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► publisher's note By Robert Smith, Area Director/Publisher

Dear *Columbia Real Producers*

As the vibrant hues of autumn begin to color our beautiful city, we are thrilled to bring you the September edition of *Columbia Real Producers Magazine*.

This month, we are celebrating the extraordinary achievements and unwavering dedication of our top real estate professionals who continue to set the bar higher with each passing season.

Our Cover Feature Realtor this month is none other than **Shannon McNulty**. With a career marked by impressive milestones and a commitment to excellence, Shannon has made an indelible mark on the Columbia real estate landscape. Her innovative approach and client-first mentality have not only earned her a place on our cover but also in the hearts of countless satisfied clients.

We are also proud to highlight our Top Producer of the month, **Corie Minico**. Her relentless drive, expert knowledge, and exceptional service have led to record-breaking sales and a reputation for outstanding results. Corie Minico exemplifies what it means to be a leader in our industry, consistently pushing the envelope and inspiring others along the way.

In addition to individual achievements, we recognize our Celebrating Leader, **Jason King**. His visionary leadership and steadfast dedication to mentoring

and guiding others have created a ripple effect of success within our community. Jason's ability to cultivate talent and foster growth is truly commendable and has played a crucial role in shaping the future of real estate in Columbia.

This month, we are also honored to feature an Amazing Preferred Partner, **Sign Perks**. Their exceptional service and unwavering support to the real estate community make them an invaluable asset. Sign Perks has gone above and beyond to ensure seamless transactions and provide unparalleled expertise, making them a cornerstone of our network.

As we celebrate these remarkable individuals and their contributions, we are reminded of the strength and vibrancy of the Columbia real estate community. Each story, achievement, and milestone highlights the passion and dedication that drive us all forward.

Thank you for being a part of this journey with us. Here's to another month of success, collaboration, and inspiration.



Robert Smith Sierra Nelson

Warm regards,
Robert Smith- Co-Owner/ Advertising Sales
Sierra Smith- Co-Owner/ Publisher

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THE JOURNEY & PASSION OF SHANNON McNULTY

cover story

Shannon McNulty is a name synonymous with dedication, resilience, and exceptional service in the real estate industry. As a veteran who served in the Navy for seven years, a devoted wife of nearly three decades, and a loving mother of four, Shannon brings a wealth of experience and a unique perspective to her role as a Realtor at Coldwell Banker Realty in Columbia, SC.

From Ohio to South Carolina: A Path of Service and Growth

Originally hailing from Ohio, Shannon has called South Carolina home for the past 11 years. Her journey from the Navy to real estate is marked by her commitment to service and her unwavering support for her family. After her military service, where she served as a counselor and earned a Bachelor's degree in Psychology, Shannon devoted 15 years to being a stay-at-home mother and a group fitness instructor while homeschooling her children. This period was not only about nurturing her family but also about developing skills in organization, patience, and leadership—qualities that would later define her real estate career.

Entering Real Estate: A Seamless Transition

In 2014, Shannon transitioned into real estate, inspired by the positive experience she had with the Realtor who sold her family their home in South Carolina. The flexibility of the profession allowed her to

balance her professional aspirations with her family responsibilities. She began her career with ERA Wilder before moving to Real Estate Partners from 2015 to 2018. Since 2018, she has been with Coldwell Banker Realty, drawn by their robust systems and long-standing industry reputation. Shannon also achieved her Broker's license in 2017, a testament to her dedication to continuous professional growth.

Leadership and Team Building

In January 2023, Shannon took on a new challenge by forming The McNulty Team. As team leader, she oversees a dynamic group comprising a marketing specialist and six agents, including a transaction coordinator. Shannon's leadership is characterized by her commitment to mentoring her team and fostering a culture of integrity, diligence, and client-focused service.

Achievements & Mentorship

With a career volume of approximately 300 transactions, Shannon has established herself as a trusted and successful Realtor. Last year alone, she achieved a total volume of 60 transactions, amounting to



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

“ THE TIME IS ALWAYS RIGHT TO DO WHAT IS RIGHT.”

- MARTIN LUTHER KING JR.



over \$16,000,000. Her success is further underscored by the mentorship she received from Linda Welsh of Austin, Texas, who inspired her to start her own team. Shannon admires Linda's wisdom and continuous learning approach, traits she emulates in her own career.

Overcoming Challenges with Integrity

Shannon's journey has not been without challenges. Relocating frequently as a military family meant constantly adapting to new environments. Establishing herself as a Realtor in Columbia, SC, after only a year of residence was particularly challenging. However, Shannon's resilience, coupled with her commitment to treating others with respect and integrity, helped her overcome these obstacles and build a successful career.

Passion and Future Goals

Currently, Shannon is passionate about growing her team and mentoring her agents to deliver exceptional service. The most rewarding aspect of her job is helping clients achieve their real estate dreams, especially when overcoming challenging deals. Looking to the future, Shannon envisions continuing to grow The McNulty Team and possibly establishing

her own brokerage. She dreams of seeing her son, Seth, who is part of her team, carry on her legacy.

Community Involvement

Beyond her professional responsibilities, Shannon is deeply committed to giving back to her community. She supports organizations like the Big Red Barn and Victory Ranch, both of which provide crucial support and retreat opportunities for veterans. This cause is particularly close to her heart as a veteran herself, and she understands the importance of serving those who have served the nation. Additionally, Shannon is a staunch supporter of the Harvest Hope Food Bank, an organization dedicated to alleviating hunger. Her involvement in these charities reflects her belief in community service and her desire to make a positive impact on those in need.

Family and Hobbies: The Heart of Shannon's Life

Shannon's family is the cornerstone of her life. She has been married to her husband, Michael, for nearly 29 years. Michael enjoys golf and fishing with their sons, and the couple loves taking long walks together, a cherished time for connection and reflection. Their eldest son, Seth, 24, has a passion for basketball and boardgames, often engaging in spirited matches with Shannon. Sydney, their 22-year-old daughter, is a fitness enthusiast, and she and Shannon enjoy shopping and playing board games together as well. Sean, their 17-year-old son, is interested in fishing, hunting, and football;

he and Shannon frequently bond over cooking and more board games. The youngest, Silas, 14, loves soccer, cooking, and shopping, and their time together is filled with joy and fun as they engage in these activities.



Shannon's hobbies reflect her love for her family and her community. Board games are a favorite pastime, fostering both family bonding and friendly competition. Traveling is another passion, allowing Shannon to create lasting memories with her family while exploring new places. Additionally, she is actively involved in her church's women's ministry, providing support and guidance to her fellow congregants. In her quieter moments, Shannon enjoys reading, finding solace and inspiration in a good book.

Defining Success and Legacy

For Shannon, success is about perseverance, learning from failures, and implementing those lessons to achieve greater heights. She attributes her success to her faith in God, believing that her consistent business and personal referrals are blessings. Shannon wants to be remembered as someone who loved the Lord and served Him well in every aspect of her life. Her favorite quote, "The time is always right to do what is right" by Martin Luther King Jr., encapsulates her philosophy both in life and business.

Advice for Aspiring Realtors

Shannon emphasizes the importance of communication in real estate. She advises up-and-coming Realtors to prioritize clear and proactive communication with clients and colleagues, which builds trust and fosters strong professional relationships. Her success story is a powerful testament to the impact of integrity, dedication, and faith in achieving one's goals.

In summary, Shannon Frances McNulty's journey from Navy veteran to leading Realtor is marked by her commitment to service, her passion for helping others, and her unwavering faith. Her story is an inspiration to anyone looking to make a meaningful impact in their profession and community.





▶ preferred partner spotlight
REDEFINING REAL ESTATE
SIGNAGE AND MARKETING

Written By: Amy Porter with the help of Steven Palmer

SIGN PERKS

Nestled in the heart of Lexington, SC, Sign Perks has quickly become a staple in the local real estate community since its inception in September 2023. Founded by Steven Palmer, a Lexington native with nearly a decade of experience in real estate and a passion for entrepreneurship, Sign Perks offers a refreshing approach to real estate sign installations & marketing services.

Steven Palmer, who lives on Lake Murray and enjoys traveling, has built a career in real estate that spans almost ten years. His prior firsthand experience as a licensed real estate agent for six years and a Real Estate Marketing Director for nearly eight years, has given him unique insights into the daily challenges faced by agents. This understanding, combined with his creative marketing skills, inspired him to create Sign Perks, a business that not only meets but exceeds the needs of real estate professionals.

Sign Perks is renowned for its fast, reliable sign installations using high-quality 6ft white woodgrain PVC sign posts, guaranteed to remain upright in even the toughest weather and soil conditions. The company also offers an array of upgrades, such as brochure boxes, sign riders, and complimentary solar lighting with every installation. Their comprehensive open house packages include directional signs and feather flags to maximize property exposure, with various upgrade options like bottled water, snack packs and printed marketing materials, just to name a few.

With a growing dedicated team- Sign Perks prides itself on top-notch customer service and quick turnaround times, often completing installations within 24 hours. Their dedication to quality and efficiency has made them a preferred choice among local real estate agents and brokerages.

The company's success can be attributed to Steven's ability to listen and strategize actionable plans tailored to the needs of his clients. His background in marketing and his creative approach to problem-solving have allowed Sign Perks to stand out in a market that desperately needed a quality, responsive sign installation service. The company's location in Lexington, SC, was strategically chosen to address the challenges faced by local agents, providing them with superior products and services. Agents from other markets quickly took notice of the impact Sign Perks was having on the Columbia market, therefore Sign Perks locations were established in not only Columbia, but Greenville, Charleston, Charlotte, and Augusta markets - becoming the fastest growing real estate sign installation company in the southeast.

Sign Perks is not only committed to business success but also to community engagement. As active members of the Lexington Chamber and Visitors Center, Building Industry Association of South Carolina (BIA), Business Network International (BNI), and Central Carolina REALTORS® Association (CCRA), they participate in various activities throughout the year, fostering a sense of community and support.





COMPARE YOURSELF TO WHO YOU WERE YESTERDAY, NOT TO WHO SOMEONE ELSE IS TODAY.

-JORDAN PETERSON

Steven's favorite story highlights the impact Sign Perks has had on the local real estate industry. When discussing the outdated and damaging sign installation methods of competitors with a local real estate company owner, Steven realized the significant need for a high-quality alternative. This conversation fueled his drive to spread the word about Sign Perks, a company now celebrated for its excellent products, reliable service, and friendly customer support.

Success, for Steven, is measured not by material wealth but by the positive impact he has on others. This philosophy is encapsulated in his favorite quote by Jordan Peterson: "Compare yourself to who you were yesterday, not to who someone else is today," reflecting his commitment to continuous improvement and kindness.

Sign Perks caters to real estate agents, brokerages, and vendors who seek the best quality and maximum exposure for their clients. With an easy-to-use dashboard for placing orders and transparent pricing, Sign Perks offers an unparalleled service experience. Since its formation, Sign Perks now is composed of even more products and services that agents have grown to enjoy, such as: Printing Perks, Photo Perks, Social Post, and The Pop By Club. The entire Sign Perks family is dedicated to fueling agents' success, and creating a one-stop-shop for real estate professionals. For more information or to experience the perks firsthand, visit their website at www.signperks.com, or follow them on social media at Facebook, Instagram, and Twitter.

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Growing A Family and A Business

Jason E. King

Jason King stands as a seasoned negotiator and respected real estate broker, dedicated to providing honest agents and genuine service through his own brokerage, J. King Real Estate. With over 20 years in the industry, Jason's journey into real estate began in 2004 driven by his innate love for social interaction and a desire to transition from a career in bartending. When a couple of Jason's regular customers convinced him to help them with real estate investing, he was intrigued. Today Jason is a licensed Broker through the state of South Carolina, distinguishing himself with a deep commitment to professionalism and ethical practice.

After a few years of successful real estate investing, Jason formalized his role as an agent the same year his daughter, Elliot, was born. His early career saw him thrive at Real Estate Advocates (2007 - 2015), navigating through industry shifts from the real estate crash to the digital era of marketing

and real estate sales. In 2015, with the birth of his son, Bennet, Jason earned his Broker's License and founded J. King Real Estate. The brokerage has since grown to include ten agents renowned for their honesty and client-centric relationships.

Jason's success is measured not just by his transaction volumes - having personally sold over six hundred homes totaling \$125 million - but by the enduring relationships he cultivates with clients. His philosophy centers on the belief that real estate is fundamentally a relationship business, where effective communication and genuine service set the foundation for success.

Whether assisting clients in finding their dream home, guiding them through investment decisions or major life changes, Jason's expertise, and dedication shine through. Jason considers the friendships he has developed with clients to be his biggest measure of success.

Despite his professional achievements, Jason remains grounded by his personal values and experiences. A major heart attack in 2022 reshaped his perspective, emphasizing the importance of family and community support





“
GROW YOUR GARDEN.
”

Jason defines success not merely by financial accomplishments, but by the respect and trust he garners from peers and clients alike. He views success as embodying honesty, knowledge, and a deep commitment to his family and community. His advice to emerging real estate professionals emphasizes integrity over expedience, advocating for long-term relationships, and collaboration in the industry.

In essence, Jason King epitomizes the qualities of a leader in real estate – dedicated, compassionate, and unwavering in his pursuit of excellence. His legacy will be one of honesty, care, and a profound impact on those he serves and the community he cherishes.

Favorite Quote: “Be quick to make decisions, but slow to change.” – Napoleon Hill

Favorite Saying: “Grow your garden.”

Legacy: To be remembered as an honest and knowledgeable agent, businessperson, and family man.



during his recovery. This period reinforced his commitment to maintaining and exacting standards within his brokerage while nurturing and mentoring new agents.

As an Eagle Scout, Jason learned the value of honesty and character and to be deeply involved in charitable endeavors. He supports local organizations such as Epworth’s Children’s Home, Oliver Gospel, American Red Cross, Salvation Army, the Irmo Police, the Irmo Fire Department, and various local public services. His commitment to community service mirrors his approach to business – focused on

making a positive impact in the community and building lasting relationships.

Family is central in Jason’s life, with his wife, Stefni, and children, Elliot and Bennet, providing constant support and inspiration. They enjoy activities like attending concerts, boating on Lake Murray, swimming, playing very loud rounds of Uno, and cheering for various sports teams. Jason’s personal interest also include watching the Gamecocks, golfing, talking anything real estate, and spending time with his family and friends.

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Corie Minico



BUILDING DREAMS, ONE HOME AT A TIME

In the heart of South Carolina's real estate landscape, Corie Minico is a beacon of passion, dedication, and community spirit. Her journey into the industry transcends the mere pursuit of a career; it's a deeply personal odyssey fueled by her own experiences of loss and a profound desire to uplift others. Corie's path to becoming a real estate professional was anything but conventional. Having spent years in the medical field, she initially believed that her calling lay solely in healing and caregiving. However, it was the encouragement of her real estate agent, Belle Piccolo, and her then-husband that ignited the spark of possibility within her.

Recalling those pivotal moments, Corie shares, "I experienced a lot of loss in my teenage years. I thought the only way to help someone was when they were sick, lost a loved one, medically, etc. My Real Estate Agent, Belle Piccolo, and my husband at the time told me you would make a great Real Estate agent and I needed to pursue it. I left the medical field and I found joy in Real Estate helping people and giving back to my community!" And so, in 2014, armed with determination and a heart full of compassion, Corie embarked on a new chapter as a real estate professional.

Corie's career trajectory has been marked by resilience, adaptability, and an unwavering commitment to excellence. She began her journey at Russell and Jeffcoat, immersing herself in the intricacies of the industry and honing her skills as a Realtor. However, it wasn't until she discovered the vibrant culture and supportive community at Re/Max at the Lake that she truly felt at home. Reflecting on her journey, Corie shares, "I was still





the lives of others. She lends her support to charities such as Children's Miracle Network and Chapin We Care Center, embodying the spirit of compassion and generosity that defines her character. When asked about her passions and vision for the future, Corie's answer is simple yet profound: "Building Relationships! What is the second decade of my career going to look like? Who can I help in their real estate journeys!"

In Corie's world, success isn't just about the bottom line; it's about the

lives she touches, the relationships she cultivates, and the legacy she leaves behind. As she looks ahead to the future, her vision is clear: to continue building dreams, one home at a time, and to inspire others to do the same. Corie Minico isn't just a real estate professional; she's a testament to the power of perseverance, passion, and unwavering integrity. In a world that often prioritizes profits over people, Corie reminds us all of the true essence of success: making a difference in the lives of others.

“
Building Relationships! What is the second decade of my career going to look like? Who can I help in their real estate journeys!”

missing something though. I was missing that fire and office vibe. I worked independently, but I wanted to GO TO WORK and have work friends, support, and then one day I was asked to help another local office where my friend Kelly worked (ReMax at the Lake) with their Halloween make-up for CCRA charity event. I went and I fell in love with their office vibe that night and knew that was my Real Estate Home! I will be celebrating the start of my 5th year at Re/Max at the Lake this month.”

Corie's professional accolades speak volumes about her dedication and prowess in the real estate arena. With a career volume totaling an impressive \$62,000,000.00, Corie has established herself as a formidable force in the industry. Yet, for Corie, success isn't just about numbers; it's about the lives she touches and the connections she cultivates. "The most rewarding part of my business is the friendships that have developed! Some of MY BEST friends were clients that have become family and post divorce I was able to meet the love of my life! I am forever grateful for the people I have met and walked alongside! That's what I am most thankful



for and it allows me to be present for my daughter as much as possible!" she enthuses.

Beyond her professional endeavors, Corie is deeply committed to giving back to her community and making a positive impact on



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