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APRIL 2026

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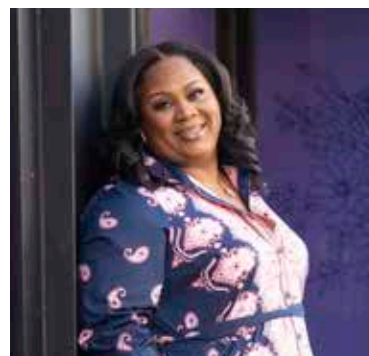
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Brandon Richoux **38**
COVER STORY

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If you have worked with an agent that deserves recognition and would appreciate being featured, please send your nomination to our publisher at gina.miller@realproducersmag.com

RP BATON ROUGE REAL PRODUCERS

20 UPCOMING EVENTS

30 APRIL	TOAST TO THE TOP AWARDS GALA 7:00- 9:00 PM
30 JULY	SUMMER SOCIAL TBD
15 OCT	BRUNCH & LEARN TBD
3 DEC	PARTNER HOLIDAY SOCIAL TBD

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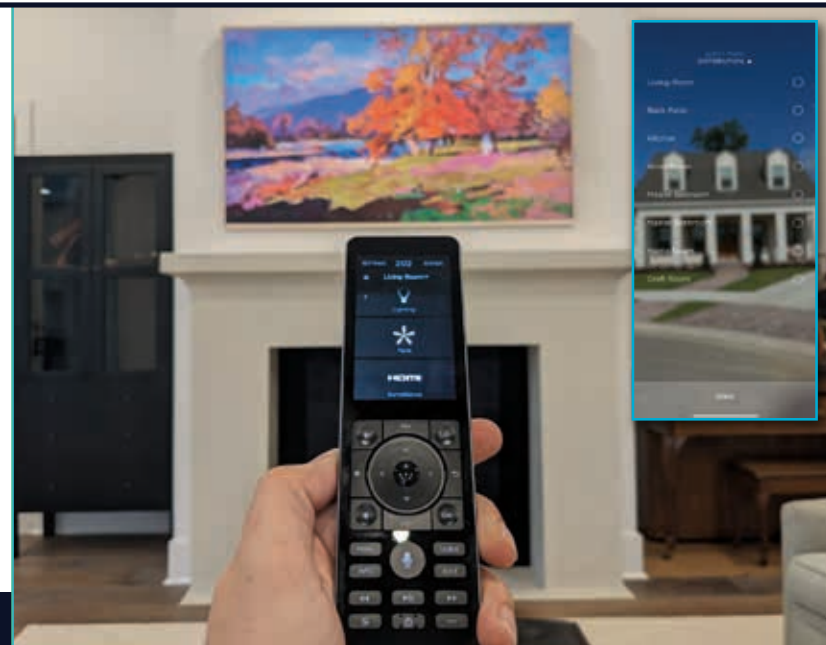
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SHOW US YOUR BADGE

Congratulations to our newest **Top 300 Baton Rouge Real Producers!**

Whether you're celebrating your first Top 300 badge or adding another year to the list, I'm so proud to celebrate each of you and the impact you make in our real estate community.

Each year, this list represents the top-producing agents in the Greater Baton Rouge area, and it's always such a joy to welcome both familiar faces and new ones into this community of professionals who continue to raise the bar in our industry.

One of my favorite parts of this season is seeing so many of you proudly sharing your **Top 300 badges** across your marketing platforms. Whether on social media, email signatures, websites, or signage, it's such a simple but powerful way to celebrate your accomplishments and let your clients know they're working with one of THE BEST in the business.

As you continue doing business and building relationships this year, I encourage you to keep an eye out for our **BRRP Preferred Partner badges**, as well. These partners are businesses that many of your fellow top agents know, trust, and recommend. When you see that badge, you can feel confident you're connecting with someone who values relationships and service just as much as you do.

And speaking of celebrating excellence... we're already looking forward to one of our favorite nights of the year.

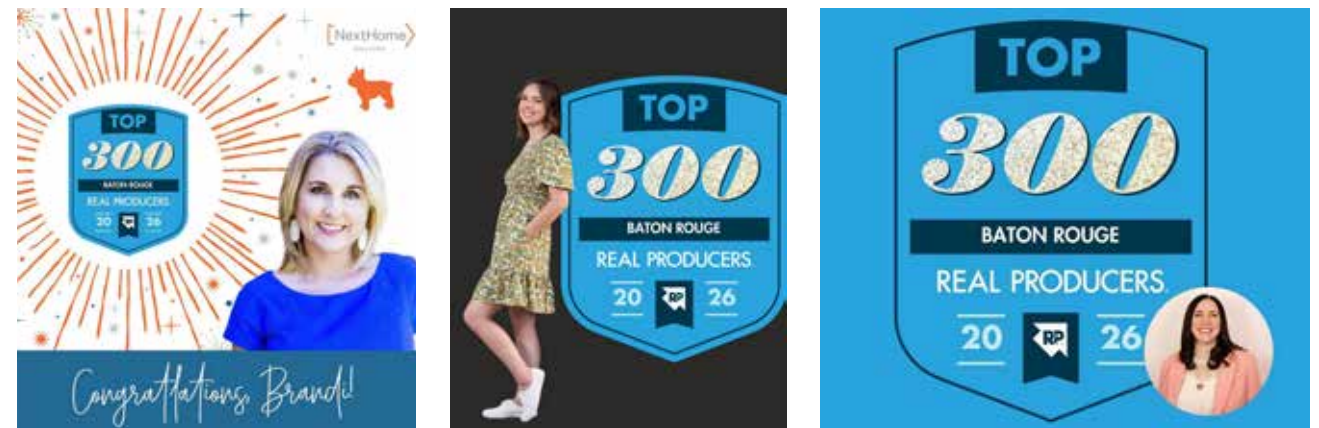
Our **Toast to the Top Awards Gala** will be held **Thursday, April 30th at City Club in downtown Baton Rouge**. It's always an unforgettable evening where we gather to honor outstanding achievements, recognize leaders in our community, and spend time connecting with the people who make this industry so special.

Be sure to keep an eye on your email and our private *Baton Rouge Real Producers* TOP300 Facebook group for invitations and event details as we get closer.

As always, thank you for allowing me the privilege of celebrating you, telling your stories, and continuing to find new ways to strengthen the relationships that make our Baton Rouge real estate community so unique.

Warmly,

Gina Miller
Publisher





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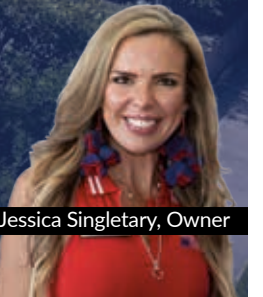
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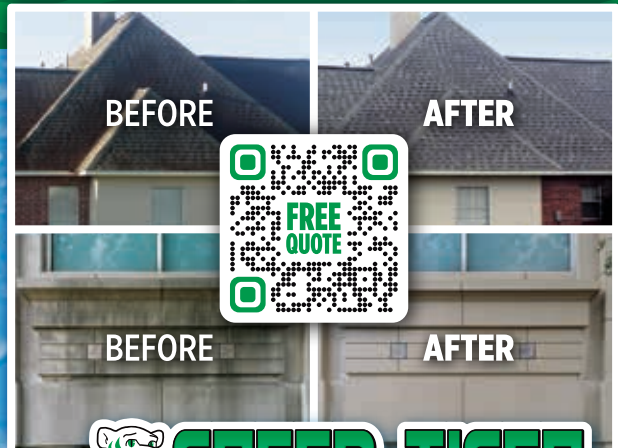


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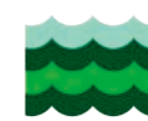
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Brandon Scott

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BY BREANNA PIZZOLATO
PHOTOS BY STEVIE LEJEUNE

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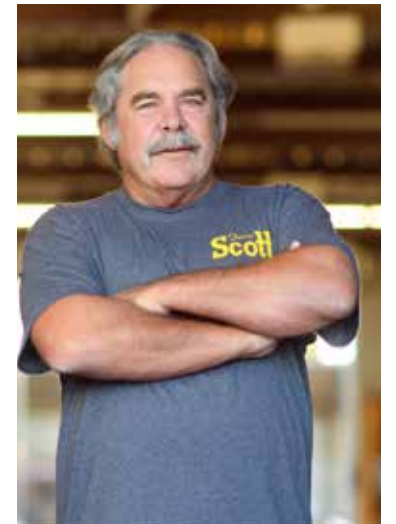
While the company's iconic black and yellow signs are a fixture of the Baton Rouge landscape today, the story of Scott Fence USA starts over 1,500 miles away in the Cayman Islands.

At just 16 years old, founder Coley Scott left Cayman Brac for the United States to finish high school and work alongside his uncle in a family fence business in Port Arthur, Texas. It was there that he met his future wife, Katie. In the mid-1950s, the young couple moved to Baton Rouge, drawn by the industrial boom along the Mississippi River. With only a handful of fence posts in the back of a pickup truck, Coley officially founded Scott Fence USA in 1956, laying the foundation for the company his son and grandson now own and operate.

Coley wasn't a man of many words. He preferred to let his work and ethics do the talking. As the industry evolved and competitors began chasing trends or diversifying into other fields, Coley stayed true to what he knew best: fencing. This steadfast commitment to the craft laid the foundation for the next generation.

In 1984, the company became a true family business when his son, Charles Scott, joined the team. After his father's passing in 2004, Charles stepped in to lead the company forward. Today,

Scott Fence USA remains an all-hands-on-deck family operation, with his wife, Jeannie, overseeing accounts payable and human



Charles Scott



Jeannie Scott

“

Sometimes we are the cheapest option, sometimes we're not. But with every project, we strive to be the **highest quality at the best value.**”



Kristian (17), Brandon, Dana, Carmen (11), and August (19)



Scott Fence USA
Founder, Coley Scott

resources. The family legacy thus continuing with his son, Brandon.

But leadership wasn't simply passed down to Brandon. It was earned.

Newly married and living in Texas while his wife, Dana, finished college, Brandon worked for another fence company. That time away, he says, provided 'a wealth of knowledge' that he carried back into the family fold. That experience didn't just sharpen Brandon's technical skills, it gave him a deeper appreciation for the institutional knowledge held within his own family.

When he returned to Louisiana to join the family business, he found that while he brought new ideas, Charles provided the steady, seasoned guidance needed to navigate the industry's complexities. Today, that partnership is the engine of the company. "Any time I have a question, he has an answer for it," Brandon says. This collaborative spirit between father and son mirrors the foundation laid by the original patriarch. "He was a very classic businessman of his era," Brandon says, reflecting on his grandfather. "He was very pragmatic but always looking to network with people." That pragmatic spirit remains the company's north star, even as it has scaled significantly in the decades since his grandfather's humble beginnings.

Today, that growth is visible across the region. But the heart of the business remains unchanged.

"We're not a small operation," Brandon explains. "Sometimes we are the cheapest option, sometimes we're not. But with every project, we strive to be the highest quality at the best value."

Over the years, the business has grown to meet the needs of industrial and commercial partners throughout Louisiana, Texas, Arkansas and Mississippi. But Baton Rouge will always be home, and residential fencing remains at the heart of their business. "A lot of times, people call us when their family is growing or they've brought home a new pet." Brandon says. "And that's because we want to protect the things that we love the most."

We have a saying: Let our family protect your family.' And the peace of mind to let your children and pets play safely in your backyard, it's priceless."

Looking toward the future, Scott Fence USA remains anchored by the same integrity that Coley brought from the Cayman Islands 70 years ago. While the tools and scale of the projects have evolved, the mission of providing security, personalized service and a sense of home has never wavered. The Scotts remain dedicated to the simple, foundational principle that started it all—Doing one thing and doing it better than anyone else.





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APRIL GREVIOUS

INNOVATIVE REALTY

BY LAKEN FOISIE
PHOTOS BY STEVIE LEJEUNE

For 20 years, April Grevious has built her real estate career on strategy, service and resilience, guiding clients through some of the most significant financial decisions of their lives.

The broker of Innovative Realty did not stumble into the industry by chance. As a student studying business marketing with a concentration in professional selling at Southern University and A&M College, April knew she wanted a career rooted in numbers and decision-making. She considered both insurance and real estate but said the direction became clear when she purchased her first home at 19.

“Every client deserves to feel informed, protected and valued.”

“The experience opened my

eyes,” she said. Her agent at the time was inexperienced, and April found herself stepping in to review details and keep the transaction on track. “Instead of feeling overwhelmed, I realized I actually enjoyed it. I liked the negotiation. I liked understanding how the numbers worked. I liked making sure everything was structured correctly.”

That early experience confirmed what she describes as her calling. Real estate was not simply an option, it was “the direction I was meant to take,” she said. Service and sales were familiar territory. She grew up watching her father, Charles, work as a furniture salesman, where relationship-building was part of everyday life. Her grandfather, Irvin, inspired her to “work hard and stand on business,” while her mother, Cheryl,

provided unwavering support. Combined with her love of math and strategy, those influences shaped the foundation of her professional philosophy.

In 2010, April faced a life-altering challenge. Her husband died unexpectedly, leaving her a widow with three young children; Covadis, Cayden and Cheniya. “It was an emotional season, but it was also a season that forced me to think clearly about our future,” she said.

At the time, she could not afford traditional commission splits. Opening her own brokerage was not about status, she said, but survival. “It was about responsibility and making the smartest financial decision for my family.”

What began as necessity became a defining move





“

It was an emotional season, but it was also a season that forced me to think clearly about our future.”

in her career. Owning her brokerage allowed her to structure her business intentionally and lead from a place of empathy shaped by personal loss. That season, she said, continues to influence how she serves clients navigating major life transitions.

April holds several professional designations, including CRS, AHWD, ABR, SFR and SRS, underscoring her commitment to continued education and specialized expertise. But beyond credentials, she measures fulfillment by the experience she creates for clients.

“What I find most fulfilling is educating my clients and eliminating as much stress as possible during what can be a very emotional process,” she said. Buying or selling a home is often tied to significant change, and she sees her role as both strategist and stabilizer. She believes

in delivering a luxury experience at every price point. “Every client deserves to feel informed, protected and valued,” she said.

When challenges arise, as they often do in complex transactions, April relies on discipline over emotion. She reassesses the facts, communicates clearly and develops a plan. That steady approach keeps clients grounded and transactions moving forward.

What distinguishes her in a crowded industry, she said, is her dual focus on strategy and empathy. She does not treat real estate as a simple transaction but as a life and financial decision requiring careful planning. Her clients work directly with her from beginning to end. She remains hands-on in negotiations and deal structure, anticipating issues before they escalate.

“I educate my clients, so they understand what they are doing and why they are doing it,” she said. “Luxury is a standard, not a price point.” That perspective is deeply personal. Responsibility, resilience and financial stewardship are not abstract concepts but lived experiences that shape her guidance.

Outside of transactions, April prioritizes community engagement. She supports local businesses, educational initiatives and outreach efforts aimed at uplifting families. Service, she said, extends beyond closing tables and into creating meaningful connection and opportunity.

She also draws inspiration from books that reinforce

her mindset. She recommends “The Go-Giver” by Bob Burg and “Let Them” by Mel Robbins, both of which emphasize service and focusing on what can be controlled; principles she applies daily.

For agents entering the profession, her advice is direct: treat it like a business.

“Real estate is a business, not a hobby,” she said. She encourages agents to track their numbers, protect their reputation and prioritize clients’ long-term interests over quick commissions. “If you focus on learning your craft, serving people well and staying disciplined, success will follow.”

April is remarried to her husband, Albert, and together they have built what she describes as a beautiful, blended family. Family remains at the center of her purpose. Real estate has provided stability, education and the ability to create meaningful experiences, including travel and lasting memories. “For me, success is not just measured in transactions, but in the life I am able to build at home,” she said.

She credits her mother, stepfather, extended family and close friends as the village behind her achievements. Their support, both seen and unseen, helped make her business possible.

Two decades into her career, April continues to lead with the same clarity she discovered at 19: a love for strategy, a commitment to service and a steady presence in moments that matter most.



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Teri Fruge' Huff

BY HANNAH DAVIS
PHOTOS BY STEVIE LEJEUNE



Licensed with Coldwell Banker One, Teri Fruge' Huff has built a long, steady career defined less by flash and more by consistency. Her tenure spans some of the most turbulent chapters in Louisiana real estate history, including Hurricane Katrina in 2005, the mortgage industry collapse of 2008 and the Great Flood of 2016.

"When Hurricane Katrina hit, you didn't even have to show a house to get a contract," Teri said. "Listings were going under contract sight unseen. Companies were buying up anything they could get their hands on."

She remembers watching a wave of new agents flood into the business

during those boom periods, only to disappear once the market normalized. "They thought selling houses was easy," she said. "Once the market settled, they realized there was actual work involved."

That ability to weather extremes has become a hallmark of her approach.

"I'd like to say I've seen it all," she said, "but life likes to throw curveballs. We're constantly adapting, and that's what keeps it interesting."

When Teri earned her real estate license in 2000, she couldn't have predicted just how many market cycles, natural disasters and industry shifts she would navigate over the next 25 years. What she did know was how to stay calm, show up for people and keep moving forward.

Before real estate, Teri's career revolved around retail and customer-facing roles. After earning a degree in fashion merchandising from Louisiana State University, she managed a clothing store and later ran a jewelry store with her husband for more than two decades. The work suited her personality. "I've always loved interacting with people face to face," Teri said. "Retail taught me how to listen, how to read people and how to build trust."

Real estate, however, wasn't always part of the plan. In fact, the idea came from an unlikely place...tennis courts. "I played on a tennis team for years, and I started noticing that a lot of my opponents were real estate agents," she said. "They seemed to have so much flexibility. I had three young kids and wanted a career that allowed me to volunteer at school, be a room mother and attend field trips." She got her license, and says with a laugh, "I haven't played tennis since!"

Today, Teri works as an individual agent by choice. She prefers the hands-on nature of solo production and values direct involvement in every stage of a transaction. For her, real estate is as much about relationships as results. "One of the hardest things is that you're in constant communication with clients, sometimes intensely, and then everything's supposed to end on closing day," she said. "One of my favorite things is building relationships that last long after the sale."

“**ONE OF THE hardest things** is that you're in constant communication with clients, sometimes intensely, and then everything's supposed to end on closing day.”





She hopes clients view her as a trusted partner rather than a salesperson, a distinction she has worked intentionally to earn. That philosophy has fueled a referral-based business model from the very beginning. “I’ve never liked cold calling, so I never did it,” Teri said. “Referrals are my main source of business. If you nurture relationships, one transaction can turn into a pipeline of referrals. That’s been the biggest blessing for me.” Ask clients what sets her apart, and the same phrase comes up repeatedly. “They tell me I’m calm but fierce when I need to be,” Teri said. “This business is constant problem-solving. I want my clients to feel at ease and trust that I’m handling everything.”

Her mindset is simple and steady: everything is fixable.

“I’m often asked how I stay so calm,” she said. “That approach keeps everyone else calm too. I give myself a challenge and if clients tell me at closing that I made it easy, I’ve done my job.” That sense of responsibility extends beyond transactions. For more than 15 years, Teri has volunteered with and contributed to Pat’s Coats for Kids, reflecting a long-standing commitment to community involvement.

Early in her career, Teri’s approach was recognized when she earned Realtor Rookie of the Year in 2001 with Coldwell Banker Mackey Co. But one of her most meaningful honors came outside the industry. In 1999, she received the Distinguished Graduate Award from St. Thomas More Catholic School, an honor selected annually by Catholic schools in the Diocese of Baton Rouge. “That one meant a lot,” she said. “It was special to be recognized by the school where my foundation was built.”

After 25 years, the variety of this career keeps her engaged. “Every deal is different,” Teri said. “Just when you think you’ve seen it all, something new shows up. Stay calm, keep moving forward,” and she added, “It helps to love what you do.”

“

**JUST WHEN YOU THINK
you’ve seen it all,
something new shows up. Stay calm, keep
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BRANDON RICHOUX

Excellence Without The Ego

BY LAKEN FOISIE
PHOTOS BY STEVIE
LEJEUNE

When Brandon Richoux first earned his real estate license, it was not part of a master plan. It was a backup.

Twelve years later and Brandon is the broker and owner of Smart Move Real Estate, leading a company built on relationships, character, and long-term vision rather than quick wins.

What started as an alternative career path has become a calling rooted in service and stewardship. "I went to college for finance and thought I'd end up in personal finance," Brandon said. "Real estate was something I got licensed in as a just-in-case option. I didn't want to throw away four years of school." That changed quickly once he stepped into the business.

Brandon grew up around real estate and lending, watching his father work as a loan officer throughout his childhood. When his father launched Smart Move in 2013, he encouraged Brandon to get licensed. The encouragement was practical, but the outcome was unexpected. "I fell in love with it," Brandon said. "I realized this wasn't just transactions. It was people, timing, trust, and responsibility all coming together."

Today, Brandon leads Smart Move with intention. While production matters, it is not the defining metric of success inside

“**I LOVE SEEING AGENTS ACHIEVE GOALS** that felt like a stretch when they set them.”



“

EVERY CLIENT, EVERY LISTING, EVERY AGENT

is a blessing from God, and I want to honor that with the highest level of effort and respect.”



the brokerage. Instead, he emphasizes values that are harder to quantify, but impossible to fake. “We’re very selective with the type of person we attract,” Brandon said. “Character, integrity, and kindness are paramount. We want the Smart Move name to mean something.”

That philosophy shapes everything from recruiting to client experience. Brandon wants agents, partners, and consumers to immediately understand what it means to work with a Smart Move agent: excellence without ego, professionalism with approachability, and relationships built for the long haul. “We want people to know they’re working with someone they can trust,” he said. “Someone who’s focused on service and building lasting relationships.”

In 2025, that approach earned Brandon significant recognition when he received the 225 Awards Broker of the Year

honor. While he is grateful for the acknowledgment, he views accolades as a byproduct rather than the goal. “The most fulfilling parts of my work now are two-fold,” Brandon said. The first is hearing from clients who return repeatedly. “When someone calls and says, ‘As soon as I thought about buying or selling, I knew you’d be my first call,’ that means everything,” he said. “It reassures me that treating people right from the beginning matters.”

The second fulfillment comes from watching agents grow into versions of themselves they once thought were out of reach. “I love seeing agents achieve goals that felt like a stretch when they set them,” Brandon said. “That moment when they realize, ‘I can really do this,’ never gets old.”

Leadership, for Brandon, is not about control. It is about creating space for others to succeed while holding firm





“**WE WANT PEOPLE TO KNOW** they’re working with someone they can trust. Someone who’s focused on service and building lasting relationships.”



research.” Equally important, he said, is investing in people.

“Relationships will return one hundred times what you put into them,” Brandon said.

Outside of real estate, Brandon and his wife are deeply involved in their community through their role as youth pastors at Abundant Life Church in Denham Springs. The flexibility of real estate has allowed them to prioritize that calling.

“There’s not another career that would give us this level of freedom with our time,” Brandon said. “It allows us to invest in our students.”

He is quick to credit his wife for carrying much of the responsibility. “She does all the heavy lifting,” Brandon said with a laugh. “I just get to show up, hang out with the students, and preach.”

When it comes to professional development, Brandon values mentorship over manuals. While he enjoys reading, he said his greatest lessons have come from conversations rather than chapters. “Mentorship and coaching have taught me more than any book, other than the Bible,” he said. “I’ve learned so much sitting down with business owners, hearing about their successes and failures, and seeing how those lessons translate across industries.”

For those considering a career in real estate, Brandon offers a vivid analogy. “Like a jet plane, you use ninety percent of the fuel just getting off the ground,” he said. “Building it the right way is what allows you to be sustainable.”

Chasing a deal, he said, creates temporary income. “A deal feeds you for a month,” Brandon said. “Lifelong relationships feed your family forever.”



to shared standards. “I try not to take anything I have for granted,” he said. “Every client, every listing, every agent is a blessing from God, and I want to honor that with the highest level of effort and respect.”

That perspective influences how he approaches business decisions, even when they cost him in the short term.

Brandon said he has often given more than required, whether through time, flexibility, or reduced commission, trusting that integrity compounds over time. “I can trace so much of where my business is today back to relationships or deals where I gave,” he said. “In the long run, it always comes back tenfold.” That long-term mindset extends to the advice he offers

agents who want to build sustainable careers. “Master your craft,” Brandon said. “Don’t fake it until you make it. Admit what you don’t know.” He believes curiosity and humility are non-negotiable in a profession that constantly evolves. “If you don’t know something, ask yourself if you can learn it,” he said. “If you can, do it. Become a market expert. Do your

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