

BIRMINGHAM

APRIL 2025

# REAL PRODUCERS<sup>®</sup>



## Joseph Daley

A LIFE ROOTED IN  
FAITH, RELATIONSHIPS,  
AND GRATITUDE

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### **Agent on the Rise:**

Michelle Shunnarah

### **Broker Spotlight:**

John Chambers

### **Partner Spotlight:**

Tilia Staging & Interiors

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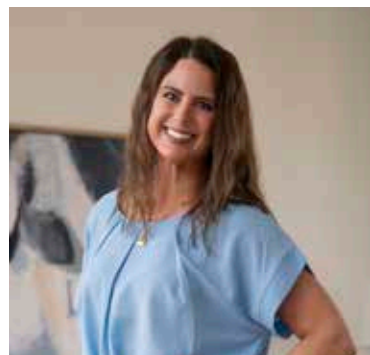


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John Chambers



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**2025**  
**BY THE NUMBERS**

HERE'S WHAT THE TOP AGENTS IN BIRMINGHAM SOLD IN 2024



**\$4,013,500,875**

SALE VOLUME



**9,348**

TOTAL TRANSACTIONS



**\$14.2 M**

AVERAGE SALES VOLUME PER AGENT



**28.5**

AVERAGE TRANSACTIONS PER AGENT

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# Michelle Shunnarah

## Found Her Purpose and Passion in Real Estate

WRITTEN BY ELIZABETH MCCABE  
PHOTOS BY BRENDON PINOLA PHOTOGRAPHY

“I was drawn to real estate because it combines so many things I love. Working with people, problem-solving, marketing, and even home design,” smiles Michelle Shunnarah, a real estate agent with Arc Realty.

“I love a challenge,” she adds, “and oddly enough, I love hard work.” Whether it’s negotiating deals, crafting innovative

marketing strategies, or ensuring a seamless buying or selling process for her clients, Michelle embraces every aspect of the industry with enthusiasm.

### From Small-Town Roots to Rising in Real Estate

Michelle’s path to becoming a top-producing real estate agent is defined by perseverance and purpose. Raised in Billingsley, Alabama, a tiny town with no traffic lights and a graduating class of just 25, she developed a deep appreciation for honesty, integrity, and grit—values that now serve as the foundation of her career.

“Successful people are not gifted; they just work hard then succeed on purpose.”

—G.K. Nielson

After earning a degree in interior design from the University of Montevallo, Michelle pursued various roles, from managing a Summer Classics store to working as a contract sales rep for a decade. She also dedicated 10 years to being a stay-at-home mom while dabbling as a freelance home organizer. Yet, real estate became the perfect career to merge her love of design, sales,

and service, all while maintaining the flexibility to be present for her family.

“Real estate has given me balance and purpose,” Michelle explains. “It allows me to contribute financially while still being there for my kids—chaperoning field trips, greeting them at the bus stop, and being present for the unexpected sick days. That flexibility is something I don’t take for granted.”

Currently, Michelle is focused on continuous growth—both personally and professionally. “I’m always refining my skills, staying ahead of market trends, and looking for innovative ways to connect with buyers and sellers,” she explains. “I strive to offer something beyond the typical agent experience, whether it’s creative marketing, advanced

negotiation techniques, or delivering exceptional client service.”

Her business philosophy is centered on quality over quantity. “I decided early on that I wouldn’t chase numbers at the expense of quality service. God has always provided exactly what I need, and my priority is ensuring that every client gets the best experience possible.”

#### Advice for Aspiring Real Estate Professionals

Michelle’s advice to up-and-coming agents is simple yet powerful: “Focus on relationships over transactions. Clients can tell when you genuinely care about their needs versus just trying to close a deal. Treat every client like family, be honest, and always provide expert guidance rather than being a pushy salesperson.”

She also emphasizes the importance of grit and consistency. “Success doesn’t happen overnight. You have to put in the work—hosting open houses, following up with leads, staying educated on market trends, and constantly improving your skills. The agents who thrive are the ones who show up every single day, even when things get tough.”

#### A Passion for Advocacy and Connection

Beyond transactions, Michelle finds fulfillment in serving others. “Buying or selling a home is one of the biggest decisions people make, and I take the responsibility of guiding them through that process seriously,” she says. “Whether it’s negotiating the best deal, offering honest advice, or being a steady support system, I love knowing that I’m making a difference in people’s lives.”

Her ability to advocate stems from personal experience. As the mother of a child with special needs, Michelle has developed strong advocacy skills that translate into her work. “Having a child with Down syndrome gives you a different perspective on life,” she shares. “Our oldest, Edie, has been dancing since she was three. She’s as determined as I am, constantly



practicing her craft. She teaches us so much—especially about confidence.”

#### Family, Travel, and Finding Joy in the Everyday

Michelle and her husband, Scott, have been married for 19 years and have three children: Edie (17), a passionate dancer; Owen Anderson (13), who is discovering his love for basketball and track; and Ella Rose (10), who enjoys baton and soccer. Their family stays busy with dance and sports, but when they can, they love to travel—never visiting the same place twice — to embrace new experiences.

As for hobbies? “Who has time for hobbies?!” Michelle laughs. “But I do

love a good hole-in-the-wall dining spot—though I won’t turn down the occasional fancy cocktail.”

#### Rooted in Integrity

Michelle lives by a simple but profound quote: “Do the right thing, even when no one is watching.” It’s a principle that has guided her both personally and professionally, shaping her into a standout agent who continues to rise in the industry.

With her passion for people, dedication to service, and unwavering integrity, Michelle Shunnarah is not just an agent on the rise—she’s a force to be reckoned with in the real estate world.

An advertisement for Nick's Heating and Cooling. The top half features a large window with a view of a house. Text overlay reads: "NICK'S HEATING AND COOLING", "KEEP YOUR CLIENTS COMFORTABLE.", "WE'LL HANDLE THE HVAC.", "24/7 HOURS", "205.583.6864", and "CallNicksHeatingandCooling.com". The bottom right shows a man in a white shirt and khaki pants talking to a woman and another man in a kitchen. A blue banner at the bottom says: "Integrity is Our First Priority. Offer Your Clients Peace of Mind with Guaranteed Comfort from Our Locally Owned Family Operated Company!"

An advertisement for The Vail Agency. At the top is the logo for ALFA INSURANCE and THE VAIL AGENCY, with "AUTO / HOME / LIFE / BUSINESS" below it. The text reads: "Our Team Works For You." Below this is a group photo of six people. At the bottom, a dark blue banner contains the text: "The Vail Agency", "(205) 980-9933", and "TheVailAgency.com".

An advertisement for UNITS Moving and Portable Storage. The top blue banner says: "Experience the UNITS Difference" and "(205)236-0205". Below is a photo of a white UNITS storage trailer being moved by a forklift on a paved area. The UNITS logo is prominently displayed. A list of features includes: "Family Owned and Operated", "Unmatched Customer Service", "ROBO Delivery System", "Multiple Storage Options" (with sub-points: "On-Site" and "Climate Controlled"), and "Superior Containers". A QR code is located in the bottom right corner.



# Tilia

## STAGING & INTERIORS

WRITTEN BY  
ELIZABETH  
MCCABE  
PHOTOS BY  
BRENDON  
PANOLA  
PHOTOGRAPHY

In a digital age, it only takes seconds to make a first impression. Make the right first impression with Tilia Staging and Interiors. Listings can attract more attention, get the desired buyer, and sell for less time in the market through staging.

Lindsey Davis, owner of Tilia Staging and Interiors, has transformed countless spaces over the years with her experience and expertise. With a passion for creating spaces that exude peace and harmony, Lindsey has built a thriving business through word-of-mouth referrals.

“I found myself walking through model homes as an escape and realized how powerful a place of peace could be,” Lindsey shares. “I’ve always felt strongly that a home should feel like a refuge, and I wanted to provide that for others.” She is living her passion and purpose each day, creating comfortable, cozy spaces in the process.

### Comprehensive Design and Staging Services

Not sure where to begin? Tilia Staging and Interiors offers a full spectrum of services, from selecting the perfect paint color to full-scale staging that includes everything from rugs to window treatments. Lindsey works with real estate agents, investors, and homeowners to make crucial

design decisions that maximize a property’s appeal and value.

Her expertise extends to choosing paint colors, countertops, tile, flooring, lighting, hardware, furniture, art, and accessories.

“I understand that a cohesive design lends itself to tranquility,” she explains. “My goal is to create spaces that are not only visually stunning but also functional and inviting.”



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“STAGING ISN'T JUST ABOUT MAKING A HOME LOOK GREAT—IT'S ABOUT ADDING VALUE.”



**A Business Built on Trust and Results**

Since launching her business over five years ago, Lindsey has relied almost exclusively on word-of-mouth referrals. “I take great pride in the fact that my business has grown organically,” she says. “Many of my clients first experience my work by walking through a staged home or hearing about me from a trusted source.”

Her process is rooted in intentionality. “Listening with purpose and asking meaningful questions allows me to tailor my services to each client’s specific needs,” she explains. She also helps clients allocate their resources wisely.

“I’ve seen people spend more money trying to do things on their own or hiring unqualified help. I take pride in knowing how to achieve a certain look while being a good steward of the budget,” she points out.

With a talented decorator, simple changes can be made to transform a house into a home. Maximize your budget with Lindsey’s help by choosing the right pieces, accessories, and accent colors to tie a room together.

**Staging for Every Client**

Lindsey’s portfolio includes everything from model homes and penthouses to high-rise condos and occupied residences. “My

services are accessible to anyone who values a place of peace,” she emphasizes. “It’s not about the price point—it’s about creating a space that feels like home.”

Her design philosophy isn’t about imposing her personal style. “What matters most is understanding my client’s vision or the target market of the home I’m staging,” she notes. “I’ve learned to appreciate different styles, as long as the space is balanced.”

**The Value of Professional Staging**

For real estate agents and sellers, Lindsey offers a key piece of advice: Don’t take a “wait and see” approach. “If there’s one thing I could emphasize, it’s that every real estate asset should be presented at its absolute best from day one,” she says. “Staging isn’t just about making a home look great—it’s about adding value.”

Her work is validated time and time again when investors or agents ask her to design their personal homes. “That’s the greatest compliment,” she says.

**Trusted Network of Vendors**

Beyond staging, Lindsey also helps her clients vet vendors to ensure a seamless end result. “Any painter, flooring expert, or plumber I refer is an extension of me,” she explains. “I make sure I send quality professionals who align with my high standards.”

With a keen eye for color, spatial arrangement, and balance, Lindsey Davis continues to transform spaces and elevate real estate listings. Whether you’re a homeowner, investor, or agent, Tilia Staging and Interiors is ready to help make your listing shine.

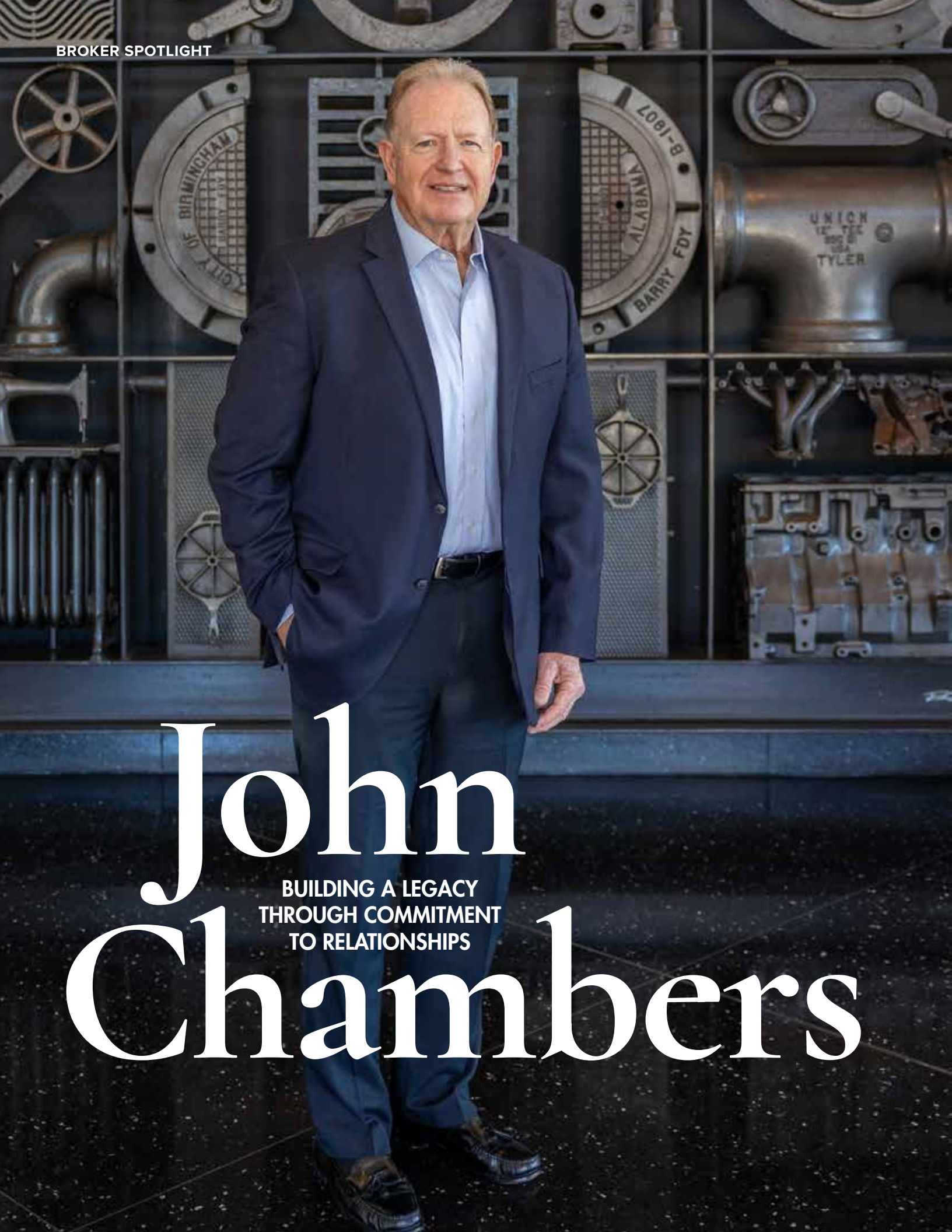
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# John Chambers

BUILDING A LEGACY  
THROUGH COMMITMENT  
TO RELATIONSHIPS



**“I’m thrilled that even though it took a while to find my way to this industry, I chose this path. It’s been everything I could have asked for and more.”**

WRITTEN BY NICK INGRISANI  
PHOTOS BY DAVID GRAVES PHOTOGRAPHY

After growing up in the Atlanta area and earning a business administration degree from the University of Georgia, John spent years in the corporate world, most recently as a national sales manager for a major manufacturer. While he built strong relationships in that role, the constant travel took him away from his family and hometown. That realization led him to a pivotal decision: to leave the corporate world and establish a business where he could cultivate meaningful relationships close to home.

“After a successful corporate career, we were ready to make a change and do something off the beaten path. Real estate looked like a great option based on my personality, skillset, and desire to be invested in my community.”

In 2006, John got his license and made the leap into real estate while living in Panama City Beach. Entering the market during a challenging period was no small feat, but he approached it with the same discipline and strategy that had served him in the corporate sector. By committing to a structured routine—arriving early, dressing professionally, and treating his real estate business with the same level of dedication as a salaried role—he quickly found success.

John and his family then relocated to Birmingham in 2009, where he continued to grow his real estate business. Initially, he maintained his operations in Florida while settling into life in Alabama, but as opportunities in Birmingham flourished, he shifted his focus entirely. Over the years, his commitment to clients and his community helped him establish a thriving business built on trust, relationships, and results.

“Back in college, I was always interested in doing business in my community, where I rub shoulders with the people I live with. Birmingham was the perfect

place to live that life. It was a great opportunity to create that lifestyle which was such that our friends became clients and our clients became friends. We have fallen in love with the pace of life and quality of life Birmingham offers.”

Today, John is at the helm of Chambers Realty Partners, working alongside his wife and daughter. He also serves as the qualifying broker at Keller Williams Hoover, a role he stepped into in 2016. While initially hesitant to take on the position, he saw it as a unique opportunity to deepen his knowledge of the industry and support a team of over 200 agents.

“I’m a relationship builder. In an office of 200+ agents, it’s a great opportunity to build relationships that are based on mutual success.”

Balancing his responsibilities as both a broker and an active real estate professional requires a strategic approach, but John’s dedication to leadership and mentorship makes it a fulfilling endeavor. He believes that by equipping agents with the right training and resources, they can build sustainable, successful careers—a philosophy that has become the foundation of his work at Keller Williams.

“I’m most passionate about helping agents transferring from other brokerages, or coming in brand new, to see that this is a career to take them wherever they want to go. I’m most passionate about getting to know people, and their stories and plugging them into what they need to succeed at the highest level.”

At Chambers Realty Partners, John and his family focus on creating lasting relationships. For them, real estate isn’t just about transactions—it’s about helping families build their futures. The firm has become a trusted name



in Birmingham, with many clients returning for multiple transactions and referring their friends and family.

John takes pride in the fact that their business is built on trust and service, and he looks forward to continuing to see it grow exponentially. His daughter and her husband are already positioned to carry on the legacy, ensuring that Chambers Realty Partners remains a cornerstone of the community.

“We’re extremely blessed that this business has brought us every opportunity we could have imagined.”

“I’m most passionate about getting to know people, and their stories and plugging them into what they need to succeed at the highest level.”

Looking to the future, John’s goal is simple: to get a little better every day. While he doesn’t know exactly what the next chapter will hold, he is confident that the strong foundation they’ve built will allow their business to continue thriving. Whether it’s guiding first-time homebuyers, assisting longtime clients with new investments, or mentoring the next wave of real estate professionals, he remains committed to making a lasting impact.

As John reflects on his career, one word stands out—gratitude. He’s thankful for the opportunities real estate has provided, the relationships he’s built, and the ability to work alongside his family every day. With a strong foundation and a commitment to service, John and his team at Chambers Realty Partners are poised to continue making a difference in the lives of their clients today and for generations to come.

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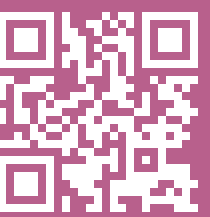
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# Joseph Daley

A Life Rooted in Faith, Relationships, and Gratitude

WRITTEN BY NICK INGRISANI • PHOTOS BY CARNAGGIO PHOTOGRAPHY

“People ask me why I’m so full of joy... it’s all an outpouring of my relationship with Jesus. That’s the heart of it all. God has shown me over the years that real estate is more than just sales and a good income. Real estate is just a vehicle that I get to be in relationships with people through.”

Joseph’s path began in Birmingham, where he moved with his family in 2001 after his father secured a job in the city. His childhood dream of becoming a broadcast journalist led him to study communications at the University of Alabama Birmingham, where he concentrated on mass communications. While he initially pursued a career in media, working as a board operator at a local radio station and later serving in ministry, a life-changing event set him on a different course.

In 2017, Joseph’s grandmother, affectionately known as “Momo,” was diagnosed with stage 4 lung cancer. The experience forced him to reflect deeply on his future.

“On my way back to Birmingham from Thanksgiving, I asked God, ‘What can I do that if my family needs me, I can be there? What career could I have where I’m still fully present for my family and have a great career and a business? Later in the drive, I heard God say, ‘Real estate.’”

Despite having no prior experience in the industry, Joseph trusted the calling he felt that night. He spent the following months grieving his grandmother’s passing while preparing for the leap into real estate. In April 2018, he earned his real estate license. The moment was surreal—he still remembers watching the printer carefully, waiting for confirmation that he had passed. Overcome with excitement, he hugged the test administrator before running out to embrace his new future.

That same day, Joseph felt an undeniable conviction to take the next step: leaving his current job to go all-in on real estate. Though it seemed like an impossible decision, his faith gave him the confidence to make the leap. His savings covered five months of expenses, and in a generous act of support, a family from his church stepped in to provide an additional month of financial backing. With this foundation in place, he hit the ground running.

Within just two weeks, he secured his first contract—which he closed 30 days later.

“I wrote my first contract in the dining room of a Jack’s restaurant and had to call an agent friend of mine to walk me through it line by line.”

Joseph’s career took off quickly. Three months in, he began searching for the right brokerage to call home. After multiple conversations and a growing curiosity about what set top-performing agents apart, he joined Keller Williams. The move proved transformational, providing him with the training, mentorship, and community that would propel his business forward. Over the years, he has built a thriving real estate career, surpassing \$14.6M in sales last year alone and over \$60M in lifetime sales.

“When I got into this business, one of the first things I asked God was, ‘If you’ll bless this, then I’ll honor you.’ I’ve been able to do more for my family and friends than I ever thought I’d be able to.”

While Joseph has achieved remarkable success in real estate, his true passion remains unchanged: people. He sees real estate not just as a business, but as a means to foster relationships and serve his community.

His ability to make people feel at ease has been instrumental in his success. It’s a gift he believes comes from his faith, and he works diligently to steward his influence with integrity and character.



**“I love helping people and developing people; that’s my heart. People are my passion all day, every day.”**

“I like to say my greatest strength is making the first five minutes feel like a lifetime of friendship. God has gifted me with such great influence and opportunity to build trust with people. It’s been great for me in industry, and so great to just serve the community.”

Beyond real estate, Joseph is deeply involved in his local community. He serves on the board of First Priority of Alabama, a nonprofit ministry that played a formative role in his own life. He also leads a young professionals group, which gathers regularly to build relationships and grow spiritually. His passion for mentorship extends beyond ministry—he dreams of eventually coaching and developing business owners, helping them navigate the challenges of entrepreneurship and leadership.

Despite his demanding career, Joseph remains committed to his family. He takes immense pride in being “Uncle JoJo” to his nieces and nephew, and his parents and siblings are an essential part of his life. His faith and family have guided him through life’s ups and downs, including the unexpected health challenges his loved ones have faced.

In 2022, Joseph’s world was rocked by both his Nana passing from cancer and his father undergoing quintuple bypass surgery. Meanwhile, his real estate business was at its peak. Thanks to the systems he had built and the support of his team, he was able to step away and be fully present for his family during that critical time—a reality that affirmed the very reason he chose real estate in the first place.

For Joseph, success is not just measured in sales numbers, but in the lives he impacts along the way. His favorite phrase from Keller Williams is, “God first, then family, then business.” As he continues to grow, he remains steadfast in his mission to serve, connect, and uplift those around him.

Whether helping clients find their dream homes, mentoring young professionals, or supporting his church and community, Joseph approaches every opportunity with a heart for people. And for him, that’s what real estate is all about.

“I love helping people and developing people; that’s my heart. People are my passion all day, every day.”



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# CLOSING THE DEAL ON BRAIN HEALTH:

## Managing Stress for Real Estate Success

BY JUDI PRITCHARD, CERTIFIED DEMENTIA PRACTITIONER AND COGNITIVE COACH

*No, not a train! Of all times to be delayed. I'm already running late to meet a VERY important client for what I hope will be my biggest showing yet. Landing this will be a game changer. I can't be late. If I hurry, I might make it. I've driven this route 20 times. Two more turns. Dead-end. What the heck? Maybe I made a wrong turn. I'll go back to the main road. But where am I? None of this looks familiar. Who am I meeting? Let me check my calendar—it's blank.*

This is a common tale shared by my clients as a cognitive coach. They're doing something familiar and suddenly lose awareness of where they are or what they're doing. These are often the earliest signs of cognitive decline. Before dismissing this as an older person's concern, the Blue Cross Blue Shield Association's report *Early-Onset Dementia and Alzheimer's Rates Grow for Younger Americans* ranks Alabama as the #1 state for young-onset dementia diagnoses, with the average age being 49. 58% are women.

In real estate's fast-paced world, where managing transactions, negotiations, and market changes is routine, brain health is essential. Chronic stress can impact cognitive function, making it crucial for agents to learn strategies to maintain cognitive performance.

### Cortisol: Friend or Foe?

Is stress good or bad? The answer is—moderation matters. Cortisol, released during stress, boosts alertness and focus and helps with metabolism, inflammation, and sleep. But chronic stress has harmful effects, including:

- **Memory Impairment:** High cortisol damages the hippocampus, making it harder to recall property details or client conversations.
- **Poor Decision-Making:** Chronic stress impairs the prefrontal cortex, leading to impulsive decisions.
- **Emotional Reactivity:** Stress heightens frustration and emotional outbursts.
- **Reduced Cognitive Flexibility:** Adapting to market demands becomes challenging.

### The Stressful World of Real Estate

The career exposes agents to constant stressors:

- Unpredictable hours and weekend showings disrupt work-life balance.
- Market instability creates income uncertainty.
- Managing diverse personalities and high client expectations adds pressure.

- Coordinating inspections and legal documentation requires intense focus.

### Protect Your Future

Dementia rates are rising, and the very nature of real estate work increases the risk. But quitting isn't the solution. Researchers believe 50% of dementia cases can be prevented with proactive steps. As a cognitive coach, I help clients build resilient brains through proven strategies to combat cognitive decline. Here are your first steps:

- **Mindfulness and Meditation:** Lower cortisol and improve focus.
- **Physical Activity:** Just 15 minutes of exercise reduces stress.
- **Sleep:** Uninterrupted sleep clears toxins from the brain—keep your phone away from the bed.

### Conclusion

Stress is unavoidable, but protecting your cognitive health ensures you can thrive in the career you've worked hard for. Be proactive and build a resilient brain today.

*Judi Pritchard is a Certified Dementia Practitioner and Cognitive Coach and the founder of Cogni-Thrive, a cognitive coaching and consulting practice. Together with her husband, Phillip, she established the Care and Thrive Foundation, a nonprofit organization dedicated to combating cognitive decline with the ultimate goal of eradicating dementia. Judi is also a dynamic speaker, consultant, entrepreneur, and podcaster.*



If you're concerned about your cognitive health, call 888-733-1422 or visit [www.careandthrive.com](http://www.careandthrive.com). Stay connected by following us on Facebook (Care and Thrive) and Instagram (Care\_and\_Thrive\_Foundation).



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