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APRIL 2025

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Meet
Ashley
McKee



Dynamic Duo:

Penny Broach
and Brittany
McGougan

Rising Star:
Christie Gates

**Preferred Partner
Spotlight:**

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Robert Smith
Co-Owner & Publisher
Advertising Sales
robert.smith@realproducersmag.com
843-560-6278



Sierra Smith
Co-Owner & Publisher
sierra.smith@n2co.com
402-560-4555



Amy Porter
Director of
Content/Relations
amy.porter@n2co.com



Andrea Hoffman
Director of Client
Experiences,
sc.ads@n2co.com



Sheena Summers
Account Executive
sheena.summers@n2co.com
843-560-2681



Chelsea Marne
Photographer
Chelsea Marne Photography
chelseamarnephotography@gmail.com
724-289-6179



Kacie Woods
Photographer
kacierushton@gmail.com
864-980-5784



Tres Dabney
Photographer
tres.dabney@truenorthprod.com
803-427-0150



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APRIL 2025 HAPPY EASTER COLUMBIA!

Happy Easter, Columbia Real Producers Family!

Spring is in full bloom, and with it comes a season of renewal, growth, and fresh opportunities. As we celebrate Easter, we're reminded of the importance of faith, perseverance, and the power of community. This month, we are honored to highlight a few top agents in Columbia who embody these values month in and month out.

Cover Feature – Ashley McKee

Ashley McKee's passion for real estate shines through in everything she does. Her commitment to excellence, strong leadership, and unwavering dedication to her clients make her a standout in our industry. We are proud to share her story and celebrate her well-earned success.

Dynamic Duo – Penny Broach & Brittany McGougan

Great things happen when powerhouse professionals join forces! Penny Broach and Brittany McGougan exemplify teamwork, collaboration, and an unstoppable drive to succeed. Their combined expertise makes them a formidable force in Columbia's real estate market.

Rising Star – Christie Gates

Every great journey begins with a strong foundation, and Christie Gates is proving that hard work and determination lead to extraordinary results. Her passion for the industry and commitment to growth set her apart as a rising star to watch.

Amazing Preferred Partner

Behind every great real estate transaction is a trusted partner making things happen. This month, we are recognizing Integrity Property Inspections for their dedication and service to the industry.



As we embrace the beauty of spring and the spirit of Easter, let's take a moment to reflect on our blessings, uplift one another, and continue building a strong and thriving community.



Wishing you all a joyful Easter and a season filled with new beginnings!

Happy Easter!

Warmly,



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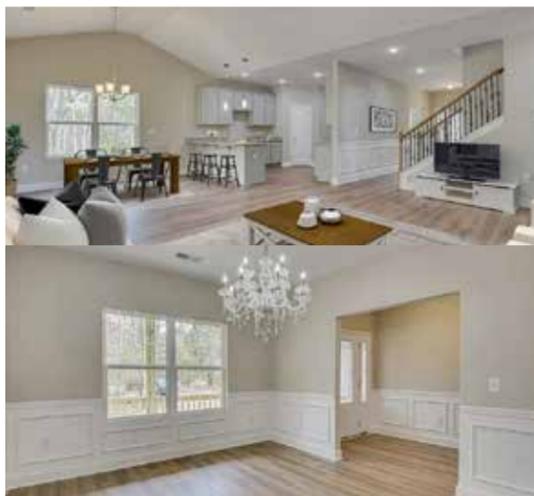
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PHOTOS BY: KACIE WOODS (KWOODS PHOTOGRAPHY)
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Integrity Property Inspections LLC: A Commitment to Excellence and Trust

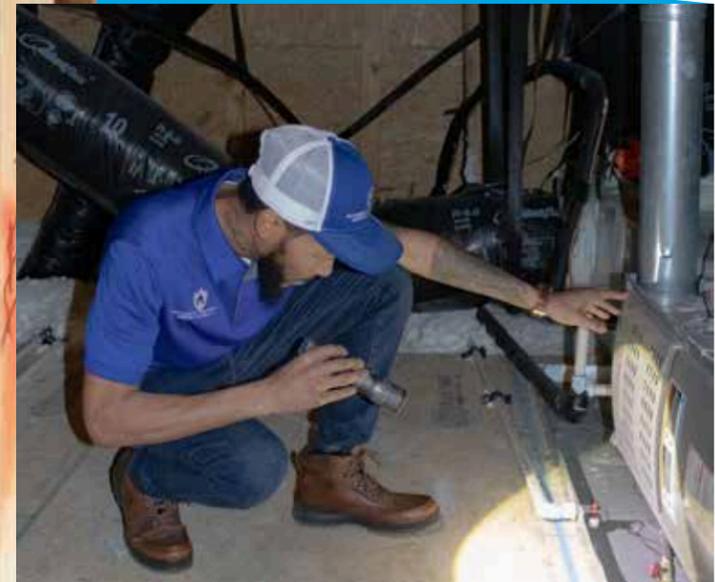
When it comes to residential and commercial property inspections, trust is everything. That's why Jamil Clark, owner of Integrity Property Inspections LLC, built his business on the foundation of honesty, transparency, and professionalism. Serving Columbia, SC, and the surrounding areas, Integrity Property Inspections offers a comprehensive range of services, ensuring homebuyers, investors, and real estate professionals have all the information they need to make confident decisions.

A licensed home inspector since 2010, Jamil first started under the name Capital Home Inspections before rebranding in 2015 to better reflect his core values. The name Integrity Property Inspections isn't just a





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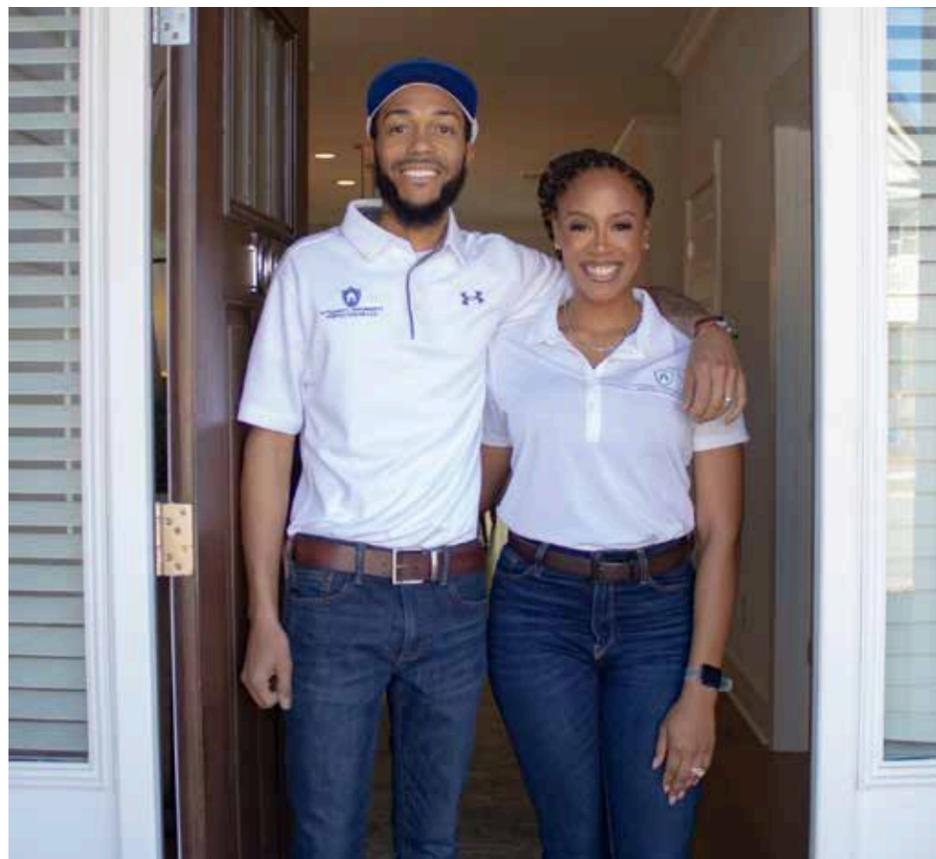


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collaboration. Additionally, his company actively partners with community programs to assist low-income homeowners with essential repairs.

Beyond the business, Jamil is a devoted husband and father of four. He finds balance between work and family life by attending his kids' sporting events, traveling with his wife, and tackling home improvement projects. His passion for quality and service extends beyond his inspections, ensuring every client receives the same level of care and attention as he would give his own family.

With a commitment to excellence and an unwavering dedication to serving his community, Integrity Property Inspections LLC is more than just an inspection company—it's a trusted partner in homeownership.



title—it's a promise. With a focus on residential and commercial inspections, sewer scopes, mold air quality sampling, lead sampling, and more, Jamil and his team have built a reputation for thorough, high-quality inspections that prioritize client education and safety.

A Columbia native, Jamil's journey into the field was a natural extension of his background in construction and electrical work. His keen attention to detail and passion for helping others made home inspections the perfect fit. For him, success isn't just about business growth—it's about making a lasting impact. He founded the Trades to Success Foundation, which helps high school graduates pursue careers in the skilled trades, and launched the Central South Carolina InterNACHI chapter to foster industry education and

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MEET ASHLEY MCKEE



PHOTOS BY: CHELSEA MARNE PHOTOGRAPHY (CHELSEA MARNE)
WRITTEN BY: AMY PORTER

Success in real estate is often defined by sales numbers and volume, but for Ashley McKee, it's about something far greater—helping others and giving back to the community. As a top-producing Realtor with Coldwell Banker Realty, Ashley has built her career on the foundation of faith, family, and service. Her journey into real estate is one of dedication, perseverance, and a relentless commitment to making a difference in the lives of those she serves.

Ashley's path to real estate was driven by a passion for helping people. Having spent her entire adult career advocating for others, transitioning into real estate felt like a natural

progression. "I thought, why not help families with their biggest investment?" she recalls. Since earning her real estate license in 2018, Ashley has established herself as a trusted name in the Midlands and Greenville areas of South Carolina, specializing in helping clients navigate the complexities of buying and selling homes.

Unlike many agents who rely on deep-rooted local connections, Ashley faced the challenge of building her business from the ground up. Originally from Michigan, she moved to South Carolina just nine years ago. Without the built-in sphere of influence that many agents have, she relied on hard work,

persistence, and her unwavering belief in service to the community. It wasn't long before her dedication began to pay off, and her business flourished. In fact, much of her success started right in her own neighborhood, where she has sold 48 homes in the last five years. This strong foundation allowed her to establish a reputation of trust and expertise that has since expanded across the region.

Ashley has remained with Coldwell Banker Realty throughout her career, working independently until the demand for her expertise grew beyond what she could handle alone. In a pivotal moment three years ago, her husband, Shannon, joined





her in the business. Together, they have formed a dynamic partnership that continues to thrive. “My husband has been a huge asset to our business,” she says, emphasizing the strength of their teamwork.

One of Ashley’s greatest strengths is her ability to listen. She understands that buying a home is not just a transaction—it’s a deeply personal experience. One of her most memorable success stories involved a couple retiring from Charleston who wanted to move to Chapin and live on Lake Murray. After tirelessly searching, Ashley leveraged her connections in the community to find a seller who had not yet listed their home. Through her persistence and dedication, she was able to secure the perfect home for her clients—an example of her unwavering commitment to her buyers.

With a 2024 career volume exceeding \$18 million, Ashley has proven herself as a powerhouse in the industry. Yet, when asked about her proudest achievements, she doesn’t mention numbers. Instead, she speaks passionately about her dedication to giving back. “Being a part of our community and giving back is my favorite part and why I love what I do,” she shares. Ashley and her husband actively support numerous organizations, including Dutch Fork High School Athletics, Oak Pointe Elementary PTO, Chestnut Hill Plantation neighborhood activities, and Cheer Passion All Stars. They even organize an annual community Easter Egg Hunt, just one of the many ways they foster a spirit of togetherness.

Family remains at the core of Ashley’s life. She and Shannon, her high school sweetheart, have built a life centered around faith and love. Their son, Connor, (18) is a freshman baseball player at



North Greenville University, while their daughter, Avery, (10) is a passionate cheerleader. Whether cheering on their children at sporting events or watching games on TV together, the McKee family embraces every moment with gratitude.

Beyond real estate, Ashley’s journey is marked by resilience and an unexpected beginning—she initially studied to become a police officer and spent 11 years working in corrections. That background instilled in her a strong sense of discipline, ethics, and a commitment to serving others, all of which translate seamlessly into her real estate career.

As she looks ahead, Ashley envisions continued growth with McKee Homes, possibly expanding her team with

additional buyer agents. Yet, no matter how successful she becomes, her core mission remains unchanged: to serve others with integrity and faith. She offers sage advice to aspiring realtors: “Give back to the community. Support the community. Don’t make the job about the money.”

Her favorite quote, “God’s work, our hands,” perfectly encapsulates her philosophy. Ashley McKee is more than just a successful Realtor—she is a dedicated advocate for her clients, a pillar of her community, and above all, a woman of faith who strives to make a difference in every life she touches. Through her unwavering commitment to excellence and service, she continues to set the standard for what it means to be a real estate professional with purpose.

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Meet Penny & Brittany

Broach McGougan

THE DYNAMIC DUO BEHIND THE BROACH COMPANY

WRITTEN BY: AMY PORTER
PHOTOS BY: CHELSEA CANIPE WITH CHELSEA CANIPE PHOTOGRAPHY

In the heart of South Carolina's Midlands, a mother-daughter team is redefining success in the real estate industry. Penny Broach and Brittany McGougan, the powerhouse duo behind The Broach Company, proudly powered by Keller Williams Realty, combine experience, passion, and innovation to serve their clients and community. With over 22 years of real estate expertise, Penny brings a wealth of knowledge and an unwavering commitment to excellence, while Brittany's fresh perspective and operational prowess ensure seamless client experiences. Together, they embody the perfect balance of tradition and modernity.

A Legacy of Resilience and Integrity

Penny's journey into real estate began in 2002, during a defining chapter in her life. As a single mother, she sought a career that would allow her to provide for her family but also uphold her unwavering values of integrity and service. From humble beginnings with Marie Stokes Realty in Kershaw County to her flourishing career with



Keller Williams Realty, Penny has remained dedicated to fostering meaningful relationships and empowering others. Her decision to align with Keller Williams was rooted in the company's shared values of faith, family, and business—a philosophy that resonates deeply with her own.



Brittany, inspired by her mother's tenacity and dedication, joined the family business in 2021 as the Executive Assistant and Director of Operations.

Having grown up immersed in the world of real estate, Brittany brings a unique blend of loyalty, compassion, and innovation to the team. Together, they have achieved over 710 transactions and a career volume exceeding \$162 million, with \$16 million in 2023 alone.

Strategies for Success

Penny and Brittany's approach to real estate is rooted in active listening and personalized service. They understand that every client's journey is unique and tailor their strategies to meet individual goals. Whether it's providing transparent market insights or guiding clients through the emotional aspects of buying or selling a home, The Broach Company is dedicated to creating a stress-free and rewarding experience.

Together, they are building a legacy that exemplifies what it means to be “real producers.”



For Penny, one of her most cherished moments was helping her daughter Brittany close on her first home—a milestone that perfectly embodies the legacy of service, family, and empowerment she’s dedicated to building. For Brittany, the most rewarding experiences come from handing keys to first-time homebuyers and sharing in their excitement - a powerful reminder of the profound impact her career has on helping others achieve their dreams.

Overcoming Challenges

Both Penny and Brittany have faced challenges that shaped their journeys and strengthened their determination. For Penny, stepping into the real estate industry as a single mother demanded unwavering focus and grit. She built her business on a foundation of service, integrity, and an abundance mindset, overcoming the odds to create lasting success. Brittany, meanwhile, conquered self-doubt and external perceptions through personal growth, perseverance, and a deep well of inspiration drawn from her family and mentors. Together, their journeys reflect resilience and a shared commitment to empowering others.

Beyond Real Estate

Outside of work, Penny and Brittany are deeply connected to their community and family. Penny cherishes time spent traveling, experiencing new cultures, and creating memories with her husband, Bill, and daughters, Brittany and Lindsey. Brittany shares her love for travel, particularly tropical destinations, and enjoys reading, unwinding at home with her dog Stella, and exploring new horizons.

The duo also supports local charities and organizations, aligning with their commitment to giving back. They believe in using their platform to strengthen the community and uplift others, whether through volunteering, fundraising, or simply leading by example.

Looking Ahead

The future of The Broach Company is bright, with Penny and Brittany focused on growing their business and doubling their impact in the coming years. They envision a legacy of integrity, compassion, and excellence—a real estate journey that extends beyond transactions to make a lasting difference in the lives of their clients and community.

Defining Success

For Penny and Brittany, success is about relationships, integrity, and impact. It’s not just about achieving business milestones but creating a ripple effect that enriches their community and empowers future generations. Together, they are building a legacy that exemplifies what it means to be “Real Producers.”





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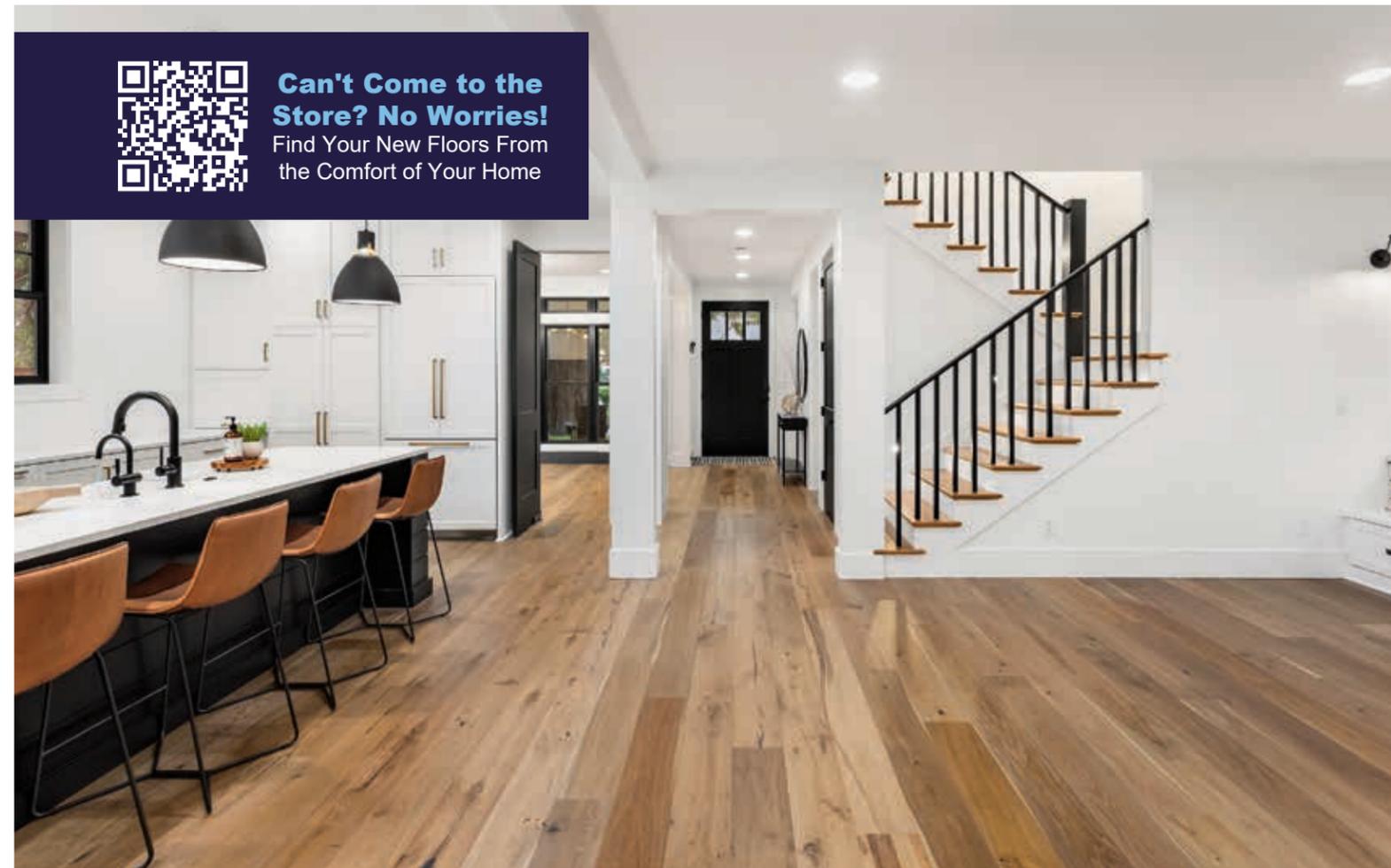
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A RISING
STAR IN
REAL ESTATE

Meet Christie Gates

PHOTOS BY: KACIE WOODS
(KWOODS PHOTOGRAPHY)
WRITTEN BY: AMY PORTER

Christie Gates is a passionate and driven real estate agent with Southern Shores Real Estate Group, located in the heart of Chapin, South Carolina. Since earning her real estate license in 2020, Christie has rapidly built a reputation as a Rising Star in the industry, gaining respect for her dependability, adaptability, and dedication to her clients. Her journey into real estate wasn't a direct path, but one shaped by a background in foster care case management, where she advocated for vulnerable children and adolescents. Christie's experience in this field taught her to meet people where they are, an approach she seamlessly applies to her real estate career.

Christie's transition into real estate began when her mother, Robin Spohn, was offered a broker-in-charge position at Southern Shores Real Estate Group. Initially, Christie thought it would be a temporary move to assist her mother. However, the timing coincided with the global



pandemic, and as the real estate market surged, Christie was propelled into the industry at full speed. Since then, she has not looked back. With her foundation in service and advocacy, she has thrived in her new career, balancing the personal fulfillment of helping others with the challenges and rewards of real estate.

Her work with Southern Shores Real Estate Group has made Christie a versatile agent, capable of serving a wide range of clients. Whether helping renters, first-time homebuyers, seasoned investors, or those seeking vacation homes on Lake Murray, Christie brings her expertise and personal touch to every transaction. A key part of her success is the mentorship she's received from her mother, who has been in the business for over 20 years. The bond between them is not only professional but personal, as Christie credits Robin as her inspiration for embracing the challenges of the real estate world and excelling. "I can't imagine working in real estate without her," Christie shares.

Christie's approach to helping clients is rooted in her background as a case manager. She is highly adaptable, always meeting clients where they are in their home-buying journey. By taking the time to understand their goals, strengths, and challenges, Christie builds relationships based on trust and empathy. Her meticulous preparation for showings and ability to anticipate questions makes her clients feel heard and understood. "I will always meet my clients where they are, finding their strengths and weaknesses, and helping them achieve their goals," she says.

One memorable success story in Christie's career involved working with a client who had specific physical needs due to a genetic

condition. Christie's persistence paid off when she found the perfect home for the client, one that required some adjustments. She successfully negotiated a fair price to accommodate the needed modifications, ensuring her client could make the house truly their own. To this day, Christie follows her client's progress on social media, proud of the home they have created together.

Christie's passion for real estate extends beyond her work with clients; she is also deeply invested in helping her colleagues succeed. As the CRM system manager at Southern Shores, she trains new and current agents on how to generate organic leads and leverage technology to their advantage. Christie is also passionate about marketing, especially when it comes to listing homes. She relishes the opportunity to create compelling listings, often comparing the excitement of making a listing go live to the joy of waking up on Christmas morning. "I am passionate about getting my clients' homes in front of as many eyes as possible," she says.

Real estate has been a rewarding career for Christie, offering the opportunity for growth without limits. She acknowledges that success in the field requires constant effort, from connecting with leads to maintaining relationships with clients and vendors. For Christie, the most rewarding part of her work is seeing the results of her hard work, whether it's closing a deal or helping another agent learn how to grow their business.

Looking ahead, Christie's future in real estate is bright. As she prepares to become a mother of two, she is excited to see how her role as a parent will inspire her to serve her clients even more. Her dedication to real estate and her community is unwavering,



"I AM PASSIONATE ABOUT
GETTING MY CLIENTS'
HOMES IN FRONT OF AS
MANY EYES AS POSSIBLE."



and she is committed to staying among the top producers in the industry. Christie also remains deeply connected to her roots, particularly through her advocacy for foster children and those in the foster care system. She continues to support the Children's Homes of Iredell County in Statesville, NC, and is an outspoken advocate for the children and families in foster care. She is also a huge supporter of Camp HUGG in Batesburg-Leesville. This camp is especially dear to Christie's heart as they are a nonprofit organization that works with teenagers and young adults with special needs in a camp setting.

In her personal life, Christie shares a close bond with her husband, Brendan, and their Bernedoodle, Maddie and the most terrifying, fluffy cat named

Ivy. Together, they enjoy life on Lake Murray, taking boat days, and watching the herons and purple martins. Christie's hobbies include thrift shopping and traveling to immerse herself in new cultures. Through it all, she maintains a deep appreciation for the simple joys of life, whether it's a good meal of Mediterranean food or a day spent with family and friends.

Christie's philosophy on success is simple: "As long as I know I am putting in my all to bettering myself, my community, and those around me, that is success to me." This mindset drives her every day as she continues to grow her real estate career, one client at a time. Her future is filled with promise, and as a Rising Star Realtor, Christie K. Gates is a name to watch in the years to come.



"AS LONG AS I KNOW I AM PUTTING IN MY ALL TO BETTERING MYSELF, MY COMMUNITY, AND THOSE AROUND ME, THAT IS SUCCESS TO ME."



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