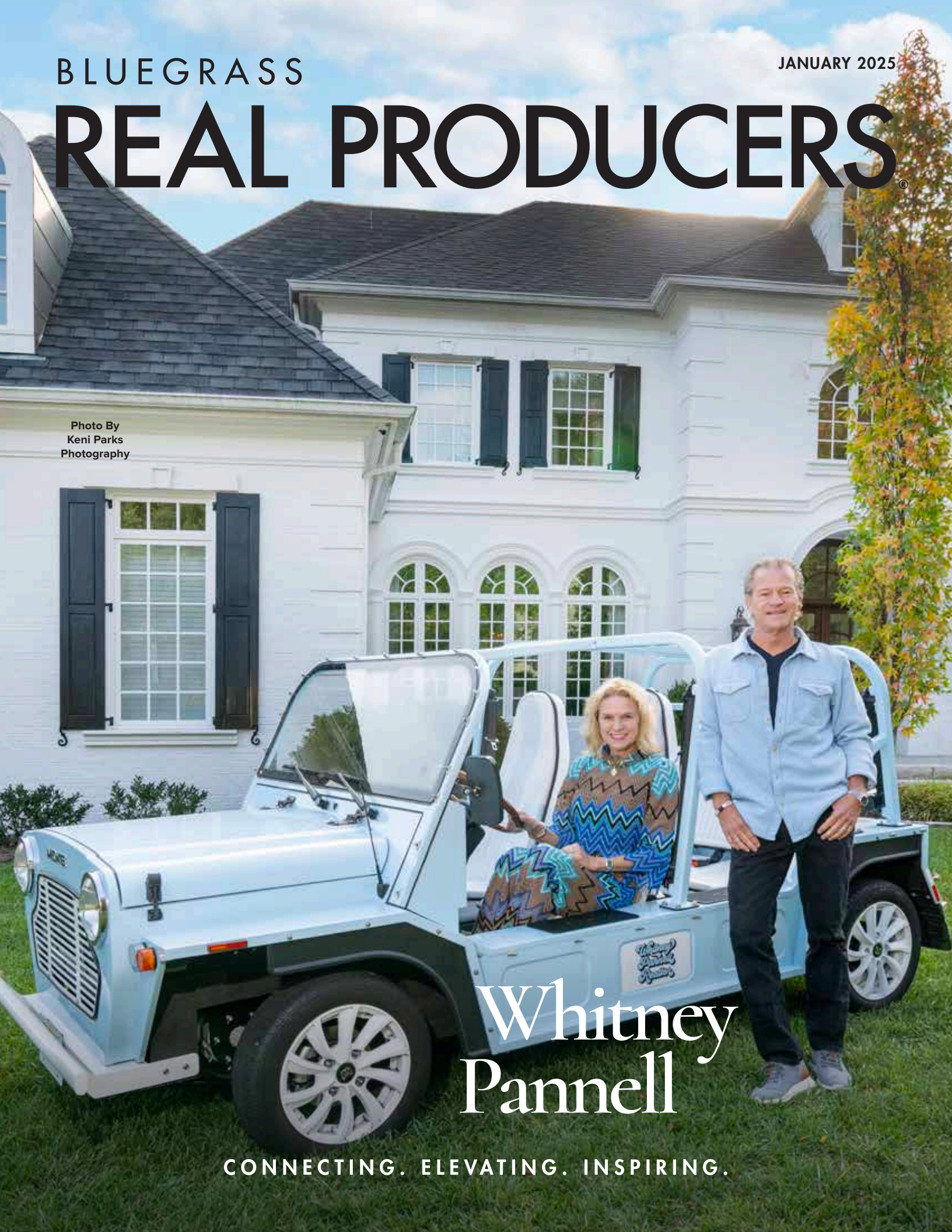


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# REAL PRODUCERS

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COVER STORY

If you are interested in nominating people for certain stories, please email us at: [ahutch@realproducersmag.com](mailto:ahutch@realproducersmag.com).







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# Whitney PANNELL

## Self-Made Entrepreneur Overcomes Obstacles to Rise in Real Estate

PHOTOS BY KENI PARKS PHOTOGRAPHY ·  
WRITTEN BY ELIZABETH MCCABE

“Behind every negative is a powerful positive.” - Rich Wilkins, Powerful Stuff

Sometimes the greatest burdens in life are blessings in disguise. Whitney Pannell knows that truth firsthand. Seeing her mother’s kidney disease moved her to become a kidney donor. Little did she know that the process of medical testing would uncover a life-threatening condition of her own. “During the multitude of tests to become a donor, a full-body scan revealed I had liver tumors,” Whitney recalls. The discovery was a shock. After some frantic Googling, she feared the worst—believing she had only six months to live.

“I became a total basket case,” she admits. Adding to the blow, her diagnosis disqualified her from donating to her mother, compounding the emotional toll.

What followed was a grueling medical ordeal: serious surgery to remove half her liver, six weeks of hardcore recovery, and five years of follow-up scans. The good news? The tumors were benign, and Whitney emerged with a profound sense of gratitude.

“God saved my life,” she says. “Had I not gone through the kidney donor process, the tumors might not have been caught until it was too late. My mother saved my life without even realizing it.” For that, she is grateful. She’s also grateful for her upbringing, which made the strong woman of courage and confidence that she is today – skills that would be invaluable in real estate.

“Every challenge has made me stronger. I’m grateful for the obstacles because they’ve shaped who I am today.”





### A Foundation of Independence

Whitney's strength can be traced back to her childhood in Lexington, Kentucky, as the only child of a mother with significant mobility challenges.

"My mom's condition meant I had to be independent from a very young age," Whitney shares. That sense of self-reliance propelled her to succeed and become a self-starter, a quality that would serve her well in life.

Her entrepreneurial spirit first manifested in college when she created worry doll hair barrettes. They became so popular she hired her mother's bridge club friends to help meet the demand, and her father traveled across the country selling them.

"By the time I graduated from the University of Kentucky, I had learned how to run a business, manage people, and deal with customers," Whitney says.

Her entrepreneurial ventures didn't stop there. She sold handmade candles, opened a candle factory in Canada, and ultimately returned to Kentucky to follow in her father's footsteps as a REALTOR®.

### A Legacy in Real Estate

Whitney's father, a successful brokerage owner, passed down his love of real estate to his daughter. After earning her license in 1994, Whitney dove headfirst into the industry.

"I started before the Internet, back when we used answering machines and had to physically get signatures on every offer and counteroffer," she says with a laugh. "It was a whole other world back then."

Fortunately, Whitney was up for the challenge. Her determination paid off. Whitney earned the title of Rookie of the Year early in her career, a milestone her father witnessed before his passing in 1996.

Today, Whitney and her husband, Rick, co-own Team Pannell Real Estate, which they founded four years ago. Together, they've closed over \$476 million in career sales, with \$46 million projected for this year alone.

### Words of Wisdom

After nearly 30 years in the industry, Whitney has plenty of advice for up-

and-coming REALTORS®: "It took me ten years to build a business that runs on autopilot," she says. "I paid my dues, doing open houses every Sunday and following up relentlessly. Success doesn't happen overnight."

Whitney also emphasizes the importance of social media. "I embraced Facebook in 2007 when everyone thought it was silly. Now, it's a cornerstone of my business."

Above all, Whitney believes in putting people first. "Let your clients know you care. It's not all about the sale. Answer your phone, follow up, and build genuine relationships."

### Balancing Family and Business

Family is a central part of Whitney's life. She and Rick, the former owner of Pannell Swim Shop, have been married for 25 years and share two children: Lucy Boone, a recent Western Kentucky University graduate pursuing a hospitality career in Hawaii, and Parker, a 21-year-old actor, comedian, and content creator based in Los Angeles.

"Parker was laser-focused on his career from a young age," Whitney says. "Letting him move to Hollywood at 14 was a big sacrifice, but it was the right decision for him."

Between managing a thriving real estate business and traveling to see their children, Whitney and Rick also enjoy making fun and creative videos, a skill inspired by Parker's success as a content creator. You can find her on Facebook, Instagram, and she has over 134,000 followers on TikTok.

"I'm also a big foodie," adds Whitney. She likes going out to eat, exercising, and playing pickleball.

### Gratitude and Growth

Whitney's path hasn't been easy, but she wouldn't change a thing.

"Every challenge has made me stronger," she reflects. "I'm grateful for the obstacles because they've shaped who I am today."

With a thriving business, a loving family, and a profound appreciation for life, Whitney Pannell continues to inspire those around her to turn life's negatives into powerful positives.



“

God saved my life. Had I not gone through the kidney donor process, the tumors might not have been caught until it was too late. My mother saved my life without even realizing it.”







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# Ideas that Work: 10 Social Marketing Tips

Is social media stealing your sanity? Don't let it! Be genuine, be social, and be ready to WIN!



## ASK THE EXPERT

"What if I don't have time to constantly post to social media?"



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Social media is not "optional" anymore but more an expectation. So, if you are going to have to do it, do it well. The first thing we need to remember is that social media, is above all else, SOCIAL. While it can be an outlet for learning, mostly people are on social to unwind and mindlessly scroll.

Most realtors are great salespeople. We get it, selling is what you do. The problem is that marketing and sales are NOT the same. They go hand in hand but one feeds the other and you must have both! So in this month's "Ask the Expert" we are focusing on the "Do's" and "Don'ts" of marketing your brand vs selling yourself on social media.

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## Don't just focus on your listings, pendings, and SOLDS!

Showing your success builds trust between yourself and your potential clients. But HOW you showcase that success can be either VERY powerful or very off-putting.

- Focus on building your brand loyalty and trust. Your reputation matters and you bring a lot to the table in every transaction. Show that off.
- Share your wisdom with thought leadership articles on LinkedIn.
- Considering writing long form posts on social.
- Put an emphasis on creating and maintaining a review funnel through Google. This will power the engine that is your "marketing machine" and make for GREAT social media posting fodder!

## Find out what works and do more of that on your social channels!

Consider utilizing a free content scheduling service to allow you to pre-create content and have it auto-posted to your platforms.

- Create content that leaves margins. This will allow you crop and create vertical, square or horizontal content from a single piece of media saving you time and effort. (video and photos)

- Use similar yet varied pieces of content on different days for different platforms. Take 1 idea or photo/video and post it in a few different ways tailored to each platform. Simply blanketing every platform with the SAME graphic on Monday will likely not produce the results you want.

## Change your perspective on HOW you showcase your listings.

- Tease your listings with video and link to your listing / website.
- Tag other businesses and friends to grow!
- Use the listing photos one at a time to "drip" campaign to your audience. You never know what someone may fall in love with (hint: it's usually NOT the first front photo of the home!)
- Utilize lesser popular functions of social to capture different audiences. For example: stories, reels and posts. Each of these have different algorithms, pull in different viewers and can be optimized in differently.

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# LAND GROUP TITLE

## Is Your Trusted Partner in Real Estate Closings

WRITTEN BY ELIZABETH MCCABE • PHOTOS BY RENEE HENSLEY PHOTOGRAPHY



Dream it. Do it.

For Karen Mumme, Principal Owner of Land Group Title, real estate law has been her passion and profession for decades. “I have been in title work or working as a closing attorney since 2002,” she recalls. During her first summer of law school, she got a job clerking in insurance defense. However, she longed to do title work instead.

“There was one title attorney, Billy Sherrow, in the office that did real estate,” she says. “I knocked on his door and begged him to get me out of insurance defense work and give me any grunt work that he could,” she smiles. Little did she know that this would be the foundation for her future.

“I followed Billy’s processor around and sat behind her for the rest of the summer,” she recalls. From there, she learned how to run title, which she did for the rest of law school. Although Karen tried different specializations of law during her time in law school, including working in planning and zoning for the city, her heart always led her back to title law.

After graduation, she started at a small law firm and worked in attorney-only closings before starting her own company, Land Group Title, in 2019.

### Personalized Service That Stands Out

Since its inception, Land Group Title has grown to include offices in Lexington, Louisville, Danville, Richmond, and New Albany, Indiana. While the company has expanded, Karen remains hands-on in every aspect of the business.

“I strive to provide truly personalized service,” Karen explains. “I am extremely hands-on and consider myself a true



owner-operator. I look at every file, check the accounting for every transaction, and look at every deed.” It’s important to her that our clients receive meticulous care.

Her commitment extends beyond traditional working hours. “Real estate agents and clients don’t always work 9-to-5. I make myself available when they need me, whether that’s evenings or weekends.”

Land Group Title offers a full range of services, including conducting real estate closings, facilitating transactions with lenders, buyers, and real estate agents, contract reviews, and deed preparation. Karen and her team ensure that every transaction is handled with precision and care.

### The People Behind the Process

What Karen loves most about her work is the people. “Clients are genuinely happy to come see me,” she says. “That’s





something unique in the practice of law. In most areas, clients see attorneys because something is wrong—a family matter or a court case.” In real estate, people come to Land Group Title excited about their future, and she loves being part of that.

Karen also deeply values her team of 24 dedicated professionals. She couldn’t do this without them and is grateful for them.

Karen is also quick to highlight the value of Land Group Title’s relationship with Bluegrass Real Producers. Through their partnership, they have gained additional exposure. “The events are fantastic,” adds Karen. “We have enjoyed the relationships that we have made.”

#### A Life Rooted in Gratitude

Outside of work, Karen is a proud mother of two boys. Though she’s not originally from Kentucky, she’s raised her family in Lexington and considers the area home. “Home is where the heart is,” she reflects. “I feel very lucky to be in such a great area of the country.” She cherishes the Bluegrass State and everything it has to offer. “I feel very attached to Kentucky and the communities here.” She feels fortunate to live and work in such a wonderful community.

#### A Trusted Resource

With Land Group Title, Karen Mumme has built more than just a title company—she’s created a trusted resource for real estate professionals and clients alike. Her passion, dedication, and hands-on approach make Land Group Title a standout partner in real estate closings.

**CONTACT US!**

For more information, visit [landgrouptitle.com](http://landgrouptitle.com) or contact Karen Mumme at 859.308.6849.

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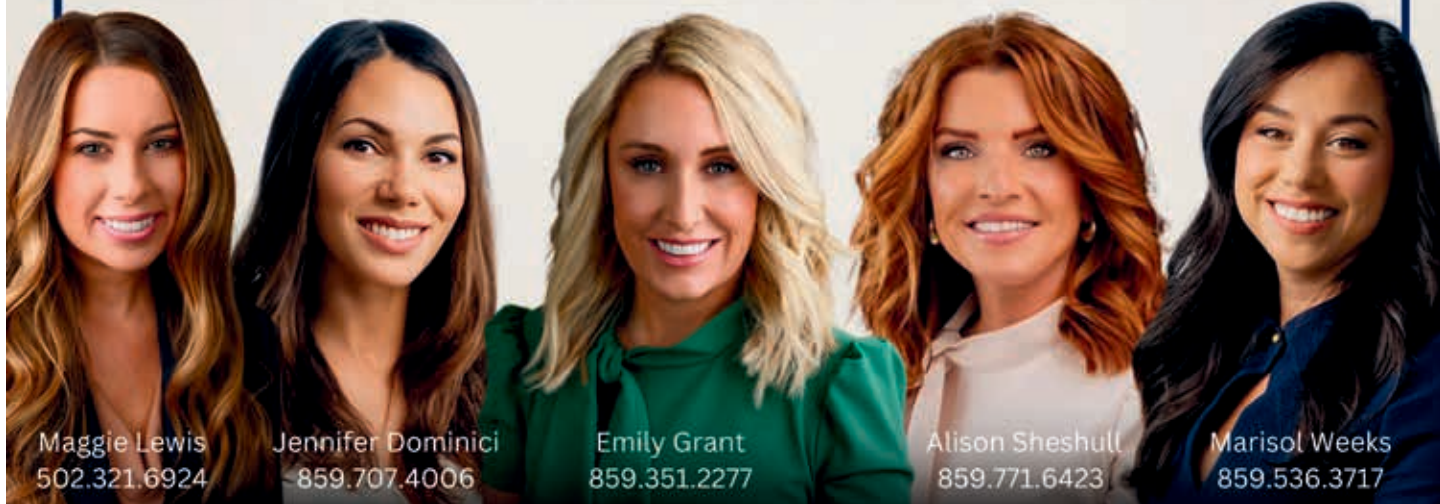
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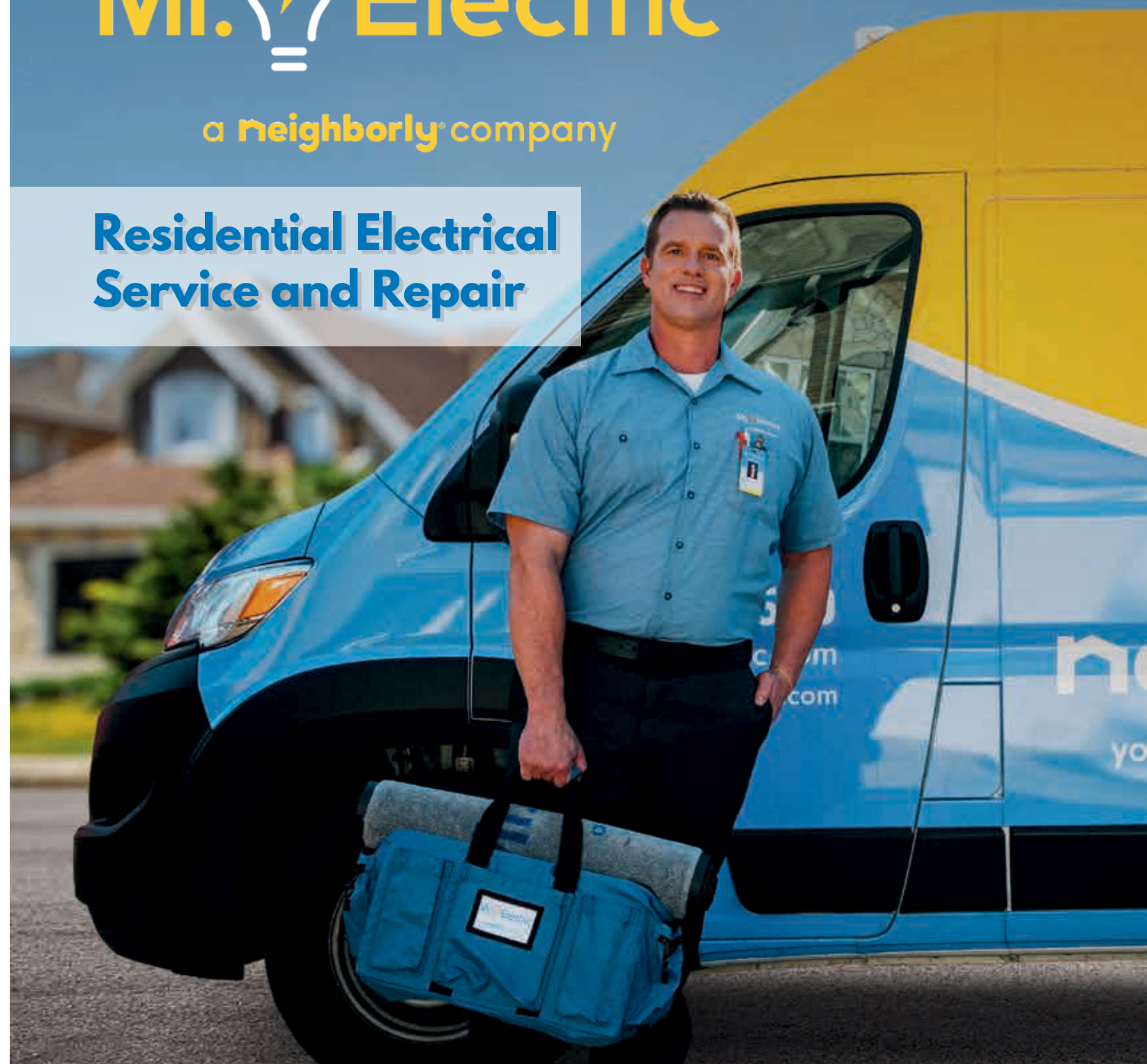
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# Nora WILLIAMS

WRITTEN BY BRETT RYBAK  
PHOTOS BY RENEE HENSLEY PHOTOGRAPHY

Over the past five years, Nora Williams' life has undergone significant transformation, but it is in the last two years that her career has truly taken off. Since transitioning into real estate, she has quickly established herself as a rising star in the competitive central Kentucky market.

Originally from California, Williams moved to Kentucky five years ago with her husband, Bernard – a “country boy from Somerset” — and their daughters, Mariyah and Myla. Before entering the real estate world, Williams worked as a travel nurse recruiter. However, a chance conversation with a friend – a local real estate agent – sparked an interest in the industry.

“I was talking to a friend, who was a real estate agent, and something about it just clicked,” Williams recalled. “I realized it was something I could really excel at. So, I took the leap, quit my job, and got my real estate license in April 2023.”

The early days were challenging. With determination and a bit of financial risk, Williams poured everything she had into advertising, using her credit card to fund her marketing efforts.

“I kept telling myself, ‘I have to pay this off in 30 days, so I better sell a house.’”

Her perseverance paid off. In August 2023, she closed her first deal, and within less than two years, she has processed 57 transactions, with sales expected to total nearly \$15 million by the end of 2024. Despite this impressive success, Williams acknowledges that the journey hasn't been without its obstacles.





YOU QUICKLY REALIZE YOU'RE MAKING A LASTING IMPACT ON FAMILIES AND CLIENTS. IT'S THE BEST CAREER I'VE EVER HAD.



“Real estate is not just about making money,” Williams said. “If that’s your focus, you’re in the wrong business. It’s about the service you provide, and it’s not an easy road. If you lead with dollar signs, you’ll quickly hit a wall. You have to take chances, be authentic, and lead with your heart. But it’s also incredibly rewarding. You quickly realize you’re making a lasting impact on families and clients. It’s the best career I’ve ever had.”

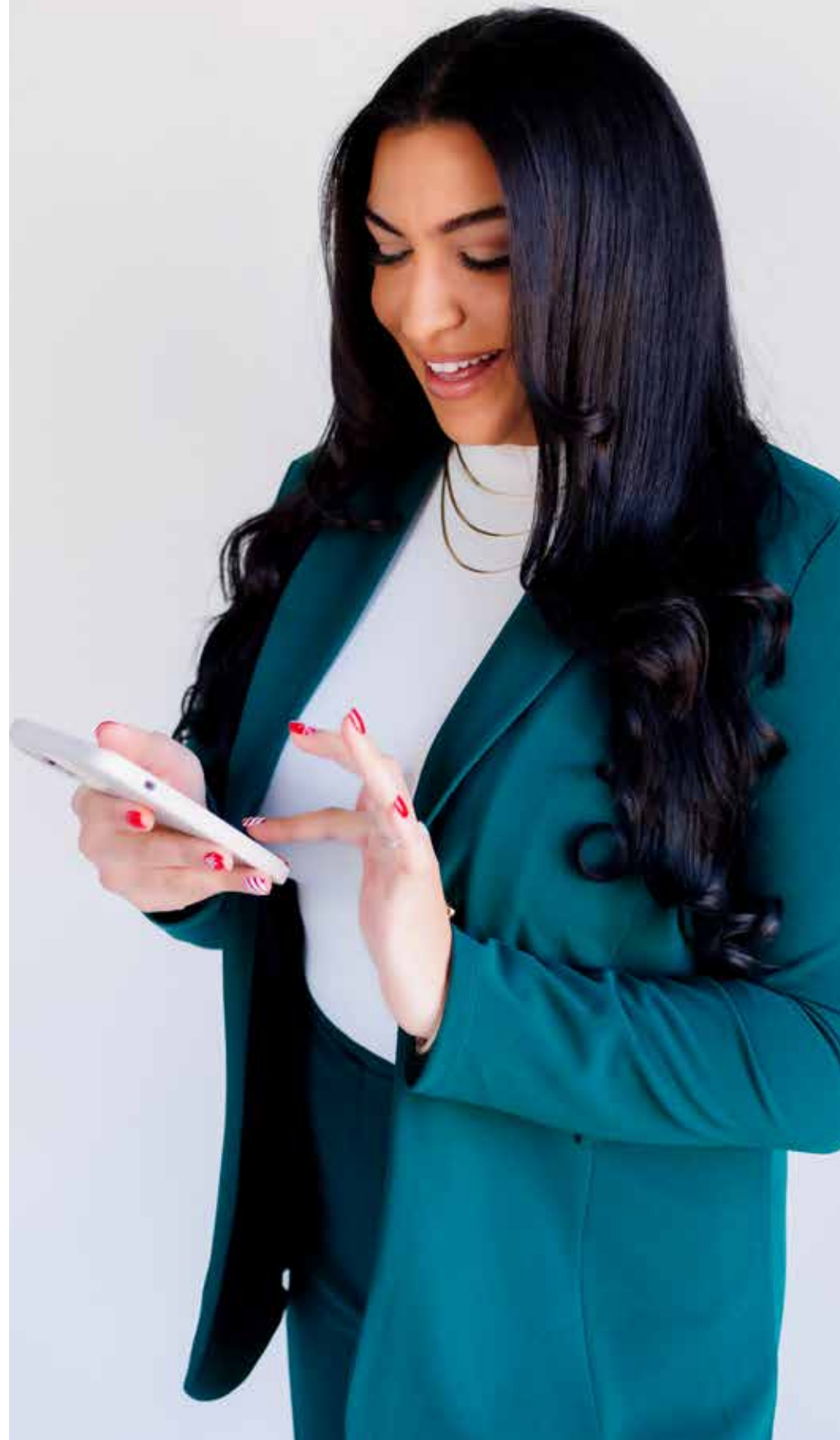
For Williams, the reward lies not just in completing transactions but in the quality of service and the experience she provides throughout the entire process.

“The most rewarding part of my job is being a part of someone’s major life milestone,” she shared. “It’s like watching your baby take those first steps and be a part of their journey, and watching them achieve their goals is truly special. One of the most memorable moments for me was helping a young man who thought homeownership was out of reach. It was always his dream, but after losing his brother, he was uncertain he could ever make it happen. Together, we found him the perfect home, and he’s been so grateful ever since. For him, buying that house was more than just a transaction – it was a new source of motivation. Being there for him and helping him through that process was one of the most rewarding experiences of my career.”

Williams attributes much of her success to a key principle she lives by: persistence.

“Don’t ever give up,” Williams stressed. “You never know how close you are to success – whether you’re on the 20-yard line, the 10-yard line, or just about to cross into the end zone. Just keep going.”

That relentless drive has propelled Williams to extraordinary success in a relatively short amount of time, and it’s clear she has only just begun to make her mark on the real estate industry in central Kentucky.







*Real Producer*  
**Melissa Brown**

PHOTO BY STEPHANIE GILMORE PHOTOGRAPHY

## Keller Williams Legacy Group

**M**elissa Brown, a devoted mother of two from Mount Sterling, Kentucky, has found real estate to be more than a career—it's a lifestyle woven into her family's fabric. Brown began her real estate journey while raising her now 16-year-old daughter, Katherine, and later persevered to earn her license in 2018 while pregnant with her son, Case, now 8.

Starting with a small brokerage, Brown transitioned to Keller Williams Legacy Group, crediting the support of mentors like Dana Gentry and Yvette Kelly for her success. Her passion lies in guiding clients through stress-free transactions while exploring the Bluegrass region. For Brown, showings often turn into family road trips, where they discover new state parks and restaurants.

Her children actively participate in her work—Case helps prepare homes for showings, while Katherine, inspired by her mom's dedication, plans to pursue her real estate license. Despite a demanding schedule, Brown prioritizes quality family time, ensuring shared meals and adventures.

Brown emphasizes instilling values of faith, integrity, and hard work in her children, drawing inspiration from her late grandmother. She also relishes her downtime, whether hiking in Natural Bridge, spending time with horses, or enjoying her newly purchased family farm.


For Brown, real estate is more than a profession; it's a way to enrich her family's life, build connections, and carry forward a legacy of hard work and dedication.

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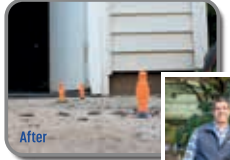


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