

BIRMINGHAM

FEBRUARY 2025

REAL PRODUCERS

Agent Feature:
Joy Dill

Making A Difference:
Liliana Perez

Partner Spotlight:
Ally Property Inspections

Jessica
Gilmore

FROM PAGEANTS
& PATIENTS TO PROPERTIES

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YOUR BIRMINGHAM REAL PRODUCERS TOP 300 BADGE



Congratulations! You made it as part of this exclusive community of the top 1-2% real estate agents in Birmingham! For those of you who made it last year, welcome back. For those of you who are new to *Real Producers*, congratulations on all of your hard work—we're glad you're here!

As part of the top 300 agents in Birmingham, you now have your own badge to use however you'd like to show that you've made it a part of the *Real Producers* community.

Missing your badge? Email adrian@bhmrealproducers.com

We are excited to celebrate your success!

Our Preferred Partners have been carefully selected to be a part of this community and have their own badge as well! They have been recommended by your peers in the top 300 and are some of Birmingham's' most elite businesses. **Look for this badge to know that you are working with one of the best, recommended by the best!**



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Publisher's Note



Congratulations! If you are reading this, it means that you have made *Birmingham Real Producers' Top 300* list! Each of you should have received an email from us congratulating you along with important need-to-know information. If you didn't receive this email, please reach out to us and let us know.

For some of you, this may be the first time you're receiving this magazine, and you may be wondering what it is and what we're all about. By receiving this magazine, it means that you are in the top 300 producing residential real estate agents in the Birmingham Metro area (this is based on your annual residential MLS production numbers), and you will receive a copy each month.

Birmingham Real Producers' mission is to connect, elevate, and inspire our community of top-producing agents. We do this by telling your stories and building a community where our top-producing agents can get to know one another on a deeper level, collaborate, and learn from one another.

As a part of our community, you are also eligible to be featured in our magazine! This is a chance to tell the story of your hard

work, grit, and passion. The best thing about our REALTOR® features is that it is 100% free to you. We can't guarantee anyone a feature, but if you would like to be considered for one, here are some tips to increase your chances: meet up with a member of our team and attend a *Real Producers* event when you can.

You will also start receiving invitations to our private events. Our events are just for our top-producing agents and our preferred partners. The events are a mix of social and learning events, and we want your input! One of the best things about our learning events is that we can tackle topics that top-producing agents are interested in and care about.

Birmingham Real Producers is made possible by our Preferred Partners, and they are how we make this community free of charge to our REALTORS®. Every one of these businesses has been referred to us by top agents and vetted by us. They are some of the best businesses to work with, and when you meet one of them at an event, be sure to thank them for supporting and investing in your community.

Last year, we launched *Birmingham Real Producers*, and we're excited for what's in store for 2025!

What is Birmingham Real Producers?

Real Producers started in Indianapolis in 2015 and is now in over 130 markets across the nation and spreading rapidly.

Birmingham Real Producers was launched in May 2023. Name a large city, and we are there or will be soon! In every market, we take the top 500 or 300 agents, depending on the size of the area, based on the MLS production, and we build an exclusive magazine around those agents.

We share their stories, successes, market trends, upcoming events — really, anything that will connect, inform, and inspire, we put in the monthly publication. We strive to inform and inspire the top-producing real estate agents in the local market and connect them socially.

The secondary focus is to provide an avenue for our affiliate partners to create relationships with these top performers on a level that they might not be able to achieve on their own.

Q: Who Receives Birmingham Real Producers Magazine?

The top 300 agents in Birmingham from the previous year. We pull the MLS numbers (by volume) from the previous year. Of all the residential agents licensed in this territory, we cut the list off at #300, and the distribution was born. The list will reset at the end of every year and will continue to update annually.

Q: What Is The Process For Being Featured In This Magazine?

It's really simple — every feature you see has first been nominated. You can nominate other REALTORS®, affiliates, brokers, owners, or even yourself! Office



leaders can also nominate REALTORS®. We will consider anyone brought to our attention who is in the Top 300 because we don't know everyone's story, so we need your help to learn about them.

A nomination currently looks like this: You email Adrian Lucas at adrian@bhmrealproducers.com with the subject line, "Nomination: (Name of Nominee)."

Please explain why you are nominating them to be featured. It could be they have an amazing story that needs to be told — perhaps they overcame extreme obstacles, they are an exceptional leader, have the best customer service, or they give back to the community in a big way, etc. The next step is an interview with us to ensure it's a good fit. If it all works out, then we put the wheels in motion for our writer to conduct an interview to write the article and for our photographers to schedule a photo shoot.

Q: What Does It Cost A REALTOR® / Team To Be Featured?

Zero, zilch, zippo, nada, nil. It costs nothing, my friends, so nominate away!

We are not a pay-to-play model. We share real stories of Real Producers.

Q: Who Are The Preferred Partners?

Anyone listed as a "preferred partner" in the front of the magazine is a part of this community. They will have an ad in every issue of the magazine, attend our quarterly 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 of many of the top agents has recommended every single preferred partner you see in this publication. We won't even meet with a business that has not been vetted by one of you and "stamped for approval," in a sense. Our goal is to create a powerhouse network, not only for the best REALTORS® in the area but the best affiliates, as well, so we can grow stronger together.

Q: How Can I Recommend A Preferred Partner?

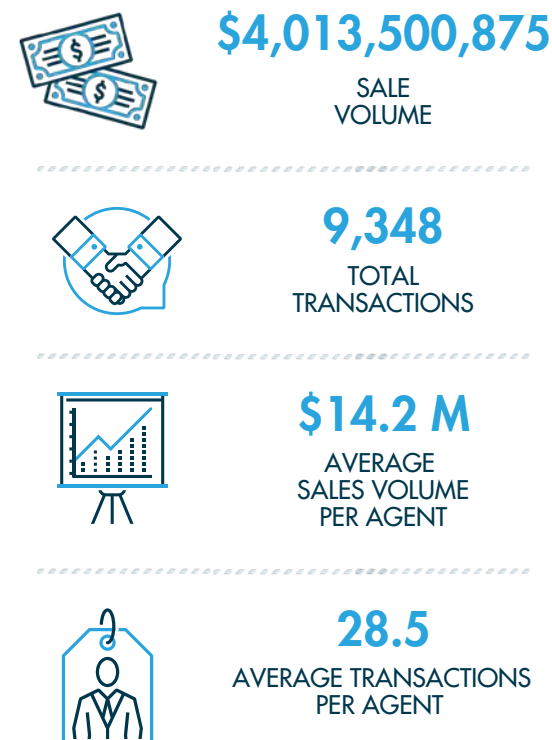
A: If you know and want to recommend a local business that works with top REALTORS®, please email our owner to let us know at meredith.jones@realproducers.com



2025

BY THE NUMBERS

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





Meredith JONES

*Bringing Innovation and
Excellence to Home Inspections*

WRITTEN BY NICK INGRISANI
PHOTOS BY DAVID GRAVES PHOTOGRAPHY

“Being consistent with the quality of our work is very important. No matter which inspector you get, our clients can’t tell the difference because of how we train our inspectors. From the consistency of how we train inspectors to how our reports read, we make things easy for our clients.”

Meredith grew up in Fort Walton Beach, Florida, in a family deeply rooted in military life. Her family settled in the area after her father retired from the Air Force. After high school, she decided to pursue her passion for music at Florida State University, earning two degrees in the field. She then began a career as a music educator which led her to Birmingham, where she taught as an adjunct faculty member at the University of Alabama Birmingham.

It was during this time that Meredith’s interest in real estate began to take shape. Influenced by her father’s work as a property manager, and her exposure to the real estate investing world as a kid, she started flipping houses in 2004 while still teaching. Then in 2007, Meredith decided to leave the academic world behind and fully embrace her entrepreneurial aspirations.

“I decided I liked the freedom of doing my own thing and that the university life wasn’t for me.”

By this time, Meredith had launched a construction company specializing in insurance claim repairs. “We grew

quickly to 12 employees, handling hundreds of jobs a year.” Part of her team’s role was working closely with insurance companies to inspect properties for damage. After learning more about the potential of the home inspection market, she decided to change gears in 2015 and founded Ally Property Inspections to focus exclusively on home inspections.

“I tell people that I did my tour of duty in construction. When starting my inspection business, I didn’t know you could make a living doing this. Now, we have inspectors in Birmingham, Atlanta, and Huntsville.”

Growing Ally Property Inspections

What began as a small operation has grown into a thriving inspection business. Ally Property Inspections now boasts 12 inspectors and six office staff serving a diverse clientele that includes individual homeowners and corporate investors.

Meredith attributes much of the company’s success to their focus on innovation and customer service. By adding services like winterization inspections, rent-ready inspections, and repair estimates, Ally has set themselves apart as a customer-centric leader in the industry.





“We’ve changed a lot as a company in the last two years and become very flexible in how we do things.”

A key differentiator that sets Ally apart in the home inspection business is their dedication to making the process seamless and easy for clients.

“A lot of inspection companies make inspectors handle everything, from scheduling appointments to marketing. We let our inspectors focus solely on inspecting while our team handles the rest. It’s a hard balancing act, but it’s allowed us to grow quickly and maintain quality.”

Meredith has prioritized cultivating a thriving company culture that emphasizes expertise, consistency, and innovation in everything they do. Inspectors at Ally undergo rigorous training and continuing education to ensure they remain at the forefront of industry standards.

“Not only are our inspectors trained to start with, but they continue to build their skills and stay very current in

what’s out there because there’s very little margin of error for home buyers making such a significant investment.”

In addition to technical expertise, Ally provides value-added services like repair estimates and free re-inspections,

“

We let our inspectors focus solely on inspecting while our team handles the rest. *It’s a hard balancing act, but it’s allowed us to grow quickly and maintain quality.*”

which have earned the trust of real estate agents and clients alike—all to offer a true customer-centric experience. Sometimes repairs are necessary after

an inspection, but subcontractors don’t actually fix what’s needed. Ally’s agents and clients appreciate knowing that the repairs were done correctly. “It’s one less thing for them to worry about.”

Looking into the future, Meredith is focused on expanding the company’s presence in the growing Huntsville market. She’s also preparing to launch a commercial inspection division in 2025, further diversifying Ally’s offerings.

Life Outside of Work

When she’s not running her business, Meredith and her husband love getting out into nature for an off-trail hike. “It’s so peaceful to explore places where you don’t see anyone else.” She’s also passionate about fitness; in particular, training and watching CrossFit.

Meredith’s journey from music educator to real estate entrepreneur is a testament to the power of adaptability and determination. Through hard work and a commitment to excellent service, she has built a thriving business that’s setting a new standard for the home inspection industry.

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Joy

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Building a Life by Design

WRITTEN BY ZACHARY COHEN
PHOTOS BY BRENDON PINOLA PHOTOGRAPHY

Since 2018, the U.S. has experienced several significant events influencing the real estate market and the broader economy. The COVID-19 pandemic in 2020 dramatically shifted the real estate landscape, while remote work drove a migration from densely populated cities to suburban and rural areas. Record-low mortgage rates incentivized buyers, but that changed as home prices rose alongside inflation.

Meanwhile, Joy Dill, a lifetime Birmingham resident and long-time designer and salesperson, launched her career as a REALTOR®. Over the past six years, Joy has become a trusted name in Birmingham's market, and her transition into real estate was a natural evolution of her lifelong connection to the home industry.

A Foundation in Design and Sales

Joy's professional journey began at the University of Alabama, where she earned a bachelor's degree in interior design in 2000. Straight out of college, she embarked on a 17-year career as an independent sales representative in the furniture and accessories industry. Her role covered an extensive territory spanning five states, including Alabama,

Mississippi, Georgia, the Florida Panhandle, and central Tennessee.

"I loved my clients and the companies I worked for, but after years on the road, living out of a suitcase wore me down," Joy recalls.

Returning to Birmingham, her lifelong home, Joy decided to pivot. Drawing from her background in design and sales, she found a new path in real estate, combining her expertise and passion for helping people create beautiful spaces.

Serving Birmingham and Beyond

Joy launched her real estate career with ARC Realty and has been with the brokerage ever since. "I've always



had a natural connection to the home industry," she explains. "My mom has a design firm in Birmingham, so growing up, I was immersed in it."

Joy's unique blend of skills has given her an edge. Her design background allows her to offer clients added value, from staging homes to envisioning a property's potential. Joy serves Birmingham and Lake Martin, using her deep knowledge of these markets to her client's advantage.

"I love Birmingham," she says. "Watching the city grow over the years has been incredible. It's changed so much, but it's still the community I've always known."

A Commitment to Excellence

Joy's success in real estate stems from her dedication to providing exceptional service. "I give everything 110%," she says. "I go out of my way to make sure everyone is happy, whether it's finding the perfect home for a buyer or making sure a seller's property is shown in the best light."

Her approach has resulted in a loyal client base. Many of her transactions come from repeat clients and referrals, and she's built



“ I’m hopeful for a strong 2025 & beyond. I plan to keep pushing forward & growing.”

Photo by Claire Middlebrooks Photography



lasting relationships through open houses and community involvement.

"One of my first open houses resulted in a client I've now worked with on three transactions," she notes. "It's important for new agents to put themselves out there. Open houses can feel discouraging at times, but they're a fantastic way to connect with potential clients."

Looking Ahead

As Joy reflects on her career, she remains optimistic about the future. "I'm hopeful for a strong 2025 and

beyond. I plan to keep pushing forward and growing," she says.

Outside of her career, Joy values time with her husband, Greg, and their dog, Finn. The couple loves traveling and escaping to Lake Martin, where they relax and recharge on the water.

As Joy continues to grow her business, she hopes her legacy will reflect her dedication to her clients and her craft. "I want to be remembered as someone who worked hard and always put her clients first," she says.

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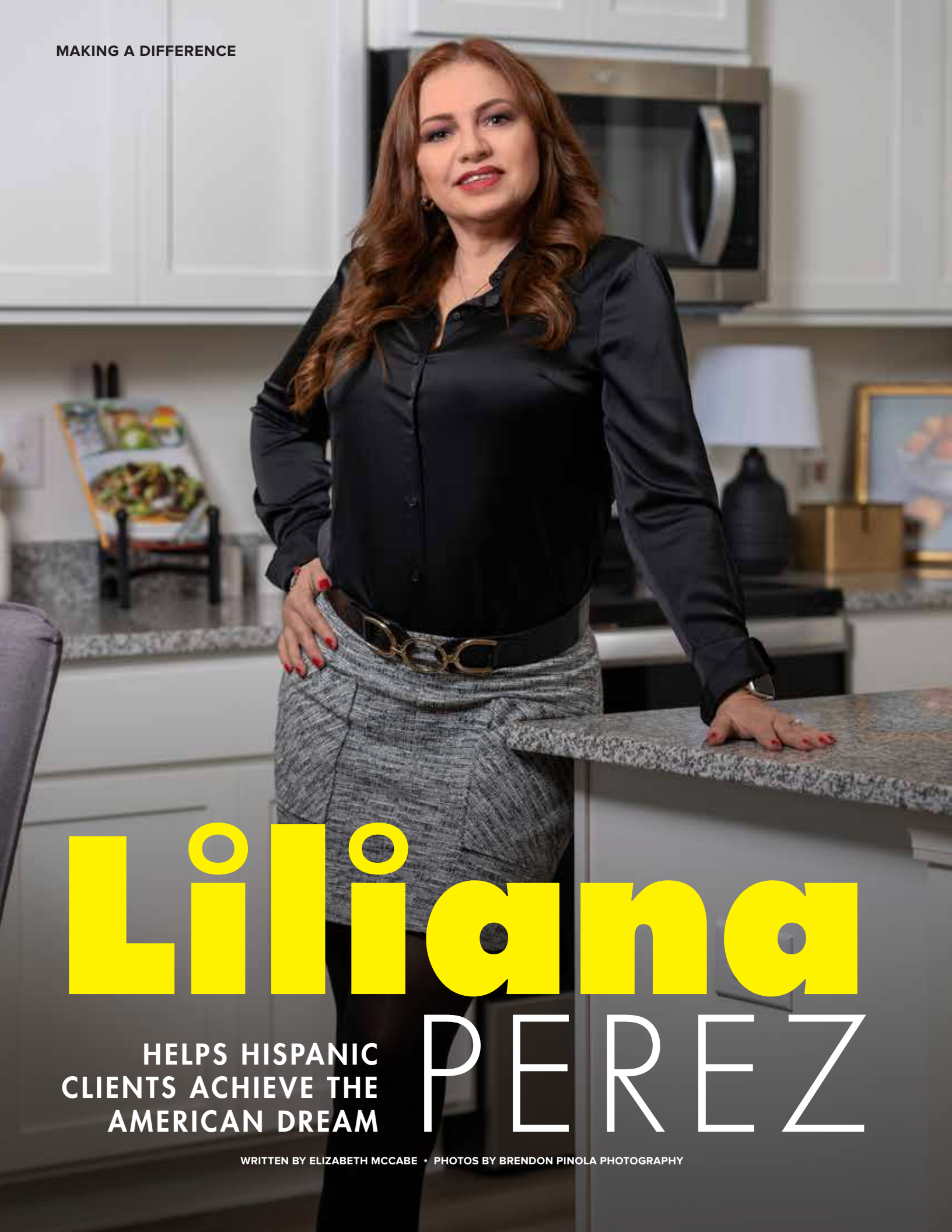


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Liliana PEREZ

HELPS HISPANIC CLIENTS ACHIEVE THE AMERICAN DREAM

WRITTEN BY ELIZABETH MCCABE • PHOTOS BY BRENDON PINOLA PHOTOGRAPHY

Coming to America without knowledge of English is a daunting task. Battling the language barrier, finding a job, and putting down roots in the community can be intimidating. Even more challenging is trying to buy your first home. Where do you even start? That's where REALTOR® Liliانا Perez with Keller Williams Hoover is happy to help.

Originally from Mexico, Liliانا migrated to the United States in 2007. "I was a bilingual teacher, and all my students were bilingual Hispanics," she shares. She worked in the city of Dallas, where she also worked in real estate.

In 2022, Liliانا moved to Birmingham and wanted to continue to do real estate. This is where she saw a need.

"In the city, there are not a lot of Hispanic real estate agents," she explains. "But there is a growing Hispanic community. I figured I needed to do something to service the Latino and Hispanic people here in Birmingham." She saw that the community was continuing to grow. "There are a lot of studies that show that the Hispanic population is one of the largest growing communities for home ownership," she continues. Liliانا knew she wanted to make a difference with her heart to help Hispanics.

Strong Together Through NAHREP Recognizing the need for specialized resources and support, Liliانا joined forces with other professionals to establish a local chapter of the National

Association of Hispanic Real Estate Professionals (NAHREP). "We now have a board of directors with 10 members," she says proudly. "I'm the marketing director for our chapter."

The mission is clear: equip real estate agents—Hispanic and non-Hispanic alike—with the tools and knowledge needed to serve the Hispanic community effectively. "It's not just about speaking Spanish," Liliانا emphasizes. "You need to understand the unique challenges Hispanic families face, such as language barriers and multi-generational buying practices."

NAHREP's first event was held on January 15, a webinar that introduced

Birmingham agents to the organization and its resources. "Homeownership is key to building wealth," Liliانا explains. "We want to ensure that all agents are prepared to help Hispanic families navigate the process."

Specialized Knowledge for Unique Needs

Liliانا's expertise extends to understanding specialized loan products, such as Individual Tax Identification Number (ITIN) loans, designed for clients without traditional Social Security numbers. "It's important for agents to be knowledgeable about these products," she says. That's how real estate professionals can truly serve our community.



“IT'S NOT JUST ABOUT SPEAKING SPANISH. You need to understand the unique challenges Hispanic families face.”

The influx of Hispanic professionals in Birmingham, driven by the automotive industry, further underscores the need for culturally competent agents. Companies like Mercedes-Benz and its suppliers are bringing engineers from Mexico on L1 visas, many of whom prefer to buy homes rather than rent.

A Personal Touch

Liliana's path to real estate began in Texas in 2016. After moving to Birmingham for her husband Gerardo's job in the automotive industry, she quickly adapted to the Alabama market. Today, she works with Keller Williams Hoover and continues to serve her community with dedication.

Beyond real estate, Liliana is passionate about salsa dancing. As a member of I.V. Motion's Southern Senioritas team, she participates in performances in dance congresses across the country. "It's my way to stay connected to my culture and share it with others," she says. "It's also a whole lot of fun!"

Liliana and her husband are proud empty nesters. One of their sons is pursuing a Ph.D. in cognitive neuroscience in Miami, the other has an MBA and works as a financial advisor in Texas, while their daughter is a paralegal in Texas and plans to attend law school next year. At home, they enjoy the constant companionship of their two dogs and embrace their connections and community here in Birmingham.

The Next Generation

Liliana's dedication to her clients and her role in NAHREP is shaping the future of Hispanic homeownership in Birmingham. "We're building a strong foundation for the next generation," she says. Real estate is about more than buying and selling homes; it's about making dreams come true for those who thought they could never achieve homeownership. There is nothing more rewarding than that!

“ Homeownership is key to building wealth. We want to ensure that all agents are prepared to help Hispanic families navigate the process.”



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Jessica Gilmore

From Pageants & Patients to Properties

WRITTEN BY ELIZABETH MCCABE
PHOTOS BY BRENDON PINOLA PHOTOGRAPHY

Meet Jessica Gilmore—former Miss Alabama, hospice worker, and now a thriving real estate agent. Jessica’s road to real estate, marked by grace, grit, and gratitude, demonstrates how life’s twists and turns can lead to finding your true calling.

Born and raised in Tuscaloosa, Jessica grew up visiting Birmingham, but it wasn’t until her pageant career brought her to the Magic City that she fell in love with it. “Winning Miss Alabama in 2017 was a life-changing experience,” Jessica recalls. “I traveled the state, connected with people from all walks of life, and realized Birmingham was where I wanted to plant roots and make a difference.”

That pivotal year also brought personal milestones—Jessica met her husband, Gray, during her reign. After completing her undergraduate degree at the University of Alabama in 2019, she married Gray, and the couple moved to Birmingham. With Gray pursuing law school, Jessica supported their family by working in hospice care.

From Hospice to Housing

Jessica’s first job as a volunteer coordinator and later a marketing professional in hospice was deeply rewarding yet emotionally taxing. “I became so invested in the patients and their families. It was fulfilling but incredibly draining,” she explains. When the COVID-19 pandemic struck, her role changed drastically. Unable to visit hospitals, Jessica found herself with more time at home—a silver lining that led to her next career pivot.

“My husband encouraged me to explore real estate, saying I’d be great at it,” Jessica shares. Inspired by the idea of a flexible, family-centered career,

Jessica dove in. While Gray studied for the bar exam, Jessica turned their 600-square-foot apartment into her own “quarantine academy,” preparing for the real estate licensing exam. She passed on her first attempt and began her real estate journey in October 2020. Now, she can’t imagine doing anything else.

Lessons from a Personal Perspective

Jessica’s first real estate transaction was particularly close to home—she and Gray purchased their first house in December 2020. “Dealing with my husband as a client was an experience,” she laughs. “It gave me a new level of empathy for first-time homebuyers and the challenges they face.”

That experience solidified Jessica’s passion for real estate. “Helping people achieve milestones like buying their first home or finding a space for their growing family is so rewarding,” she says. “It’s about being part of their story.”

Balancing Motherhood and Business

Now a mother to one-year-old Amelia True, lovingly called “Millie,” Jessica’s days are a blend of family and work. “Life is different than it was five years ago, but in the best way,” she says. Jessica often takes Millie along to showings and closings, where the toddler has become a favorite among clients. “She’s my little coworker, and it’s so special to have her with me. Clients sometimes want to see her more than me,” she jokes.

Jessica credits her ability to balance motherhood and work to the support of her family, neighbors, and clients. “My parents, in-laws, and husband have been amazing, as have my gracious clients, who are so accommodating.”

A Foundation of Faith and Service

Jessica’s values of faith and service have been her guiding principles. “My platform during Miss Alabama was reducing food insecurity, and I worked with food banks to provide meals to those in need. That experience shaped my desire to serve others,” she shares.



“
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Today, those values are woven into her approach as a real estate agent. “My motto is, ‘Leave people better than when you found them.’ It’s not just about selling houses; it’s about advocating for clients and genuinely caring for them as people,” she adds.

Jessica also emphasizes the importance of work-life balance. “Being 100 percent present with my daughter, husband, family, and church is a priority,” she says. “Having a little person dependent on you for everything shifts your priorities in the best way.”

The Road Ahead

As Jessica continues to grow her real estate business, she dreams of spending more time with her family, even working alongside Gray, who practices banking and financial services litigation. “The dream would be to combine work and family more seamlessly,” she says.

Outside of work, Jessica enjoys singing, a passion inherited from her parents, who were professional opera singers. “Music is such a big part of my life,” she says. Jessica serves on her church’s worship team, performing in services that she describes as “a gift back to God.”

Jessica’s advice for aspiring top producers is simple yet profound: “Make it about the people, not the transactions. If your heart is in the right place, success will follow.”

A Legacy of Love

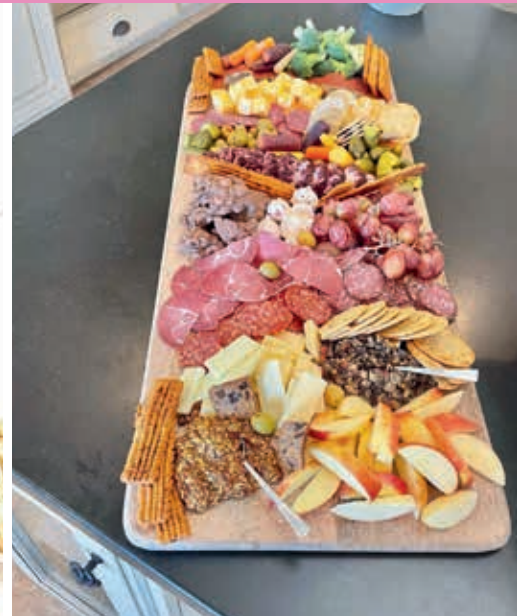
For Jessica, success isn’t just about professional achievements. It’s about building a strong foundation for her family and leaving a positive impact on everyone she meets. Whether she’s serving clients, caring for her daughter, or spending time with her husband, Jessica lives by the belief that with preparation, prayer, and perseverance, anything is possible.

As she puts it, “That crown I wore as Miss Alabama became a microphone to share what’s important to me.” Faith, family, and service are essential to Jessica, who has made a difference for countless individuals here in Birmingham and beyond. Her optimism, coupled with her extroverted nature, make her a bright light in local real estate – one that will continue to burn brightly for years to come.



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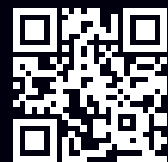


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