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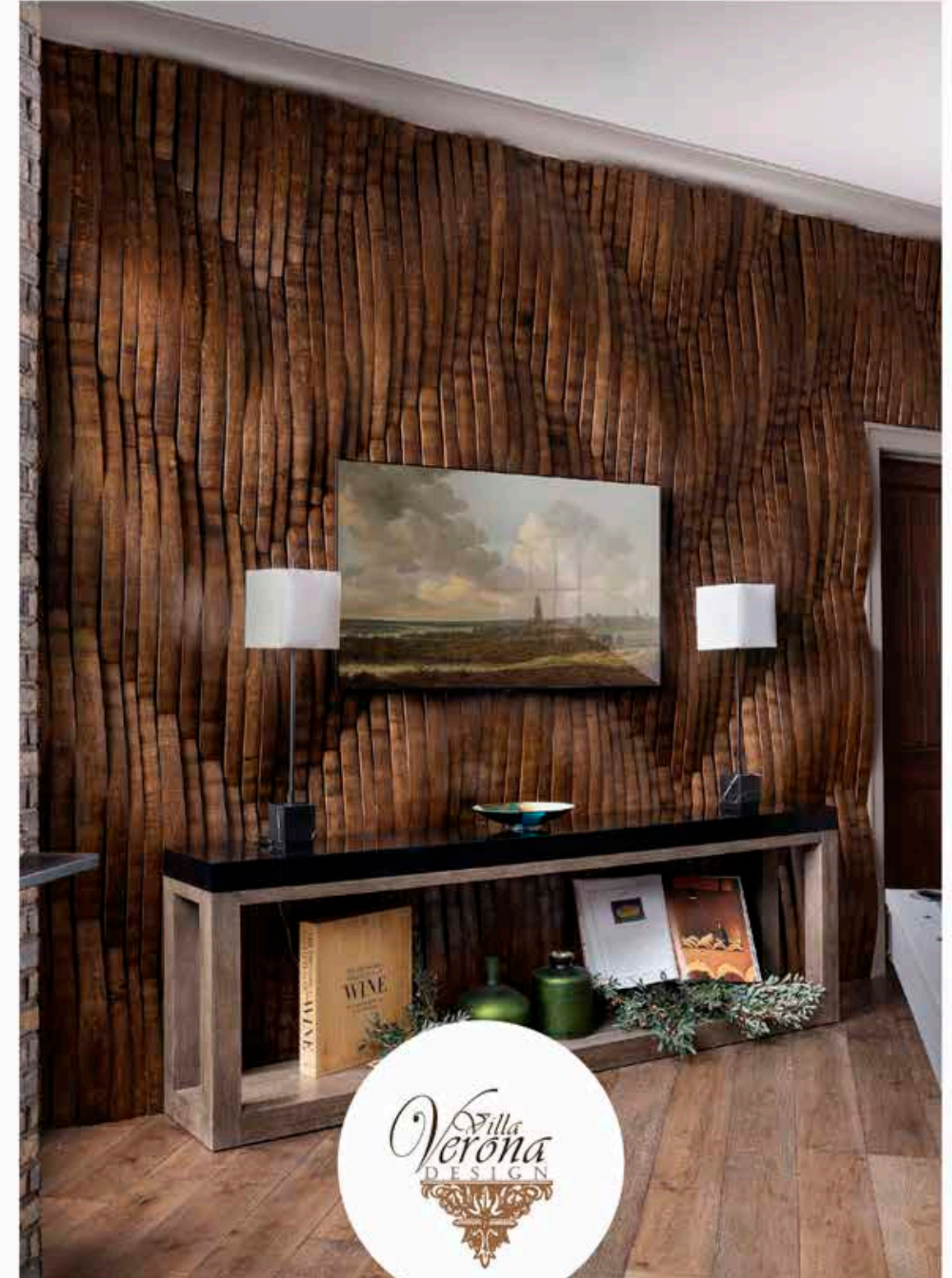
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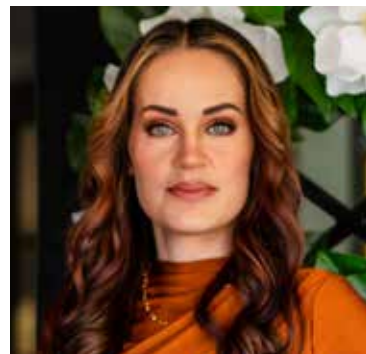
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the Balancing Act

A REALTOR'S
GUIDE TO
MANAGING
BUSINESS &
FATHERHOOD

WRITTEN BY: QUANTELLA SIMMONS-KINARD ASSOCIATE BROKER AND TEAM OWNER AT REAL BROKER



Growing up I had an excellent example in my parents juggling family, faith, career, & side hustles. Being a family head in this day & age is no easy task. Being the protector of your household is a big enough job now let's also add being a provider. As a realtor and a father, finding the perfect balance between work and family life can be a challenge. Juggling client relationships, meetings, and deadlines with bedtime stories, school events, and family outings requires careful planning and dedication. But fear not, realtor dads, with the right strategies and mindset, you can excel in both your career and fatherhood. Here are some key pointers to help you navigate this rewarding yet demanding balancing act:

- 1 / Prioritize, Plan, & be Present:** One of the most important skills for a realtor father is effective time management. Prioritize your tasks based on urgency and importance, and create a daily or weekly schedule to ensure you allocate dedicated time for both work and family commitments. Set realistic goals and deadlines to avoid feeling overwhelmed. In the fast-paced world of real estate, it's easy to get caught up in the demands of the job. However, remember that quality time spent with your children is more important than sheer quantity. Make the most of the moments you have together- when you are with your family, be fully present and engaged by having meaningful conversations, creating lasting memories, and showing your love and support unconditionally.
- 2 / Delegate & Set Boundaries:** Don't hesitate to delegate tasks or outsource responsibilities both in your professional and personal life. Hire a virtual assistant to manage administrative

work, collaborate with other real estate agents for support, and involve family members in household chores and childcare. Learning to trust others with certain responsibilities can free up valuable time for you to spend with your loved ones. Establish clear boundaries between work and family time to avoid overextending yourself. When you are at work, focus on your professional responsibilities. Communicate openly with your family about your work commitments and involve them in important decisions.

3 / Self-Care is Non-Negotiable: That's right- Dad's need self care too! I'm not saying put on a face mask and fluffy robe but real estate can be unpredictable, with last-minute showings, negotiations, and market fluctuations. Pair that with the demands of supporting a spouse & children and you can create a perfect storm of disaster if you don't have an outlet. Im not talking about an evening glass of scotch either. Take up walking/running, pickle ball, find a gym buddy. Embrace flexibility of being a realtor and schedule time for yourself, have a balance diet and rest- you are your own client. Take care of you so you can take care of everyone else!

Being a realtor and a father is a rewarding journey that requires dedication, patience, and resilience. By following these pointers and adapting them to your unique circumstances, you can successfully navigate the delicate balance between your professional aspirations and family responsibilities. Remember, it's not about perfection but progress, so be kind to yourself and celebrate the small victories along the way. You have the power to excel both in your career and as a loving father – embrace the challenge and enjoy the journey.

Do you have a tip you would like to share with your fellow Realtors? Reach out to us at robert.smith@realproducersmag.com

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JUNE ISSUE

Happy Father’s Day Upstate Real Producers

Upstate Real Producer Readers:

As we welcome June and all the sunshine it brings, we’re especially reminded to honor the fathers, father figures, and mentors who help shape our lives both personally and professionally. Happy Father’s Day to the incredible dads in our community—we celebrate your strength, guidance, and unwavering support. Whether you’re juggling showings and school pickups or managing a team and family dinners, we see you, and we appreciate all that you do.

This month, we’re feeling especially grateful for *you*, our dedicated readers. Your continued support and enthusiasm for *Upstate Real Producers* fuels everything we do. It’s your passion, leadership, and commitment to excellence that inspires each page of this publication. Thank you for being part of this journey with us.

We’re excited to introduce our June **Cover Feature**, Melody Bell. Melody is a shining example of professionalism, resilience, and heart. Her story is a testament to the power of building strong relationships, staying grounded, and leading with purpose. We’re honored to showcase her inspiring journey.

Our **Top Producer**, Bianca Conway, continues to raise the bar with her exceptional market insight, work ethic, and dedication to her clients. Bianca’s success is rooted in her deep knowledge of the industry and her passion for helping others find their dream homes.

This month’s **Rising Star**, Anna Powell, is making waves across the Upstate with



her energy, creativity, and forward-thinking approach. She brings a fresh perspective to the real estate landscape, and we’re excited to see her continued growth and impact in the industry.

In our **Tips of the Trade** feature, Quantella Simmons-Kinard, Associate Broker and Team Owner at Real Broker, offers valuable insight gained from years of experience and leadership. Her advice is both practical and empowering—perfect for agents at every stage of their career.

We’re also proud to highlight **Applewood Estates Inc.** in our **Preferred Partner Spotlight**. Their commitment to quality craftsmanship and customer service makes them a trusted name in the Upstate real estate community.

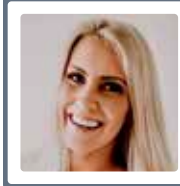
From all of us at *Upstate Real Producers*, thank you for being part of our community. We hope this issue encourages, informs, and uplifts you. Here’s to a strong summer season filled with opportunity, connection, and celebration.



Happy Father’s Day!!

Warmly,

Robert Smith
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Sierra Smith
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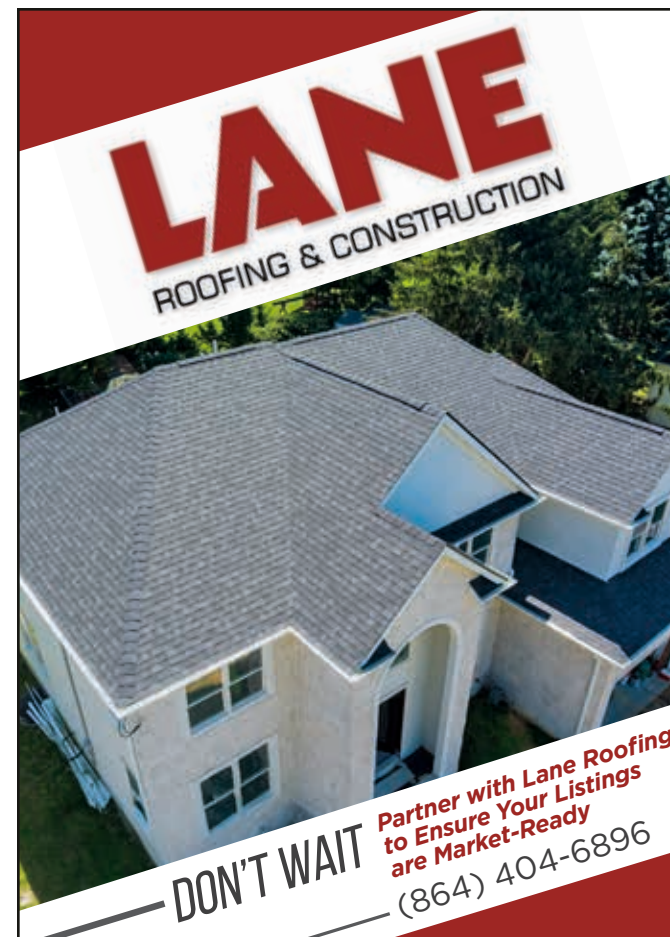
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PHOTOS BY:
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AMY PORTER

In the ever-evolving world of real estate, success is not just measured in transactions closed or dollars earned; it is defined by the relationships built, the lives touched, and the legacy left behind. Melody Bell, a seasoned real estate professional with Keller Williams Western Upstate, embodies this philosophy. With a career spanning over two decades, her journey is one of resilience, passion, and an unwavering commitment to her clients and team.

A Journey Rooted in Purpose

Melody's path to real estate was deeply personal. Growing up, her family never owned a home, and frequent moves due to rental instability which made homeownership a distant dream. However, at the age of 21, she turned that dream into reality by purchasing her first home. That pivotal moment not only transformed her life but also ignited a passion to help others achieve the same milestone. Over the years, she has guided countless individuals and families through their homeownership journey, helping them build wealth and security through real estate investments.

Building a Career of Excellence

Since obtaining her real estate license in 2002, Melody has steadily built a reputation as a trusted expert in residential properties, luxury homes, lakefront estates, investment properties, acreage, and even some commercial ventures. Her journey began as an independent agent with Terri's Team

Real Estate, where she quickly distinguished herself. In 2006, she was in a partnership with another successful agent that thrived until 2018. When their brokerage transitioned into a Keller Williams franchise in 2009, Melody recognized the immense value of the brand's innovative technology and elite training programs.

A strong believer in professional growth, she

took a leap in 2017 by hiring her first coach, a decision that would significantly shape her trajectory. By 2019, she founded Melody Bell & Associates, a full-service team dedicated to providing an exceptional real estate experience. Through challenges and triumphs, she has discovered a new passion—mentoring and coaching agents, helping them achieve their own successes.

An Unwavering Commitment to Clients

What truly sets Melody and her team apart is their unwavering commitment to delivering a client-first experience with exceptional results. Every successful transaction begins with a thoughtful consultation, where Melody and her team take the lead in educating clients on current market conditions, identifying their specific needs, and crafting



“Never stop learning, never stop growing, and always strive to do the right thing.”



a strategic plan. Backed by a dynamic and highly skilled team, she's built a powerhouse of professionals who each bring unique strengths to the table—from marketing and transaction coordination to client care and negotiation support.

Together, they operate with a high level of communication, efficiency, and precision, ensuring that every detail is handled seamlessly from listing to closing. Their collective expertise, coupled with Melody's vast network and ability to tap into off-market opportunities, has consistently exceeded client expectations. From 2021 to 2024, the team has closed an impressive 369 transactions, totaling nearly \$99 million in sales. In 2023 alone, they facilitated \$32.6 million in volume across 110 successful sales. Their track record is a testament to the synergy, dedication, and shared commitment that define

Melody's team and fuel their ongoing success.

Beyond the numbers, what makes their office truly special is the camaraderie and fun they bring to the workday. Melody and her team thrive on laughter and connection, each bringing a different sense of humor to the table. It's that lighthearted, collaborative environment that not only keeps morale high, but also makes clients feel like part of the family.

Overcoming Challenges with Resilience

No journey is without obstacles, and Melody's has been no exception. From navigating the economic downturn of 2008 to the unprecedented challenges of the COVID-19 pandemic, she has continuously adapted to changing market conditions. On a personal level, reshaping her perspective on work-life balance. A

defining moment came when her young daughter, Chloe, expressed that her mother was always on the phone. That wake-up call led Melody to restructure her approach, prioritizing both her family and her business. This experience has fueled her passion for empowering women, proving that success in business does not have to come at the expense of personal fulfillment.

Mentorship and Giving Back

Melody's commitment to growth extends beyond real estate. She credits much of her success to the mentorship of her longtime broker, Terri Anderson, whose guidance has been invaluable. Today, Melody strives to pay that mentorship forward, helping other agents navigate the complexities of the industry. Her leadership is grounded in integrity, authenticity, and an

unwavering commitment to doing the right thing—even when no one is watching.

Beyond real estate, Melody is deeply involved in charitable initiatives, supporting organizations such as First Light, Calvary Home for Children, and The Lot Project. Through these efforts, she continues to make a meaningful impact on her community.

A Life of Passion and Purpose

Outside of real estate, Melody's world revolves around her daughter, Chloe, whose passion for music mirrors her own. Whether it's attending concerts, enjoying live theater, or traveling to their beloved Hilton Head, Melody embraces life wholeheartedly. Her newest challenge? Golf—an endeavor that, much like real estate, demands patience, precision, and a willingness to continuously learn.



Defining Success and Legacy

For Melody, success is about more than accolades or financial achievements. It is about leading a meaningful life, one that aligns with her core values of generosity and wholehearted living. She hopes to be remembered for the positive impact she has made on others—whether through real estate, mentorship, or simply being a guiding force in the lives of those around her. Her philosophy is beautifully captured in the principles of **The Four Agreements by Don Miguel Ruiz: Be impeccable with your word, don't take anything personally, don't make assumptions, and always do your best.**

As she looks to the future, Melody remains committed to growth, both personally and professionally. She continues to cultivate talented agents, invest in her community, and embrace new opportunities with the same passion that has defined her career. For those aspiring to follow in her footsteps, her advice is simple yet profound: Never stop learning, never stop growing, and always strive to do the right thing.

Melody Bell is not just a real estate agent—she is a visionary, a mentor, and a true embodiment of what it means to lead with purpose. Through her unwavering dedication, she has not only built a thriving business but has also created a lasting legacy of impact and inspiration.

LEADING WITH

GRIT, PURPOSE, & HEART

IN UPSTATE
REAL ESTATE

MEET
**BIANCA
CONWAY**

PHOTOS BY: CAROLINA HOUSE SHOTS • WRITTEN BY: AMY PORTER

There's no blueprint for building a legacy — but if there were, Bianca Conway would be the one writing it.

A powerhouse in Upstate South Carolina real estate, Bianca is more than just a Top Producer at Bluefield Realty Group. She's a force — defined by service, resilience, and unapologetic authenticity. With over \$65 million in career sales and \$10.7 million closed in 2024 alone, her results speak volumes. But ask anyone who knows her, and they'll tell you her impact reaches far beyond numbers.

Before real estate, Bianca served 11 years in the Army as a Weapon Specialist and Supply Manager, including a deployment to Iraq in support of Operation Iraqi Freedom. Leading supply runs with a .50-caliber in hand, she operated under pressure few can imagine — proving early that strength, leadership, and grace under fire would be the foundation of her future.

When autoimmune disorders led to her medical retirement from the military, Bianca didn't slow down — she shifted gears. Armed with a degree in Technical Management from Embry Riddle and corporate experience at Lockheed Martin, she entered the real estate world with one mission: to serve with purpose and build with intention.

Her journey began in 2017 with Keller Williams Greenville Upstate, Bianca later transitioned to Bluefield Realty Group where she found her home. In 2022, she launched the Legacy Home Team — not just a brand, but a movement cementing her place as a powerful force in the industry. Whether guiding first-time buyers, supporting military families in transition, or managing luxury investments and fix-and-flips, Bianca brings unmatched discipline, insight, and heart to every transaction. Bianca is deeply committed to South Carolina, especially the Upstate area, where she serves clients with tailored strategies to find their perfect homes. Her ability to listen closely to clients' needs and use her market knowledge has made her a trusted advisor in the real estate industry.

Bianca's success story is one of overcoming challenges. The transition from the military to civilian life was a significant hurdle, but Bianca applied the same resilience and problem-solving mindset that served her well in the Army. She leveraged her experience, built a solid network, and committed herself to lifelong learning, ensuring each obstacle became an opportunity for growth. She attributes much of her success to her unwavering commitment to integrity and client-focused service.

But her purpose runs deeper than closings and contracts.

Beyond real estate, Bianca's passion for service extends to her personal life, particularly in animal rescue. She

supports organizations like Greenville Animal Care and Two Hearts Sanctuary and has personally fostered and adopted many animals. Her work with medically fragile and injured animals, including bottle-feeding kittens and rescuing an injured opossum named Rogue, showcases her deep compassion and drive to make a difference beyond her professional life.

In her personal life, Bianca is supported by her husband, Josh, a fellow veteran, and their two young daughters, Kennedy and Reagan. The Conway family enjoys spending time outdoors, crafting, baking, and volunteering with animal rescue groups. Bianca and Josh's shared military background and their love for real estate have inspired them to fix and flip homes,



creating a portfolio they hope to pass down to their daughters one day. This family-oriented approach to business reflects Bianca's long-term vision and commitment to building a legacy of service.

For Bianca, success is measured not just by financial achievement, but by the positive impact she has on others. She aims to be remembered as someone who always puts others first—whether it's her clients, her colleagues, or the animals she helps rescue. As a Top Producer Realtor, she continues to inspire those around her with her commitment to excellence, integrity, and a genuine desire to help others achieve their goals. Bianca's advice for new agents is simple: "Stay focused on building relationships rather than chasing transactions. Real estate is a marathon, not a sprint. Trust, integrity, and a commitment to serving your clients will lead to long-term success."

As she looks to the future, Bianca envisions expanding her business, mentoring other up-and-coming agents, and continuing to make a difference in her community. She remains focused on helping clients navigate the evolving real estate market and staying adaptable in a competitive industry. But above all, Bianca's mission remains clear: to provide unmatched service, to lead with integrity, and to create lasting, positive change in the lives of those she serves.

Bianca's advice to new agents cuts through the noise: "Focus on people, not

“
**FOCUS ON
PEOPLE,
NOT
PAYCHECKS.**
”



paychecks. Don't chase the transaction — build the trust. Do what's right when no one's watching, and you'll never have to chase success. It'll find you.”

Bianca's story is one of transformation, resilience, and purpose. Her unwavering commitment to serving others, whether through real estate or animal rescue, has set her apart as a true leader in

the industry and a well-deserved Top Producer Realtor for the June issue of *Upstate Real Producers Magazine*.

One thing is clear: Bianca Conway isn't here to blend in — she's here to lead. To raise the bar. To serve with grit and grace. And to prove, every single day, that you can be strong, successful, and kind — all at the same time.



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Building Dreams & Strengthening Community

THROUGH REAL ESTATE

Adriana Elizabeth Powell, known as Anna to her friends and clients, has swiftly emerged as one of the most promising and hardworking Realtors in the Upstate region, making her mark as a Rising Star Realtor for the June issue of *Upstate Real Producers Magazine*. A passionate advocate for her community, Anna's journey into real estate is a story of perseverance, personal growth, and the pursuit of meaningful work.

PHOTOS BY: CAROLINA HOUSE SHOTS • WRITTEN BY: AMY PORTER

Since 2017, Anna has called Walhalla home and her connection to Powell Real Estate runs deep as it is owned by her husband's family. However, it wasn't until 2022 that she decided to pursue her real estate license, after gaining hands-on experience working alongside her husband and expanding their rental portfolio. The transition from a career in construction and manufacturing to real estate wasn't a difficult one, as Anna was ready for the flexibility that real estate offered—freedom to create her own schedule and work more efficiently. "I manage my time much more efficiently when I'm in control of my own schedule," she shares. This newfound freedom has allowed her to thrive and build a business centered around helping people navigate one of the most significant decisions of their lives.

In her two years as a Realtor, Anna has represented clients across a wide range of property types, specializing in commercial, land, and residential real estate transactions. Her approach to business is rooted in her belief that success comes from a genuine commitment to her clients' needs. "People don't care what you know until they know that you care," she says. This philosophy drives Anna to provide tailored service to each client, listening attentively to their needs, asking the right questions, and adapting her approach as needed to ensure that they find the perfect home or property.

One of the most memorable experiences of Anna's career came when she helped a client who had endured the devastating loss of her home in a tornado. After years of searching unsuccessfully for the right property, Anna was able to guide her through four contracts before finally finding the perfect fit—a beautifully renovated home where the client and her daughter could rebuild their lives. "It was a truly rewarding experience," Anna reflects. "Helping people achieve their real estate goals is the most fulfilling part of my business."

Despite only being in the industry for a short time, Anna has already achieved



remarkable success. In her first year, she completed \$6.7 million in sales, and she has since reached a total career volume of \$10 million. While she is proud of her financial accomplishments, Anna defines success more by the positive impact she makes in her community than by numbers alone. "Success isn't measured by sales volume or yearly totals, but by the positive influence I can bring to my community and to those choosing to make Oconee County their home or place of business," she says. As someone who is deeply committed to her community, Anna is passionate about helping to shape Walhalla's future by fostering growth in its small downtown area and supporting local businesses and nonprofits such as Ripple of One and Grace's Closet.

Anna's determination to succeed has been tested in her personal life, too. Raised during a challenging financial time when her father filed for bankruptcy, she learned early on that hard work, persistence, and a positive outlook could overcome even the most difficult circumstances. After high school, she worked two jobs while attending Clemson University full-time, determined to follow her dreams despite financial setbacks. This resilience and work ethic are the cornerstones of her approach to business today.

Looking to the future, Anna is excited to continue building her career alongside her husband at Powell Real Estate, where they share the common goal of supporting their community. She also aspires to play a more significant role in supporting Powell Real Estate's agents as the company grows, while still remaining actively involved in helping buyers and sellers.

Outside of real estate, Anna has a variety of hobbies, including playing the piano, reading, writing, and hiking. She and her husband, Cliff Powell, enjoy spending quality time together, often hiking or exploring new places. Together, they cherish moments with their large families, which serve as a foundation of support in both their personal and professional lives.

“PEOPLE DON’T CARE
WHAT YOU KNOW
**Until They Know
That You Care.”**

Anna’s advice to aspiring realtors is simple yet profound: “Stay persistent, honest, teachable, principled, and well-connected, and success will follow.” Her own journey is a testament to the power of resilience, passion, and the importance of caring deeply for the people you serve. As she continues to grow in her career, Anna is committed to living out her belief that you’re never too old to pivot toward the life you were meant to live, a lesson she learned when she made her own career transition in her late 20s.

In a profession often driven by competition, Anna stands out not just for her accomplishments, but for her genuine, people-first approach. “Don’t be afraid to take risks,” she encourages. “Once you find a job you enjoy so immensely, you will never have to work a day in your life.” With her heart set on serving her community, helping her clients achieve their dreams, and continuing to thrive in the real estate world, Adriana (Anna) Powell is poised for even greater success in the years to come.

“Only passions, great passions, can elevate the soul to great things.” – Diderot

Anna Powell’s passion for real estate, her community, and helping others shines through in everything she does. Her rising star in the real estate world is a reflection of her dedication, drive, and the deep care she has for the people she serves.



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PHOTOS BY: TRES DABNEY (TRUE NORTH PRODUCTIONS) • WRITTEN BY: AMY PORTER

Nestled in the heart of Spartanburg, Applewood Estates, Inc. stands as a beacon of reliability and excellence in the property management industry. Founded by Kathleen “Kathy” Wright in 2013, the company has grown from a home-based endeavor to a full-fledged operation serving property owners and tenants across the Upstate region.

Kathy’s journey into real estate and property management was driven by

her extensive background in the field. Originally from South Florida, she spent years working as a licensed realtor and real estate paralegal in Florida, Georgia, and South Carolina. Upon moving to Spartanburg in 2003 with her husband, Paul, she found herself drawn to the stability of property management. When two friends asked her to manage their rental properties, she saw an opportunity to build something meaningful. With determination and

expertise, she obtained her license and laid the foundation for Applewood Estates, Inc.

Today, Kathy and her dedicated team, consisting of two full-time and one part-time staff members, provide comprehensive property management services. These include tenant screening, rent collection, lease negotiations, evictions, property maintenance, and customized ROI reports. They also assist tenants with rental assistance programs and offer notary services. Kathy’s commitment to her clients goes beyond basic management—she ensures that each property is well-maintained and that both owners and tenants feel supported throughout their rental experience.

One of the distinguishing factors of Applewood Estates, Inc. is its unwavering dedication to customer service and community involvement. Kathy and her team work closely with renters who face financial difficulties, helping them navigate programs through the Spartanburg Housing Authority. Their approach emphasizes respect, dignity, and open communication, making the rental process as seamless as possible for all parties involved.

Operating from an office conveniently located near downtown Spartanburg, Applewood Estates, Inc. manages properties within a one-hour radius. This strategic positioning allows them to serve clients effectively in Spartanburg, Greenville, Cherokee, and Union counties.

Kathy attributes her success to tenacity, perseverance, and a deep understanding of industry trends. She takes pride in keeping clients informed about evolving insurance requirements and offers access to a trusted network of vendors for repairs and maintenance. Her passion for real estate, whether in sales, construction, or property maintenance, continues to fuel her dedication to excellence.



Meet
Kathleen
(Kathy)
Wright



For more information,
visit applewoodestates.com
Facebook: <https://www.facebook.com/ApplewoodEstatesLLc>
Profile on LinkedIn: Kathy Wright, CPM

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One of Kathy's most memorable experiences in property management came in the aftermath of Hurricane Helene. With many clients living out of state and unaware of the storm's impact, she and her team worked tirelessly—despite power and internet outages—to coordinate inspections, repairs, and insurance claims. Although initially met with frustration, Kathy's clients soon expressed immense gratitude for her efforts in protecting their investments.

For Kathy, success is about going the extra mile and making a lasting impact on her clients and community. She finds fulfillment in connecting property owners with realtors, vendors, and resources while fostering strong

relationships with tenants. Her ideal clients are both seasoned and new investors who value maintaining their properties to the highest standards.

When she's not managing properties, Kathy enjoys traveling, watching movies, and staying active at her local gym. She also dedicates time to community service as a board member of the Boiling Springs Business Association and previously served as a volunteer Guardian ad Litem for 11 years.

As Applewood Estates, Inc. continues to thrive, Kathy remains committed to her mission of providing top-tier property management services with professionalism, integrity, and care.

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