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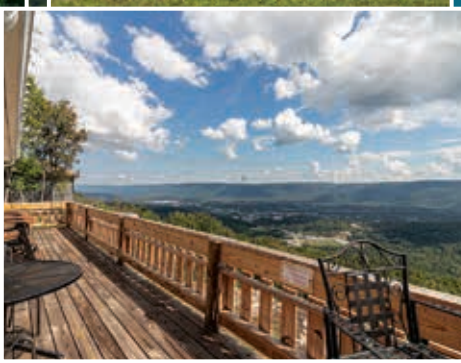
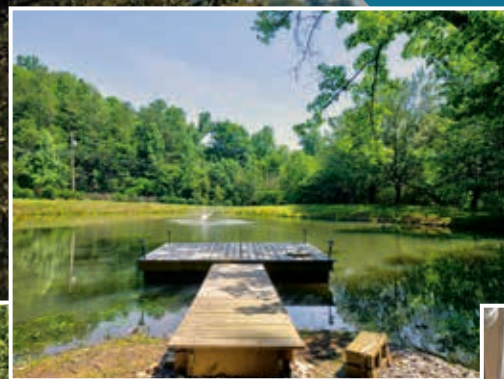
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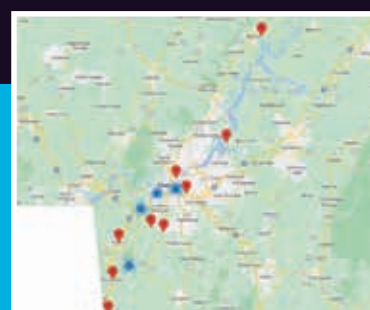
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The heartbeat of Real Producers is to elevate the culture of our real estate community by inspiring us to know one another better, creating stronger connections, more trusted relationships, and more repeat business.

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Cheers to your success!

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Meet

MARIA

LOPEZ-TELLO

FAMILY, FAITH, AND *Real Estate*

BY ANDERS CLARKE
PHOTOS BY WILLIAM GRIGGS

Maria was born in Mexico City, but was raised a couple hours southeast in a town called Puebla where most of her family lived. She later attended college for Economics eventually receiving her degree. While in her last year of school, she was looking for a job that she could grow into a career. She interviewed with a builder, impressing them with her attitude and previous success in other sales fields. By selling nine units in her first month and 12 the next, she earned her way into sales coordinator within two months.



Over the next several years, Maria spent time growing in the real estate industry. While her husband worked at VW, she spent her time working her way up in her company, moving to a new branch in 2006 where she was commercial director for a regional builder. Eventually moving to Chattanooga for the recent VW plant, Maria and her husband moved their family, adding two more children in the last 6 years. While Maria always put family first, she was looking for a way to get back into real estate and ended up getting licensed in February of 2022.

Maria is committed to constant improvement.

During her time as a Realtor®, she has always looked for new ways to serve and provide the best experience possible for her clients. “My job is getting them what they want in the way that I know is going to work,” she claims. Learning and improving her business each day gives her confidence that extends to each client she works with. “If you share knowledge, you’re gonna grow,” she states. Her goals are the same for her team, as she has added a buyers agent and admin. She encourages them to learn and grow as well, finding as many opportunities as possible for them to succeed along with her. “You become successful through them,” she says,

and she loves to help others succeed doing what she loves.

The biggest challenge for Maria was the cultural difference. To learn English, she spent some time working for the health department doing contact tracing during Covid. While she left feeling much more confident in her English, the cultural adjustment took more time to learn. “The biggest challenge was cultural,” she reflects. She had to learn how to build relationships and connect with others in a whole new way. She worked hard but understood it would take time. “You’ve gotta be patient with yourself,” she admits. Years later she is much more confident in her ability to



"YOU'VE GOTTA BE patient WITH YOURSELF."

work with anyone and create lasting relationships.

There are always underserved communities that can use help, and Maria is focused on helping them too. "We can do better to empower our communities," she claims. She loves to help people navigate the home-buying process, even if it starts with getting them in financial shape to do so. She always wants to lead with

value, guided by a heart for helping and a strong sense of professionalism. She constantly works to find new ways to give back, recently focusing on Hope for the Inner City. Finding ways to help those who need a little extra is one of her favorite ways to give back.

One of the biggest changes Maria has enjoyed recently is the opportunity to become more engaged in

her church community. In her hometown in Mexico, mass was something you did once a week, without much opportunity for further involvement. However, being a member of Covenant Presbyterian Church here in Chattanooga, she has felt much more involved. "They really embraced us. It became more personal," she reflects. She loves to attend events, volunteer for various opportunities, and go to small

groups and bible studies. Her faith is important to her and enjoying it with family makes it even better.

For Maria, family is only second to faith. Her husband and children mean the world to her, and it's her reason for working so hard. "My family is really important to me," she says emphatically. She wants to set an example for them of hard work, persistence, and overcoming any obstacles. The flexibility of real estate allows her to be there for all the important events her kids have. She also ensures her family visits her hometown of Puebla back in Mexico yearly to maintain their family relationships there. The families of her team and clients are also important to her, and she treats them just like her own. This includes helping families in her area community as well.

To reenergize and keep herself focused on what's important, Maria is committed to keeping family first. She does her best to be out of the office by 4pm, switching her primary focus to her family. Back in Mexico, she would often not see her husband due to her long work hours and his later schedule. Now, she ensures they get plenty of time with each other and the kids to create lasting memories and spend quality time. "We value the time we spend together," she declares. They love to hike, picnic, and explore the city together enjoying the many outdoor activities Chattanooga provides. Driven by a love for family and a strong desire to serve others well, Maria is off to a great start as one of Chattanooga's best Realtors®.

**"Try not to become a man of success, but rather become a man of value."
- Albert Einstein**

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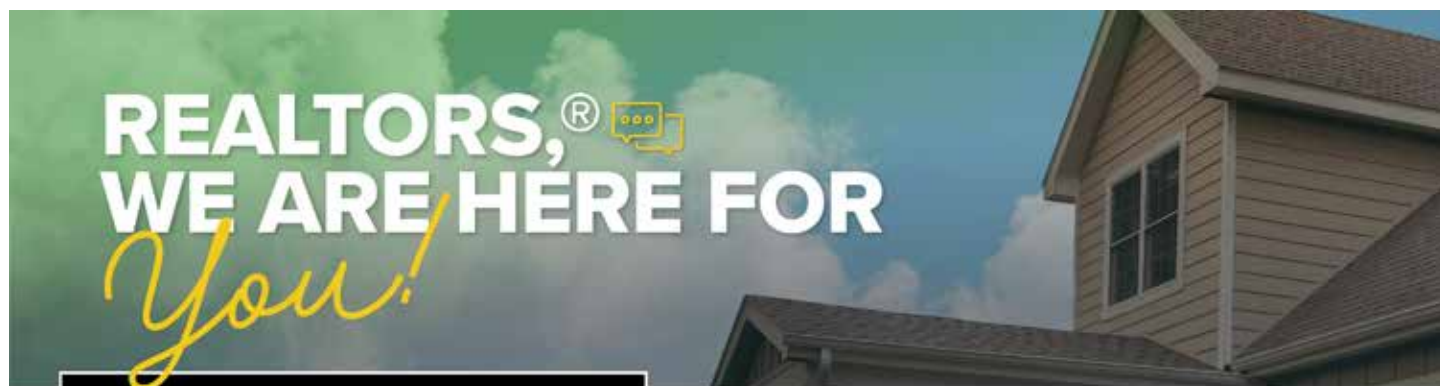
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MEET SALLY HAYS

Leading Through Empowerment and Encouragement

BY ANDERS CLARKE
PHOTOS BY WILLIAM GRIGGS

From an early age, Sally demonstrated her entrepreneurial spirit by selling lemonade and crowds to the local bait and tackle shop, setting the stage for her future as a business owner and leader. A native of Chattanooga, she pursued an accounting degree at UTC but soon realized that her true passion lay in interacting with people rather than just crunching numbers.

After spending nine years in the banking industry as a teller and then a head teller, she found a balance between her love for finance and her desire to connect with others. When the opportunity arose, Sally became a co-owner of a local retail uniform shop, which she and her husband owned for 10 years.

In 2002, as they closed the shop, she felt it was time to embark on a new career path. Encouraged by coworkers and friends who recognized her potential, she transitioned into real estate. "I ended up getting into real estate because other people said, 'You would be really good at this,'" she admits. This new venture proved to be a perfect fit, allowing her to work closely with clients and build meaningful relationships.

Starting with Wendy Dickerson Realty in 2002 and then RealtyCenter in 2003 she worked toward going from dual career to a full-time agent. Around the time she decided to become a Realtor®, she went through a divorce, leaving her in unfamiliar territory. Her family was a big source of encouragement for her, giving her confidence she could make real estate work. Despite the challenges she faced, she wanted to prove to her two sons she would not back down. "I wanted them to see I could do it," she declares. She started working with George, Grace, and Doug on the Edrington Team when they were a smaller team, gleaning as much knowledge as she could.

The early months in real estate were a tremendous learning opportunity for Sally, and she fully embraced the journey. In 2008, while working with the Edrington Team, she obtained her broker's license. She recalls spending weekends exploring town, visiting For Sale by Owner properties, and uncovering new opportunities. Their guidance and influence taught her the mindset and skills needed to excel as an agent, helping her build a strong reputation in the community. When Keller Williams Greater Chattanooga opened a new role as Director of Career Development,



kw

“

WHAT BRINGS ME JOY
is attracting, consulting, and training real estate agents; it truly makes me happy. People are motivated in different ways, and creating meaningful connections requires thoughtful insight.



they reached out and invited her to join the team. Recognizing it as a chance for professional growth, she eagerly accepted the opportunity and stepped into her new leadership role.

While she enjoyed being a Realtor®, she loved the chance to help other Realtors® even more. Coaching, encouraging, and inspiring others was her strength, and adding workshops like Coaches Skills Camp and Train the Trainer sharpened her skills. After 18 months, she transferred to KW Cleveland to help grow their office, helping them more than double agent membership over the next six years. In 2019 she returned to East Brainerd to become assistant Team Leader alongside Jay Craig. While she never wanted to leave people behind, she was always chasing new opportunities to have a bigger impact. “It is hard leaving the associates I have come to know because I feel like I’m leaving family, but I also know that family always wants the best for you. They want you to grow,” she shares.

Being a source of confidence and success for her agents is Sally’s true calling. She explains, “What brings me joy is attracting, consulting, and training real estate agents; it truly makes me happy. “People are motivated in different ways, and creating meaningful connections requires thoughtful insight.” Asking more questions and seeking to understand is one of her keys to building deeper trust and connection. She is fully engaged with each agent, giving them her undivided attention and focus.

Witnessing an agent’s successful transformation in personal, professional, and financial growth is her greatest passion. Sally loves connecting with others and building trusting relationships, guided by her genuine heart for people.

Leadership is a role that many aspire to, but not everyone recognizes the unique strengths they bring to the table. Sally acknowledges that while working with a team of leaders, she has discovered her true calling lies in uplifting others. “My natural gift is encouragement,” she shares.

Embracing this quality has allowed her to lead in a powerful and impactful way. Through her intentional encouragement and unwavering positivity, she inspires many agents to achieve their goals. Sally finds joy in hearing that agents are satisfied with their journeys as KW members and in their production. Despite facing challenging days, she maintains a “smile file” to remind her of the positive impact she has on others, reinforcing her belief that true leadership is about fostering success and happiness in those around her.

While KW is a big part of her life, her greatest joy comes from her family which includes her husband, two sons and their wives, taking care of her mom and spoiling her Jack Russell Terrier. She loves to spend time getting outdoors and traveling and claims she would be a travel vlogger if she didn’t love her current career. She has enjoyed Paris for the food and London for its royal history and is just a little obsessed with tablescaping. She and her husband Keith completed two Spartan Trifecta Races, enjoyed an era of motorcycle riding, and currently enjoy antique auto shows and leisurely drives in her convertible.

People are the heart of business, and for Sally Hays, people are everything. As an assistant Team Leader with Keller Williams Greater Chattanooga, Sally spends her time empowering and encouraging agents to achieve their goals and become successful. She thrives on the relationships she builds and lives vicariously through each triumph and smile she helps inspire in others. Sally is a great leader and influence for anyone in her life, and a true asset to her office, agents, friends, and family.



“ MY NATURAL GIFT IS ENCOURAGEMENT. ”



Who would you like to see featured?

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!













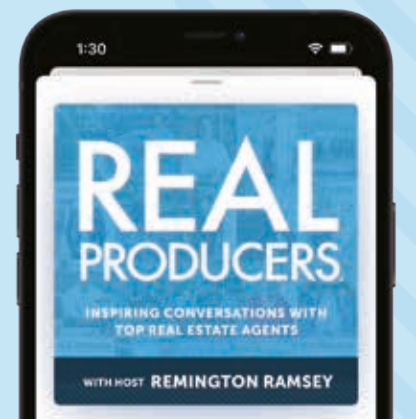


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FAQS

How does Chattanooga Real Producers work?

Connecting. Elevating. Inspiring.

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.



Connections: We love connecting REALTORS® and BUSINESSES in a variety of creative ways. If you ever would like a personal introduction, we would love to arrange it.

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.

Contribution: If you are interested in contributing, nominating REALTORS® for certain features, know of top-notch affiliate partners who should be a part of our community or would simply like to network, please email me at any time. I look forward to hearing from all of you!



Jeff White
Owner/Publisher
Chattanooga Real Producers
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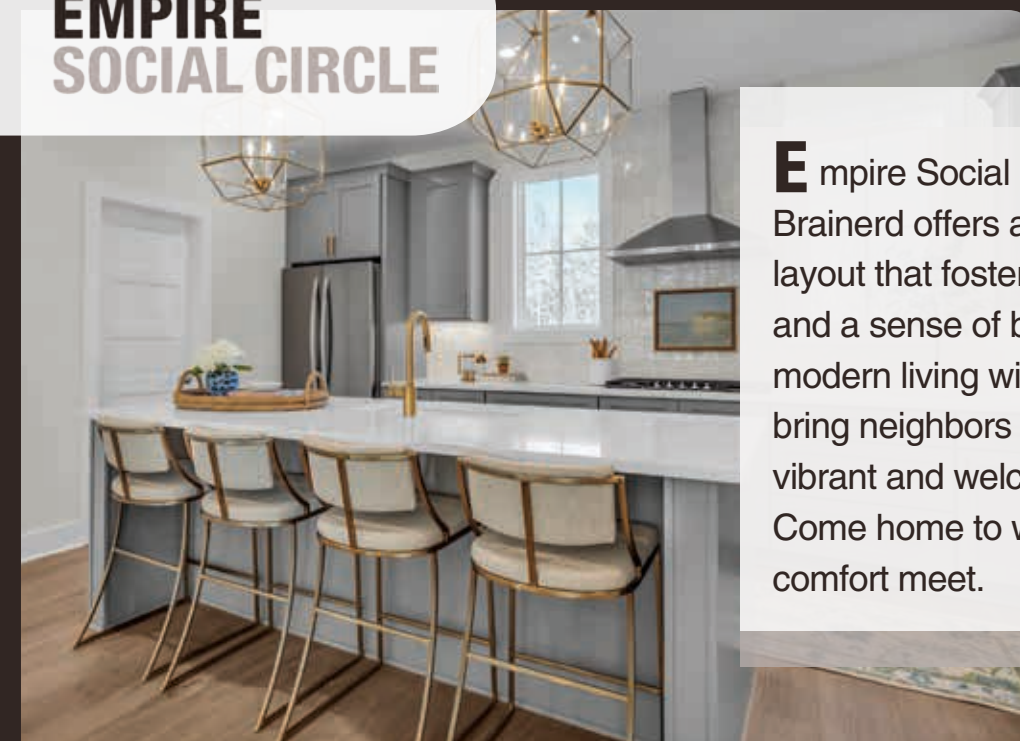
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LOGAN GROVES



FROM SUPPLY
CHAINS TO
SOLD SIGNS

BY ANDERS CLARKE • PHOTOS BY CREATIVE REVOLVER

Spending his days behind a desk never really clicked with Logan. Despite getting a degree in Supply Chain Management before heading into the corporate world, he quickly realized it wasn't the right fit. After spending a couple years with Enterprise Rentals and Steam Logistics he talked to Jay Robinson, his family REALTOR®, about real estate. Jay had previously proven a valuable resource during their first home purchase, encouraging them to make a decision that paid off. After Jay explained how the business worked and what to expect, Logan was ready to jump in headfirst. "It was a no brainer after meeting with Jay," he admits.

According to Logan, there is a "secret formula" to real estate, but it's based on hard work, consistency, and a little patience. And that's exactly how Logan approached his first few months in real estate. He soaked up as much as he could from his teammates and fellow agents around the office. He joined shortly before a team trip where he

stayed behind, allowing him to help run the team and show property almost non-stop. It was an incredible learning experience for him, giving him a crash course in some of the key lessons to being a success in the industry.

Logan's favorite part of the business is the dynamic nature of his daily schedule. Each day brings a new challenge, a new relationship, and a new lesson to learn. By embracing each obstacle as a new lesson, he has learned quickly. "I'm in the problem-solving business," he states. He loves to build new relationships and earn the trust of each client he can. He loves to be on his feet, exploring and learning about the city as he gains experience. Being active in his work gives him energy and enthusiasm for what he does even more. His team and office environment also provide plenty of room for education and growth.

After joining the team, Logan took full advantage of the opportunities the Robinson team offered him. The

expertise of their leadership and commitment to excellent service have earned them a great reputation in Chattanooga. "I love being able to work with such a high caliber team," he says. While Logan knew the Robinson family as his parents' Realtors® first, he quickly forged a friendship with the whole family. Now he gets to learn from and grow alongside the family he has grown to trust, and he couldn't be happier. The resources offered have given him a great opportunity to build his business quickly and provide for his family.

The biggest keys to Logan's success are follow-up and keeping your word. Staying in touch with clients and fellow agents during the process is key. Many issues can be avoided or solved before they become an issue at all with proper communication. Logan always tries to stay in constant communication with pertinent information and keep everyone in the loop. He also carries that into his relationships with family. "I think that carries over big time into our

“I’M IN THE
PROBLEM-SOLVING
BUSINESS.”



personal lives,” Logan states. He tries to stay connected with family and friends that he doesn’t see on a regular basis. A phone call or text can mean a lot, especially if someone is having a hard time or just a bad day. Logan cares about people enough to remind them he’s thinking of them.

Logan’s biggest influence in life was his father. He lost his father last summer in a tragic accident, but he carries his legacy on in how he treats people every day. Logan was raised to work hard and treat people well and it has served him well in life so far. “He’s the hardest working man I’ve ever known,” Logan states emphatically. His father modeled an amazing combination of professionalism, expertise, and compassion for people. Logan reflects that “knowing how he was able to function at that high

level while maintaining beautiful relationships” truly had an impact on him as a child, and now as a father himself. “I wanted to make him proud,” he says. And he feels he would be proud of what he’s accomplished and how he carries himself today.

While its easy to get caught up in the hectic nature of real estate, Logan is committed to keeping his focus on his wife and daughter, Jade and Ophelia. Improving his time management skills created much more opportunity in his business and for him to spend quality time with his loved ones. “I want to be able to provide them with the best life possible,” he says. He strives to work hard to provide and when he gets time with family, he focuses on being present. Real estate can be overwhelming, but Logan keeps his family at the top of his priority list.

To unwind, he loves to stay at home and enjoy his wife’s company. They will often read together or watch their favorite shows, spending time together no matter what they do. They also love to travel anywhere hot and sunny, and he’s been to Florida yearly for as long as he can remember. They have been on several cruises and visited the Cayman Islands. For their 5th wedding anniversary, he planned a trip to New York City later this year as a surprise for Jade. No matter what he does, he always prefers to do it together.

As a growing Realtor®, Logan has plenty of opportunity to look forward to. His career is off to a great start, and he is excited about sharing his passion for service with many more clients to come. Driven by a desire to build a life for himself and his family, he has so much more he is excited to accomplish.

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