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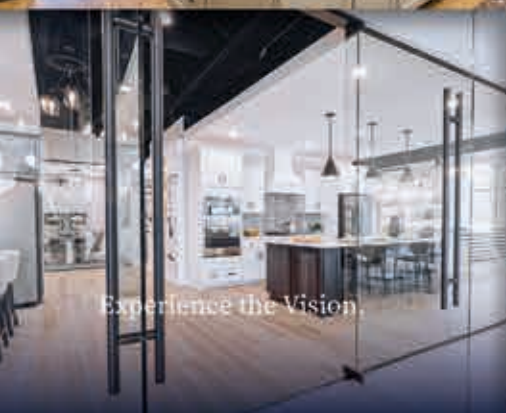
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BRETT STROUD

WRITTEN BY ANITA JONES • PHOTOGRAPHY BY TYLER GRAHAM

Brett Stroud – Rising Star – ReMax Executive

For Brett Stroud, the journey into real estate was more than a career shift—it was a culmination of years of experience, personal growth, and about creating the life he had always wanted. A licensed REALTOR® since 2021, Brett’s journey into the industry is deeply rooted in years of experience, personal growth, and an unwavering belief in hard work. “I grew up working with my dad building custom homes, so construction has always been in my blood.”

Those early experiences shaped Brett’s perspective on craftsmanship and dedication. “In 2008, when we shifted to multi-family projects and started building townhomes, I learned the value of precision and teamwork,” he recalls. “Those lessons have carried over into everything I do.”

Growing up in Florence, South Carolina, Brett’s foundation of resilience and dedication began taking shape early. A graduate of West Florence High School and Florence-Darlington Technical College, where he studied Criminal Justice, Brett combined his educational background with hands-on construction and leadership roles. But his big leap into real estate came unexpectedly.



“When I got laid off from my industrial job, I didn’t see it as the end—I saw it as an opportunity,” Brett shares. Encouraged by friends who believed he had a knack for sales, he seized the chance to reinvent himself. “I had always loved Surfside—it felt like home because of the time I spent visiting my grandmother there. So, I made the move and dove headfirst into real estate school.”

Fate seemed to intervene when Brett met a classmate who worked as an assistant to Lance Stopper of Century 21 Stopper. “She told me she was impressed by my performance in class and thought I’d be a great fit for their brokerage,” he says. That connection opened the door to his first opportunity in real estate.

“I’ve always been comfortable in residential construction,” Brett explains, “but what really drives me is helping people achieve their dreams. Whether it is a first home, new construction, or an investment property, seeing those dreams come to life is incredibly fulfilling.”

For Brett, success in real estate is rooted in honesty, hard work, and building lasting relationships. “It’s not just about closing a deal—it’s about treating people right,” he emphasizes. “How you treat people leaves a lasting impression, and that’s more important than any financial gain.”

Guiding first-time homebuyers is one of Brett’s favorite aspects of the job. “I love turning their doubts into the joy of homeownership,” he says. “There’s nothing like seeing someone’s face light up when they realize they’ve found their dream home.”

He admits that communication has been a key to his growth, especially when overcoming challenges like fear of rejection. “When I first started making cold calls, it was intimidating,” Brett admits. “But now? I look forward to it. It is part of stepping up for my clients and making things happen.”

Outside of work, Brett’s passions keep him grounded. “Fitness is a big part of my life—it keeps me sharp,” he says. He is also a lover of live music, a proud South Carolina Gamecocks fan, and a self-proclaimed foodie. “Cooking is my therapy. It is where I get to be creative and patient at the same time.”

Brett’s family plays an integral role in his story. “My mom, Candice, is my best friend. We love exploring new restaurants and spending beach days together,” he shares. His father, Jim,





“**Success to me is waking up every day and loving what I do. It’s about being honest, hardworking, and leaving a legacy of integrity.**”

remains his role model and adventure buddy. “We have made some incredible memories hanging out on his beautiful yacht in Fort Lauderdale and the Florida Keys. Those times remind me of what is profoundly important.”

When it comes to defining success, Brett keeps it simple. “Success to me is waking up every day and loving what I do,” he says. “It’s about being honest, hardworking, and leaving a legacy of integrity.”

He often draws inspiration from a favorite quote by General George S. Patton: “*A good plan executed now is better than a perfect plan executed next week.*” Brett adds, “It’s a reminder to take action, trust your instincts, and keep moving forward.”

For Brett Stroud, success is not just about following a path—it is about building one with intention, integrity, and a commitment to making every connection meaningful.






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CYNDI COBB

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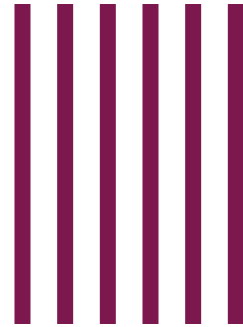
WRITTEN BY ANITA JONES • PHOTOGRAPHY BY JEREMY KIEREZ - HIGH TIDE CONTENT

“Life is an adventure,” says Cynthia “Cyndi” Cobb, a realtor with RE/MAX Southern Shores. Her journey to real estate is as unique as her approach to serving clients. From Michigan to Myrtle Beach, Saudi Arabia to New Hampshire, and from corporate sales to international tour directing, Cyndi’s diverse experiences have shaped her into the dynamic problem solver she is today.

Cyndi's journey has been nothing short of extraordinary. Starting with her first job at Gannett Publishing in Michigan before following her first husband, an airline executive, to Jeddah, Saudi Arabia. For four years, she thrived in international recruiting, hiring IT and administrative experts while embracing the rich multicultural experiences of the region.



Her next chapter led to New York City and later Connecticut, where she married a musician and worked in corporate sales and marketing. While their careers were demanding they found joy in growing their family. They adopted their daughter from Korea as an infant and later welcomed their son as a newborn. A startling comment from their ten-year-old son about expecting a BMW at 16 inspired a lifestyle change.



In pursuit of something different, they set their sights on owning an Inn. After selling everything to relocate to Camden, South Carolina, for their Inn, the deal fell through at the last minute. Eventually, they found their dream—a charming New England Inn in a vibrant college town. Running the inn was fulfilling but demanding, with fine dining and weddings keeping them busy. However, the events of 9/11 dealt a significant financial blow, wiping out \$50,000 in cancellations within a week.

reflects. “I often think about how fun it would be to compare notes with her now.”

Living in Saudi Arabia early in her career was a defining experience. “I worked in HR for an American company and learned that no matter where we’re from, we all want the same things: safety, family, and fulfillment,” she says. Those lessons stayed with her, helping her navigate life’s challenges, including a pivotal moment when a deal to purchase an inn in South Carolina fell through. “We found ourselves without a home, jobs, or a plan. But we did not give up. Three months later, we were running a successful inn in New England.”

With their children’s college expenses looming, Cyndi pivoted. She returned to corporate life as a director of sales for Royal Caribbean and later trained as a travel tour director with Tauck Tours, exploring destinations from Cuba to Iceland. In 2016, they sold the inn after 15 years and relocated to Myrtle Beach. Once there, they began flipping houses.

Service Beyond Selling

For Cyndi, real estate is not just about buying and selling homes. “I’m passionate about being a resource for my clients,” she says. “One day, I helped clients find a jeweler, an excellent restaurant, a trust attorney, and a great painter. I’m an ambassador for the Myrtle Beach area, and I love that role.”

Her concierge-level service extends beyond transactions. “Seeing my clients excited about their new lives here is the most rewarding part,” she says. “When they post pictures of the beach, golfing, or family time, I feel their joy.”

Lessons for Success

Cyndi’s advice for aspiring realtors is simple yet profound: “Be generous with your time and treat it as a real job. When I started, I had no listings and few clients. I previewed homes, visited new construction, shadowed other agents, and worked open houses. I learned by doing and by building relationships.”

Her mantra, “Don’t give up,” has guided her through challenges and triumphs. “There is always a way around, through, or nearby as an alternate solution. I am a problem solver.”

Finding Home in Real Estate

Flipping houses alongside her husband, Mason, was the spark and catalyst to her interest in real estate. “We loved the process,” she recalls. “It was rewarding to transform a house and see the joy it brought to buyers.” When Covid halted travel in 2020, Cyndi seized the moment to reinvent herself once again, earning her real estate license at the end of that year.

“I had been traveling 20 weeks a year as a tour director and realized I wanted to spend more time at home now that I lived in such a great place,” Cyndi shares. “Moving to Myrtle Beach made me think about how I could help others make this area their home. I wanted to be the resource I wish I’d had when Mason and I moved here.”

A Life of Resilience and Adaptability

Cyndi’s story is one of resilience and adaptability. After growing up in suburban Detroit, she admired her mother’s ability to balance a career in banking with motherhood. “She later had a successful career in real estate,” Cyndi



Family, Fun, and Legacy

Cyndi’s life is enriched by her family’s love and creativity. Her husband, Mason, a songwriter and musician, shares her passion for golf and collaboration in business ventures. Their children, Lisa and Jesse, and their grandchildren, Ava and Nora, bring joy and inspiration, especially during visits to the beach.

In her free time, Cyndi enjoys cooking, baking, and listening to Mason’s daily music practice. She is also a member of the North Myrtle Beach Woman’s Club, which supports local charities.

“Success, to me, is knowing I’ve done my best,” Cyndi concludes. “It’s about helping others, solving problems, and building lasting relationships.” As she continues to grow her business, her goal remains clear: to be a trusted resource and a beacon of positivity for her clients and community.

Her favorite quote sums it up perfectly: “Whether you think you can, or you think you can’t – you’re right.” With her determination, Cyndi’s path is firmly set on the “can” side of life.

“There is always a way around, through, or nearby as an alternate solution. I am a problem solver.”

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SEASIDE FURNITURE GALLERY & ACCENTS



WRITTEN BY BARBARA GART • PHOTOGRAPHY BY WESTON MEDIA



As you step into Seaside Furniture Gallery & Accents, you will find beautiful dining room sets, luxurious mattresses and comfortable sofas, but more importantly, you will find a staff who genuinely cares. Owner Julie Almeida, says, "Seaside's motto is 'We Love Our Customers.' The relationship we have with our customers is so important, and our personal service and attention to detail is what keeps our customers coming back. Sometimes, they stop by with gifts of homemade sweets, and other times, they bring in their family and friends. We are not pushy and want everyone to take their time in our showroom, because believe me, there is a lot of inventory to see."

"In our new main showroom in Little River, there is over 30,000 square feet of inventory to browse, including living room, bedroom, dining room, and office furniture. We also have bunk beds, recliners, large area rugs, mattresses and outdoor furniture. You can also check out our huge assortment of lamps, pictures, and accessories. In our Coastal Décor, Rugs and More store

in North Myrtle Beach, our customers can shop for smaller cash-and-carry furniture, area rugs, lamps, pictures, and accessories.”

“Surprisingly, our selection changes daily. We are constantly adding and delivering from our showroom floor. Alternatively, we offer hundreds of options for special ordering to fit our customers’ needs. Our sales and design personnel really listen to our customers and will find the right product, whatever the budget or style may be. We want our customers to feel relaxed and enjoy the experience of selecting their furniture and accessories. We make sure they are treated right from the time they walk in, through the purchase, and all the way to the delivery.”

Julie did not always set out to own a furniture gallery. Being a native and graduate of North Myrtle Beach High School, she began her career working in the restaurant and landscaping business. Her brother, Pete Morgan, asked if she wanted to go into business with him and she nervously said yes, which turned out to be a great decision. In 2001, they opened Seaside Home Accents in Calabash, North Carolina. They expanded with more stores in North Carolina and South Carolina. In 2008, they consolidated to their sole location in North Myrtle Beach. The North Myrtle Beach store currently sells Rugs, Coastal Décor and Home Accessories. And now in 2022, they have opened their primary showroom and mattress gallery in Little River. Julie is excited to be starting a new legacy for her three boys.

Julie and Pete have seen many design changes through the years. “When we first started in Calabash, we offered wicker and rattan, which was all the rave at the time. With the growing business, we began to offer pretty much everything to complete your home. Although we find our product offering to be quite Coastal, it is the colors that we enjoy the most. We offer all types of unique furniture to build and add colors in every room of the home, but we are

happy to go out of our comfort zone to fulfill any style.”

It is easy to see how much Julie cares about her “Seaside family,” which includes her staff, customers and even her sons who love being part of the family business. “The thing that led me to continuing my business throughout the years is I love my Seaside family, as well as all of our clients, new and old. I could not have grown my business without them. The most fulfilling thing about my work is the relationships we have with our customers, staff and manufacturers, along with the fact that my boys are working in the business.”

Being a part of the community is especially important to Julie, and Seaside Furniture Gallery & Accents takes part in a variety of organizations, one of their favorites being the Home Builders Spring/Fall Home Shows, which they participate in every year.

Julie has three adult sons in their twenties. All three work with her and have a prominent role in the store. When they can get away, they enjoy outdoor adventures, golfing, and spending time in the mountains. Julie also enjoys working in her yard and other home craft projects. She is a highly creative talent and makes the most



“The thing that led me to continuing my business throughout the years is I love my Seaside family, as well as all of our clients, new and old.

I could not have grown my business without them.”

beautiful display items for Seaside to donate to the coveted Real Producers event door prizes.

She wants to be remembered for contributing to the success of her friends and staff and being a supportive and loving mom. In addition, she is immensely proud of being a successful woman in a male-dominated industry. She defines success as “being a good role model for my family as well as my staff, and I strive to work as hard, if not harder, than those around me.”

Julie would like to extend an invitation to all REALTORS® to stop in to see the wide variety of products offered, as well as get to know her conscientious staff. Seaside Furniture Gallery & Accents is open Monday through Saturday from 9am to 6pm and Sunday from 1pm to 5pm.

The main showroom & mattress gallery is located at 10356 Highway 90, Little River, SC 29566. The Coastal Décor, Gifts, Rugs and More store is located at 527 Hwy 17 in North Myrtle Beach, and for more information, please call 843-280-7632 or visit www.shopseasidefurniture.com.



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Jerry String

From Protecting Communities to

Guiding Dreams

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

For Jerry String, a thriving career in real estate was the perfect way to channel his passion for helping others into a second act. After serving as a Police Officer with the Atlantic City Police Department for 22 years—culminating in his role as a Sergeant and head of the Forensics Unit—Jerry retired, ready to embark on a new adventure.

“I’ve always enjoyed helping people; it is truly my calling,” Jerry shares. “After retiring from law enforcement, I wanted my next chapter to reflect that passion.” Real estate had long fascinated him, and in May 2019, he officially obtained his license, launching a career that would quickly prove as fulfilling as his first.

Originally from South Jersey, Jerry is a proud graduate of Stockton University, where he earned a degree in Criminal Justice. Jerry was introduced to Lisa, his college mate’s sister, on graduation day—and these two eventually tied the knot! Raised with a strong work ethic modeled by his father, Jerry Sr., a Vietnam veteran and longtime member of the Air National Guard, Jerry carries those values into every aspect of his work.

The transition to real estate came during a pivotal moment in Jerry’s life. With the state takeover of Atlantic City and the closure of several casinos, Jerry and Lisa made the bold decision to relocate to South Carolina. While Lisa began teaching elementary school, Jerry





pursued his growing interest in real estate, earning his license and diving into a business that has since become a family endeavor.

Today, Jerry, Lisa, and their oldest son, Tyler, work together as licensed REALTORS®, offering exceptional service to their clients. “We are blessed to connect with people from all over the country and help them achieve their real estate goals,” Jerry explains. “For us, it’s not just about transactions—it’s about building lasting relationships.”

That commitment to relationships is evident in every facet of Jerry’s business. The most rewarding moments, he says, come when he helps clients find their perfect home. He loves witnessing their excitement on closing day. Over the past three years, his team has consistently closed more than 50 transactions annually—a testament to their dedication and expertise. These transactions have

added up to a remarkable \$82 million dollars in sales to date!

Outside of real estate, Jerry’s life is rich with family and adventure. Lisa and Jerry celebrated 26 years of marriage this past December, a milestone they cherish alongside their two sons. Tyler, 24, is not only a licensed Realtor but also a future medical student, set to begin at VCOM in Spartanburg in 2025. Owen, 22, works as a Dockmaster at Georgetown Landing Marina and shares his father’s love for the water, often spending his free time fishing and hunting. Together, the String family enjoys offshore fishing, exploring new restaurants, and traveling to discover new destinations.

Jerry’s dedication extends beyond his business. He actively supports Realty ONE Group’s ONE Cares initiative and volunteers with the YMCA, reflecting his lifelong commitment to service. When he’s not working or giving back,

Jerry recharges with early morning workouts, beachcombing for Pawleys Island shells, or embarking on fishing trips 50 miles offshore.

A man of integrity and heart, Jerry wants to be remembered as a dedicated advocate for his clients. His advice to aspiring top producers emphasizes the importance of clear communication and education. “When clients understand the process, they feel more confident and supported,” he says. “Our role is to guide them, navigate obstacles, and ensure they achieve their goals.”

“An ounce of prevention is worth a pound of cure,” Jerry says—a philosophy he lives by, whether on the job or out at sea.

For Jerry, success is simple: doing what you love every day while sharing the journey with those who matter most. Whether helping a family find their



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dream home or savoring lime Tostitos and key lime pie after a long day, Jerry approaches everything with gratitude, enthusiasm, and an unwavering commitment to excellence. His life is a testament to the power of passion, integrity, and a steadfast commitment to making every moment—and every connection—truly meaningful.



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