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+
Broker Spotlight
EILEEN WATKINS

Partner Spotlight
CROCKER MOVING SERVICES

The Magnificent Seven of Signature Homes

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2026

BY THE NUMBERS

HERE'S WHAT AGENTS SOLD IN 2025

18,946

TOTAL TRANSACTIONS



44

AVERAGE DAYS ON THE MARKET



17

MEDIAN DAYS ON THE MARKET



AVERAGE SALES PRICE

\$350,416



\$285,000
MEDIAN SALES PRICE



TOTAL SALES VOLUME

\$6,638,984,399

Birmingham Real Producers Top 300 Agents



CONGRATULATIONS ON MAKING THE LIST!

Congratulations on making the Birmingham Real Producers 2026 Top 300 Agent list! The list is based on 2025 sales according to the MLS, and as part of this exclusive community of the top real estate agents in Birmingham, the top 300 agents will receive the magazine each month and be able to attend our exclusive events for agents and RP preferred partners in the city.

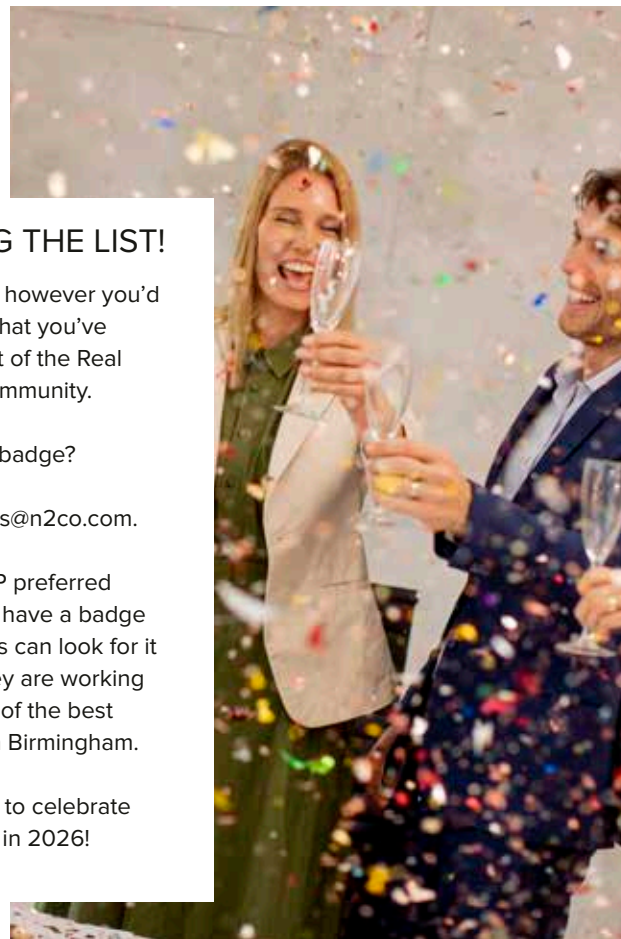
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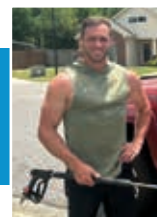
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PARTNER SPOTLIGHT

Moving is one of life's most stressful events. Boxes everywhere. Timelines that never seem to line up. Closing dates that shift at the last minute. And the uncomfortable reality that you're trusting strangers with everything you own.

Eric Crocker saw that chaos up close. He knew there had to be a better way. In 2016, after years of working in skilled trades and within the moving industry, this veteran decided to build something different. Not bigger for the sake of being bigger. Better. That decision became Crocker Moving Services, a Birmingham-based company built on the belief: If you're going to move someone's life from one place to another, you better do it right.

Crocker Moving Services operates with licensed, insured crews and background-checked employees. Branded trucks are a regular sight across the region, with additional vehicles brought in as needed to handle growing demand.

More importantly, Eric built the business around transparency.

"If you are looking for the cheapest mover possible, we are probably not your company," he says. Instead of lowball estimates that climb once the truck is loaded—a tactic some moving companies use—Eric's idea is simple: Estimate honestly, and if the final cost comes in lower, the customer walks away happy.

"If we tell you that it's \$5,000 to get moved

and then it's \$4,000, we have a super happy customer," he explains.

The company offers a full range of services designed to remove the stress from moving day. For some customers, that means full-service moves where the Crocker team handles everything, from packing and inventory to transportation and storage.

"You hire us and you don't have to lift a single piece of furniture," Eric says.

Other clients opt for more streamlined services, including express moves or partial packing. Unlike many national van lines that consolidate multiple households onto a single truck, Crocker Moving dedicates trucks to one customer at a time. That approach gives families peace of mind that their belongings aren't getting shuffled between stops across multiple cities. Beyond traditional moves, Crocker also offers "white glove" final-mile delivery, partnering with mattress, furniture, and cabinet companies to deliver products throughout Alabama.

A Dedicated Team

Eric is quick to point out his team. "I've got good people around me," he proudly says.

CROCKER MOVING SERVICES

Expect The Best!

WRITTEN BY ELIZABETH MCCABE • PHOTOS BY VIEWTOPIA PICTURES



Eric is joined by his operations manager, Anthony Boyd, also a veteran. Marketing Director Leonard Austin is also an asset to the company. With more than three decades in marketing and sales and 24 years in the insurance industry, Leonard knows how to build organizations from the inside out. "That's why I've enjoyed working with Eric and helping build the company," he says. "Having the right people in the right places is crucial to a company's success."

He met Eric while working in the container storage industry and quickly recognized something special.

"Eric is what my father would have called a go-getter," Leonard says. Eventually, Leonard joined Crocker Moving Services in 2019. Within months, the company was growing rapidly. Since then, the team has added multiple branded trucks and expanded its presence across television, radio, billboards, and the real estate community.

"My job is to make the phones ring," says Leonard.

One of the ways he does that is by offering **free three-hour continuing education classes for real estate agents approved**

through the Alabama Real Estate Commission. Crocker Moving sponsors the food and hosts the classes directly in brokerage offices, building relationships with agents while sharing insights about recruiting, leadership, and business development. That hands-on leadership has helped Crocker Moving Services reach a major milestone: nearly \$2.2 million in revenue in 2025, with an average job under \$1,700.

Going Above and Beyond When it comes to going the extra mile, Crocker Moving Services does (literally). The jobs themselves sometimes

go far beyond Alabama. In one memorable move, Eric and a driver flew to San Francisco, packed an apartment themselves, loaded a rental truck, and drove the entire shipment back to Birmingham.

Another upcoming job will send the team all the way to Montana. Still, Eric believes the heart of the business is local.

"I have lived here for a while," he says. "This isn't a private equity company buying up businesses."

Instead, it's a company built around a simple belief. "One of our core values is treating everyone the way we want to be treated," Eric says. "With kindness, respect, and dignity. Whether it's a trailer or a million-dollar mansion." They are elevating the moving industry with professionalism, putting people first, and exceeding expectations from start to finish.

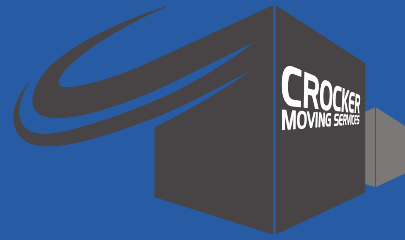
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EILEEN *Watkins*



A Legacy Built on Relationships & Integrity

WRITTEN BY NICK INGRISANI
PHOTOS BY CARNAGGIO PHOTOGRAPHY

Eileen Watkins is the fourth generation of her family working in the real estate industry. Her family owned a real estate company, and her father was an interior designer who instilled in her a deep appreciation for homes. But even with that foundation, her path to becoming one of Birmingham's most respected managing brokers was anything but a straight line.

Eileen was born in Birmingham and spent her formative years in Athens, Alabama, before returning to Birmingham after high school. She went on to attend the University of Alabama Birmingham, and later worked in sales, selling granite countertops and tile.

Her decision to switch to real estate came unexpectedly. After her father passed away, she was helping manage his antique store when a chance conversation sparked her career shift.

"The owner of a local real estate company came into the store inquiring about a chair. After negotiating an additional floor lamp, he asked me if I ever thought about real estate and that's how it all got started. At that time, I'd never bought or sold a house; I wasn't married, didn't have children, and was just trying to build something for myself. It was just a natural fit. After being in the business for almost 30 years now, real estate is part of who I am. It's in my blood."

From day one, Eileen brought something to the business that can't be taught: empathy. She has always understood that real estate is rarely just about property. It is about life's biggest transitions: marriages and divorces, growing families and quiet losses. Being

a people person wasn't just a trait; it was the foundation of how she served clients and, later, agents.

After she got married and began having children, her professional purpose deepened. The "why" that had once been about personal ambition evolved into something more meaningful.

Now, nearly 30 years into the business, Eileen describes real estate as simply part of who she is. Her family is her greatest motivation, and that shift in perspective sharpened everything about the way she leads.

"My family is my greatest 'why'. Through all changes in the real estate industry, I lead with what I feel is a deep understanding of just how much this business affects the families we serve. I love helping my agents and their families grow with their careers."

After years of successfully selling homes, she felt the pull toward something more. She had always wanted to help fellow agents succeed — she believed firmly that success breeds success — and she began to envision a branch office in Chelsea that she could build and lead.

She took the idea to RealtySouth's CEO and COO, presented her case, and they said yes. The Chelsea branch opened, and Eileen had the platform she had long envisioned.

"I'm very thankful to RealtySouth for giving me this opportunity to make a dream come true. I wanted this Chelsea office for ~10 years. It's good to have short and long-term goals. I really worked hard for this."

“
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changes in the real estate
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serve. I love helping my
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“

I want to continue to build a culture rooted in relationships and integrity; a place where agents can grow and it's not just about their production, but their confidence, their character, sustainable careers, their reputation... it matters to me.”

A year in, RealtySouth asked her to take on the managing broker role at the Acton Road Vestavia Branch office as well. Today, Eileen oversees 150 agents across both locations, and together, those offices move nearly \$400 million in combined annual sales volume.

Eileen is also a licensed real estate instructor and taught post-license courses for RealtySouth for three and a half years, a role that reflects how seriously she takes agent development. As a non-selling broker, her entire focus is on the people she leads. And that focus is intentional and deeply personal.

Eileen is known among her agents as a straight shooter—someone who will celebrate wins loudly and have honest conversations without hesitation. She measures success not by how many agents are in the room, but by the strength of the people who are.

“I want to continue to build a culture rooted in relationships and integrity; a place where agents can grow and it's not just about their production, but their confidence, their character, sustainable careers, their reputation... it matters to me. I would say I'm very passionate about it. I love my job.”

What she has built feels less like a brokerage and more like a family. Collaboration over competition is not a slogan—it's their operating principle. Agents hold each other accountable and lift each other up. Eileen leads with both challenge and care, pushing her agents toward long-term impact while making room for mental health, humor, and the human side of the business.

Outside of work, Eileen is primarily focused on her family and her grandson who recently turned nine months old. This year, she

has also been intentional about investing in herself, picking up new hobbies and exploring different interests, even the ones she admits she isn't very good at. She approaches it all with the same spirit she brings to her work: open, curious, and fully present.

Nearly three decades in, Eileen is still exactly where she wants to be—not because the road was easy, but because she built it with purpose at every turn. From a chance conversation in an antique store to managing two elite offices producing nearly \$400 million a year, her story is one of clarity, grit, and a genuine love for the people this business is really about.

“Core values are what matter most, truly. The discipline, the relationships... doing things the right way. That's the legacy I want to leave behind.”



PHOTO PROVIDED BY EILEEN WATKINS

the **Magnificent Seven** of Signature Homes

**Brooke Gann, John Hale, Nancy Hale,
Tracy Murphy, Annabelle Robinson,
Sarah Turner, and Jaye Watts**

“A house is made of walls and beams; a home is built with love and dreams.” — Ralph Waldo Emerson

WRITTEN BY
ELIZABETH MCCABE
PHOTOS BY
CARNAGGIO
PHOTOGRAPHY

Behind every beautiful home is a story. Not just of blueprints and lumber, but of people, professionals who guide, encourage, and sometimes calm the nerves of families making one of the biggest decisions of their lives.

At Signature Homes, that story belongs to a remarkable group of seven individuals whose combined experience, heart, and expertise shape some of Birmingham’s most vibrant communities. Working across Bradbury at Blackridge, Glasscott at Ross Bridge, and Everlee, this team brings together decades of real estate knowledge with a shared commitment to serving homeowners first.

Known internally as part of the Signature sales team, they operate more like a family than a traditional sales force. Tracy Murphy and Brooke Gann anchor one side of the team in new construction sales. Nancy Hale, Sarah Turner, and John Hale represent the growing Primrose at Everlee

community. Annabelle Robinson and Jaye Watts serve the non, non-age-restricted sections of Everlee, including Everlee Village Center and Sage Park.

Together, they form a collaborative group that proves great communities don’t just happen. They are built thoughtfully, intentionally, and with people at the center.

A Team Built for Homebuilding

For Tracy Murphy, real estate is about helping people step into the next chapter of their lives.

“Our mission is to bring together design, construction, and real estate expertise to create high-quality homes and vibrant communities while delivering an exceptional experience for every homeowner,” Tracy explains.

Tracy has spent 14 years with Signature Homes and believes the company’s strength lies in its integrated approach. Sales agents collaborate closely with builders, designers, project managers, warranty supervisors, and quality assurance specialists.

“Our team is more than just the two of us,” Tracy says of her partnership with Brooke Gann. “We have a community team that is led by Sam Russell, builder,



Brooke Gann and Tracy Murphy



OUR MISSION IS TO BRING TOGETHER DESIGN, CONSTRUCTION, AND REAL ESTATE EXPERTISE TO CREATE HIGH-QUALITY HOMES AND VIBRANT COMMUNITIES WHILE DELIVERING AN EXCEPTIONAL EXPERIENCE FOR EVERY HOMEOWNER

and the team is comprised of a handful of builders, a designer, a project manager, a warranty supervisor, and a quality assurance specialist.”

That coordination allows buyers to move through the building process with clarity and confidence.

“Our fully integrated team delivers a seamless homebuilding experience from concept to closing,” Tracy says. “We guide homeowners through every step of the process with transparency, expertise and personalized support.”

But what truly defines the team is culture.

“Our culture is built around serving the homeowner first,” Tracy says. “It’s not about quick transactions, it’s about building relationships.”

Brooke Gann: Relationships First

Few people embody that philosophy more fully than Brooke Gann. With 22 years in real estate and 17 years working with Signature Homes, Brooke’s career began with a simple piece of advice. “I worked for Bill Hallbrooks, closing attorney, where I met my good friend, Johnny Montgomery,” Brooke recalls. “I’ll never forget the day he said, ‘You need to get your real estate license!’”

“**Our culture is built around serving the homeowner first.**”

It’s not about quick transactions, it’s about building relationships.”

Today, helping families find the right home remains the driving force behind her work.

“Helping families find their home and forming real friendships along the way is what makes me passionate about real estate,” Brooke says.

Her guiding philosophy is simple: “Listen more than you talk, treat everyone like family, and always put relationships before transactions.”

Outside of work, family remains her greatest accomplishment. Brooke and her husband Doug have been married



John Hale pictured with two of his clients

for 31 years. Their children—Macy, Kate, and Tripp—keep life busy and joyful, with weddings and grandchildren on the horizon. When she’s not working with buyers, Brooke enjoys time at the family’s second home at Lake Martin.

A Mother–Son Team

In Primrose at Everlee, real estate is truly a family affair. Nancy Hale and her son, John Hale, now work together helping buyers find homes in the vibrant 55+ community.

Nancy entered real estate nine years ago after a career that might surprise many of her clients.

“I am an RN but had an interest in renovating homes,” Nancy explains. “This led to getting my license and listing homes for friends, and I realized that I could continue to care for people but in a different way and combine those interests.”

Before that, Nancy worked as an ICU nurse, a role that shaped the way she serves clients today. “Be an active listener,” Nancy says when asked about the best advice she’s received. “Ask questions to better understand what is important to your customer.”

Nancy helped launch Hoover’s first adult-exclusive neighborhood alongside Sarah Turner seven years ago. When Primrose opened in November 2024, the team expanded again, this time welcoming John.

Nancy’s greatest accomplishment in her career may come as a surprise. “Welcoming John to our team,” she says. “It’s a huge honor to work alongside him and watch as he develops his own skill set when serving customers. They love him, and it’s evident that he cares deeply for every customer that he encounters.”

For John, the path into real estate was equally clear. When asked what led him into the business, his answer is immediate. “My mom! She started working at Signature, and after seeing how much fun she was having, I knew I had to get involved somehow.”

Before becoming an agent, John worked as a sales assistant while attending Huntingdon College. “There is no better feeling than helping someone find their dream home and then hearing that they have loved living there,” John says.

Sarah Turner: Serving Life’s Milestones

Sarah Turner understands that moving often marks a major life transition. “I LOVE helping others,” Sarah says. “If someone is moving, it usually reflects a major milestone, such as downsizing, moving closer to family, job relocation, family changes.”

Sarah has spent 17 years with Signature Homes, serving in roles ranging from design and marketing to sales. Primrose at Everlee reflects that service-oriented philosophy.

“Being part of a 55+ community, we have several amenities focused on this age demographic,” Sarah explains. “We have a heavy focus on Lifestyle and even have an Activities Concierge that helps coordinate our community events and clubs.”

Nancy and Sarah were named the number one agents for volume and units sold in Hoover in 2024. Still, Sarah says her greatest accomplishment remains her family. She and her husband Lee have three children: Scarlet, Violet, and Shores. “I love to travel,” Sarah says. “I am always planning my next trip.”

Annabelle Robinson: Finding Solutions

Annabelle Robinson approaches real estate with both analytical focus and a passion for helping families build their future.

After earning a Master’s degree in Clinical Social Work, Annabelle worked in the Governor of Massachusetts’ Executive Office for Administration and Finance as a fiscal policy analyst.

“I loved finding solutions for both the Administration and the agency that worked hand in hand,” Annabelle explains.

Today, Annabelle works alongside sales partner Jaye Watts, helping buyers navigate Everlee’s Village Center and Sage Park communities.

“Everlee has something for everyone, no matter their stage of life,” Annabelle says. “It’s our privilege to help them find the right home and community that best aligns with their needs and future goals.” One guiding principle has remained constant throughout her career. “Do the right thing,” Annabelle says.

Jaye Watts: People and Impact

For Jaye Watts, real estate is about two simple things: people and impact. “Helping families find the place they’ll raise their kids, or helping someone move forward after a tough chapter—it’s life-changing work,” Jaye says.

Jaye began with Signature Homes in 2014 as a customer service representative handling post-closing homeowner needs. “I loved being face-to-face with people, solving their problems, and seeing the excitement in a new home,” Jaye says. Eventually, the opportunity came to join the sales team in 2016. Working alongside Annabelle, he helps buyers select homesites, home designs, and personalization options that match their lifestyle. “Do what’s right,” Jaye says. “It means approaching every transaction with integrity and focusing on long-term relationships.”

Building the Future

For Tracy, the future of the team looks bright.

“I see our sales team becoming the most trusted new construction sales experts in our market,” Tracy says. “Our goal is not simply to sell homes, but to build lasting relationships and help create communities where people are proud to live.”

Homes may begin with lumber and brick, but communities begin with people.


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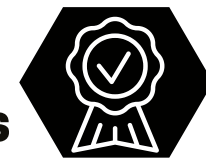
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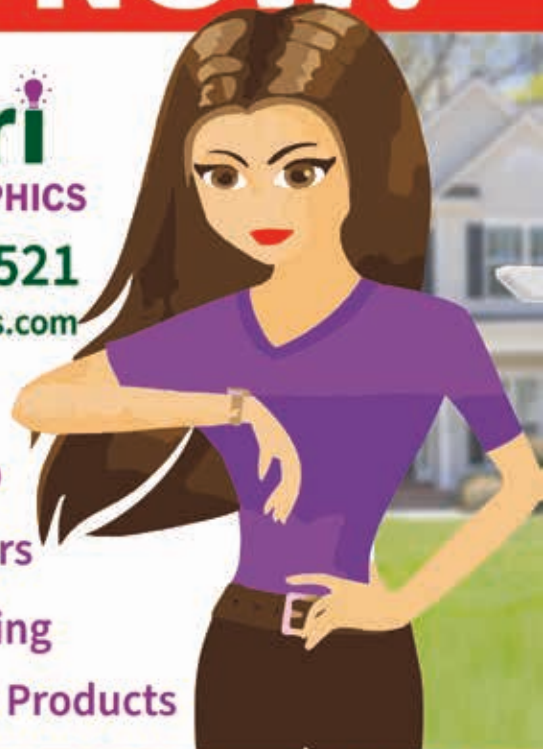
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