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# A note

By Drake Abshire

## FROM THE PUBLISHER



Hey guys,

We're right in the thick of Back to School season - hope you parents survived the summer! As we head into the fall, I encourage all you agents to keep your foot on the pedal as we approach the slower months.

Exciting news: we're planning our next Real Producers event! Be on the lookout for your invite - this time, it's a daytime event, so we're shaking things up a bit and hope you all can attend.

And don't forget, we're always on the lookout for the next Rising Star. If you know any agents making great strides, please email us their nominations. We'd love to share their story.

With all the upcoming changes to the buyer's agency agreement, let's work together to collaborate, educate, and show grace to one another as we navigate this new phase of real estate.

We also wanted to share a few market insights with you:

**1 Market Trends:** The fall season often brings a slight slow-down, but it's a great time to build relationships and prepare for the year ahead. Keep an eye on the emerging trends and stay ahead of the curve.

**2 Home Staging Tips:** As the weather cools, cozy staging can make a big difference. Think warm lighting, comfortable throws, and autumnal decor to make homes more inviting.

**3 Tech Tools:** Don't forget to leverage the latest tech tools to streamline your processes. From virtual tours to AI-powered CRM systems, there's a lot out there to make your life easier and your clients happier.

**4 Client Relationships:** Now is a great time to check in with past clients. A simple call or a personalized note can go a long way in maintaining those valuable relationships.

**5 Community Involvement:** Fall is filled with community events - consider sponsoring or participating in local happenings to boost your visibility and connect with potential clients.

Here's to a fantastic school year for you and your family, and a productive and successful season for all our amazing agents!

With heartfelt thanks,



**DRAKE ABSHIRE**  
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# ALL ABOUT ▶faq ACADIANA REAL PRODUCERS



REAL PRODUCERS MAGAZINE STARTED IN INDIANAPOLIS IN 2015 AND IS NOW IN OVER 130 MARKETS ACROSS THE NATION AND CONTINUES TO SPREAD RAPIDLY.

anyone brought to our attention who is in the top 300 because we don't know everyone's story, so we need your help to learn about them. We cannot guarantee a feature, but we encourage you to meet with one of our team members, support Real Producers and attend our private events to increase your chances.

To submit a nomination, please send us an email!

**Q: WHO RECEIVES REAL PRODUCERS MAGAZINES?**

**A:** The top 300+ real estate agents across Acadiana.

**Q: WHAT IS THE GOAL OF THIS MAGAZINE?**

**A:** We believe that we are better together. When we surround ourselves with other successful, like-minded people, we grow to new heights. Real Producers is a platform that brings together the most elite individuals in Acadiana's real estate industry.

We take the top 300 real estate agents and RP-vetted businesses in every market, and we build an exclusive community around that group. We share their stories, successes, market trends, and upcoming events — really, anything that will connect, inform and inspire, we put in our monthly publication.

**Q: DOES REAL PRODUCERS HAVE EVENTS?**

**A:** Yes! We will have specific networking events throughout the year.

**Q: WHAT IS THE PROCESS FOR BEING FEATURED IN THIS MAGAZINE?**

**A:** It's really simple. You have to be on the top 300 list, and we take nominations seriously. You can nominate other real estate agents, businesses, brokers, owners or even yourself! Office leaders can also nominate real estate agents. We will consider

**Q: WHAT DOES IT COST A REAL ESTATE AGENT/TEAM TO BE FEATURED?**

**A:** Zero, zilch, zippo, nada, nil. It costs nothing to agents, so nominate away! We are not a pay-to-play model. We share **Real** stories of **Real Producers**.

**Q: WHO ARE THE RP-VETTED BUSINESSES?**

**A:** They are one of the best businesses in Acadiana in their category, and you can find them listed in our index! We don't just find these businesses off the street, nor do we work with all businesses that approach us. Many of the top agents have recommended every single business you see in this publication. We will not even meet with a business that has not been vetted by one of you and "stamped for approval," in a sense. Our team will further vet every business to make sure they are a good fit and bring value to our community. Our goal is to create a powerhouse network, not only for the best real estate agents in the area but the best businesses so we can grow stronger together.

**Q: HOW CAN I RECOMMEND A BUSINESS?**

**A:** If you want to recommend a business that works with top real estate agents, please email or message us!

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### Shield 365 Insurance Caters to Real Estate Professionals

In real estate transactions, moments matter. Real estate professionals have demanding lives, time-sensitive deadlines, and are eager to move deals to the closing table. Shield 365 Insurance understands the challenges that REALTORS® face. With their accessibility and availability, they give real estate agents and their clients the very best service.

#### Experience + Expertise

Travis McGrew, along with his business partner Justin Roberts, founded Shield 365 Insurance in February 2021. Both Travis and Justin brought with them a wealth of experience from their previous roles as sales representatives for Liberty Mutual Insurance.

“I started with Liberty Mutual in 2017,” Travis recalls. When the COVID-19 pandemic hit, the duo began working remotely from their homes. Despite scaling back, Liberty Mutual retained Travis and Justin, prompting them to take a bold step forward. “We got together and opened Shield 365 Insurance,” Travis explains. The two were appointed as agents and have been selling insurance for over seven years, with Justin’s experience extending to fourteen years.

#### Catering to Real Estate Professionals

Emphasizing his strong ties with real estate agents, Travis highlights how his business primarily caters to the real estate industry. “I work with many REALTORS® and are available to them and help them with their clients’ home-buying needs,” he says. These relationships have become the backbone of his business, with referrals from real estate and mortgage professionals driving his success. “I prioritize those referral sources and serve them in the best way I can,” Travis asserts.



#### Comprehensive Services

Shield 365 Insurance offers a wide range of services, including personal lines such as home, auto, rental, property insurance, small commercial insurance, life insurance, and umbrella insurance. “We do some commercial business as well,” Travis notes. His background in the car industry as a customer service consultant has honed his skills in explaining complex concepts to clients. “I like helping people find the coverage they need and having transparent conversations with them,” he shares.

Travis’s commitment to accessibility and responsiveness is a cornerstone of his service. “I try to answer the phone, call people back promptly, and provide quotes as soon as possible,” he says.





Shield 365 Insurance operates on core values encapsulated in the acronym SHIELD, which stands for Service, Honesty, Integrity, Ethical, Loyalty, and Dependability. “Justin came up with that,” Travis mentions with pride.

One of the distinguishing features of Shield 365 Insurance is its community-focused approach. “We are not a franchise; we are part of Premier Group Insurance, which supports independent agencies,” Travis explains. The local Lafayette community plays a crucial role in their operations. “If I don’t have the resources to help a client, I’ll refer them to a competitor. It always comes back around,” he says. This community spirit resonates with the REALTORS® in Lafayette, creating a supportive network.



“  
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RESOURCES TO HELP A  
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IT ALWAYS COMES  
BACK AROUND.  
”

### Local Roots

Born and raised in Lafayette, Travis has deep roots in the community. He grew up in Scott, Louisiana, and has lived in Lafayette for most of his adult life. He is married to his wife, Lori, a real estate agent in town. Together, they have two daughters, Noelle (14) and Avery Anne (11), who keep them busy and bring joy to their lives. “We are a pretty fun family. We like to hang out and laugh,” Travis shares.

Travis is also to be commended for being a veteran, having served in the Army National Guard and deployed to Iraq in 2004-2005 during Operation Iraqi Freedom. His service to the country is a significant part of his identity. He has a heart to serve others and does that through his nonprofit that he started with his wife called Maddie’s Footprints.

### Maddie’s Footprints

In 2009, Travis and Lori co-founded a nonprofit organization called Maddie’s Footprints, in memory of their first daughter, Madeline Noelle McGrew, who was stillborn. The organization provides financial, medical, and supportive assistance to families in the Acadiana area and Baton Rouge who experience miscarriages, stillbirths, and infant deaths up to a year old. “I am on the board of directors, and it’s been a staple in our community,” Travis says proudly.

### Exceeding Expectations

Life is too short to wait for quotes from insurance representatives. Shield 365 Insurance caters to busy real estate professionals when moments matter. Travis, Justin, and their team are eager to exceed your expectations each and every time. Expect the best from this local insurance agency!

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# GC BRAND FILMS



## THE POWER OF BRAND FILMS: **ELEVATING** REAL ESTATE MARKETING

Brand films are more than promotional videos; they build trust, showcase expertise, and connect with potential clients. For real estate agents, this means creating engaging narratives that highlight their unique selling points and tell the story behind their brand. Every brand has something unique to offer, and a well-crafted brand film can expose these unique qualities in a way that converts potential clients into loyal customers. In an industry where first impressions are crucial, a well-crafted brand film can set an agent apart from the competition and create customers who stick around for life.

Brand films build trust and credibility. Clients want to work with someone who understands their needs and can deliver results. A brand film allows agents to introduce themselves, share their journey, and highlight their successes in a personal and authentic way. This helps potential clients feel more comfortable and confident in their choices.

While brand films focus on the agents' story and brand, high-quality visuals of properties are also essential. Our services include dedicated

property showcases that bring listings to life. These dynamic presentations allow potential buyers to experience the space as if they were there in person, which is especially valuable for out-of-town buyers or those unable to visit. By providing virtual tours and highlighting key features, agents can attract more qualified leads and close deals faster.

Effective marketing directly impacts an agent's bottom line. By investing in professional brand films, real estate agents can increase their visibility, attract more clients, and close more deals. A well-produced video draws attention and keeps potential clients engaged longer. This increased engagement can lead to more showings, faster sales, and higher closing prices. In a competitive market, high-quality video content can be the deciding factor that turns a potential lead into a satisfied client.

Beyond brand films, we offer ongoing monthly services to create high-quality, engaging social media content. Consistent, high-quality content keeps your audience engaged, builds a loyal following, and enhances your online presence, elevating your brand further. Our

team at GC Brand Films provides everything from short video clips to behind-the-scenes footage and property highlights, tailored to fit your brand and marketing strategy. We also help script your social media content to ensure it aligns with your overall marketing goals and resonates with your target audience.

Visual content doesn't end with video. We also have a professional photographer on staff to capture stunning images that complement your brand films and social media content. High-quality photos of properties, team members, and events significantly enhance your marketing materials and online listings, making your properties stand out and attracting more potential buyers.

Every real estate agent has a unique story to tell. Whether it's a deep understanding of the local market, a knack for finding hidden gems, or a dedication to exceptional customer service, these unique selling points set you apart from others in the industry. A brand film allows agents to communicate these strengths effectively. By weaving personal stories, client testimonials, and professional achievements into a

compelling narrative, agents create a strong brand identity that resonates with their target audience.

In today's fast-paced digital world, attention spans are shorter than ever. To capture and retain your audience's attention, it's essential to create engaging and shareable content. Brand films and social media content are perfect for this. They can be shared across various platforms, including your website, social media channels, and email marketing campaigns. By consistently sharing high-quality video and photographic content, agents keep their audience engaged, build a loyal following, and generate more leads.

In today's digital age, visual content is essential for effective marketing. At GC Brand Films, we understand the unique challenges and opportunities real estate agents face. With a rich background in the production world, I have seen the transformative impact of video storytelling. We help agents leverage brand films, social media content, and professional photography to elevate their marketing strategies and success.

For real estate agents looking to stand out in a crowded market, our services are invaluable. They build trust, showcase properties, highlight unique selling points, and engage your audience in a way that few other mediums can. A good brand film can not only attract new clients but also create customers who stick around for life. If you're ready to take your marketing to the next level, we would love to work with you.

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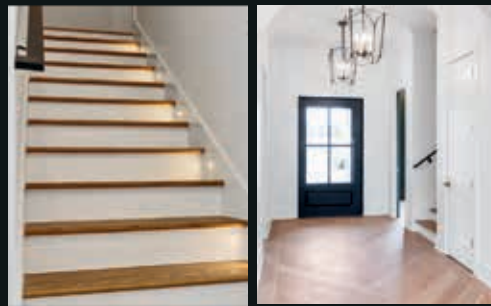
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CHARLIE  
BAUDOIN  
RISES IN  
RESIDENTIAL  
REAL ESTATE

» cover story

Written by Elizabeth McCabe  
Photography By Ace Sylvester



When it comes to finding the right pair of shoes, it's essential to have the right fit. Charlie Baudoin, a former shoe buyer and manager for the Abdalla family, knows that truth firsthand. Listening to people for their footwear needs – whether they are looking for sneakers or sandals – comes naturally to this savvy salesman.

“I made thousands of connections in the Lafayette area, from college students to families,” he recalls while selling shoes for 20 years. Little did he know that these relationships would later become the bedrock of his real estate success. “I didn’t realize I was building a client base,” he candidly comments.

When the retail market began to soften, Charlie felt it was time for a change. “A client suggested I get into insurance, but I wanted to sell something tangible, not just a piece of paper,” he explains.

Following his heart and gut, Charlie chose real estate. Now, with 28 years in the business, his career has flourished through networking and referrals from previous clients.

### ROOTED IN RELATIONSHIPS

Charlie’s secret to success in real estate at Latter & Blum at Compass is rooted in the relationships he cultivated over the years, even with his previous employer. “The Abdalla family became clients of mine—I either sold them a house or sold their house,” he notes.



“  
I’M IN THE  
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I JUST  
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TO SELL  
HOUSES.”

It’s not about numbers but people to this passionate real estate professional. “Who cares how much business I’ve done? It’s about the relationships,” he emphasizes.

Charlie’s business has grown steadily, with one satisfied client leading to another. His business boomed, even opening new doors for Charlie that he hadn’t anticipated.

“I never planned on doing upper-end properties, but it all fell into place,” he says with a heart of gratitude. High-end property clients referred him to their friends. “Take good care of one client, and they’ll refer you to others,” he advises. His business snowballed because of his heart to serve. For Charlie, it’s all about helping his clients. “I’m in the people business. I just happen to sell houses,” he states.



**SECRETS TO SUCCESS**

“Growing up, my parents instilled a good work ethic in me and my siblings,” explains Charlie. “They also said if you are dedicated to your profession and work hard you will become successful.” Charlie took their words to heart.

He also appreciates the Abdalla family, who taught him how to get involved in the community. “Giving back to your community comes back twofold,” points out Charlie. “Whether it’s civic, religious, or social organizations, it’s important to get involved. I

guess I was ‘social’ before there was social media,” says Charlie with a laugh.

**MATCHING CLIENTS TO IDEAL HOMES**

As a seasoned professional, Charlie provides outstanding service and knowledge to his clients. “I take the profession to the highest level of quality and service,” he says. Specializing in residential properties, he excels at matching clients to their ideal homes, whether it’s a first home or a high-end luxury estate. “Getting to know my clients’ needs is my passion,” he shares.

By genuinely listening to clients, Charlie discovers exactly what they want. Just as helped countless people with the right fit for their footwear, he listens to families find the right house for their needs. Every home is unique and finding the right match is paramount.

One client told me, ‘If you want to find a good house, find a good REALTOR® because the good homes never hit the market.’ That’s what happened to him and his wife,” he recounts. This client contacted Charlie, who found a property that fit their needs perfectly. They saw it before it





was listed, walked through it and said, “We’ll take it. You listened.” Charlie found himself with 3 million dollars’ worth of business in 12 hours.

His clients also gave him some valuable words of wisdom, “Don’t let anyone tell you that you aren’t worth the money.” They recognized Charlie’s experience and expertise in real estate, telling him, “It took years of experience to make this happen.” From that point on, Charlie became their REALTOR® for life. “Now he refers friends and family to me,” smiles Charlie. “I’m very fortunate and blessed,” he reflects.

**FAMILY + FUN**

Charlie values his close-knit family. He has two daughters, both married, and four grandchildren. “We have a lot of family gatherings, especially at our place on False River and another home in Bay St. Louis, Mississippi, which is a 100-year-old cottage we love,” he says. Charlie and his family have been involved in Mardi Gras for years, creating cherished memories together.

His wife loves cooking for the family, and every Sunday, they gather for meals. “I love spending time with my wife and family,” he shares. Charlie also enjoys traveling with his wife, family, and friends to incredible places like Italy, France, Canada, St. Barts, and Cabo, along with many domestic cities.

**LOVING THE WORK**

“I do what I love and love what I do,” Charlie enthuses. His positive attitude and passion for his work benefit his clients immensely. “My goal is to satisfy and help my clients,” he says. As a lifelong resident of the area, Charlie knows the market inside and out, and his can-do attitude ensures his clients receive the best service possible.

From shoes to shingles, Charlie Baudoin’s journey in residential real estate speaks volumes about his dedication, relationship-building skills, and unwavering commitment to his clients. He has soared in sales and is a game changer in local real estate. Who would have guessed it would have all started by selling shoes?



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# COLBY RICCHARD



► rising star • Photography By Ace Sylvester

## When did you start your career in real estate?

After graduating high school, I was just looking for any job to gain some experience and financial independence. I was scrolling through Craigslist and stumbled upon a real estate pre-licensing seminar. It seemed like a low-risk way to get started, so I decided to check it out. I ended up finding real estate totally fascinating and a perfect fit for my love of people, problem-solving, and sales. I jumped in with both feet, and while it's been a challenging ride, it's incredibly rewarding. Helping clients find their dream homes and building relationships has been amazing. That seminar was a game-changer for me, opening up doors I never imagined and making my career something I truly enjoy.

## What did you do before you became a realtor?

Before diving into real estate, I was living the dream of a freshly graduated high school senior, with nothing but time and a quest for fun ahead of me. That said, my idea of "fun" also included a recovery period from a car accident that left me a bit banged up and in need of some serious R&R. So, while I was mastering the art of binge-watching shows and perfecting my snack game, I also had a lot of time to ponder life's bigger questions. Turns out, those deep thoughts led me to real estate, where I now channel my inner fun-loving spirit into.

## What are you passionate about currently in your business?

The quest for the perfect daily routine—it's like the real estate

equivalent of finding a unicorn, but with fewer rainbows and more spreadsheets. Right now, I'm diving headfirst into creating a daily routine that's a triple threat: boosting my physical health, mental well-being, and financial savvy.

## What has been the most rewarding part of your business?

That would be the daily thrill of setting my alarm earlier and earlier each morning. Forget coffee—just the thought of diving into the



day's challenges gives me a buzz that no espresso shot can match! Seriously, though, it's the little victories that keep me going. Whether it's having deep, meaningful conversations with clients who are as excited about their new home as I am, or getting pushed out of my comfort zone to tackle something that initially seems as impossible as finding a needle in a haystack.

## What has been my biggest challenge as a realtor?

The "so called glamorous life" of a realtor—where I wear many hats: agent, CEO, marketer, and occasional superhero. My biggest challenge used to be juggling all these roles at once. Playing the part of a real estate wizard while simultaneously answering emails, managing social media, and wondering if I'd ever see my pillow again.

But fear not, for I've found my secret weapon: a virtual assistant from the Philippines! They've been my magic wand, turning chaos into order and giving me a bit of leverage. Now, I sleep with my calendar like it's a teddy bear, checking in before I fall asleep and right when I wake up. I've traded in my juggling act for a more manageable routine.

## How does real estate fit into my dreams and goals?

My main goal is to build a colossal network of colleagues and clients who not only know me, but like me enough to send me holiday cards. I'm talking about a real estate empire where everyone's on a first-name basis, and I'm known as the person with a reputation as solid as granite. I aspire to inspire, which might sound like a fancy slogan, but really, it's about lighting up social media with tips, tricks, and maybe the occasional cat meme (because who doesn't love a good cat meme?). So, if you see me smiling and handing out keys with a side of inspirational quotes, you'll know I'm living the dream, one happy client at a time!



### **Favorite part of being a realtor?**

My favorite part of being a real estate agent is the delightful combination of my phone ringing all night and that the income ceiling in real estate—it's as high as the sky, which is fantastic for making my mom and dad proud. They always told me I could reach for the stars, and now I'm just trying to avoid bumping into them while juggling contracts and negotiations!

But here's the real cherry on top: building a portfolio of fantastic investments. I get to dig up off-market gems through lead generation, whether it's for my own investment stash or helping sellers find their way to a much bigger pool of buyers. Every deal is a new adventure, and every successful closing feels like finding buried treasure!

### **Define Success.**

To me, success isn't just about stacking up dollar bills or flaunting the latest gadgets—it's much more about creating those priceless, genuine smiles that can light up a room. It's all about spreading love, making my



family and loved ones proud, and fully embracing the present moment.

Of course, snatching up every piece of business that comes my way doesn't hurt either. It's like playing a high-stakes game of Monopoly, where every "property" is a chance to make a difference and every deal is a step closer to making my dreams—and my mom's and dad's—come true.

### **Tell us about your family:**

My family is like the ultimate block party—minus the loud music and dancing in the streets, though we do have our share of impromptu kitchen karaoke sessions! I'm lucky enough to live on the same block as my grandma, aunt, and my parents, so it's basically a daily family reunion over home-cooked meals. I'm showered daily with love and support, it's like having my very own fan club right outside my door. Whether it's a fresh batch of cookies or a heartfelt pep talk, my family makes sure my belly and heart are always full.

### **Are there any charities or organizations you support?**

When it comes to giving back, I like to think of myself as a superhero with a cape made of goodwill—except my superpower is more about supporting my dad's church ministries than flying around. I'm deeply involved in his efforts, which keeps me grounded and spiritually uplifted, often with a side of homemade cookies from the congregation!

I'm also a loyal fan of our local eateries—nothing says "I support local businesses" like turning a Friday night dinner into a taste-testing adventure. If you see me hopping from one restaurant to another, just know I'm on a mission to support great food and friendly faces.

Beyond that, I love pitching in where I can with local friends and family. Whether it's lending a hand at a community event or just offering a little boost where needed, I prefer supporting smaller causes that are close to my heart and home. So, while I might not have a giant check or a fancy gala, I'm always happy to be the enthusiastic, everyday kind of supporter, making a positive impact on one local cause at a time!

### **What are your hobbies and interests outside of the business?**

When I'm not busy with real estate, you can usually find me on a never-ending quest for the best food in Louisiana. Whether it's devouring a gooey, delicious cookie from Caroline Cookies in Lafayette, savoring my grandma's legendary meatball stew, or exploring an international restaurant with flavors that dance on my taste buds, food is practically my hobby.

I'm also a big fan of long conversations. While being on the phone for work is a blast, it's even more rewarding to dial up one of my grandmas for a midday pep talk. Their enthusiasm is like a secret energy boost, keeping me motivated and reminding me of the love that fuels my drive.

### **What advice would you give the up-and-coming top producer?**

Stick with it and don't throw in the towel—no matter how many times you feel like you've accidentally ended up on the wrong ride. You're going to have days when you're as motivated as a caffeinated squirrel and other days when you're as sluggish as a sleepy sloth. Embrace them all. The key is to tackle those hard, uncomfortable tasks that push you way outside your comfort zone. Trust me, growth doesn't happen on the couch with a remote in hand.

Also, make it your mission to talk to as many homeowners as possible every single day. Keep your chin up, your spirits high, and your calendar full. The path might get a bit bumpy, but with perseverance, you'll be well on your way to the top.

### **In closing, is there anything else you would like to communicate using this Acadiana Real Producer platform?**

Leads, leads, leads! Find those lead sources that fill your bank account and your schedule with opportunity. Dedicate two to three hours daily to lead generation—it's like your daily workout, but for your business. And if you need a bit more leverage, don't hesitate to join a team. It's like having a squad of superheroes.

A huge thank you to everyone who has read through this far. I'm always just one call away—whether it's to talk shop, swap stories, or if you're just craving breakfast or lunch. Let's make it a deal: I'll bring the appetite, you bring the good company. Cheers to success and delicious meals ahead!

KEEP YOUR CHIN UP, YOUR SPIRITS HIGH, AND YOUR CALENDAR FULL.



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