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Agent On Fire:

Pam Jury

**Affiliate
Spotlight:**

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BEFORE



AFTER



2024 REAL ESTATE SUCCESS SECRETS

Ideas that Work: 10 Social Marketing Tips

Is social media stealing your sanity? Don’t let it! Be genuine, be social, and be ready to WIN!



ASK THE EXPERT

“What if I don’t have time to constantly post to social media?”



JAMES WEATHERHOLT
OWNER/ FOUNDER

SOCIAL MEDIA IS NOT THE ULTIMATE OR ONLY MARKETING YOUR BUSINESS NEEDS, BUT IT IS IMPORTANT!

Social media is not “optional” anymore but more an expectation. So, if you are going to have to do it, do it well. The first thing we need to remember is that social media, is above all else, SOCIAL. While it can be an outlet for learning, mostly people are on social to unwind and mindlessly scroll.

Most realtors are great salespeople. We get it, selling is what you do. The problem is that marketing and sales are NOT the same. They go hand in hand but one feeds the other and you must have both! So in this month’s “Ask the Expert” we are focusing on the “Do’s” and “Don’ts” of marketing your brand vs selling yourself on social media.



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Don’t just focus on your listings, pendings, and SOLDS!

Showing your success builds trust between yourself and your potential clients. But HOW you showcase that success can be either VERY powerful or very off-putting.

- Focus on building your brand loyalty and trust. Your reputation matters and you bring a lot to the table in every transaction. Show that off.
- Share your wisdom with thought leadership articles on LinkedIn.
- Considering writing long form posts on social.
- Put an emphasis on creating and maintaining a review funnel through Google. This will power the engine that is your “marketing machine” and make for GREAT social media posting fodder!

Find out what works and do more of that on your social channels!

Consider utilizing a free content scheduling service to allow you to pre-create content and have it auto-posted to your platforms.

- Create content that leaves margins. This will allow you crop and create vertical, square or horizontal content from a single piece of media saving you time and effort. (video and photos)

- Use similar yet varied pieces of content on different days for different platforms. Take 1 idea or photo/video and post it in a few different ways tailored to each platform. Simply blanketing every platform with the SAME graphic on Monday will likely not produce the results you want.

Change your perspective on HOW you showcase your listings.

- Tease your listings with video and link to your listing / website.
- Tag other businesses and friends to grow!
- Use the listing photos one at a time to “drip” campaign to your audience. You never know what someone may fall in love with (hint: it’s usually NOT the first front photo of the home!)
- Utilize lesser popular functions of social to capture different audiences. For example: stories, reels and posts. Each of these have different algorithms, pull in different viewers and can be optimized in differently.

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STATEWIDE MORTGAGE

Marcus Beau Hundley

BY DAN STEELE • PHOTOS BY AUSTIN SAUER LOUISVILLE REAL ESTATE MEDIA

At every closing, Marcus Hundley hands his client not only a pen, but something they probably would never expect to need that day: a pair of shiny, sharp scissors. Then, once the papers are all signed and before they take their keys, the client picks up those scissors and cuts Marcus's necktie off. Since they started the tradition, over 200 ties have been cut. "Getting your new house should be more enjoyable than stressful," he declares jovially. "I wanted to change how people think about getting their mortgage. It's the most fun thing I've ever done, and it makes it really memorable for the client."

That passion for changing how people think about getting a mortgage is deeply personal for Marcus, born from his own experience going through the process and encountering the stresses that come with it. "I was fascinated and drawn to the mortgage process," he explains, "but once it was done, I was able to consider it all and felt that isn't how it should be."

Despite always feeling a deep attraction to real estate, Marcus didn't decide to enter the industry for some time. After receiving his bachelor's in psychology from Morehead State University in 2009, the La Grange native had followed the corporate career path and worked for Cellular Sales, Verizon's largest retail front, and advanced his academic career, continuing on at



Morehead and achieving his master's in organizational psychology. Working his way up from in-store sales, Marcus moved into recruiting, eventually becoming the department head and successfully managed the challenges of overseeing the recruiting, staffing, and training for 43 stores. "It was difficult, convincing people to choose it as a career, but I hired over 1,300 people and made friends that will last a lifetime," he relates, "but I was ready to get back to helping people and directly produce my own results." Despite his success climbing the corporate ladder, Marcus knew it was time for a change and in April 2022, after 12 years in the cellular industry, he made the leap into real estate to answer a new call: making the process of getting a home enjoyable for people.

But he had not chosen the easiest time to transition into real estate, facing climbing interest rates and a shifting market. "The first loan I locked was 4.75% and the second was over 6.75%," he recalls, "so it was really straight out

of the frying pan and into the pot, and I loved it." In the face of the dramatic uncertain shifting of the market, Marcus found success, putting over 260 families into homes since he started, and is passionate about keeping that number growing. "I truly care, and I will run through a brick wall like the Kool-Aid man to get my clients into a home," Marcus states. "It's never yes or no, it's "How?" and we're obsessed with making that "How?" possible.

He credits his success to the more individual-focused approach to the mortgage process. "Our industry is dominated by numbers, and I think, unfortunately, mortgage has been filled with people who are great with numbers and forced to work with people. We try to be the opposite: we love working with people but are great with numbers," he elaborates. "This is a stressful process for a lot of people, and you don't always see them at their best. Sometimes they have challenges with their credit or income, something deeply personal



to a lot of folks, and you are the one working with them on documents that deal with that. We are people-focused people who are great with numbers, and clients feel that difference; they actually enjoy our mortgage process instead of finding it stressful and frustrating." The most crucial point of the approach, and the heart of its success, is to never lose sight of the goal of helping people. "Despite the infinite number of variables and the possible stress, at the end of the day, the goal is to put someone in the home" he says, "We are blessed to work in a business where our tremendous success only comes as a result of helping people."

Marcus cites the support his current brokerage, Statewide, provides, choosing them for their outstanding reputation, structure, and competitive rates, as part of his success in mortgage, as well as guidance and support from acquaintances within the real estate industry. When not supporting his clients, Marcus pursues his other passions of traveling, sports, and cooking as a family with his wife, 6-year-old daughter Blakey, 3-year-old son, Nash, and three dogs. He is grateful to live in such an amazing county, for his family and his health, and for every opportunity to work hard and serve others.

I truly care, and I will run through a brick wall like the Kool-Aid man to get my clients into a home."



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Pam Jury

Has Blazed A Trail of Success in Real Estate

PHOTOS BY JARON JOHNS, DEI GRATIA PHOTOGRAPHY • WRITTEN BY ELIZABETH MCCABE

“Going all in for real estate was the best professional decision I’ve ever made,” says Pam Jury, Principal Broker of Christie’s International Real Estate Bluegrass. She worked in property and casualty commercial insurance prior to real estate, which provided invaluable preparation for real estate.

A Leap of Faith

“I started in the insurance industry as a receptionist, working up to a commercial account customer service representative, to office manager to ending as a commercial producer building my own book of business,” says Pam.

However, when life presented her with personal challenges, Pam knew she needed a change. She explains, “Ten years after having our first child, I finally was able to get pregnant with our second daughter, Emersyn. During my pregnancy, ultrasounds showed our second daughter may be born with a birth defect that would affect her quality of life and may require special care.” To complicate matters, her mother was diagnosed with lung cancer.

“Even though I truly loved my insurance career, we felt God was showing me that I needed flexibility to take care of our family. I jumped to a commission only role with the insurance agency to be an outside sales producer to be present for my family’s needs,” she says. Pam is grateful that Emersyn was born perfectly healthy.

In October 2012, Pam began real estate classes and earned her license by

February 2013. Initially juggling both insurance and real estate, Pam soon found the connections forged in real estate were far more fulfilling.

“I loved that real estate was more personal, helping someone find a home to live in, grow a family, or provide generational wealth for a family,” says Pam. “I quickly realized real estate was my passion and it took over. I felt like I found my calling.”

Is she happier than being in the insurance field? “Real estate is more fulfilling – 1000 percent,” smiles Pam. However, she realizes she wouldn’t be as successful as she is today without her insurance background.

“In insurance, I always asked the question, ‘What do I need to protect them against?’ Now in real estate, I can think about what can go wrong. That’s why I always have a contingency plan even though nine times out of ten, I don’t need it.”

Building a Legacy Through Relationships

In real estate, relationships matter. There is no substitute for the human connection, which is how Pam built her business on trust and genuine care.

Her early days were marked by organic growth—relying on referrals, word-of-mouth, and even baking cookies and handing out gift cards to forge new connections. This relationship-first approach would soon pay off in extraordinary ways.

Over a span of 12 years, Pam has achieved an impressive 300 transactions amounting to \$70 million in sales. Last year alone, while also managing a thriving brokerage, she closed 25 transactions totaling \$11 million. Her success isn’t just measured in numbers; it’s reflected in the loyalty of her clients. In 2024, a staggering 97% of her business came from past clients, which speaks volumes of the deep, enduring bonds she builds with every person she serves.

Today, Pam is proud to be an influential leader in the industry. With eight real estate designations and certifications under her belt, she has joined forces with Christie’s International Real Estate to serve as their Principal Broker for a collective 67 agents. Her involvement in industry organizations—chairing committees with Bluegrass REALTORS and now serving on their Board of Directors for 2025-2028—underscores her dedication to advancing the real

estate field and protecting the rights of property owners.

Triumph Through Trials

Pam’s journey has not been without heartache. Between November 2014 and July 2016, she faced the loss of three family members—her stepbrother, her mother, and her stepdad—in just 20 months. These losses reshaped her perspective, reminding her that relationships matter more than anything.

“I was relationship-focused before, but that changed—it’s people before anything else,” she explains. “It changed my outlook and instilled in me how important relationships are. Focus on relationships, and the numbers will happen,” she wisely notes.

Being the Best

One secret to Pam’s success is that she is always working to be better. With her positivity, she knows she can succeed.

“If you’re willing to work and sacrifice for it, you can attain anything you set your sights on. Never let anyone tell you that you can’t!” she says. With that in mind, Pam has learned all she can in real estate. “From industry training to certifications and even speaking opportunities, I consistently push myself to be the very best that I can for my family, my industry, and for me.”

Family First

When not working, it’s all about family to Pam. “My family is the most important thing in my life,” she shares. “I am so blessed to have them in my corner as I do business and would not be who I am or be able to do what I do without them.”

Pam and her wonderful husband, Matt, recently celebrated their 25th wedding anniversary on New Year’s Eve. “He has been my biggest supporter throughout my career,” raves Pam. Matt works as the Chief Technology Officer for the Kentucky Department of Education.

Together, they have two beautiful daughters, Camryn and Emersyn. Camryn is 23 working in Higher Education, and is currently pursuing her Doctorate in Higher Education Policy Evaluation at the University of Kentucky. “Camryn married our sweet son-in-law Ethan, who played football for 13+ years and is now a collegiate Offensive Line coach.”

“Our youngest daughter, Emersyn, is 13 years old and thinks she’s 20. She’s a people person like me and I wouldn’t be surprised if she didn’t follow in my footsteps in real estate one day,” says Pam. As a family, they enjoy playing





If you're willing to work and sacrifice for it, you can attain anything you set your sights on.
Never let anyone tell you that you can't!

card games, traveling to historical or new places, hosting big family meals, and telling lots of jokes to make each other laugh. Pam and Matt are very involved with their church and host a weekly small group at their home after Sunday service.

Hobbies and Interests

Outside of work, Pam spends a lot of time doing what she loves: helping and getting to know others! "I serve on the board of directors for our church, PTSA treasurer for my daughter's school as well as the board of directors for Bluegrass REALTORS," she says.

To relax, Pam loves morning walks, retail therapy, watching real estate shows, and catching up with her girlfriends.

An Inspiration

Pam is an inspiration, tackling challenges and launching into real estate on a leap of faith. Connections come first to Pam, who puts her clients' needs above her own. Her trailblazing spirit has reshaped the landscape of real estate, proving that true success is measured by the positive impact we have on the lives of others. As Pam says, "You get what you give!" That has proved true in Pam's real estate career as she is truly an Agent on Fire.



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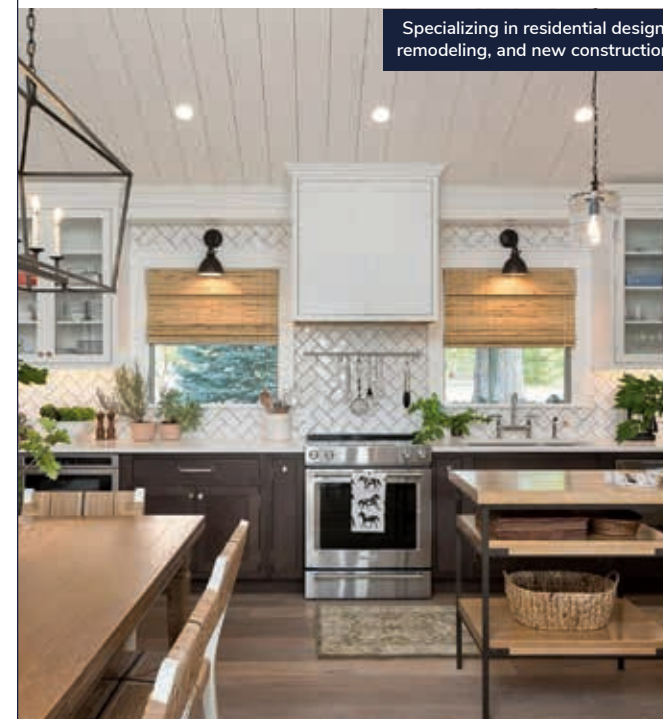
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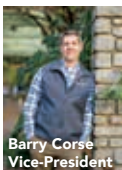
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“When talent meets talent, talent is no longer enough.” – Inky Johnson

Tanner Napier lives by these words of wisdom from Inky Johnson. A former football player at the University of Tennessee, Inky became a motivational speaker after becoming fully paralyzed in his right arm. “His words stick with me,” says Tanner. He is eager to be the best he can be in real estate.

“It’s all the extra things that set you apart,” he notes. “It’s about how much market knowledge you have and knowledge of the neighborhood.” Having extensive knowledge is critical to rising in real estate. “Those extra things will put you over the top,” he says.

As a top-producing real estate agent, Tanner has gone full throttle in real estate, achieving an impressive career volume of nearly \$58 million since earning his license in April 2019. Last year alone, he closed \$21.1 million in sales, making it a banner year for his career. But for Tanner, this is just the beginning.

From the Gridiron to the Closing Table

Growing up in Lexington, Tanner graduated from LaFayette High School. He enjoyed sports of all sorts – basketball and baseball – but discovered he loved football most of all. Tanner’s competitive edge was honed on the football field. A former Division I wide receiver for Morehead State University, he learned discipline, routine, and the power of perseverance.

“Being an athlete my entire life has wired me a certain way,” he says. “Playing at the D1 level was a full-time job—5 a.m. workouts, practice, study hall. That structure is ingrained in me.” Tanner even had an opportunity to try out for the Baltimore Ravens. “I didn’t make it, but the opportunity was still pretty cool,” he says.

After college, Tanner explored various career paths, including personal training and serving as a merchandising manager at Kroger. But it wasn’t until he and his high school sweetheart, Kenzie, were expecting their first child that he decided to take control of his future.

“I wanted to be in charge of my schedule and be present for my kids,” he says. That realization led him to real estate, where his drive and discipline would set him apart.

The South District Group

Tanner is thrilled to be a part of The South District Group, which was formed by seasoned real estate professional Mike Martin and Josh Lynch. With Mike’s two decades of experience, Josh’s expertise, and Tanner’s unwavering determination, they are a powerhouse team known for exceptional client service and deep community engagement.

Tanner’s approach to real estate is all about relationships. “I spend zero dollars on cold leads, Zillow, or Realtor.com,” he explains. “Every dollar I invest goes back to my clients—whether it’s clothing gifts, closing celebrations, or hosting big events like UK tailgates and community cookouts.”

Tanner credits much of his success to the culture of his independently owned brokerage in Central Kentucky. “It’s all about how we handle people, how we treat our clients, and always putting others first,” he says. The emphasis on personal connections has not only propelled his business forward but has also solidified a reputation built on trust and authenticity.

A Foundation of Hard Work & Family Values

Originally from Jackson, Kentucky, Tanner moved to Lexington in second grade with his mother, who worked multiple jobs to support him. His father, a teacher, coach, and high-level referee, also demonstrated an unparalleled work ethic. “Watching my parents work so hard rubbed off on me,” he reflects. “At 15, I was bagging groceries at Kroger. They did everything to make sure I had opportunities in sports.”

That foundation of discipline and perseverance continues to drive him today, whether in real estate or his newly launched outdoor construction company, Premier Outdoor Designs. “We specialize in residential exterior projects—decks, fences, patios, fire pits. It’s another way to create value for homeowners,” he says. With his entrepreneurial mindset, he’s continually looking for ways to expand his impact and build lasting value for his clients.



Rooted in Relationships

In real estate, never underestimate the power of relationships. For Tanner, real estate isn't just about buying and selling houses—it's about connections. "This business is all about relationships," he emphasizes. "Year after year, it's about building a network, getting to know people, and showing them that you genuinely care."

His advice to new agents? "Make sure family, friends, and old colleagues always know you're in real estate. And most importantly, work hard, stay disciplined, and never stop learning." He also encourages agents to find a mentor, surround themselves with successful people, and stay committed to personal growth.

Family + Fun

Tanner and Kenzie, who works in legal marketing, are raising their two children, Brynleigh (5) and Boone (18 months). The family loves traveling, spending time by their pool, and cheering on their favorite teams—the Bengals, Reds, and UK Wildcats. They make it a priority to create lasting memories together, whether it's exploring new destinations or simply enjoying time at home.

And while his football days are behind him, Tanner keeps his competitive edge alive through golf, a sport he's become passionate about. "I love the mental aspect of it. It challenges me in a different way," he says. Whether on the green or in the real estate market, Tanner thrives on pushing himself to be better every day.

Seizing Opportunities

For Tanner Napier, every day is another opportunity—to grow, to give back, and to make an impact. With an unstoppable drive and an unwavering commitment to his clients, he's proving that in real estate, just like in football, the best never take their foot off the gas. And with his momentum only building, the road ahead looks brighter than ever.



Photo by Stephanie Rose

“This business is all about relationships.

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