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MARCH 2025

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Meet Alfonso & Julia Flores



**Top
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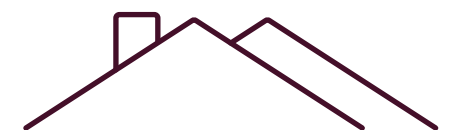
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MARCH 2025

Happy St. Patrick's Day!

Happy St. Patrick's Day!

As March arrives, we celebrate the arrival of spring and the season of new beginnings. In the spirit of St. Patrick's Day, let's take a moment to appreciate the hard work, collaboration, and good fortune that make Columbia's real estate community exceptional.

This month's **Cover Feature** spotlights the **Dynamic Duo, Alfonso and Julia Flores**. Together, they exemplify the strength of partnership, balancing strategy, innovation, and passion to create extraordinary success in real estate.

We also shine a light on our **Top Producer, Bonni Jeffers**, whose expertise and dedication continue to inspire her peers and clients alike. Bonni's unwavering commitment to excellence sets the standard in Columbia's competitive market.

Our **Rising Star, Heather Moseley**, is carving her own path with energy, creativity, and determination.

Heather is proof that a fresh perspective and hard work can create endless opportunities.

Finally, a heartfelt thank you to this month's **Amazing Preferred Partner**, whose support strengthens the foundation of our industry. Your partnership is invaluable in helping us all grow and succeed.

Thank you for being part of *Columbia Real Producers*. Here's to a month filled with luck, opportunity, and continued growth!

Warmest wishes,



Robert Smith
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Welcome Columbia Real Producers Class of 2025!



The top 5% in the Columbia Metro Area!

Welcome *Columbia Real Producers* Class of 2025. First, I want to congratulate you for qualifying whether you are a new member or a returning member.

So, what this means is that you ranked in the top 300 producing realtors in the Columbia Metro Area out of 6,000 realtors putting you in the top 5%.

Since the launch of *Columbia Real Producers* Magazine in August 2023, I've noticed recurring questions from many of our readers. To ensure everyone has access to the answers, I've decided to compile them here. Feel free to explore, and remember, my door is always open for discussions about anything related to the magazine. This publication is crafted to be YOUR way to enhance and create new relationships!

Q: What is the purpose of Real Producers magazine?

A: The mission of *Columbia Real Producers* is simple. We strive to inform and inspire the top-producing real estate agents in the upstate market and connect them socially. We do this by telling their personal stories. How they have succeeded and failed. What drives them to achieve year in and year out? Where they spend their time when not working and what they are passionate about – other than real estate. We give local top-producing REALTORS® a platform to tell their story in a way they have not been able to do before. The secondary focus is to provide an avenue for our affiliate partners to create relationships with these top performers, on a level that they might not be able to achieve on their own.

Q: Who receives this magazine?

A: The top 300 producing agents in the Columbia market. This is based on the total volume sold and the data is based on 2024 MLS (by closed volume) We cut off the list at 300 from each MLS. The ranking is annual and resets every year. For this year the publication will go to the top 300 ranked agents of 2024. It will continue to update annually with a fresh list of top performers.

Q: What is the process for being featured in this magazine?

A: It's really simple – you can nominate other REALTORS® (or yourselves!). We will consider anyone brought to our attention because we don't know everyone's stories, so we need your help to learn about them. A nomination currently looks like this: You email us at robert.smith@realproducersmag.com with the subject "Nomination: (Name of Nominee)." Please explain why you are nominating them to be featured. It could be that they have an amazing story that needs to be told; perhaps they overcame extreme obstacles, they are an exceptional leader, have the best customer service, or they give back to the community in a big way, etc. The next step is an interview with us to ensure it's a good fit. If all works out, then we put the wheels in motion for our writer to conduct an interview and write the article, and for our photographers to schedule a photoshoot.

Q: What does it cost a REALTOR®/team to be featured?

A: Zero, zilch, zippo, nada, nil. It costs nothing, my friends, so nominate away! This is not a pay-to-play model whatsoever.

Q: How can I write an article to be printed?

A: If you are interested in writing an article to contribute your ideas, experience, knowledge, expertise, or stories to *Columbia Real Producers* Magazine. Please email Amy Porter at amy.porter@n2co.com she is our Content Director.

Who are the preferred partners?

A: Anyone listed as a "preferred partner" in the front of the magazine is part of this community. They will have an ad in every issue of the magazine and attend our quarterly events. We don't just find these businesses on the street, nor do we work with all businesses that approach us. One or many of you have personally referred to every single preferred partner you see here. We won't even take a meeting with a business that has not been vetted by one of you and "stamped for approval," in a sense. Our goal is to create a powerhouse network, not only of the best REALTORS® in the upstate but the best affiliates as well, so we can all grow stronger together.

Q: How can I refer a preferred partner?

A: If you know and want to recommend a local business that works with top REALTORS®, please email us to let us know at robert.smith@realproducersmag.com and introduce us!

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TRAVIS



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THE PALMETTO MORTGAGE GROUP

WRITTEN BY: HEATHER SPRULL • PHOTOS BY: SHAYLA TABOR (STABOR STUDIOS)

The Palmetto Mortgage Group

Seamlessly and successfully acquiring a significant purchase for families in his community is Travis Blayton's ultimate goal. With almost 15 years of dedication, industry knowledge, and a team of incredible individuals, he is committed to helping make new purchasers' dreams come true.

Leave A Lasting Impression

Raised in Hartsville, South Carolina, Travis' father, a local firefighter, taught him the essence of discipline and dedication to help your community. Seeing his father off to work, knowing that he was risking his life to ensure

the safety of his community, motivated Travis to find a similar purpose when he grew up. When his father died in the line of duty, his Papa (grandfather) became his father figure and lifetime hero. He taught him the value of hard work, to love God, family, and friends and to strive to be the best at anything he did, which left a lasting impression on Travis and changed his mindset on life.

Years later, when a loan officer denied his mother a USDA home loan without explanation in 2014, that moment pushed Travis over the edge into learning the mortgage and real estate business. The rejection felt personal, so he took it upon himself to call the USDA

office in Florence and dispute the case on his mother's behalf. In the end, he successfully found her a new lending partner and helped her to close on her first home in under 30 days.

“THE RESPONSIBILITY AND DISCIPLINE IT TAKES TO OWN AND MAINTAIN A HOME IS EMINENT. I ENJOY EDUCATING BUYERS AND AGENTS ON THE PROCESS AND HOW TO PREPARE TO OWN A HOME.”





“I DON’T WAKE UP TO GO TO WORK. I WAKE UP EVERY DAY TO DO WHAT I WAS BORN TO DO: SERVING A COMMUNITY THAT HAS PROVIDED ME WITH SO MUCH.”



After graduating with a B.A. in Economics from the University of South Carolina, Travis opened and managed several businesses around real estate and mortgage lending. In 2008, he became a licensed REALTOR® and joined the Coldwell Banker Realty Midtown office in Columbia. Travis gained a lot of knowledge and insight along the way and, eventually, decided to explore another area in the field. In 2010, he joined Wells Fargo Home Mortgage and, for six years, experienced many of the back-office and post-closing sides of the mortgage industry. Not too long after the birth of his first son, he transitioned into the retail side of leading and, soon after, set down his license with the Palmetto Mortgage Group in 2017.

maintain a home is eminent. I enjoy educating buyers and agents on the process and how to prepare to own a home. Anyone who wishes to own their own home or create an even better life for their family, we are here for them.”

Travis runs a unique operation, which keeps his branch as a top contender in the Columbia market for mortgage lending. His team has clearly defined roles and tasks they are responsible for to ensure that every client or referral partner they serve is valued. Leigh, Margaret, and Amy are the lifeblood of his successful business, and they leave their clients and referral partners content and satisfied. Drive, dedication, and discipline make his team at Palmetto Mortgage Group the best at what they do.

establishment, they work diligently to assist not only their clients but to give back to their community. They run several community events such as The Shoe Project, School Supply Drives, Toys for Tots, and many more.

Travis states, “I don’t wake up to go to work. I wake up every day to do what I was born to do: serving a community that has provided me with so much. I treat each day as an opportunity to learn as much as I can, seize every possible opportunity, and encounter amazing people who live and work in our community.”

When he is not hard at work, Travis enjoys spending quality time with his fiancée, Erin, his two boys, William and Henry, and their two dogs, Maggie and Appy. He and his family love visiting his mother, Connie, who still resides in his hometown of Hartsville. Whether playing golf, coaching his boys in



baseball and soccer, or hunting when he can, Travis appreciates the flexibility his job provides.

It is important to Travis that his clients feel heard, understood, and respected when exiting his doors with the keys to their new home. He and this team are lifetime financial partners with every client and referral partner. His ultimate goal is to ensure that they achieve their homeownership and financial dreams in the biggest decision of their lives.

Travis concludes, “My papa used to tell me that people don’t remember what you say or do, but they always remember how you made them feel. Discipline and hard work every day to treat everyone you meet as family. I recall those words every morning before my feet hit the floor, and they have truly steered me in the right direction in life.”



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Meet Alfonso & Julie FLORES

DYNAMIC DUO OF DEDICATION

PHOTOS BY: CHELSEA MARNE
PHOTOGRAPHY (CHELSEA MARNE)
WRITTEN BY: AMY PORTER

Alfonso and Julie Flores, the powerhouse behind The Flores Group at eXp Realty, embody the perfect blend of charisma and strategy. With Alfonso's gregarious nature and Julie's nurturing approach, they have created a dynamic partnership that resonates deeply with their clients and community. "Julie is the brains, and I'm the mouth," Alfonso jokes, capturing their balanced synergy. Together, they have built a thriving real estate business founded on connection, service, and unwavering dedication.

Both licensed in 2018, Alfonso and Julie transitioned into real estate to lay down roots for their family as their children entered high school. With Alfonso going from active-duty service to Reservist in the Navy and Julie stepping away from teaching, they saw real estate as an opportunity to leverage their personal and investment experiences while working together to serve others. Since launching their careers in 2019, the duo has specialized in serving military families, first-time homebuyers, and those navigating the challenges of PCS (Permanent Change of Station) in and out of Fort Jackson and Shaw Air Force Base. Their expertise extends to virtual and sight-unseen purchases, ensuring families feel confident and supported, even from afar.

Their approach is rooted in personalization. The Floreses begin every client relationship with an in-depth consultation to understand each family's unique needs. "It's not about

convincing or selling—it's about listening and guiding," Alfonso explains. This client-first philosophy has led to remarkable success, with 252 transactions and over \$65 million in career volume. In 2023 alone, they closed \$18.5 million in sales, solidifying their reputation as trusted experts in their market.

The Floreses credit much of their growth to their coach and mentor, Lauren Taylor. "Her vision, tough love, and alignment with our service-first philosophy have been instrumental," they say. But their journey hasn't been without challenges. Early on, Alfonso and Julie had to overcome their reluctance to embrace social media, learning to adapt to the ever-evolving landscape of real estate. "It scared us to put ourselves out there, but we leaned into the discomfort and grew because of it."

Beyond their business, Alfonso and Julie are deeply committed to their community and causes close to their hearts. Through the Fort Jackson and Shaw PCS Pay-It-Forward program, they offer guidance to military families navigating relocations, often without financial expectations. They also support the Veterans Community Project, which aims to end veteran homelessness, and Alfonso serves on the board of Kershaw County Habitat for Humanity. He also currently serves as the Vice President of the Kershaw County Board of Realtors and is President Elect for 2026.

At home, family is at the core of their lives. Married for 23 years, Alfonso and



Julie are proud parents to Aubrie and Liam, and they recently welcomed their first grandchild, Rosalie. "Being grandparents is a whole new level of joy," they share. In their downtime, the couple enjoys camping, hiking, and outdoor adventures, with Julie expressing her artistic side through pottery and Alfonso diving into the fun of pickleball.

For Alfonso and Julie, success is measured not by numbers but by legacy. They hope to pass on their values and the foundation they've built to their children, both of whom are starting careers in real estate. Their advice to up-and-coming agents? "Focus on service over sales. Take action daily—it doesn't

have to be perfect, but it has to be purposeful."

Through compassion, dedication, and a steadfast commitment to making a difference, Alfonso and Julie Flores have become more than realtors—they are pillars of their community. Their favorite quote perfectly encapsulates their ethos: "Today is a new day! You can start fresh... Embrace kindness, work for the common good, and make a difference."

The Flores Group's journey is a testament to the power of teamwork, service, and a shared vision. They are not just selling homes; they are building legacies, one family at a time.



"Embrace kindness, work for the common good, & make a *difference.*"

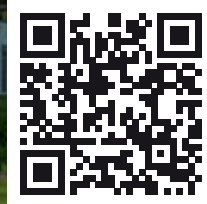


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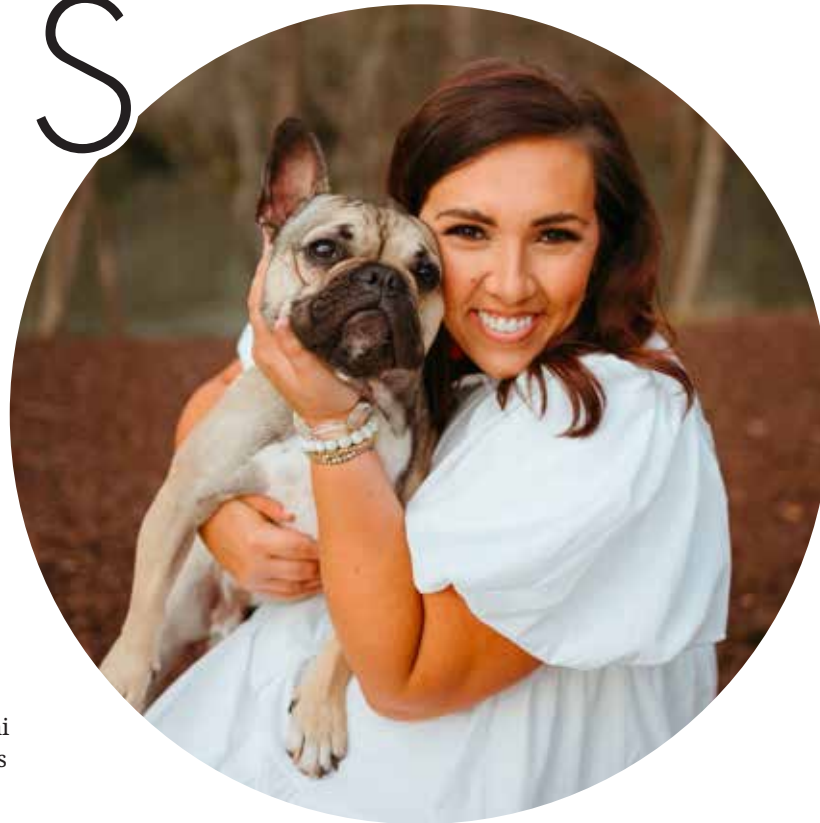
MEET BONNI JEFFERS

Bonni Jeffers: Real Estate with Heart & Perseverance

WRITTEN BY: AMY PORTER
PHOTOS BY: KACIE WOODS

For Bonni Jeffers, real estate is more than a career—it's a calling deeply rooted in family history and personal passion. A licensed Realtor since 2016, Bonni works with NextHome Specialists, where she has found her professional home. With eight years of experience in residential real estate, Bonni specializes in helping clients buy and sell single-family homes, condos, townhomes, and more, always approaching her work with an empathetic, relationship-oriented mindset.

Bonni's journey into real estate began as a young mother navigating the challenges of balancing career aspirations and family life. After stepping away from a five-year career in property management to care for her four young children, she realized she wanted to provide a life for her family that exceeded her own childhood dreams. Inspired by her father, a custom home builder, and her grandmother, a Realtor, Bonni decided to pursue her passion for homes and people. She attended night



classes at the South Carolina Real Estate School, juggling her roles as a mother and student with determination.

Joining NextHome Specialists proved to be a turning point in Bonni's career. Drawn to the supportive, family-like atmosphere, Bonni values the firm's ethos that "there is enough business out there for everyone." The camaraderie among her colleagues, whom she affectionately calls "NextHomies," inspires her to excel and share in the collective success of the brokerage.

Bonni's approach to real estate is grounded in unwavering dedication and

heartfelt care for her clients. She describes her role as being not just a Realtor but a guide and advocate, ready to navigate any challenges that arise. "I pride myself on being a relationship-oriented agent, not transactional," she shares. For Bonni, every client becomes a lifelong friend, and every transaction is an opportunity to help someone achieve their dreams.

Her career volume of over \$56.8 million, including \$10 million in 2023, speaks to her success. However, Bonni treasures the personal milestones more than the numbers. Whether assisting first-time buyers who thought homeownership



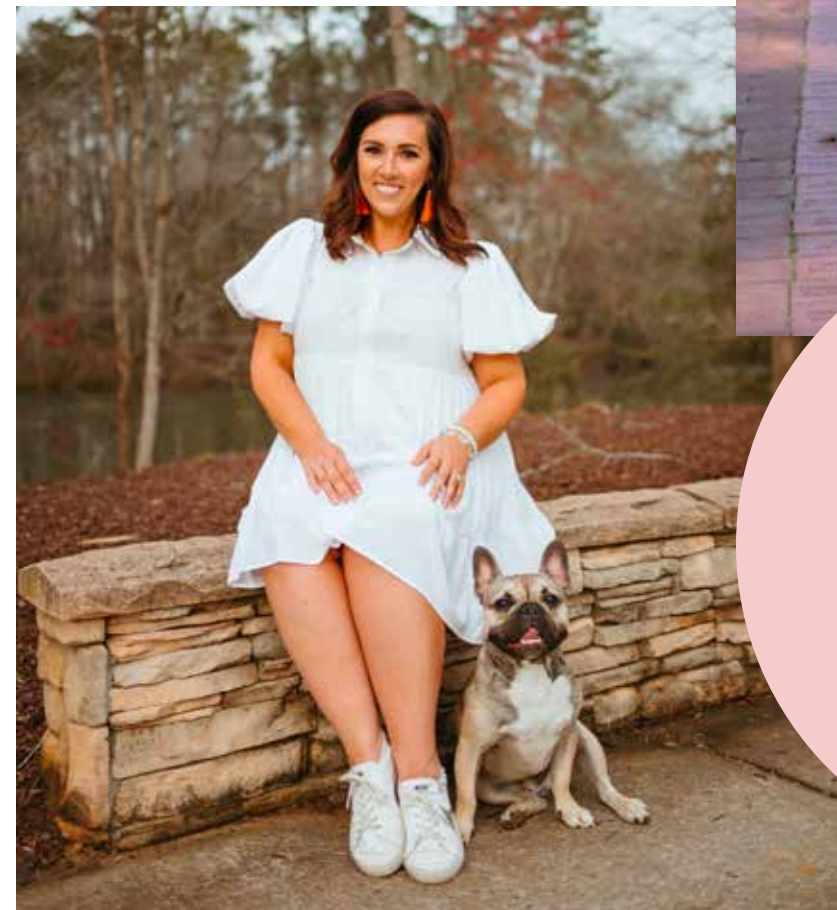
“
There is enough
business out there
for everyone.”

was out of reach or helping long-time homeowners transition after decades in the same house, she sees each experience as a unique and meaningful chapter in her journey.

Bonni draws inspiration from a network of mentors and colleagues, including Thomas Shumpert, Christy Stone, and Jennifer White,

whose guidance and friendship have shaped her professional growth. She also admires trailblazers like Libby Satterfield, Terri Scheper, and Sarah Bennet, whose entrepreneurial spirit motivates her to explore new possibilities in her career.

Outside of real estate, Bonni cherishes time with her husband, Jeremy, and their



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growing family. Married for nearly 13 years, they have four children—Noah, Mae, Jonah, and Jacob—with another little one due in April 2025. The family enjoys spending time on Lake Murray, traveling to favorite destinations like Key West and Orlando, and embracing their love of music. Jeremy, an active member of the renowned Midlands band Stretch Arm Strong, adds a musical harmony to their lives.

Bonni's vibrant personality shines through in her hobbies, including shopping for bright, trendy clothes reminiscent of a “modern Mrs. Frizzle.” A former competitive dancer, she remains a dancer at heart, occasionally breaking into routines while running errands.

For Bonni, success is about more than professional achievements—it's about creating a life where family comes first and using her platform to make a

difference in others' lives. Her passion for her clients, her resilience in overcoming challenges, and her commitment to giving back are at the core of everything she does.

As she looks to the future, Bonni envisions real estate as a central part of her dreams and goals. “Real estate isn't only my career; it's a huge part of my life,” she explains. “It's my testimony and my way to help others achieve their dreams.” With each transaction, Bonni adds another thread to the fabric of her community, leaving a legacy of care, connection, and love.

Bonni's favorite quote by Mother Teresa perfectly captures her philosophy: “It's not how much we give, but how much love we put into giving.” This ethos drives her to go above and beyond for her clients, ensuring their journey to homeownership is as memorable and meaningful as the home itself.



“
It's my testimony and
my way to help others
achieve their dreams.”

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PHOTOS BY: KACIE WOODS • WRITTEN BY: AMY PORTER

**From Paralegal to Powerhouse:
 Heather Moseley's Real Estate Rise**

Caring, compassionate, and fun, Heather H. Moseley is a rising star in Columbia's real estate community. Since earning her real estate license in 2021, Heather has made significant strides in her career, guided by a passion for helping clients and building lasting relationships. Her journey into real estate is a story of reinvention and determination, rooted in her desire to balance her professional ambitions with her commitment to family life.

Before stepping into the world of real estate, Heather worked as a paralegal. She then took time off to focus on raising her two children, Carter and Rhett. As her children grew and became more independent, Heather sought a career that offered flexibility and allowed her to remain active in their lives. Encouraged by her best friend and now mentor, Ashlyn Ancone, she decided to take the leap and pursue a career in real estate. Heather quickly found her place on the Ancone Real Estate Pros Team, where she continues to thrive.

Heather's dedication to her clients is evident in her thoughtful approach to real estate. She believes in connecting with clients personally to truly understand their needs and desires. From conducting broad searches to honing in on the perfect property, Heather ensures her clients feel supported every step of the way. Her commitment to going above and beyond was particularly evident when she helped a family facing an unexpected tragedy transition to a new home. For Heather, it's not just about buying and selling properties; it's about

being there for her clients during life's pivotal moments.

Now in her fourth year as a Realtor, Heather has achieved impressive milestones. With a career volume of \$21.6 million, including \$7.3 million in 2023 alone, her success is a testament to her hard work, perseverance, and dedication. She credits much of her growth to the mentorship of Keith Ancone, her team leader. "Keith has been a source of inspiration and guidance from day one," she says. "His hard work and leadership have shown me what's possible in this business."

Heather's commitment to continual growth fuels her passion for her work. She strives daily to learn and improve, aiming to provide her clients with the best possible experience. Her relationships with clients often evolve into lasting friendships,

a testament to the trust and care she brings to each transaction.

Outside of real estate, Heather enjoys spending time with her family and supporting her children's activities. Whether at the softball field cheering on her daughter or watching her son excel in lacrosse, flag football, and basketball, family remains at the heart of her life. Heather and her husband Jeremy, who runs the family business Moseley's Diamond Showcase, cherish time together by Lake Murray, traveling, and entertaining by their pool.

"GIVE YOUR ALL TO EVERY CLIENT, NO MATTER THE SIZE OF THE TRANSACTION."





Heather's passion for her community extends to supporting local schools, where she organizes treats and donations for teachers and staff. Her favorite pastime, however, is attending live music events, from intimate local performances to large-scale concerts.

Heather defines success as meeting needs and creating meaningful impact. For her, being a Realtor is not just a job—it's an opportunity to help clients achieve one of life's most significant milestones. She wants to be remembered as an agent who



“HELPING CLIENTS FIND A PLACE TO CALL HOME IS THE MOST REWARDING PART OF MY CAREER.”



always goes the extra mile, long after transactions are complete. Her advice to aspiring Realtors is simple yet profound: “Give your all to every client, no matter the size of the transaction. Treat everyone equally, because every home purchase or sale is monumental in someone's life.”

Heather's journey exemplifies resilience, hard work, and a genuine passion for helping others. She continues to grow her career with the unwavering belief that this business is not just about homes but about the people who live in them. As she reflects on her success and looks to the future, Heather's gratitude shines through. “I am truly blessed to work in an industry that allows me to make a difference in people's lives. Helping clients find a place to call home is the most rewarding part of my career.”

With her dedication to her clients, team, and community, Heather H. Moseley is a rising star to watch in Columbia real estate.

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