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Leadership Spotlight:
Raquel Carter

Affiliate Spotlight:
From Here To There



Caitlin Mittle

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Brett Rybak
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Beth McCabe
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Renée Hensley
Photography



Keni Parks
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2024 REAL ESTATE SUCCESS SECRETS

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?"



JAMES WEATHERHOLT
OWNER/ FOUNDER

SOCIAL MEDIA IS NOT THE ULTIMATE OR ONLY MARKETING YOUR BUSINESS NEEDS, BUT IT IS IMPORTANT!

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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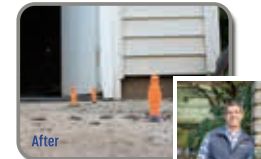
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Caitlin Mittle



has a heart for People and Horses

Real Estate Was An Answer to Prayer!

PHOTOS BY KENI PARKS PHOTOGRAPHY • WRITTEN BY ELIZABETH MCCABE

Uncertain about what to do for her career out of college, Caitlin turned to prayer to find out her next step in life. “I prayed about what to do and heard real estate,” she shares. In October 2011, she started her real estate career after getting her license the summer after graduating college. Today, she serves clients through RE/MAX Elite Realty with an emphasis on building relationships and helping families find their perfect fit.

Guided by Faith

Born in Pensacola, Florida and later raised in Kent Island, Maryland, Caitlin grew up as a self-described “military brat” with her father’s career as a helicopter pilot in the Marine Corps. Moving frequently during her childhood shaped her early impressions of real estate. “I didn’t like REALTORS® because it meant that my family was moving,” she recalls with a laugh. “That was the impression I had of REALTORS® before I became one.

After earning her associate degree in Maryland, Caitlin transferred to Asbury University in Kentucky, where she completed her bachelor’s degree. It was a leap of faith—packing up her horse and moving to a place where she knew no one. But she quickly fell in love with the Bluegrass State’s horse country and tight-knit community, deciding to make it her permanent home.

“After graduation, I wanted to stay. It was horse country with good people, and I fell in love with Kentucky,” she shares. She found herself surrounded by her niche.

“I’ve ridden horses since I was 10 and owned two off-the-track thoroughbreds turned sport horses,” shares Caitlin. “Horses were one of the key factors why I came to Kentucky.” Now she loves selling hobby farms and equestrian farms besides residential homes.

Starting from Scratch

Starting a real estate career fresh out of college presented its own set of hurdles. Caitlin recalls, “My

business was slow growing because I didn’t have a strong sphere of influence. I built it from the ground up, and for three years, I lived at the poverty level while working full-time in real estate.”

Fortunately, Caitlin found mentors who guided her through the challenges. Among them was Linda Moore, an experienced agent who played a significant role in shaping Caitlin’s approach to real estate. “She really influenced me greatly,” shares Caitlin. She also credits other influential Rector Hayden real estate agents at the brokerage where





she started her career. They invested time in her. Caitlin is now rooted at RE/MAX Elite Realty since 2020 and is thriving.

Caitlin's success in real estate stems from her commitment to learning and her faith-driven approach. Her advice for new agents is simple: "Learn everything you can from those around you who are succeeding. Be humble and willing to grow, because this is a career—it doesn't happen overnight."

Developing a Unique Niche

Caitlin has fit into a unique niche in real estate by selling farms. Horse enthusiasts turn to Caitlin because

she understands the unique nature of equestrian farms and their needs as horse owners.

Although her two off-the-track thoroughbreds passed away last year whom she had for 20 years, Caitlin continues to ride and looks forward to owning another horse in the near future. "I'm in a transition spot," she reflects. She loves partnering with clients who share her passion for horses and farm properties.

Because of Caitlin's background, she can understand the challenges of moving to the Bluegrass State and being new here. "I love working with and moving families to Kentucky," she shares. "I'm both. I am a transplant myself who fell in love with Kentucky and raising a family here."

"Real estate is all about the people for me, not houses. Helping guide and support this transition they are walking through. I am invested in making it as successful as possible for them."

A Life Rooted in Family

Caitlin's family is central to her life and work. She and her husband, Seth, a civil engineer, have been married since March 2014. Together, they have three biological children—Naomi (8), Barrick (6), and Lyanna (4)—and have fostered through the state several children over the years. Their current foster daughter, age 3, has been with them for more than a year.

"Fostering has been such a rewarding experience," Caitlin shares. "We've fostered three other children who have been reunited with their families, and it's a blessing to be part of their stories."

Together, everyone likes going out on their boat on the lake in the summer months to relax, enjoy the chaos of small children and have lots of adventures.

A Heart for Service

With over \$16 million in sales volume last year, Caitlin's accomplishments speak to her dedication and hard work. Yet she remains focused on her clients and community. "I have a hard-working personality and everything has been led by my faith," she comments. "I trust God with His leading. Because I don't have all my ducks in a row," she admits with humility. "But I care deeply about my clients and their experiences." She's thankful for where she is today.

From the island of Maryland to the heart of Kentucky's horse country, Caitlin Mittle has found her calling in real estate. Her story illustrates the power of faith, perseverance, and passion for both people and horses.

“

Real estate is all about the people for me, not houses.

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RAQUEL CARTER



FOLLOWED IN
HER MOTHER'S
FOOTSTEPS INTO
REAL ESTATE

WRITTEN BY ELIZABETH MCCABE • PHOTOS BY RENEE HENSLEY PHOTOGRAPHY

“My mom was right about real estate.”

“You would be great at real estate.” Raquel Carter remembers her mother’s advice fondly. “Twenty-two years ago, I listened to my mother, took her advice, and ended up in real estate,” she smiles.

Born in Jefferson County and raised in Fayette County, Raquel grew up admiring her mother’s entrepreneurial spirit. A single mom, her mother successfully raised two children while starting her own business, selling it, and eventually transitioning into real estate. Raquel’s mother not only thrived in her new career but also laid the foundation for a legacy that Raquel would later continue.

A Leap of Faith

Initially, Raquel had other plans. Armed with a background in finance, she worked as a financial analyst, building spreadsheets and navigating corporate life. But her mother saw a different path for her. “I’m a Leo—I can be stubborn,” Raquel laughs. “I had to come kicking and screaming into real estate. But my mom encouraged me, and I’m so grateful she did.”

Raquel began her real estate career in 2002. Five years later, her mother earned her broker’s license, and the two decided to start their own company, Guide Realty, in 2008. “It was just the two of us at first,” Raquel recalls. “We brought on a few agents, who I affectionately called my mother’s friends. They were loyal, amazing people.”

The road wasn’t easy, but Raquel listened to her mentors and coaches during the Great Recession. “You have to keep going,” she says. Her perseverance paid off in real estate and helped her to forge ahead, regardless of the challenges of life.

Turning Pain into Purpose

In 2013, Raquel’s mother passed away after battling cancer. That pivotal moment redefined Raquel’s mission.

“It wasn’t just about growing my real estate career anymore,” she reflects. “It was about growing a company. It took a few years to get some traction and we did some rebranding, but that changed the trajectory for us.”

The company’s tagline, “Guiding Your Home,” remains a nod to her mother’s original vision. In 2020, Guide Realty leased a 6,000-square-foot office space in Lexington, known as the Compass Center. Raquel decided to bring Guide Realty back to her mother’s hometown of Louisville. “She was Louisville to the core,” Raquel shares.

“Everyone was working from home, but we needed more workspace,” laughs Raquel. “We took a pretty big leap of faith that year.” She went from 10 agents when Raquel moved here to 30 agents.

In the last 2 years, they have grown to over 40 agents.

The Lexington location, also known as their flagship location, has become a hub for professional mixers, business classes, and community events.

Building Relationships and Community

Raquel attributes much of her success to relationships. “I know it sounds cliché, but relationships are the secret to my success,” she says. Beyond transactions, she focuses on creating a supportive environment for her agents and clients. “We’ve built a space where people can be themselves and thrive.”

Although Raquel is not as actively involved in sales production, she remains deeply connected to her community and

“

I had to come kicking and screaming into real estate. But my mom encouraged me, and I’m so grateful she did.”



agents. “I still do the fun parts,” she jokes. “I meet with clients, attend closings, and go to closing parties with champagne, toasts, and confetti. Every once in a while, I get to do some negotiations too. There is nothing like a good negotiation to get your blood boiling.”

Her advocacy work extends to affordable housing projects, land use issues, and initiatives aimed at increasing diversity within the real estate industry. She’s in the mix on these topics because they’re critical for the future for the industry.

To Raquel, it’s all about serving others. “You may think you have to be perfect before you can help others.” However, that isn’t true. “You don’t have to wait until you arrive at your destination before you can help others. There is always someone who is where you just were.” It brought her joy to serve others. “That changed the game for me,” she smiles.

What’s Next?

Looking ahead, Raquel plans to open additional offices and expand Guide Realty’s training programs, offering both in-person and online courses. She’s also passionate about mentoring the next generation of real estate professionals, particularly women and people of color. “You are most powerfully positioned to serve the person you once were,” she says, quoting a phrase that resonates deeply with her. “I’m not perfect, but I’ve been where others are, and I want to help them move forward.”

When Raquel isn’t running Guide Realty or speaking at industry events, she enjoys exploring new restaurants, reading multiple books at once, and spending time with her family. She’s married to Bishop Carter IV, owner of Eliane Allen LLC, and they have two children: a 20-year-old son in college and a spirited 10-year-old daughter who Raquel describes as “the boss of all of us.”

Raquel is glad that she listened to her mother’s advice to pursue real estate as her profession. It changed the course of her life, gave her a foundation and a future, and caused her to lead the way in real estate. Raquel concludes, “The

moral of the story is to always listen to your mother.”

Through Guide Realty, she continues to make her mother proud, one relationship at a time.



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SCAN ME

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REINVENTING THE MOVING INDUSTRY

PHOTOS BY BRIANNA LORING PHOTOGRAPHY



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Richardson's company has since redefined industry standards. From Here to There is Kentucky's first and only dementia-friendly certified moving company, catering to vulnerable populations with care and understanding. It's also the state's only five-star moving company with over 100 Google reviews. "We're the highest-paying company in the market, so we retain elite talent," Richardson said. "And we keep it simple — no hidden fees, just honest hourly pricing."

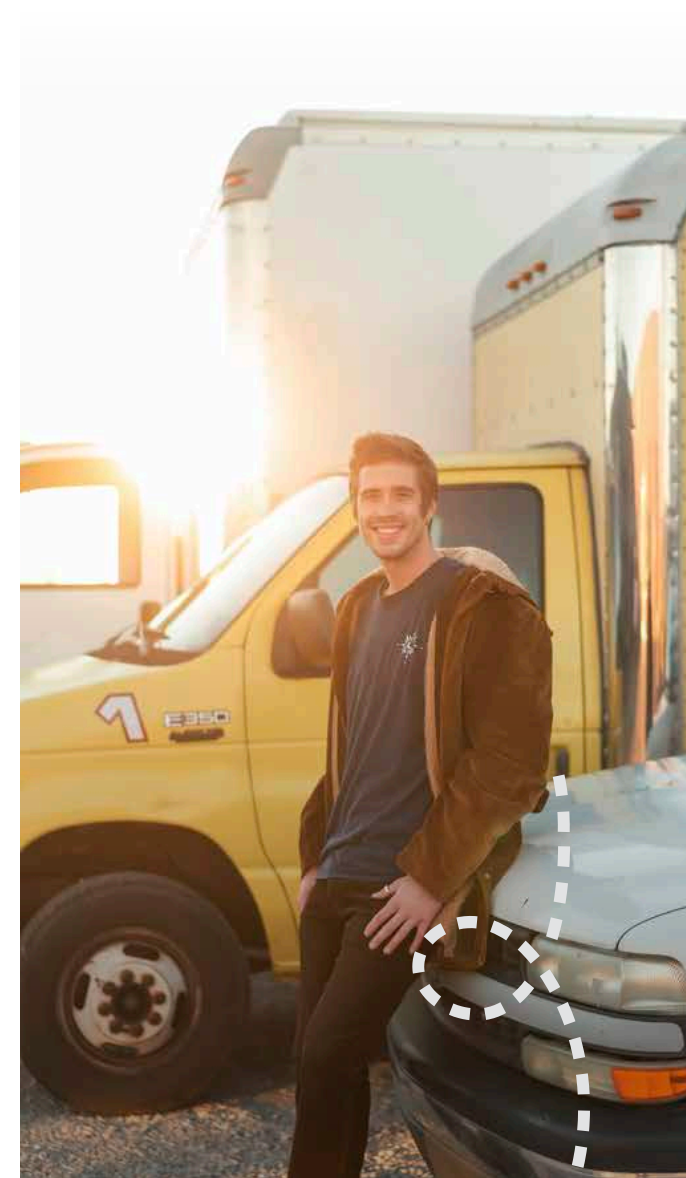
For real estate agents, From Here to There offers exclusive pricing for real estate agents and their friends, family, and clientele.

Beyond the business, Richardson prides himself on mentoring his employees. "Developing the young men who walk through our HQ doors is a fulfilling and grounding experience," he said. "We built this for longevity, and that's starting to bear fruit."

The team at From Here to There is keenly aware that often the three worst days of life are death, divorce, and moving- and they

often coincide. Richardson often moves his family, including his Mamaw. If a prospective employee can't be sent to Mamaw's house alone, with supreme confidence, then we simply do not have a spot for that individual on our team. This allows us to foster elite talent and in turn, quality service.

Launching in February 2020, just before the COVID-19 pandemic, Richardson's business has thrived on adaptability. More recently, his best friend and business partner exited the company, an amicable shift that



“ ONCE I SAW THE IMPACT MOVING COMPANIES HAVE ON THE COMMUNITY, AND MORE IMPORTANTLY, THE YOUNG PEOPLE THEY EMPLOY, I WAS SOLD AND NEVER LOOKED BACK.”

Richardson said strengthened both their friendship and the business. "Lexington has been great to us, and we've enjoyed a reciprocal relationship with the community," he said.

Richardson was recently appointed Chair of the Board for the newly founded Boys & Girls Club of Lexington and volunteers with Big Brothers Big Sisters of the Bluegrass. He also participates in Leadership Lexington, an initiative for emerging local leaders. "Success is health plus the freedom to do what you want," he said. "And once you get there, kick that door down and motion in the team."

Outside of work, Richardson enjoys basketball, yoga, and playing piano. A political science graduate from the University of Kentucky, he recently bought his first home in downtown Lexington, where he lives with his two cats, Tom and Earl.

“ SUCCESS IS HEALTH PLUS THE FREEDOM TO DO WHAT YOU WANT. AND ONCE YOU GET THERE, KICK THAT DOOR DOWN AND MOTION IN THE TEAM.”

With a mission to change public perception of moving and other so-called unskilled labor, Richardson said he aims to elevate client experience and the industry itself.

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Miranda Hinchman



Miranda Hinchman has built a thriving 16-year real estate career through hard work, honesty, and a dedication to service. A central Kentucky native, she transitioned from corporate auditing at Lexmark International to real estate in 2008, seeking a more fulfilling career. Despite entering the industry during a challenging market, Hinchman's work ethic set the tone for her success.

Now a licensed broker at Keller Williams Bluegrass, Hinchman prioritizes client service, with 98% of her business coming from repeat and referral clients. She emphasizes that real estate is a service profession, valuing ethics, education, and informed decision-making. Her team, Tyler Smith and Amanda Garland, plays a vital role in maintaining the high level of service her clients appreciate.

Hinchman cherishes the relationships she builds with clients, witnessing their life milestones and staying connected through annual events. Her passion extends to mentoring other agents, reflecting her belief in teaching, training, and supporting her colleagues.

As a single mother to two young sons, Liam and Lachlan, Hinchman balances motherhood and real estate, focusing on building generational wealth through her short-term rental properties, the Bluegrass Belle in Lexington and Cumberland Belle Lakehouse.

Looking back, Hinchman advises aspiring agents to embrace hard work and authenticity. She stresses the importance of relationships, honesty, and having difficult but necessary conversations. For her, success is rooted in genuine care and connection, proving there's an agent for every client and a client for every agent.

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