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On the Rise:

Anna Acosta Snyder

Celebrating Leaders:

Hayden Edmondson

Partner Spotlight:

Sophie Anderson
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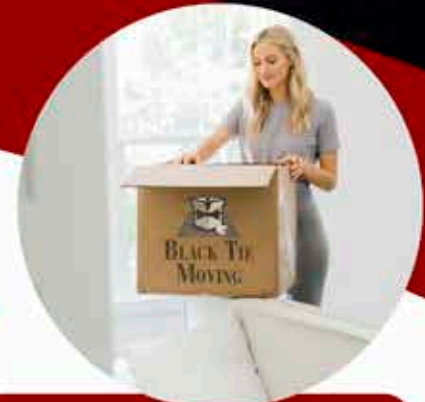
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The Bridge to Breakthrough

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.

Memphis 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 *Memphis 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
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Meet Anna
Acosta Snyder
with Centric Realty

PHOTOS BY CALEB NELSON



Passionate, driven, and deeply rooted in Memphis, Anna Acosta Snyder is more than just a real estate professional—she’s a dedicated advocate for her clients, a lover of design and staging, and a true connoisseur of all things Memphis. With a background that blends music, marketing, and a lifelong appreciation for architecture and antiques, Anna brings a unique perspective to the world of real estate. Whether she’s helping first-time homebuyers navigate the market or staging a home to perfection, she approaches every challenge with enthusiasm and expertise. Get to know Anna, her journey, and what makes her one of the standout agents at Centric Realty.

Q: Where did you grow up?
A: I was born and raised in East Memphis.

Q: Did you go to college? If so, where and what was your major?

A: I attended Rhodes College in Memphis and majored in English Literature.

Q: What was your first job out of college?
A: My first job was at Ardent Studios in midtown Memphis. I started playing violin at the age of four and performed professionally by age 14 at various churches, weddings, and recording sessions. After contributing to several albums, I became a voting member of NARAS/Grammy. Working at Ardent’s record label was an incredible experience, but I soon realized that the music industry wouldn’t provide financial stability. I transitioned to marketing and advertising before eventually finding my passion in real estate.

Q: When and how did you get into real estate?
A: Real estate has always been in my blood. My parents were art

majors, my mom was an interior decorator, and my grandparents owned a successful antique store on Central Avenue. My grandmother, who passed away from breast cancer at 46, was a decorator for a Vesta Home in the 70s. I truly believe that if she had lived longer, we would have made a great team in the industry.

Prior to real estate, I worked as an Account Executive for ten years, selling broadcast TV commercials and digital advertising. By late 2019, I felt a strong pull toward real estate. I began my coursework in early 2020, but the pandemic hit, significantly impacting the advertising industry. The timing was right for a career change, and I officially became a licensed real estate agent in 2020.

Q: Why did you choose Centric Realty?
A: I was drawn to Centric because of their business model and the incredible support from our Broker, Linda Ash. Linda has extensive experience in both Florida and Memphis markets and truly advocates for her agents. Her husband, David Bryan, a retired engineer and real estate agent, is also an invaluable resource. I joined Centric in late 2023 and couldn’t be happier.

Q: What is the number one thing you want people to know about you, both personally and professionally?
A: I’m a driven, hardworking, and fun-loving individual. I cherish my clients and consider them family, always fighting for their best interests. I take great pride in guiding them through what can be a stressful process. I’m also committed to continual growth, having earned my RENE, SRES®, ABR®, and MAAR Excellence certifications. I’ve been a Multi-Million Dollar Club member for four consecutive years and will continue to

invest in my education to serve my clients better.

Q: What real estate trends are you currently seeing?

A: The market has shifted toward balance, with some areas favoring buyers. I'm seeing more seller concessions, such as covering closing costs and agreeing to more repair requests. Homes are sitting on the market longer, but hopefully, activity will pick up in the spring as interest rates decline.

Q: What aspect of real estate excites you most right now?

A: I'm really passionate about staging and design. For smaller properties, I offer staging services myself, building my inventory to enhance my offerings. For occupied homes, I help declutter, depersonalize, and stage to maximize appeal. Seeing a home transform before listing is incredibly rewarding.

Q: What do you enjoy doing outside of work?

A: My husband and I love to travel—I studied in Europe during college and have visited 16 countries so far! We're planning a trip to England and Scotland next. I also love spending time in nature with my dogs, attending Memphis Grizzlies games, reading, and enjoying live music and comedy shows.

Q: Tell us about your family.

A: I recently married my wonderful husband, Steve Snyder, in September 2024. He's an attorney in Memphis, and we live in Harbor Town with our two energetic dogs—Bella, a 4-year-old chocolate Lab, and Griffin, a 2-year-old Golden Retriever. My parents and brother live in Collierville, and my sister, an L&D nurse, is in Knoxville.

Q: Do you have favorite podcasts or business books?



A: For real estate, I love It's a Good Life (Brian Buffini), The Tom Ferry Podcast, and Today with Jared James. My favorite business book is How to Win Friends & Influence People by Dale Carnegie.

Q: If you weren't in real estate, what career would you pursue?

A: In a dream world, I'd love a career in international business with lots of travel. Interior design or architecture would also be incredibly fulfilling.

Q: What advice would you give to new agents?

“
I'M INCREDIBLY
GRATEFUL FOR
MY CAREER,
CLIENTS,
AND THE
OPPORTUNITY
TO MAKE A
DIFFERENCE.”

A: Find a great mentor! Getting a license doesn't teach you how to write offers or navigate deals. I was fortunate to learn from Kimmer Plunk, one of the best agents in the Mid-South. Also, remember: "You can catch more flies with honey than with vinegar." Being kind and professional will take you far.

Q: What is your favorite way to give back?

A: I'm a huge dog lover! I've fostered for Memphis Animal Services (MAS) and once helped reunite a lost dog with its owner after more than a year. It was an unforgettable experience.

Q: If you could have a superpower, what would it be?

A: I'd find the cure for cancer. It has affected my family and so many people I care about.

Q: Share a memorable client story.

A: During the competitive 2020-2022 market, my first-time homebuyers faced intense bidding wars, often competing against 20+ offers. Managing their emotions through losses was tough, but seeing their joy when they finally secured their dream home made it all worth it. Sometimes, the right home comes at just the right time!

Q: Anything else you'd like to share?

A: I'm incredibly grateful for my career, clients, and the opportunity to make a difference. Real estate is more than just transactions—it's about relationships, trust, and helping people find their perfect place to call home. No matter how the market shifts, my passion for serving others remains the same. I believe that hard work, perseverance, and heart can turn any challenge into an opportunity, and I'm excited to continue making dreams a reality—one home at a time.

Congratulations to this month's Rising Star,
Anna Acosta!

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An aerial view of a large, multi-story house with a swimming pool and a man standing in front of it. The man is wearing a light blue shirt and khaki pants, with his arms crossed.

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Meet **Hayden** EDMONDSON

BUILDING FOUNDATIONS

BY JEFF WHITE • PHOTOS BY CALEB NELSON

In real estate, success can seem like a rare achievement reserved for a lucky few. But for Hayden Edmondson, a third-generation real estate agent from Pickwick, Tennessee, his path to success has been all about laying solid foundations—both professionally and personally. From his first steps as an investor to becoming the Managing Broker of Epique Realty, Hayden’s journey is a great reminder that building something meaningful takes time, effort, and a focus on creating a strong base.

Family Roots & Finding His Path

Growing up in Pickwick, Tennessee, Hayden was surrounded by real estate from an early age. His grandmother and mother both worked in the industry, but Hayden initially had different plans. After high school, he tried community college but quickly realized he wasn’t built for a life indoors. Instead, he attended a lineman training school, becoming a journeyman lineman and joining Southwest Electric in 2013.

“I loved the work—I was outside, I was moving, and I was learning a trade. But I knew deep down that I wanted something more,” Hayden recalls.

That “something more” came in 2018 when he bought his first two rental properties in Covington, Tennessee, for \$56,000. At the time, his goal was simple: acquire 10 rental doors and create some passive income. But as he learned more about real estate, his ambitions grew.

From Investor to Agent

By 2020, Hayden was already seeing the power of real estate, but he faced a frustrating challenge—getting showings on properties he wanted to purchase as rentals. During the COVID-19 pandemic, he turned that obstacle into an opportunity. Instead of sitting idle while recovering, he took an online real estate course and finished it in under two weeks.

“I didn’t want to waste time, so I used those two weeks to get my license. I figured if I couldn’t get a showing, I’d just do it myself.”

He joined a well-respected brokerage, but his managing broker set low expectations. “He told me that with my full-time job and rental properties, I’d be lucky to sell six homes a year. I just laughed and told him I’d be his highest-producing agent before the year was up.”

True to his word, Hayden closed 26 deals in his first four months. By the end of 2021, still working part-time, he had sold over 50 properties. That success gave him the confidence to leave his lineman job and go all-in on real estate in August 2022.

Joining Epique Realty

Hayden’s reputation for hustle and strategic growth led him to Epique Realty, a brokerage with an 85/15 commission split, \$15,000 cap, and numerous agent benefits. But what truly drew him in was the culture.

“Real estate is often competitive to a fault, but Epique was built differently. Here, we focus on collaboration over competition. We’re all about lifting each other up and helping agents succeed together.”

In just nine months, Hayden helped grow Epique Realty’s presence in Tennessee, amassing almost 80 agents with a production volume of \$80 million across 417 transactions. He also diversified into other real estate ventures, including a handyman service, title partnerships, property management, flipping, and transactional services.

“We’re not just selling homes—we’re building an ecosystem where agents and clients can succeed together,” he says.

Mindset & Advice for Agents

For Hayden, mindset is everything. He’s a firm believer that hard work beats talent when talent doesn’t work hard.

“It all boils down to you, 100%. People will tell you it’s impossible, that you can’t do it. But if you show up consistently and outwork everyone, you’ll prove them wrong every time.”





“SUCCESS ISN’T ABOUT
INDIVIDUAL WINS—
IT’S ABOUT CREATING
OPPORTUNITIES FOR
EVERYONE AROUND
YOU TO THRIVE.”



His advice to new agents? Forget the glamorous TV version of real estate and prepare for the grind.

“There will be months where you make nothing and months where you make a lot. The harder you work, the more you make—plain and simple.”

Navigating the Market

Hayden understands that the real estate market is constantly evolving, and right now, the biggest challenge is managing client expectations.

“Interest rates are higher than people are used to, but they’re still in line with historical averages. The key is educating buyers and sellers—helping them make informed decisions instead of chasing unrealistic numbers.”

Beyond navigating market trends, Hayden is passionate about mentorship. He spends a lot of time working with his agents, fostering a supportive and collaborative environment.

“At Epique, we don’t just recruit agents—we build relationships. Friendly competition and collaboration are at the heart of everything we do.”

Balancing Work & Life

While real estate is a huge part of Hayden’s life, he also makes time for his passions outside of work. He hits the gym seven days a week, prioritizing top-tier health and fitness. When he’s not working, he’s out hunting, fishing, or playing golf.

His biggest joy, however, is his family. He’s been married to his wife, Holly, for nearly eight years, and they recently welcomed their first son, Hardy Tyler, born on August 19, 2024.

“Everything I do is for my family. Real estate has given me the freedom to build something that will last for generations.”

Looking Ahead

Hayden isn’t slowing down anytime soon. His goal is to continue expanding

Epique Realty’s presence across the South while supporting his agents and business partners in their growth.

“Success isn’t about individual wins—it’s about creating opportunities for everyone around you to thrive.”

With over 200 rental doors, multiple real estate businesses, and a rapidly growing brokerage, Hayden has built something extraordinary in just eight years. But for him, the real reward isn’t the numbers—it’s the impact.

“In 20 years, I don’t want to look back and just see deals. I want to see people whose lives changed because of what we built together.”

Hayden Edmondson isn’t just building a career—he’s building a legacy. And with his mindset, drive, and commitment to those around him, there’s no telling just how far he’ll go.

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Meet Josh Holley

“People do not care how much you know, until they know how much you care.”
– John Maxwell

BY JEFF WHITE

PHOTOS BY KATIE JOYNER

BEYOND THE SALE

Josh Holley’s journey from Tupelo, Mississippi, to becoming a top real estate professional in Memphis is a testament to resilience, faith, and the power of relationships. His path wasn’t a straight shot into real estate—in fact, it took several twists and turns before he found his true calling. But through it all, Josh stayed committed to hard work, integrity, and putting people first, trusting that God had a plan for him. His faith has been the guiding force behind every

decision, every challenge, and every success.

Finding Purpose Through Faith and Relationships

Growing up in Tupelo, Josh had dreams of becoming an EMT and firefighter. He went to EMT school, eager to help people in emergency situations. But after a tough, emotional experience on the job, he realized that career path wasn’t for him. “I remember thinking, ‘I want to help people, but maybe this isn’t the right

way for me to do it,’” Josh recalls. He then tried out for the Tupelo Fire Department but didn’t get hired. Instead of giving up, he finished his studies at Itawamba Community College and kept searching for his next opportunity, trusting that God had something greater in store for him.

Life took a turn when he moved to Memphis, where he met his future wife and started a new life. It was during this time that his mother saw something in



him and encouraged him to pursue real estate. She even paid for him to attend the Ray Bauer School of Real Estate. “I wasn’t sure at first, but once I got into it, I knew this was something I could really do,” he says. With her support and a leap of faith, Josh got his real estate license and jumped into new home sales with Faxon Gillis Homes. He quickly made a name for himself, working his way up to sales and marketing manager.

Weathering the Storms with Faith

Then came the 2008 financial crisis. Like many in real estate, Josh found himself in a tough spot when the market crashed. His role was cut, and he had to figure out his next move. He had two job offers: one running a brokerage in Mississippi and another leading sales and marketing for Magnolia Homes. He chose the latter, but 2009 brought even more challenges. The company faced a downturn in the market, his father was diagnosed with colon cancer, and Josh found himself at yet another crossroads. “That was one of the hardest times in my life. I had to step back and really think about what mattered most,” he shares. Leaning on his faith, he found the strength to navigate these hardships and trust that God was leading him in the right direction.

A Return to Service— and Back Again

With his father’s health declining and real estate still uncertain, Josh decided to follow his earlier passion and became a paramedic

and firefighter. He earned his paramedic degree and landed a job with the Bartlett Fire Department in 2011. But real estate wasn’t done with him yet.

To make ends meet, Josh took on odd jobs, even starting a lawn mowing business. His wife, Lindsay, who had been a stay-at-home mom, went back to teaching to help support the family. “Lindsay has always been my rock,” Josh says. “She believed in me even when things were tough, and I wouldn’t be where I am today without her.” By 2015, they moved to Fayette County, and Josh decided to give real estate another go. This time, he approached it differently. “I knew that if I was going to do this again, I had to do it the right way—by building relationships, not just selling houses,” he says. It was his faith that reassured him that he was on the right path.

Building a Business on Community, Trust, and Faith

Josh knew he didn’t want to rely on buying leads or heavy advertising. Instead, he focused on building relationships. He got involved in local boards and organizations, put himself out there, and built his reputation through word of mouth. Rather than chasing clients, he let his work and character speak for itself. “If you take care of people, they’ll take care of you. That’s how I’ve always done business,” Josh explains. This principle of servant leadership—putting others first—aligns with his deep-rooted Christian values.

His efforts paid off. As his business grew, he realized he needed a solid team. In 2018, he brought on Rhonda Price as his transaction coordinator. His wife also took on a role, handling special events and follow-up marketing. With a strong team in place, Josh was able to maintain balance—growing his business while still being present for his family. “God has blessed me with an incredible support system,” he says. “I couldn’t do this alone.”

Family First, Always

For Josh, success isn’t just about sales numbers—it’s about quality of life. He works from home so he can spend more time with his family. His daughters, Hadley and Henley, are passionate about horse riding, and the family enjoys weekends at the lake, spending time at their Hickory Withe farm, and attending rodeos. “We’re always on the go, but I wouldn’t have it any other way,” Josh says with a smile. “Watching my girls do what they love and spending time together as a family is what really matters.”

Even with his busy real estate career, Josh prioritizes family time. Whether it’s hauling the kids to rodeos, playing golf with his son, attending home school events, or just sitting down for dinner together, he makes sure to be present. “I don’t want to look back and regret missing out on my kids growing up,” he says. “That’s why I’ve built my business in a way that allows me to put them first.” He firmly believes that his family is his greatest

“
At the end
of the day,
houses are
just walls and
roofs. But the
people inside
them? That’s
what really
matters.”



blessing and that his faith has played a vital role in shaping the life he cherishes.

A Philosophy That Sets Him Apart

Josh’s business philosophy is simple: treat people right. He doesn’t believe in high-pressure sales tactics. Instead, he focuses on being a trusted advisor, someone clients can count on. His success is built on referrals and repeat business, which is a testament to the relationships he’s built over the years. “I want people to walk away from working with me knowing that I genuinely

cared about them—not just the sale,” he says.

More than anything, Josh believes his journey has been guided by faith. He gives credit to God for his success and makes sure that his business aligns with his Christian values. His reputation in the community isn’t just about being a great real estate agent—it’s about being a person of integrity, someone who genuinely cares about the people he serves.

The Road Ahead

For Josh Holley, real estate isn’t just about buying and

selling homes—it’s about the people who fill them. His journey has taken him through unexpected detours, tough decisions, and moments of doubt, but through it all, his faith and commitment to relationships have remained steadfast.

As he looks toward the future, his goals aren’t measured in sales figures or awards but in the number of lives he’s impacted along the way. Whether it’s guiding a first-time homebuyer, mentoring a colleague, or simply being there for his family, Josh knows that true success is built on moments of genuine connection.

“At the end of the day, houses are just walls and roofs,” Josh says. “But the people inside them? That’s what really matters.”

Because in the end, people won’t remember the deals you closed or the numbers you hit—but they will remember how you made them feel. And for Josh Holley, making people feel valued, supported, and cared for isn’t just a business strategy—it’s a calling.



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“I wouldn’t say I chose this career path—it chose me.”

Sophie Anderson never planned on a career in title and escrow, but looking back, it seems like fate had its own ideas. Growing up in a family deeply rooted in real estate, she was surrounded by the language of lending, mortgages, and property deals. But her path took a few twists and turns before she found herself co-founding Medlock Title & Escrow—a place where relationships matter more than transactions and efficiency is just as important as trust.

Roots & Beginnings

Born in Florida and raised in Memphis, Sophie’s journey into real estate and title work wasn’t a straight line—it was an evolution. She attended Christian Brothers University, earning a degree in Psychology, an unconventional choice for an engineering-focused school. After graduating in 2002, her career path led her through a variety of industries, including positions at Youth Villages, State Farm Insurance, and a decade-long tenure at FedEx, where she worked in inside sales, administration, and as a Private Equity Sales Analyst. After a brief sabbatical in

Minnesota, she returned to Memphis, where she found herself stepping into the real estate title world as a receptionist at Memphis Title Company.

Building a Legacy in Title & Escrow

Sophie quickly moved up the ranks in the title industry. From her early days as a clerk and assistant at Griffin, Clift, Everton, and Thornton, to her transition from receptionist to Post-Closer at Memphis Title, her expertise grew rapidly. She later joined Sure Title Company, where she evolved from Pre-Closer to Closer to Office

Manager, even moonlighting as a Mortgage Processor for a bank. But it was in September 2021 that Sophie made her boldest move yet—partnering with attorney Steven Medlock to launch Medlock Title & Escrow. Steven Medlock, a highly experienced real estate attorney, brought extensive legal expertise to their venture. With a strong background in handling real estate transactions and ensuring smooth closings, Steven’s legal acumen has been instrumental in the company’s success. His meticulous attention to detail and deep understanding of property law provide Medlock Title & Escrow with a strong foundation, allowing the team to offer clients a seamless experience. Together, Sophie and Steven have built a firm that prioritizes trust, efficiency, and meaningful client relationships.

“I never looked back,” Sophie says with confidence. Alongside Steven and their trusted closer, Skylar Stamps, Medlock Title & Escrow has flourished, thanks to their shared vision and dedication. The team prides itself on prioritizing relationships over transactions, ensuring that every client feels valued and supported.

**Overcoming Challenges
& Personal Growth**

Success rarely comes without hurdles, and Sophie’s journey has been no exception. As a single mother of two teenagers, Ava (15) and Josh (14), she has had to balance entrepreneurship with family life. Two years ago, she took on the added challenge of homeschooling her children while also embarking on a personal wellness journey—losing 65 pounds through daily workouts.

“Things can get overwhelming, but owning a business with one of my best friends gives me the flexibility I need,” she shares. “I have a team I can trust and rely on, and that peace of mind is incredible.”

Beyond business, Sophie finds joy in setting up efficient systems and processes, particularly in





accounting and auditing. She enjoys streamlining workflows and ensuring that Medlock Title & Escrow operates as efficiently as possible.

A Passion for People & Relationships

When asked what she is most passionate about in her business, Sophie emphasizes the importance of relationships. “I’m focused on building and nurturing real, long-lasting relationships with other women in the industry. Business will come and go, but if you build actual relationships, you have a client—and a friend—for life.” This philosophy extends to her team as well. “Watching my team blossom and grow is the most rewarding part of what I do. I love seeing people step into their full potential.”

Giving Back & Community Involvement

For Sophie, success is not just about professional achievements—it’s also about giving back. She and her family actively serve at Calvary Rescue Mission, a cause close to their hearts. The mission once provided shelter to a loved one, and in gratitude, they now give back by serving meals monthly.

Life Beyond Business

When she’s not running a thriving title company, Sophie is all about family and fitness. “Laughter is huge in our family. Whether we’re cooking together, hiking, biking, or hitting the gym, we make sure to have fun.” An organized and process-oriented person at heart, Sophie even has a unique system for keeping her closet in order—color-coordinated in rainbow order, down to individual clothing sections. “It helps me know exactly where to look for what I need,” she laughs.

Words of Wisdom

For those looking to succeed in any industry, Sophie’s advice is simple but powerful: “Always learn more! Work on improving processes, learn another person’s job, and take initiative. Nobody is going to teach you to be great—you have to want to be great.” At Medlock Title & Escrow, this mindset is evident in the way Sophie and her team operate. “Our clients are hugely important to us. We care about them succeeding—because when they succeed, we succeed.”

A Lasting Legacy

Looking ahead, Sophie isn’t just working toward professional growth—she’s living her dream every day. “Success, to me, is getting up every day excited and thankful for the opportunity ahead.” And when it comes to how she wants to be remembered, her answer is clear: “I want people to say that I made the journey fun.” Her final message to aspiring professionals? “Anything is attainable with enough determination and a team that’s as committed to your success as you are. No one succeeds alone—so share the success with those who helped you get there.”

Favorite Quote:

“Get out of your own head! We’re all working toward the same goal.” Sophie Anderson is more than just a title professional—she’s a leader, a mentor, a devoted mother, and a passionate advocate for relationships and success. With Medlock Title & Escrow, she continues to make waves in the real estate industry, one relationship at a time.

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