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Sabena Dayton

From Hospitality Leader to Real Estate Powerhouse

WRITTEN BY ANITA JONES • PHOTOGRAPHY BY DONALD HOVIS - TIDES EYE PHOTOGRAPHY

Some people spend their entire careers wondering if they should take the leap into something new. For Sabena Dayton, that leap came in 2021 after nearly three decades in the hospitality industry. Leaving behind a very successful career as the Director of Sales and Marketing at Kingston Plantation Resort, Sabena embraced real estate with open arms—and she has never looked back.

A Pennsylvania native from the small town of New London Township, Sabena's journey has been shaped by resilience, determination, and an unwavering passion for helping others. Raised by a single mother who worked tirelessly in a commission-based career while ensuring she was present for every milestone in her children's lives, Sabena learned early on the values of hard work, grit, and grace. "My mom was my biggest inspiration," she reflects. "She showed me how to balance career and family, always being present and giving her all to everything she did."

Sabena's drive to succeed was evident from the beginning. Setting clear professional and personal goals, she became the Director of Sales and Marketing for Kingston Plantation and purchased her first home—all before turning 40. But after spending years climbing the corporate ladder, she found herself yearning for something more. When COVID-19 shook the hospitality industry, Sabena saw an opportunity to finally fulfill her dream of entrepreneurship. "Fear held me back for so long, but I knew it was time to break free and take





“

Be consistent. Stay true to who you are, and do not give up when things get tough. Hard work pays off.”

control of my future,” she says. That decision led her to real estate, where she now helps others achieve their dreams of homeownership.

Four years into her real estate career, Sabena has built a thriving business based on relationships and trust. “The most rewarding part of this career is the connections I have made,” she shares. “I have clients who have become lifelong friends, and they continue to refer me to others. That is the ultimate compliment.” Seeing the joy on a client’s face when they find their perfect home is what fuels her passion. Whether it is a first-time buyer, a growing family, or someone securing their retirement dream home, Sabena thrives on making those moments special.

Success, to Sabena, is not about numbers—it is about fulfillment. “It is about waking up every day excited to do what I do, helping others, and feeling gratitude in my work,” she explains. Her best advice to new agents? “Be consistent. Stay true to who you are, and do not give up when things get tough. Hard work pays off.”

Outside of real estate, Sabena and her husband, Shawn, make the most of life on the water. The couple, who met at Cricket Cove Marina, share a love for boating and spend as much time as possible exploring the Intracoastal Waterway. They also have a passion for travel, frequently vacationing in the British Virgin Islands. For Sabena, even business and pleasure intertwine—she has been known to secure contracts while out on the water!



Though her professional accolades are many, including receiving the prestigious Director of Sales Award from Hilton Hotels Corporation in 2009, Sabena remains grounded in what truly matters—building relationships, uplifting others, and embracing every opportunity with passion.

“I am a team player and a cheerleader for those around me,” she says. “I want to see everyone succeed.” For Sabena Dayton, real estate is more than a career, it is a calling. And with her drive, authenticity, and commitment to excellence, her impact on the industry is only just beginning.



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Alyssa HOLMES

The Sky's the Limit

Written by Dave Danielson

The small aircraft pierced the bright blue sky above the Carolina coast. Inside the plane was Alyssa Holmes, a teenager at the time, looking down at the landscape below. Her attention soon turned to the instrument panel. It was her turn to take the controls again. With steady hands and growing confidence, she did—and she made it look effortless.

“I did not have my driver’s license yet, but when I started flying a ‘Cessna Skyhawk’, I was not nervous. I had my brother and dad with me,” she recalls with a smile. “And I thought, if they were doing it, I could do it, too.”

Those moments in the cockpit years ago were a preview of Alyssa’s future. Today, she channels that same confidence and determination into her career as a REALTOR®/Broker with Century 21 Thomas. Her journey has been one of resilience, perseverance, and an unshakable drive to reach new heights. It is no surprise that she has earned her place as this month’s Feature Agent.

Rooted in Hard Work

Alyssa grew up in the Cherry Grove area of North Myrtle Beach, South Carolina, where she developed an intimate knowledge of the Grand Strand.

Her father, Russ Courtney, a local land surveyor for 30 plus years, often took her along on jobs, giving her a firsthand understanding of land and property from an early age.

She started working at the iconic Boulineau’s IGA in Cherry Grove when she was just 14years old and remained there for eleven years. During that time, she developed strong customer service skills, learned how to work with the public, and figured out how to navigate any issues that arose.

I had the privilege of witnessing firsthand how a successful business is built. Owners Frank and Elizabeth Boulineau were always present in the store, stepping in wherever they were needed, leading by example. Growing up working in that store, I realized that running a business requires hard

work, sacrifices, and being actively involved. My dad instilled the value of hard work in me early on,” Alyssa recalls. “Like he always said, ‘Nothing will replace hard work.’”

That work ethic carried her into the world of real estate. She began her career in January 2015, diving headfirst into the industry with a determination to succeed. Over the past decade, Alyssa has sold nearly 800 properties across five counties—Horry, Georgetown, and Marion Counties in South Carolina, as well as Brunswick and Columbus Counties in North Carolina. She holds licenses in both states and is a proud member of CCAR and BCAR.

Rapid Ascent

Despite her extensive knowledge and natural talent, breaking into the industry was not without its challenges.

“It was not easy at first. I look very young, so people questioned whether I had enough experience,” she says. “The first six months were tough, but I focused on my mindset. Once I built confidence in the field, everything started to change.”

That confidence has translated into impressive success. Alyssa has consistently ranked among the top 0.5% of the 1.4 million residential real estate agents in the United States, according to

Real Trends Magazine (2019-2024). She was also ranked among the Top 5 agents in South Carolina for transactions sold within the Century 21 franchise for every year from 2019 through 2024!



Real Results
For Alyssa, the greatest reward comes in the moments when she sees the impact of her work firsthand. “I love the outcome of all that hard work,” she says. “Seeing the excitement and joy on my clients’ faces when they find the perfect home or start a new chapter in their lives is incredibly fulfilling. I also love meeting new people and building relationships over time.” She approaches real estate with the same discipline and organization that she applies to every aspect of her life.

Her commitment to excellence and her relentless drive set her apart in a competitive industry.

Balancing Life and Giving Back
As she looks back on her journey, she offers simple but powerful advice to aspiring real estate professionals: “Listen to your clients. Work hard to uphold their best interests,” she says. “Success comes from honesty, integrity, and an unwavering commitment to your clients’ needs.”

Alyssa Holmes has already achieved remarkable success, but in her world, there are no limits. Whether in the sky or the real estate market, she continues to reach new heights. And one thing is certain—for Alyssa, the sky’s the limit.



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Building Connections Through the Lens

WRITTEN BY ANITA JONES
PHOTOGRAPHY BY WESTON MEDIA

Some people chase success, while others create it. Tyler Graham, the dynamic entrepreneur behind Weston Media, is firmly in the latter category. From a young equestrian photographer to the owner of a thriving real estate media company, Tyler's journey is one of passion, adaptability, and an unwavering commitment to excellence.

A Passion Turned Profession

Tyler's story began during his junior year at St. Andrews University in North Carolina when he used a COVID stimulus check to buy his first camera. What started as a side hustle capturing equestrian events in Aiken and Camden, South Carolina, quickly evolved into a full-fledged business. By the time he earned his bachelor's degree, he was covering over 30 horse shows annually.

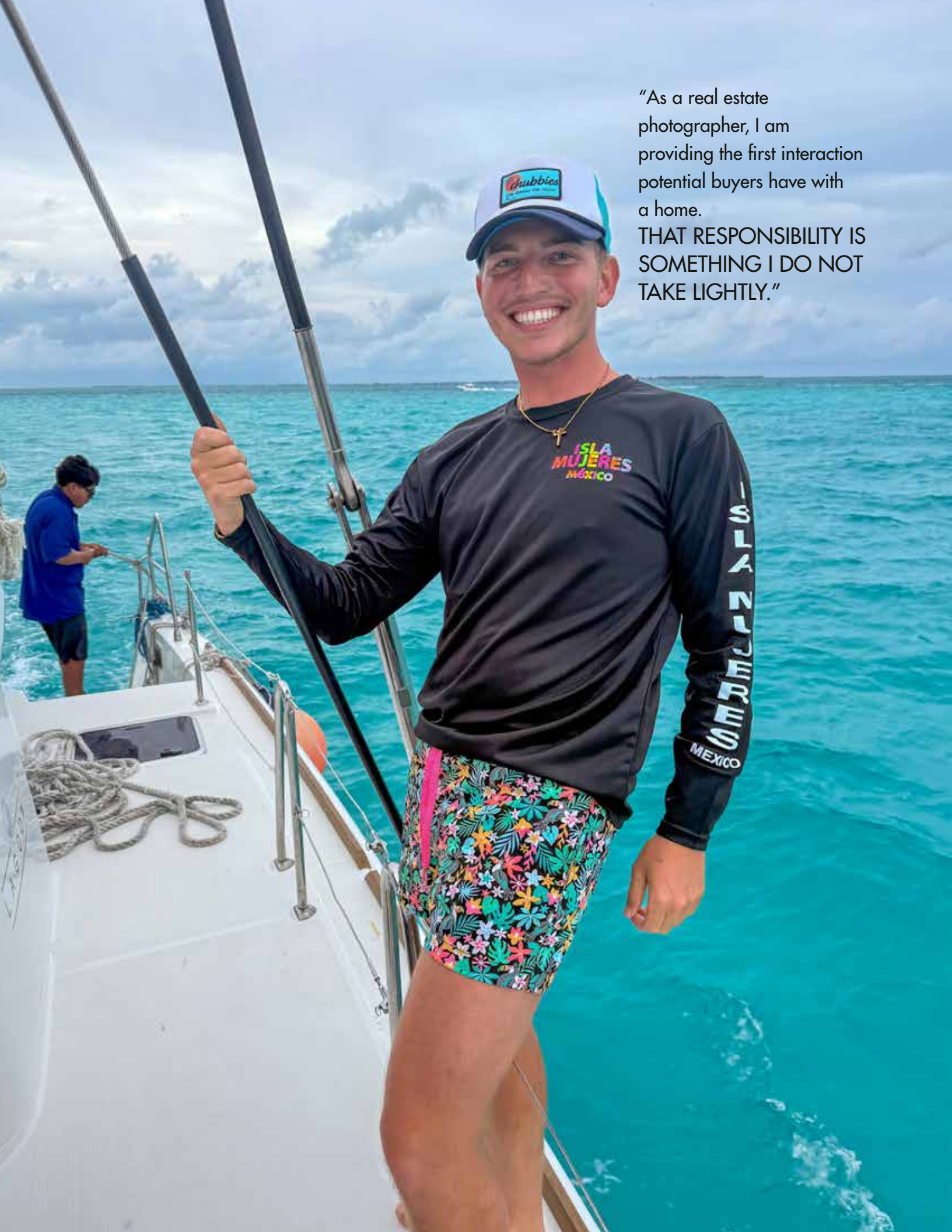
After moving back to Myrtle Beach, Tyler continued his education at Anderson University, earning a master's degree in digital media and marketing. Eager to expand his expertise, he took an online course in real estate photography and, within months, turned Weston Media into a go-to service for real estate professionals.

The Weston Media Difference

At its core, Weston Media is not just about capturing properties—it is about crafting compelling visual stories that elevate clients' brands. Specializing in photography, cinematic videos, 3D tours, floor plans, and branding, Tyler and his team prioritize authentic relationships with their clients.

"What sets us apart is our genuine care for our clients. We are not just in the business of media—we are in the business of building friendships," Tyler explains. "Success for us means growing





“As a real estate photographer, I am providing the first interaction potential buyers have with a home. THAT RESPONSIBILITY IS SOMETHING I DO NOT TAKE LIGHTLY.”

alongside our clients because their success is our success.”

That commitment extends beyond business. Weston Media actively participates in the local real estate community as an affiliate with the Coastal Carolinas Association of Realtors and a strategic partner of both the Women’s Council and the Young Professionals Network.

The Fulfillment of a Dream

For Tyler, the most rewarding part of his work is knowing that he plays a role in shaping clients’ careers. “As a real estate photographer, I am providing the first interaction potential buyers have with a home. That responsibility is something I do not take lightly.”

His business has experienced rapid growth since its inception in 2023, exceeding even his own expectations. With an eye toward the future, Tyler envisions expanding Weston Media across the Southeast, bringing high-quality real estate media to even more professionals.

A Life Rooted in Resilience

Beyond business, family remains a cornerstone of Tyler’s life. The middle child of his father and bonus mom, he treasures time spent at the family farm with his younger and older brothers. The loss of his biological mother in 2020 was a significant challenge, but it also shaped his perspective on perseverance and finding purpose in adversity.

His work ethic extends beyond real estate media. When he is not behind the camera, Tyler can be found at the beach, traveling, or attending networking events that double as opportunities to build lasting relationships. “I do not remember the last day I did not work in some capacity, but that is part of being a business owner,” he says with a smile.

Leaving a Legacy

For Tyler, success is not measured solely by personal achievements—it is about the impact he has on others. “I do not expect my team members to stay with me forever because they have their own aspirations. Helping others grow and achieve their goals is just as fulfilling as reaching my own.”



As he looks to the future, Tyler hopes to be remembered for his energy, the value he brings to his work, and the lasting connections he fosters. “At the end of the day, I want to create a positive, lasting

impact—not just through my business but through my relationships and contributions to the community.”

From equestrian photography to real estate media, Tyler Graham has built more than just a business—he has built a legacy of passion, purpose, and unwavering dedication.

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Tyler's Family



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Tray Andrew and Laura B. Boatwright

Hard Work and Integrity Builds Dreams with Passion and Purpose

WRITTEN BY ANITA JONES • PHOTOGRAPHY BY JEREMY KIEREZ - HIGH TIDE CONTENT

How It Began

Many people find their way into real estate unexpectedly. Both Tray Andrew and Laura Boatwright entered the industry by chance, yet each has built a thriving career shaped by dedication, perseverance, and a passion for helping others find their perfect home.

Tray Andrew founded Coastal Land and Home in 2005, focusing on large land tracts for recreation, timber, and development. When the market crashed in 2008, he shifted to part-time. After closing over \$4 million in sales in 2012, in a still stagnant market, he returned to real estate full-time in 2013,

purchasing an 82-lot subdivision and building a model home along with several presold homes.

Tray sold both new construction and resale homes. In 2017, his office administrator left unexpectedly. He then learned that his subcontractor's daughter, Laura Boatwright—a CCU freshman—needed a part-time job. She joined Coastal Land and Home, fulfilling both work and internship requirements.

Seeing Laura's goal-oriented mindset and passion, Tray encouraged her to get her real estate license. After graduating in 2018, she joined the brokerage full-time, focusing on new





construction while Tray concentrated on investment real estate and land sales. Between 2019 and 2022, despite COVID-19 challenges, Tray relocated his sales office, preserving an early 1900s brick building that once served as Aynor’s post office. This historic restoration has helped rejuvenate the town.

Together, Tray and Laura have worked to establish a sales office specializing in general brokerage and new construction, shifting emphasis to resale brokerage. Branding themselves as “The Locals, Since Forever,” they focus on relationships and personalizing the buying experience. Looking ahead to 2025, they aim to leverage technology for a more streamlined home purchasing experience, reinforcing their commitment to client satisfaction.

Laura

What began as a simple entry level part-time job, ignited a passion and purpose that defines her career. With a family background in construction, she understood homebuilding, but real estate’s business side captivated her.

Her father and husband, Drew, exemplify an unparalleled work ethic—something she deeply admires. “Watching them work taught me the importance of persistence, integrity, and dedication.” Encouraged by her early experiences, she pursued her real estate license while earning a Business Administration degree from Coastal Carolina University. By 2019, she had graduated and leapt into real estate full-time.

Tray

An Aynor native, Tray spent his early years working on farms under the southern sun. “Most of the guys I worked with in those fields are now successful business owners, CEOs, or in high-level management. It was tough work, but it built character,” he reflects.

After college, Tray worked as a network engineer at HTC for six years, enjoying the support of colleagues and a boss who treated his team like family. In 2003, he began moonlighting as a real estate agent, and before long, he was earning more in real estate than at HTC. “I felt the work was meaningful and loved making a positive impact on people’s lives.” By 2005, he took a leap of faith and pursued real estate full-time.

Challenges and Successes

Both Laura and Tray found success early on, but neither was immune to the industry’s challenges.

For Laura, transitioning to full-time real estate meant proving herself in a highly competitive market. With a relentless work ethic, she quickly made a name for herself. “It is not just about selling a home,” she explains. “It is about helping my clients create their dream space.” She thrives on relationships, believing real estate is about understanding people’s needs and guiding them through major decisions.

Tray’s biggest challenge came in 2008 when the market crashed. By 2013, as the market recovered, he made a bold move—purchasing an 82-lot subdivision from a bank, clearing the land, and building a model home. It was a defining moment that tested his resilience and ability to take calculated risks.

Building a Lasting Impact

Today, Laura and Tray are top professionals in their markets, each with a unique approach to the business.

Laura is passionate about growth—not just for herself, but for those around her. She mentors new agents, just as she was once guided. Specializing in the building process, she helps clients select the perfect lot, modify floor plans, and choose finishes to bring their vision to life. Her dedication to learning and market awareness allows her to provide unmatched service.

Tray believes success is about balance. He has learned that calculated risk, strong relationships, and honesty are keys to longevity in the business. His deep-rooted knowledge of Horry County allows him to guide buyers and sellers with confidence. Having served on Aynor’s city council and numerous civic organizations, Tray understands the unique culture of local communities. “Most of our buyers are not from here,” he explains. “Beyond contracts and negotiations, we offer them decades of experience and insight only a native can provide.”

Realizing that success in real estate means being available on a flexible schedule, Tray prioritizes clients’ needs to provide personalized solutions.



“Beyond contracts and negotiations, we offer decades of experience and insight only a native can provide.”

A Great Partnership Forged Through a Common Foundation

For Laura, success is about more than transactions—it is about balancing the roles of wife, mother, and real estate professional. Married to her high school sweetheart, Drew, since 2020, she is also a devoted mother to their two-year-old son, DJ. Their home is filled with love, laughter, and the playful energy of their golden doodles, Cardi and Bentley.

At the heart of everything Tray does is his family. His wife, Shanna, a schoolteacher turned librarian, and their three children—Coleman, Jillian, and Jenna—are his greatest treasures. Together, they have traveled cross-country in their motorhome, explored remote Caribbean islands, and embraced adventure through sailing, skiing, and off-road motorcycling.

From overcoming industry challenges to shaping Aynor’s growth, Tray and Laura have built a thriving real estate business rooted in community, family values, and hard work. Their partnership is a testament to perseverance, vision, and the power of strong relationships in making dreams a reality.



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
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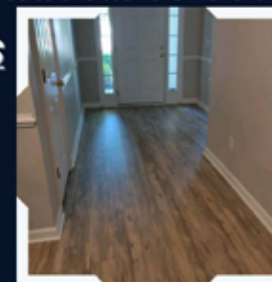
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