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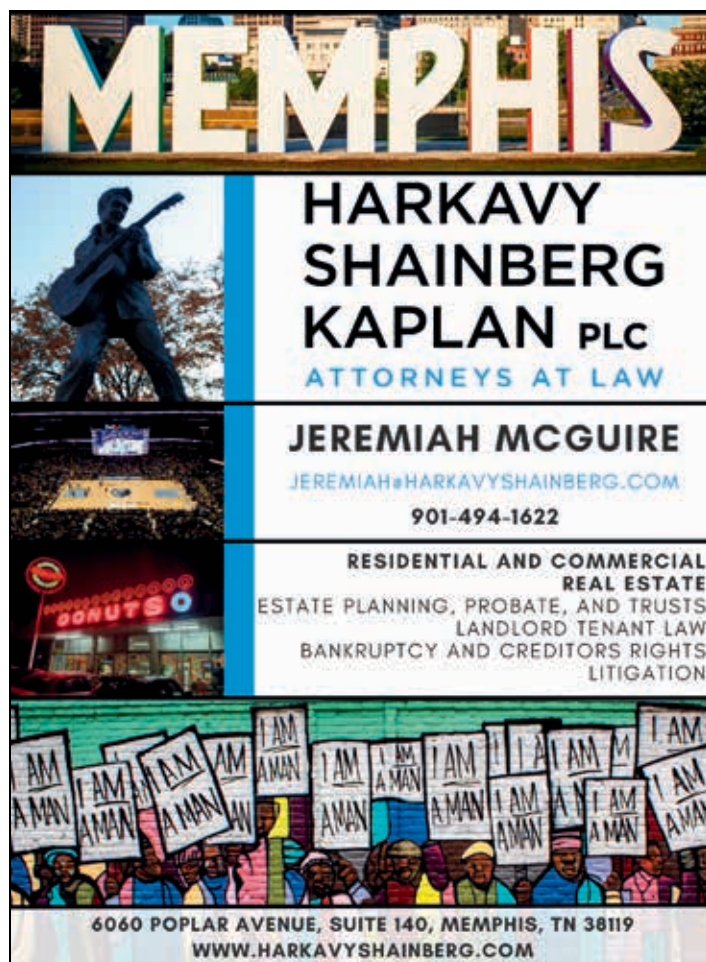
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TABLE OF CONTENTS

	<p>04 Preferred Partners</p>		<p>08 Meet the Team</p>		<p>12 Partner Spotlight: Caleb Nelson with Coco Productions</p>
	<p>18 On the Rise: Jeri Isham</p>		<p>26 Agent on Fire: Jan Jones</p>		<p>32 Cover Story: Suzanne Culpepper</p>



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TOGETHER WE BUILD

publisher's note

Memphis Real Producers turns 4 years old this month! Looking back on the past four years, I am reminded of the numerous connections made, features celebrated, and of course, the many networking events we have enjoyed together.

Early on in this journey, I fell in love with a phrase that captures the essence of Real Producers...

“Together We Build. In real estate, “Together We Build” isn’t just a catchy phrase—it’s the foundation of our industry. It reminds us that success isn’t just about individual achievements but about the collective effort we put in every day. Whether it’s closing deals, growing our networks, or giving back to our communities, the magic happens when we join forces and work together.

Real estate is all about relationships. We rely on each other—agents, brokers, clients, and community members—to navigate this fast-paced world. No one gets to the top alone. Every step forward is made possible by the people around us who share their knowledge, lend a hand, or offer a fresh perspective. It’s in these moments of collaboration that we find our true strength.

Think about the process of building a home. It’s not just one person laying bricks or picking out paint colors. It’s a team effort, with each person contributing their expertise to create something beautiful and lasting. Our industry is no different. From sharing market trends to offering advice to a fellow agent, we’re constantly building—together. This teamwork not only helps us reach our goals but also strengthens our industry as a whole.

But “Together We Build” goes beyond just our work relationships. It’s about how we engage with our communities, too. Whether it’s volunteering, supporting local businesses, or helping clients find their dream homes, we’re all part of a bigger picture. By working together, we create a positive impact that ripples out into the communities we serve.

Collaboration also sparks innovation. When we put our heads together, we come up with new ideas, find better ways to tackle challenges, and discover opportunities we might have missed on our own. It’s this shared creativity and problem-solving that keeps our industry moving forward, even in the face of change.

So as you dive into this issue, remember the power of “Together We Build.” The stories you’ll read here are proof that when we join forces, we’re unstoppable. Let’s keep supporting each other, sharing our knowledge, and working together to build not just our careers but a thriving future for everyone.

Here’s to the power of teamwork and the bright future we’re building—together.

Warmly,
Jeff White
Publisher/Owner



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MEET CALEB NELSON WITH

COCO

PRODUCTIONS



▶ partner spotlight

Photos by Elizabeth
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BRINGING HOMES TO LIFE

In real estate, first impressions are everything, and Caleb Nelson knows how to make them count. As the owner of Coco Productions, Caleb has spent the last two years helping real estate agents showcase properties in a way that truly brings them to life. His passion for visual storytelling and his commitment to excellence have made him a go-to resource in the industry.

A PASSION FROM THE START

Caleb's journey with cameras began when he was just 12 years old, filming his friends and capturing moments that were special to him. What started as a fun hobby turned into something much more significant as he got older. "I've always had an interest in cameras and creating videos," Caleb shares. "It started off as me filming my friends doing whatever. Fast forward to college, I was able to work for some amazing people in the wedding and commercial industries."

Caleb attended the University of Memphis, where he earned a Bachelor of Fine Arts with a minor in Art History. This educational background gave him a strong foundation in both the technical and creative aspects of visual art, something that's clearly reflected in his work today. "I believe this helps me treat each house like a piece of art and pay attention to the details," he says. "Having an art background also helps me understand how to plan and execute a vision. Many agents come to me with specific ideas, and it's my job to bring their vision to life."

BUILDING COCO PRODUCTIONS

With his education and experience under his belt, Caleb decided to start Coco Productions, a business designed to be a "one-stop shop" for real estate media. "I can do it all—photos, video, social media content, floor plans, virtual tours, drone work, and more," Caleb explains. "You don't have to waste time finding others to do those services for you." This all-inclusive approach has made Coco Productions a trusted partner for real estate professionals who want high-quality content without the hassle of coordinating

multiple vendors. But what really sets Caleb apart isn't just the range of services he offers—it's the creativity and care he brings to every project. For Caleb, it's about more than just taking pictures or shooting videos; it's about telling a story that makes each property shine.

ART MEETS REAL ESTATE

Caleb's artistic background gives him a unique perspective in the real estate media industry. He approaches each home as a work of art, carefully considering how to use composition, lighting, and angles to highlight its best features. This attention to detail has earned him a loyal client base that values his ability to make their listings look exceptional.



“

THE BEST FEELING IS WHEN CLIENTS ARE EXCITED TO POST THE FINAL PRODUCT. BRINGING THEIR IDEAS TO LIFE AND SEEING THEIR REACTION WHEN THEY SEE THE FINAL RESULTS IS WHAT MAKES IT ALL WORTH IT.

”



“The best feeling is when clients are excited to post the final product,” Caleb says. “Bringing their ideas to life and seeing their reaction when they see the final results is what makes it all worth it.”

GROWING AND GIVING BACK

As Coco Productions continues to grow, Caleb is excited about the future. This year has already been a great one, and he’s looking forward to expanding his business even further, particularly into commercial real estate. “I would love to do more commercial real estate as well,” he shares.

Running a business is no small task, but Caleb makes sure to balance work with the things that matter most. His fiancé, Jessica, who also works with him as Coco Productions’ Social Media Manager, is a key part of his life, both personally and professionally. In his free time, Caleb enjoys spending time with Jessica and their friends, and though he still loves video games, he finds it harder to make time for them as life gets busier.

Faith also plays a significant role in Caleb’s life. He and Jessica are active members of their local church, where they find meaning in serving others and staying connected with their faith. One Bible verse that has always been close to Caleb’s heart is 1 John 1:9: “If we confess our sins, he is faithful and just and will forgive us our sins and purify us from all unrighteousness.” This verse serves as a guiding principle in his life, reminding him of the importance of faith, forgiveness, and the grace that comes with them.

A BRIGHT FUTURE

Caleb’s journey with Coco Productions is a testament to what can happen when passion, creativity, and dedication come together. His unique blend of artistic talent and technical expertise has allowed him to build a business that not only meets but exceeds the expectations of his clients. As Coco Productions continues to grow, Caleb is sure to keep making an impact in the real estate media world, bringing homes to life one project at a time, all while staying true to the values that guide him.

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meet JERI ISHAM

on the rise

By Christina See
Photos by Elizabeth
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ALL SYSTEMS GO



Our On the Rise spotlight this month highlights the lovely Jeri Isham, originally from New Jersey. Until she was nine years old, Jeri's mom lived in Browns Mills. In 1985, they moved to the Magnolia State and settled in Southaven. She attended Northwest Community College where she received her Associate of Arts degree in 2001. While in college, Jeri became a Flight Attendant for Northwest Airlines and flew for several years. Jeri also started her own women's fitness clothing line called "Kathy Jane" (after her sister, Kathy). From the start to launch it took her 15 months, Jeri had planned on promoting all over the South to market her line largely to sororities in College Towns. Unfortunately, Covid happened, and all her scheduled shows were cancelled. "I wasn't going to let that stop me and turned to the internet like a lot of people and other businesses did! Sales took off and, in my downtime, I decided to get my real estate License."

"I started as a Licensed Executive Assistant for The Clark Team right after getting my license in 2020, I had no idea how much I was truly going to love being in the real estate world. I made a tough decision and decided to sell my fitness line," says Jeri. "After working for them for two years, I felt the time was right for me to spread my wings and make a change. I joined the Wallace Group as a Buyers/Listing Agent." Jeri is very systematic about her processes. She is emphatic that to be consistent, you need to have systems in place so your business will run smoothly and efficiently. She says, "I am very systematic. I absolutely love creating systems to ensure all my transactions run smoothly. I like details, rhythm and routine."

When asked to define success, Jeri says, "Success to me is going after something you feel led to do or you have the desire to do, no matter the



circumstances if you put your heart and soul into it, and you feel like you did everything you could, no matter the outcome! You have a sense of pride, knowing you went after something and did the very best that you could. Success isn't always about winning or achieving – its about learning and accomplishing.”

On mentors, Jeri says she learns things from a lot of different people she admires. “Sometimes, we don't see what's right in front of us. It takes a multitude of people to learn everything we need to learn. Life can be hard and you think a path is a certain way and you find out it isn't. You can either stay down or move forward and grow from it. I'm all about moving forward. I'm constantly working on becoming the best version of me, not only for me, but for my two boys, my family, friends and my clients.

After leaving her admin role and in her first year as a REALTOR®, Jeri achieved MMDC and Top 500, and Top 20% in her market center with Keller Williams. The most rewarding part of her business is getting first-time home buyers to the closing table and handing them the keys to their new home! She also loves teaching classes and helping other agents build systems for their business.

Jeri has two sons – Kaleb and Bradyn. Kaleb is the oldest at 19. He was on the varsity wrestling team at Arlington High School, but he suffered a broken back just before his Jr. year, ending his wrestling career. Jeri says he's an avid duck hunter, hard worker, and just recently was sworn in to the United States Marines. “I am so incredibly proud of Kaleb! The drive he has at his age is so inspiring!” Her youngest son, Bradyn, is 14 and is on the 8th grade football team at Arlington Middle School. She says he's fearless, easy going and knows no stranger.

Together, they all love to travel as often as possible, either flying somewhere new or boarding a cruise ship. Jeri loves being able to have fun with her family. She loves watching her sons achieve their goals fearlessly and wholeheartedly and is grateful to have always been by their sides. She has always told her boys that it's not win or lose, it's win or learn. “I hope they will always remember me repeating that to them as they grow up!”

Jeri would like to be remembered for loving her family and friends, especially her two sons. She is a strong, independent person who loves to love, laugh, support and encourage others.

FUN FACT: Jeri teaches a fitness dance class to her friends at Shepherd's Haven!

FAVORITE QUOTE: My dad would also tell me, “Winners never quit, and quitters never win.”

“
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MEET JAN JONES

COMMUNITY IS EVERYTHING

“Alone, we can do so little; together, we can do so much.” — Helen Keller

Jan Jones has always been about community. Whether hosting college-age young people at her home, providing a high quality dining experience in her neighborhood, or helping new homeowners discover the beauty of Memphis, community is a top value in Jan's life.

Jan Jones was born and raised in Dyersburg, TN. She received her degree in Elementary Education K-8, from Union University in 1996. She is married to Jeff Jones - a campus minister at University of Memphis and he is the Director of the Baptist Collegiate Ministry. Jan taught elementary school for a year, until she and Jeff wanted to start their family in 1997. After their first baby, she was a stay-at-home mom until their youngest child started school. After that, Jan worked as a substitute teacher for almost 10 years. Before she decided to get her real estate license, Jan had always kept up with the market, knew what houses were available in her community, and she actually helped friends find new houses for fun. She always thought she would become a REALTOR® one day, when her kids were all grown and out of the house.

In January of 2017, with their oldest child in college, a son that was a senior about to go to college, and two more kids at home, Jan knew it was finally time to go back to work full-time. She either had to renew her teaching license by taking some continuing education classes or do something different. “As I was thinking and praying about if I wanted to teach full time, I decided to look into real estate classes and wondered what the process would be to get my license. So, instead of renewing my teaching license, I just jumped in and signed up for real estate school.” She received her real estate license in the Spring of 2017. Jan initially began with Jasco Realtors for a year and a half. She has been with Groome and Company since January of 2019. “I have an assistant/teammate, Sara Parham, who is incredibly valuable to me,” extols Jan. “She is also a REALTOR®, and so much more than just an assistant. In addition, I've had the privilege of mentoring and training two upcoming agents.”

Jan says she owes Jeffrey Smith, her first broker, a huge shout out. “He answered all my questions, all the time, all hours of the day. I learned so much, so fast from him - the basics about contracts and all the

processes for listing and buying. I'm so grateful he made himself available to me & took the time to invest in me. In addition, I really appreciate the team of people I rely on now in the day-to-day. I'm just surrounded by really wise people who know their stuff: Jeanna & Billy Groome - my current brokers; Mano Boyadian - a local lender with MIG; and Robin Hughes - a real estate attorney at Closetrak. They are all amazing in their fields and are incredible resources. I've learned so much from each of them that's enabled me to serve my people better.”

“Over the years, I have learned you can be both a successful REALTOR® and a kind REALTOR®,” Jan says. “You can show kindness to other agents and their buyers and sellers; you can show kindness and offer grace to lenders, appraisers, and the agents across the table from you who are involved in the transaction even when things are stressful & urgent. At the end of the day, we're all people with families, kids, parents, friends, personal lives, other jobs, and activities that demand our attention & energy. We all have good days/bad days, slow days/busy days. When we extend grace and kindness across the table, it's just so much better.”



agent on fire

By Christina See
Photos by Caleb Nelson



“
 At the end of the day, we’re all people
 with families, kids, parents, friends,
 personal lives, other jobs, and activities
 that demand our attention & energy.
 ”

Jan and Jeff’s children include Emily Jones, 27, who lives in Philadelphia, PA, and works for a nonprofit – Cradles to Crayons; Caleb Jones, 25, who lives in downtown Memphis and is the Director of Students & Young Adults at Island Community Church; Ellie Scarce (and husband Camden) recently married in May 2024 and live and work in Cookeville, TN;

and Ensley Jones -20, a student at Tennessee Tech University in Cookeville and works for 7Brew. Jeff and Jan, along with two other couples purchased, renovated, and reopened Side Porch Steakhouse in Bartlett, so they stay busy and enjoy their roles as small business owners in their community. “So much of what Jeff and I do is what we love

so it never really feels like work – hosting college students in our home, running up to Side Porch to check in and visit with servers and guests, showing houses to and selling houses of former students, supporting Bartlett by sponsoring and attending community events like summer concert series. It’s amazing how real estate, our people, and our hobbies are all just intertwined in our lives.”

Jan encourages her real estate colleagues to consider the influence they have in pointing others toward community. “So many people are struggling with loneliness & hopelessness. I want to point them towards community...whether they find it at a local church, a free concert in the park, a food truck Friday, the local gym, the neighborhood park, a local restaurant...there are places full of good people who want to connect with them...help them find friends and purpose and community. As REALTORS, we meet so many people and we have to

steward those relationships; listen to people, stay in touch, give advice, share wisdom, use our resources & our connections...not just to find a house for our clients-but help them find community and by finding community they can find their people, their place, and purpose.”
 Last words: “The Lord has been faithful to me and my family; when I was a stay home mom, substitute teacher, school volunteer, PTA President serving and giving my time to my kids, their friends, their teachers, their schools, their teams

– I was doing those things from a heart of loving my family well, serving others well, not expecting anything in return...it was just who I was (am) and what I had to offer my community. These last seven years of being a REALTOR®, it’s been so humbling to have people from those years and spheres remember me and ask me to represent them buying or selling their homes, their kids’ home, or their parent’s homes. It’s really just a sweet picture of the Lord’s faithfulness in my life-His provision: what He has done for me and my family.”

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Meet SUZANNE



By Christina See
Photos by
Elizabeth Looney
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CULPEPPER

Real Producers loves all the home-grown real estate talent here in Memphis! This month, we are featuring Suzanne Culpepper – another fabulous REALTOR® born and raised in our fair city.

Suzanne graduated from college a semester early from the University of Mississippi in 2000, with a Major in English and a Minor in Spanish. During that semester break, Suzanne took the LSAT and applied to law school in Memphis. “Because law school didn’t start until August, Suzanne decided to

work for Morgan Keegan until school started in the Fall. After graduation in 2004, she took the Real Estate class and exam and in 2005, she went to work at Regions Morgan Keegan Trust. Following that, she took a job as an attorney with Primacy Relocation. During that same time, Suzanne met the love of her life – Clay Culpepper. They married right out of Law School in 2004. Clay is an attorney with Evans and Petree PC. “My husband, Clay Culpepper, and I met in law school at the University of Memphis,” says Suzanne. “He is

originally from Georgia and went to the University of Tennessee for his undergraduate degree before moving to Memphis.”

While working at Primacy Relocation in 2008, Suzanne gave birth to their son, Murphy. When they found out Murphy had Down Syndrome, Suzanne decided to return to Primacy Relocation in a part-time role so she could better care for Murphy and have a more flexible schedule for Murphy’s therapies and other appointments. When she returned to Primacy, she



HOMEGROWN &
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was pregnant with their daughter, Madden. The children are less than 13 months apart.

During her maternity leave with Madden, the company was purchased by Cartus, which eliminated a significant number of positions, including Suzanne's. Suzanne's father, a home builder and REALTOR® for almost 50 years, convinced her to help his customers with the sales of their current homes. "After my first sale," says Suzanne, "I knew Real Estate was my new career path!"

"Coincidentally," says Suzanne, "My first real estate client was a classmate from law school." A short time later, Suzanne began her career with Primacy Relocation as an attorney. "I learned so many valuable skills, gained insights into the intricacies of relocation, and had experiences that benefit my career today," says Suzanne. She currently works for The Murphy Company Realtors, which her father founded in 1976 (originally called "Walnut Grove Realty.")

"My parents are my real mentors," says Suzanne, "Having been in

real estate for almost 50 years, my father is a wealth of knowledge and always offers sound advice. It's amazing to have someone in your corner who wants you to succeed almost as much as you do. He has built homes across Memphis, Germantown and Collierville, and has experienced just about everything and worked with so many people in the industry."

"My mom has been there every step of the journey, in great markets and in challenging markets. It is a blessing and a gift to be able to draw from their firsthand knowledge at any time. Their support and encouragement are invaluable to me," says, Suzanne.



AFTER MY FIRST SALE, I KNEW REAL ESTATE WAS MY NEW CAREER PATH!



Top tip for new real estate agents: Take notes and learn from those who have been in the business longer, but also be kind and gracious to those who are just getting started. If you think about it, there is usually an emotional motivation behind a move. New jobs, growing families or sometimes challenging obstacles. Be mindful that it is a privilege to be part of these chapters.

Suzanne and Clay are very supportive of The Madonna Learning Center. Murphy started there just after he turned 5-years old.

Suzanne says, "He is 16 and starting high school now! I can't imagine a better place for him. My daughter, Madden, volunteers at Madonna camps and other events, while my brother and dad serve on the Golf Tournament Committee. I have been able to assist staff members and their families with buying and selling over the years. Our family is incredibly grateful to be a part of such a special place. Madonna is truly a blessing to us and so many families in the community."

"Murphy is an avid golfer and Clay and I love playing golf with him," says Suzanne. "Clay and Madden started an Instagram account to highlight Murphy's golf endeavors and to showcase what individuals with special needs are capable of accomplishing. Last summer, Murphy made a hole-in-one and is only the second person know with Down Syndrome to accomplish this feat!"

Keeping up with her kids and spending time with the family is very important to Suzanne. Madden is 15 and starting her sophomore year in high school at Hutchison. She is a cheerleader, loves the theater, and volunteers at Madonna whenever she can. The whole family is passionate about the Memphis Tigers! Suzanne's grandfather, Billy J. "Spook" Murphy is a former Football Coach and Athletic Director for Memphis State. The Culpepper house is full of blue, white, and tiger prints! Clearly, The Tigers are in their blood!





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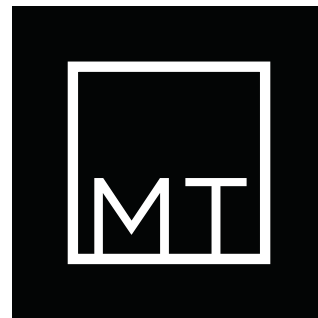


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