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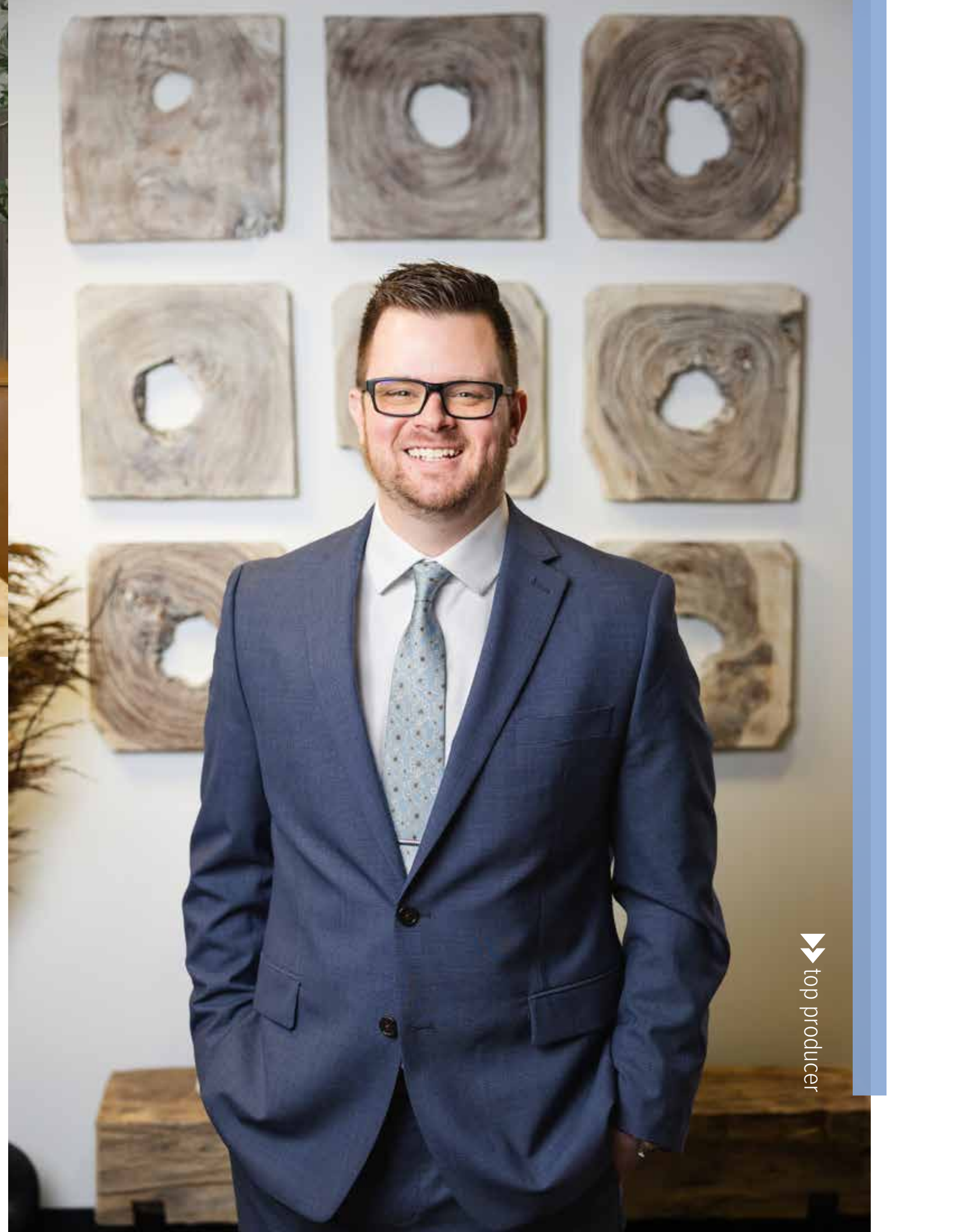


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RYAN Prichard

Real Estate Leader & Family Adventurer Extraordinaire

Photos by
Jacob Harr
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Ryan Prichard isn't an average real estate agent. As the co-founder and principal broker of Blue Beacon Realty, Ryan has carved out a distinguished career marked by exceptional achievements and a relentless drive for success.

With over eight years of experience in the industry, Ryan boasts a career volume that exceeds \$64 million, and in the past year alone, he obtained \$21 million in sales. His dedication to his craft consistently sets him apart from the competition, and his numerous accolades — which include recognition from the Greater Regional Alliance of REALTORS® (GRAR) — are evidence of his commitment to excellence.

Ryan's journey to real estate success is a testament to his unwavering dedication and unstoppable drive. He started as a part-time agent while managing a branch at Lake Michigan Credit Union, where he skillfully balanced numerous responsibilities all while laying the foundation for his burgeoning business. Through his sheer determination and relentless work ethic, Ryan not only transitioned to full-time real estate but also ascended to become a top producer in the industry.

"I started off at Greenridge, and soon after, began at Keller Williams Rivertown, building my business on nights, weekends, and lunch breaks," Ryan recalled.

▼ top producer

“As my sales continued to grow, I knew I had to make the leap to full-time real estate. It was a decision that was driven by my passion for helping people achieve their homeownership dreams.”

Ryan’s success story is not just about the numbers: It’s about relationships, integrity, and a genuine desire to make a difference in people’s lives. His dedication to providing top-notch service to his clients is evident in every transaction, as he goes above and beyond to ensure that their needs are met with professionalism and care. “Seeing the joy on my clients’ faces when they find their perfect home is the most rewarding part of my job,” Ryan shared. “That’s what drives me every day.”

Ryan passionately refers to his work as the “life moments industry,” recognizing the profound impact real estate has on people’s lives. “We have the privilege of guiding clients through both the heights and depths of their circumstances, creating lasting memories and meaningful experiences along the way,” he said.

Ryan’s devotion to exceptional quality extends beyond his individual achievements and is reflected in the culture he has nurtured at Blue Beacon Realty. With a team of dedicated agents and support staff, Ryan has created a collaborative environment where everyone is empowered to succeed.

“We have a real estate team that’s unparalleled,” Ryan said proudly. “From our administrative assistants to our marketing specialists, everyone plays a crucial role in delivering exceptional service to our clients. Our communication is superb, our marketing techniques are highly specialized, and our commitment to excellence is unwavering. Moreover, our

unique broker-cost model sets us apart in the area and the industry, providing unmatched value and service to our clients.”

Outside of his professional endeavors, Ryan is a devoted family man and an avid enthusiast of baseball and outdoor adventures. He and his wife, Brittney, have two children — Garret and Arianna — and a dog, Quincy, so the Prichard household is always a bustling hub of activity and joy.

“We love spending time together as a family, whether it’s going on hunting trips, attending baseball games, or simply enjoying the landscapes from Michigan to Montana,” Ryan shared. “Family is everything to us, and we cherish every moment we have together.”

Ryan’s vision for Blue Beacon Realty is one of continued growth, innovation and community impact. From his aspirations of becoming a leading commercial multifamily developer to his commitment to giving back through charitable endeavors, Ryan’s legacy is one of integrity and service.

“I want to be remembered as someone who brought light and joy into the world,” Ryan said. “Whether it’s through my business endeavors, philanthropic efforts, or simply being there for those who need support, I strive to make a positive impact wherever I go.”

“I’m here to help,” Ryan added. “Whether you’re a seasoned agent looking to elevate your career or a first-time homebuyer embarking on the journey of homeownership, I’m ready to guide you every step of the way. At Blue Beacon Realty, excellence is not just a goal — it’s a way of life.”

“ I WANT TO BE REMEMBERED AS SOMEONE WHO BROUGHT LIGHT AND JOY INTO THE WORLD. ”



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▶▶ agent spotlight

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Cathy Anne Miller



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MOVING FORWARD

Cathy Anne Miller stands as an inspiration in the real estate industry. Beyond the numbers and accolades, her story is one of resilience, personal growth, and a desire to make a positive impact on others.

Cathy began real estate in 2016, a decision that was shaped by a series of life-altering events. Before real estate, she spent two decades working in a medical manufacturing company and seven years as a school bus driver. However, it was the challenges and losses she faced throughout her life that set her on a new path.

Growing up on a small farm, Cathy witnessed her parents' relentless work ethic, which shaped her commitment to hard work and dedication. While both of Cathy's parents managed their farm, her father worked for Bell Telephone and her mother worked as a food service director for Caledonia Schools.

Cathy brings that same grit and determination into her real estate career today.

Cathy was married to her first husband, Casey, for almost 30 years. Together, they raised their three wonderful children — Joshua, Catherine and Sarah.

Throughout Cathy's life, it took unexpected turns — including a battle with cancer at a young age, the loss of her second husband, Keith, and financial hardships. These experiences molded her character and fueled her unwavering faith in God. Despite the setbacks, she persevered, finding strength in her faith to keep moving forward.

"Keith taught me to never let the grass grow under my feet," Cathy said. "He was such an inspiration, and the seven months of marriage revealed things within me that I hadn't acknowledged before

— one of which is the courage to start over and keep putting my feet forward."

After facing the loss of Keith to terminal cancer, Cathy turned to swing dancing to overcome potential depression. On the dance floor, she met her current husband, Steve, who played a pivotal role in steering her toward a new chapter. They now have a beautiful, blended family of six children — all between 32 to 42 years old — and five grandchildren — all between 2 to 10 years old.

Steve's proposal came with a twist: He asked Cathy to put in her two-week notice at her demanding job. This marked the beginning of Cathy's journey into real estate, a career she had always felt drawn to. "I always thought that real estate would be a good fit for me," she shared. "I love people, I love to help others go forward in life, and

I have always enjoyed seeing and touring homes.”

The license plate on her car “MUVFRWD” reflects her commitment to moving forward, a mantra that aligns with her life philosophy. She joined Five Star Real Estate Leaders, because she was drawn to their support in achieving her goal of changing her family’s financial trajectory.

Drawing from her experiences, Cathy approaches her work with empathy and determination. She credits her ability to connect with people on a personal level as a key strength, understanding the diverse challenges they may face.

“I have a favorite quote by Jimmy Carter that is my mantra: ‘I have one life and one chance to make it count for something ... My faith demands that I do whatever I can, wherever I am, whenever I can, for as long as I can with whatever I have,’” Cathy said.

Cathy wants to leave the world a better place and to make a positive difference in the lives of those around her. Her most rewarding moments as an agent come from helping families improve their lives through homeownership. One transaction stands out for Cathy as an example of how she used her real estate knowledge to alter a family’s history:

“I was called by a couple who were living in a small apartment and expecting their second child,” Cathy shared. “Both had great jobs and had savings. Neither one had any family that owned their own home. They not only bought a home, but it also spurred the brother of the husband to look into becoming a homeowner, and I was able to help him as well. I was able



“
What a blessing to work in a field where you are changing family history for the better, changing wealth within a family, and providing hope for a better future!
”

to help that family realize that they could change the trajectory of their family wealth through homeownership. How great is that? What a blessing to work in a field where you are changing family history for the better, changing wealth within a family, and providing hope for a better future!”

As for Cathy’s aspirations, they extend beyond real estate. Her initial goal of revolutionizing her family’s financial trajectory remains central, which is supported by Five Star Real Estate Leaders.

Cathy’s future plans entail traveling to Scandinavia, improving their summer place, and contributing to charitable causes.

Cathy wishes to shed light on the reality of a real estate agent’s role, urging readers to understand the depth of the profession. She embraces each opportunity to assist clients who truly need her, guiding them to move forward and find hope for a better future. As she continues to help others find their way home, she leaves a legacy of lasting impact.



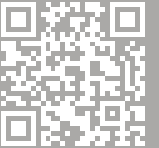
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SHAWN GHOLSTON



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HELPING PEOPLE IMPROVE THEIR LIVES

By Amanda Matkowski
Photos by Jacob Harr with harr Creative LLC

Ever since Shawn Gholston was a child, he always knew that he would one day own a business. He has also always been fascinated by nice homes, and during his college years, he would often drive through wealthy neighborhoods and admire their architecture. It wasn't until Shawn was watching an episode of "Million Dollar Listing" when he finally discovered how to combine his interests into a fulfilling career. "One day, I was sitting down watching it, and I said to myself, 'I can do that!' I went and got my license, and here I am!" he said.

Originally from Detroit, Shawn didn't grow up in the best area. "I have friends who didn't make it to see 21," he shared. After high school, Shawn studied business administration and management at Saginaw Valley State University. He eventually began working in corporate sales for Sprint, but in July of 2016, Shawn took a chance on real estate and became a part-time agent. "I saw it as an opportunity to gain freedom in my life," he added.

A couple of months later, Shawn met his now-wife, Jessica, who lived in Grand Rapids. The following January, he moved out to the West side of the state to be near her, and as a result, he picked up a full-time corporate job at Verizon while he continued to build his real estate career.

“ I MADE IT A POINT TO FREQUENT A PARTICULAR BAR AND COFFEE SHOP AND ORDERED THE EXACT SAME THING EVERY TIME UNTIL I BECAME A 'REGULAR' AND EVERYONE KNEW MY NAME AND WHAT I DID FOR A LIVING. ”

For the first year and a half of living in Grand Rapids, Shawn was determined to grow his network. Other than Jessica, he didn't know anyone who lived in his new city, so Shawn took a creative approach to meet people. "I made it a point to frequent a particular bar and coffee shop and ordered the exact same thing every time until I became a 'regular' and everyone knew my name and what I did for a living," he explained. "After a while, I just started to get more and more referral business."

By September of 2018, Shawn's hard work paid off, and he was able to officially become a full-time agent. Five



“
 ALWAYS PUT YOUR CLIENTS ABOVE
 THE MONEY. PEOPLE ARE THE EARTH'S
 GREATEST RESOURCE. ANY GOAL YOU
 HAVE IN LIFE WILL ALWAYS INVOLVE
 SOMEONE OTHER THAN YOURSELF.”

Shawn is also passionate about encouraging younger people — especially those who are college-age — to get into real estate investing. As an investor himself, Shawn has flipped three houses in the past two years. Fortunately for clients, the other agent at Shawn G. Realty Group, Dan Wall, is a real estate investor as well. “We approach everything with a servant mindset toward our clients,” Shawn explained. “We’ll do anything to help you be successful in reaching your goals or even to just make your day easier.”

Although many of Shawn’s clients become like family, he makes sure to spend time with his own family whenever he’s not working. He and his wife, Jessica, have two children — Paisley, 3, and Johnathan, 1 — and their dog, August. As a family, they love trying new restaurants, traveling, and watching movies. Whenever Shawn isn’t doing something related to real estate or his family, he enjoys playing the drums and riding his Harley-Davidson motorcycle.

In business and in life, Shawn hopes that people will remember him as someone whom others could go to for help — no matter what. After all, people will often recall how they were treated long after an interaction. “Always put your clients above the money,” Shawn said. “People are the earth’s greatest resource. Any goal you have in life will always involve someone other than yourself.”

years later, he is now the owner and broker of Shawn G. Realty Group. He obtained over \$9 million in sales last year, and in 2021 and 2022, the Greater Regional Alliance of REALTORS® (GRAR) recognized him as a Top 200 REALTOR® in sales volume. A few years ago, Shawn also graduated from the GRAR’s Leadership Academy. He recently took his real estate career to the next level by getting his residential builder license and has branched off into residential new construction, launching SG Building Company.

Despite his successes, Shawn believes that the most rewarding aspect of his job is being able to assist people with making their lives better. “We deal with so many personal situations as agents,” he said. “We help people navigate some of the most important transitions in life, and it feels good to help someone in their time of need.”

Missy



Patterson



S H I N I N G B R I G H T

Photos by Jacob Harr with harr Creative LLC

Michigan and Florida are two distinct landscapes, but for Missy Patterson, they're both canvases where she paints dreams into reality. She is an associate broker at Five Star Real Estate in Michigan and a seasoned agent at Premiere Plus Realty in Florida, and her heart is as warm as the sun. Her real estate journey has been one filled with passion and her love of people.

With a career spanning over five years, Missy is on a mission to serve those around her. "My heart beats to serve!" she said. "Aside from raising my children and logging countless volunteer hours in their classrooms and extracurriculars, I have owned and operated a successful family salon, have practiced massage therapy for more than eight years, and have been an executive administrative assistant for more than six years. I'm also a self-described professional mover!"

Missy caught the "real estate bug" when she and her husband bought their first house when Missy was 21 years old. "We established a pattern of buy, fix and update, live there for three or four years, sell, move, repeat," she recalled. "We became the moving experts among our friends and family."

Missy has moved eight times in 23 years, and with each move, her affinity for the industry blossomed. When her oldest son entered high school, she decided to take her passion seriously, and in 2019, she became a full-time agent.

Missy has become a trusted partner in a client's journey toward homeownership, and her desire to help others shines through with every transaction. "I love educating clients, listening to their needs, and advocating for property ownership," she said.

Despite her impressive career volume of over \$22 million, Missy remains humble and cherishes every opportunity to make a difference. "The most rewarding part of my business is being there to help someone throughout a major transition in their life," she explained.



Missy's biggest challenge as an agent is keeping up with technology. "It's always changing, and there's always a new platform or upgrade to learn," she said. Missy also finds it difficult to share unfavorable news to a client or another party. "As a people pleaser, this hurts," she admitted. "It can be a challenge to find the silver lining when a deal doesn't go the way you planned."



At the heart of Missy's world is her family. She and her husband, James, have two sons — Jonathon and Charlie — and a beloved miniature dachshund named Teenie Weenie. "Our favorite thing to do as a family is to travel and discover some place we've never been together before," Missy shared.

As for Missy's personal interests, they are as diverse as her clients. "I love to dance and explore classes at the Grand Rapids Civic Theatre, take hikes, travel, and connect with friends," she said. She also supports charities that champion children and animals, and her family is a longtime supporter of the SpringHill Camps and the West Michigan Aviation Academy Foundation.

When it comes to her business, Missy is committed to understanding her clients' needs, ensuring that every interaction leaves



Photo submitted by Missy Patterson

“
*IF YOU ALWAYS
 DO THE RIGHT
 THING, YOU WILL
 ALWAYS WIN.*
 ”

a lasting impression of warmth and authenticity. "If every client I've had the privilege of representing leaves the table feeling loved, supported, encouraged, educated, and advocated for, then that's what matters most to me and for my business," she explained. "I want everyone to feel warm and welcomed when they choose to work with me."

For aspiring agents, Missy offers sage advice: "If you always do the right thing, you will always win." Her mantra of integrity and perseverance serves as a guiding light for those navigating the intricacies of the industry.

As Missy looks toward the future, her vision is as bright as the Florida sun. "Real estate fits into my future perfectly," she said. With unwavering optimism and a heart full of compassion, she continues to illuminate the real estate world, one dream at a time.



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