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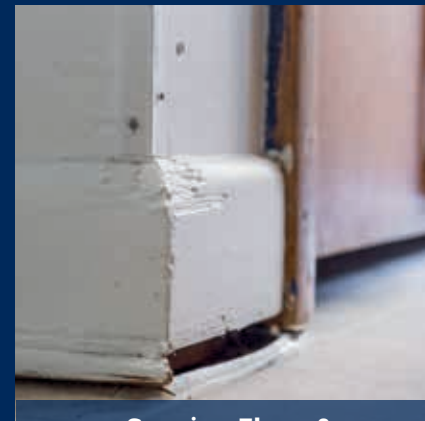
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# Christa Conley

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BY LUCY REYNOLDS

When you first meet Christa Conley, it's hard to pin her down to just one profession. She's a real estate agent, an artist, and a community builder—and most importantly, a mother. But those labels barely scratch the surface of all that she is.

"I'm a problem solver," she remarked. "I was born creative. As a kid, I was always decorating everyone's houses, wanting to make things prettier and bolder, to add contrast. And now I'm a creative business person."

Like many, her journey into real estate began unconventionally. She didn't wake up one day dreaming of becoming an agent. Instead, life nudged her there while she was running her former husband's construction company. "I was thrown in with the wolves," she recalled, "and it made sense for me to get my real estate license." Later, what started as a practical move became a passion, driven by her innate ability to see beyond the transaction.

Now working with eXp Realty in Knoxville (brokeraged out of Franklin, TN), Christa has found her sweet spot. "I see the people, and I see their achievements," she explained. "I see families building their homes together,

and it's a fun challenge to be a problem-solver for my clients."

But real estate is only one brushstroke in Christa's life. Art is her true heartbeat, a legacy passed down through the generations. "I have a bloodline of artists on both sides of my family," she said. Her artistic path has been diverse—from drawing portraits for friends during math class in high school to designing clothes in fashion school at Savannah College of Art and Design.

After a decade-long pause from art, she returned her passion a couple of years ago. Now she's even integrating her artwork into her real estate business, painting pieces for home staging, for example. "It's starting to evolve, and I'm just enjoying the process and seeing where God leads me," she explained with a hint of mystery.

**"It's a fun challenge to be a problem-solver for my clients."**

Community service is another critical piece of Christa's story. Her brainchild, "Girls Night In 4 a Cause," began as a simple idea to make social gatherings more meaningful. "I wanted to spend time with my friends, but I wanted us to spend our time a little more productively," she explained. What started as a Knoxville gathering has now expanded to multiple cities, with chapters in Sarasota, Nashville, Hilton Head, and plans for Charleston and other cities in the works. The concept is simple yet powerful: friends gather monthly, bring \$20 and a bottle of wine, and support a cause chosen by the hostess. "There's so much more to life than just ourselves," Christa pointed out. "There are a lot of people in need out there."

And her humanitarian work hasn't gone unnoticed. She received the "Service to Mankind Award" from the Downtown Sertoma Club last year; and for Girl Talk, Inc., she was named "Role Model of the Year" a few months ago, having raised nearly \$11,000 for the organization. Girl Talk, Inc. holds a special place in her heart, particularly because she became a mother herself at a young age. Girl Talk,





“There’s so much more to life than just ourselves.”

Location credit: The Graduate Hotel

Inc. supports girls from elementary school through college, providing educational programs and life skills. “They make these girls feel important, special, and seen,” Christa described. The organization has an impressive 100% high school graduation rate and provides comprehensive support—from sex education to college and apartment applications to financial literacy—to prepare young women for real life.

Christa’s three daughters—Celia, Lydia, and London—are truly her

greatest pride and joy. Celia is 25 and has begun her career in Charleston; Lydia is currently studying at UT; and 10-year-old London is already showing artistic promise like her mom, writing books and creating art that Christa says goes far beyond her own skills.

Looking ahead, Christa is planning to spend part of this coming summer abroad, learning new artistic techniques and styles. She is also collaborating with Celia on developing some creative products—though she’s

intentionally keeping the details close to the chest for now. A jazz music lover, Christa says the last thing she read was London’s homework!

When asked about how she juggles her many passions, Christa said her goal is to be about 50/50 between art and real estate—and she’s quite close to accomplishing that balance. It all works together: She’s a real estate agent who paints, a community leader who fundraises, and a mother who creates. What a fulfilling life!



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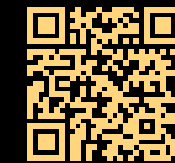
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# BJ Browning

MASTER SERVICES REAL ESTATE RESPONSE TEAM

Offering Trustworthy Solutions

BY LUCY REYNOLDS  
AND PHOTOS BY AMY SULLIVAN PHOTOGRAPHY



When BJ Browning reflects on his career, he doesn't talk about climbing corporate ladders—he talks about building relationships. “I'm basically trying to fix a problem and help you get to the place you need to be,” he explained, capturing the essence of his work with Master Services' Real Estate Response Team.

After 11 years with Pepsi, BJ was presented with an opportunity at Master Services that seemed almost too good to be true. “It was a big risk for me,” he recalled, “because I was just about to start a family, and I was already getting paid pretty good money.”

The decisive moment came months later when his friend at Master Services shared something profound—that he could honestly say he had become a better person through his work with the company—and that conversation changed everything. “It told me that the company wasn't just a company,” BJ said, “and the job wasn't just a job. It was a culture and a lifestyle.”

Six years later, his conviction remains unshaken. “It's been true since the beginning,” he declared. “It's a really great company, and it was the best decision I've made in my career.”

With the Real Estate Response Team, BJ has found a passion in reviving and building upon the work that the late Barry Jenkins began at Master Services. The team covers an impressive territory, from Middle Tennessee to Upper East Tennessee to parts of Georgia and Virginia, addressing potential issues in homes.

The idea is to help homeowners—buyers and sellers—and real estate

FOR BJ, IT'S NEVER BEEN JUST A JOB. IT'S ABOUT SOLVING PROBLEMS, BUILDING TRUST, AND CREATING MEANINGFUL CONNECTIONS, ONE HOME AT A TIME.





Location credit:  
The Manor at  
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**“I WANT AGENTS TO  
UNDERSTAND OUR PROCESS  
AND TO KNOW THAT I’M HERE  
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agents address any issues that come up during home inspections. “Rather than a contractor who’s a roadblock to a closing, we want to be the vehicle that gets in there and makes it happen,” BJ explained. “We want to make things as easy and as efficient as possible, with two promises in mind: *Never make a mountain out of molehill, but never put a band-aid on a bullet hole.* We want to do it right but not overdo it.”

With that in mind, BJ isn’t a traditional salesperson, but rather a problem-solver with a unique philosophy. Instead of a sales transaction, he focuses on what he calls a “relational transaction.”

BJ’s professional life is interestingly intertwined with his personal life. His wife joined Master Services about a year and a half after he started, and she now directs the company’s call center. “I grew up in a family business, and I swore I would never work with family,” he admitted. “But the company and the culture here gave me the peace to explore that option.”

And family is at the heart of everything for BJ. “I’m most proud of my family,” he said. “Watching my 7-year-old son grow and prosper, and seeing my wife’s incredible professional journey—from being a restaurant hostess to running an HVAC company to becoming a call center director—that’s what makes me proud. And the news is out now: We have a baby girl on the way, too!”

For REALTORS, BJ offered some simple wisdom: “From my perspective, the first goal of REALTORS is to gain the trust of their client,” he remarked, “and the same goes for me—my goal is to build trust with not only the homeowners but also with REALTORS. I understand the issues that come up during inspections, and often they sound worse than they are. I want agents to understand our process and to know that I’m here to help them.”

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Outside of work, BJ enjoys a life filled with family adventures. “We love going camping and taking our son to baseball games,” he said, “and just getting out and doing family things. Also, music...I’ve been getting into contemporary country lately, like Zach Bryant and Morgan Wallen. I like music you can sing to, especially when you’re driving. My wife is a singer—we met in the music department in college—so we do a lot of singing around our house.”

Looking to the future, BJ is passionate about honoring Barry’s legacy and continuing to grow his vision for the Real Estate Response Team. “I want to see this division become bigger than it has ever been,” he said. “I want to make Barry proud of what we’re doing.”

For BJ, it’s never been just a job. It’s about solving problems, building trust, and creating meaningful connections, one home at a time.

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# Krista Freshour

Honors Real  
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## Embracing the Heart of Real Estate: Serving Others

BY LUCY REYNOLDS AND PHOTOS BY NINAROSE PHOTOGRAPHY

When Krista Freshour talks about real estate, her passion isn't about transactions—it's about people. A mother of four with a background in pharmaceutical sales and a heart deeply rooted in her faith, Krista has built a real estate career far more meaningful than just selling houses.

She inherited her philosophy from her father, whom she credits as one of the most significant influences in her life. "He was in management and then became a business owner, but it was always about how he could help others. He could relate to people, and he had a servant way of running his business."

When Krista's children were small, she couldn't find childcare that she felt comfortable with, so she was a stay-at-home mom for a decade. In earning her real estate license in 2017, she thought real estate would just be a part-time endeavor. After Wil and Glen Glafenhein at Honors Real Estate Services encouraged her to join them, not surprisingly, what started as a tentative side gig quickly became a full-time calling.

"I remember when I interviewed with Wil, he said, 'It's really hard to be a part-time realtor. You're either going to not be busy enough, or you're going to be very busy,'" Krista recalled. "I didn't believe him at first, but he was absolutely right. I got busy really quickly—and when you really care about your clients, you're going to do the very best you can."

Krista's approach to her clients is deeply relational, focusing on

understanding and serving their needs. She believes her entire background uniquely prepared her for her role as a REALTOR. With a degree in marketing and psychology, a previous career in pharmaceutical sales, and a bit of prior real estate investing with her husband, all along she had unknowingly been building the perfect skill set for a successful real estate agent.

It's important to note, too, that Krista's faith plays a central role in her professional life. "Everything I do is under the umbrella of my faith," she explained. "I consider my real estate work an opportunity to serve others, almost like a ministry. I pray for my clients, even if I don't always explicitly share my faith with them."

This servant-hearted approach is evident in her work with Honors, which Krista describes as feeling like a family. "The relationships there are personal," she said, "and we all help each other out. People are very generous with information and wisdom so we can all help each other be better."

As a "Sherpa" at Honors, Krista is responsible for training new realtors, and she often finds herself in a nurturing role.



**When you really care about your clients, you're going to do the very best you can."**

"Sometimes I feel like a mother hen," she admitted. "People call me for advice a lot."

Beyond working in residential real estate, Krista and her husband have also ventured into property investment. They've developed rental cabins in Tellico Plains, and she is currently completing her first house flip—a project she has been thoroughly enjoying. "I love envisioning how something could be and then making that vision a reality," she said. In fact, if she had to change careers, she'd probably do something in home design.

In thinking of her future in real estate, she's contemplating expanding her business model. While she's intrigued by the idea of creating a team, she's also cautious about finding a structure that genuinely serves all involved. "Thus far, I haven't found a team model that works for everyone," she explained. "I want something where every team member feels valued, and it's not just a stepping stone to something else."

Her five-year vision is ambitious yet grounded. Her children are now aged 15–22, and with her youngest child

leaving for college in the next few years, she anticipates continuing her real estate work while also allowing more time for extended family and travel. No matter what, her priority remains consistent: serving people and maintaining deep, meaningful connections.

When asked what gets her up in the morning, she immediately answered, "My faith, relationships, loving people well—my family, my friends, my clients." She's proud of how many people she's been able to help in real estate—and proud of the five-star reviews she's received. But for her, real estate isn't just about closing deals. It's about opening doors—both literally and metaphorically—for the people she serves.

"If there's anything people should know about me, it's that I love doing real estate because I love serving people," she summarized. "I find it really fun, and I love meeting other REALTORS and partnering together for our clients. There's enough business for all of us who want to work hard and serve people really well." -- In Krista's case, that's not just a motto—it's a way of life.

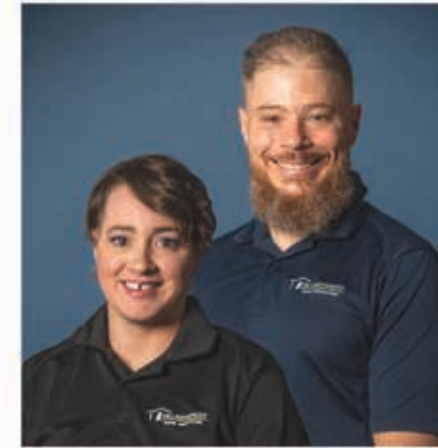


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“  
I love envisioning how something could be and then making that vision a reality.”

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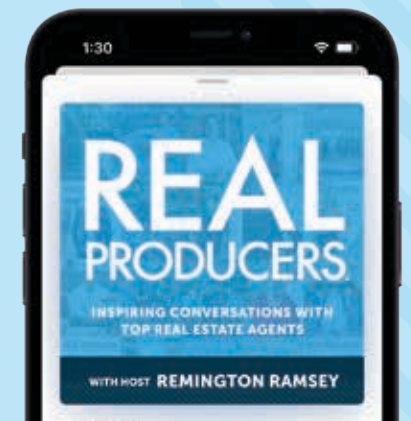
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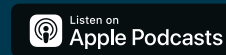
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# Q&A

## MEET THE REAL ESTATE MEDIA TEAM THAT TOOK KNOXVILLE BY STORM



### QUESTION

What inspired the launch of Elevated Media, and how did you grow so quickly?



### ANSWER

We saw a gap in the market—real estate media was stuck in the same old routine, and agents needed more than just pretty photos. They needed partners. So, we brought energy, creativity, and a fresh perspective to Knoxville. We focused on getting agents on camera to build their brand, and that's what really allowed our company to take off. Our clients didn't just get great media, they got a new level of confidence and connection with their audience by building their personal brand.

### QUESTION

What sets Elevated Media apart from other real estate media companies?

We don't just show up to take pictures; we show up as part of your team. Whether it's coaching agents on-camera, above and beyond customer service, or just making the entire appointment fun, we're fully invested in our clients' success. It's not just about the media—it's about the experience, the relationship, and the wow factor we bring on-site. We strive to make the Elevated Media Experience one of a kind.

### ANSWER



### QUESTION

Why is video content such a big focus for Elevated Media?

### ANSWER

We are a top to bottom real estate marketing agency that does everything you need from listing photography to Matterport 3D tours, but video is where the magic happens. It's personal, powerful, and it builds trust. When agents get on camera, they stop being just names and start being recognizable faces. That connection drives engagement and engagement + relationship building sells homes! We're not just making videos; we're helping agents become local celebrities by building their personal brands. Video is the future of real estate marketing and we are at the forefront of it.

### QUESTION

What's next for Elevated Media?

### ANSWER

We're just getting started. The goal isn't just to be the biggest—it's to set the standard. We'll keep innovating, keep delivering unmatched experiences, and keep raising the bar for what real estate marketing can be. As we continue to grow our mission will always be finding ways to best serve our clients. Watch out, Knoxville—this is just the beginning...



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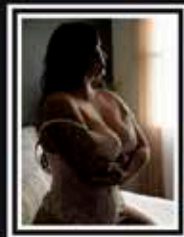
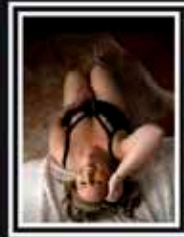
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*About Michael Selcer*

Michael pursued a career in real estate to prioritize his family and take control of his future. His hard work and consistent efforts have swiftly made him a standout in the industry. Known for his dedication, reliability, and commitment to excellence, Michael's fresh perspective and adaptability have earned him the respect and admiration of clients and colleagues. He has emerged as a valued team member and a leader in the office, further solidifying his reputation in the field.

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Michael Selcer, with Operating Partner, Dawn Jones, at the 2024 Awards Ceremony

"Michael is the first one in the office in the morning working on his real estate business. He is consistent which has produced a consistent business for him. He also volunteers to host Power Hour at the office, where he helps other agents get focused on communicating with their future, current, and past clients."

Team Leader, J Lewis

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