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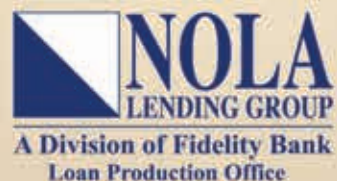


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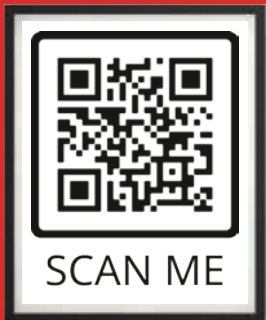


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PUBLISHER’S NOTE

IT TAKES TWO

If we’ve met in person, or on a Zoom call, chances are, we’ve taken a selfie together.

As I scroll through my phone, looking at all those snapshots, I’m overwhelmed with gratitude and memories from the past five years. Isn’t it wild how time can feel like it’s racing by and standing still all at once?

I feel so incredibly blessed to have found *Real Producers*. It has opened countless doors, led to incredible opportunities, and introduced me to people who are now some of my dearest friends.

I’ve had a front-row seat watching so many of you grow...some from brand-new agents to top 10% producers. The glow-up is real. In just five years, you’ve gotten married, had babies, bought homes, switched brokerages, earned your broker’s license, taken dream vacations, added more babies, and honestly, become local celebrities in the real estate world.

I see you. I’m proud of you.

When I started thinking about how I wanted to honor our five-year milestone in print, one thing was clear: I had to spotlight the businesses that have been with us from Day 1. These are the businesses that believed in the mission to connect, elevate, and inspire the real estate community in Greater Baton Rouge area before there was proof it would work. They said yes... and they stayed. That speaks volumes.

We also wanted to highlight a few agents who embody what it means to be a *Real Producer*: driven leaders who celebrate others, consistently show up at BRRP events, and uplift our advertising partners by sending referrals and building real relationships. These are the agents who text or call me with questions like, “Hey, who’s your HVAC guy?” “Got a good electrician?” “Do you have a painter yet?”

Real Producers is a sweet spot where top agents and trusted businesses come together. These partners don’t just want to advertise, **they want to know you**. They want to celebrate your wins, serve your clients well, and be part of your journey. And you, the agents, want to feel good about who you’re recommending. You want those relationships to mean something. We’ve become a catalyst for authentic connection, and it’s been an absolute joy to witness those relationships blossom into friendships.

And let me remind you, this costs our agents **nothing**. Just time. We feature you based on your success in the wild world of real estate, and thanks to our amazing advertising partners,

talented writers, photographers, designers, and printers, your story makes it to print.

Being featured in a magazine will never go out of style. It’s cool. Period.

And my hope? That one day your grandkids will find your issue, read your story, and feel proud to be part of your legacy.

Speaking of grandkids...

Two of mine, John Luke and Tatum, were visiting from Texas and joined in the photo fun. Tatum asked me if she’d be on the cover. I laughed and told her she’s definitely not the first person to ask that!

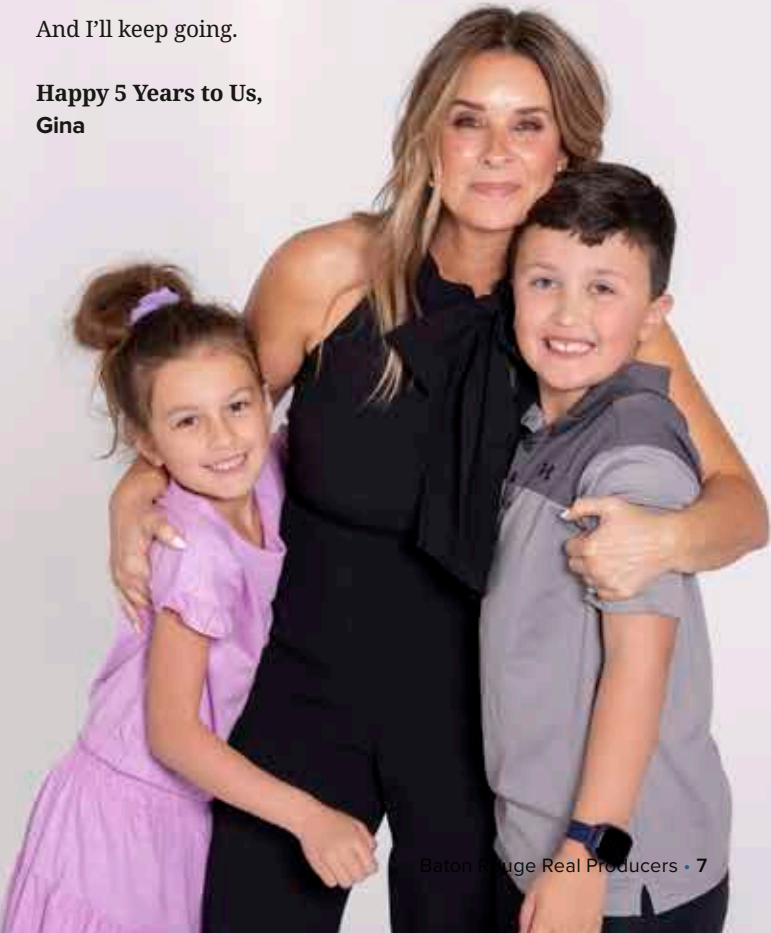
Thank you, from the bottom of my heart, for all the encouragement. I’m human, and there were plenty of times I wondered if I was the right person for this job. Then I’d get a message or card that said:

“Hey Gina, thank you for shining a light on us.”
“Just wanted to remind you—what you do matters.”
“You are making a difference in our community.”

That’s all it took. And I kept going.

And I’ll keep going.

Happy 5 Years to Us,
Gina



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The
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“Thank you so much for making time for me today. I really appreciate it.”

That’s how I’ve greeted dozens of you—sometimes while shaking your hand outside of a Starbucks or in the lobby of your office or waving from the comfort of our living rooms thanks to Zoom. In between showings, school drop-offs and long days, you’ve made space for me. You’ve let me into your businesses, your homes and your lives—sometimes with nerves, sometimes with joy, sometimes with a sigh of relief.

Since Gina launched Baton Rouge Real Producers in 2020, it’s been my privilege to help tell your stories. Every one of them is different—real, raw, surprising and deeply human. Sure, most of you start by telling me how much you love helping people and how fascinating houses are to you. But there’s always more beneath the surface—and it’s my job to help uncover it, then present your story in a way that connects

you with industry peers, elevates your voice, and inspires others.

During this process, we’ve shared tears over the hard parts and laughed together at how, once spoken aloud, our insecurities often sound smaller—sometimes even a little ridiculous. But in those moments, there’s been connection, vulnerability, and a quiet kind of courage. You’ve opened up about imposter syndrome, burnout, rebuilding, reinvention. You’ve shared your battles with cancer, infertility, grief and sobriety—stories of strength that left me in tear-filled wonder.

The people featured in these pages are resilient, tenacious and full of grit. Your journeys to real estate haven’t followed a script, and that’s exactly what makes this magazine matter. Because your path—and your voice—deserve to be heard. You all have inspired me more than you know.

Thank you so much for trusting me with your story. I really appreciate it.

~Breanna Pizzolato





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MARKET UPDATE

Five Years of Change: How the Baton Rouge Market Has Evolved

BY BRANDON RICHOUX



As this magazine celebrates its five-year anniversary, it's the perfect time to reflect on how the Greater Baton Rouge real estate market has evolved since 2020. For those of us in the trenches every day—navigating shifts in inventory, buyer behavior, and pricing trends—these past five years have reinforced the importance of adaptability and expertise in our industry.

Inventory and Market Dynamics

Even though I'd been in real estate for about five years by early 2020, it's hard to remember what the market felt like before the world changed that spring. We started 2020 with 4,087 active listings, but by the start of 2025, that number had shrunk 24.2% to 3,098. While the days of simply listing a home and waiting for offers are behind us, it's important to remember that we've been here before—when inventory was even higher than it is now. Pricing right from the start and setting clear seller expectations are more critical than ever for getting homes sold efficiently.

Closed Sales: A Different Market

We all remember the frenzied pace of 2020's market—it gave many top producing agents record-breaking years, and even made some not-so-"Real Producers" pull in serious numbers. In 2020, there were 12,330 closed sales in the Greater Baton Rouge market. By 2024, that number had dropped to 8,906—a 27% decrease. But as top producers know, the cream rises to the top. While overall transactions are down, many of us have built stronger, more sustainable businesses, focusing on deeper client relationships and long-term success.

Home Values on the Rise

Here's where things get interesting. In 2020, the median sales price was \$195,000. Today, it has surged 33.28% to \$259,900. For those of us who have been coaching buyers on long-term wealth-building strategies, this confirms why real estate remains one of the strongest investment vehicles. On the flip side, affordability is now a major challenge, and some clients have become spoiled by rapid appreciation. Managing expectations for the years ahead is becoming an essential part of our job.

Looking Ahead: Opportunities for the Best

As we move forward, it's clear that our market favors those who bring knowledge, strategy, and strong negotiation skills to the table. While national headlines may suggest uncertainty, Baton Rouge remains full of opportunities for agents who stay ahead of trends and guide their clients with confidence. Whether it's helping buyers navigate affordability challenges or coaching sellers on competitive pricing, the best agents will continue to thrive in 2025 and beyond.

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CELEBRATING ➤ 5 YEARS TOGETHER

BY GINA
MILLER
PHOTOS BY
SHELBY ST
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NUNNERY

When I agreed to take on the operations of a *Real Producers* franchise in September 2019, I knew I was committing to something big. This was before the world changed in 2020. *How does a business built on meaningful connections survive in a time defined by isolation?*

Great question. The answer? Do what you can with what you've got...and don't stop. I didn't stop.

Oh, I wanted to stop a time or two... or twenty-two. I often wondered if someone younger, more vibrant, more fabulous and naturally social should be the one leading this charge. But the more time I spent in conversation with high-achievers, the more I developed a “get-out-of-my-way” attitude and put insecurities to rest. *Run a Real Producers franchise how it's intended and you will spend your days around individuals who refuse to settle. It's nice.*

Over the past five years, I've met hundreds of real estate agents and business owners. I've hosted dozens of events, launched *Partner-Only* networking in 2023, started a monthly networking lunch in January of this year, and

recognized leaders in the industry through features like *40 Under 40*, *Industry Icons*, *The Future of Real Estate*, and *Power Couples of Real Estate*. We've handed out well-deserved awards and continuously looked for new ways to gather and expand our circle of Preferred Partners.

This month, *Baton Rouge Real Producers* proudly celebrates five years in print.

From the beginning, we've been more than a magazine. We're a platform for connection, collaboration, and celebration, powered by the stories of our agents, the creativity of our writers and photographers, and the loyalty of our advertising partners. Veteran advertisers and contributors, many of whom are featured in this edition, have stood with us since day one, helping define who we are in the real estate community. Their continued support has allowed us to tell the stories of top-producing agents through 60 unique and inspiring editions.

NOLA Lending Group, Gulf Coast Title, Aundrea Allen with Safesource Insurance, Nathan Tallo, Branden Brignac of Cajun Coolers, Scott Guidry with Paragon Inspections, and Michael

Webster of Circuit Breaker Electric all said ‘yes’ to BRRP before our first issue even hit the press. And here we are, five years later, and they're still active partners.

Since 2020, we've hosted dozens of exclusive networking events, mixers, and celebrations; each one an opportunity to bring the magazine to life. From rooftop gatherings and Top Producer brunches to panel discussions and appreciation nights, these events have sparked countless connections, partnerships, and lasting friendships. We've been honored to spotlight top agents, rising stars, team leaders, and brokers with incredible stories; not just of production, but of perseverance, generosity, and grit.

As we look ahead, *Baton Rouge Real Producers* remains committed to shining a light on the individuals who shape our market with a continued goal to make Baton Rouge real estate a more connected industry. The next five years will bring fresh faces, new stories, and continued growth—together.

Here's to the next chapter.



DARBY MANN

➤ MARKETING DIRECTOR MFB TITLE SOLUTIONS

+ STACY BELANGER

➤ COMPASS REALTY



“REAL PRODUCERS HAS ELEVATED MY REPUTATION WITH OTHER REALTORS AND AFFILIATES. WHEN I MEET PEOPLE, THEY SEEM TO HAVE A NEW RESPECT FOR ME THAT I ATTRIBUTE MUCH TO THE MAGAZINE.”

RYAN THOMASSIE

➤ VP NOLA LENDING GROUP

+ RICHARD SPEARS, JR.

➤ PRIME PROPERTIES GROUP, KW FIRST CHOICE



“REAL PRODUCERS DOES AN OUTSTANDING JOB OF HIGHLIGHTING TOP PROFESSIONALS LIKE RICHARD, THOSE WHO ARE TRULY DEDICATED TO THEIR CRAFT. WHEN YOU WORK WITH ONE OF THEIR FEATURED AGENTS, YOU CAN TRUST THAT EVERY PARTY INVOLVED IS COMMITTED TO DELIVERING EXCEPTIONAL SERVICE AND RESULTS.”

SHEMIKA MAYFIELD

➤ THE MAYFIELD COLLECTIVE KW FIRST CHOICE

+ AUNDREA ALLEN

➤ OF SAFESOURCE INSURANCE

“I REMEMBER THINKING, ‘WOW, THIS IS SOMETHING SPECIAL FOR BATON ROUGE’. I HAD SEEN IT IN OTHER STATES AND WAS EXCITED AT THE FACT THAT WE NOW HAD IT HERE! I REMEMBER FEELING LIKE IT WAS EXCLUSIVE, YET WELCOMING.”



JENE' GRAND

➤ MARKETING DIRECTOR GULF COAST TITLE

+ NICOLE ROWELL

➤ REALTY EXECUTIVES

“GINA CALLED ME AND ASKED ME TO BE ON ONE OF THE FIRST COVERS. IT WAS A COMPLETE HONOR THAT SHE THOUGHT OF ME. I IMMEDIATELY STARTED RESEARCHING THE BRAND, AND I LOVED THE CONCEPT OF GETTING TO KNOW AGENTS AND PREFERRED PARTNERS IN MY INDUSTRY.”



MELODY NEWMAN

➤ WITH THE NEWMAN GROUP, ENGEL & VÖLKERS

+ NATHAN TALLO

➤ OF EUSTIS MORTGAGE

“BEING ABLE TO HELP PEOPLE IN A WAY THAT IS VERY SPECIFIC AND CUSTOM AND CATERED TO THEIR SPECIFIC NEEDS MAKES THIS PROCESS SO REWARDING.”



BRANDEN BRIGNAC

➤ OWNER CAJUN COOLERS HEATING & AIR

KAREN MOORE

+

SCOTT GUIDRY

➤ KW FIRST CHOICE

➤ OWNER PARAGON INSPECTIONS, LLC

“QUALITIES I SEEK WHEN LOOKING FOR A BUSINESS TO REFER TO MY CLIENTS, OR TO CALL UPON PERSONALLY, ARE FAIR PRICING AND EXCEPTIONAL SERVICE!”

“REAL PRODUCERS IS A VERY GOOD BRIDGE FOR ALL OF THE VENDORS INVOLVED IN A REAL ESTATE TRANSACTION. IT GIVES AGENTS A PLACE TO LOOK FOR KNOWN AND TRUSTED VENDORS.”





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ASK THE COMMUNITY

Q&A

DO YOU REMEMBER FIRST HEARING ABOUT Real Producers? WHAT WAS YOUR FIRST IMPRESSION AND WHAT DID YOU THINK IT WAS ALL ABOUT?

Yes, I remember thinking "Wow, this is something special for Baton Rouge". I had seen it in other states and was excited at the fact that we now had it here! I remember feeling like it was exclusive, yet welcoming. ~Shemika Mayfield- The Mayfield Collective, Keller Williams First Choice

Yes! Gina called me and asked me to be on one of the first covers. It was a complete honor that she thought of me. I immediately started researching the brand, and I loved the concept of getting to know agents and preferred partners in my industry. ~Nicole Rowell, Realty Executives South LA

Told my husband.....OMG, I got an invitation to this cool event! Spent way too much time figuring out what to wear, but loved every minute! ~Stacy Belanger, Compass Realty

WHAT IS THE BIGGEST CHANGE YOU'VE EXPERIENCED PERSONALLY OR PROFESSIONALLY IN THE PAST 5 YEARS?

From studying and practicing real estate the past 6 years, being able to help people in a way that is very specific and custom, and catered to their specific needs makes

the process so rewarding. To see people with a big need, even when it's complex, and to be able to navigate them through it smoothly, truly makes me feel like I'm impacting people's lives in a big way and making their quality of life better. ~Melody Newman, Engel & Volkers

BRRP has elevated my reputation with other Realtors and affiliates. When I meet people, they seem to have a new respect for me that I attribute much to the magazine. ~Stacy Belanger, Compass Realty

Professionally I'd say the biggest change has been growing from a solo agent to building The Mayfield Collective, a boutique real estate team that reflects my values and vision. Personally, I've truly embraced Keller Williams core values of God, Family, then Business, and that has completely shifted how I prioritize my time. I'm intentional with each day because time with my husband and children is incredibly precious to me. I've also found deep joy and fulfillment in community outreach. ~Shemika Mayfield- The Mayfield Collective, Keller Williams First Choice

I was a fairly new agent when I was featured in the magazine, since then I have listed over 100 homes. This career has enriched me and my family and given us

opportunities we would have never been able to experience. ~Danni Downing, 1% Lists

WHAT DOES Real Producers OFFER TO FACILITATE THE STRENGTHENING OF RELATIONSHIPS?

The events and networking opportunities are unmatched! From the monthly partner lunches to golf tournaments to the awards gala, there is an event for everyone! These events are opportunities to connect and they are not focused on business, but on building true friendships and relationships. ~Darby Mann, Marketing Director MFB Title Solutions

Real Producers does an outstanding job of highlighting top professionals - those who are truly dedicated to their craft. when you work with one of the featured professionals, you can trust that every party involved is committed to delivering exceptional service and results. By setting the standard for excellence, Real Producers ensures that clients can expect a seamless, high-quality experience. ~Ryan Thomassie, VP / Area Manager NOLA Lending Group

Real Producers strengthens relationships by connecting top professionals through exclusive networking, fostering collaboration, and providing a platform to share industry insights - ultimately helping us grow and support each other in business. ~Jene' Grand, Marketing Director Gulf Coast Title

Real Producers is a very good bridge for all of the vendors involved in a real estate transaction. It gives agents a

place to look for known and trusted vendors. ~Scott Guidry, Paragon Inspections, LLC

WHAT CONNECTIONS HAVE YOU MADE THANKS TO THE Real Producers COMMUNITY?

I feel I have become better friends with colleagues after reading their stories and learning more about them. ~Mark Akchin, KW Red Stick Partners

I've met some other great Realtors that I have worked with and made new connections and referral partners with lenders. ~Abe Slocum, TGL

Ace shines through Real Producers and he's just the best! ~Melody Newman, Engel & Volkers

WHAT WAS YOUR FAVORITE BRRP EVENT?

The Crawfish Event!
~ LaTonya Johnson, KW First Choice

Toast to The Top
~Miranda LaMontagne, Brookhaven Realty

Toast to The Top
~Abe Slocum, TGL

Toast to The Top
~Cheri Smith-Harrison, Regency Real Estate, LLC

The Awards Gala and Golf event
~Karen Moore, KW First Choice

The Golf Tournament at Santa Maria
~ Danni Downing, 1% Lists



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