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A woman with shoulder-length brown hair, smiling, stands on a staircase. She is wearing a light pink sweater and a dark green skirt. Her right hand is resting on a white balustrade, and her left hand is on her hip. The staircase has wooden steps and a white balustrade with a dark wood handrail.

Natalie  
Henson



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# The Bridge to Breakthrough

In real estate, success isn't just about market trends, negotiation tactics, or even the number of deals closed. It's about belief. Belief in yourself, in your vision, and in the possibility of something greater. Without belief, even the strongest foundation can crumble under doubt. But with it? Breakthroughs become inevitable.

Think of belief as a bridge. On one side stands your current reality—the long hours, the setbacks, the near-misses that make you question if the next level is really within reach. On the other side is your breakthrough—the exponential growth, the dream clients, the financial freedom you've been working toward.

The only way to cross from where you are to where you want to be is by stepping onto that bridge. And here's the catch: the bridge isn't built by external forces. No market shift, industry trend, or lucky break can construct it for you. It's built brick by brick with your own belief. Every time you push past self-doubt, show up when it's hard, and trust that your efforts will pay off, another section of that bridge is laid beneath your feet.

Many hesitate, standing at the edge, afraid that the bridge won't hold. They wait for certainty before they step forward. But the truth is, belief works in reverse—your breakthrough isn't what creates belief; your belief is what creates the breakthrough. The moment you trust the bridge enough to take that first step, you realize it was solid all along.

Chattanooga is built on the backs of visionaries who believed before the



proof existed. The same is true for the top real estate professionals in our city. Every top producer, every industry leader you admire, was once standing where you are—faced with a decision to either stay where it's comfortable or step forward in faith.

This issue of *Chattanooga Real Producers* is a testament to those who have crossed the bridge, who have turned belief into results, and who now inspire others to

do the same. May their stories remind you that the distance between where you are and where you want to be isn't as far as it seems—so long as you believe enough to take that step.



Here's to building bridges and breaking through.

**Jeff White**  
Owner/Publisher

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# BUILDING MORE THAN FENCES

WRITTEN BY JEFF WHITE  
PHOTOGRAPHY BY  
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## Meet Holmes Fence Company

If you're in Chattanooga and need a fence, chances are you've heard of Holmes Fence Company. Owned by Jarrod Holmes, this company has built a reputation for top-notch quality, excellent customer service, and a true passion for helping people. With a team of skilled professionals and a commitment to doing things the right way, they're more than just a fencing company—they're a trusted part of the community.

### How It All Started

Jarrold's journey into the fencing business wasn't exactly planned. Before starting Holmes Fence Company, he traveled the country installing commercial playgrounds. One day, he watched a crew install a fence around one of the playgrounds and thought, "I could do that—and it would let me be home more with my family."

So, he got to work. He studied everything he could about fence installation, put up a fence in his own backyard, then started helping friends and neighbors. It wasn't long before word spread, and his business took off. Now, with six years in the fencing business and a solid crew behind him, Jarrod has turned Holmes Fence Company into a name people trust.

### What Makes Holmes Fence Company Stand Out?

A lot of fencing companies can put up a fence—but Holmes Fence Company takes things to the next level. Their installers have over 15 years of experience, and they take serious pride in their craftsmanship. They handle all types of residential and commercial fencing, making sure every job meets the highest standards.

But it's not just about the work—it's about the experience. They make things easy for customers, often giving estimates right during a home inspection. Throughout the entire installation process, they stay in touch, answering questions and making sure everything goes smoothly. That's why they have so many glowing reviews and why they've earned accreditation from the Better Business Bureau (BBB) for their ethical business practices.

### Giving Back to the Community

For Jarrod and his team, running Holmes Fence Company isn't just about building fences—it's about making a difference. They've installed fences for local churches and schools and have participated in Fall Festivals to support the community.

One of Jarrod's favorite moments in the business was when a woman reached out in desperation. She needed a fence ASAP to keep her dog safe—without it, she'd have to give



her beloved pet up for adoption. Holmes Fence Company got her a quote that same day and had the fence installed within 48 hours. When she saw the finished fence, she broke down in tears, thanking them for making it possible for her to keep her dog. That's what it's all about—helping people when they need it most.

**More Than Just a Business Owner**

When he's not running his business, Jarrod is all about faith, family, and fitness. He's a proud husband and father of four and loves spending time outdoors, deepening his relationship with Christ, and staying active with his CrossFit group. He's also big on personal growth—right now, his team is doing a book study on Faith Driven Entrepreneurship, and he's loving The Wild at Heart Podcast and the show The Chosen.

**Helping Homeowners and Realtors**

Holmes Fence Company works closely with realtors, helping new homeowners get the security and privacy they need. Whether it's keeping pets and kids safe, boosting curb appeal, or adding some extra privacy, they love being part of the homeownership journey.

“As a company, we see our clients as family,” Jarrod says. “We want them to know they can count on us for all their fencing needs. We take pride in what we do, and we truly enjoy serving people.”

**Looking Ahead**

As Holmes Fence Company continues to grow, Jarrod and his team remain focused on what matters most—quality work, excellent service, and giving back to the community. With an incredible team—including Jaimelee W. (Manager), Bobby W. (Client Services), and crew leaders Logan W., Cody L., and Coty S.—the future is bright.

If you're looking for a fencing company that does more than just install fences, Holmes Fence Company is the one to call. They're all about quality, integrity, and making sure their clients feel like family. Reach out today for a quote and experience the Holmes Fence Company difference!





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# MEET LANDON BOWMAN

## FROM STRUGGLES TO SUCCESS

BY JEFF WHITE  
PHOTOS BY  
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“It’s not whether you get knocked down, it’s whether you get up.” — Vince Lombardi

In real estate, success usually comes down to hard work, smart investments, and knowing when to take a leap. But for Chattanooga’s own Landon Bowman, it’s about so much more. His story isn’t just about closing deals—it’s about resilience, faith, and a deep commitment to putting people first. His journey is one of overcoming obstacles, taking risks, and staying true to his values, no matter what life throws his way.

### A Tough Start

Landon’s story starts in Cleveland, Tennessee, where life wasn’t exactly easy. With parents struggling with addiction and constant moves, stability was hard to come by. But instead of letting tough circumstances define him, Landon found strength in his grandfather, who gave him the support and consistency he needed to start building a future. “I had to grow up fast,” Landon recalls. “There were a lot of times when I didn’t know what was coming next, but I knew I wanted more for my life. I didn’t want my past to dictate my future.”

From an early age, Landon had an entrepreneurial spirit. At just 16, he started his own car detailing business, proving he wasn’t afraid of hard work. While most teenagers were worrying about homework and weekend plans, Landon was hustling—laying the groundwork for what would later become a thriving career in real estate.

### The Real Estate Rollercoaster

Landon wasn’t content with just one business. He saw an opportunity in real estate and jumped in, flipping houses and making a name for himself. But like any big endeavor, there were

lessons to learn. Over-leveraging landed him in five figure debt—a massive hurdle for anyone, let alone someone so young.

“That was a wake-up call for me,” Landon admits. “I thought I had it all figured out, but real estate will humble you real quick. I had to learn discipline, patience, and the importance of making smart financial decisions.” But if there’s one thing about Landon, it’s that he doesn’t quit. Instead of backing down, he tackled the challenge head-on, determined to come back stronger. He realized that success in real estate—and in life—isn’t just about making money; it’s about learning from your mistakes, adapting, and pushing forward.

### A Life-Changing Decision

At just 19, Landon took on a responsibility that would shape

his future in ways he never expected—he took custody of his younger brother. Instead of focusing only on himself and his career, he made the bold move to step up as a caretaker.

“Taking custody of my brother was the hardest and best decision of my life,” Landon says. “I wanted him to have a chance at stability, something I didn’t always have growing up. That responsibility changed my perspective on everything.”

Landon began to see real estate differently—not just as a business, but as a way to provide stability and security for others, just as he had once needed. He shifted his mindset from chasing sales to truly serving people, making it his mission to help families find homes where they could build their own futures.







**"I THOUGHT I HAD IT ALL FIGURED OUT, BUT  
REAL ESTATE WILL HUMBLE YOU REAL QUICK."**

#### Finding His Purpose in Real Estate

Today, Landon is making waves in Chattanooga's real estate scene, and it's easy to see why. He was recently named the 2024 rookie of the year award through the Keller Williams downtown office, which is awarded to the solo agent with the highest production in the first 12 months of being licensed. He isn't just about making deals—he's about making connections. His approach is all about long-term relationships, not quick wins. Whether it's first-time buyers, investors, or families looking for their forever home, Landon ensures every client feels heard, valued, and taken care of.

"I tell my clients all the time, no one buys or sells a home just to do it. There's always a deeper reason, and we use that core motivation to build the roadmap that helps them achieve what they're truly after." he

says. "If I do right by people, the business will take care of itself."

He's built his career on trust, integrity, and the belief that a home is more than just four walls—it's a foundation for dreams, stability, and a better future. His clients know they're getting more than just a real estate agent; they're getting someone who genuinely cares about their journey.

#### Faith, Family, and What's Next

Through it all, Landon credits his faith as the driving force behind his success. His belief in God has given him the strength to keep going, even when things got tough. It's also shaped the way he runs his business—with honesty, compassion, and a focus on doing what's right.

"Faith is everything to me," he shares. "When I look back on my journey, I know I didn't get here alone. God has opened

doors I never could have opened myself."

Outside of real estate, Landon's life is full of exciting changes. He's engaged to Kassidi, a physical therapy student, and together, they're building their own future. Balancing a growing business with family life is no small task, but Landon is intentional about making time for the people who matter most.

"At the end of the day, success means nothing if you don't have people to share it with," Landon says. "My family keeps me grounded, and that's what really matters."

#### Leaving a Legacy

Landon Bowman's story is proof that where you start doesn't have to define where you end up. From a tough childhood to taking on responsibilities well beyond his years, from financial struggles to business success, he's shown that resilience, faith, and a heart for service can change everything.

As he continues to make an impact in Chattanooga's real estate world, one thing is certain—Landon isn't just selling houses. He's creating opportunities, building relationships, and helping people find a place to call home. And in the end, that's what real success is all about.

Much like Vince Lombardi's words remind us, success isn't about avoiding failure—it's about getting back up every time life knocks you down. Landon Bowman has done just that, time and time again, proving that resilience and faith can turn any challenge into an opportunity.

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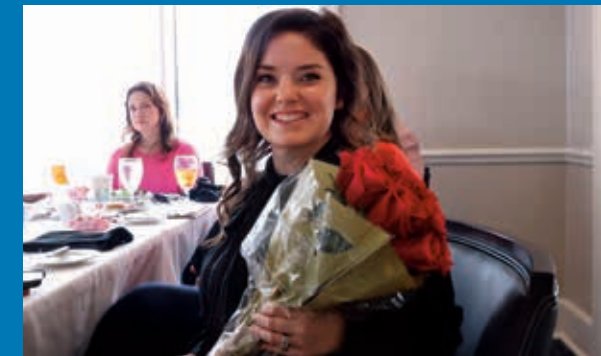


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# How does Chattanooga Real Producers work?

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For those who may be new to Real Producers, or if you are just curious, here are some quick facts about Chattanooga Real Producers:

**The Heartbeat:** We seek to elevate the culture of our local real estate community by **INSPIRING** us to **KNOW ONE ANOTHER BETTER**, creating stronger **CONNECTIONS**, more trusted relationships, and more repeat business for everyone involved.

**Distribution:** This magazine is sent free of charge to the top 300 agents in the greater Chattanooga area based on MLS productivity. Within this area, there are over 3,000 active agents, but everyone who receives this publication is part of an elite group. You are remarkable. Just to be in this group is truly a badge of honor!

**Content:** This is all about you, the Chattanooga real estate community. We do personal and unique stories on members of this community, giving you a platform to inspire others. Our goal is to go beyond the numbers and take a deep dive into the personal side of the industry, to inspire us to know one another better. It costs absolutely nothing for a real estate agent to be featured in the publication.

But to be featured, an agent must be nominated by a peer or leader in the Chattanooga real estate community. We are always taking nominations and encourage you to nominate individuals who are making a huge impact on our local real estate market.

**Our Partners:** Anyone listed as a “preferred partner” in the front of the publication is a part of this community. They will have an ad in every issue, attend our events and be a part of our online community. We don’t just find these businesses off the street, nor do we work with all businesses that approach us. One or many of you have recommended every single preferred partner you see in this publication. We do not meet with businesses until they are vetted by one of the agents in our community and receive a “stamp of approval.” If you are looking to add to your arsenal of incredible vendors, look no further.



**Connections:** We love connecting REALTORS® and BUSINESSES in a variety of creative ways. If you ever would like a personal introduction, we would love to arrange it.

**Networking Events:** Along with the monthly publication, we host various social networking events where top agents, along with our top preferred partners, get together at reputable local venues to rub elbows, mastermind, have a good time and strengthen our greater Chattanooga community. We communicate information about the events through the publication, texts, emails and social media.

**Contribution:** If you are interested in contributing, nominating REALTORS® for certain features, know of top-notch affiliate partners who should be a part of our community or would simply like to network, please email me at any time. I look forward to hearing from all of you!



**Jeff White**  
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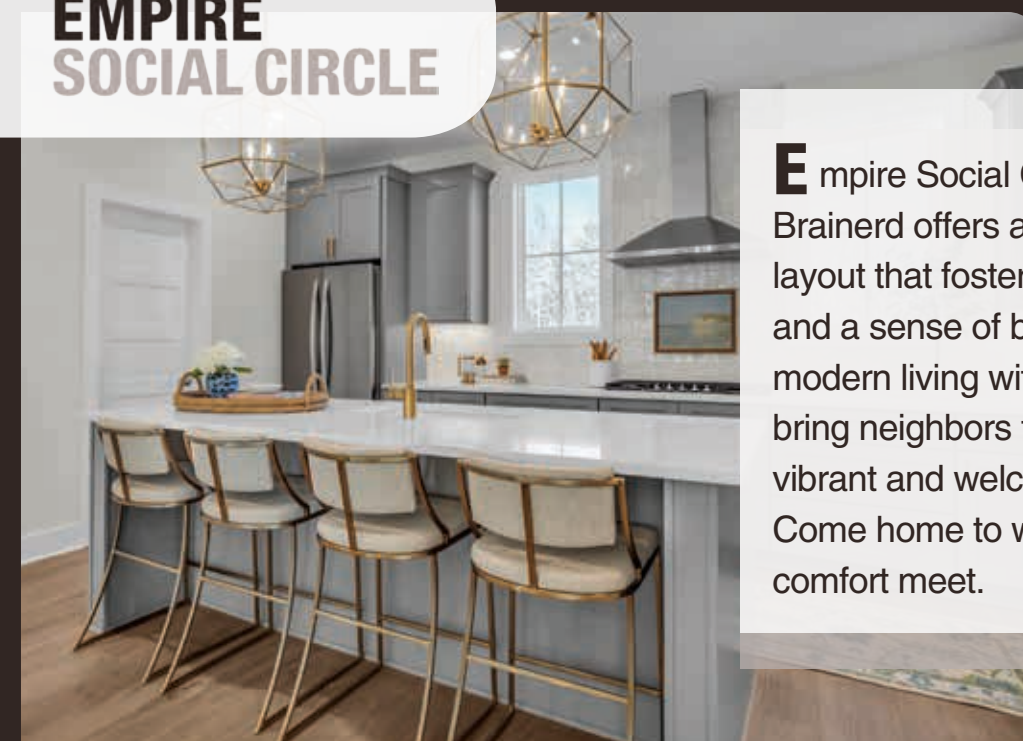
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meet

# BLAKE GIBSON

FROM FLIPPING  
CHICKEN TO  
FLIPPING  
HOUSES

BY JEFF WHITE • PHOTOS BY WILLIAM GRIGGS

Success stories often begin in the most unexpected places. For Chattanooga real estate professional Blake Gibson, that place was a fast-food kitchen. From flipping chicken at Guthrie's in Trenton, Georgia, to becoming a top-producing real estate agent, Blake's journey is a testament to hard work, perseverance, and the power of mentorship. For anyone who has ever had a desire to break free from unfulfilling jobs and chase a career driven by passion and purpose, read on.

## Finding Purpose in Unexpected Places

Blake's career started in the fast-food industry, where he spent five years working at Guthrie's. While it may not have been a traditional training ground for a real estate professional, it was

here that Blake found his first mentor, Will Garrett—a figure who not only guided him in the workplace but also became a close family friend. Fun fact: he even officiated Blake's wedding. "I learned so much from Will, not just about hard work, but about life," Blake recalls. "He taught me that how you treat people will always matter more than what you do."

Despite enjoying the camaraderie and mentorship at Guthrie's, Blake knew he wanted something more. He took an office job, hoping for a fresh start. However, the role turned out to be unfulfilling, with a toxic work environment and a boss who made every day a struggle. Feeling trapped in a career that lacked purpose, Blake was searching for a way out.

## A Life-Changing Introduction to Real Estate

That's when fate stepped in. While searching for a home on Zillow, Blake met Drew Carey, a real estate agent who would ultimately change the trajectory of his life. The two became fast friends, and Blake was fascinated by Drew's passion for real estate.

"Drew's energy was contagious," Blake says. "He made real estate sound like more than just a job—it was a way to truly impact people's lives."

Determined to make a change, Blake decided to dive headfirst into the industry. He didn't just want to be an agent—he wanted to learn from the best. After researching the top real estate teams in

Chattanooga, he came across Grace Edrington's name in a newspaper ranking. That discovery led him to the Edrington Team, one of the most high-performing real estate groups in the area.

## Learning the Ropes with the Edrington Team

Blake secured an interview with Doug and Drew from the Edrington Team and was offered a position as an inside sales agent. The job was challenging, with high turnover and relentless phone calls, but Blake embraced the opportunity to learn. He quickly got his real estate license and immersed himself in the grind, making hundreds of calls a day and learning the art of negotiation and client service.

"Those early days were tough," Blake admits. "There were times it felt like it would be easier to quit. But every time I closed an appointment and saw how the agents took care of their clients, I knew I was exactly where I needed to be." While the work was demanding, Blake thrived in the fast-paced environment. Drew became a mentor, teaching him valuable sales techniques and how to communicate effectively. Blake's ability to learn quickly and adapt made him a standout, and he eventually took on a role training others.

## Choosing Relationships Over Transactions

Blake thrived with the Edrington Team, gaining valuable experience in a high-volume, transaction-focused environment. While this model was undeniably successful, he envisioned a different way of doing





business—one centered on deeper, more meaningful client relationships. “With every home that sold, I realized I didn’t just want to help people buy houses—I wanted to help them build a future,” Blake says.

With this vision in mind, Blake became one of the founding agents at Choice Homes, helping to shape a team that prioritized connection over sheer volume. This shift in focus led to remarkable success. More importantly, he found fulfillment in the lasting

relationships he built along the way.

Still, he knew he wanted to take things even further. The drive to build his own brand and create a business rooted in strong values led him to take the next big step—becoming a solo agent.

**Going Solo and Building a Legacy**

In 2020, Blake made the bold decision to go solo, launching Gibson Homes under the eXp Realty umbrella. This move allowed him to take full control of

his career and prioritize what mattered most—relationships, integrity, and client satisfaction. Even in an unpredictable market, he maintained his impressive sales record, selling 42 homes in his first 12 months.

“The scariest part of going solo was the uncertainty,” Blake recalls. “But I knew that if I stayed true to my values, the right clients would find me.”

Being a solo agent presented its own set of challenges, from managing all aspects of the business to ensuring work-life balance. However, Blake embraced the journey with the same determination that fueled his earlier career moves. He found joy in helping families find their dream homes and took pride in delivering top-notch service.

**“THERE WERE TIMES IT FELT LIKE IT WOULD BE EASIER TO QUIT. BUT EVERY TIME I CLOSED AN APPOINTMENT AND SAW HOW THE AGENTS TOOK CARE OF THEIR CLIENTS, I KNEW I WAS EXACTLY WHERE I NEEDED TO BE.”**

**The Future: A Team Built on Purpose**

Blake is currently laying the foundation for a real estate team that will reflect his

values and vision. His goal isn’t just to grow a business—it’s to build a community of agents who are empowered to succeed while maintaining a healthy work-life balance.

“Real estate should be about more than just transactions,” Blake says. “It should be about trust, service, and truly understanding what people need so that you can map out a gameplan for success.”

**Above All, a Devoted Father**

Above all else, Blake values his role as a father. His greatest joy comes from spending time with his wife, who is his high school sweetheart, and their two children, Brody and Kinzlee. Real estate is a passion, but family is the foundation.

“No matter how many homes I sell, my greatest success will always be at home,” Blake says. “Being there for my kids, coaching their teams, and making memories—that’s what really matters.”

As a father, he understands how important it is to create a home, not just buy one, and that’s why he takes such pride in helping families find a place where they can build their own memories.

**Giving Back: Inspiring the Next Generation**

Beyond real estate and family, Blake has a deep passion for helping young adults reach their full potential. He serves on the board of Inspire Weekend, a nonprofit organization dedicated to empowering young men and women through mentorship,

leadership development, and personal growth.

“I’ve been lucky to have incredible mentors in my life,” Blake reflects. “Now, it’s my turn to do the same for the next generation.”

Through Inspire Weekend, he helps young adults develop confidence, leadership skills, and the mindset needed to chase their dreams. Whether it’s through real estate, business, or personal growth, Blake believes that everyone deserves a shot at becoming the best version of themselves.

**A Legacy That’s Bigger Than Business**

While real estate is Blake’s career, his true purpose lies in the relationships

he builds, the family he treasures, and the impact he makes in the lives of others. Whether he’s helping a client find their perfect home, mentoring young adults through Inspire Weekend, or making memories with his family, he believes in showing up fully and giving his all. “I believe real estate is more than a career—it’s a calling. My faith reminds me daily that the work I do is about more than transactions; it’s about serving others in a way that honors a bigger purpose.”

Through every deal, every challenge, and every opportunity, Blake’s philosophy remains the same: serve people well, stay committed, and always keep family first. That’s what he calls “living the good life”.



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# Who would you like to see featured?


## Nominate your favorite agent:

We are always accepting nominations for feature stories! If you know a colleague who is absolutely on fire and deserving of celebration, we would love to feature them in an upcoming edition of *Chattanooga Real Producers* magazine! Categories may include Top Producer, Rising Star, Team Leader, Broker, Making a Difference, REALTOR® on Fire, etc. To nominate a fellow REALTOR®, simply scan this QR code and follow the prompts. We look forward to receiving your nominations!



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# Meet NATALIE

FROM  
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# HENSON

BY ANDERS CLARKE  
PHOTOS BY CREATIVE REVOLVER



“  
I CAN'T SELL  
SOMETHING  
I DON'T  
BELIEVE IN.”

After spending several years working part-time with Unum, Natalie declined a full-time role because it would conflict with her children's school schedules, and it wasn't something she was going to compromise. She wasn't sure what her next occupation was going to be. However, some months before she had a conversation with her stepfather, a former local real estate broker, about a career in real estate. When it came time for a shift in careers, Natalie decided late one night to sign up for real estate classes the next day, starting on February 3rd of 2014. By March 5th, she was licensed and ready to go. She had modest goals for herself, simply wanting to make \$50k after taxes each year. Her stepfather and future broker was confident in her ability to achieve and surpass that fairly quickly. So, she hit the ground running, ready to take on whatever challenges she would face.

While she was well-versed in the sales side of real estate, the education her brokerage and sphere provided were keys to making a successful shift. Like nearly every other new REALTOR®, Natalie had a learning curve when she started in 2014. However, thanks to her fantastic broker, agent community, and education at Keller Williams she was quickly up to speed and making progress. She credits the training at her brokerage with a lot of her success while her determination and work ethic did the rest. While KW helped place the foundation, Natalie's continued success lies heavily in her desire to improve and stay informed.

Much of Natalie's success is driven by knowledge and remaining informed. She has been involved in staying on top of local government decisions that can affect the real estate market, as



“

IF MY CLIENT  
HAS A GOAL, IT  
BECOMES MINE.”



well as advocating for property rights in Chattanooga. However, her success doesn't just include the upcoming projects in the local community. She likes to research the market and stay on top of what areas are primed for investing, buying, or selling. It helps her remain confident and ensure her clients receive accurate data to make decisions. "I can't sell something I don't believe in," she remarks. By having as many facts about the properties she shows and the areas they're in, she can ensure it's a worthwhile investment for her clients. She uses the information she collects to empower her to make decisive, creative solutions to overcome the challenges that come with the REALTOR® role.

Above all else, this allows her to be the most powerful advocate for her clients. First and foremost, Natalie believes in the importance of her role as a trusted advisor in the buying and selling of real estate. She takes this role seriously, fully committed to providing the best experience to her clients. "I love being an advocate for people who don't know how to navigate these waters," she claims enthusiastically. She thoroughly enjoys the challenges that come with each individual client, traversing each transaction with grace and expertise.

Goals are Natalie's true driving force for success in real estate. She constantly sets goals in her personal and professional life, giving her motivation and direction for her energy. In real estate, she often takes on the goals of her clients. "If my client has a goal, it becomes mine," she states. She thrives off of the desire to achieve whatever goal is in front of her. It's a big part of her success in real estate.

Real estate is Natalie's current passion, but she is interested in many other things. If she wasn't a REALTOR®, she could see herself being an attorney, a physician, an architect, or her childhood dream of being a marine biologist. She loves to learn and explore her interests when she has free time, although real estate keeps her very busy. She also loves to exercise and will take almost any chance to do something

active and get work done at the same time. She recently took a meeting while walking with weighted packs and had a blast! She got much more invested in her physical fitness several years ago and has loved the journey just as much as the results.

Behind her success, she has an amazing family who supports and motivates her. David, her husband, works with her in real estate tackling much of the data and doing market research to help her stay informed. They complement each other well and the results prove it. She also has two boys, Noah and Miles, both in college and pursuing their respective interests with great success. Her faith is also a big part of her life and keeps her grounded in gratitude and humility during the ups and downs of her life.



As she passed her 11th year in real estate, Natalie has so much to be thankful for. Surrounded by a wonderful family, grateful clients, and enthusiastic colleagues she has a wonderful support system. Thanks to her strong will and hard work she has proven to herself and others she is a powerhouse of passionate professionalism. As a strong advocate for REALTORS®, the real estate industry, and the rights of her clients and property owners in Chattanooga at large, she has proven her dedication to her craft.





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