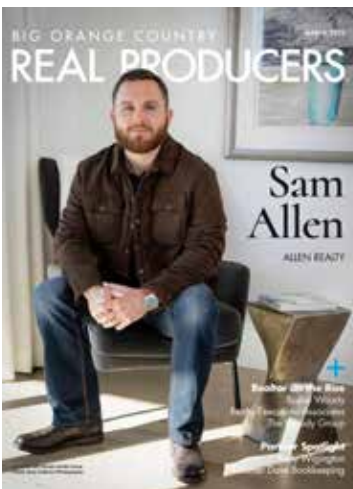


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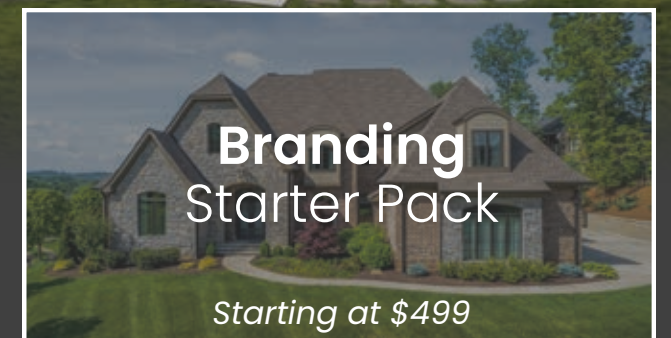
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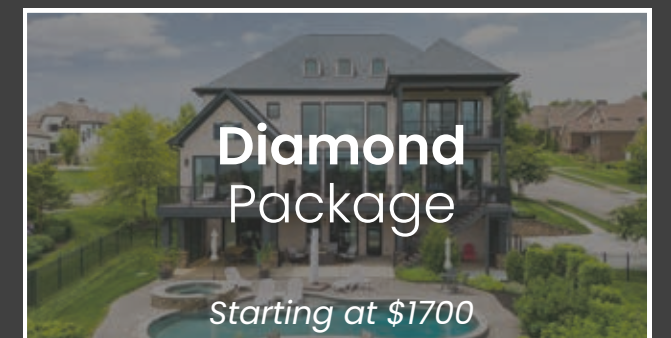
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DEAN PEAL

ON THE SPOT CARPET CLEANING

Location: AR Homes model home



COMMITTED TO CLEANING THE RIGHT WAY

BY LUCY REYNOLDS AND PHOTOS BY AMY SULLIVAN PHOTOGRAPHY

For Dean Peal, working honestly and ethically is the most important thing about running On the Spot Carpet Cleaning—it's all about doing things the right way. He wants to be known for his quality work and for treating his customers the way they should be treated.

"Every house I go into, I look at it as going into my own house," he explained. "I think about how I would want my own house to be done, and that's how I look at the customer's

house. I want to treat them how I would want to be treated, whether it's a small job or a big job."

On the Spot Carpet Cleaning offers residential and commercial carpet cleaning services, upholstery cleaning, and tile and grout cleaning in Knox, Blount, and Sevier Counties. "Many people don't think of getting their upholstery or tile and grout cleaned professionally, but we do that, too," he pointed out.

Dean got into carpet cleaning 28 years ago when some friends from high school invited him to join their Knoxville-based carpet cleaning company. After working with them for three years, Dean did several different jobs before deciding to get back into the business.

"I enjoyed carpet cleaning, so I was glad to finally have the opportunity to get back into it," he shared. "A friend who worked at a bank said he could help me get a business loan, so I started my research. I ended up getting one loan for



“Many people don’t think of getting their upholstery or tile and grout cleaned professionally, but **WE DO THAT, TOO.**”

both the van and the equipment—and I was able to get the latest technology in carpet cleaning equipment. In June, we will celebrate our sixth anniversary.”

One unique thing about On the Spot Carpet Cleaning is the cleaning technology they use. “We don’t use the traditional wand that most carpet cleaners use,” he explained. “We use a 360 Eye system, which rotates and agitates your carpet. It has three jets and three vacuum ports, so it’s cleaning the carpet and sucking the dirty water out at the same time. It’s easy to use and has a high quality result.”

The hot-water extraction (HWE) process is environmentally safe and highly effective. In addition, Dean is committed to using only bio-safe and eco-friendly cleaning products, so the process is allergy friendly, too. “People with allergies find that clean carpets really help them breathe better,” he said.

After the HWE process, Dean then goes back over the carpet with a dry pass, using just the vacuum. Then he

rakes the carpet and puts air movers on it to finish up the drying process.

The same 360 Eye machine is also used for tile and grout cleaning, just with a different head. “The 360 Eye provides a better quality result than cleaning with a wand—although I do have a wand on my truck that I use when the 360 Eye is too much, like for cleaning area rugs, for example.”

“People with allergies find that clean carpets really help them **BREATHE BETTER.**”

Dean advises real estate agents to get the carpets as well as tile and grout cleaned in every house they sell. “It really helps the presence of the house—because even if it doesn’t seem dirty, it is,” he remarked. “It will definitely look better after a professional cleaning.”

Since launching in 2019, Dean’s biggest accomplishment has been client retention and seeing sales grow month over month—and his biggest challenge has been working on time management and learning how to continue to grow through all seasons to scale his business. His long-term goals are to add another truck and more cleaning equipment and to focus on running the business while his employees are out there taking care of the customers.

In addition to his company, Dean is most proud of his family. When he isn’t working, he enjoys relaxing with his wife and son and filling the time with different family events and activities like bowling, soccer practice, and shooting some hoops with his son on the driveway. Also, since he grew up in the St. Louis area, he’s a big fan of the Cardinals and the Chiefs. He checked off his bucket list seeing the The Ark in Kentucky.

Dean’s favorite song is the Eagles’ “Hotel California”—but he wouldn’t want to clean the carpets there!

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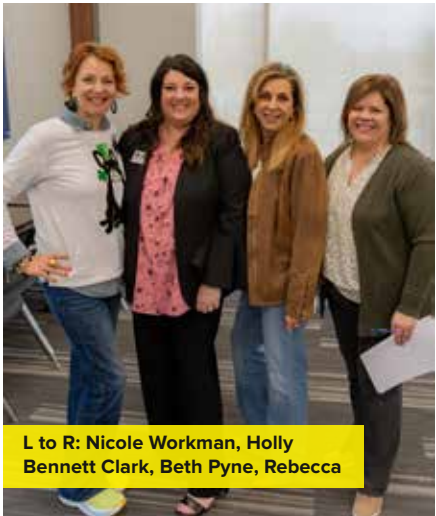
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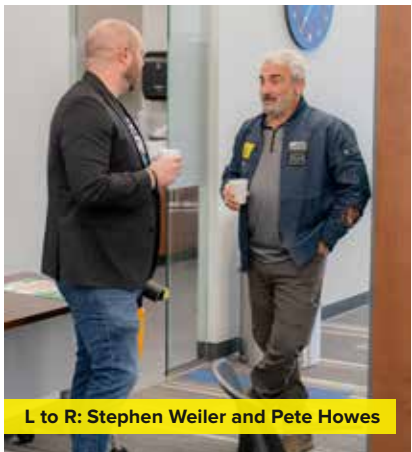
L to R: Holly, Samar Reed, Anna, Angie, Rebecca



L to R: Nicole Workman, Holly Bennett Clark, Beth Pyne, Rebecca



Robin Beebe



L to R: Stephen Weiler and Pete Howes



Julie Ford



L to R: Rebecca, Angie Merrick, Dan McKee, Jenny Snodgrass



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AGENT ON THE RISE

Natalie Jenkins-Rice,

Keller Williams Realty–Bearden

Helping Others in Life's Difficult Transitions

BY LUCY REYNOLDS AND PHOTOS BY AMY SULLIVAN PHOTOGRAPHY



Keller Williams Bearden agent Natalie Jenkins-Rice stands out not just for her impressive sales figures during her first two years in the industry, but also for the compassionate approach that drives her business philosophy. She has carved out a niche helping clients navigate what are often the most difficult times of their lives.

“I really want to be an advocate for women,” she explained. “Women often get into situations where they don’t have any support, and they don’t know what to do.”

Natalie brings personal experience to her work. “Divorce is hard,” she said. “It’s the most stressful thing to go through, and then put real estate on top of it, and if the woman isn’t working, or she doesn’t know what to do...I really feel called to help her through those challenging circumstances.”

This calling is evident, as roughly 80% of Natalie’s sales have involved clients experiencing major life transitions, including separations, divorces, family deaths, or unwanted relocations. These aren’t the easiest transactions, but she believes her gift of encouragement makes her particularly suited to guide clients through these emotional property decisions.

With just two and a half years in real estate under her belt, Natalie hit the ground running. She sold over \$5 million her first year and nearly \$7 million her second year. She attributes her early success to her prior experience in direct sales, where she developed important business and networking skills.



“I really want to be an advocate for women.”

“
WHEN YOU CARE
FOR OTHERS
AND DON'T JUST
THINK ABOUT
YOURSELF, IT'S
ALL GOING TO
WORK OUT
FINANCIALLY.”



“I was in direct sales for 10 years before real estate, and it's the same concept—you need to get out there, know how to run a business on your own, network, and build trust,” she explained. “I feel like I already did a lot of the work before I stepped into real estate, which is why I had a really successful first two years.”

Natalie credits several mentors for shaping her approach to business. Her first sales mentor, Luann Allen, taught her to focus on identifying her clients' genuine needs—a philosophy that works perfectly in real estate. “She really taught me to listen to people, and once you find their specific need, the product really does sell itself, because it's something that is going to benefit them,” Natalie explained.

Her entrepreneurial spirit was nurtured early on by watching her grandparents run their own businesses—her grandmother owned a cake decorating business, while her grandfather operated an RV business. Also, her father owned a Pennzoil in Knoxville when she was young, and her mother taught her and her sister the value of hard work.

Natalie is most proud of her kids and how they've come together to conquer the challenges they've faced in the

last few years. Despite her busy professional life, she stays balanced by keeping several non-negotiable commitments that support her mental and physical health. She prioritizes hanging out with her kids, attending regular weight-lifting classes at the gym, leading a women's Bible study, and volunteering with the high school ministry at church. “I'm not a 9-to-5 agent,” she remarked. “You have to be available to people evenings and weekends. As a single mom, I just have to fit everything in where I can.”

Natalie grounds her business philosophy in her faith, based on Philippians 2:3: *Do nothing out of selfish ambition but value others above yourself*. “When you care for others and don't just think about yourself, it's all going to work out financially,” she said.

A big Lysa TerKeurst fan, the last book Natalie read was *I Want to Trust You, But I Don't*. She's also a big Morgan Wallen fan. “I love him so much,” she exclaimed. “I took my son to see him in Knoxville, and it was *the best* concert, hands down.”

While the real estate industry may sometimes be characterized by competition and commission, Natalie is using it as a channel for compassion, empowerment, and healing during her clients' most difficult life transitions.

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BY LUCY REYNOLDS

Rebecca Ramsey,

A JOURNEY OF DETERMINATION & AUTHENTICITY

Publisher

In the ever-changing East Tennessee real estate market, the magazine you hold in your hands has been steadily building connections between top agents and preferred business partners for the past four years. *Big Orange Country Real Producers*, under the passionate leadership of Rebecca Ramsey, is celebrating its fourth anniversary this month—a month that holds special significance for Rebecca.

“May was my launch month, and the magazine went out the same week as Mother’s Day. My son was born in May also, making it even more special to celebrate my two babies every spring,” Rebecca smiled. “*Real Producers* is a national network with hyperlocal communities to connect, inspire, and elevate the best of the best in the real estate industry. I’m humbled and honored to share the stories of agents excelling in their craft and making homeownership possible for many in East Tennessee.”

With a degree in marketing and organizational management, Rebecca spent most of her career working in agencies throughout East Tennessee—including owning her own marketing agency—or in corporate marketing director roles with companies like Shoney’s Restaurants and Chick-fil-A, where she became very familiar with franchises.

The opportunity to become a *Real Producers* publisher came unexpectedly during a challenging period in her life. “I had to return to the workforce, and it literally fell in my lap,” she recalled. After

“Agents need to know each other and understand who is on the other side of the offer to meet their client’s needs.”

spotting a post by N2 Company, which owns *Real Producers*, she connected with a former acquaintance who had worked there for over a decade. Following her friend’s glowing recommendation, Rebecca submitted her resume over Thanksgiving weekend in 2020. The following Monday, N2 called, and after several interviews, they offered her the *Real Producers* franchise for the East Tennessee market.

The *Real Producers* model particularly appealed to Rebecca’s entrepreneurial spirit. “The platform is set up to grow as quickly as vetted business partners invest through their ad pages as then the magazine content expands with it,” she explained.

Rebecca’s dedication was evident from the start. Although publishers don’t receive any compensation until their first edition goes to print, most new publishers take 12 to 16 weeks to launch. Rebecca completed hers in just eight weeks—illustrating the skill and zeal she brings to *Real Producers* and setting a record that stood for nearly four years.

When she began, she had limited knowledge of the real estate industry beyond her personal experiences of buying and selling homes. “I’m the rookie on the block when it comes to real estate,” she admitted. “But I’m really good at what I do as a publisher and connector, it just happens to be that my publication is in the real estate industry.”

Since launching the magazine, Rebecca has gained tremendous insight into the profession, dispelling many misconceptions seen in popular media. What she has discovered is that successful agents are highly educated professionals who stay current on market trends, conduct thorough analyses, and deeply understand their clients’ needs. She has also come to appreciate the economic

impact of real estate—a multi-billion-dollar industry in the East Tennessee market alone.

At its core, *Real Producers* creates a unique platform for top-performing agents to facilitate connections across multiple brokerages. Agents receive the magazine for *free*, and agents are featured for *free* based on peer nominations—while local businesses partner by investing in advertising and sponsoring events to support the exclusive community.

By creating networking opportunities for high-performing agents, *Real Producers* fills a crucial gap in the market. These top-level professionals often serve primarily as mentors in the industry and rarely have opportunities to connect with peers and partners at their own high level.

“I’m humbled and honored to share the stories of agents excelling in their craft.”

“Real estate is the only industry where you’re in a sales role but you must have another agent on the other side of the transaction,” Rebecca acknowledged. “There might be a competitive mindset, but agents need to know each other and understand who is on the other side of the offer to meet their clients’ needs.”

For Rebecca, success isn’t defined by financial wealth but by reputation and impact. “What success means to me is when I’m out places and people say, ‘Oh, I’ve heard of you. I hear such great things about your magazine,’” she shared. In addition, she takes pride in supporting other entrepreneurs -mostly female- through her business staff, helping them provide for their families.

Looking ahead, Rebecca envisions continuing to publish *Real Producers* while potentially expanding her role and team. She’s also researching opportunities to launch another publication for a unique niche market in Knoxville/East TN area.

Now, as *Big Orange Country Real Producers* celebrates four successful years, Rebecca’s personal and professional journeys show us how meeting unexpected opportunities with determination and authenticity can create something truly valuable for a community.

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L to R: Rebecca, Billy Houston, Nicole Workman, Whitney Spears, Peter Howes, Anna Farley, Lorie Jaynes, Amy Sullivan, Caroline Badgett, Wala Habiby, Samar Reed and Dan McKee

PHOTOGRAPHY BY SMITTY FILM & PHOTO

We had another great networking event to connect top agents with vetted preferred partners. Lots of fun on a sunny cool spring afternoon on April 8, 2025. Special thanks to Dan with Keyrenter Property Management and Amy with Amy Sullivan Photography.



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Anna Farley
Business Development Executive

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Lyndi (Home Buyer)

"Melissa is very professional and responds to me almost immediately when I text. Finishes inspections in a timely manner and explains the report very knowledgeable."
Sabrina (Real Estate Agent)

"Melissa did an amazing job. She was very professional and thorough. She did a fantastic job explaining everything to us and our report was easy to read and understand. I highly recommend them to anyone in need of an inspection."
Kim (Home Buyer)

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