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Savannah RHAME LE FEBVRE

Crafting Dreams in Myrtle Beach

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

Since stepping into the real estate world in 2021, Savannah Rhame Le Febvre, of Century 21 Palms Realty, has made her mark as a realtor with Palms Realty. Her journey into the industry was born from resilience and a desire for independence after losing her job in the tourism hospitality industry during the pandemic. Determined to never face that situation again, she sought a career that would not only provide stability but allow her to make a meaningful impact on others' lives.

Having lived in Myrtle Beach since 2008, Savannah's deep connection to the area made real estate the perfect fit. "I know Myrtle Beach like the back of my hand," she shares, eager to help others discover the beauty and lifestyle the area has to offer. With her background in sales and marketing, she seamlessly transitioned into real estate, combining her love for the community with her skills to help clients achieve their dreams.

Born in Wurzburg, Germany, Savannah's upbringing was shaped by her experiences living in various places, including Florida and Alabama, before settling in Cameron, South Carolina. After

graduating from Coastal Carolina University with a degree in Marketing, Savannah's competitive spirit—nurtured by years of playing sports—carried over into her professional life. "I've always worked hard to be the best I can," she says, embodying a philosophy of continual improvement.

Starting a new career came with challenges, but Savannah faced them head-on with consistency and hard work. "Success to me is about having the peace and security that allows me to enjoy my personal life," she explains. This balance fuels her passion for helping clients, and her dedication is rewarded by the joy she feels when clients close on their properties.

Savannah's personal life reflects her dedication to hard work and her love for the community. She is married to Tim, a Myrtle Beach firefighter, and together they enjoy staying active by working out at CrossFit Myrtle Beach. The couple also delights in trying out new restaurants and visiting local breweries, with New South and Tidal Creek being their favorites. Savannah also serves on the board of the Coastal Network Cooperative, an organization dedicated to boosting



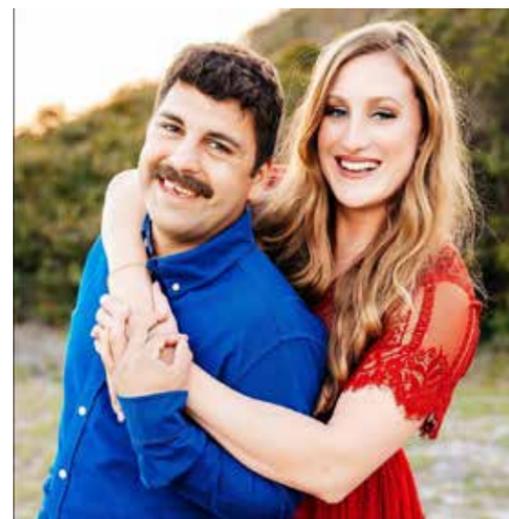
tourism and travel to the Myrtle Beach area.

Despite her busy schedule, Savannah embraces hobbies like crafting and spending time at the beach, finding time to relax with family and friends. Her enthusiasm for life extends beyond her career, and in a fun twist, she has even competed in the Highland Games when hosted in Myrtle Beach—a fact few know about her.

When asked what advice she would offer to aspiring realtors, Savannah's answer is simple yet profound: "Consistency! Always show up!" It is this unwavering commitment to her clients that defines her approach to business. She wants to be remembered as an honest, dependable, and hard worker who always puts her clients first.

Grateful for the success she's achieved, Savannah credits her husband for being her rock through the ups and downs of real estate. "There are hard days in this business, so much uncertainty, but he is someone I can lean on during those times and get through them," she says.

As Savannah reflects on her journey, one quote continues to inspire her, a sentiment that captures her approach to both life and business: "One day your life will flash before your eyes, make sure it's worth watching." Indeed, Savannah Rhame Le Febvre is making every moment count, for herself and for the many lives she touches through her work.



"There are hard days in this business, so much uncertainty, but he is someone I can lean on during those times and get through them."



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Holly TURNER & Brian OSBORN

Pulling Together to Create Wins

WRITTEN BY DAVE DANIELSON • PHOTOGRAPHY BY JEREMY KIEREZ - HIGH TIDE CONTENT



The best results in this business don't come easily. It requires sustained effort, expertise and experience. Those efforts can be eased by joining with someone who shares your vision for service and making an impact for clients. That's what Holly Turner and Brian Osborn share. As leaders of the Waterway Living Team with Innovate Real Estate, they pull together to create real wins.

Holly Turner: From Critical Care to Real Estate

Before becoming a real estate professional, Holly dedicated 19 years of her life to nursing, primarily working in critical care. After years of saving lives and balancing family responsibilities, she decided it was time to pursue a career she had long admired—real estate.

Holly's father was a real estate associate, and though she saw firsthand the profession's challenges, she also admired the flexibility it provided. After taking her real estate classes and passing the exam in February 2020, COVID-19 hit. Despite the difficult timing, Holly persevered, learning to thrive in a rapidly changing market.

"People often ask if I regret leaving my nursing career," she says. "Not at all. It was rewarding, but real estate has been better for me and my family."

Holly's nurturing background as a nurse has been instrumental in shaping her real estate career. "I treat all my clients like they are family," she says. Her goal is to create lasting relationships with her clients, built on trust and transparency. This approach has helped her defy industry statistics—while only about 12% of buyers typically reuse

their realtor for future transactions, Holly's referral and repeat business rates are far higher.

Family is at the heart of Holly's life. She's been married to Brad, a nurse anesthetist, for 18 years, and together, they have two children—Bryce, 17, and Brinkley, 13. Their family life in Myrtle Beach is vibrant, full of golf outings, beach trips, and time spent with their two beloved dogs, Rico and Yogi.

With every commission she earns, Holly donates to the Grand Strand Miracle League, showing her deep commitment to giving back to her community. Looking to the future, Holly hopes to be the go-to realtor for Canadians looking to buy in Myrtle Beach and a trusted name in her neighborhood, Waterway Palms Plantation.

Brian Osborn: From Automotive Design to Real Estate Success

Before becoming a REALTOR®, Brian spent years as a mechanical automotive designer. His decision to pivot to real estate came in 2016, driven by a desire for something more dynamic. His wife's family, longtime realtors in Myrtle Beach, inspired him to take the plunge, and he relocated from Michigan to South Carolina with his family.



In his first year, Brian focused on learning the area and building his network from scratch. He took every opportunity to host open houses and work company-provided leads, closing 20 deals in his first year and earning recognition for his performance. Today, Brian's business is almost entirely driven by client referrals and repeat business, a testament to his work ethic and commitment.

"To know that you've done your job so well that past clients go out of their way to tell others about you is an amazing feeling," Brian says.

He approaches every transaction with meticulous attention to detail and a dedication to ensuring the best possible outcomes for his clients. "I am not pushy in any way. I don't view my career as being in sales but as finding the perfect property for my buyers," he explains.

Brian's personal life is equally fulfilling. He and his wife, Michelle, have been married for 28 years, and together, they have an 11-year-old daughter, Leah. The family loves to take "staycations," often packing up a cooler and heading to the beach for a relaxing evening. Brian also enjoys golfing and cruising down the Waterway—taking full advantage of everything Myrtle Beach has to offer.

The Waterway Living Team: A Shared Vision

Holly and Brian's paths crossed when they joined forces to create The Waterway Living Team, a real estate brand specializing in properties along the Intracoastal Waterway.



“

Success for me is having a well-balanced life and having life prioritized correctly.”

– Brian

“Every client experience is different, but they will consistently get the best I can offer them.”

– Holly

Both share a love for the waterway lifestyle and a deep commitment to their clients, which has become the driving force behind their business.

Their combined expertise allows them to cater to buyers and sellers in these unique communities, offering a level of insight and personal experience that sets them apart from other agents.

As a team, Holly and Brian embody the perfect balance of compassion, precision, and client-first service. Their mutual respect for each other’s strengths has fueled the success of their partnership, and they are excited to continue growing their brand.

Lessons Learned and Success Defined

For both Holly and Brian, success isn’t just about the number of transactions closed or the revenue earned. It’s about balance, family, and authenticity. They’ve each worked hard to build careers that support their lives, rather than consuming them.

“Success for me is having a well-balanced life and having life prioritized correctly,” Brian says. For Holly, success is about honesty and giving each client the best experience possible. “Every client experience is different, but they will consistently get the best I can offer them.”

Together, Holly Turner and Brian Osborn are redefining real estate in Myrtle Beach, one client at a time. In turn, they’re pulling together to create real wins.

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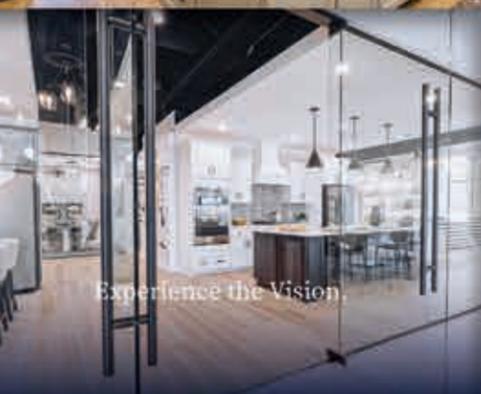
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DONALD HOVIS

TIDES EYE PHOTOGRAPHY

A Picture of Community Engagement

WRITTEN BY DAVE DANIELSON



Photography has always been more than just a profession for Donald Hovis, Jr.; it is a passion that is rooted in his deep love for his community, his commitment to helping people, and his natural ability to tell compelling visual stories. His journey into the world of photography began in the hallways of Myrtle Beach High School, where he picked up a camera for the first time in 1999. Little did he know that high school experience would ignite a lifelong career that has now spanned over two decades, impacting both the real estate market and the Myrtle Beach community.

Getting His Start

Hovis' first encounter with photography came when he was tasked with taking pictures for his high school yearbook. He quickly realized that this was not just a hobby—it was his calling. “I fell in love with it right away. I knew this is what I wanted to do,” Hovis recalls. His passion for the craft grew, and soon after, he landed his first professional photography job at the Dixie Stampede dinner show, where he took photos of guests enjoying their meal. Within a year, he was promoted to lead the photography department, a role that allowed him to manage a team and hone his leadership skills.

After graduating from college, Hovis expanded his horizons, transitioning into hospitality. One of his early jobs involved taking and posting photos for a hospitality business's social media pages. This blend of photography and digital marketing solidified his expertise in the field, preparing him for the future of real estate photography.

Turning Passion into Profession: Real Estate Photography

In 2012, Hovis began running Tides Eye Photography as a part-time business, focusing on real estate photography. By 2018, he made the leap to full-time real estate photography, and it has been full steam ahead ever since. Today, he photographs over 1,400 properties a year—a staggering number that highlights his commitment to the craft and the trust his clients place in him.

Real estate photography, Hovis explains, is a unique niche that requires precision, attention to detail, and a



personal touch. “I treat every property the same, making sure the blinds are straight, and the trash cans are hidden,” he says. His process involves an order of operations that guarantees the highest quality images every time. He has become a master at the art of showcasing a home, paying meticulous attention to how the space is presented, and making sure the house looks its best, whether it's for a sale or for an Airbnb listing.

Being a stranger in someone's home comes with its own set of challenges, but Hovis is quick to build a rapport with homeowners. “I look for ways to connect with them and talk with them throughout the process,” he shares. Whether it is helping them move a piece of furniture or simply offering a friendly word, Hovis ensures that the experience is as smooth and pleasant as possible. He is built a reputation for being approachable, reliable, and trustworthy—qualities that have earned him a dedicated following of real estate agents and clients alike.

What truly drives Hovis, however, is the satisfaction of knowing his work helps people achieve their dreams. “One of the biggest things for people is buying or selling property,” he explains. “I take a lot of satisfaction in doing my part to support that.” He finds immense joy in the feedback he receives from REALTOR® partners, whether it is a compliment about the photos or a suggestion for improvement. It is this sense of purpose and connection that fuels his passion for his work.

Community First: Giving Back to Myrtle Beach

But photography is just one aspect of Hovis' life. He is deeply committed to giving back to his community in Myrtle Beach, a place he holds dear. His involvement with local organizations, such as the Grand Strand Miracle League and Special Olympics, has become a cornerstone of his personal and professional life. Hovis serves as the emcee for Miracle League events on Fridays and Saturdays, where he helps facilitate games for children with disabilities.

“I look for ways to give back all the time,” Hovis says, emphasizing how



FOR HOVIS, THE TRUE JOY LIES IN HELPING PEOPLE THROUGH HIS WORK. WHETHER IT IS CAPTURING THE PERFECT SHOT OF A PROPERTY OR LENDING A HELPING HAND TO SOMEONE IN NEED, HOVIS IS DRIVEN BY A PASSION FOR MAKING A POSITIVE IMPACT IN HIS COMMUNITY.

integral community service is to his daily life. He also plays golf with Jacob, a young man with Down syndrome, and competes in state and national tournaments. Hovis regularly volunteers his time and resources to local causes, such as cooking for homeless shelters and supporting other initiatives that benefit the people of Myrtle Beach.

Hovis credits much of his community-focused mindset to his mother, who passed away from breast cancer when he was very young. "In my logo, there are two doves," he shares, pointing to the symbolism behind the design. "Those doves represent me and my mom flying together. I want to let her light shine through me." His mother's passion for helping others has had a lasting impact on him, and he continues to honor her memory through his community service work.

Balancing Work and Play: Family, Golf, and Travel

When he is not behind the lens or working on community service projects, Hovis enjoys spending time with his family. He is an avid golfer, often playing with his dad at local courses like

Pine Lakes Country Club. He is also a season ticket holder for Coastal Carolina University and loves cheering on the Chanticleers. Traveling is another of Hovis' passions, and he enjoys visiting new cities to watch the Atlanta Braves play in places like Pittsburgh, Boston, and Los Angeles.

Hovis also makes a point of giving back to the next generation of leaders. He donates to Coastal Carolina University and actively supports the institution, helping to foster opportunities for students to excel.

The Future of Tides Eye Photography

Looking ahead, Hovis is focused on continuing to grow Tides Eye Photography while maintaining his commitment to excellence. He is known for delivering photos the very next day, which has earned him a reputation for speed and professionalism. But for Hovis, the true joy lies in helping people through his work. Whether it is capturing the perfect shot of a property or lending a helping hand to someone in need, Hovis is driven by a passion for making a positive impact in his community.



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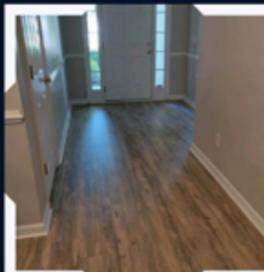
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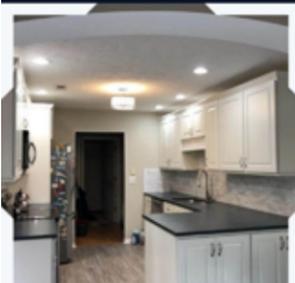
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Jon Griggs



Jon with his dad, and mom Barbara, who is his partner.

Building Success on Relationships and Hard Work

WRITTEN BY ANITA JONES • PHOTOGRAPHY BY DONALD HOVIS - TIDES EYE PHOTOGRAPHY

For Jon Griggs, real estate is more than just a career—it's a calling built on relationships, perseverance, and a deep connection to his family and clients. As he celebrated his 19th year in the industry last October, Jon reflects on the journey that led him from managing a bar in Columbia to becoming one of the top agents along the Grand Strand. He has been with the Dieter Company since 2009.

"I've always been a people person," Jon shares. "My background in hospitality management from the University of South Carolina laid the foundation, but it was my mother who truly shaped my real estate career." His

mother, a realtor since 1982, played a pivotal role in bringing Jon into the business. "She is not only my mentor but also my best friend," Jon says. "It was a no-brainer to join her team, and we've had what I would call a perfect business relationship."

Jon's journey into real estate began in 2005, a decision that was as much about supporting himself as it was about building something more meaningful. Over time, his clients became more than just transactions—they became friends. "I am still in touch with many of my clients, even long after the deal is done. That's what makes this job rewarding," Jon reflects.

Hard work has always been a driving force in Jon's life. "I was mowing yards for my mom's clients at 12 years old. Since then, I've worked for tips or commission, always understanding that hard work is the only way to make a living," he recalls. That same work ethic carried him through the tough times, like when the 2008 market crash forced him back into the restaurant business. "I was working real estate during the day and restaurant shifts at night. That hustle motivated me to strive to be the best realtor I could be."

Now, Jon is passionate about connecting people with their dream homes and securing the best deals for his clients. "Selling properties, whether



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ANY TIME I AM NOT WORKING, WE SPEND TIME TOGETHER—WHETHER IT’S AT THE BEACH, THE AMUSEMENT PARK, OR JUST HANGING OUT AT HOME. **WORK SUPPORTS US, BUT BEING WITH MY FAMILY IS THE BIGGEST REWARD.”**



it’s a dream home or an investment, is what excites me the most. I love getting a home listed and ensuring my clients get the best price while making the process smooth,” he explains.

For Jon, success isn’t just about closing deals; it is about providing for his family. His partner, Brittany, and their 6-year-old son, Phinn, are his greatest motivations. “Any time I am not working, we spend time together—whether it’s at the beach, the amusement park, or just hanging out at home. Work supports us, but being with my family is the biggest reward.”

Outside of real estate, Jon enjoys golf, traveling, live music, and rooting for the South Carolina Gamecocks. One thing many people may not know? He is a huge fan of the band Phish—so much so that he named his son Phinn, with a “PH” in honor of the band. “I love getting down to Charleston or Wilmington for a concert whenever I can,” Jon says with a smile.

In an industry that can often feel transactional, Jon’s approach is refreshingly personal. “Return your emails and phone calls,” he advises aspiring realtors. “It is amazing how many people lack communication skills, but that’s what sets me apart. I’ve gained clients simply because other agents didn’t return a text or call.”

Jon’s commitment to his clients doesn’t end when the deal is done. “I always tell my clients that I am here for them, even after the sale. When they call me just to chat, that’s how I know I did something right.” His dedication to follow-through and building long-lasting relationships is what he hopes to be remembered for. “The friendships I have made over the years are what mean the most to me. I have friends all over the country who I still talk to regularly.”

Jon’s advice is simple but powerful: “Be dependable and work hard. For me, most days it doesn’t even feel like work because I love what I do so much.”

And his parting tip for those looking to succeed in real estate. “Return your phone calls, and go to the office. There’s always something to be done that could lead to your next sale.”





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