644
jodipooremortgage.com

Palmetto State Home Mortgage

(864) 775-5432
palmettostatehome mortgage.com

Stephan Schnaiter-Hanover Mortgage

(864) 631-9140
hanovermortgageco.com/employees/stephan-schnaiter

MOVING SERVICES

Swamp Rabbit Moving
(864) 643-2213
www.swamprabbitmoving.com

PHOTOGRAPHY

Carolina House Shots
(864) 412-0902
carolinahouseshots.com

POOLS

Aquarius Pools Of The Upstate
(864) 906-5330
aquariuspoolsoftheupstate.com

PROPERTY MANAGEMENT

Applewood Estates Inc.
(864) 342-7606
applewoodestates.com

Oconee Hospitality

(864) 903-1730
oconeehospitality.com

REAL ESTATE ATTORNEY

Breaux and Callahan Law Firm P.A.
(864) 520-1687
breauxcallahan.com

Guest & Brady Attorney at Law

(864) 233-7200
guestbrady.com

Newton Law Firm

(864) 654-6042
Newtonlawclemson.com

Sallé Law Firm

(864) 234-2901
sallegalloway.com

Toates Law Firm

(864) 549-3310
toateslawfirm.com

Wendell L. Hawkins, PA

(864) 848-9370
wlhawkinslawfirm.com



Delivering Thorough Unbiased Truth

Buyer Protection and Realtor Relief Plan includes 90-day warranties free with a whole home inspection!



OUR SERVICES:

- Whole Home Inspection
- CL100 Termite Letters
- Radon Testing
- Sewer Scope Inspections
- Pool/Spa Inspections
- Indoor Air Quality
- Water Quality Sampling
- Well Inspections
- Asbestos Sampling
- Meth Residue
- Project Management
- FHA Foundation Certifications

We make the inspection appointments for you!



Real time online availability & scheduling.



Only providers of 360 photos in every report



Media rich same day reports

Licensed, Insured, Bonded, Verified Background Checks



Pro-Tech Inspections

864.386.3810

www.pro-techinspections.com

LICENSED AND INSURED
RESIDENTIAL AND COMMERCIAL
NEW CONSTRUCTION AND REMODELING

Southern Made REMODELING

LUXURIOUS KITCHEN AND BATHROOM REMODELING
KEVIN LAND • 864.844.5570

PLENTY OF EXPERIENCE WITH REPAIR REQUEST FOR REAL ESTATE AGENTS

TABLE OF CONTENTS



14
 Publisher's Note:
 October



22
 Cover Story:
 Jim and Lisa Smith,
 and Beth Yancey



30
 Preferred Partner
 Spotlight:
 Atlantic Bay Mortgage



36
 Top Producer:
 Tameka Thomason



40
 Tips of the Trade:
 Pam Borghesani



42
 Rising Star:
 Barbara Van Matre



WE KNOCK OUT PUNCH LISTS.

We have over 10 years of experience working on Real Estate punch lists. We are licensed and skilled in a wide variety of trades. We take care of anything you need, from electrical and plumbing to HVAC, drywall, painting, etc. to large construction jobs!

Closing Contractor
 864-326-2640
 ClosingContractor.com



REAL PRODUCERS PODCAST



Inspiring conversations with the nation's top real estate agents.

Same Brand, New Reach – Tune in for free today

Listen on **Apple Podcasts**

LISTEN ON **Spotify**

Listen on **amazon music**



podcast.realproducersmag.com



I'LL DO THE HEAVY LIFTING TO SAVE YOU TIME AND MONEY

LET US BE YOUR TAX EXPERT SO YOU CAN GET BACK TO SPENDING TIME WITH YOUR CLIENTS AND MAKE THE MOST OUT OF YOUR HARD EARNED DOLLARS

PHYLLIS P. GRAYDON, CPA

Scan to Schedule Your Consultation Today



pg P GRAYDON CPA, LLC Proven Ability. Personal Commitment.



401 Parker Ivey Drive Greenville, SC 29607 • 864.232.1545 • info@pgraydoncpa.com

Adventure More This Year



Clemson INSURANCE
 HOME | AUTO | BUSINESS
 EST 1958


Fletcher Anderson, CIC
 Principal Agent
 864-639-2822
 clemsoninsurance.com

Nationwide TRAVELERS Trusted Choice Auto-Owners INSURANCE PROGRESSIVE


FLETCHER WITH HIS FAMILY

THE GOLD STANDARD


IN MAGAZINE & AD DESIGN



But don't just take our word for it. Take theirs.



THE N2 COMPANY.



n2co.com

MEET THE UPSTATE REAL PRODUCERS TEAM



Robert Smith
Co-Owner & Publisher
Advertising Sales
robert.smith@realproducersmag.com
843-560-6278



Sierra Smith
Co-Owner & Publisher
sierra.smith@n2co.com
402-560-4555



Amy Porter
Director of Content
amy.porter@n2co.com



Andrea Hoffman
Director Of
Client Experience
sc.ads@n2co.com



Vicki Manley
Photographer
vicki@carolinahouseshots.com



Tres Dabney
Photographer
tres.dabney@truenorthprod.com



Beth McCabe
Writer



If you are interested in contributing or nominating REALTORS® for certain stories, please email robert.smith@realproducersmag.com

DISCLAIMER: Any articles included in this publication and/or opinions expressed therein do not necessarily reflect the views of The N2 Company d/b/a Real Producers but remain solely those of the author(s). The paid advertisements contained within the *Upstate Real Producers* magazine are not endorsed or recommended by The N2 Company or the publisher. Therefore, neither The N2 Company nor the publisher may be held liable or responsible for business practices of these companies.

CRACKED WALKWAYS, DRIVEWAYS, FLOORS?

WE FIX FOUNDATIONS FOR FLAWLESS SALES

Providing a free home inspection review for any foundation

All our repairs come with a no-nonsense warranty that transfers to whoever owns the house.

- Quick response to ensure inspections take place within due diligence time frames
- Able to appropriately represent buyers and sellers
- Escrowed repairs so that closings can take place on time
 - Home inspection reviews for free if needed
- Pre-drywall inspections for homes being built

Structural Repair and Foundation Specialist
We service Greenville and Spartanburg, SC and more.



Rely on Upstate Structural Repair for Quality Repairs



Call For A Quick Response!
(864) 214-0686
upstatestructuralrepair.com
Insured, licensed, and bonded



REMBREY CUSTOM HOMES



Scan to Find Out Why We are the Experts in Upstate Custom Homes

LUXURY CUSTOM HOMES

We don't just offer dreams. We promise them.

Rembrey works hand-in-hand with each owner to develop a comprehensive homebuilding plan, helping guide you each step of the way. Our expertise in the luxury custom home industry enables us to consider all possible solutions for your dream home.

Featured Communities

Private Estates • Cliffs Communities
Cobblestone • Montebello

Connect With Us

864.444.3332 | rick@rembrey.com





HAPPY HALLOWEEN!!

OCTOBER 2024

» publisher's note

By Robert Smith, Area Director/Publisher

Dear Upstate Real Producers

Happy Halloween, Upstate!

As October ushers in the season of change and transformation, we're reminded of the dynamic energy that fuels our industry. Just as Halloween invites us to step into new roles and embrace different perspectives, this month's issue celebrates the incredible transformations happening in our real estate community.

This month, we shine a spotlight on our Cover Feature, the Dynamic Trio—three remarkable professionals who, together, represent the epitome of collaboration and excellence in real estate. Their collective impact on the Upstate market is nothing short of extraordinary, and their unique strengths complement one another in a way that truly elevates our industry.

We also shine a spotlight on our *Top Producer*—a headline maker whose dedication and results speak volumes. Their achievements inspire us all to reach higher and aim for greatness.

Our *Rising Star* takes the stage as well, showing us that the future of real estate

in the Upstate is in capable and innovative hands. With a fresh perspective and a drive for success, this professional is one to watch.

And let's not forget our *Amazing Preferred Partner*—a cornerstone of support and collaboration in the industry. Their commitment to excellence not only enhances the work of our Realtors but also elevates the entire community.

As you flip through the pages of this month's issue, take a moment to appreciate the incredible talents that make our Upstate real estate community so vibrant. Whether you're inspired by the seasoned expertise of our Top Producer, the fresh energy of our Rising Star, or the essential contributions of our Preferred Partner, there's something here for everyone.

Enjoy the stories, enjoy the season, and have a Happy Halloween!

Warm regards,

ROBERT SMITH
Publisher, *Upstate Real Producers Magazine*



@realproducers

NEWTON LAW FIRM

Your Partner in Legal Solutions

**Closing Services | Title Insurance
Estate Planning | Probate
Business Formation**

306-A BYPASS 123 | SENECA, SC 29678 • 104 PINNACLE ST., CLEMSON, SC 29631
newtonlawclemson.com | 864-654-6042 | closing@rnewton.com

RANDALL NEWTON | KIMBERLY NEWTON | NATHAN CLARK | ANN SULLIVAN

Kickoff this season with the **BEST ON YOUR TEAM!**

Heather Raney
Mortgage Banker
NMLS #1804376, Licensed in NC & SC

C | 864.275.0478 O | 864.642.0671
heatherraney@atlanticbay.com
www.heatherhelpsyoumove.com

Atlantic Bay Mortgage Group
NMLS #770413

realproducersmag.com

Applewood Estates

Let Applewood Estates Take Your Real Estate Business to the Next Level

Connect Today to Learn About Our Realtor Referral Program
864.342.7606

Kathleen Wright
applewoodestates.com

FREE UP YOUR TIME | HAPPY CLIENTS, LOYAL CLIENTS
MAXIMIZE PROFITS, MINIMIZE HASSLE

Upstate Real Producers • 15



Buckley Brothers, LLC
Cleaning & Sealing Services

Having Your House Cleaned Can Boost Your Curb Appeal by 11%



A HOUSE SO CLEAN IT WILL MAKE THE NEIGHBORS JEALOUS.



The Buckley Brother Experience

No other cleaning company cleans quite like us. Don't believe us? Scan to see for yourself!

Call to Inquire About Our Realtor Referral Program (864) 327-8333 // buckleybrotherscleaningservices.com

House Washing // Low-Pressure Roof Cleaning // Gutter Cleaning // Concrete Cleaning // Red Mud Removal

ACCELERATE YOUR SUCCESS



Wendell L. Hawkins, P.A.
Attorneys at Law



Personal Service and REALTOR® Resource for All Situations

Helping You be the Best REALTOR® or BIC Out There

- One Purpose
- One Attorney
- One Location
- One Staff

A World of Knowledge



Scan for our "Earnest" Electronic Earnest Money Deposit Portal

Connect Today to Elevate Your Clients' Closing Experience

9 Buena Vista Way, Suite B | Greenville, SC 29615
864.848.9370
wlhawkinslawfirm.com



EXPERT
COMMERCIAL AND RESIDENTIAL
ROOFING CONTRACTORS



Founded in 1999



40+ Years of Experience



Better Warranties



Family and Locally Owned



24-Hour Response Times



Up-to-Date Installation Methods

CONNECT FOR A FREE INSPECTION TODAY
DANNY BEST, OWNER

andersonmetalroofing.com | 864.287.2378

NOW OFFERING VIRTUAL CONSULTATIONS

PRINT ME MORE!

Were you, your broker, or the team featured in an issue of Real Producers?

Want a copy of your article or full magazines that you were featured in?

REPRINTS!

What the heck is a reprint? A reprint is a four- or eight-page bound, printed piece on magazine-grade paper with your full article — and **you on the cover.**

WHY DO I NEED THOSE?

These reprints are a professional marketing tool that can help brand you, your team, and/or your business.

- Use on listing appointments
- Send out to friends and family
- Send to clients with your holiday greetings
- Brokers, use as recruiting tools for capturing new talent
- Use when farming your favorite neighborhood

WHAT IF I CHANGED COMPANIES OR NEED SOMETHING CORRECTED ON MY ARTICLE?

No worries! We can make any changes needed. We send you a proof, you approve, and then they are sent to you via FedEx.

WHO CAN BUY THESE?

The REALTOR® that was featured, the broker, our partner, or family. Anyone who wants to promote you.

HOW DO I ORDER?

<https://upstaterealproducers.com/promos>



We Are Looking for Insurance Agents and Independent Agencies to Join our SC Team!

HOME | AUTO | WATERCRAFT | UMBRELLA | BUSINESS

We are offering our referral partners a generous finder's fee for all qualified secured relationships. If you are aware of interested insurance agents or agencies please call me directly. We value you and our relationship!

Scan the QR code to download my contact information.

Tom Wienckoski
President-Southeast Region
 321.446.4803
 TWienckoski@OneGroup.com
 OneGroup.com/South-Carolina



UPSTATE REAL PRODUCERS
Rest Easy.

You've Partnered with Breaux & Callahan Real Estate Law

Scan to Reclaim Your Peace of Mind Throughout the Closing Process

BREAUX • CALLAHAN
 REAL ESTATE LAW

RESIDENTIAL REAL ESTATE | COMMERCIAL REAL ESTATE

ADAM WALKER BREAUX
 DANIEL CALLAHAN
 100 Whitsett Street
 Greenville, SC 29601
breauxcallahan.com
 864-520-1687
closings@breauxcallahan.com

Delivering Solutions For Your Cleaning And Restoration Needs

Steamatic has been trusted by homes and businesses for almost 50 years

STEAMATIC
 Restoration & Cleaning

- FIRE DAMAGE RESTORATION
- HARD SURFACE CLEANING
- MOLD REMEDIATION
- AIR DUCT CLEANING
- CARPET CLEANING
- DRYER VENT CLEANING
- WATER DAMAGE RESTORATION

Scan to See Our Current Offers

Call Now! | 864.962.5410
steamaticsc.com



I'll Always Carve Out Time For You!



Jodi Poore
 Production Manager
 NMLS: 178629
(864)-844-1032
 jpoore@primelending.com
 4124 Clemson Blvd., Ste 2B | Anderson, SC 29621

Your Home Lender For Life

All loans subject to credit approval. Rates and fees subject to change. ©2024 PrimeLending, a PlainsCapital Company (PrimeLending). (NMLS: 136419) Equal Housing Lender. PrimeLending is a wholly owned subsidiary of a state-chartered bank and is an exempt lender in SC. VD10918



Get ready for the cold...
Blanket Yourself with Great Coverage

- 14-month* coverage
- 2 Buyer Plan Tiers
- Several Buyer Options!
- LIVE Call Answering
- Active Military and Veteran Discount

Complimentary Home Concierge for Buyers!



Kendyl Urgo
 Regional Sales Manager
 KendylU@homewarrantyinc.com
 (864) 640-5841

Protect your home's appliances today!
homewarrantyinc.com/register

Home Warranty

*Initial coverage term
 Review the terms and conditions, coverage, limitations, and exclusions at homewarrantyinc.com/terms.
 Sept 24



SPELL BINDING

Curb Appeal Awaits!

- Soft Washing
- Concrete Cleaning
- Window Cleaning
- Gutter Cleaning
- and More!

WIZARD Washer, LLC
 MAGICALLY CLEAN

Nick Zukowski | 864.361.6932

REACH NEW HEIGHTS WITH CUSTOM CASTLES ROOFING

Your Client's Fortress of Protection Against the Elements!



Boutique Construction Firm
 Comprehensive Roofing Services
 Storm Damage
 Fire & Water Restoration
 Complimentary Estimates for the Top 500 Agents
 17 Year In-House Adjuster for Insurance Claim Advocacy

"Custom Castles has been my go-to roofing professional for many years now. Not only did they replace the roof on my own home, but they have worked with dozens of my neighbors in Stonebrook Farm, and so many of my buyer and seller clients. It's easy for me to recommend them because their work is always top-notch, and they never disappoint. Having that confidence in a service partner is priceless in this ever-changing and challenging industry."



Ronnetta Griffin, Broker/Owner
 Griffin Fine Real Estate

CUSTOM CASTLES ROOFING & CONSTRUCTION



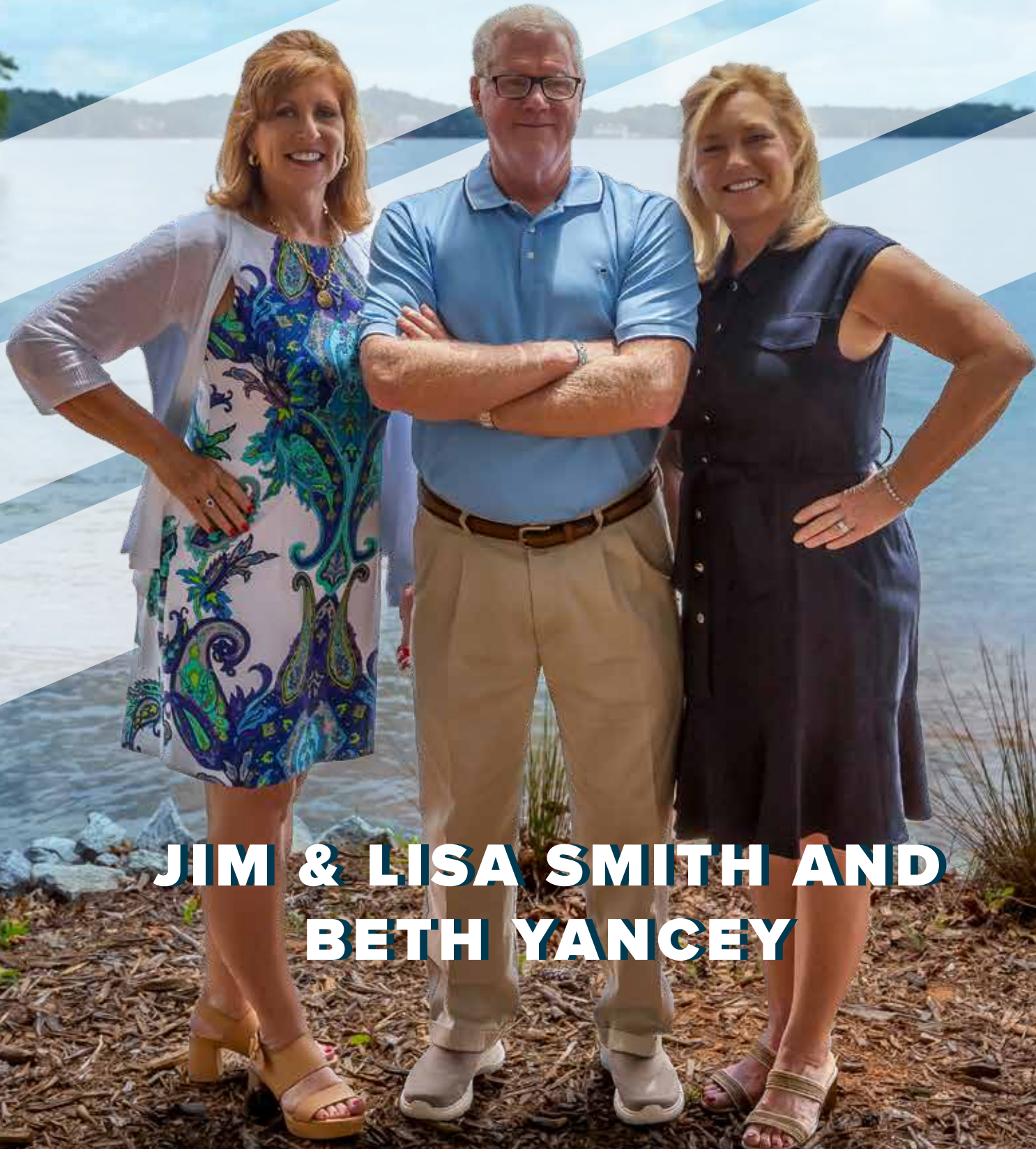
COMMERCIAL • INDUSTRIAL • RESIDENTIAL
 (864)414-1037 www.CustomCastles.net

Team Up With the Trusted Partner in Roofing and Contracting

cover story

Dynamic Trio

THREE REAL ESTATE EXPERTS



JIM & LISA SMITH AND BETH YANCEY

Photos By: Carolina House Shots | Written By: Amy Porter

JIM SMITH: A Legacy of Dedication and Success

Jim Smith, a seasoned real estate professional with Keller Williams Lake Region, embodies discipline, self-motivation and a Type A personality. Having earned his real estate license in 1985 in Ormond Beach, FL, Jim's journey into real estate was inspired by his mother, who encouraged him to join her in real estate classes. Initially taking a break from the family gas station business, Jim's first day on the job led to an immediate sale, marking the beginning of a long and successful career.

Jim's expertise spans residential and land sales, having initially handled a diverse portfolio, including commercial and rental properties. Jim's career journey began at Watson Realty, followed by him establishing his own firm, JLS Realty Services, in 1988. He was also the youngest broker in Volusia County when he opened his firm. After 11 years Jim transitioned to Starwood Hotel and Resorts. This is where Jim and Lisa's story begins.

On April 15th, 1996, Jim walked into a training session at Starwood in Orlando, where he was starting a new chapter in his professional life. Little did he know, this would also be the beginning of a new personal chapter. It was there he met Lisa, who would become his mentor, guiding him through the business. Their professional collaboration blossomed into a deep personal connection, and Lisa's mentorship played a significant role in Jim's rapid ascent within the company, culminating in roles from Sales Manager to Multi-State Project Director. 1997 brought a move for Jim and Lisa to South Carolina to open a new resort in Myrtle Beach.

In 2002, after several years of working together and navigating the challenges of a high-stress industry, Jim and



Lisa decided to take a new direction, buying and selling investment properties and eventually starting their own real estate company All Team Realty in Myrtle Beach. Their journey together, both personally and professionally, showcases a partnership built on mutual respect, shared goals, and love for the industry.

Mentorship has played a pivotal role in Jim's career. Early on, he looked up to Rob Riley, a fellow agent who taught him invaluable marketing strategies. Rob emphasized the importance of self-promotion, leading Jim to adopt the habit of wearing logo apparel with his company name at least 80% of his waking hours. Rob's advice was clear: "If the public does not know you are in Real Estate, who is going to tell them?" This principle has been a cornerstone of Jim's professional identity.

The second greatest mentor in Jim's life has been his wife, Lisa. Lisa's exceptional training skills significantly shaped Jim's career. He often reflects on the difference her guidance made, noting, "If I had had the skills she taught me in the first 11 years, who knows what would have happened."

Jim's journey, however, has not been without its challenges. He focused on building a robust real estate business to support his family. With their eldest at Clemson University and the second at The Governor's School for the Arts in Greenville, they relocated to the SC Upstate as the economic crash of 2008 hit hard in Myrtle Beach. Reflecting on this period, Jim recalls a conversation with a friend who asked how he managed to overcome such adversity at the age of 50. His response was straightforward: "I had a great wife and partner, and we had no choice as we had four kids in college at once. You only fail when you quit."

Today, Jim is passionate about helping people begin the next chapter of their lives. He finds immense joy in seeing his clients find the perfect home to create their memories. From the first young couple he assisted in 1985 to his current clients, the thrill of helping others achieve their dreams remains as strong as ever.

The most rewarding part of Jim's business has been aiding people in achieving the American Dream. This sense of fulfillment drives him every day, knowing that his efforts have a lasting impact on the lives of those he serves.

A memorable career highlight for Jim was selling intracoastal lots in Myrtle Beach, where buyers, ecstatic about their new properties, literally ran down a dirt road with their suitcases to take pictures. With career volumes in the hundreds of millions and a personal volume of \$22.5 million last year, Jim attributes his success to perseverance and genuine care for his clients. Jim's passion extends to helping others, supporting charities like St. Jude, Folds of Honor, and Tamasee DAR. Outside of real estate, he enjoys travel, shooting sports, and spending time with his family, including their 5 children and 2 beloved Bernedoodles, Whiskey and Maple. For Jim, success means living life on his terms, making memories with loved ones, and ensuring his legacy extends beyond material wealth.

LISA HAWKINS SMITH: A Journey of Passion and Achievement



Lisa Smith, also with Keller Williams Lake Region, has been a dynamic force in real estate since obtaining her license in 1994 in Florida. Her career started with Starwood Hotels and Resorts, where she excelled in vacation ownership sales, eventually becoming a sales

trainer and coach. Motivated, hardworking, and optimistic, Lisa transitioned into real estate to balance a flexible schedule with raising her five children and to explore investment opportunities.

The last 21 years as a Realtor Lisa focused mostly in her early years on investment properties. She personally purchased, remodeled and managed 83 properties and added a property management division to All Team Realty with over 150 rentals. Lisa helped many clients achieve success as investors by identifying properties to add to their portfolio. When Jim and Lisa relocated to the Upstate in 2010 starting over in a new market she transitioned from investment property to primary and secondary homes. By 2013, Lisa and Jim co-founded Tri-County Properties and continued to prosper. Eventually transitioning to KW Lake Region in 2019 when they felt the affiliation with a brand that would offer them more exposure.

A dedicated listener, Lisa strives to match her clients' needs with the perfect home, guiding them through significant life changes like retirement. With a team volume of \$41 million last year, Lisa's success is rooted in her

commitment to client satisfaction and her continuous adaptation to technological advancements.

Jim and Lisa are blessed with a wonderful family of five children and two grandchildren. Their children, who have all pursued higher education and carved out diverse careers for themselves, live in various cities on the east coast. They take immense pride in their accomplishments and cherish every opportunity to travel together as a family. Two of their children are married, and their eldest is engaged, adding more joy and love to their family. Their grandchildren hold a special place in their hearts, and they make every effort to see them as often as possible, creating precious memories with each visit.

Outside of the real estate business, Lisa has a deep passion for food and travel. Her culinary journey began right out of college when she became the chef of a charter yacht, an adventure that took her to the beautiful British Virgin Islands and ultimately the proprietor of White Bay Sandcastle And the "Soggy Dollar Bar". This early experience ignited a lifelong love for food, fine wines, and

travel. Jim and Lisa travel extensively in search of exceptional culinary experiences and fine wines, a passion they share with their children. Recently, they enjoyed an unforgettable tour of Italy, exploring its rich culinary traditions and exquisite wines as a family.

Many years ago, Jim and Lisa joined the *Chaine des Rotisseurs*, an international association of gastronomy enthusiasts. With nearly 21,000 members in over 75 countries, the *Chaine* brings together individuals who share a love for quality, fine dining, and the encouragement of the culinary arts. The distinctive character of the *Chaine* lies in its ability to unite both amateurs and professionals. This association has enriched their lives, allowing them to connect with like-minded individuals and deepen their appreciation for the pleasures of the table.

Lisa supports charities like Tamassee DAR School and St. Jude, reflecting her compassionate nature for the needs of children. For Lisa, success is about achieving personal and professional goals, helping clients find homes they love, and being a supportive mother and wife.

Jim and Lisa's combined expertise and their supportive relationship have been cornerstones of their success, enabling them to create a thriving real estate team and make significant impacts in their community. Through these shared interests and experiences, Jim and Lisa have built a life filled with love, adventure, and a deep appreciation of what life has given them. "We are truly blessed", they say with a happy family, dream home looking at the Blue Ridge Mountains, and a successful career. Their journey together, both in business and in their personal lives, is a testament to their enduring partnership and shared passions.

BETH YANCEY:
From New
Beginnings to Real
Estate Excellence



Beth Yancey, a Buyer Specialist with Keller Williams Lake Region in Seneca, SC, embarked on her real estate career in 2011. She is another dynamic force to be reckoned with in the Keller Williams Lake Region agency. She is motivated, optimistic, resourceful, trustworthy, loyal and kind. These qualities are not just attributes but guiding principles that shape how she approaches both her personal and professional life.

Transitioning into real estate was a pivotal decision influenced by several significant factors in her life. At the time, her daughter was preparing for college, and the financial demands of her competitive dance career weighed heavily on Beth's shoulders. Having been a Mary Kay consultant since 2000, she had honed her sales skills and built a successful business, which provided a crucial additional income stream to support her daughter's pursuits. Under the guidance of an exceptional Mary Kay Director, she learned invaluable sales techniques that continue to serve her well today.

In 2010, facing the difficult decision to end her marriage, she sought a fresh start



and a new career path. Real estate had always held a fascination for her, offering both the potential for financial stability and the opportunity to embark on a fulfilling new journey. It was during this transitional period that her lifelong BFF and trusted confidant, Lisa Smith, presented her with an opportunity to join their real estate team at Lake Keowee and Hartwell. With unwavering support from them and fueled by the courage to start anew, she made the bold choice to sell her home in Atlanta and relocate, echoing her mother's courageous move at the age of 50.

The decision to become a Realtor was not just about starting over—it was about embracing a career that aligned

with her passion for helping others navigate important life transitions, just as she had navigated her own. Real estate offered the perfect blend of challenge and fulfillment, where Beth's sales acumen and deep-rooted commitment to client care could flourish. It was a leap of faith that ultimately led to a rewarding profession where she could make a tangible difference in people's lives, guiding them through the complexities of buying and selling homes with empathy, expertise, and integrity.

Specializing in lake homes in SC and GA, Beth has consistently been the top agent on her team since 2012, with a career volume exceeding \$100 million and over \$13 million in sales last year.



Her success stems from her ability to listen to clients, stay updated on listings, and guide them through making strong competitive offers.

In the midst of the COVID-19 pandemic, the landscape of real estate transactions shifted dramatically, with virtual tours becoming a norm. One standout experience for Beth occurred in the spring of 2020, when she had the privilege of assisting clients who were embarking on a significant life transition. They were in the process of selling their company and had a heartfelt desire to retire in the serene surroundings of Lake Keowee, a place they had visited and fallen in love with during a vacation.

What made this particular transaction both challenging and deeply rewarding was the unique dynamics involved. Not only were her clients searching for a home that would accommodate their retirement needs, but they also wanted a space where their daughter and son-in-law could join them in this new chapter of their lives. The challenge was finding a property that offered both privacy and togetherness, a rare combination.

Amidst a highly competitive market where homes were selling rapidly, Beth came across a property that seemed tailor-made for their needs. Despite having never met them face-to-face—their interactions were solely through phone calls and virtual tours—the connection between them was palpable. Beth understood the urgency they felt, knowing that delaying their decision could mean missing out on their dream home as prices continued to rise.

The home she found for them turned out to be serendipitous in more ways than one. It was located just a few houses down from close friends of theirs in a community boasting over 1800 homes—a remarkable coincidence that added to the sense of belonging they were seeking. With swift action and careful negotiation, they managed to secure the property remotely, a process that culminated in a virtual closing.

The real highlight of this experience came months later when her clients finally set foot in their new home. Due to travel restrictions and safety concerns, it took nearly two

“IF THE PUBLIC DOES NOT KNOW YOU ARE IN REAL ESTATE, WHO IS GOING TO TELL THEM?”

months for them to visit South Carolina and see their property in person. The joy and relief on their faces as they toured their new residence were unforgettable. Witnessing their emotional reaction—from initial anxiety to overwhelming happiness—solidified for her the profound impact that helping others achieve their dreams can have.

Since then, their professional relationship has blossomed into a deep personal connection. Their adult children, who made the decision to relocate with them, joined them the following year, further cementing their bond. Today, they not only share a close friendship but also celebrate holidays and milestones together, truly embracing them as part of her extended family.

This experience underscores why Beth is so passionate about real estate—beyond transactions and properties, it's about forging meaningful connections and making a lasting difference in people's lives.

Beth states that she has been fortunate to have had many people in her life who have profoundly influenced who she is today, but none more so than her mother. She



had Beth later in life, with her siblings already teenagers when she was born. Sadly, they have all since passed away. At the age of 50, her mother made a courageous decision to leave her father, and together they moved 750 miles away to Atlanta, GA. They arrived with nothing but their clothes and her bicycle, but it turned out to be a great decision, and they built a wonderful life there. Her mother was a natural salesperson; her first job was in property management, and her closest friend was a highly successful realtor in Atlanta. It was during this time that Beth first began to learn about real estate, a field that fascinated her from a young age. In high school, her mother became one of the first female car salespeople in Atlanta, blazing a trail

that taught her the values of strength, independence, resourcefulness, honesty, and compassion. Beth's sister and brother were also highly successful business people whom she greatly admired and respected, further shaping her aspirations and character.

Outside of work, she enjoys traveling and spending time with her family, cherishing the bonds she forms with clients who often become friends. In 2012, Beth married her high school sweetheart. From her previous marriage she has a daughter who is 32 and currently engaged, living in Midtown Atlanta. Beth makes it a point to visit Atlanta 4-6 times a year, and her family frequently comes to visit her at the lake, creating cherished family

gatherings filled with shared meals, laughter and lasting memories.

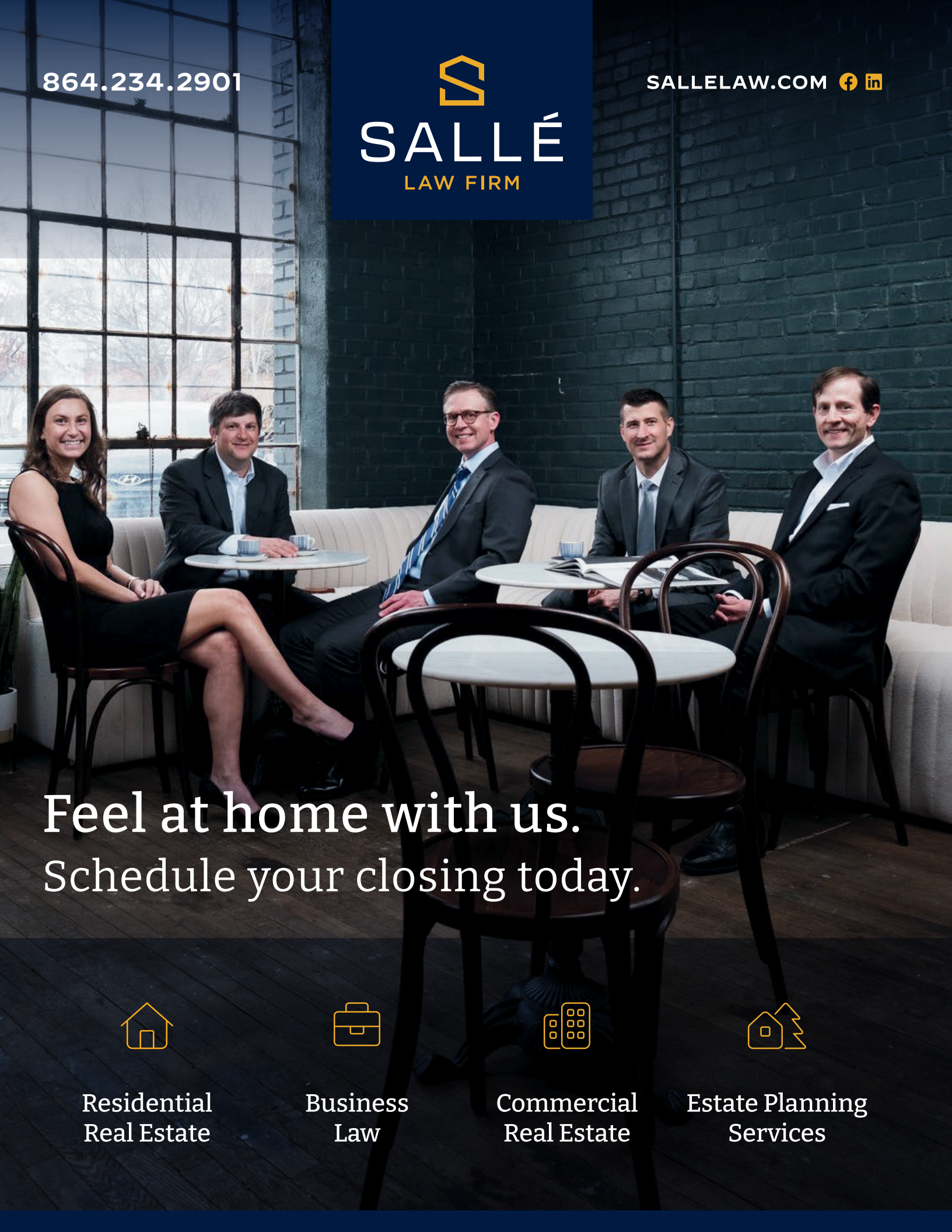
Beth's passion for real estate is matched by her commitment to community, supporting local charities and businesses. For Beth, success is about continuous improvement, meeting her goals, and making a positive impact on her clients' lives.

In Conclusion Jim Smith, Lisa Smith, and Beth Yancey exemplify the dedication, expertise, and passion that define successful real estate professionals. Their stories of perseverance, client commitment, and community support inspire both their peers and clients, showcasing the true spirit of real estate excellence.

864.234.2901



SALLELAW.COM



Feel at home with us.
Schedule your closing today.



Residential
Real Estate



Business
Law



Commercial
Real Estate



Estate Planning
Services

KEEP YOUR CLIENTS' HOMES
FLOWING WITH HASSLE-FREE

PLUMBING



Family-Owned and Operated by
Experienced, Licensed Plumbers

Honest and Reliable Service

**Partner with Robert Hall
and Son Plumbing!**

864.246.8629

hallplumbingservices.com



Palmetto State
Home Mortgage

864-775-5432

palmettostatehomemortgage.com

VA, USDA, FHA, Conventional
Low Credit? No Problem
Competitive Rates & Low Costs

Veteran-Owned

NO LOAN TOO TOUGH

Creative Financing for Every Dream Home

**2-WEEK
CLOSE!**

**Partner with a
Lender Who Says YES
to More Mortgages!**



Shawn Ezell - Owner/Loan Officer
NMLS #1134408
864-270-2345
SEzell@palmettostatehomemortgage.com



Jessica Bagwell - Loan Officer
NMLS #1905949
864-567-7163
JBagwell@palmettostatehomemortgage.com



» preferred partner spotlight

ATLANTIC BAY

Mortgage Group

HEATHER RANEY

Photos By: Tres Dabney (True North Productions) | Written By: Amy Porter

Nestled in the heart of Greenville, South Carolina, Atlantic Bay Mortgage Group stands as a beacon of trust and reliability in the mortgage industry. At the helm of this esteemed institution is Heather Raney, a seasoned mortgage professional with a deep-rooted love for her community and a fervent commitment to helping others achieve their dream of homeownership.

Heather, along with her husband Justin and their beloved dog Captain, embodies the spirit of the Upstate. Born and raised in the region, Heather's journey took her from Spartanburg to Greenville in 2004, where she has since become an integral part of the community. A graduate of the University of South Carolina with a degree in Marketing, Heather's professional path led her from a successful stint at Kay Jewelers to an unexpected yet fulfilling career in the mortgage industry starting in 2008. Recruited by the very person who handled her own home loan, Heather has never looked back.

In March 2019, Heather joined Atlantic Bay Mortgage Group, a move she describes as a blessing. Here, she offers a range of mortgage services, including conventional loans, government-backed mortgages (FHA, VA, and USDA),

construction loans, state housing loans, and home equity lines. Heather's approach to her work is deeply personal and client-focused, driven by her genuine passion for helping others navigate one of the most significant financial decisions of their lives.

Heather's dedication extends beyond her professional life. She is an active member of the Junior League of Greenville, where she has served since 2019. Her involvement has not only helped her grow personally but also allowed her to make meaningful contributions to her community, particularly through fundraising efforts that support local organizations.

A proud Gamecock football fan, Heather enjoys spending her fall weekends cheering on her team. She and Justin, a former baseball player





for Coastal Carolina University, share a love for the South Carolina coast, where they are in the process of building their retirement home. Their dog Captain, a cherished part of their family since shortly after their wedding in 2014, shares their love for the beach and often accompanies them on their coastal adventures.

Heather's philosophy in business and life is centered around making a positive impact on others. Her favorite quote by Will Smith, "If you're not making someone else's life better, then you're wasting your time," perfectly encapsulates her approach. She attributes her success to her genuine love for helping people and her ability to connect with clients on a personal level. For Heather, success is not measured in paychecks but in the smiles and satisfaction of her clients at the closing table.

Through Atlantic Bay Mortgage Group, Heather has found a platform to combine her professional expertise with her personal values, creating a business that truly stands out. She believes in the power of knowledge and encourages potential customers to consult with their lender early in



the process. Heather's unique ability to demystify the complexities of mortgages and her unwavering commitment to her clients make her an invaluable asset to anyone looking to purchase or refinance a home.

For those seeking a mortgage professional who brings both expertise and heartfelt dedication to her work, Heather Raney at Atlantic Bay Mortgage Group is the ideal choice. With her, the journey to homeownership is not just a transaction but a shared dream and a path to a better future.

“
IF YOU'RE
NOT MAKING
SOMEONE
ELSE'S LIFE
BETTER,
THEN YOU'RE
WASTING
YOUR TIME.



LICENSED . INSURED . LOCAL

The Backyard

Dream Team for Top Agents



Kevin Ward 864.501.8008 | Kevin Jones 864.906.5330
aquariuspoolsouthoftheupstate.com

POOL DESIGN | INSTALLATION | RENOVATIONS | VINYL LINERS



Your Pool & Hardscape Specialists
www.veteranslandscaping.com

Elevate your home with our one-stop, customized landscaping and construction solutions. Enjoy a luxurious, worry-free outdoor space, backed by our commitment to quality and customer satisfaction.

Call for a free estimate!
864-590-8481



MAKING HOUSES GREAT AGAIN



We Buy Properties to Rehab
We Get Your Buyers to the Settlement Table

Robert T. Pierson
CONSTRUCTION
864.723.1250
robertpiersonconstruction.com

Get Your Clients to the END ZONE

With his hands-on approach, Stephan Schnaiter at Hanover Mortgage will become a true friend, here to support your clients from pre-qualification to closing and for years to come.



HANOVER
mortgage co.

CONNECT TODAY TO HAVE THE RIGHT PARTNER WORKING FOR YOU!

Stephan Schnaiter, Loan Officer

NMLS: #251871

O: 864.516.1388

C: 864.631.9140

sschnaiter@hanovermtg.com

hanovermortgageco.com

2502-A Wade Hampton Blvd

Greenville, SC 29615





EMPOWERING COMMUNITIES

• *The Inspirational Path of Tameka Thomason* •

Tameka Thomason, a fearless and determined real estate professional, has made an indelible mark on the industry since receiving her license in 2013. With a passion for real estate ignited in childhood, Tameka's journey from a young girl captivated by open houses to a top-producing agent is a testament to her unwavering dedication and vision.

From her earliest memories of touring homes with her parents, Tameka's fascination with real estate only grew. By the age of 12, she was analyzing local real estate magazines and running comparative market analysis for fun. Her sharp eye for investment opportunities emerged at just 14,

when she successfully identified a lucrative apartment complex for her father—a decision he still considers one of his best.

Over the past 11 years, Tameka has specialized in relocation, affordable housing, first-time home buyers, and downsizing. Her extensive experience includes working with prestigious names like Keller Williams, Ponce, and Coldwell Banker Caine. Her journey has been marked by a commitment to independence, operating as an independent agent throughout her career. This path allowed her to cultivate a client-focused approach that truly resonates with those she serves.

In 2017, Tameka reached a significant milestone by earning her Broker's license, a step that paved the way for the founding of her own brokerage, RE/MAX Halo, in 2024. Choosing RE/MAX for its global reputation, cutting-edge technology, and commitment to excellence, Tameka's vision for her brokerage is rooted in service, teamwork, and integrity. She is passionate about fostering a collaborative environment where agents are empowered to excel, ensuring that clients receive the highest level of service.

Tameka's success is reflected in her impressive career volume of \$90.45 million, with a total volume of \$16.3 million last year alone. Her approach



▶▶ top producer

Photos By: Tres Dabney (True North Productions)
Written By: Amy Porter



to real estate is deeply personal—she treats each client as a unique individual, taking the time to understand their needs, lifestyle, and dreams. This personalized approach has led to countless success stories, including a memorable partnership with a local builder that resulted in a lasting friendship and significant contributions to affordable housing in the community.

Guided by the teachings of her father, who instilled in her a passion for real estate and a commitment to giving back, Tameka’s career has been shaped by perseverance and integrity. She has faced challenges head-on, proving herself in a competitive industry through continuous learning and a steadfast dedication to her clients. Every obstacle has been an opportunity for growth, preparing her to lead her own brokerage with confidence and vision.

Beyond her professional achievements, Tameka is deeply involved in her community, serving as Treasurer for Beyond Housing, partnering with the City of Greenville Affordable Housing, Chair for Community Options, and actively participating in Greenville Human Relations. Her commitment to affordable housing and advocacy for vulnerable populations reflects her belief that everyone deserves access to safe and sustainable housing.

Family is at the heart of Tameka’s life. She shares her world with her two daughters, Cierra and Madison, and their beloved Shih-tzu, Bentley. Whether they’re enjoying board games, exploring downtown, or simply spending time together, Tameka cherishes every moment with her family. Her hobbies include indulging in action and suspense movies, where she enjoys



THE BEST WAY TO FIND YOURSELF IS TO LOSE YOURSELF IN THE SERVICE OF OTHERS.

unraveling mysteries before they’re revealed—a skill that undoubtedly sharpens her real estate acumen.

For Tameka, success is about creating a lasting positive impact on people and communities. It’s about lifting others up, building trust, and leaving a legacy of integrity, collaboration, and excellence. She encourages up-and-coming top producers to prioritize integrity, foster teamwork, and view success as a shared journey rather than a competition.

In her own words, Tameka wants to be remembered for making a positive impact in the lives of others, both professionally and personally. She believes that success in real estate goes beyond

closing deals; it’s about building lasting relationships, serving the community, and always acting with integrity. Her favorite quote, “The best way to find yourself is to lose yourself in the service of others,” by Mahatma Gandhi, perfectly encapsulates her approach to life and business.

Tameka’s journey is deeply rooted in her spirituality, with faith guiding her decisions. She believes that anything is possible with a little faith and emphasizes the importance of moving forward with confidence, even if it means making big moves in silence. Tameka Latoya Thomason’s story is one of resilience, vision, and a relentless pursuit of excellence—a true inspiration for anyone in the real estate industry.

tips of the trade *embracing*
MY FATHER'S LEGACY

Hard Work, Dedication, and Living by the Golden Rule

By Pam Borghesani Bluefield Realty Group

Growing up in Western New England, I was fortunate to witness firsthand the incredible dedication of my father, who owned his own cemetery lettering business. Summers were bustling with activity, with money coming in steadily. However, the winter months presented a different challenge. Business slowed down, and my dad often worked two jobs during those colder seasons to provide for our family. Watching him navigate these challenges, I learned invaluable lessons about work ethic, integrity, and dedication.

My father embodied the belief that more is caught than taught. His unwavering work ethic was a constant source of inspiration for my brother and me. He was punctual, honest, fair, and caring. Crafting headstones and working with grieving families was never easy, yet my dad approached it with a servant's heart. He always answered the phone and would meet people during evenings and weekends if that was what suited them best. He never focused on the dollar signs but rather on providing comfort and support to those in need.

When I started my own business, I knew from watching my dad that if I was going to be successful, I needed to be hardworking, honest, and available. It's important to remember that our kids are watching us too. People want to work with those they know, trust, and love—someone who will

answer their call and be there for them. Establishing strong relationships became my foremost priority. I wanted everyone I worked with, whether clients or colleagues, to feel important and valued.

Building trust is paramount. God gave us two ears and one mouth for a reason. The more you learn about your clients and their needs, the easier it will be to work with them moving forward. Making clients feel valued and important is essential. No one wants to be sold to. Picking up the phone to make calls, though important, isn't always easy. We often fear the word "no." Remember, it's not about the number of calls you make but the number of quality conversations you have. I always try to find something in common to build a connection. Phone calls will always be the lifeline to your business, so take them seriously and be consistent.

I have always put God first, family second, and career third. This balance doesn't mean neglecting work for the sake of family but finding a harmony and keeping priorities in check. Do everything with a giving spirit, expecting nothing in return. Run with the runners and walk with the walkers. Work hard when business is booming because there will be slow times, and those are great times to take a break.

I strive to keep everything focused on the positive and avoid dwelling on the negatives. I do everything with a



servant mentality, never making people feel pressured or pushed because I wouldn't want that either. One of my mentors always says, "A man persuaded against his will is of the same opinion still," and that is the truth. My focus is always on being in front of people and engaging in activities to meet new people. New business doesn't come by sitting at home and waiting for the phone to ring. I always tell myself, "You need to get up, get dressed, get cute, and get out!"

Following these principles, I continue to build a business rooted in trust, hard work, and genuine care for others, just as my father taught me. His legacy of hard work and compassion guides me daily, shaping not just my business practices but my approach to life itself. Embracing positivity and maintaining a servant's heart in all interactions ensures that I honor his legacy while creating my own path of success and fulfillment.

ASK ABOUT OUR TWO CASH PROGRAMS DESIGNED TO HELP YOUR CLIENTS LAND THEIR DREAM HOME

**Make Cash Offers.
Earn Full Commission.**



Stacy Mizzell
 NMLS ID#: 263750
864.414.8180
 smizzell@annie-mac.com
 stacymizzell.com
 3451 Pelham Rd, Greenville, SC

SCAN TO CONNECT TODAY!

AnnieMac Home Mortgage, 3451 Pelham Road, Greenville, SC 29615. American Neighborhood Mortgage Acceptance Company LLC (dba AnnieMac Home Mortgage, LoFiDirect) is licensed by the South Carolina Board of Financial Institutions, license MLS-338923. Georgia Residential Mortgage Licensee #41523. NMLS 338923, 700 East Gate Drive, Suite 400, Mount Laurel, NJ 08054.



TOATES
 LAW FIRM

*Redefining Excellence with
Personalized Care*

Notably DIFFERENT



**Efficient,
Streamlined,
Enjoyable
Closings**



Annah Toates, ATTORNEY/OWNER
 atoates@toateslawfirm.com

864.549.3310 | TOATESLAWFIRM.COM

105 N. SPRING STREET, SUITE 109, GREENVILLE, SC 29601



Do you have a tip you would like to share with your fellow Realtors? Reach out to us at robert.smith@realproducersmag.com



ORCHESTRATING DREAMS INTO REALITY IN REAL ESTATE

BARBARA VAN MATRE

Photos By: Carolina House Shots | Written By: Amy Porter

A beacon of resilience and determination, Barbara Van Matre stands at the helm of NewStyle Realty's operations in North and South Carolina, where she serves as the Broker in Charge. Originally from the vibrant streets of New Orleans, Barbara's journey to real estate mastery took root in Charlotte, NC, before she made her indelible mark in Greenville, SC. Her transition into real estate in 2019 was

not just a career pivot but a testament to her innate ability to forge lasting connections and guide clients through the intricate process of finding their perfect home.

With a background steeped in sales, Barbara found her niche in new construction, a realm where her passion for creating living spaces that resonate as sanctuaries shines brightly.

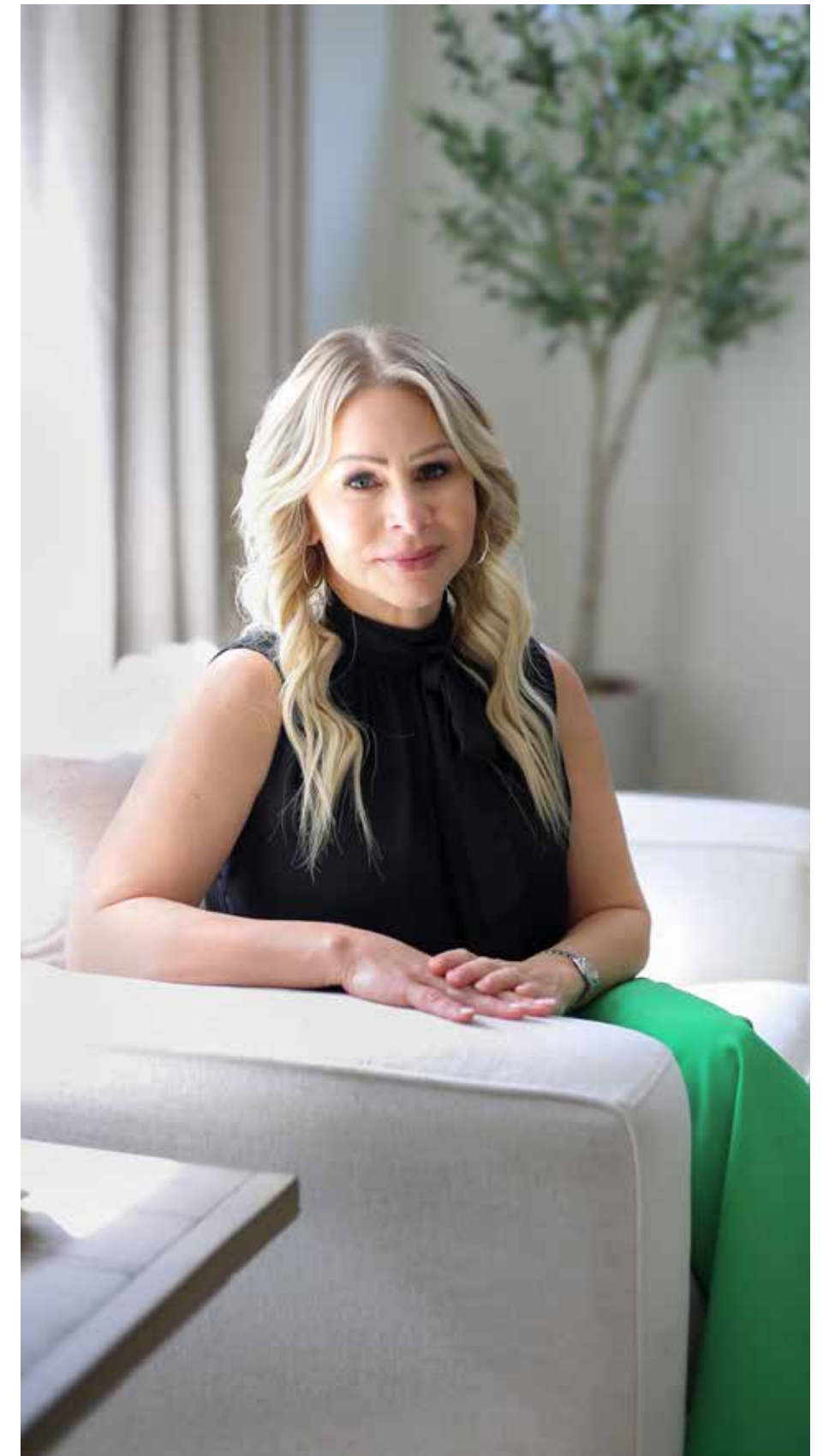
Barbara through her tenure with NewStyle Realty, where she not only excels in sales but also serves as a mentor to the next generation of real estate professionals. Her commitment to excellence propelled her to remarkable achievements, including multiple recognitions as a top agent for Epcon franchises. Her approach to real estate is deeply personal, viewing each transaction not merely as a

business deal but as an opportunity to weave the threads of family histories and future dreams into the fabric of a new home.

"I've always loved sales," Barbara reflects, "because it allows me to determine my own value and income, something I couldn't find in other career paths. Guiding someone through the journey of finding their home, their sanctuary, is incredibly fulfilling. It's about more than just square footage and amenities; it's about the intangible sense of belonging and security."

Barbara's success story is one of resilience and growth. From starting out in general brokerage to thriving in the specialized realm of new home developments, she has navigated challenges with unwavering determination. Her move to Greenville marked a pivotal moment, where she revitalized communities and surpassed sales expectations.

Barbara's career trajectory is marked by milestones of achievement and growth. Starting in general brokerage, she quickly realized her affinity for the dynamics of new home developments. Her tenure with NewStyle Realty has been nothing short of remarkable, highlighted by her pivotal role in revitalizing communities and exceeding sales targets across Greenville. Her accolades as a top agent for Epcon franchises in consecutive years underscore her unparalleled commitment to excellence and client satisfaction.



Beyond her professional endeavors, Barbara is a staunch advocate for community support and philanthropy. She actively supports the Barbara Stone Foundation, which empowers individuals with disabilities by providing the necessary tools for them to thrive. Barbara's commitment to giving back extends to organizing and hosting charity events and drives for school teachers, the humane society, and the local children's home. "I think it's essential to support your community and give back for the blessings you have received," Barbara says. "I want the charities I support to make a real difference in my community, and I am happy to be a small part of their work."

Family is a cornerstone of Barbara's life. Her son, Quinton, resides in Charlotte, and their close bond remains a source of pride and joy for her. "I couldn't be prouder of the man he has become," she says. Barbara also shares a special connection with her sister, Renee, who lives in Bend, Oregon. Despite the distance, they maintain a close relationship, planning trips together like their upcoming visit to Hilton Head. At home, Barbara enjoys the company of her two beloved French Bulldogs, Chloe and Luna, who add laughter and warmth to her days. In Greenville, she has cultivated a close-knit group of friends who have become her family. They spend time together weekly, travel frequently, and support each other through life's ups and downs. Although most of her extended family remains in Louisiana, Barbara has created a vibrant and fulfilling life in South Carolina.

In her downtime, Barbara finds solace in the company of her French Bulldogs, Chloe and Luna, and



SUCCESSFUL PEOPLE ARE
THOSE WHO ARE WILLING
OR ABLE TO DO WHAT
OTHERS CAN'T OR WON'T.



indulges her passion for gardening, tennis, and golf. Her commitment to continuous learning is evident in her approach to mentoring and training new real estate professionals, ensuring that knowledge and expertise are passed onto future generations.

As Barbara looks toward the horizon, she remains steadfast in her commitment to the real estate profession, poised for new challenges and opportunities to make a difference. Her journey from humble beginnings to becoming a leading figure in the industry is a testament to the power of resilience and the pursuit of happiness through professional fulfillment. "Success, to me, is about growth and happiness," Barbara emphasizes. "If your job, current circumstances, or the direction of your life isn't making you happy, you have the power to change it all. When you find happiness, you have achieved the most important part of success in life."

Barbara Van Matre's story is one of grit, grace, and giving. From her early days navigating the challenges of a new career to her current status as a top-performing real estate professional, she has always prioritized the well-being of her clients and her community. As she takes a short sabbatical to recharge and plan her next move, Barbara remains confident that her journey in real estate will continue to bring her success and fulfillment, guided by the same principles that have driven her thus far: resilience, continuous learning, and a deep-seated commitment to helping others.

Favorite Quote: "Successful people are those who are willing or able to do what others can't or won't."



The Advantage, Advantage

- 13 Home Inspectors
- SupraKey Access
- Infrared Cameras
- Drone Specialists
- Same Day Reports
- 24/7 Scheduling
- Locally Owned and Operated since 1991
- Over 2k 5 star google reviews

OUR SERVICES

- WHOLE HOME INSPECTION
- PRE-LISTING INSPECTION
- NEW CONSTRUCTION INSPECTION
- 11TH MONTH INSPECTION
- MOLD/AIR QUALITY TEST
- RADON TESTING
- CL100/TERMITE
- POOL & SPA INSPECTION
- SEWER SCOPE INSPECTION
- LEAD BASED PAINT TESTING
- IRRIGATION SYSTEM TESTING
- MORE

Scan the QR code to schedule your next Home Inspection



CONTACT US:
864-298-0405
AdvantageGreenville.com
gvlafc@advantageinspection.com



Advantage Inspection



Here's the deal, home + auto = savings.

Ed Patterson, Agent
3257 N. Pleasantburg Drive
Greenville, SC 29609
Bus: 864-322-0031
www.edpatterson.net
Se habla Español

Combine home and auto and save an average of \$1,127*. I'm ready to help you get the right coverage at the right price. Call me for a quote.

Like a good neighbor, State Farm is there.®

*Average annual per household savings based on a 2021 national survey by State Farm® of new policyholders who reported savings by switching to State Farm.

State Farm Mutual Automobile Insurance Company
State Farm Indemnity Company
State Farm Fire and Casualty Company
State Farm General Insurance Company
Bloomington, IL

State Farm County Mutual Insurance Company of Texas
State Farm Lloyds
Richardson, TX

State Farm Florida Insurance Company
Winter Haven, FL

2001299



Innovative. Intuitive. Intelligent.
And just a bit indulgent.
The 2025 GLE 350 4MATIC® SUV



When the GLE pioneered its market segment as the M-Class 25 years ago, it introduced numerous safety and comfort firsts to SUVs. Innovation leadership remains its driving force, with even greater attention to your well-being.

CARLTON MOTORCARS

www.CarltonMB.com
(864) 213-8000
2446 Laurens Road | Greenville, SC 29607



PRINT IS STILL ALIVE.

Celebrating two decades of print excellence, now 800 niche magazines strong (and counting).





Guest & Brady
ATTORNEYS AT LAW
PERSONAL INJURY • REAL ESTATE

Greenville • Spartanburg • Travelers Rest
Indian Land • Easley • Laurens

Why are Top Producers Exclusively Closing with Guest & Brady?



Pam Borghesani
Bluefield Realty Group

"I choose Guest and Brady for their exceptional professionalism and client-centered approach. From the moment you engage with them, you feel a genuine sense of importance and value. You can always get someone on the phone when you have a question, having confidence that you'll receive the answers and support you need. Their office is professional and impeccably organized. At Guest and Brady, you're not just another client; you're a valued partner in a relationship built on trust and respect."



Jen Hubbell
Keller Williams Drive

"I believe in partnering with people who do things well. Professional attention powered by heartfelt care. From the receptionists to paralegals to their marketing team to their high-caliber attorneys, Guest & Brady is the best! As a top agent, it is very important to me that my clients and I feel truly valued. Guest & Brady never fails to deliver on that promise. They are there when I need them most, answering questions promptly and helping me resolve problems that arise. An invaluable partner, I am honored to work with them!"



Adam Taylor
Keller Williams Greenville Central

"We choose to close with Guest and Brady for two reasons: technical expertise and their supportive, relational approach with clients. Guest and Brady are masters of their craft of closing real estate deals efficiently and effectively. The biggest separator, though, is that they make everyone feel like family when they enter the doors."



Laurie Hughes
Bluefield Realty Group

"Kevin Brady is a committed Christian whom I have had the pleasure of knowing for 15 years. As a firm, they roll out the red carpet and treat me and my clients like royalty! In all their locations, they've created a thoughtful environment with snacks, drinks, and beautiful conference rooms. It's like walking into a Real Estate Spa, where every visit is a pleasant experience. When you partner with Guest and Brady, your business matters to them. They regularly plan intentional events for their agents to show appreciation and support. Their loyalty is like no other."

