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## Kendall Haney



### **On the Rise:**

Meredith Ewen

### **Dynamic Duo:**

Robin Fauser &  
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### **Partner Spotlight:**

Carrie Lacher with  
Foundation Title

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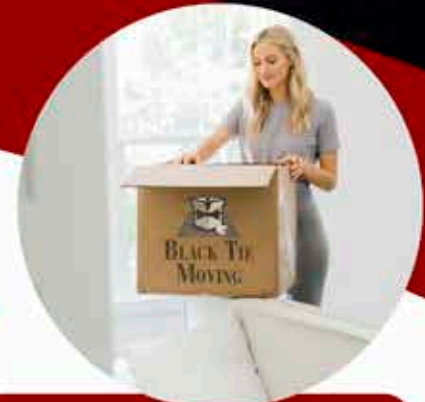
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Carrie Lacher with Foundation Title

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# Farther Faster... TOGETHER

We just wrapped our annual **Toast to the Top** event on **April 10** at **The Quonset in Collierville**, and what an incredible celebration it was. The energy in the room was electric, the conversations were rich, and we were absolutely thrilled by the turnout. To see so many dedicated, driven, and generous real estate professionals gathered under one roof reminded us why this event matters — and why it continues to grow year after year.

Toast to the Top has always been more than a champagne toast and a photo op. It's a moment to pause and reflect on the work we've done, yes — but more importantly, it's a chance to connect. To network. To collaborate. To be in a room full of people who understand the hustle and the heart it takes to succeed in this business. And this year, that spirit of connection was more powerful than ever.

Real estate can feel solitary at times. Many of us are independent contractors, building our own brands, chasing our own goals. But what we're reminded of every year at Toast to the Top is this: we go farther, faster when we go together.

When we share ideas, tools, and strategies — we all rise. When we cheer each other on, refer business, or simply take a moment to listen and learn from one another, we create a ripple effect that lifts the entire industry. That's the beauty of networking with purpose — and that's exactly what we saw on full display at The Quonset.

There is something powerful about being in a room full of professionals who are both high-achieving and high-support. At Toast to the Top, we celebrate those who've reached new heights, but we also spotlight the power of community. It's a reminder that the most meaningful success isn't just measured in transactions — it's found in the relationships we build along the way.

So whether you're a seasoned agent or just starting your journey, I hope you walked away from this year's event with more than a glass raised in your honor — I hope you left with new connections, new ideas, and a renewed sense of purpose. Because in this business, you don't have to go it alone. There's room at the top for all of us, especially when we help each other get there.

Thank you to everyone who joined us on April 10. Thank you for showing up, for sharing your knowledge, and for celebrating each other. Here's to collaboration, to generosity, and to the truth we see come alive every year: **together, we go farther.**



With gratitude,  
**Jeff White**  
Owner/Publisher



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# Meet Carrie LACHER

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“  
This place **JUST FITS.**  
We have a team culture  
that’s built on integrity,  
creativity, and connection.”

BY JEFF WHITE  
PHOTOS BY  
CALEB NELSON

“I believe relationships are the real currency in this business. If I’ve done my job right, you won’t remember the paperwork—you’ll remember how you were treated.” – Carrie Lacher

Carrie Lacher doesn’t just show up for closings—she shows up for people. Her career path, passion, and personal mission all orbit around one powerful idea: service rooted in relationship. Whether she’s helping a first-time homebuyer sign on the dotted line or supporting a new agent through their first transaction, Carrie treats every deal like it’s the most important one on the table—because for someone, it is.

### From Sandwiches to Signatures

Born in Memphis and raised in the Arlington area, Carrie’s journey to title work wasn’t exactly linear—but it was deeply formative. She started her career as a Realtor but pivoted during the 2008 housing crisis. Trading open houses for open kitchens, she ran a successful Lenny’s franchise for over a decade.

“I led that store with a ‘culture-centered’ mindset,” Carrie shares. “It wasn’t just about the sandwiches. It was about showing up for people, lifting up my team, and creating something meaningful together.” That same people-first energy followed her when she returned to the real estate world—this time through title. Having once been a Realtor herself, Carrie knew how stressful and emotional the process could be. She also knew how powerful it was to have someone in your corner.

### Finding Her Home at Foundation

Carrie joined Foundation Title & Escrow in early 2022, and

## Making the Transactional **RELATIONAL**

after a brief detour, returned “home” in August 2023. That word—home—isn’t used lightly.

“This place just fits. We have a team culture that’s built on integrity, creativity, and connection. It’s not just about what we do—it’s about how we do it.”

Foundation recently acquired Delta Title and moved their Memphis office to a more central, accessible location on Quail Hollow. With more than 20 attorneys company-wide, the team is equipped to handle anything, but it’s the personalized, relational approach that sets them apart.

“We don’t wait for problems to happen—we look ahead,” Carrie says. “Because when you care about people, you think proactively. You go the extra mile.”

### The People Behind the Paperwork

Foundation’s Memphis branch is stacked with talent and heart. Attorneys Kevin Floyd, Doug Beaty, and Bailey Dorsey offer deep expertise, while the escrow dream team—Julie Miller, Karen McCulley, Tara Richmond, Debbie Woodall, Jackie Ortiz, and Kaitlyn McCulley—bring smooth operations to life. Carrie and Amanda Mitchell tag-team business development,





building bonds that extend far beyond the closing table.

“We’re not just coworkers. We’re a family,” Carrie says. “We support each other, lift each other up, and always put people first. That’s why our clients feel the difference.”

**Serving the Servants**

Carrie lights up when she talks about her role: “I get to be a servant to the servant,” she says with a smile. Her background in real estate gives her a unique empathy for the agents she supports—she’s been in their shoes. That perspective fuels her approach to every deal.

“I’ve always believed it’s not just about the transaction; it’s about the experience,” she explains. That means flexibility, problem-solving, and going the extra mile—even if it’s after hours or on-site with a client. Carrie’s commitment? Do the right thing, no matter what.

**Faith, Grit, and a Knee Scooter**

Carrie’s life philosophy is simple: serve people, stay grounded, and laugh through the chaos. And sometimes, that chaos comes in the form of a broken foot and a three-month stint on a knee scooter.

Did she slow down? Not a chance.

“I was rolling through every event, formal or casual, with lights on my scooter,” she laughs. “You can’t let setbacks define you—you just keep showing up.” Carrie credits her strength and resilience to her faith.

“I pray a lot,” she says. “This business can be tough, and I don’t do any of it without Jesus.”

Her faith isn’t just personal—it’s professional. It’s woven into how she treats clients, supports agents, and handles each challenge with grace.



**Awards, Accolades, and the Queen of Hearts**

In a few short years, Carrie’s impact has not gone unnoticed. She’s been named:

- 2022 Women’s Council of Realtors Affiliate of the Year
- 2023 WCR Recognition of Outstanding Service & Dedication (Queen of Hearts)
- 2024 WCR Strategic Partner of the Year (co-recipient)
- 2024 Ann Bell Memorial Scholarship recipient

Yet for Carrie, the real win isn’t the award—it’s the relationships that got her there.

**It’s All About That First**

Ask Carrie about the most rewarding part of her job, and her answer is instant: “First closings. First-time buyers. New agents. That’s my sweet spot.”

Having sat in both seats—once as a buyer, once as an agent—she knows how it feels when the keys are handed over, and dreams become reality. “To witness that joy from my side of the table? There’s nothing like it.”

**Home Base**

Outside of the office, Carrie’s life is rich with love, laughter, and a little bit of mud. She’s married to her high school sweetheart, Seth Lacher (yep, that Seth—everybody knows him!). Seth is Area Manager for First American Home Warranty, and together they’ve built a blended family with four kids: Lindsey, Luke, Addi, and Cooper, plus the adorable grandson Eli.

The Lachers are active members at Bellevue Baptist Church, where they serve, worship, and stay grounded as a family.



Photo submitted by Carrie Lacher



Carrie’s hobbies? “Anything outdoors—mud, camo, four-wheelers, deer hunting, rock crawling—you name it. But I also love baking and making food look beautiful.” A true Southern spirit, she was raised by her Mammaw in Myrtle, MS, where she learned to bake from scratch and hand-stitch heirloom quilts.

**Leaning into Faith and Growth**

Carrie’s advice to others is heartfelt and real: “Lean into your FAITH. Don’t be afraid to learn from everyone around you. Growth happens when you’re uncomfortable, so don’t shy away from that. Be present. Be open. Be willing.”

And when it comes to leadership? “God puts people in your path for a reason. Everyone has something to teach you.”

**Leaving a Legacy**

Carrie Lacher wants to be remembered for one thing: how she loved and served others. At Foundation Title & Escrow, she’s doing just that—leading with integrity, walking with purpose, and building something far bigger than a business.

As she says in her favorite quote: Aut viam inveniam aut faciam (Either I will find a way, or I will make my own.)



“I pray a lot. This business can be **TOUGH**, and I don’t do any of it without Jesus.”





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**Neal Hanna**



# meet MEREDITH EWEN

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**Q: Where did you grow up?**

A: I grew up right here in Memphis, Tennessee! I started out in Cordova until about second grade when my family moved us over to Lakeland.

**Q: Did you go to college?**

A: I did go to college for about two years at the University of Memphis. I tried several different majors including Hospitality, Business, and Organizational Leadership before I finally convinced my parents to let me pursue real estate full time.

**Q: What was your first job?**

A: The very first job I ever had was in high school working at a retail store in Arlington, TN called S.Y. Wilson & Company Inc. I transitioned to being a Sales Manager there not too long after I started and ended up working there for 3-4 years! During that time, I was also taking my real estate courses and attending U of M. School was the first thing I had to let go, despite my parents' wishes.

**Q: When and how did you get into real estate?**

A: Around 2020, I had a co-worker who was in the process of getting her real estate license to work with her parents, who were already agents with Keller Williams. She encouraged me to look into it, and after spending several months researching and talking with my family, I applied for my real estate courses in January 2021 and began my journey!



**Q: Why did you choose Keller Williams?**

A: Several co-workers recommended KW to me, so I was already leaning that way. Once I researched their mission and values, I realized I really resonated with their culture. Their belief system prioritizes “God, Family, then Business,” and they have a strong culture of “Agents Helping Agents.” As someone who was new to the industry, that really stood out to me.

**Q: What’s the number one thing you want people to know about you personally and professionally?**

A: The only reason I am who I am today is because of Jesus! I fully believe I wouldn’t be able to assist my clients in the same way if it weren’t for the grace God has shown me and the guidance He’s given me. He has surrounded me with such a strong and supportive group of family and friends, and I owe everything to Him!

**Q: What trends are you seeing in the Memphis market?**

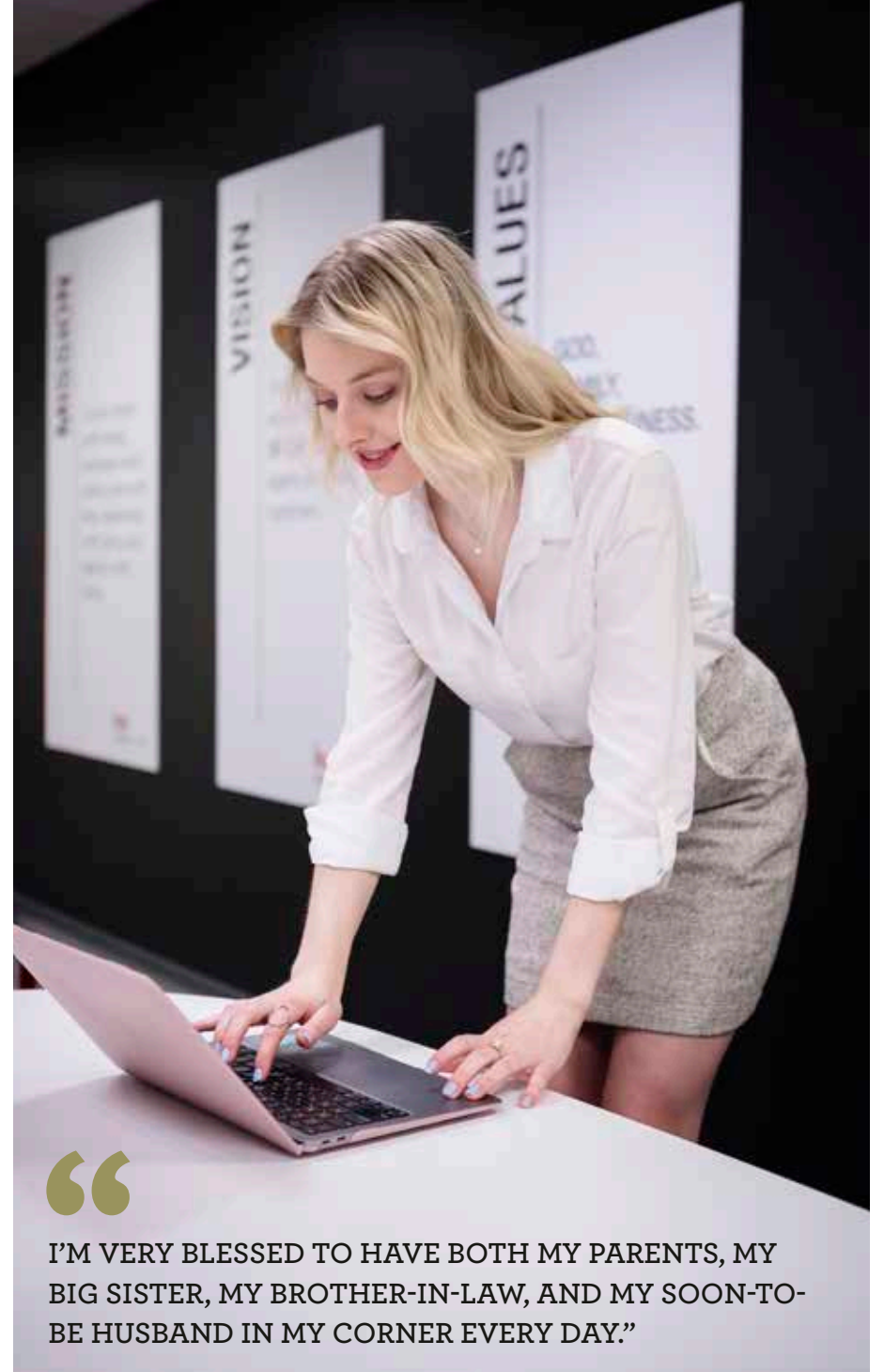
A: Memphis continues to offer affordability compared to other states, based on conversations I’ve had with out-of-town clients and investors. Lately, I’ve seen a shift—sellers are more focused on convenience than getting the highest sales price. There’s also an increase in inventory, which is great news for buyers and investors, and that’s primarily who I work with!

**Q: What part of real estate are you most passionate about?**

A: I’m passionate about helping my clients not just find homes, but also make smart investments that will grow their wealth over time. Real estate is such a powerful tool for financial security, and I love showing people how to use it to their advantage.

**Q: What are your favorite hobbies outside of work?**

A: I’m a lake rat at heart! When I’m not working, I love being outdoors, on the boat, or at my family’s lake house in Pickwick. We’ve always enjoyed water sports and boating—it’s where I feel most relaxed and recharged.



“

I’M VERY BLESSED TO HAVE BOTH MY PARENTS, MY BIG SISTER, MY BROTHER-IN-LAW, AND MY SOON-TO-BE HUSBAND IN MY CORNER EVERY DAY.”

**Q: Tell us about your family.**

A: I’m very blessed to have both my parents, my big sister, my brother-in-law, and my soon-to-be husband in my corner every day. My mom used to be a teacher and now volunteers with ARise2Read to help tutor children. My dad is a pilot for FedEx and a deacon at Bellevue Baptist Church. My sister is the digital publishing manager for Love Worth Finding Ministries, and her husband is a personal trainer. They just had a baby boy, so I’m also a proud new aunt! My wonderful fiancé is an engineer at MLGW.

**Q: Are there any podcasts or books that inspire you?**

A: I’m not a big reader, but I’m in my second year of reading through the Bible and studying it chronologically. I also listen to a podcast in the mornings to help break down the passages. Professionally, I’ve been listening to the audiobook version of Think and Grow Rich by Napoleon Hill, which was recommended to me by my teammate, Josh Hisaw.

**Q: If you weren’t in real estate, what would you be doing?**





A: I've always thought about being a flight attendant! I love the idea of traveling and helping people.

**Q: What's one piece of advice you'd give to every Realtor?**

A: YOU set the standard for YOUR business! Don't mistake a potential paycheck as being worth working with people who fail to recognize your value. Invest in the clients who truly appreciate your time.

**Q: What's your favorite charity or way to give back?**

A: I absolutely love Give Kids The World Village! Our team donates a portion of every transaction to this nonprofit in Kissimmee, FL. They provide critically ill children and their families with week-long wish vacations at no cost. I've seen firsthand how hard it is for families dealing with disabilities and illness, and being able to help them get a break from the routine means so much to me.

**Q: If you could have a superpower, what would it be?**

A: Teleportation—for sure! It would let me be in the right place at the right time and adapt to situations quickly.

**Q: Can you share a story about a memorable client experience?**

A: Recently, I helped a family who needed to move quickly for school zoning reasons. We found them a home they loved, but their current house wasn't listed yet. We rushed to get it sold and made an offer, but unfortunately, someone else got the house. My clients were devastated—but we pushed forward. We ended up finding an even better home, closer to the school, with more flexible closing terms. It reminded me that things really do work out the way they're supposed to. Sometimes, the setback is actually the setup.

**Q: Anything else you'd like people to know?**

A: I truly love this city, this business, and the people I serve. I'm so thankful for everyone who's trusted me with their real estate journey. I plan to keep setting the tone for my own success—and hopefully help others do the same. Everything happens for a reason, and I'm just grateful to be part of something that helps others move forward in life.

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# Meet Robin Fauser & MARY GRAYSON CARADINE

BY JEFF WHITE  
PHOTOS BY CALEB NELSON



## Built on Trust. Rooted in Love. Driven by Purpose.

In the midst of Memphis—where barbecue, blues, and big dreams collide—you’ll find a real estate duo who’ve turned their family bond into a powerhouse business. Robin Fauser and her daughter Mary Grayson Caradine aren’t just Realtors; they’re a living, breathing reminder of what it means to build something meaningful together.

### Built on Trust

Robin Fauser’s Memphis journey started in Germantown, TN. A Germantown High alum who went on to major in marketing at the University

of Memphis, she’s always had strong local roots. Her first gig was at Harold’s clothing store, a much-loved boutique back in the day with locations in Germantown and Wolfchase. It was there she learned the art of connecting with people—something that would come in handy later.

But real estate? That was always in her DNA. With a mom in real estate and a stepdad in banking, Robin grew up talking about markets and mortgages before she even knew how big a role they’d play in her life.

### Rooted in Love

In 2003, Robin took the leap, got her real estate license, and joined Crye-Leike in East Memphis. She lucked out with an incredible mentor, Tom Kimbrough, who wasn’t just a broker—he was family. He even helped with school carpools when life got busy. Robin’s kids practically grew up in the Crye-Leike office, including little Mary Grayson, who soaked it all in from the sidelines.

“She’s been around open houses since she was in diapers,” Robin laughs. “It’s no wonder she wanted to get into the business.”

Fast forward to today, and that curious little girl is now a licensed Realtor and Robin’s official business partner. Mary Grayson, newly married to Caleb Caradine, brings fresh energy, modern tech skills, and a shared love for the business. Together, they’re a dream team—one that blends experience and innovation.

Working side-by-side has been seamless. “It just works,” Robin says. “We trust each other completely and we’re chasing the same goal—helping our clients feel confident and cared for.”





“It just works. We trust each other completely and we’re chasing the same goal—helping our clients feel confident and cared for.”

**Driven by Purpose**

In May 2024, Robin and Mary Grayson made the move to Coldwell Banker Collins-Maury, and haven’t looked back. For Robin, the local ownership and deep Memphis ties made the decision easy. “It’s smart, it’s ethical, and it feels like family,” she says. “Plus, we’re surrounded by some of the sharpest minds in the business.”

The timing was perfect, too, given how much the real estate world has shifted after the NAR settlement. Being part of a forward-thinking brokerage helps them stay nimble and keep serving clients at the highest level. Robin’s leadership in the industry has been recognized widely—she is the incoming President for the MAAR Multi Million Dollar Club, a role that reflects her commitment to excellence, mentorship, and advocacy for the profession.

Robin doesn’t take anything for granted. Every day starts with gratitude and is grounded in her faith. She’s been married to her husband Chris for 33 years, and he’s been her biggest fan through every twist and turn. Their son Christian works in water

policy in the West, and Robin makes regular trips to Arizona to see him. Mary Grayson plays a huge role in helping Robin stay grounded too—bringing fresh perspective, encouragement, and a deep commitment to the same values that define their business.

And of course, there are the family pups, Reese and Georgia, who Robin says “are always ready to lift your spirits—no questions asked.”

**Finding Balance**

With Mary Grayson holding things down at home, Robin’s finally able to scratch that travel itch. She’s got a long-awaited European trip in the works and more getaways on the calendar. “For a long time, travel just wasn’t realistic,” she says. “Now that I’ve got a partner I trust completely, I can enjoy that freedom again.”

When she’s not working or traveling, Robin’s often curled up with a good book. She’s also a big fan of Mel Robbins, whose no-nonsense approach to life really clicks for her.

**Adapting with the Market**

Real estate isn’t always a smooth ride—especially

with today’s high interest rates. But Robin says it’s been amazing to watch local lenders get creative with financing to keep deals moving forward. “You’ve got to think outside the box right now, and thankfully, our partners are doing just that.”

**Giving Back**

One place that’s always been special to Robin is St. Jude Children’s Research Hospital. Years ago, a close friend’s child was treated there, and the experience left a mark. “To have a place like St. Jude right here in Memphis—it’s just incredible,” she says. That’s why she’s so proud that Coldwell Banker Collins-Maury partners with them.

**Relationships Over Transactions**

With over two decades in real estate, Robin has a vault full of stories. But her favorite part? Watching clients turn into friends. “This job is emotional,” she says. “You’re walking with people through some of the biggest moments in their lives. It’s an honor—and a responsibility.”

**Passion for Memphis**

Both Robin and Mary Grayson are proud Memphis

girls through and through. They love the city’s grit, soul, and potential. “We’ve got to be the ones sharing the good stuff,” Robin says. “There’s so much beauty and promise here. We just have to keep shining a light on it.”

**Wisdom Worth Sharing**

Robin’s go-to advice for newcomers? “Own your business. You can’t be everything to everybody. And no matter what—don’t ever, ever compromise your integrity.”

That’s the kind of wisdom that doesn’t just build careers—it builds legacies.

**A Legacy in the Making**

The Fauser-Caradine team is living proof that real estate can be about so much more than sales. It’s about trust, grit, and heart. It’s about lifting others up and making every house feel like home.

**Built on trust. Rooted in love. Driven by purpose.**

Robin and Mary Grayson are building something that matters—and they’re having a blast doing it.

And really, isn’t that what it’s all about?

“Own your business. You can’t be everything to everybody. And no matter what—don’t ever, ever compromise your integrity.”





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# Meet Kendall Haney

## PEOPLE FIRST... ALWAYS

BY JEFF WHITE

PHOTOS BY ELIZABETH LOONEY PHOTOGRAPHY

If you’ve been around the Memphis real estate scene for a while, you’ve probably heard the name Kendall Haney. A lifelong Memphian with a passion for property, Kendall has spent over 40 years making his mark on downtown living and property management—with a “people first” mindset that’s shaped every step of his journey. As he puts it, “If you focus on people first, the success takes care of itself.” His story isn’t just about selling homes—it’s about adapting, building relationships, and staying ahead of the game in an ever-changing market.

### From Humble Beginnings to Big Moves

Kendall was born and raised right here in Memphis. It was while attending college that he jumped into the real estate world, working for different companies selling new homes. But it didn’t take long for him to realize he wanted to carve his own path. So, in the late 1990s, he took the leap and started his own real estate firm.

That leap was more than just a career move—it was the beginning of a journey that would lead him to become one of the most trusted names in the city. He learned quickly, stayed grounded, and always stayed connected to the pulse of the city he loved. “I’ve always believed Memphis has so much untapped potential. I just wanted to be a part of that growth,” Kendall shares.

### Building a Downtown Powerhouse

With a sharp eye for market trends, Kendall launched the Kendall Haney

Realty Group. Then, in 2006, as downtown Memphis started buzzing with new energy, he founded Downtown Condo Connection. Specializing in condos was a smart move—he saw the growing demand and positioned himself as the go-to expert for buyers and investors looking to get in on the action.

The revitalization of downtown Memphis became Kendall’s playground. He wasn’t just selling units—he was helping shape a neighborhood. From South Main to the riverfront, his footprint is everywhere. He became a connector, bringing together buyers who believed in the city’s potential.

But, like any business, the road wasn’t always smooth. When the 2008 recession hit, the real estate market took a nosedive. Instead of panicking, Kendall pivoted. “It was a scary time, but I knew I had to adapt,” he recalls. “That’s when I leaned into property management. It wasn’t flashy, but it was steady—and it helped us survive and grow.”

That “people first” mentality drove him to build not just a business, but a network of trusted professionals and dependable services that clients could rely on through every market shift.

### The Birth of 901 Real Estate Services

By 2017, Kendall had built a solid reputation in Memphis real estate. He knew it was time to evolve again, so he rebranded his business as 901 Real Estate Services. The new name reflected a bigger vision—offering full-service real estate solutions, from buying and selling to property management. The move

strengthened his brand and reinforced his commitment to top-notch service.

A huge part of Kendall’s success comes from the strong relationships he’s built over the years. He’s got a trusted network of vendors, contractors, and service providers, ensuring his clients always get the best. “I always tell clients, you’re not just working with me—you’re working with a team of professionals I’ve trusted for years. That makes a big difference.”

From electricians to interior designers, his go-to team helps make every real estate experience seamless. These aren’t just business contacts—they’re people he’s grown with, problem-solved with, and trusted to represent his brand.

Ask anyone who’s worked with Kendall, and they’ll tell you—he’s all about reliability and communication. He surrounds himself with people who reflect those same values. That’s why clients keep coming back, and why referrals continue to drive his business.

### Client-Centered, Always

What really sets Kendall apart is how much he genuinely cares about his clients. He doesn’t just close deals—he builds lasting relationships. He’s helped first-time buyers, assisted out-of-town investors, and guided long-time Memphians through shifting life chapters.

“Every client has a story, and I love being part of that story,” Kendall says. “Whether it’s helping someone find their first home or guiding







“  
**This city has  
shaped me.**  
GIVING BACK  
IS JUST PART OF  
THE DEAL.”



them through a tough transition, I take that responsibility seriously.”

There’s a personal touch to everything he does. He listens, stays present, and follows through. That’s the kind of service that makes a difference—and it’s what’s kept 901 Real Estate Services thriving for so long. That commitment reflects the heart of his “people first” approach.

#### **More Than Just Business— It’s About Community**

For Kendall, real estate isn’t just about transactions. It’s about building neighborhoods, creating connections, and making Memphis a better place to live. His reputation for integrity and dedication has earned him not just loyal clients but also deep respect in the industry.

He’s also made it a point to support local businesses and initiatives. From hosting events to spotlighting neighborhood gems, Kendall uses his platform to uplift the city that’s given him so much. “This city has shaped me. Giving back is just part of the deal.”

That community-driven mindset is just another extension of putting people first—recognizing that success is about more than individual wins. It’s about shared progress.

#### **Lessons in Leadership and Adaptability**

If there’s one thing to learn from Kendall’s journey, it’s that success isn’t about avoiding challenges—it’s about facing them head-on. His ability to adapt to market changes, particularly during economic downturns, has been key to his longevity in the industry.

Another big takeaway? Relationships matter. Kendall has built his career on trust, credibility, and delivering results. In an industry where reputation is everything, he continues to stand out as a leader.

And he doesn’t keep all that knowledge to himself. He’s also a mentor to younger agents and property managers, showing them the ropes with the same patience and passion that built his own career. “I didn’t get here alone. So if I can help someone else find their path, I’m all in.”

#### **Looking Ahead**

Memphis is constantly growing, and so is 901 Real Estate Services. Kendall remains ahead of the curve, always looking for ways to improve his services and keep up with the city’s evolving real estate landscape. Whether through innovative property management strategies, growing his team, or embracing the latest real estate technology, he’s always thinking about the future.

He’s also thinking about legacy—about building something that lasts. Not just a business, but a standard. A way of doing real estate that values people, not just property. A Memphis real estate story that keeps getting better.

For those looking to follow in his footsteps, Kendall Haney is proof that success in real estate isn’t just about selling properties—it’s about passion, integrity, and a commitment to excellence.

“If you focus on people first,” Kendall says, “the success takes care of itself.”





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