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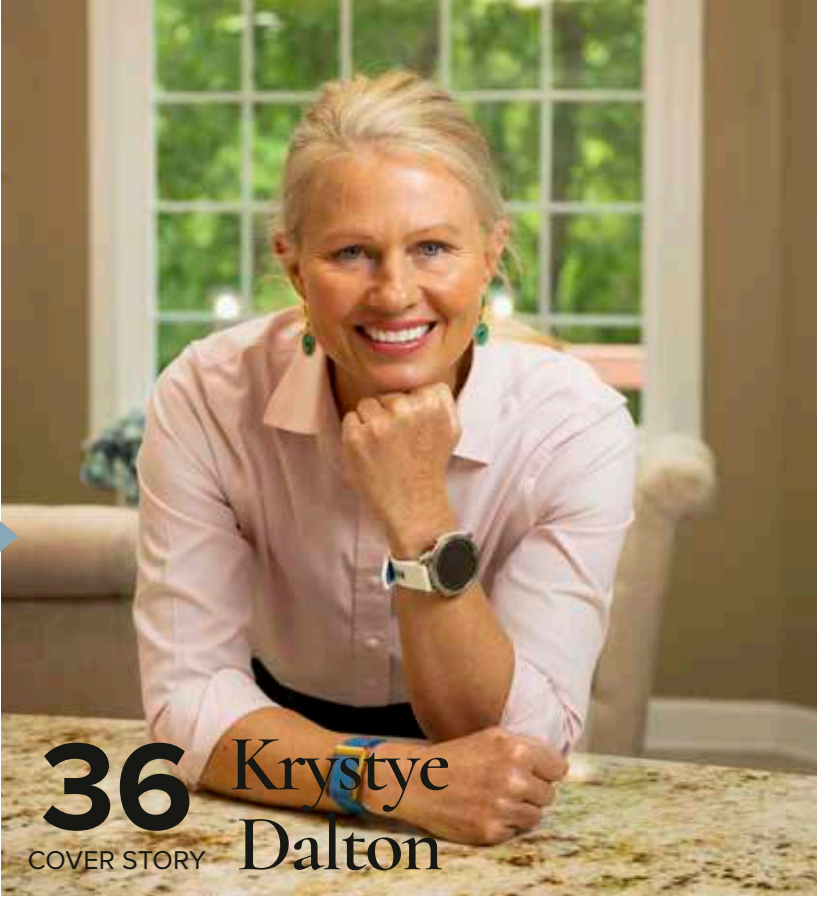
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For content contributions or to nominate a REALTOR® for a certain story, please email jeff.white@realproducersmag.com

Meet The Team



Jeff White
Owner
901-509-5566



Ashley Streight
Content Coordinator



Anders Clarke
Lead Writer
423-902-0103
360 Business Growth



Molly Cobane
Client Relations Specialist



Ryan Dugger
Photographer
615-275-7739
Creative Revolver Photography
& Video Production



Jess Harris
Photographer
Creative Revolver Photography
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William Griggs
Photographer
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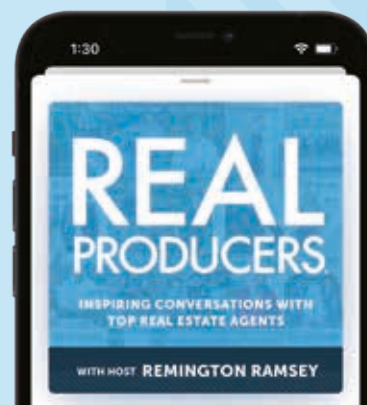
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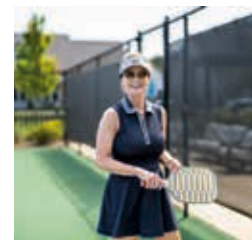


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MAN ON A Mission



Jeff White,
Owner/
Publisher

If you've been around me for any length of time, you've likely heard me say, "I'm on a mission..." It's more than a catchphrase—it's how I move through this business and this community.

Sometimes that mission is personal: *I'm on a mission to meet every real estate agent in our city, one by one.* Other times, it's service-oriented: *I'm on a mission to uncover the best local businesses in every category, so I can confidently recommend them to the best agents in town.* But the mission closest to my heart—and the one that drives every page of this magazine—is this: *I'm on a mission to change the game in how our real estate community connects and collaborates with one another.*

At *Chattanooga Real Producers*, our mission is clear: to elevate the culture of real estate in our city. We believe in the power of relationships. We believe that when we truly *know* one another, we create stronger connections, deeper trust, and more meaningful, repeat business. As the saying goes, people do business with those they *know, like, and trust*—and when that trust is mutual, it becomes more than just a transaction. It becomes an honor. A privilege.

This magazine isn't just about recognition—it's about connection. It's about helping you see the faces and hear the stories behind the names, building a community that uplifts and inspires. So yes, I'm on a mission. And if you're reading this, I hope in some way, you are too.

Let's keep building this together.



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DIGGING INTO SUCCESS

BY ANDERS CLARKE
PHOTOS BY WILLIAM GRIGGS

MEET Austin REN FROW

with ARTERRA LANDWORKS

Austin started working painting floors, mowing, and training hunting dogs as his first few jobs. Always on the lookout for new opportunities, he ended up borrowing a neighbor's skid steer to do some extra jobs. As he got more work and made money, he eventually decided to purchase his own. He gradually got more work mulching and clearing for his customers, eventually moving into sod and landscaping. Finally, he decided to make it official in 2019, founding Arterra Landworks. By July of 2020, he had enough work to commit full-time and really grow his business.

While he started out with basic work, Austin boasts a wide array of services with his current team. He is most well-known for hardscapes, drainage, and yard installation. The way he explains it, any kind of dirt work is something his team can handle, from retaining walls to French drains. Because of his expertise in many solutions, he can handle most of the work related to the jobs he gets without the need for additional companies to be brought in. In fact, he has been able to handle some builds from the lot clearing stage, handling all the relevant tasks during the build process.

Now with years of experience under his belt, Austin has built a strong reputation and culture. His quality of work is always great, and he is committed to making sure it stays that way. "No matter what, I'll be there every day. I like to be part of it all", he says. He loves to be hands-on to ensure the quality is up to his standards. He also loves to watch a project go from beginning to end, enjoying the outcome

even more than his customers do. His dedication to a hands-on approach means his workmanship is top notch and it's done right. He's also able to answer questions and report back to any real estate agent or other clients he's working with at any time.

Strong communication between his clients and his team helps keep real estate agents and customers in the loop. He likes his team being on the smaller side so he can be involved in each project. "Communication is easy for me because I'm always there," he explains. Since he is so hands-on with his projects, he's able to communicate quickly and accurately with the progress on his jobs. His team is also great at communication and Austin has fostered a great culture of quality at Arterra.

Austin leads by example and sets high expectations for his team. Since he started in 2019, he has always had high standards. As he built his team, he would teach and lead by example and his team would pick up on his attitude. Soon he noticed they would emulate him even on the small stuff, like picking up sticks and doing a little extra. "We're never the cheapest, but I'm extremely particular about how we do things," he admits. He has an emphasis on leaving things in order, doing things right, and paying attention to the details. His passion for quality and care has spread to his whole team, and he trusts them to live up to his expectations.

Most of the work Arterra does is one-off jobs. However, Austin plans to move

“DAILY DISCIPLINE IS A TOP PRIORITY.”



more into new homes where he can come into the process early and handle everything he can at once, from clearing the land to mulching. The opportunity to lend his talents to one project from start to finish is a great opportunity for him and his team. He mainly services homeowners and is a great resource for new buyers. He is also a sure bet for any issues that might come up in inspections to make sure buyers are getting the most out of their investment.

One of the biggest advantages of working with Arterra is his problem-solving mindset. Just as real estate agents need to have strong problem-solving skills, Austin seeks to solve a problem with each job. “We are big on problem-solving,” he says, “I try to solve issues.” An obvious solution to proper drainage might be a new french drain, but he also keeps in mind other issues that might come up in the future, and he’s mindful about how he tackles each job to prevent more issues from arising. For each problem he solves, he also strives to leave the end result looking as good as it functions. As he says, he works towards two end goals: aesthetics and effectiveness.

When he steps out of his truck and walks through his front door, his focus is on his family. When he’s home, his wife Abbey and three boys, Brooks, Baylor, and Brock, get all his energy. He loves to spend time with them and support them at sporting events. He works hard to provide them all with a great life and as many opportunities to pursue and memories to cherish as he can. He is also very involved with his church, Peavine Baptist Church, volunteering often.

When it comes to quality, Arterra sets a high standard. Driven by a desire to provide great quality work, long-term solutions, and maintain curb appeal, Austin is a great bet for any job you may need. His philosophy towards work is simple: “Daily discipline is a top priority. If you can continue to hit daily marks, day in and day out, you will win over time.” It’s been said that consistent action over time is a sure way to succeed, and Austin embodies that perfectly with Arterra.





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Meet Becky Ribeiro

BY ANDERS CLARKE
PHOTOS BY
WILLIAM GRIGGS

A Heart for People

Some people are born for real estate. While that doesn't mean hard work is optional, it does mean that success comes faster to those who love the process. Becky is a great example of a charismatic, compassionate, and fun-loving person who makes the transactions she manages a lot more fun for her clients. Like many real estate agents, she spent many years in another career before turning to real estate and loving it. Her first love was music.

During her time in college, Becky wasn't really sure what she wanted to do. She was interested in psychology but ended up pursuing a fine arts degree before joining a band called Milele Roots in 2006. During this time, she realized an art degree might not be worth her time, so she left school at UTC and started working around her performances. She loved the experience of performing live music and that set her on course for her next stage in life.

For most of her 20s and into her 30s, Becky built her resume as a professional musician. She was part of playing in and forming several bands in different genres over the years, including a hip-hop jam band, "future soul," and funk among others. She has toured all across the region and played with the Malem Show Band. Her most memorable experience was the audience singing her original song lyrics back to her. As she says, "That is such a wild feeling, I have been chasing it ever since." She has played Riverbend eight times, Nightfall, Riverfront Nights, and many more. In 2012 she even received the Chattanooga



Entertainer of the Year award from the Chattanooga. In all her years of performing, one of her best takeaways was her favorite sax player and now husband, Jon. They got married in 2017. There's also a good chance she played her own wedding.

Despite being a great performer, Becky is far from performative. She is someone who genuinely loves to spend time with people and build deep relationships. She embraces who she is and doesn't pretend to be anyone else. This is one of the things that makes her so endearing to her clients and friends. Investing in people and the community she has is what drives her love for real estate. "You can make it what you want to make it," she says. And for Becky, she has goals to make her real estate business 100% relationship based. I have full faith that she will accomplish this goal given her track record and skill at making friends.

While Becky loves to have a good time, her focus on her clients always comes



“It’s a problem-solving career.”

first. As a creative person, problem-solving is one of her strong suits. “Sometimes you have to do things outside of the box to get things closed,” she states. “It’s a problem-solving career.” Her desire to serve others and do right by everyone she meets has earned her a loyal clientele that grows daily. Providing whatever a client needs is how she has skyrocketed her business to such success in only two short years.

One big key to Becky’s success is her circle of influence. When she decided to get into real estate, she studied for three

weeks, passed the first time, and saw it as a sign that she made the right choice to walk away from a salaried job at Unum. However, despite her extroverted, passionate personality, she had to find other people to help her focus her newfound energy in real estate.

Her team leadership at Choice Homes is where she pulled her early confidence and education, and she credits the guidance of Drew Carey and Dustin McCall with much of her success now. They supported her from the start, seeing her potential and helping her

navigate the early uncertainty that comes with a fresh real estate license. She also raves about Corey Petree, a local lender and former band manager she worked with during her time as a musician. He has been an incredible resource and friend for her in the industry, always willing to help, educate, and tackle problems collaboratively.

While she moved to Chattanooga in 1996 from California, she wasn’t a big fan for a few years. Chattanooga eventually grew on her, and she has loved living here since. As a Windstone resident, she loves to play golf with some neighborhood friends, treating each outing as an opportunity to deepen current relationships and forge new ones. Getting to have some drinks while driving around in golf carts and taking frustrations out on a golf ball is a nice bonus.

Much of her free time is spent enjoying life with her family. Jon teaches middle school band and is a phenomenal musician and teacher loved by all his students while playing in his own band when he can. Becky still performs as often as she can, occasionally getting the “itch” to get on stage and feel the thrill of performance. They have two children together, Aria, 6, and Reid, 3. Both of them are creative and talented, just like their parents.

Now that Becky is settled into her real estate career, she loves where she is. “I really think real estate is a perfect fit for me,” she admits. Her natural love for people and desire to bring joy to each transaction makes her a pleasure to work with. She has a goal to “throw parties and make money doing it,” and offers a housewarming party to each client, although to her disappointment, most people don’t think she’s serious. Her magnetic personality is evident, and her advice to others are words to live by: “In the end, joy, positivity, love, gratitude, and kindness—those are the things that matter most,” she says. If you know Becky, you know she lives by those words every day.

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—Napoleon Hill**

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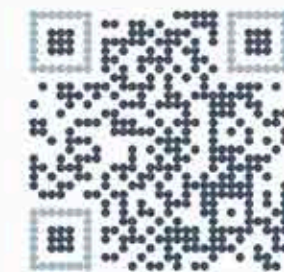
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BY ANDERS CLARKE • PHOTOS BY WILLIAM GRIGGS

Bev grew up locally in St. Elmo before heading south for college. Upon graduating from the University of Southern Mississippi, Bev immediately put her education degree to work as a 3rd grade teacher in Gulfport, MS. She spent the next 11 years giving her time and energy to her students. She loved the time she spent there, but eventually drifted towards real estate.

During school, she had befriended a fellow student whose mother was a broker/owner with RE/MAX in Hattiesburg, MS. When she needed help to run the office while on maternity leave, Bev had stepped up to assist. She experienced a crash course in real estate operations, absorbing as much as she could. She loved the experience and decided to pursue it again when she moved back to Chattanooga. She got

licensed in 2014 and joined Grace Frank as an assistant to start her career.

She quickly learned that real estate requires your full attention to do it well. As an assistant, she had trouble building her own business simultaneously. She decided it was time to go all-in on her own business and started full-time. She found her way into new construction with Black Creek during their early days, finding success and building connections. As her sphere and clientele grew, she gradually expanded her experience. Now, she does all kinds of deals from new construction to investment properties.

Building wealth through real estate is a path to financial freedom that plenty of people experience. Bev is a firm believer in the power of investing. She loves





the opportunity to help investors build their portfolios. “I’m a firm believer in building wealth through real estate,” she says. Her favorite part of investor clients is getting to collaborate with investors - watching them grow, learn, and succeed.

As a former teacher, Bev loves to educate and learn from others. While she learns something new each day in her career, she is also planning to start a mastermind group to push herself even further. By surrounding herself with other high-caliber, motivated people from different perspectives, she hopes to

foster a culture of creativity, innovation, and gratitude. She is excited about the chance to help others and learn everything she can in the process.

Bev is motivated most by her love for God, her family, and people. Her faith is her foundation, and her family is built upon that. She works hard to treat others with respect and understanding, especially while working with clients. It can be easy to get excited about the possibilities as a real estate agent and forget to go at your client’s pace, but Bev is always mindful that showing the same

grace and support she receives from God to others is always the right thing to do.

Her family gets most of her time outside of real estate. She loves to spend time with her husband, Austin, and her son, Roman, who is 5 years old and heading to kindergarten in the fall. While she is a solo agent, Austin provides her with lots of love and support, empowering her to give her best to clients. Roman is her pride and joy in life, and she is excited to watch him grow, even if she hopes he would slow down a bit. It’s much easier to love others when you are surrounded by love in your own life.

She also loves to play volleyball on a local team, spend time with friends, and watch her son play sports. She has a 17-year-old rat terrier named Duke Ellington, and a 6-year-old failed to foster pup, Chula Elise, that she hangs out with at home. She also loves to visit New Orleans and the southern Mississippi coast, and enjoys the food, music, and culture. One day she hopes

to buy a house on the Mississippi Gulf Coast to visit and vacation with family and friends.

Soon to be 11 years into her career, Bev loves what she does and always looks to do it better. She loves the freedom as a solo agent but also believes a potential partnership in the future could help her serve her clients even better. Along with her upcoming mastermind group, she is constantly reading and educating herself. It’s no secret that many of the best real estate agents are committed to collaboration instead of competition, always looking for ways to improve. Bev is no exception, encouraging other agents to “Love your people, be patient, be kind - we’re all in this together.”

“LOVE YOUR PEOPLE,
BE PATIENT, BE KIND -
WE’RE ALL IN THIS
TOGETHER.”







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How does Chattanooga Real Producers work?

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For those who may be new to Real Producers, or if you are just curious, here are some quick facts about Chattanooga Real Producers:

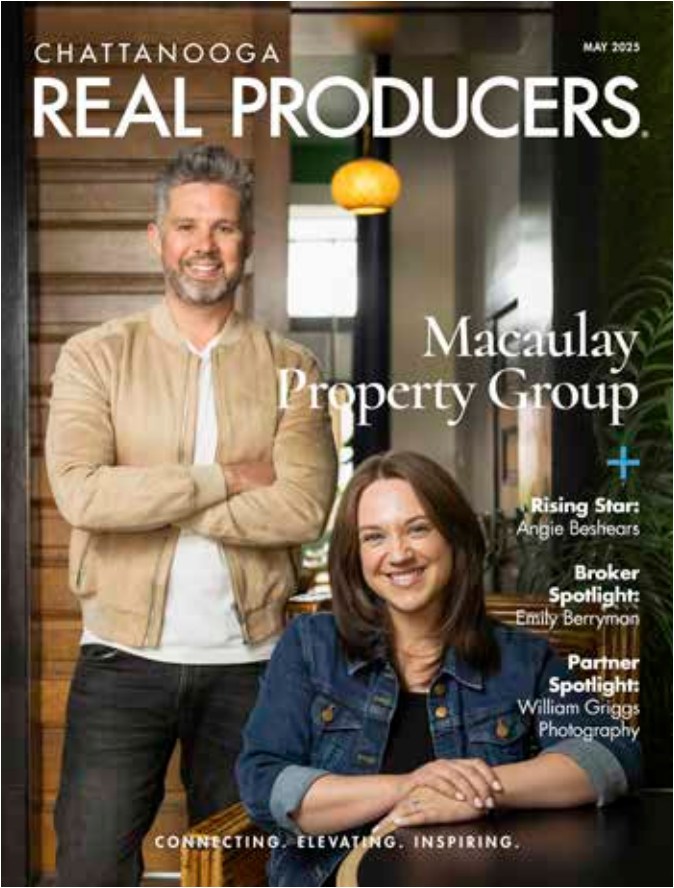
The Heartbeat: We seek to elevate the culture of our local real estate community by **INSPIRING** us to **KNOW ONE ANOTHER BETTER**, creating stronger **CONNECTIONS**, more trusted relationships, and more repeat business for everyone involved.

Distribution: This magazine is sent free of charge to the top 300 agents in the greater Chattanooga area based on MLS productivity. Within this area, there are over 3,000 active agents, but everyone who receives this publication is part of an elite group. You are remarkable. Just to be in this group is truly a badge of honor!

Content: This is all about you, the Chattanooga real estate community. We do personal and unique stories on members of this community, giving you a platform to inspire others. Our goal is to go beyond the numbers and take a deep dive into the personal side of the industry, to inspire us to know one another better. It costs absolutely nothing for a real estate agent to be featured in the publication. But to be featured, an agent must be nominated by a peer or leader in the Chattanooga real estate community. We are always taking nominations and encourage you to nominate individuals who are making a huge impact on our local real estate market.

Our Partners: Anyone listed as a “preferred partner” in the front of the publication is a part of this community. They will have an ad in every issue, attend our 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 or many of you have recommended every single preferred partner you see in this publication. We do not meet with businesses until they are vetted by one of the agents in our community and receive a “stamp of approval.” If you are looking to add to your arsenal of incredible vendors, look no further.

Networking Events: Along with the monthly publication, we host various social networking events where top agents, along with our top preferred partners, get together at reputable local venues to rub elbows, mastermind, have a good time and strengthen our greater Chattanooga community. We communicate information about the events through the publication, texts, emails and social media.



Nominate Your Favorite Agent: We are always accepting nominations for feature stories! If you know a colleague who is absolutely on fire and deserving of celebration, we would love to feature them in an upcoming edition of *Chattanooga Real Producers* magazine! Categories may include Top Producer, Rising Star, Team Leader, Broker, Making a Difference, REALTOR® on Fire, etc. To nominate a fellow REALTOR®, simply scan this QR code and follow the prompts. We look forward to receiving your nominations!



Recommend Your Favorite Vendor: What makes our preferred partners different than any other “vendors list” is that we only partner with businesses that have been vetted and recommended by top agents. In other words, our preferred partners are trusted businesses that can be considered the best in their particular industry. Don’t see your favorite on our list? We would love your recommendations! Scan this QR code and recommend your favorite affiliate business and be sure to state what you love about them! We look forward to receiving your recommendations!



Jeff White
Owner/Publisher
Chattanooga Real Producers
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Meet
KRYSTYE
DALTON

From Soulful Stages to Sold Signs

Krystye Dalton, a top agent on *The Robinson Team* at Keller Williams Realty, grew up in Phill Campbell, Alabama and moved to Chattanooga in 1984. “I lived in North Chattanooga when North Chattanooga wasn’t cool,” Krystye jokes. Before her real estate career, Krystye was a musician with a record deal.

BY EMILY DANIEL

PHOTOS BY CREATIVE REVOLVER

“In 1998, I got a record deal with Rio Star records out of Nashville, Tennessee. I recorded my first album in 1999 at Muscle Shoals Sound with the famous “Muscle Shoals Swampers”, she reflects. “At this time, I was playing festivals and opening up for Wilson Pickett and other regional soul artists. After my record was recorded and released, the record label I was signed to went under.”

Krystye decided to move back to Chattanooga and then began her real estate career. “I originally got my license in 2002. My husband was a builder, and it seemed like a natural fit,” she shares. In 2004, she became a mother and put her license



in retirement for a few years to stay home with her son, David James.

In 2012, she restarted her real estate career when she joined Jay Robinson's team. "Jay's vast knowledge of real estate and his problem-solving skills were just what I needed in a mentor and team leader." Krystye has been a top selling agent with Jay ever since. "I am very grateful and thankful to Jay for giving me a work environment that continually allows me to grow as an agent and a person. I learned early on from Jay we are in the business of problem-solving and there is no problem too big to solve."

While Krystye jokes she's always working, she also prioritizes her health and fitness and her family. "I compete, competitively, in obstacle course racing and this has given me many opportunities to travel abroad and compete in races - three time Spartan trifecta world champion - in my age group," she shares. You can find her hanging out with her family and her 10 rescue dogs and three cats every night after work. "I love to travel with my parents and my son, David James, as well as my best friends - Tommy and Mary Ann. I'm very close with my family and cherish the time that I get with them." Her family understands the demands she faces as a high producing agent. "They are very supportive of me. My clients and team know no matter where I am or what I'm doing, servicing my clients is my top priority."



Krystye's faith plays a part in every facet of her life. In 2022, she was diagnosed with breast cancer and then again in 2023 with metastatic breast cancer. "God is in charge," she says with conviction. "I am very blessed and healthy. It has now been a year, and I am cancer free. My oncologist tells me I'm the healthiest person he knows with cancer, and I plan on keeping it that way." Krystye doesn't let it slow her down professionally or on the racecourse.

When working with clients, Krystye values all of her clients whether they are buying a modest first home or their fifth million-dollar home. "At the end of the day, real estate is the largest investment most people will

make in their entire life," Krystye offers. "I love to roll up my sleeves and get busy getting my clients what they want." She especially loves that no two deals are ever the same. "This job is never boring, and I wouldn't have it any other way."

Krystye notes while she didn't grow up dreaming of a career in real estate, it is the perfect career for her. "My job is about building relationships and helping people," she says warmly. "I am certainly blessed I get to do this every day." Krystye is a warrior in every sense of the word. She fights valiantly for her clients, loves her family unconditionally, battles cancer and wins and never loses sight of her faith and what's genuinely important in life.

“
I am
certainly
blessed I get
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