

BIRMINGHAM

MAY 2025

REAL PRODUCERS[®]



**Agent
Feature:**

Frank Roscoe, Jr.

**Partner
Spotlight:**

Real Property
Management
Victory

Jordan Hosey

BOLD ENOUGH
TO BE DIFFERENT

PHOTO BY CARNAGGIO PHOTOGRAPHY

Broker
Spotlight:
Shannon
Wilks





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2025

BY THE NUMBERS

HERE'S WHAT THE TOP AGENTS IN BIRMINGHAM SOLD IN 2024



\$4,013,500,875

SALE VOLUME



9,348

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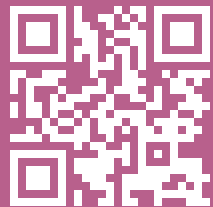
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Real Property Management

A Game Changer for Real Estate Agents

WRITTEN BY ELIZABETH MCCABE • PHOTOS BY BRENDON PINOLA PHOTOGRAPHY

When it comes to real estate investments, determining which property will yield the highest return can be a challenge. What makes one investment more lucrative than another? Now there's an innovative way to make informed decisions with confidence—thanks to Real Property Management Victory, which is owned by husband and wife Bud and Mary Ussery.

A Trusted Partner for Real Estate Agents and Investors

“We love to partner with real estate agents and their investors,” says Bud. “We aim to educate and get involved early, before the purchase is finalized, so we can communicate valuable insights.” If an agent is helping an

investor choose the best property, they need to consider factors like tax variations across different areas.

To make this process easier, Real Property Management Victory offers the **Wealth Optimizer**, a powerful tool available on their website. This tool allows real estate agents to input a property's purchase price, taxes, and other financial details to compare different properties side by side. “In just a few minutes, real estate agents can analyze and gather data, significantly shortening the time spent on investment analysis,” Mary and Bud explain. They also provide training to help real estate professionals maximize the tool's potential. Best of all, this service is completely free to use for those who work with Real Property Management Victory.

A Family-owned Business Rooted in Relationships

Mary emphasizes the importance of relationships in property management. “We believe in building lasting relationships, not just transactions. When you genuinely know and trust someone, you want to do business with them.” She and Bud are actively engaged in their community every day. As owners, they take great pride in their work because this isn't just a job—it's their family business.

Bud and Mary launched Real Property Management Victory on July 19, 2019, bringing together their expertise in management, sales, and customer service. Bud had worked in the

automotive industry for 25 years, managing 17 stores across Birmingham, before deciding to transition into property management. This field perfectly matched his skills and interests without a ceiling. Mary, a seasoned professional in direct sales and business coaching, took the lead in marketing and networking. “I love meeting real estate agents and investors to meet their needs. It's all about keeping it real and building strong partnerships,” she says. Together, they are a dynamic duo.

What Sets Real Property Management Victory Apart?

Bud and Mary take pride in offering **quality over quantity**. “We turn down properties to ensure we maintain high service standards. That level of personalized customer service is often missing in today's market,” says Mary. Bud adds, “We provide maintenance on our rentals. We have a full-time maintenance coordinator who takes care of work orders from tenants, making sure that they are assigned to the right vendor.” They make sure that requests are handled efficiently in a timely fashion.

They also offer a **comprehensive, full-service approach** to property management as a one-stop shop from beginning to end. Mary explains, “When real estate agents bring properties to us, we manage them with care until the owner is ready to sell—at which point we return the property to the real estate agents. We don't compete with real estate agents; we partner with them.”





Additionally, Real Property Management Victory provides referral fees to real estate agents, reinforcing their commitment to long-term partnerships. Their new **Lineage platform** gives investors a dashboard to track properties across multiple states, helping them make well-informed decisions.

The Neighborly Done Right Promise

As part of the Neighborly network, Real Property Management Victory upholds the **Neighborly Done Right Promise**. This means they stand by their work, using their expertise, technology, and systems to ensure properties are managed efficiently and effectively. “We work hard to optimize return on investment while preserving assets and giving owners peace of mind,” says Bud.

Beyond Business: A Personal Touch

Bud and Mary are not just business partners—they are a family of seven, with five children ranging from 29 to 10 years old. “We’ve successfully launched four kids into adulthood, and we have one more still at home,” Mary shares with a smile.

When they’re not managing properties, they love to travel and visit their grandchildren. With family in Florida, they make frequent trips to the beach. Mary, a Clemson, South Carolina native, is an avid Clemson Tigers fan, while Bud, an Auburn graduate, cheers for the Tigers. “It’s a split household when it comes to college football, but it’s always ‘Go Tigers!’”

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Frank Roscoe, Jr.

Persistence, Purpose, and Passion for People

WRITTEN BY NICK INGRISANI • PHOTOS BY BRENDON PINOLA PHOTOGRAPHY

“Working as a real estate agent offers the flexibility to spend more meaningful time with your family—something that’s harder to find in many other careers.”

Frank grew up in Birmingham, Alabama, where strong family values and a deep sense of community shaped his early years. After graduating from Shades Valley High School, he went on to attend Jacksonville State University, where he majored and earned a degree in communications and public relations.

After finishing school and returning to Birmingham, Frank found himself searching for a professional path that would provide both purpose and stability. Real estate entered the picture unexpectedly, but it soon became clear that this was the opportunity he’d been waiting for. His first year in the business

didn’t include a single sale, but it was a period of observation and deep learning.

“I was trying to learn how to be a good agent without chasing money.”

A turning point came when one of his fraternity brothers gave him his first real shot, and everything took off from there. Even before he was officially licensed, Frank had an unofficial mentor who brought him behind the scenes to see how real estate really worked. That early exposure—and the guidance that came with it—set him on the right track.

Getting his license wasn’t without challenges. It took several attempts to pass the state exam, but Frank kept his sights set on the goal and persisted. Since earning his license in 2018, he’s helped more than 130 families achieve homeownership in the Birmingham area. Today, he’s a top sales producer for Norluxe Realty Birmingham and was recently named one of *Real Producers’* Top 300 agents in the city—a milestone that reflects both his talent and tenacity.

“It’s been a blessing being able to assist and help people achieve their dreams of being a homeowner. It’s not an easy job, but it’s a rewarding job.”

For Frank, real estate is about more than sales—it’s about people. He’s particularly passionate about working with first-time homebuyers and military veterans, a group he’s developed a specialty in supporting. He’s become especially skilled in understanding their unique needs and navigating the intricacies of VA loans. Above all, his approach is rooted in honesty, communication, and patience—qualities that allow him to



Photo by Aileen Medina, JC Penney Portraits

Photo provided by Frank Roscoe, Jr.



build trust with clients and guide them calmly through what can often be an overwhelming process.

“People are my passion. Being able to educate and be there for people and then see— especially with first-time home buyers—mothers and kids... seeing their smiles and being there for them. It’s still the American dream to be able to own a home.”

Frank’s own story gives him a deep empathy for families who are trying to build a better future. Raised in a single-parent household by his hardworking and loving mother, he deeply appreciates the sacrifices she made and the values she instilled in him. That foundation motivates him to give his own children—Trey and Bryce—the kinds of experiences he didn’t have growing up. His wife, Bridget, and their two sons are the center of his world, and he’s intentional about carving out time for practices, family dinners, and travel.

He also makes a point to slow down and stay present. Whether it’s being at his son’s t-ball practice or planning their next family trip together, Frank values showing up for the people who matter most in his life. He’s committed to not letting work consume him. Real estate has given him the flexibility to be fully present with his family while still making an impact in his community.

“You can make all the money you want, but if you don’t use it to make time for family, it doesn’t matter.”

Looking ahead, Frank sees the possibility of growing his own team or even opening a brokerage down the road. But for now, he’s focused on continuing to serve clients with care and integrity.

“I just enjoy being out in the field and helping people fulfill their dreams. My goal is to keep going and help as many people as I can.”

With over seven years of experience, an ever-growing client base, and a reputation built on trust, Frank is a rising force in Birmingham real estate—and he’s just getting started.

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Shannon

Leading with
Heart and a
Passion for People

WRITTEN BY NICK INGRISANI
PHOTOS BY CARNAGGIO PHOTOGRAPHY

Wilks



“I just truly enjoy helping people in their journey, whether it’s home buying or helping an agent understand everything and become successful. I just want people to be happy in what they do.”

Shannon grew up in the quiet, welcoming town of Wilsonville, Alabama, and from the very beginning, her passion for helping others set the tone for her life journey. After graduating from Virginia College with a degree in surgical science, Shannon began her career in healthcare, initially working in the operating room before shifting into operations management for a medical supply company specializing in orthotic bracing for the elderly. The experience deepened her commitment to serving people, something that would later become central to her philosophy in real estate.

Though her professional life began in medicine, Shannon has always been an enthusiastic mentor and coach. Starting as young as 16, she coached competitive gymnastics, dance, cheerleading, and soccer, cultivating in young athletes the determination and self-belief they needed to excel. Those early experiences laid the foundation for her natural leadership style, deeply rooted in mentorship, guidance, and personal growth.

“Coaching translates directly to my passion for people and helping others develop professionally. I’ve always been passionate about helping others be the best they can be.”

Real estate wasn’t initially on Shannon’s radar. However, after the birth of her second son, Shannon desired more flexibility in her professional life, although she humorously acknowledges that flexibility often means “working whatever 60-80 hours a week she wants.” Encouraged by her husband, Shannon explored real estate and quickly discovered it resonated deeply with her personal values. She saw it not just as a career but as an opportunity

to make a meaningful difference in people’s lives during one of their most significant milestones.

“Helping people was always something that God put on my heart, so this was just another avenue for me to be able to do that, and I ended up genuinely loving it right from the start.”

Shannon immersed herself fully into real estate, excelling quickly and naturally due to her genuine love for helping others. Within three years, driven by a vision to offer a more hands-on and practical approach to training and mentoring new agents, Shannon decided to co-found her own brokerage.

“Me and my business partner decided that being able to make the difference

we saw was needed in the industry couldn’t be done under someone else.”

Her brokerage quickly earned recognition, notably winning the “Best Place to Work” award from the *Birmingham Business Journal* in its first year. The accolades continued as they earned the “Best Place to Work for Young Professionals” title, and Shannon herself was named Broker of the Year by the Birmingham Association of REALTORS® in 2020. These honors reflect Shannon’s dedication to fostering a positive, supportive environment, one that attracts and retains talented agents. Today, her brokerage proudly supports 36 agents who benefit from comprehensive training programs and an inclusive, nurturing workplace culture.

Shannon remains deeply passionate about equipping agents to reach their fullest potential, both personally and professionally. For her, success in real estate goes far beyond transactions or numbers; it is fundamentally about placing people first and prioritizing their needs above all else.

“Real estate is about helping people through the largest transaction they’re ever going to have. After being in the industry for a decade now, I have seen too many agents treat that flippantly, but if you truly love what you do and love helping people, you’re going to thrive in this industry. Always make their needs the priority, and you will find success.”

Looking ahead, Shannon’s ambitions for her brokerage are clear: She aims to continue adapting and growing alongside Birmingham’s dynamic market, ensuring her agents remain ahead of industry trends and are capable of offering clients exceptional service. Her focus remains steadfastly on people—both clients and her team members—and she finds profound satisfaction in seeing others achieve happiness and success.

When she’s not working tirelessly for her agents and clients, Shannon treasures time spent with her family, actively participating in her children’s sports and activities. Her deep faith guides her every interaction, inspiring her approach to business and personal relationships alike.

“I believe that my relationship with God has taught me how to love others through the way that He first has loved us.”

For Shannon, true success is the positive impact she makes in the lives of others. Her commitment to serving people, rooted in compassion and integrity, continues to set her apart in the world of real estate.

“Success, to me, is not measured by accolades or money; it’s measured by the impact we have on others. It’s how much we give and love others. The other stuff is great, but for me, it’s more about the positive impact I have on other people’s lives.”



Photo provided by
Shannon Wilks

CAMPAIGN-DRIVEN MARKETING

Elevating Your Business with Strategic Execution

BY ZAC KENNEDY

The most successful real estate agents aren’t just selling homes—they’re executing highly strategic, multi-layered marketing campaigns that position them as market leaders. In a business where trust, expertise, and exposure dictate success, relying solely on word-of-mouth or scattered social media efforts isn’t enough. Top agents treat their marketing like a well-oiled machine, leveraging campaign-driven strategies to create, nurture, and convert high-quality opportunities at scale.

Beyond Basic Marketing: The Power of Campaigns

Many agents fall into the trap of random acts of marketing—sporadic social media posts, inconsistent email blasts, or occasional open house promotions. While these tactics may yield short-term results, they lack the cohesion necessary to build sustainable, long-term success. Campaign-driven marketing, on the other hand, ensures that every touchpoint is intentional, reinforcing your brand, message, and expertise across multiple platforms.

At its core, a marketing campaign is a structured series of actions designed to achieve a specific goal. Whether you’re launching a luxury listing, targeting downsizers in a particular zip code, or nurturing long-term relationships with high-net-worth clients, a campaign aligns your messaging, advertising, and engagement to drive measurable outcomes.

Positioning Yourself as the Market Authority

The top 1% of agents know that authority isn’t given—it’s earned through consistent, high-value engagement. A campaign-driven approach ensures that your marketing does more than just generate leads; it establishes you as the go-to expert in your market.

Here’s how top agents execute this effectively:

- **Content that Educates and Engages** – Instead of generic listing promotions, they produce market reports, investment insights, and exclusive neighborhood analyses that attract serious buyers and sellers.
- **Data-Driven Targeting** – Leveraging predictive analytics, Facebook Pixel data, and retargeting campaigns ensures that your marketing dollars are spent on the right audience.
- **Multi-Channel Domination** – Email, direct mail, social media, YouTube, and PPC advertising work in tandem, keeping their brand in front of clients at every stage of their journey.

The 96% Rule: Capturing the Overlooked Market

Most agents focus their efforts solely on the 4% of buyers and sellers who are ready to transact today. The elite



agents, however, understand that the real goldmine lies in the 96% who will make a move in the next 6-24 months. By implementing nurture campaigns—automated email sequences, remarketing ads, and personalized follow-ups—they stay top-of-mind until those clients are ready to act.

Executing a High-Performance Marketing Campaign

- **Define the Goal** – Whether it’s growing your database, positioning a luxury listing, or increasing referrals, start with a clear objective.
- **Craft the Message** – Develop compelling messaging that speaks directly to your target audience’s needs and desires.
- **Select the Right Channels** – Choose the platforms that will deliver the highest engagement based on your target market.
- **Implement Automation & Retargeting** – Use CRM automations, follow-up sequences, and retargeting ads to maximize conversions.
- **Track & Optimize** – Monitor performance metrics and adjust based on real-time data.

Success in today’s market isn’t about working harder—it’s about working smarter with campaign-driven marketing. The agents who embrace this approach aren’t just competing; they’re dominating.



Zac Kennedy is a seasoned real estate agent, associate broker, and mentor based in Birmingham, Alabama. With years of experience in the industry, Zac has become known for his commitment to helping clients achieve their real estate goals through innovative strategies and a deep understanding of the market. As a mentor, he is passionate about empowering other agents to grow their businesses, providing them with the tools, knowledge, and confidence to succeed.

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EVENT RECAP

SIP, SEE & CELEBRATE

A Brunch to Remember at Greystone Cove

PHOTOS BY PHILLIP J. PRITCHARD

On March 19th, we hosted our much-anticipated Sip, See & Celebrate Brunch at a stunning listing in Greystone Cove—and it was nothing short of spectacular! With more than 60 guests in attendance, the event was a vibrant morning of connection, celebration, and community.

Guests were welcomed with a beautiful charcuterie spread by our incredible partner, Rolls Bakery, and treated to a “build-your-own” mimosa bar, courtesy of Karen Morse. From classic orange to cranberry and even a strawberry lemonade twist, the mimosas were as refreshing as the conversations.

We were thrilled to have Ashley Lambert with Lambert Agency Insurance and one of our newest Preferred Partners, NanoRoof, sponsor our door prizes—two lucky agents walked away with some exciting surprises!

As guests toured the home, mingled with fellow agents and partners, and soaked in the stylish ambiance, one thing was clear: this brunch was more than just an event—it was an experience. Even the sellers were thrilled, knowing their home was showcased to some of the area’s most influential agents.

What made the morning even more special? We celebrated our December, January, February, and March magazine features! Recognizing these outstanding agents in person, hearing their stories, and celebrating their accomplishments face-to-face is one of our favorite parts of what we do.

Thank you to everyone who came out to sip, see, and celebrate with us. Here’s to many more moments like this one!



Jordan HOSEY

& HBH
REALTY AT
THE REAL
BROKER,
LLC



Bold Enough to be Different

WRITTEN BY ELIZABETH MCCABE
PHOTOS BY CARNAGGIO PHOTOGRAPHY

“Your legacy is every life you’ve touched.” – Maya Angelou

Moving is often ranked as one of life’s most stressful experiences. The endless list of tasks—finding a real estate agent, hiring movers, securing painters, staging the home—can be overwhelming. But what if there were a seamless, one-stop solution for all these needs? Enter Jordan Hosey, Qualifying Broker & Real Estate Developer at HBH Realty at The Real Broker, LLC. Jordan and her team are revolutionizing real estate by removing the stress from home buying and selling, offering an innovative and unparalleled client experience that has never been seen before in real estate.

Imagine A One-Stop Shop for Homeowners

Led by trendsetter Jordan Hosey, the HBH Realty team stands apart in a crowded field of over 6,000 real estate agents in Birmingham by offering something truly unique—a fully integrated real estate concierge service. Supported by a team of nine real estate advisors, agents, and staff, Jordan’s vision is coming to life with the HBH Concierge Hub, a first-of-its-kind facility designed to simplify every aspect of the homeownership experience.

“When you come to us, we handle everything—from movers and stagers to painters and smart home technology,” Jordan explains. “We take care of every detail so that our clients don’t have to. It’s about delivering value and eliminating stress.”

This innovative concept, launching in June, is the first one-stop shop for real estate agents and clients in the world. Rather than navigating the overwhelming maze of home services independently, clients will have direct access to vetted professionals, all housed within a 5,000-square-foot space designed for collaboration and efficiency. With over 45 companies already participating with satellite offices, the HBH Concierge Hub is set to transform the industry.

“We want consumers to walk into the office and have face-to-face contact with movers, stagers, window experts, home smart technology professionals, plumbers, electricians – whatever you need,” says Jordan. “We have worked for a decade to simplify the process to bring unparalleled value to the consumer.” Don’t call businesses throughout town to find services. Just call HBH Realty.

What’s next? Jordan is considering franchising her unique concept to truly make lasting change in the real estate industry.

Thinking Outside the Box

Jordan’s real estate career didn’t begin in a traditional brokerage. After working with major firms, she realized something was missing—a consumer-first approach that genuinely simplified the process. Although brokers focus on agent numbers, she wanted to focus on the client experience.

“I didn’t care about being number one,” she says. “I wanted to be number one to the customers.”

After pitching her vision back in 2019, she realized it didn’t align with traditional brokerage models. That only fueled her determination to build something different. Jordan’s drive led her to Real Broker, where her vision of a true concierge real estate experience was embraced. Now, with the HBH Concierge Hub in motion, she is proving that thinking differently and putting clients first can disrupt an entire industry.

Jordan’s passion for real estate stems from personal struggles. Moving multiple times, she encountered unreliable vendors, no-show movers, and subpar service providers. These frustrations sparked an idea: what if real estate transactions could be streamlined under one roof?

“I had no control over the experience, and that was frustrating,” she recalls. “I started vetting vendors myself and managing the entire process for my clients. That’s when my business exploded. People wanted a seamless experience, and I was determined to deliver it.”

Leading With Marketing Innovation

HBH Realty is not just revolutionizing real estate through concierge services—setting a new industry standard with video marketing. Their strategic use of high-quality video content

Photo by Katie & Alec Photography



“

I’ve had to prove myself in many spaces, as a woman, as a minority, and as someone doing things differently.

But I let my results speak for themselves.”



Photo by McKenzie Studios

allows clients to showcase their properties in ways that no one else can compete with.

In a digital age, video marketing is a powerful way to increase exposure to listings. “We lead heavily with marketing,” says Jordan. Their video content is cleverly designed to truly highlight properties in a way that captures buyers’ attention immediately. It’s a major factor in driving business to listings.

By leveraging cutting-edge visuals, drone footage, and immersive property tours, Jordan and her team ensure that each listing stands out in the market, giving her clients a distinct advantage.

Overcoming Obstacles

Born in Dubai, Jordan Hosey moved to the U.S. when she was 12 years old, speaking no English. The challenges she faced instilled in her a deep resilience and work ethic. Raised in Hoover, Alabama, she remained deeply connected to her community, determined to give back and create opportunities for others.

“I’ve had to prove myself in many spaces, as a woman, as a minority, and as someone doing things differently,” she says. “But I let my results speak for themselves.”

She actually started her career in lending, which gave her a strong foundation in finance and mortgages. “Around that time, my husband Aaron was working as a boat mechanic, but the physical toll of the job was rough on his back. I encouraged him to get into real estate so we could partner up and build something together. Once I saw how much he enjoyed being out in the field—while I was still stuck in a corporate cubicle—it lit a spark in me,” she shares. Jordan soon found her passion and purpose in real estate and has done remarkably well in her profession.

HBH Concierge Hub
Photos courtesy of Jordan Hosey



Photo by McKenzie Studios

With over 13 years in real estate, Jordan has amassed more than \$100 million in career sales, including \$20 million in 2024 alone. Before transitioning into real estate, she worked in lending and mortgages, giving her a strong financial foundation that benefits her clients today.

HRH Realty’s success isn’t just about numbers—it’s about impact. By prioritizing relationships over transactions, they have built a reputation as trusted advisors who go beyond the standard agent role.

For those looking to succeed in real estate, Jordan has one key piece of advice: consistency.

“Stay in your lane, stay consistent, and show up, even when it feels slow,” she says. “This is a relationship business. How you treat people and serve clients matters more than any flashy numbers.”

Family, Faith, and the Future

Jordan’s life is anchored by her husband, Aaron, who has been her business and life partner since they met at 19. Together, they are raising three children—Lailah, Aiden, and Austin—while building a real estate empire. Outside of business, Jordan is passionate about yoga, meditation, and travel. She shares, “Travel feeds my creativity, and stepping outside my usual environment often gives me new ideas for the business.”

Leaving a Legacy

Through an innovative approach led by Jordan Hosey, they are reshaping the real estate industry and proving that bold ideas, drive and determination, and a commitment to clients can redefine success.

With the HBH Concierge Hub set to launch, Jordan and HBH Realty’s mission is clear: to make real estate a seamless, stress-free experience. And in doing so, they are creating a legacy that will impact clients and the industry for generations to come.



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