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Welcome to North Alabama Real Producers!

What is Real Producers?

BY DEANNA ELIASHEVSKY

It's a wonderful thing to introduce a magazine into a place you already love — and even more special when that place is North Alabama. As someone who began my career arranging toys at FAO Schwarz and who has spent decades building relationships and telling people's stories through newspapers and magazines, I've learned that great work deserves a stage. I'm thrilled that Real Producers North Alabama will be that stage for you.

Real Producers began as a simple idea in Indianapolis in 2015 and, over the years, has become a movement — a way to bring top-performing agents together, to share the victories and the lessons, and to celebrate what makes each market unique. We're part of that national story now, and our goal here is to make it unmistakably North Alabama's.

This magazine is about one thing: you. Each month a hard copy will arrive in the mailboxes of the top 500 agents in North Alabama (based on compiled MLS data from 2024). If you're holding a copy, it's because you're part of a small, elite group — and because someone in our market believes your work matters. Our features are not pay-to-play; they come from nominations by your peers, leaders, and people who see the daily impact you make.

What you'll find inside:

- Personal, non-formulaic profiles that dig into how you work, why you

choose this business, and what keeps you going.

- Stories meant to inspire — not generic fluff — from agents who move the needle in their communities.
- A carefully curated index of Preferred Partners: businesses you trust and recommended to us. We don't recruit anyone at random. Every Preferred Partner you see was nominated by someone in this market and vetted because we want your referrals to be reliable and your network to be strong.

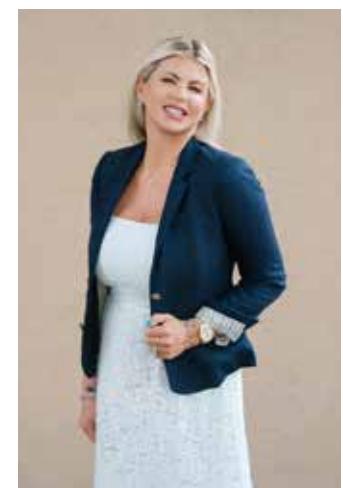
We'll also be more than a monthly read. Real Producers North Alabama will host social and educational events, intimate mixers, and recognition gatherings — places to swap strategies, find collaborators, and have some fun while we do the work we love. Expect event info inside the magazine, in our emails, and on social media soon!

This launch wouldn't exist without a handful of people who jumped in and believed in the vision. A HUGE thank-you to our Preferred Partners who signed on early and to the small but mighty team who pulled this first issue together with heart and hustle. This inaugural issue is dedicated to them — and to you.

I promise to use this platform to highlight accomplishments, encourage big thinking, and recognize the excellence I already see in this

community. In the years ahead I hope to interview as many of you as possible — to tell the stories that show why North Alabama's real estate community is exceptional. If you want to nominate someone, suggest a Preferred Partner, contribute a story, or simply say hello, reach out to me anytime. I truly mean that.

Thank you for welcoming Real Producers North Alabama into your market. I can't wait to celebrate you — in print, onstage, and at our next mixer.



With gratitude,
Deanna Eliashevsky
Publisher & Owner, Real Producers
North Alabama

Celebrate and uniting the top real estate professionals across North Alabama

ROCKET CITY RISING

BY DEANNA ELIASHEVSKY, PUBLISHER

Huntsville used to whisper its achievements. Now it shouts them. Alabama's largest city is booming — with rockets, research, and real estate fueling the growth. For agents, the numbers tell a story of opportunity, lifestyle, and demand.

Big Picture Growth

The Fastest-Growing City in Alabama

- Population: ~230,000 (2024), ~249,000 (2025 est.)
- Metro: ~505,000 residents
- Median household income: \$83,529
- Short commute times: ~19.3 minutes average

Jobs Driving Demand

STEM + Defense = Relocation Fuel

- 23% of jobs are STEM — one of the highest shares in the country.
- Redstone Arsenal: **\$36.2B economic impact annually.**
- Cummings Research Park: **300+ companies, 26,000 employees, 3,843 acres.**

"Short commutes and high-tech jobs are rewriting Huntsville's real estate playbook."

Housing Market Snapshot

Inventory, Pricing, and Pace

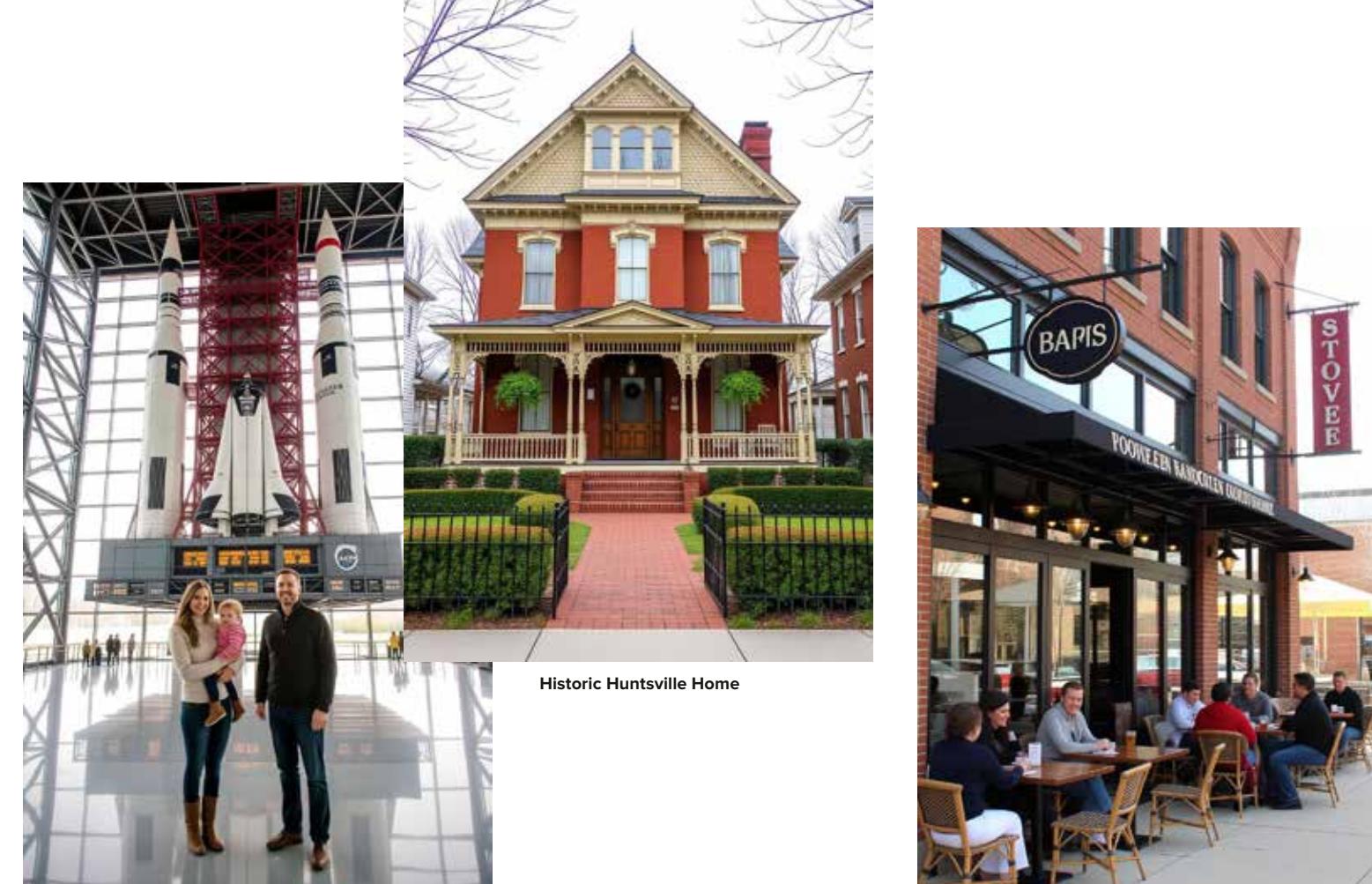
- Typical home value: \$283K–\$340K (varies by zip).
- Median days on market: **25–35 days.**
- Zip 35801: **~\$450K median.**
- Zip 35803: **~\$330K median.**



Saturn V at Sunset

Quick Stat: Huntsville Overtook Birmingham

Huntsville is now officially Alabama's largest city — a milestone that underscores its momentum.



U.S. Space & Rocket Center

Historic Huntsville Home



Downtown Huntsville is not only thriving, it's BOOMING!

Quality of Life

Why People Choose Huntsville

- Commutes under 20 minutes.
- Airport runway: **12,600 feet** (2nd-longest in Southeast).
- Homeownership rate: **58%**.
- Family lifestyle draws: U.S. Space & Rocket Center, hiking at Monte Sano, craft breweries downtown.

Rocket City by the Numbers

- Population: **249,102 (2025 est.)**
- Metro Population: **505,000**

- Median Household Income: **\$83,529**
- STEM Jobs: **23% of workforce**
- Average Commute: **19.3 minutes**
- Economic Impact: **\$36.2B (Redstone Arsenal)**
- Research Park: **300+ companies, 26,000 employees**

At the end of the day, numbers are only part of Huntsville's story. Behind every statistic is a family setting down roots, a young professional chasing opportunity, or a business expanding into a city that feels like home. The data paints a clear picture: Huntsville is thriving — but what makes it remarkable is the people, the neighborhoods, and the shared vision of growth that keeps Rocket City climbing.

For Real Producers, that means not just selling homes, but helping clients step into a community where innovation, opportunity, and quality of life come together.

"Huntsville isn't just growing — it's soaring. And the opportunity for agents is sky-high."

1. **U.S. Census Bureau** – *QuickFacts: Huntsville city, Alabama* (population estimates, income, homeownership rate).

2. **City of Huntsville, Alabama** – *Population estimates & growth data (2025 projections)*.

3. **Axios Local Huntsville** (June 25, 2025) – *Huntsville population growth trend*.

4. **Redstone Arsenal Economic Impact Report (2023–24)** – *\$36.2B annual impact figure*.

5. **Cummings Research Park, Official Website** – *Company count, employee numbers, acreage*.

6. **U.S. Bureau of Labor Statistics / Local Area Unemployment Statistics** – *Unemployment rates, job sector details*.

7. **Brookings / National STEM Workforce Analysis** – *Share of local STEM jobs (~23%)*.

8. **Zillow & Redfin Market Data (2024–25)** – *Median home values, time on market, zip code medians*.

9. **U.S. Space & Rocket Center** – *Visitor data, top attraction in Alabama*.

10. **Huntsville International Airport Authority** – *Runway length & regional ranking*.

POWERING DEALS THAT MOVE THE MARKET



Sheree Moore and the Prestige Lending team

MEET PRESTIGE LENDING GROUP

BY ASHLEY STREIGHT

When Prestige Lending Group, LLC opened its doors on November 1, 2024, the Huntsville and Madison real estate community gained more than just another mortgage broker—they gained a powerhouse team with decades of experience, a shared passion for helping homebuyers, and a motto they live by: Local. Experienced. Trusted.

“It isn’t just a tagline. It’s true,” said Managing Partner and Loan Officer Sheree Moore, who founded Prestige after 26 years in the mortgage industry. “We’re local to the Huntsville area, and our team is very seasoned and experienced. We’ve been trusted by realtors, builders, financial advisors, and our customers for years.”

The founding lineup includes Moore; Partner Bobby Deneefe; Loan Officer and Partner Tammy McCurry; and Senior Loan Processor Kristy Schrimsher. Between them, they bring a staggering level of expertise: Bobby began his finance career in 1964; Tammy in 1982; Sheree in 1999; and Kristy in 2013. “We’ve all held management positions within the industry,” Moore said. “Bobby even owned a mortgage company in the 80s.”

For Moore, opening Prestige was about control—not in a power-hungry sense, but in the ability to better serve clients. “After working in the mortgage industry for 26 years, I decided it was time to position my team to have more control over the way we could do business,” she said. That meant broadening loan program options, offering better rates and fees, and creating a client-first approach without corporate red tape.

The process started in March 2024 when Moore formed the LLC and partnered with a branding and marketing company. A few months later, the Prestige brand and website were polished and ready for launch. “Our first day of doing business as Prestige Lending Group was November 1, 2024,” she said proudly.

Loans for Every Lifestyle
Prestige is a full-service mortgage broker offering Conventional, VA, FHA, USDA, and Non-QM loans. While the loan products are important, the team’s real value lies in how they deliver them.

“Our work is not just a job to us—it’s a lifestyle,” Moore explained. “We’re available when our realtor partners and borrowers need us, and that isn’t always during ‘normal’ business hours. We’re oftentimes taking loan applications late at night and on weekends.”

That kind of flexibility often means the difference between a client winning their dream home or watching it slip away. “We can accommodate quick closings, which sometimes makes a difference as to whether or not a seller accepts an offer,” Moore said.

Rooted in Relationships

The Prestige team knows that mortgages aren’t just numbers—they’re deeply personal transactions. “We feel honored and grateful to play a role in one of the biggest financial transactions of people’s lives,” Moore said. Customer satisfaction is their fuel. “When our customers are happy, we’re elated,” she added.

The trust they’ve built isn’t just with clients. Realtors, builders, and other industry professionals frequently turn to them for difficult loan scenarios, knowing they have the skills to navigate complex situations. “Our reputations for being ethical, hardworking, and able to navigate borrowers through difficult scenarios have been key in building trust,” Moore said.

Always Learning

Mortgage lending is not a static business—regulations, interest rates, and underwriting guidelines can shift overnight. Prestige stays ahead by investing in ongoing education. “We stay educated through both required training and elective training,” Moore said. “We seek out webinars with industry leaders and subscribe to multiple outlets for industry updates and housing market predictions.”

OUR WORK IS NOT JUST A JOB TO US—IT'S A LIFESTYLE.

We're available when our realtor partners and borrowers need us, and that isn't always during 'normal' business hours. We're oftentimes taking loan applications late at night and on weekends."

This commitment ensures they can give borrowers the most accurate advice possible, even in turbulent markets.

From Huntsville to Homeownership

Though the team members hail from different places—Whitwell, Tenn.; Mobile, Ala.; and Huntsville—their mission is united. They've built Prestige Lending Group as a local, community-centered business that understands the Huntsville area market inside and out.

And their dedication doesn't stop at closing day. The team wants to be remembered for more than transactions. "We'd like to be remembered for our ethics, honesty, and integrity," Moore said. "We've all built our careers on these principles and practice them daily. We strive to offer our customers excellence in all aspects of their transaction—excellent service, excellent loan terms, and an excellent process."

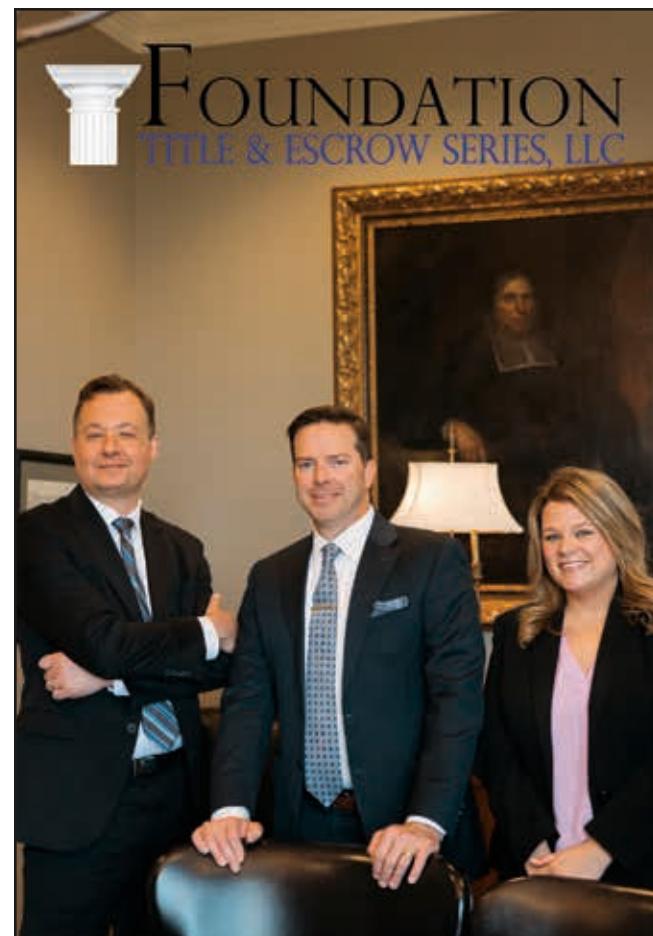
For Prestige Lending Group, every loan is more than a business deal—it's a milestone in someone's life. And for the team, there's no greater reward than handing over the keys to a client's future. After all, in Moore's words, "It isn't just about getting a loan. It's about making sure that loan fits your needs, your goals, and your dreams."

**CONTACT
US!**

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FROM CRIME SCENE TO CLOSING TABLE



*Former homicide detective, **BEN WAYE**, maps a new path through Rocket City real estate.*

BY ASHLEY STRAIGHT & DEANNA ELIASHEVSKY

For most people, a career shift from chasing down murder suspects to helping first-time homebuyers might seem like a plot twist from a TV drama. But for Benjamin Waye, it's just the latest chapter in a life defined by hard work, faith, and a drive to help people.

Waye, a real estate agent with Matt Curtis Real Estate in Huntsville, Alabama, has been in the business for just four years, but his track record already reads like a highlight reel: Brokerage Agent of the Year (2004), Top Sales Agent in the MLS (2024), Buyer Agent of the Year (2023), and Rookie of the Year (2022). Not bad for someone who moved to Huntsville in 2021 without a job, a plan, or even knowing anyone in the area.

"I retired from law enforcement and wanted to get into a field where I could still help people," Waye said. "I wanted a job with flexibility and to do something where I could continue to help people."

From Badge to Business Cards
Before real estate, Waye spent 20 years in the police department with the Town of Greece Police Department in upstate New York. He started off as an officer on Road Patrol and was then promoted to Road patrol sergeant. The last 10 years of his career was spent as an Investigator in the Criminal Investigation Division where his work included putting away murderers, robbers, rapists, pedophiles, and burglars—work he describes as both challenging and deeply fulfilling.





"My biggest accomplishment was solving cases and locking away bad guys," he said matter-of-factly.

When he retired in March 2021, Waye and his wife, Carrie, decided to move south for a fresh start. By May, they had landed in Huntsville. With no immediate job prospects, Waye started delivering food for DoorDash and Instacart just to learn the area. A few months later, in August 2021, he went all-in on real estate.

Building a Network from Scratch

One of his biggest early challenges was the same one any newcomer to town would face: building a network.

"I moved to Huntsville not knowing anyone," Waye said. "I have slowly been building my sphere of influence and making connections in the industry."

His secret? Responsiveness. *"Many realtors are hard to get a hold of or to get a response from because they are too*

busy. I've had countless people tell me the reason they were using me to buy or sell their home is because I was the only agent that responded to them when they called."

His advice to new agents is simple: "Be extremely responsive and business will find you. Care about people, work harder than everyone else, act normal, and you will be successful."

Part of a Powerhouse Team

Waye is part of a 50-agent, 10-support-staff team at Matt Curtis Real Estate, which he describes as "awesome."

The support team handles much of the behind-the-scenes work—from scheduling appointments to coordinating closings—freeing agents up to focus on their clients.

That structure has allowed Waye to focus on one of the most rewarding parts of his job: helping first-time buyers. "Several have contacted me a year or two later thanking me, saying

if it wasn't for my help they would still be renting," he said. "They tell me how much they love their home."

Faith, Family, and the Future

Faith is at the center of Waye's life and career. His favorite scripture, John 16:33, reads: *"In the world ye shall have tribulation: but be of good cheer; I have overcome the world."*

"I would like to be remembered as a man who loved the Lord and was a faithful servant," he said. "A loving husband and father."

Waye has been married to Carrie for 18 years, and together they have three children: Leah, 15; Callie, 14; and Isaac, 12. The family enjoys hiking, biking, fishing, crabbing, and trips to the lake or beach. Cruises are a favorite getaway. Outside of real estate, Waye's hobbies include golf, traveling, church activities, and supporting his church through tithing.



A Lifetime of Hard Work

Growing up in Rochester, New York, Waye learned the value of work early. "I started cutting neighbors' grass at 12, had a paper route when I was 13, and worked all through high school and college," he said. He earned an associate's degree in criminal justice and multiple law enforcement certifications, including homicide investigation, hostage negotiation, and defensive tactics instruction.

Those years in law enforcement—along with his faith—shaped his calm, steady demeanor, which he believes is essential in real estate. "People can sense when you are stressed or trying to make a sale, and it will turn them off. You have to be yourself and not be fake. Genuinely care about people and everything else will fall into place."

Looking Ahead

As for the future, Waye sees himself in real estate "in some capacity for a lot longer." The job's flexibility and opportunities to serve clients keep it from feeling like work. "I imagine I'll be doing this for a while," he said. "You want to do the things you enjoy so it doesn't feel like work." And if you ask him what keeps him going, his answer is simple: "Helping people achieve their goals whether buying or selling. That's what it's all about."

From catching criminals to closing deals, Benjamin Waye has traded his badge for a business card—but his mission remains the same: protect, serve, and make a difference in people's lives.



Ben, his wife, Carrie, and children Leah, 15; Callie, 14; and Isaac, 12.



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The Selling Studio

Amanda Howard's Creative Blueprint for Iconic Real Estate

PHOTOGRAPHY BY MARIA MOORE PHOTOGRAPHY
MAKEUP BY NANCY FINNEGAN

Elevating clients, teammates, & the industry

BY ASHLEY STREIGHT & DEANNA ELIASHEVSKY

Amanda Howard has been selling real estate for more than 24 years, but make no mistake — she's not just closing deals. She's building legacies, empowering agents, and transforming communities. As the Founder and CEO of Amanda Howard Sotheby's International Realty, she's tallied more than \$2 billion in closed sales in Huntsville, Alabama alone. Last year? A casual \$208 million.

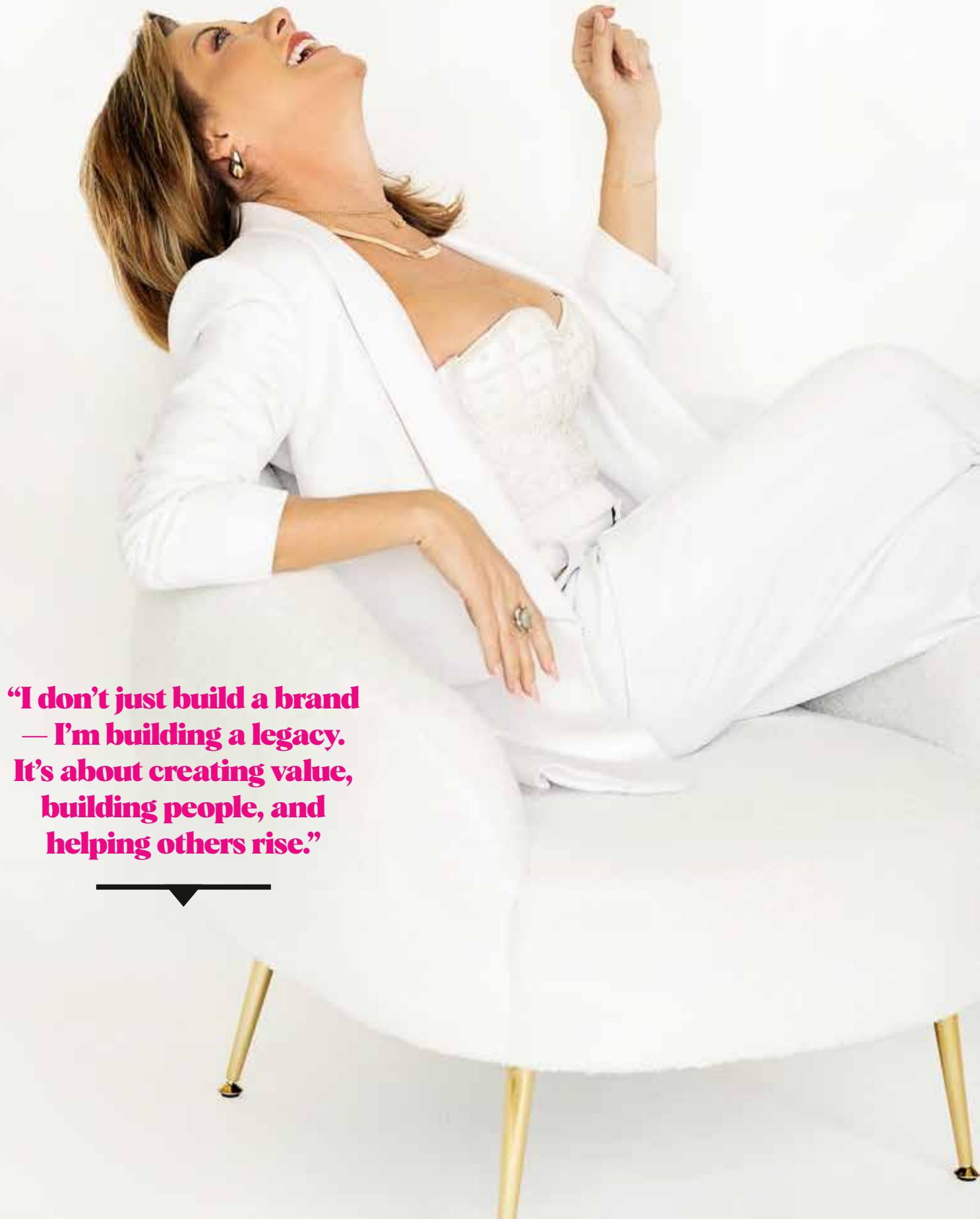
"I don't just build a brand — I'm building a legacy," Howard says. "It's about creating value, building people, and helping others rise."

Howard's journey didn't begin in Alabama. Born in Butler, Missouri and raised in sunny Jupiter, Florida, she met her husband, Travis, as a teenager at his 16th birthday party. "The rest is history," she says. They've now been married more than 31 years, have two daughters, two grandsons who call her "Lolli," and a Frenchie puppy named Eloise who, she jokes, "is already running the show."

Before real estate, Howard was on track to become a physical therapist. But a move to Chicago — and a fateful encounter with high-caliber training through the National Association of REALTORS® — rerouted her career. She earned Rookie of the Year her first year in the industry. After stints in Florida and Chicago, she planted roots in Huntsville, where her vision truly came to life.

"Real estate offered me the freedom to take full ownership of my success and to lead with purpose," she says.





**“I don’t just build a brand
— I’m building a legacy.
It’s about creating value,
building people, and
helping others rise.”**

“Most importantly, it allowed me to play a trusted role in one of the most significant decisions people make: where they call home.”

That drive has earned her a long list of accolades, including being named one of REAL Trends/Wall Street Journal’s Top 1000 Agents in the U.S., leading the Top Producing Team in Alabama multiple years, and landing a spot on HousingWire’s Women of Influence list. She’s also a serial entrepreneur, investor, national speaker, and founder of coaching programs for women in leadership.

Her brokerage now boasts more than 80 agents and staff. But it’s not a typical team structure.

“We operate more like a collaborative think tank than a traditional team,” Howard explains. “Our agents grow faster, earn more, and stay longer — not because they have to, but because they’re part of something they believe in.”

The AHSIR model blends entrepreneurial independence with full-scale support — world-class coaching, paid marketing, tech infrastructure, and a steady flow of qualified leads. “It’s the freedom to run your own business, combined with the strength of a collective,” she says.

Howard is candid about her challenges, too. One of her greatest trials came from betrayal by people she trusted within her business. “When you lead with heart, these moments feel like deep betrayals,” she says. “But I’ve grown through it. I’ve learned to trust my intuition — even when it’s inconvenient.” She rebuilt her systems, installed safeguards, and now uses those lessons to help others avoid the same pitfalls.

Through it all, her favorite part remains the people — clients and colleagues alike. “Nothing is more rewarding than watching someone feel seen, supported, and empowered,” she says. Whether it’s helping a first-time buyer get the keys to their home or seeing a new agent hit



their first six-figure year, she takes pride in celebrating their wins.

When she’s not running her brokerage or speaking on national stages — sometimes alongside names like Barbara Corcoran and Tony Robbins — Howard is focused on local impact. She supports organizations such as the Greater Huntsville Humane Society, Crime Stoppers, and HEALS, preferring

hands-on philanthropy. “Giving back isn’t a checkbox — it’s woven into who I am,” she says.

She also has her sights set on the future: expanding into Florida’s 30A market, developing luxury properties, and hosting transformational retreats for women in leadership. “Real estate is the foundation of everything I do — but it’s also the launchpad,” she says.



Her advice for up-and-coming agents? Invest in yourself as much as your business.

"Your business will only grow to the level that you do," Howard says. "So never stop evolving."

Ask her what she wants to be remembered for, and she doesn't hesitate.

"I hope people say, 'Because of her, I believed I could do it too.' That means everything to me."

For Howard, success isn't about luck or perfect timing. "It's about alignment, grit, and becoming the version of yourself who can hold the dream you're chasing," she says. And with more than two decades of proof behind her, it's clear — she's still just getting started.

**"Giving back
isn't a checkbox —
it's woven into who I am."**

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THE INSIDE SCOOP ABOUT REAL PRODUCERS

“Only for the movers, shakers, and market makers of North Alabama real estate. If you’re reading this, you’re already among the elite.”

Q: WHO GETS THIS MAGAZINE?

A: You do — because you’ve earned it. *Real Producers North Alabama* is mailed exclusively to the **top 300 agents** in the region, ranked by production, plus our **Preferred Partners**. Out of thousands of agents in our area, you are the ones making it happen, setting the bar, and redefining what success looks like. This isn’t just another piece of mail — it’s a badge of honor.

“Out of thousands of agents, you are the top 300 — the ones who lead, inspire, and dominate the market.”

Q: DO REALTORS® PAY FOR THE MAGAZINE OR EVENTS?

A: Nope. Zero. Nada. Both the magazine and our high-caliber events are **100% free** for agents. Our **Preferred Partners** — the best in their industries — make this possible by investing in the vision and in you.

Q: WHAT’S INSIDE?

A: Stories that matter. We spotlight **Real Producers with real stories** — no pay-to-play, no fluff. You’ll find in-depth features on the people shaping the market and influencing our community. It’s personal. It’s inspiring. And it’s all about you.

Nominate a fellow producer whose story needs to be told — we can’t feature who we don’t know!

Q: WHO ARE THE PREFERRED PARTNERS?

A: They’re the **trusted powerhouses** in their fields, many recommended by top agents like you. You’ll find them in every issue and at every event. They’re not just advertisers — they’re collaborators, connectors, and key players in our shared success.

Partner Power “Our goal? A powerhouse network of the best REALTORS® and affiliates, growing stronger together.”

Q: DO WE HOST EVENTS?

A: Oh, yes. Three times a year, we bring the top producers and Preferred Partners together for **exclusive, invitation-only gatherings** at standout venues. Expect high-value masterminds, elevated networking, and connections that last.

Mark your calendar for our **Fall Launch Party** — details coming soon in the magazine and on social.

Q: HOW TO RECOMMEND A BUSINESS OR STORY

A: Your voice shapes this community. Whether it’s nominating a REALTOR® for a feature or introducing a top-tier business for our Preferred Partner list, we want to hear from you.

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