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# ROBERT TICHY

WRITTEN BY ANITA JONES  
PHOTOGRAPHY BY WESTON MEDIA  
- TYLER GRAHAM

When you sit down with Robert Tichy, one thing becomes clear almost immediately: this is someone who knows how to assess a situation, gather the facts, and move forward with confidence.

Before real estate, Robert built a 34-year career in law enforcement and investigations. Today, as a Rising Star with Innovate Real Estate, he brings that same precision, persistence, and integrity to every client he serves. “I wanted to be a cop since I was thirteen years old,” Robert says. “It wasn’t just a job to me. It was a calling.”

## From New York to a New Chapter

Robert is originally from New York City, later living in upstate New York in Hudson County before transferring to Putnam County during his career in corrections and law enforcement. After 9/11, he was sent into New York City, an experience that deepened his commitment



to service and sharpened his investigative skills.

Over the years, he worked in multiple specialized roles, including four years in narcotics, along with extensive experience in research, case review, and forensic investigation. Trained by the FBI and the New York State Police and educated through coursework at the University of New Haven and the University of Virginia, Robert developed a reputation for thoroughness and high-stakes problem solving.

“I learned very quickly that details matter,” he explains. “When you’re dealing with

investigations, you can’t afford to miss anything. That mindset never leaves you.” It is exactly that mindset that now defines his approach to real estate.

## A Move Sparked by Family

In 2022, Robert and his wife Athena made the decision to relocate to the Myrtle Beach area. The move was both practical and personal. Athena’s father had passed away, and the couple began reevaluating where they wanted to build their next chapter. They also knew they would be traveling back to New York frequently, so proximity to the airport was important.

They explored Conway but ultimately decided they wanted to be closer to the beach and golf. After driving down four times in four weeks, they found their home in the Arrowhead Grand community near Arrowhead Country Club, a neighborhood of about 150 lots that offered both convenience and lifestyle.

“We did our homework,” Robert says with a smile. “I’ve never been one to make a decision without researching it from every angle.” During their own home search, Robert met a local agent whose professionalism left a lasting impression. “She was outstanding,” he recalls. “Watching how she handled everything planted a seed for me.”

## From Fairways to Foundations

After several months of enjoying golf and settling into coastal life, Robert felt

the pull to do something more. He reached out to the very agent who had helped him purchase his home and asked her a direct question: Would I be good at this? “She said absolutely,” Robert says. “That was all I needed to hear.”

In January 2024, he enrolled at Pinnacle Academy, committing to the full 90-hour licensing program, which included both the 60-hour and 30-hour courses. The transition from law enforcement to real estate was not casual. It was intentional.

“I couldn’t believe how much there was to learn,” he says. “But I loved it. It was structured, it was detailed, and it required discipline. That felt familiar to me.” Through connections and introductions, including guidance from colleagues who recognized his potential, Robert officially launched his real estate career with Innovate Real Estate.

## Service, Reimagined

Robert now describes himself as a Real Estate Professional and former Law Enforcement and Investigation Specialist. While the titles have changed, the core skills remain the same.

“My entire career was built on research, negotiation, and protecting people’s interests,” he explains. “Real estate is no different. Clients are making some of the biggest financial decisions of their lives. They deserve someone who will treat it with that level of seriousness.”

From street patrol to undercover narcotics to



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”

forensic investigation, Robert learned how to stay calm under pressure, communicate clearly, and advocate fiercely. Those skills translate seamlessly when navigating inspections, contracts, negotiations, and timelines.

“I’m used to high-stakes situations,” he says. “When challenges come up in a transaction, I don’t panic. I solve the problem.”

**A Rising Star with a Servant’s Heart**

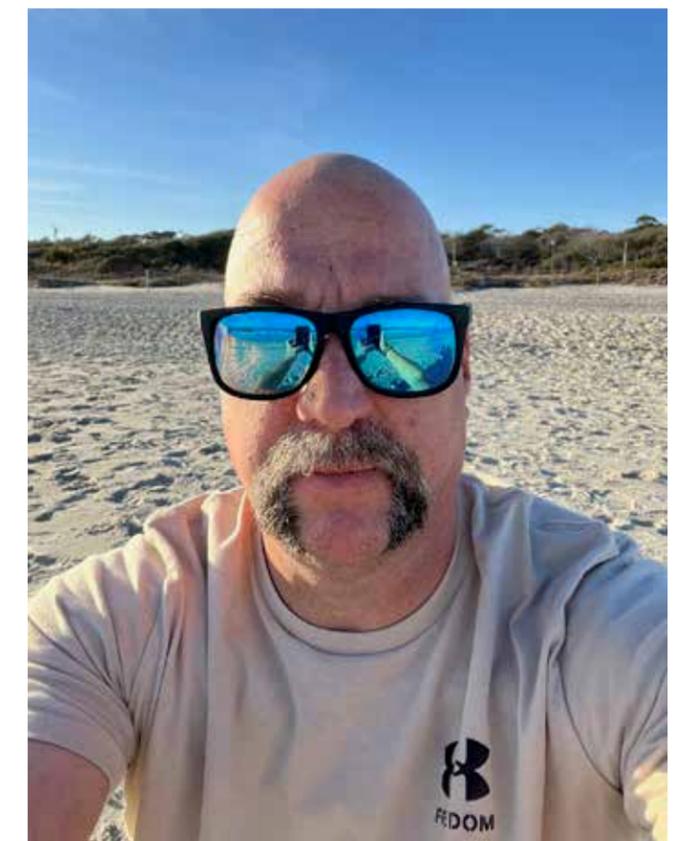
Now settled in Myrtle Beach with Athena and their fur baby, Cobbler, Robert embraces the lifestyle that first drew them south: golf, beaches, and a welcoming community. But make no mistake, he approaches real estate with the same dedication that defined his law enforcement career.

“I’ve always believed in serving people,” Robert says. “The badge may be gone, but the mission is the same.” As a Rising Star at Innovate Real Estate, Robert Tichy represents more than a career change. He represents the power of reinvention, grounded in experience, discipline, and integrity.

And for his clients, that means something invaluable: a professional who listens carefully, researches thoroughly, and stands firmly in their corner from contract to closing.

“I may be newer to real estate,” Robert says, “but I’m not new to responsibility. When someone trusts me, I take that seriously.”

In every sense of the word, that commitment is what makes him a Rising Star.



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# Ally & Andrew BURNETT

SECURE HOME FINDER TEAM

WRITTEN BY ANITA JONES  
PHOTOGRAPHY BY TYLER GRAHAM  
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## “ WE ARE BUILDERS. ”

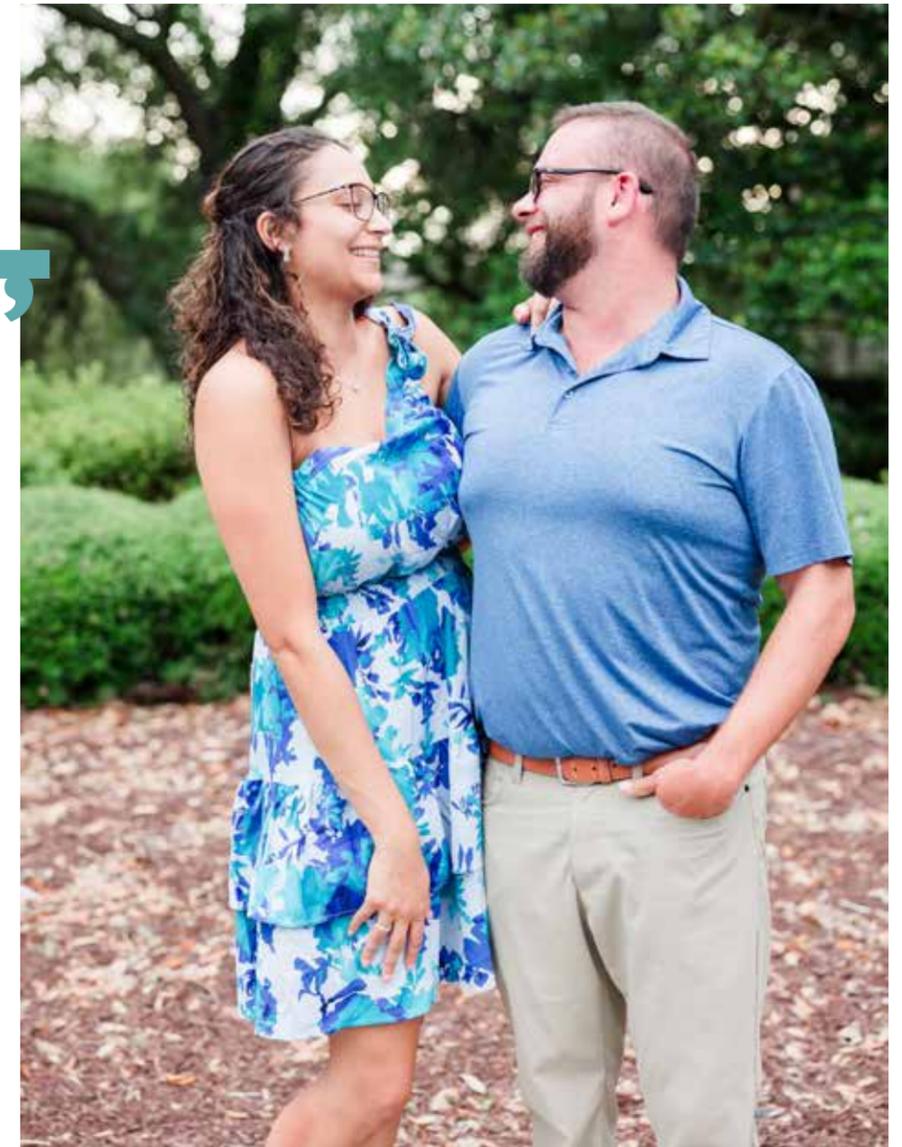
Andrew Burnett doesn't hesitate when he says it. "We build people. We build systems. We build wealth. Ultimately, we're building legacy."

That philosophy sits at the center of everything Andrew and his wife, Ally, have created with the Secure Home Finder Team at Realty ONE Group Dockside. What began as two entrepreneurs determined to build something meaningful has grown into a high-performance real estate organization ranked in the top 0.05 percent globally within Realty ONE Group. Their success didn't happen by chance. It has been built through discipline, structure, and an unwavering commitment to improving a little every day.

Andrew's entrepreneurial mindset began long before real estate entered the picture. "I've been building businesses since I was a teenager," he says. "I had a lawn-mowing business and paper route before most kids were thinking about work." That early work ethic followed him into adulthood. After studying culinary arts, Andrew spent years running restaurants in high-pressure hospitality environments.

"I ran restaurants through my early twenties," he explains. "That environment teaches leadership and customer service very quickly." After relocating to the Grand Strand, Andrew transitioned into vacation marketing and timeshare sales before launching a marketing company that generated listing appointments for real estate agents. The experience gave him a deep understanding of branding, lead generation, and sales psychology.

Eventually, one of the agents buying his leads offered simple advice. "They said, 'You should get your real estate license.'"



He did, opening the door to a new chapter. While Andrew was building expertise in sales and marketing, Ally was developing a powerful background in operations and leadership.

A Myrtle Beach native, she began her career in graphic design before moving into hospitality leadership roles. "I worked in group sales coordination at the Sun and Sand Resort," she explains. "That's where I discovered I loved sales and managing revenue." Her career quickly expanded into revenue management, overseeing millions in bookings across travel platforms.

"At one point I managed more than five million dollars in revenue," she says. "You learn how systems, pricing

strategy, and operations must all work together." She later joined the largest HOA management company in North America, gaining experience managing large communities and complex operations.

But life took an unexpected turn when their youngest daughter became chronically ill. "Leaving corporate America was one of the most emotional decisions of my life," Ally shares. "But real estate gave us something incredibly valuable — flexibility and time with our family."

Andrew and Ally's personal story mirrors the decisive way they approach business. They met online. Fifty days later, they were married. "We knew very



“  
We’re not just teaching  
theory. We’re making the  
same investment decisions  
**OURSELVES.**”



quickly that we shared the same values and vision,” Andrew says. Ally laughs remembering one early conversation. “On our second date I told him I didn’t like REALTORS®.” Today she helps lead one of the most structured real estate teams on the Grand Strand.

The real turning point in their business came when they stopped treating real estate like a series of transactions and started treating it like a scalable business.

“Our game changer was committing to structure and systems,” Andrew says. They began investing heavily in online lead generation, tracking metrics daily, building ISA support, and focusing relentlessly on skill development.

“Numbers remove emotion,” Ally explains. “They show you exactly what’s working.”

Today the Secure Home Finder Team operates with clearly defined roles. Andrew oversees marketing, technology, and lead generation strategy. Ally focuses on operations, agent development, and training. “Andrew builds the systems,” she says. “I build the people.”

Helping agents grow sustainable businesses has become a major focus for the Burnetts. “We love helping agents move from one to three million in production to five million and beyond,” Ally says. “That’s where confidence really begins to build.”

Their team partners with **Reside Platform**, a coaching and growth platform for real estate teams that provides proven systems, leadership development, and practical training to grow their businesses, build stronger teams, and help agents operate at a higher level.

Ally and Andrew also host **The Buyers Box Podcast**, where they interview real estate professionals from around the world. “I enjoy learning from agents who are doing things differently,” she says. “It’s a way to elevate how buyer transactions are handled across the industry.”

One thing that sets the Burnetts apart is that they practice what they teach. They are not only agents. They are active investors. “**We buy, hold, refinance, and build a rental portfolio,**” Andrew explains.

They analyze deals, study cash flow, and structure debt with a long-term wealth mindset. “**We’re not just teaching theory,**” he says. “**We’re making the same investment decisions ourselves.**”

At home, Andrew and Ally are raising four children: Elizabeth, Vivienne, Marcus, and Emaleigh. Faith, family



traditions, and intentional time together remain central to their lives.

“Entrepreneurship for us is about building legacy,” Ally says. “Not just income.” Their journey has included balancing entrepreneurship with parenting while navigating health challenges within their family. “Structure helped us through difficult seasons,” Andrew says. “Discipline creates stability.” For agents hoping to grow in real estate, Andrew’s advice is straightforward.

“**Track your numbers. Make your calls. Build skill before brand.**”

Consistency matters more than motivation. “**If you want predictable income, you must build predictable activity.**” For the Burnetts, success is measured by steady improvement. “Be one percent better every day,” Andrew says. Small improvements compound into extraordinary results. Real estate, they believe, is simply the vehicle.

“**Legacy is the mission,**” Ally says.

Because in the end, their purpose extends beyond transactions. “We’re not just building a business,” Andrew says. “We’re building something that lasts.”



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PHOTOGRAPHY BY JEREMY KIERYZ  
- HIGH TIDE CONTENT



“In our main showroom in Little River, there is over 30,000 square feet of inventory to browse, including living room, bedroom, dining room, and office furniture. We also have bunk beds, recliners, large area rugs, mattresses and outdoor furniture. You can also check out our huge assortment of lamps, pictures, and accessories. In our Coastal Home Décor and More store in North Myrtle Beach, our customers can shop for smaller cash-and-carry furniture, area rugs, lamps, pictures, and accessories.”

“By Design, our selection changes daily. We are constantly adding and delivering from our showroom floor. Alternatively, we offer hundreds of options for special ordering to fit our customers’ needs. Our sales and design personnel really listen to our customers and will find the right product, whatever the budget or style may be. We want our customers to feel relaxed and enjoy the experience of selecting their furniture and accessories. We make sure they are treated right from the time they walk in, through the purchase, and all the way to the delivery.”

Julie did not always set out to own a furniture gallery. Being a native and graduate of North Myrtle Beach High School, she began her career working in the restaurant and landscaping business. Her brother, Pete Morgan, asked if she wanted to go into business with him and she nervously said yes, which turned out to be a great decision. In 2001, they opened Seaside Home Accents in Calabash, North Carolina.

important, and our personal service and attention to detail is what keeps our customers coming back. Sometimes, they stop by with gifts of homemade sweets, and other times, they bring in their family and friends. We are not pushy and want everyone to take their time in our showroom, because believe me, there is a lot of inventory to see.”



# Seaside

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As you step into Seaside Furniture Gallery & Accents, you will find beautiful dining room sets, luxurious mattresses and comfortable sofas, but more importantly, you will find a staff who genuinely cares. Owner Julie Almeida, says, “Seaside’s motto is ‘We Love Our Customers.’ The relationship we have with our customers is so

They expanded with more stores in North Carolina and South Carolina. In 2006, they consolidated to their sole location in North Myrtle Beach. The North Myrtle Beach store currently sells Coastal Décor and Home Accessories. Seaside expanded in 2022, with the opening of their primary showroom and mattress gallery in Little River. Julie is excited to be starting a new legacy at the main showroom. Her three sons play an integral role here.

Julie and Pete have seen many design changes through the years. “When we first started in Calabash, we offered wicker and rattan, which was all the rave at the time. With the growing business, we began to offer pretty much everything to complete your home. Although we find our product offering to be quite Coastal, it is the colors that we enjoy the most. We offer all types of unique furniture to build and add colors in every room of the home, but we are happy to go out of our comfort zone to fulfill any style.”

It is easy to see how much Julie cares about her “Seaside family,” which includes her staff, customers and even her sons who love being part of the family business. “The thing that led me to continuing my business throughout the years is I love my Seaside family, as well as all of our clients, new and old. I could not have grown my business without them. The most fulfilling thing about my work is the relationships we have with our customers, staff and manufacturers, along with the fact that my boys are working in the business.” Being a part of the community is especially important to Julie, and Seaside Furniture Gallery & Accents takes part in a variety of organizations, one of their favorites being the Home Builders Spring/Fall Home Shows, which they participate in every year.

Julie has three adult sons who have a prominent role working in the store with her. When they can get away, they enjoy outdoor adventures, golfing, and spending time in the mountains. Julie also enjoys working in her yard





and other home craft projects. She is a highly creative talent and makes the most beautiful display items for Seaside to donate to the coveted Real Producers event door prizes.

She wants to be remembered for contributing to the success of her friends and staff and being a supportive and loving mom. In addition, she is immensely proud of being a successful woman in a male-dominated industry.



**The thing that led me to continuing my business throughout the years is I love my Seaside family, as well as all of our clients, new and old. I could not have grown my business without them.**



She defines success as “being a good role model for my family as well as my staff, and I strive to work as hard, if not harder, than those around me.”

Julie would like to extend an invitation to all REALTORS® to stop in to see the wide variety of products offered, as well as get to know her conscientious staff. Seaside Furniture Gallery & Accents is open Monday through Saturday from 9am to 6pm and Sunday from 1pm to 5pm.

The main showroom & mattress gallery is located at 10356 Highway 90, Little River, SC 29566. The Coastal Home Décor, Gifts, and More store is located at 527 Hwy 17 in North Myrtle Beach, and for more information, please call 843-280-7632 or visit [www.shopseasidefurniture.com](http://www.shopseasidefurniture.com).

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# SUZANNE TEMPLE

WRITTEN BY  
ANITA JONES  
PHOTOGRAPHY  
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By the time you sit down with **Suzanne Temple**, you realize something quickly. She does not flinch under pressure. In fact, she welcomes it. “Pressure creates diamonds,” Suzanne says with conviction. “If something goes wrong, we don’t panic. We fix it.” That mindset has shaped her life, her businesses, and her reputation along the South Carolina coast.

Today, Suzanne is a REALTOR® with **RE/MAX Executive**, and the Owner of Tidelife Vacation Rentals, a boutique vacation rental management company serving Pawleys Island, Litchfield Beach, Georgetown, DeBordieu, and surrounding coastal communities. But her journey here was anything but conventional. It was bold. It was fast. And it was fueled by faith.

Suzanne grew up in Chicago, shaped by parents who modeled an unwavering work ethic. In college, she answered a late-night job ad and became a package handler, an experience that would quietly lay the foundation for her future. “I’ve always believed you show up and do the work,” she says. “That’s not negotiable.”

After graduation, she joined a major transportation company, where she spent (15??) years opening facilities across the country. She traveled from city to city, building systems from the ground up. “I admire people who build from scratch,” Suzanne shares. “Not reckless risk-takers, but people who believe enough in themselves to create something.” That belief would eventually lead her south.

### The Leap That Changed Everything

After relocating to South Carolina with her husband,

Max, Suzanne stepped into property management. There, she gained an inside view of the vacation rental market, not just the bookings and turnovers, but the operational, emotional, and financial layers most people never see.

Then came the defining moment. “One day my husband said, ‘You’re going to quit your job. We’re starting our own property management company.’”

It was terrifying.  
It was exhilarating.  
It was a leap of faith.

In April 2014, Tidelife Vacation Rentals was born. “We don’t just offer vacations,” Suzanne

explains. “We offer the opportunity to experience what we love about this area, the Tidelife.”

From the beginning, the company operated on a simple but powerful philosophy: every call, every guest, every homeowner interaction is an opportunity to build a relationship that matters.

“We are relentlessly committed to excellence,” she says.

### From Managing Properties to Building Wealth

As Tidelife grew, Suzanne noticed something. She was referring property owners and investors to local agents constantly. She was guiding acquisition





“  
Real estate isn't  
just buying  
and selling.  
It's stewardship.  
It's responsibility.  
It's answering  
when others don't.  
”

strategy, rental projections, ROI discussions, but someone else was writing the contracts. Her husband saw it clearly.

“He said, ‘You need your license.’ You’re doing the work already.” In 2018, Suzanne became a licensed REALTOR®.

“I didn’t just want to manage properties,” she explains. “I wanted to help people acquire them. I wanted to be part of the investment decision, the strategy, and the long-term vision.” She had seen firsthand how a well-managed vacation property could change a family’s financial trajectory. “Real estate became the natural next step in serving my owners more completely.”

**Stewardship, Not Just Sales**

Suzanne views real estate differently. “Real estate isn’t just buying and selling,” she says. “It’s stewardship. It’s responsibility. It’s answering when others don’t.” When a homeowner entrusts her with a million-dollar coastal asset, she considers that sacred. When a family spends their hard-earned money on a beach vacation, that matters equally. “Property management isn’t logistics,” she says. “It’s emotional. It’s financial. It’s reputation driven.”

Behind her warm hospitality and strong branding is a deeply analytical strategist.

“I study numbers obsessively,” Suzanne admits. “Rental performance, ROI, market absorption, development costs. I love strategy as much as service.” That rare combination, heart and analytics, is what makes her different.

**Built on Grit and Balance**

Starting a company from nothing in a competitive coastal market is not for the faint of heart.

Suzanne has navigated market cycles, staffing challenges, rapid growth, and the ever-present demands of availability.

“I have owners with multiple properties who call or text, and I answer,” she says. “That level of responsiveness builds trust.” But trust comes with a cost if boundaries are not protected.

“The key has been learning to blend intensity with boundaries. To serve at a high level without losing sight of family.” Her mantra is simple and steady. “We’ve got this. Let’s fix it.”

**Defining Success**

Ask Suzanne what success means, and her answer is immediate. “Success is peace and strength at the same time.” It is building a business that supports her family without sacrificing her family. It is integrity when things go wrong. It is confidence when clients need it most.

“When an owner says, ‘I trust you,’ that’s everything,”



she shares. “Trust is the most rewarding currency in this business.”

**The Foundation at Home**

Suzanne and Max have three children, ages 29, 20, and 17. Max, a builder and entrepreneur himself, was the catalyst behind their boldest business decisions. “He’s the one who pushed me to take the leap,” she says. The whole family loves traveling, exploring college campuses, enjoying coastal dinners, and simply being together. “My family is my foundation and the reason I work as hard as I do.” They actively support local initiatives and small businesses along the coast. “Community isn’t marketing,” Suzanne says firmly. “It’s responsibility.”

**Advice to Rising Producers**

Suzanne’s guidance to up-and-coming producers is direct and uncompromising. “Be available. Be responsive. Protect your name.” Then she adds what may be the most important truth. “People don’t hire you for convenience. They hire you for confidence. If you say you’ll handle it, handle it.”

If there is one thing Suzanne hopes this story captures, it is this: “That I care deeply. About my owners. About my guests. About doing things the right way, even when it’s hard.” She wants to be remembered for building something from courage. For leading with strength and heart. For turning challenges into opportunity.

And when the next storm rolls in, whether literal or market-driven, there is no doubt how she will respond. “We figure it out,” she says with calm certainty. Because pressure does not break diamonds. It reveals them.





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