

CAROLINA COAST

MAY 2025

# REAL PRODUCERS<sup>®</sup>



## TJ O'Brien



Rising Star  
**Jack Barrett**

Feature Agent  
**Tammi Pierce**

Sponsor Spotlight  
**Sarah Ellis - American  
Financial Network**

CONNECTING. ELEVATING. INSPIRING.



## Your Grand Strand Furniture Store



**Mattress  
Gallery  
Top Brands**



**SEASIDE**  
FURNITURE  
GALLERY & ACCENTS

[shopseasidefurniture.com](http://shopseasidefurniture.com)

843-280-7632

**Main Showroom  
& Mattress Gallery  
10356 SC Hwy 90  
Little River**

**Mon-Sat 9am -6 pm  
& Sun 1-5pm**

**Coastal Home Decor,  
Gifts & More Store  
527 Hwy 17 N.  
North Myrtle Beach**



# Preferred Partners

This section has been created to give you easier access when searching for a trusted real estate affiliate. Take a minute to familiarize yourself with the businesses sponsoring your magazine. These local businesses are proud to partner with you and make this magazine possible. Please support these businesses and thank them for supporting the REALTOR® community!

**APPRAISAL SERVICES**

**For What It's Worth**  
**Michael Sichitano**  
(843) 808-1533  
1136 44th Avenue North Suite 101  
Myrtle Beach, SC 29577  
www.fwiwappraisal.com/

**ATTORNEY**

**Joye, Nappier, Risher,  
& Hardin, LLC**  
**Wendy Hardin**  
(843) 357-6454  
www.inletlaw.com

**BOATING**

**Freedom Boat Club**  
**Chris Speckman**  
(843) 732-3777  
www.freedomboatclub.com

**BUILDER**

**Chesapeake Homes**  
**Nicole Maggio-Deaton**  
(757) 448-3742  
ChesHomes.com

**CRM**

**Bonzo**  
(614) 357-2367  
getbonzo.com

**FENCING**

**Creative Fencing**  
**Brandon Krotz**  
(843) 267-7254  
creativefencingllc.com/

**FURNITURE**

**Sea Side Furniture**  
**Gallery & Accents**  
**Julie Almeida**  
(843) 280-7632  
shopseasidefurniture.com

**HANDYMAN SERVICES**

**Ace Handyman Services**  
**Grand Strand**  
(843) 380-8663  
www.acehandymanservices.com/  
offices/grand-strand

**HOME BUILDER**

**D.R. Horton**  
(843) 655-0347  
www.drhorton.com

**HOME INSPECTION**

**Island Inspections, LLC**  
**Matt Smoak**  
(843) 817-8810  
www.islandinspectionsllc.com

**Rivertown Property Inspections**

**Justin Ferraro**  
(843) 360-4354  
1203 48th Ave N  
Suite 111  
Myrtle Beach, SC 29577  
www.rivertowninspects.com

**Sloan Home Inspections**

(843) 209-4792  
sloanhomeinspections.com/

**Top to Bottom Home Inspection**

**John Pate**  
(843) 231-8532  
www.homeinspectiontop  
tobottom.com

**HOME WARRANTY**

**Old Republic Home Protections**  
**Stephanie Midgett**  
(910) 382-8048

**INSURANCE**

**Coastal Insurance Group**  
**Sarah Sichitano**  
(843) 808-0291  
1136 44th Ave N. Suite 1,  
Myrtle Beach, SC 29577  
www.coastalinsurancellc.com/

**IRRIGATION**

**Conserva Irrigation**  
(843) 979-7070  
www.conservairrigation.com

**MORTGAGE / LENDER**

**American Financial**  
**Network - MB**  
(843) 839-4992  
www.afncorp.com/web/sarahellis

**Element Funding**

**PJ Crescenzo**  
(843) 813-6745

**Nation One**

(843) 813-6745

**MOVERS & DELIVERY**  
**RESIDENTIAL/COMMERCIAL**

**LaBarbera Movers, LLC**  
(843) 214-2569  
labarberamovers.com/

**MOVING & LIQUIDATION**

**Caring Transitions**  
**Charlene Blanton**  
(843) 997-5088  
www.caringtransitions  
myrtlebeach.com

**PEST CONTROL SERVICES**

**Beach Pest Service**  
(843) 945-2806  
www.beachpestservice.com

**PHOTOGRAPHY**

**High Tide Content, LLC**  
**Jeremy Kierez**  
(843) 885-3088  
www.hightidecontent.com

**Weston Media**

(843) 396-3609  
www.weston-media.com

**ROOFING**

**Monarch Roofing**  
(843) 396-2802  
monarchroofing.biz/

**SIGNS, BANNERS & PRINTING**

**Design the Sign**  
**Olga Kazakova**  
(843) 808-9301  
www.facebook.com/  
designthesign/



# THE ULTIMATE MEMBERS ONLY BOAT CLUB THAT GIVES YOU MORE!



We Buy and  
Maintain Boats



You Join  
the Club



Get Unlimited,  
FREE Training



Reserve a Boat  
and Enjoy!

NORTH MYRTLE BEACH  
@Harbourgate Marina

MURRELLS INLET  
@ Crazy Sister Marina  
& Wacca Wache Marina

SOUTHPORT, NC  
@ Southport Marina

## FREEDOMBOATCLUB.COM • 843-732-3777



20 Years of Local Lending & Experience  
Purchase Closings in 30 Days or Less  
Wide Array of Loan Programs  
Weekly status updates from contract to close

**843-602-1389**  
Sellis@afncorp.com  
SarahEllisHomeLoans.com

## EMPOWERING REALTORS SERVING HOMEOWNERS



**CHESAPEAKE  
HOMES**

# Experience

See how Chesapeake Homes will make a difference in your client's new home purchase.



Experience the Quality.



Experience the Satisfaction.



Experience the Togetherness.



Experience the Enjoyment.



Experience the Appeal.



Experience the Details.



Experience the Vision.



Experience the Reassurance.



Experience the Comfort & Innovation.

## THE DIFFERENCE



### Selling in Longs

Central to many conveniences and a vacation-esque lifestyle featuring a Swimming Pool, Pickleball and Bocce Courts, then you've found your future home! Located off Hwy 9 for easy access within 12 minutes to Loris, Cherry Grove, and North Myrtle Beach.



### Selling in Little River

Move into a new lifestyle! Bridgewater residents enjoy an active lifestyle with the help of the onsite Lifestyle Director including get togethers, events, socializing, clubs and lots more in a coastal-inspired community and only minutes from the beach!



### Selling in Myrtle Beach

New homes in the award-winning community of Waterbridge located in the coveted Carolina Forest area, in the heart of Myrtle Beach! Voted best residential pool and best nature preserve - with our exceptional homes, it's a win-win for those who want to live here!



### Selling in Bolivia

Another fine community with quality homes built by Chesapeake Homes in Bolivia, NC. Brunswick County is perfect for buyers looking for a serene atmosphere that is also a quick trip away to nearby beaches like Holden or Ocean Isle Beach.



### Selling in Loris

The Willows will offer new beautiful single-family homes with community amenities and many features and options that new homebuyers have come to appreciate from us!



### Selling in Myrtle Beach

Another fine community with quality homes built by Chesapeake Homes in Myrtle Beach! Traditions at Carolina Forest IS NOW SELLING! Schedule a VIP Tour with your preferred clientele to view this new community and models.



### Now Selling in Calabash

Come live your best in this Chesapeake Homes' master-planned community filled with beautiful homes and life-enhancing amenities! Located on the South Carolina/North Carolina border, you'll live close to everything you need!



Seven New  
Luxury Home  
Communities To  
Choose From!

**CHESAPEAKE  
HOMES**

Be sure to go to [cheshomes.com](http://cheshomes.com) for the most current information on each community or call 843-806-1121.



# Meet The Team



**Bill Poulin**  
Publisher/Owner



**Anita Jones**  
Publisher/Owner



**Dave Danielson**  
Writer



**Anna Price**  
Ad Strategist



**Jeremy Kierez**  
Photographer



**Donald Hovis**  
Photographer



**Tyler Graham**  
Photographer

Follow us on  
Facebook and  
Instagram



[https://www.facebook.com/  
carolinacoastrealproducersmag](https://www.facebook.com/carolinacoastrealproducersmag)



[https://www.instagram.com/  
carolinacoastrealproducersmag](https://www.instagram.com/carolinacoastrealproducersmag)



DISCLAIMER: Any articles included in this publication and/or opinions expressed therein do not necessarily reflect the views of The N2 Company d/b/a Real Producers but remain solely those of the author(s). The paid advertisements contained within the Real Producers magazine are not endorsed or recommended by The N2 Company or the publisher. Therefore, neither The N2 Company nor the publisher may be held liable or responsible for business practices of these companies.

**COASTAL**  
INSURANCE GROUP



Sarah Sichitano

843-808-0291  
info@coastalinsureit.com  
www.coastalinsurancellc.com  
1045 London St, Ste 201, Myrtle Beach SC 29577



AUTO • HOME • BUSINESS • LIFE  
BOAT • FLOOD • RV • RENTERS  
GOLF CART • JEWELRY

**MIRACLE MM MOVERS**  
*Your Property Is Our Priority*



What makes us the  
top pick for moving  
companies in  
Myrtle Beach, SC

Full-Service Move  
Professional Packing Services  
Climate-Controlled Storage  
Local & Long Distance



**RATED #1 IN MYRTLE BEACH,  
FOR OVER 6 YEARS**

Let Miracle Movers of Myrtle Beach take the  
hassle out of your client's upcoming move!

(843) 447-9525 • [miracle.movers.mb@gmail.com](mailto:miracle.movers.mb@gmail.com)





# THE BIG CHILL Q1 SPRING KICKOFF EVENT

PHOTOGRAPHY BY TYLER GRAHAM - WESTON MEDIA








# WE FIX ROOFS!

**MonarchRoofing.biz**

**Residential • Roof Repairs • Gutters • Temporary Tarping • Free Inspections**

## let your listings bloom



April is the month to make your listings blossom! Weston Media's top-tier photography, aerial shots, videos, and immersive 3D tours will help you stand out in a crowded market.

New agents get 50% OFF their first shoot—let's make your listings shine!

**BOOK HERE**



TYLER GRAHAM  
PHONE: 843.396.3609  
EMAIL: [HELLO@WESTON-MEDIA.COM](mailto:HELLO@WESTON-MEDIA.COM)  
INSTA: @WESTON.MEDIA  
FACEBOOK: @WESTON MEDIA  
WEB: [WWW.WESTON-MEDIA.COM](http://WWW.WESTON-MEDIA.COM)





# INLET LAW



*Wendy A. Hardin*

Protecting the rights and interests of our clients  
through every step of real estate transactions

Personal Injury • Criminal Defense • Real Estate Law • Business Law  
Civil Litigation • Mediation • Collection & Foreclosure

Joye Nappier Risher & Hardin LLC

[whardin@inletlaw.com](mailto:whardin@inletlaw.com) | [inletlaw.com](http://inletlaw.com) | 843-357-6454  
3575 Highway 17 Business Murrells Inlet, SC

**DON'T MISS THIS  
EXCLUSIVE OFFER!**

- 1 Double Sided,  
18x24 Metal Sign
- 1 Metal Frame



1788 Highway 501  
Myrtle Beach, SC 29577

843-808-9301

[DesignTheSignMB@gmail.com](mailto:DesignTheSignMB@gmail.com)



# JACK BARRETT

WRITTEN BY ANITA JONES • PHOTOGRAPHY BY TYLER GRAHAM - WESTON MEDIA



At just 21 years old, Jack Barrett is already making waves in the real estate industry at ReMax Executive. With over 50 transactions under his belt in just two and a half years, he has defied expectations and proven that success is not defined by age but by dedication, skill, and an unwavering commitment to his clients.

Jack’s journey into real estate was not the traditional one. “I was initially planning to apply to flight school after high school, but the long hours and time away from home made me reconsider,” he explains. Instead, he found himself drawn to real estate, inspired by his father, who owns rental properties in Pennsylvania. “I wanted to branch into real estate investing, but the more I researched and leveraged my network, the more I realized how much I could help families find their dream homes.”

His entrepreneurial spirit was evident from a young age. “When I was eight years old, my parents bought me an Italian Ice business. I sold at county and local fairs, and that experience helped me learn how to communicate and relate to people in a short amount of time.” Originally from Pennsylvania, Jack made the move to South Carolina in late 2023 and is currently licensed in PA, NY, and SC.

“Despite his impressive track record, Jack’s biggest challenge has been learning the ins and outs of a brand-new market after just moving here “I came from a market where the average price point was \$140,000 and the term ‘New Construction’ was virtually non-existent! In the beginning, when I first moved here it was very overwhelming learning all of these new towns and cities all in the Grand Strand, but after a couple of months and exploring so many different communities, I have become very efficient at finding the right location for each of my clients.”

Currently, Jack has found his passion in working as a buyer’s agent. “Helping buyers navigate this challenging market and getting them the best deal possible



Jack was an entrepreneur always!



is what drives me. Seeing the joy on their faces on closing day makes it all worth it.” He finds immense fulfillment in assisting families that others may overlook. “When a family is told they cannot qualify for a home, I love being the one who figures out a strategy and connects them with the right people to make it a reality.”

For Jack, success is about financial freedom and stability. “It is about waking up in the morning without the stress of wondering where the next rent or car payment is coming from. It is about being able to enjoy life with your family without constantly being tied to your phone.”

Speaking of family, Jack remains close with his parents, Edward and Deanna, despite them still residing in Pennsylvania. “We love playing golf, dining out, and playing pickleball whenever they visit.”

Beyond real estate, Jack has a variety of interests. “I support the Children’s Miracle Network through RE/MAX, and in my free time, I enjoy practicing Spanish, playing chess, going to the



Jack all grown up!



beach, working out, and reading.” He also has a love for classic rock and opera. “Most people do not know that I am a huge fan of 1960s and 1970s classic rock and that I appreciate opera, especially Pavarotti. I also collect Realism art from America and Europe.”

His advice for aspiring top producers? “Keep showing up. Some days, it may feel like the world is against you or that there are no more clients out there. But if you consistently put in the work and continue to meet people, success will come.”

At the end of the day, Jack wants to be remembered for two things: reliability and his ability to bring joy to those

around him. “I want people to know that I always get the job done and that I am someone who can make you laugh.”

His final words of wisdom? “Never give too much attention into what others say about you. If you work hard and stay true to yourself, no one can bring you down.”

And his favorite quote? “Comparison is the Thief of Joy.” – Theodore Roosevelt.

With a mindset like that, there is no doubt that Jack Barrett is a name to watch in the world of real estate.

“  
IT IS ABOUT BEING  
ABLE TO ENJOY  
LIFE WITH YOUR  
FAMILY WITHOUT  
CONSTANTLY  
BEING TIED TO  
YOUR PHONE.”



FROM OUR HOME TO YOUR HOME PEST CONTROL.



CL100 • Pest Inspection Reports  
Residential Pest Control  
Termite Control • Rodent Control  
Commercial Pest Control

415 79th Ave N  
Myrtle Beach SC 29572  
BeachPestService.com  
**843-945-2824**

LOCALLY OWNED  
& OPERATED



**100%** Satisfaction Guarantee



# QUICK MOVE-IN HOMES AVAILABLE

Available homes from Murrells  
Inlet, SC to Ocean Isle, NC!

Offering Up To A  
3% Buyer Agent  
Compensation

**D·R·HORTON®**  
*America's Builder*



Florence Communities



North Carolina  
Communities



Myrtle Beach  
Communities

Let us make it easy for you  
to find the perfect home.

843.417.9575 • drhorton.com

@2025 D.R. Horton is an equal Housing opportunity builder. Home and community information, including pricing, included features, terms, availability and amenities are subject to change or prior sale at any time without notice or obligation.



The only *real* choice for your  
*real* estate inspection needs.

- ✓ HOME INSPECTIONS
- ✓ WIND MITIGATION
- ✓ ENGINEER CERTIFICATION
- ✓ MOLD TESTING
- ✓ WATER QUALITY TESTING
- ✓ INDOOR AIR QUALITY INSPECTION
- ✓ PHASE NEW CONSTRUCTION INSPECTION

(843) 209-4792

SLOANHOMESPECTIONS.COM



OLD REPUBLIC HOME PROTECTION

Help Is Just a  
Click Away



Your clients deserve fast, reliable support  
when covered home systems and appliances fail.

With Old Republic Home Protection, they can request  
service 24/7 through the Homeowner Central portal.

Help your clients manage the stress of surprise  
malfunctions with a home warranty they can trust!

Contact me today  
for details!



**Stephanie Midgett**

Senior Account Executive

T: 980.308.6510

C: 910.382.8048

StephanieM@orhp.com

my.orhp.com/stephaniemidgett



People Helping People

This is a paid advertisement.



# TAMMI PIERCE

A Legacy of Resilience, Passion, and Purpose

WRITTEN BY ANITA JONES • PHOTOGRAPHY BY JEREMY KIEREZ - HIGH TIDE CONTENT



For Tammi Pierce, real estate is more than transactions—it is about transformation. From her early years overcoming challenges to becoming a seasoned industry leader, Tammi’s journey is defined by perseverance, problem-solving, and an unwavering commitment to making a difference.

### A New Beginning

Tammi’s career began in regional sales management at a furniture store, where she mastered negotiation, relationship-building, and creative problem-solving. It was during this time that she met her husband, Liam, marking the start of a partnership that would shape both their personal and professional lives.

After they married and welcomed their first child, Jaina, a brutal winter reinforced their desire for change. When heavy snowfall made the roads impassable, forcing Liam to walk to the store for baby formula, they knew it was time for a fresh start. Myrtle Beach called to them with its promise of warmth and opportunity, and in 2012, Tammi took the leap into real estate, driven by the desire to help others navigate life-changing moves just as she had. Luckily for Jaina, and her two siblings that followed, Xander and Nolan, they get to grow up at the beach!

### Rising Through the Ranks

Tammi obtained her real estate license in 2012, her broker’s license in 2015, and became a certified real estate instructor in 2017. Alongside Liam, she built a successful brokerage, which they ran for nine years before joining Compass in 2024.

Her approach is rooted in problem-solving. “Real estate is not just about buying and selling homes. It is about listening, strategizing, and finding solutions that align with each client’s unique needs,” she explains. Whether helping a first-time buyer, guiding an investor, or supporting a widow through a difficult transition, Tammi prioritizes empathy and education in every transaction.

### Strength in Overcoming Adversity

Tammi’s path to success was not without obstacles. Growing up in a low-income



household with a single mother raising four children, she learned the value of resilience. When she and Liam moved to Myrtle Beach, they had no safety net—only their determination and belief in each other.

“In those early days, we faced challenges head-on,” Tammi recalls. “We worked tirelessly, built relationships, and proved ourselves through hard work and professionalism.”

As a woman in a competitive industry, Tammi also had to overcome biases. She distinguished herself by staying ahead of market trends, continuously learning, and ensuring her clients had the knowledge needed to make confident decisions. Balancing her career with family life was another challenge, but through careful planning and prioritization, she created a system that allowed her to be both an engaged mother and a top-producing real estate professional.

### A Passion for Service

Today, Tammi is most passionate about forming deeper connections with her clients. “Real estate can be emotional, and I want my clients to feel heard, understood, and well-informed,” she says. She has a particular calling for assisting widows selling their homes to move closer to family. “Losing a spouse is incredibly difficult. Helping someone navigate that transition with care and support means the world to me.”

Beyond real estate, she and Liam are dedicated to making a difference in their community. They support the World Wildlife Fund, teaching their children the importance of environmental responsibility. As a family, they love traveling, with Disney being a cherished destination where they create lasting memories.

### Defining Success

For Tammi, success is about impact. “It is not just about the number of homes I sell. It is about helping people through major life transitions, building genuine relationships, and making the process as smooth and positive as possible.”





“LIAM AND I WORK AS A TEAM, AND HONESTY IS AT THE HEART OF EVERYTHING WE DO.”

Balancing professional success with personal fulfillment is key. “At the end of the day, my greatest accomplishment is raising amazing humans—children who are kind, responsible, and ready to contribute positively to the world.”

#### **Advice for Aspiring Realtors**

To those entering the industry, Tammi emphasizes setting boundaries and prioritizing self-care. “It is easy to put everyone else’s needs first in this business, but you cannot give your best to clients or your family if you do not take care of yourself.”

She also stresses the importance of authenticity. “Liam and I work as a team, and honesty is at the heart of everything we do. I want my clients to know they can trust me, not just as a realtor but as someone who genuinely cares about their success.”

#### **Leaving a Legacy**

Looking ahead, Tammi hopes to be remembered for the positive impact she has made. “I want to be known as someone who helped others achieve their goals, built strong relationships, and made a real difference. It is not just about the business—it is about the lives we touch along the way.”

As she and Liam continue their journey with Compass, their mission remains the same: to guide, support, and inspire. With a foundation built on perseverance, passion, and purpose, Tammi Pierce is not just selling homes—she is changing lives.





# PROFESSIONAL MOVERS *at an Affordable Rate*

**Voted Best Movers on the Beach for 2023 and 2024!**

**Attention Realtors- Free Packing Totes for Your Clients!**

We offer 50 eco-friendly packing totes free of charge to your clients. Delivered up to 14 days before their move and picked up up to 7 days after—all at no cost.



**(843) 214-2569**

**LabarberaMovers.com**

**385 French Collins Rd.  
Conway, SC 29526**





**Wind  
MITIGATION  
INSPECTION**



**Pricing**  
\$125 WITH the home inspection  
\$224 WITHOUT the home inspection  
\*Prices are subject to change.

**Licensed & Insured**  
You'll have peace of mind knowing your inspection is not only thorough, but follows all rules and regulations.

**Savings**  
South Carolina law requires insurers to offer discounts on homeowners insurance premiums for certain measures that strengthen the home and mitigate against wind damage.

**CALL: (843) 360-4354 | TEXT: (843) 800-2320**  
**RIVERTOWNINSPECTS.COM**

**MAKE MONEY.  
SAVE MONEY.  
SAVE TIME.**



**What Can Bonzo Do For Your Business?**

- Connect
- Converse
- Convert

Scan to learn more and worry less!





**BONZO!**  
GetBonzo.com

RP REALTOR RAVES: BEST BITES IN TOWN

# RESTAURANTS IN THE STRAND

Our Real Producers Brag on  
Their Favorite Restaurants





**Waterfront Dining**

Rooftop Bar & Lounge | Live Music | Happy Hour | Lunch Specials

*SIP BACK & RELAX*

[www.bigchillislandhouse.com](http://www.bigchillislandhouse.com) | Located in Barefoot Landing



With over 20 years of experience cooking in the finest restaurants, our chef and owner is excited to present his vision to you and all our guests. Our caring and committed staff will ensure you have a fantastic experience with us.

Our staff are second to none in providing our guests with an exceptional fine dining experience.

**(843) 945-9310 | [42ndstreetbarandgrill.com](http://42ndstreetbarandgrill.com)**  
4209 North Kings Highway, Myrtle Beach,  
South Carolina 29577, United States







# SARAH ELLIS

## American Financial Network

### A Mortgage Partner Who Delivers More Than Just Loans

WRITTEN BY ANITA JONES  
PHOTOGRAPHY BY JEREMY KIEREZ  
- HIGH TIDE CONTENT

For Sarah Ellis, mortgage lending is not just a job—it is a mission. As the leader of a boutique mortgage team under American Financial, she specializes in creative financing solutions tailored to fit each client's unique financial goals. "It is not just about getting an approval—it is about ensuring the loan sets them up for long-term success," she explains.

Her approach is realtor-focused, ensuring seamless, efficient transactions that keep deals moving forward. "I offer thorough pre-approvals and review every aspect of the transaction ahead of time and know the path to closing right from the beginning —no false promises," Sarah says. "Clear, proactive communication is key to eliminating surprises, and I provide strategic offer guidance to align with the client's financial goals."

#### A Calling, Not Just a Career

Sarah's journey into the mortgage industry was far from traditional. At just 21, she was a single mother with no clear direction, a college dropout struggling to find a path forward. "God knew exactly what He was doing," she recalls. "One day, I saw two job ads—one for a restaurant hostess and another for a mortgage company willing to train the right person. That was no coincidence."

Starting from scratch, Sarah made cold calls from a phone book, worked on commission-only, and even slept on friends' couches. "I refused to give up," she says. "Over time, I learned the business, found mentors who believed in me, and built a career from the ground up. This industry changed my

life, and now I use it to help others change theirs."

#### What Sets Her Apart

With over two decades in the business, Sarah has built a reputation based solely on word of mouth. "I always do the right thing, even when it is hard," she shares. Her unwavering integrity and commitment to excellence make her a trusted partner for both buyers and realtors.

**For Buyers:** "I customize financing solutions to fit their long-term goals, ensuring they are set up for success—not just an approval."

**For Realtors:** "I function as an extension of their team, providing expert guidance, clear communication, and problem-solving strategies to keep transactions smooth."

Despite market fluctuations and economic shifts, Sarah's business has seen only steady growth. "Through it all, I trust God, work hard, and continuously find ways to add value to my clients and realtors."

#### A Partner for Top-Producing Realtors

Sarah is more than a lender—she is an advocate for the realtors she works with. "I never take a referral for granted," she states. "I understand that my work affects their business, their livelihood, and their ability to serve their clients well. I am here to make sure deals close smoothly, clients are well taken care of, and my realtors' reputations are protected."

#### A Personal Mission

Helping people step into financial stability through homeownership is deeply personal for Sarah. "I know what it is like to feel lost financially," she says. "When I see a buyer who never thought they could own a home finally get their keys, I see a piece of my younger self in them. That is the most rewarding part of my job."

For realtors, her fulfillment comes from seeing them grow their businesses with less stress and more confidence. "When I can help a realtor go from overwhelmed to thriving, that is success to me."

#### Family, Faith, and Fulfillment

Sarah was a single mom for 13 years before meeting her husband, Nick, eight years ago. Together, they have built a life centered on faith and family. "I have a 21-year-old daughter and a 17-year-old son, and they have always been my greatest motivation," she says. "Joshua 24:15—'As for me and my house, we will serve the Lord'—is the foundation of our home."

Outside of work, Sarah enjoys traveling, trying new restaurants, and spending time at the beach. "I also love connecting with amazing people in real estate who share my passion for making a difference," she adds.

#### Defining Success

For Sarah, success is not just about numbers. "Success is helping others win—whether it is a client breaking free from financial struggles or a realtor closing more deals with confidence," she explains. "Each day, I seek to honor God with my business, knowing that is what truly matters."







She hopes to be remembered as someone who honored God, served with integrity, and made a lasting impact. “My business is my ministry,” she says. “I wake up every day with a commitment to honesty, transparency, excellence, encouragement, and truth. That is my legacy.”

#### **A Final Message for Realtors**

“I am here to help you close more deals, grow your business, and make your life easier,” Sarah emphasizes. Through her weekly newsletter, strategic calls, and lunch-and-learns with top industry experts, she provides value beyond just mortgages. “The real estate industry is tough, but with the right partnerships, we can all succeed together.”

And in an industry full of challenges, Sarah Ellis is a lender who proves that success comes not from competition but from unwavering dedication to serving others.







*Of course you'll love it*  
**IT'S THE ACE WAY**  
 Qualified for 1,162 home improvement projects



It's time to tackle that growing list of home projects.  
 The Multi-Skilled Handyman at Ace Handyman Services  
 have the expertise you can trust with the helpful  
 approach you'll LOVE.



**SCHEDULE A HANDYMAN**  
**843.507.2540**  
 AceHandymanServices.com

©2025 Ace Handyman Services, Inc. All rights reserved. Locally owned and independently operated Franchise.

**IT'S RAINING SAVINGS!**

At Conserva Irrigation, we know that truly water-smart irrigation systems work closely with Mother Nature, and rain sensors are a great way to do that! When you have a rain sensor controlling your system, it will detect rain and communicate rainfall levels to your controller. That way your system waters when it's needed, and never when it's not.

**20% OFF**  
 A RAIN SENSOR INSTALLATION  
 NOW THROUGH 5/31

Call today to learn more about our packages!  
 ☎ 843-279-4497  
 🌐 [conservairrigation.com](http://conservairrigation.com)

**conserva**  
 irrigation

WANT TO LEARN MORE?  
 SCAN ME

**We Inspect Homes Like We're BUYING THEM OURSELVES**

Every Residential Home Inspection Comes with a FREE Home Warranty

Indoor Air Quality  
 Pool/ Hot tub Inspections  
 Thermal Imaging  
 Wind Mitigation Inspections  
 Irrigation Inspection  
 Mold Inspection

**Island**  
 INSPECTIONS, LLC

Only Company with Residential, Commercial, and General Contractor's License.  
 843-817-8810 • [islandinspectionsllc@gmail.com](mailto:islandinspectionsllc@gmail.com) • [Islandinspectionsllc.com](http://Islandinspectionsllc.com)

[f](#) [i](#) [t](#) [yelp](#) [Pinterest](#)

**CREATIVE FENCING**

**LET'S GET CREATIVE!!**  
*Surround your home with a stylish fence*  
 VINYL • WOOD • ALUMINUM

WE TAKE **PRIDE** AND **OWNERSHIP** OF THE INSTALL!

**CREATIVEFENCINGLLC.COM • (843) 267-7254**

**EDIFY. ELEVATE. EXECUTE.**

EMPOWERING DREAMS ONE LOAN AT A TIME

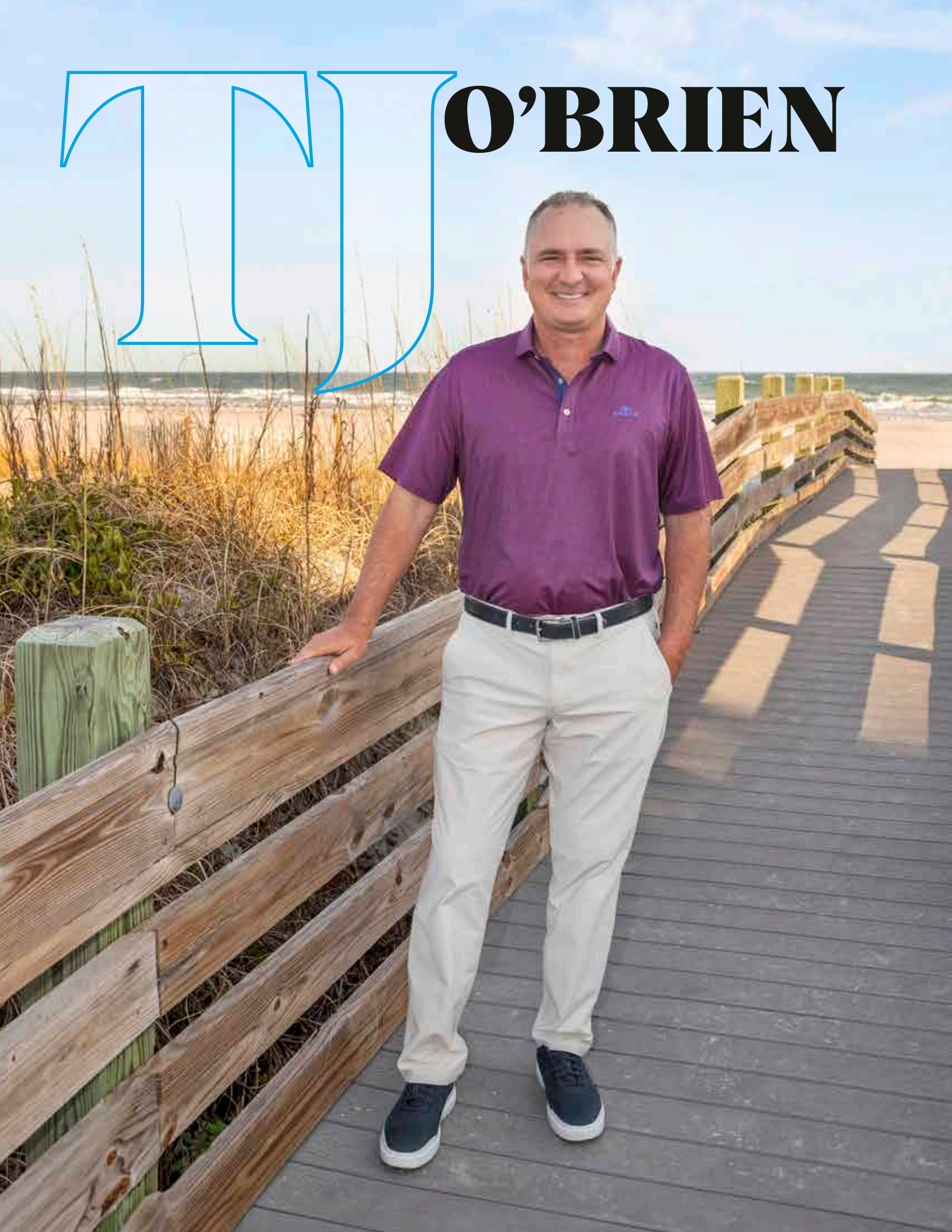
**ELEMENT MORTGAGE**

**Rob Ferraro**  
 Mortgage Consultant

Myrtle Beach, SC  
 843.997.4306  
[elementmortgage.com](http://elementmortgage.com)  
[Rob.Ferraro@elementmortgage.com](mailto:Rob.Ferraro@elementmortgage.com)



# TJ O'BRIEN



## A LIFE DEFINED BY ADAPTABILITY, PASSION, AND SUCCESS

WRITTEN BY ANITA JONES  
PHOTOGRAPHY BY DONALD HOVIS  
- TIDES EYE PHOTOGRAPHY

For TJ O'Brien, even though both parents are REALTORS®, real estate was never the plan—it was fate. A former aspiring professional golfer, TJ found himself drawn into the industry by the encouragement of his parents. Looking back on his 24-year career, he considers it one of the best decisions he has ever made.

Originally from the small town of Farrell, Pennsylvania, TJ's life took a dramatic

turn in 1986 when his parents relocated the family to North Myrtle Beach. For a 12-year-old, leaving behind friends, familiar surroundings, and childhood comforts was daunting. The transition was challenging, but in hindsight, it became a defining moment in his life. "Moving here and starting fresh was one of the biggest growth periods for me," TJ recalls. "Learning to adapt is something we all have to do, and it shaped me in ways I never expected."





.....  
**Beyond real estate, TJ's greatest pride is his family. When he is not helping clients, TJ cherishes time with his boys, whether on the golf course or simply enjoying life on the Grand Strand.**  
.....



At North Myrtle Beach High School, TJ's love for golf flourished, earning him a scholarship to Coastal Carolina University. After college, he tested his skills on the mini-tours around the Carolinas, chasing a dream of professional golf. However, he soon realized that the game had levels far beyond his reach. Fortunately, his parents' encouragement led him into real estate, a career that has given him fulfillment, financial success, and lasting relationships.

His journey in real estate has not been without its challenges. The financial crisis of 2008 was a defining test, as was navigating the uncertainty of the COVID-19 pandemic. "There were moments where I questioned how we would keep moving forward," TJ says. "But over time, I have learned to focus on what I can control—giving my clients the best advice based on their goals. If you do that, everything else falls into place."

Now, at 51, TJ is laser-focused on his clients and his growing team at RE/MAX Southern Shores. "I tell my clients, 'Tell me your real estate goals, and I will help you achieve them.' It does not need to be more complicated than that." Whether helping someone find their dream beach home, build an investment portfolio, or purchase their first property, TJ thrives on the opportunity to make the process seamless and enjoyable.

Success for me is simple. I have personal goals that I want to achieve like most people. If at the end of the day, my clients are happy and continue to come back to me and refer their friends and family, then I succeeded.

One of the most rewarding aspects of his career has been the long-term relationships he has built. "After 24 years, I'm now working with the children of past clients," he shares. "When people trust you enough to manage the biggest purchase of their life—and then refer their friends and family—that's the ultimate sign of success."

"The main thing I would tell someone that is just getting started in real estate is to be as authentic as you possibly can when you get an opportunity to work







with someone. People want to work with “real” people, not robots. Dig in and ask your client as many questions as you can about what they want or are trying to achieve. If you can help them then go to work. Be as direct as you can with them with your answers. A real estate transaction can be overwhelming and can go in many different directions. My goal is for their experience with me to be a good one!”

Beyond real estate, TJ’s greatest pride is his family. He has two sons, Ty and Blake. Ty, 18, is a freshman at Coker University in Hartsville on a golf scholarship, following in his father’s footsteps. Blake, 16, is a talented golfer in his own right, with a bright future ahead. When he is not helping clients, TJ cherishes time with his boys, whether on the golf course or simply enjoying life on the Grand Strand.

For TJ O’Brien, success is not measured in transactions, but in the trust he has built, the friendships he has formed, and the lives he has helped shape.

His story is one of perseverance, adaptability, and an unwavering commitment to those he serves. As he continues to grow his business and mentor the next generation of agents, one thing remains constant—his dedication to helping others achieve their real estate dreams.



YOUR GRAND STRAND REAL ESTATE MEDIA TEAM

EST 2018 | Licensed & Insured | Photo | Video | Drone | 3D | Creative

A small team of five that cares! Text/Call Us at 843.885.3088 or book online [www.hightidecontent.com](http://www.hightidecontent.com)





## Day One Living

*Embracing new beginnings with confidence.*

Our senior transitions specialists take care of it all

- Senior Relocation
- Packing
- Move Management
- Resettling
- Downsizing
- Estate Sales
- Online Auctions
- Home Clean-Outs
- and MORE



**Caring Transitions**  
• Senior Relocation • Downsizing • Estate Sales •

**Caring Transitions of Myrtle Beach**  
CaringTransitionsMyrtleBeach.com | (843) 650-0885  
cblanton@caringtransitions.net

2024 Caring Transitions, All rights reserved. Each office is independently owned and operated. Services & prices may vary.

As a member of the Coastal Carolina Association of REALTORS®, we've worked closely with Myrtle Beach Area Realtors for over 10 years!

**WITH A PROPERTY INSPECTION FROM TOP TO BOTTOM, THE ONLY THING YOUR CLIENT HAS TO WORRY ABOUT IS SETTLING INTO THEIR NEW HOME.**



- New construction preclose inspections
- 11 month inspection for new construction
- Listing inspections



**No Roof Too High!** John Pate, Certified Roof Inspector | 843-231-8532  
Drone Certified and Licensed Roof Inspections  
Book your Home Inspection online at [www.homeinspectiontoptobottom.com](http://www.homeinspectiontoptobottom.com)



**Your Most Trusted Lender in the Lowcountry...**  
Nation One Mortgage – Southeast Division!



Phil and his team are very professional, we relocated from New Jersey and we're looking for a property and had problems obtaining financing after six months of agony. We contacted Phil and his team made the transaction a Reality. Their transparency and clear-cut approach helped us to make this a reality. Thank you so much. - Google Review

I would love to share our experience...Phil, Theresia, Tyler, Amber are the dream team! Our loan was probably one of the hardest to approve but those 4 definitely made sure we got approved to be in our home! Thank you so much! I would definitely recommend them to anyone! Thank you to Nation One Team! - Google Review

**Scan Here** to Learn More About N1 Mortgage



**The Team that Never Says No!**  
888.695.3774 | [TeamC@NationOne.com](mailto:TeamC@NationOne.com) | [N1Mortgages.com](http://N1Mortgages.com)

Visit the NMLS Consumer Access website for regulatory information about Nation One Mortgage Corporation. Licensed and approved in SC, NC, FL, TN, NJ, GA, PA (NMLS ID 95618). Georgia Residential Mortgage Licensee. Licensed by the N.J. Department of Banking and Insurance | ©2024 Nation One Mortgage Corporation. For informational purposes only. No guarantee of accuracy is expressed or implied. Programs shown may not include all options or pricing structures. Rates, terms, programs and underwriting policies subject to change without notice. This is not an offer to extend credit or a commitment to lend. All loans subject to underwriting approval. Some products may not be available in all states and restrictions may apply. Equal Housing Opportunity.








## For What It's Worth

*Appraisals*

*Over 70 Years Appraisal Expertise Combined*

Providing Commerical & Residential Appraisal Services Throughout Horry, Georgetown, & Brunswick Counties

*"We pride ourselves in extensive knowledge of the marketplace, providing exceptional service and industry-leading turn-around time."*

**843-808-1533** | [fwiwa.com](http://fwiwa.com) | [Info@fwiwa.com](mailto:Info@fwiwa.com)   

1045 LONDON STREET, UNIT 202, MYRTLE BEACH, SC 29577