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Hello September, the Season of Change!

As we transition from the lazy, hazy days of summer into the crisp, invigorating days of autumn, there's a sense of renewal in the air. September is a time of new beginnings, fresh starts, and the perfect opportunity to set new goals and embrace change.

September is also a time for reflection as we look back on the memories made over the summer and the growth we've experienced. It's a chance to appreciate the journey so far and to plan for the exciting months ahead. Let's take this moment to reassess our goals, reignite our passions, and prepare for the opportunities that lie ahead.

Mark your calendars for our big event, the Glitter & Gold Gala, on October 24th! We can not wait to

see you in your finest; it's going to be an amazing way to kick off the fall season.

As we step into September, let's keep this quote in mind: "Autumn shows us how beautiful it is to let things go." Here's to embracing change and making the most of this transformative season.

Cheers to a September filled with new beginnings, fresh perspectives, and endless possibilities!

Your publisher,



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▶▶ partner spotlight

By George Paul Thomas
Photos by Don Elrod

TYLER BULLOCK

MOTIVATION MORTGAGE



Blending Passion With Precision

Tyler Bullock is the dynamic Founder and Principal of Motivation Mortgage. His firm is dedicated to making homeownership dreams a reality. Tyler's innovative and customer-focused approach to mortgage financing has established his firm as a trusted name in the industry.

A Journey Fueled by Passion and Vision

Tyler Bullock's path into the mortgage industry is a story of ambition and strategic foresight. After graduating from the University of North Carolina Wilmington in 2014, Tyler sought a career that combined his enthusiasm for sales with financial success. The mortgage industry's promise of high earnings and personal growth immediately captivated him.

"The potential for success in the mortgage industry was clear to me from the start," Tyler recalls. "I knew I could leverage my skills to build a rewarding career." His aptitude for numbers and personable nature quickly led him to success. By the age of 24, Tyler led a team, igniting his passion for leadership and professional development. This journey ultimately led him to co-found Motivation Mortgage with trusted partners Joe Garon and Karel Thuwis.

A Legacy of Dedicated Mortgage Services

Located in Charlotte, near the original Top Golf, Motivation Mortgage operates with a close-knit team of 12 professionals. The brokerage's strength lies in its personalized approach to residential property financing. Tyler focuses on Business Development and Recruiting; Joe Garon manages Sales and Compliance; and Karel Thuwis oversees Operations. Together with their team of nine skilled loan officers, they ensure every client receives outstanding service.

"Our smaller size allows us to provide individualized attention to each loan," Tyler explains. "We are involved in every aspect of the process, from initial consultation to final approval, ensuring a seamless experience for our clients."

The company differentiates itself through its personal approach. "One of the major things that sets us apart from other mortgage companies is our small size. We truly care about every loan that comes through our doors," Tyler says. He emphasizes their hands-on involvement, stating, "We have an owner with their hands in the files from start to finish." This personal touch, combined with their commitment to building a strong reputation, drives their success.

Embracing Life and Business

Tyler draws inspiration from a blend of influential books and quotes that resonate with his business philosophy. "My favorite book for business is *The Compound Effect* by Darren Hardy," he shares. "It shows how



the future." Professionally, Tyler is committed to growing Motivation Mortgage into a distinguished company. He aims to make a positive impact on the community, clients, and employees, ensuring that everyone associated with the company feels proud and valued.

Tyler's approach to business reflects his desire to create a positive and enjoyable work environment. "I want people to have fun working with us," he asserts. "I am very easy-going, but I get the job done. Real estate is stressful enough, so let's try to enjoy it." He emphasizes the importance of making the work experience pleasant while maintaining high standards of professionalism.

For more information or to discuss how Tyler and his team can assist you, please call or text him at 704-618-3480 or email Tyler at Tyler@motivationmortgage.com.



small actions add up over time and create significant results." Another influential read, *The Go-Giver*, has shaped his perspective on business interactions. Tyler also embraces innovation, often reflecting on the quote attributed to Henry Ford: "If I had asked people what they wanted, they would have said faster horses." While there is debate about whether Ford actually said this, Tyler finds its message about innovation compelling.

Tyler's family is central to his life. He is happily married to his wife, Allison, and they are eagerly anticipating the arrival of their first child, a boy, in October 2024. The couple lives on Lake Wylie with their Catahoula Leopard Dog, Bayou. They enjoy spending time on the lake and traveling to new destinations. Tyler's personal interests include staying active through wake surfing, playing basketball, and working out. While he enjoys relaxing on the beach, he and Allison prefer adventurous trips that offer excitement and new experiences.

Future Aspirations

Looking ahead, Tyler is enthusiastic about both his personal and professional future. "Personally, I'm excited about the family Allison and I are building," he says. "We are looking forward to raising our son and, if God allows it, hopefully having a daughter in

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RHONDA BROWN-LAWRENCE

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Not all dreams come true, but for Rhonda Brown-Lawrence, hers did—and then some. Her journey into real estate began with a bold vision of entrepreneurship and a quest for a more balanced life. Seeking a career that would provide both flexibility and the opportunity to spend quality time with her family, Rhonda found her calling in the world of real estate.

Path to Success

Rhonda's journey into real estate is a testament to seizing opportunities and leveraging diverse skills gained from her past careers. After graduating from Winthrop University with a Master's in Accounting, Rhonda moved to Charlotte, NC, in 2004. There, she embarked on a successful career in accounting and financial services, contributing her expertise to several Fortune 500 companies such as the Hearst Corporation and Sysco Food Service.

With a foundation rooted in accounting and a decade-long tenure as a dental hygienist, Rhonda embodies a unique blend of analytical prowess, meticulous attention to detail, and a deep commitment to confidentiality and trust-building.

Rhonda's transition into real estate was driven not only by financial aspirations but also by a desire for flexibility and autonomy. "Initially, I became a real estate agent because I thought that becoming a real estate agent would allow me more freedom, an increased salary, and more time with my family," she explains. This initial attraction to the industry has evolved into a deep-seated passion for guiding clients through homeownership and building lasting relationships.

Since committing to real estate full-time in 2020, Rhonda has made significant strides and has been coined "Rhonda B" by her clients and colleagues. Her sales volume has consistently grown, with impressive milestones like closing over \$5 million in 2021 and reaching \$6.5 million across 20 transactions in



2023. Her ambition is palpable as she aims to surpass \$10 million in sales this year.

One of Rhonda's strengths is her love of learning. Her pursuit of knowledge has not only established her as a trusted advisor and area expert but has also contributed to her accolades within Keller Williams, where she consistently ranks in the top 20% based on sales volume.

Personal Passions

Rhonda Brown-Lawrence leads a rich and fulfilling life outside her thriving real estate career, centered around family, travel, and shared interests with her husband, Mr. Guy Lawrence. With a blended

family of five children—there is always something to embrace, understand, celebrate, and support. Rhonda and Guy cherish their time together exploring tropical destinations, indulging in culinary delights, and enjoying leisurely shopping excursions.

When not immersed in real estate, Rhonda unwinds by exploring her passion for tasting bourbon and whiskey—a distinctive hobby she embraces enthusiastically. "I am a bourbon and whiskey drinker, which is uncommon among women, but I love it," she shares. Additionally, Rhonda enjoys visiting wineries and savoring wine tastings, further enriching her leisure time.

▶▶ rising star

By George Paul Thomas
Photos by Don Elrod

Beyond her public persona, Rhonda is pursuing her fourth degree at the University of North Carolina Charlotte (UNCC)—a Master’s in Real Estate Development and Real Estate Finance, scheduled for completion in 2025. This academic pursuit reflects her commitment to continuous learning and professional growth in the real estate industry. Since 2022, Rhonda has set her eyes on becoming a land specialist and is a member of several organizations pertaining to land real estate.

Rhonda’s dedication to the community extends through her involvement with the Alpha Kappa Alpha Sorority, Inc., where she contributes to local charities supporting causes like domestic violence survivors. At Keller Williams Realty, Rhonda participates annually in “Red Day,” a community service initiative that supports local charities through hands-on efforts and donations.

Vision for the Future

Rhonda Brown-Lawrence’s outlook on success is deeply rooted in personal achievement and client satisfaction. “I define success as accomplishing what you dream of, what you would want to do in your wildest dreams,” she explains. “You define your success. And when you do what you imagined to do in your wildest dreams, I believe that you have achieved success.”

With a keen focus on making lasting impressions and prioritizing client experience, Rhonda emphasizes the importance of emotional impact in her business philosophy. “People remember how you make them feel,” she asserts. “In my business, it’s



crucial to me that I leave a positive impression and ensure my clients have the ultimate experience. It won’t be perfect; we’ll have ups and downs and stressful times, but I want people to know that I genuinely care about how they feel throughout the process.”

Looking into the future, personally and professionally, Rhonda is driven by a commitment to continuous growth and accomplishment. “My goal is to complete the master’s program I’m currently pursuing in real estate,” she notes. Beyond academia, Rhonda envisions expanding her portfolio and leaving a tangible mark on commercial real estate in Charlotte.

As the broker-owner of Rhonda B Property Group LLC,

affiliated with Keller Williams Realty, Rhonda is setting her sights on expanding her influence. With plans to establish her team, the True Team, by the end of 2024, she envisions creating a collaborative environment where expertise and client dedication thrive.

As she concludes her narrative, she leaves invaluable advice to up-and-coming top producers, “I would say early in your career, seek out relatives or mentors you admire who excel in your industry. Connect with them as soon as possible to gain mentorship. In this business, success often hinges on aligning yourself with those already achieving what you aspire to do,” Rhonda reflects, underscoring the pivotal role of mentorship in her career trajectory.



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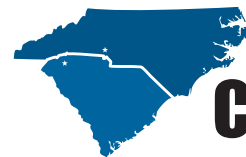
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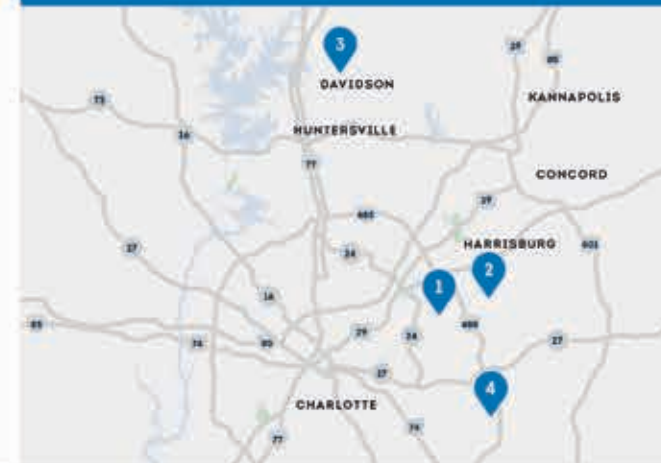
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MICHELLE PECK



▶▶ cover story

By George Paul Thomas
Photos by Don Elrod

BLENDING EXPERTISE WITH EMPATHY

Michelle Peck brings a unique perspective to the world of real estate at Opulence Group Real Estate Powered by Epique. Raised in diverse environments and having lived across the United States and abroad, Michelle's multicultural background allows her to connect deeply with clients. Her experiences have shaped her outlook on the world, enhancing her ability to understand and relate to people from various cultures. With a commitment to professionalism and empathy, Michelle navigates real estate transactions with a global perspective, ensuring clients find not just a property but a place they can truly call home.

Journey and Professional Path

Michelle's path to becoming a successful REALTOR® is a testament to resilience, dedication, and a deep-rooted passion for helping others achieve their dreams. Born near Boston and raised in the sun-kissed shores of Ormond Beach, FL, Michelle's early years were marked by a strong work ethic instilled by her close-knit family of four siblings. Her journey took a pivotal turn when she met her future husband, Matt, at a Wendy's restaurant—a serendipitous encounter that blossomed into a lasting partnership spanning over three decades.

Their life together unfolded across continents and cultures, from Texas to Las Vegas and even Italy, where they lived for four years while Matt worked at an Air Force base. Michelle's experiences as a military spouse, adapting to new environments, and supporting her family laid the groundwork for her future career in real estate. "I always wanted to be a Realtor," she reflects, "but couldn't pursue it due to my husband's career. When he retired, I finally had the opportunity to chase my dream."

Before transitioning to real estate, Michelle spent 25 years managing multi-unit restaurants, honing her leadership and customer service skills. Her background in construction, nurtured through her father's career as a plumber and building inspector, further fueled her interest in the housing market. "Selling real estate gives people the opportunity to live the American Dream—a belief deeply ingrained in me since childhood," Michelle shares.

As a Realtor, Michelle finds profound fulfillment in guiding clients through one of life's most significant decisions—buying or selling a home. "The impact we make in people's lives is incredible," she remarks. "From helping first-generation Americans buy their first home to assisting clients in lucrative investments, every transaction is uniquely rewarding."

Michelle's approach to real estate is distinguished by her global perspective, cultivated through living in diverse locales both in the U.S. and abroad. This perspective not only enriches her understanding of client's needs but also strengthens her ability to navigate the complexities of the real estate market.



Today, as a Broker-in-Charge and Team Leader at Opulence Group Real Estate, Michelle continues to thrive. She founded her firm with a vision to provide agents with superior benefits and later aligned with Epique Realty to expand her impact on a larger scale. Her achievements are reflected in her impressive track record, with nearly \$20 million in transactions last year and a projected volume of \$25 million this year. Michelle's accolades include being named among the Top 50 LKN Women for three consecutive years, as well as earning spots in the Top 100 LKN and Top 500 rankings.

Life Beyond Real Estate

For Michelle, family and adventure are at the heart of her life outside real estate. Despite the geographical distance that separates her from her husband, Matt, who resides in Italy working at an Air Force base, the Peck family makes every moment count when they reunite. "Since my husband lives abroad, travel is huge for us," Michelle shares. "We all lived in Italy for years, so we make it a point to meet for vacations together." Recent destinations have included Ireland, France, and Germany, each trip adding to their treasure trove of shared experiences.

Back home in Mooresville, North Carolina, Michelle cherishes downtime with her



children. Her son, Matthew, recently graduated from the University of Tennessee, while her daughter, Chelsea, following her father's footsteps, is set to join the Air Force after a gap year spent in Italy. "When we are all home, BBQs and hanging out by the pool are our favorite pastimes," Michelle notes, highlighting their love for relaxed family gatherings.

Pets have also been a part of the Peck household, although their numbers have dwindled over the years due to frequent travel. "At one point, I had three golden retrievers and four cats,"

Michelle recalls with a hint of nostalgia. "Nowadays, we have three cats, who still keep us company."

Beyond her family and real estate endeavors, Michelle finds joy in community involvement and leisure activities. Her passion for community service extends to her involvement with exchange student hosting and her five-year service on the Board of Adjustment for the Town of Troutman. She also supports the South Iredell High School JROTC program, embodying her commitment to giving back.

Navigating Success

Michelle's journey through real estate is defined by her commitment to guiding clients through pivotal decisions, encapsulated in her business motto: "Your Dream, Your Home, Our Commitment." Rooted in a philosophy of dreaming big and working hard, Michelle defines success as surpassing expectations—particularly those of her parents. Her vision extends beyond financial achievements, emphasizing the importance of raising children who contribute meaningfully to the world and fostering strong relationships.

Looking ahead, Michelle envisions her husband retiring to join her in real estate in the short term. Leveraging his own license, he plans to pursue his career goals alongside her. In the long term, Michelle hopes to see her children in healthy relationships and cherishes the prospect of being close enough to help raise their children, nurturing family bonds across generations.

In both her professional and personal life, Michelle's core value is service. She strives to empower others to achieve their dreams, whether guiding clients through real estate decisions or nurturing agents to grow professionally. Michelle's dedication extends beyond professional achievements to encompass her commitment to supporting her family and friends, ensuring they lead fulfilling lives.

Michelle offers candid advice for those looking to follow in her footsteps: "In real estate, expect long hours and hard work, but know it's worth it. This job is challenging, and nothing comes easily. However, the satisfaction of helping clients make important life decisions and seeing their happiness makes every effort worthwhile. Stay dedicated, and success will follow."

“ IN REAL ESTATE, EXPECT LONG HOURS AND HARD WORK, BUT KNOW IT'S WORTH IT. ”





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Individuals Closed Data as reported to MLS from Jan. 1 to Jul. 31, 2024

Rank	Name	Office	List Units	List Volume (Selling \$)	Sold Units	Sell Volume (Buying \$)	Total Units	Total \$
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Disclaimer: Information based on Canopy MLS closed data as of Aug 6, 2024, for residential sales from January 1, 2024, to July 31, 2024, in the Charlotte metropolitan area. Numbers not reported to the MLS by the date the information is retrieved are not included. MLS is not responsible for submitting this data. Some teams may report data under an individual agent's MLS ID.

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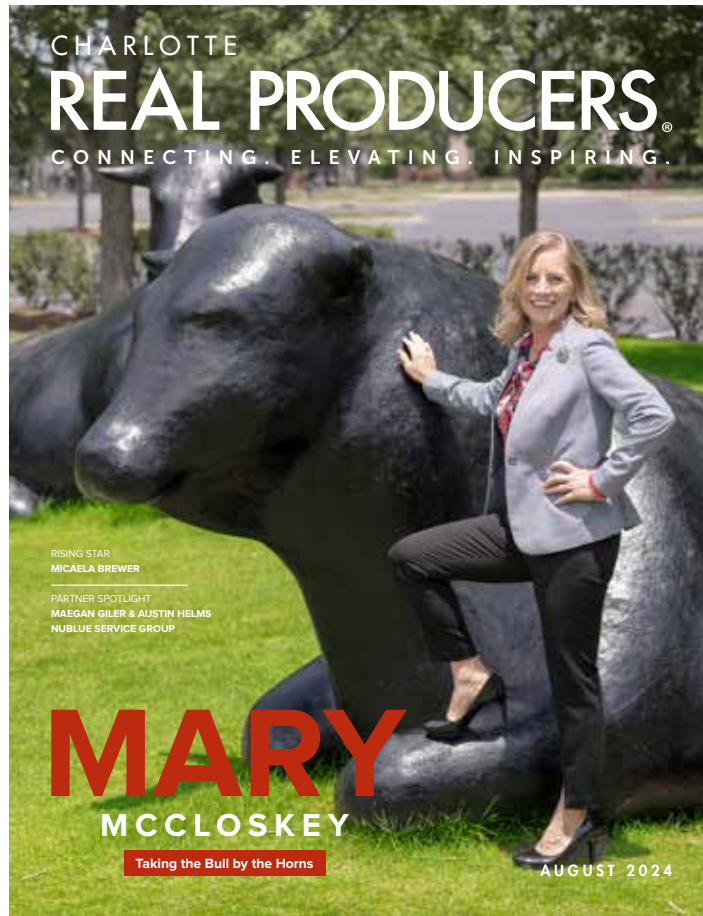


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