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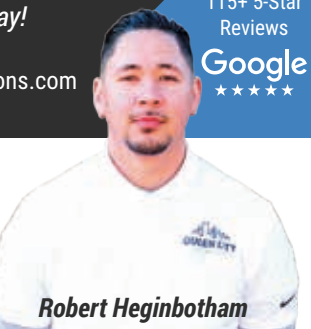
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Jeremy Ordan **30**
COVER STORY

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Grace Walser and Makayla Villarreal



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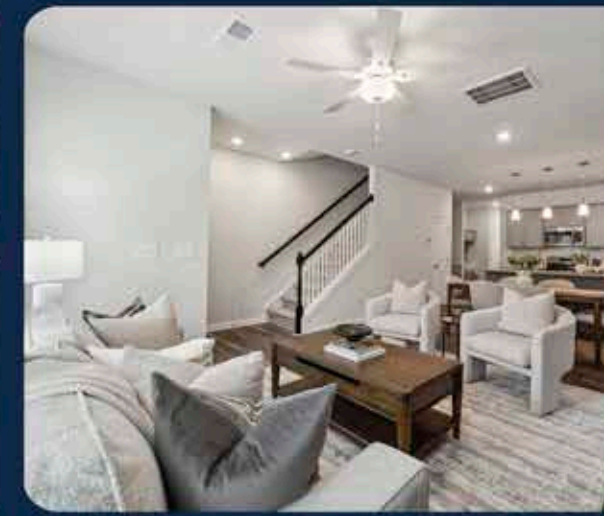
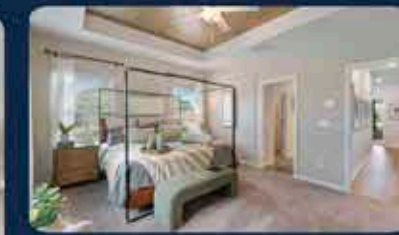
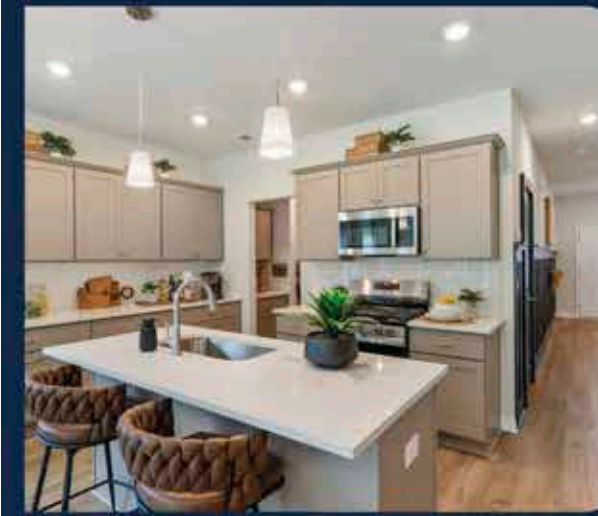
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Hello April, the Season of Possibility!

April arrives with the refreshing energy of spring—a time that reminds us how powerful new beginnings can be. As the days grow longer and the world around us begins to bloom again, it's the perfect moment to embrace fresh ideas, renewed motivation, and the opportunities that lie ahead.

Within the *Charlotte Real Producers* community, that spirit of growth is always present. The dedication, professionalism, and generosity we see from agents and partners across this network continue to elevate the industry and strengthen the connections that make this community so special. Each story shared, each introduction made, and each collaboration formed adds another layer to the incredible momentum we're building together.

Spring also reminds us that progress is rarely the result of one big moment, but rather the result of steady effort, strong relationships, and a shared commitment to excellence. The impact of this community is felt not only in the success of individual businesses but also in the support and encouragement that members extend to one another.

As we move through this season of renewal, let's carry this reminder with us:

"Great things grow from strong roots and shared purpose."

Here's to a spring filled with inspiration, connection, and continued success.

Your publisher,



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WENDY PADILLA

REO FLOORING SOLUTIONS

Laying the Foundation for Quality, Trust, and Service

BY LARRA ROQUE • PHOTOS BY DON ELROD

For Wendy Padilla, success begins with faith and family. As the owner of REO Flooring Solutions, she has spent more than 13 years helping homeowners, Realtors, and property managers transform spaces with quality flooring and trusted service. “We rely on the Lord for everything,” Wendy says. “Without Him, we wouldn’t have a successful business. Every job we do, every relationship we build—it all starts there.”

A Legacy in Motion

Wendy grew up in Texas after her father retired from the Navy, and from an early age, she understood the value of hard work and consistency. She worked in property management before entering the flooring industry, but home improvement was always in her blood. “I’m a fourth-generation in this business,” Wendy explains. “My



husband was in the industry too, and when he started REO Flooring Solutions, it just made sense for me to join him. I wanted to help build something that would serve people well and create opportunities for our family.”

What began as a small, family-run operation has grown into a respected

company known throughout the Carolinas for its fast turnaround, exceptional products, and competitive pricing. Headquartered in Stallings, North Carolina, REO Flooring Solutions employs nine team members, seven of whom are family. “Working with family is special,” Wendy says. “It keeps us close and accountable. Everyone takes pride in what they do, and that shows in the results.”

Quality, Speed, and Service

In an industry where timing and quality can make or break a project, REO Flooring Solutions has set itself apart with its signature next-day service. “We know how important deadlines are for Realtors and homeowners,” Wendy says. “When someone is preparing a property for sale or helping a new buyer move in, they don’t have weeks to wait. We move quickly and efficiently, without ever compromising on quality.”

The company offers a wide variety of flooring products designed to meet every client’s needs—from durable options for rental properties to luxury



materials for high-end homes. “We help people prepare for listings and also assist new buyers with updates that make their homes truly feel like theirs,” Wendy explains. “We love helping homeowners and property managers fulfill their vision.”

For Wendy and her team, every project is personal. “We don’t just see a floor; we see the foundation of a home. We want our clients to walk in and feel peace, comfort, and pride. That’s what drives us.”

A Family That Works Together

Among REO’s team members is Wendy’s son, Kyle Padilla, who serves as Sales Manager. Kyle, who joined the business eight years ago, manages client relationships and oversees sales across the region. His wife, Amanda, and their two children, Hudson and Harper, are also part of the family legacy that keeps the business strong.

“Helping others isn’t just something we do—it’s part of who we are.”

“What I love about this company is that it’s truly family-owned and operated,” Kyle says. “We work together every day, we push each other, and we celebrate the wins together. Referrals are our number one source of business, and Realtors have played a huge role in that. Their trust and support mean everything to us.”

Grounded in Community

While REO Flooring Solutions is known for its craftsmanship, Wendy is most proud of how her company gives back. “Our community has supported us for years, so we want to do the same,” she says. The team regularly participates in charity golf tournaments, donates to local food banks, and contributes to hurricane relief efforts. “We’ve been blessed with so much,” Wendy adds.



Kyle Padilla



Matt Woodard



Kara Woodard



Kayla Beaver



Mike Thornberg



Cody Padilla



Mike Beaver



Jim Rogers



“Helping others isn’t just something we do—it’s part of who we are.”

Faith plays a central role in both Wendy’s personal life and her business. Her favorite verse, “All things are possible with God,” serves as a daily reminder that perseverance and gratitude go hand in hand. “There have been ups and downs in this industry,” she admits. “But no matter what, we stay strong because we know WHO we rely on.”

Life Beyond the Business

When she’s not overseeing operations, Wendy enjoys spending time with her family, including her three children—Kayla, Kyle, and Cody—and her grandchildren. “Family is everything to me,” she says. “We love to travel together, especially cruising, and we make the most of every holiday.”

Wendy also enjoys golf and quiet moments with loved ones. “Golf teaches patience,” she says with a laugh. “It’s humbling, but it keeps me centered. I think it’s a lot like business—you keep swinging, stay focused, and trust the process.”

Her family’s close bond extends beyond work. “We genuinely like each other,” Wendy says. “We’re a team in every sense of the word. We laugh a lot, we support each other, and we make sure faith and family stay at the center of it all.”

Looking Ahead

After more than a decade in business, Wendy is thinking about the future with gratitude and anticipation. “My goal is to retire in five to seven years and turn the business over to my children,” she says. “They’ve worked hard for it, and I know they’ll continue to honor what we’ve built together.”

Even as she looks forward to retirement, Wendy remains deeply connected to her clients and community. “Every day is an opportunity to serve,” she reflects. “Whether it’s a first-time buyer, a Realtor preparing a listing, or a family renovating their forever home, we want to be part of making their vision real. That’s what makes this work so rewarding.”



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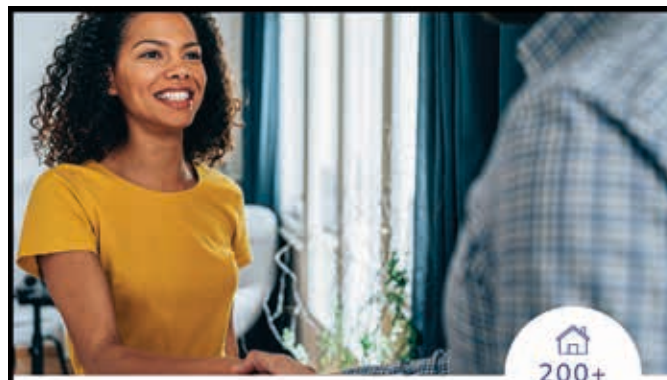
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JAKE MEINBERG

A Calm Mind, A Confident Vision

BY LAURA REESE
PHOTOS COURTESY OF
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There is a certain clarity in the way Jake Meinberg talks about real estate. Calm, confident, and forward-thinking, he has built a career on vision, seeing what could be long before others do. Before entering the industry, Jake was immersed in the fast-paced world of sales and marketing. He sold home improvement products door to door, mastered cold calling, and quickly became one of the top producers in his field.

Those early years were more than just training. They were a master class in resilience, communication, and connection. “When you spend years knocking on doors, you learn how to handle rejection, how to understand people’s wants and needs, and how to stay motivated,” Jake says. “Sales teaches you discipline. It teaches you to set proper goals and constantly improve.”

Betting on Himself

Jake attended Ohio State University before making a bold decision to leave after three years and become an entrepreneur. “I realized college was not going to teach me how to build wealth,” he says. “I wanted to create something of my own. I knew I wanted to work for myself in something that I was passionate about that would ultimately help others.”

That mindset led him to real estate, first as an investor and then as a licensed agent. “My original goal was to build a portfolio that could create financial



freedom,” he explains. “But I quickly saw that by helping others do the same, I could create something even bigger.”

Eight years later, Jake has become one of Charlotte’s most resourceful agents, known for his sharp business acumen, strategic thinking, and ability to identify opportunities others overlook. Now a top-producing team leader with Costello Real Estate and Investments, he specializes in land acquisition, new construction advisory, and investment strategy while continuing to expand his own rental portfolio.

Where Vision Meets Value

Jake’s business philosophy centers around one question: How can I add value? Whether he is helping a first-time buyer find a home in an emerging neighborhood or advising a builder or developer on a land deal, his goal is always to exceed expectations through transparency and insight.

“I want my clients to build for their future, both literally and financially,” he says. “Owning real estate is one of the most powerful ways to grow wealth. Helping people make smart, informed decisions is what drives me.”

He compares selling real estate to what he calls “legal insider trading.” With the right network, timing, and data, agents can identify opportunities that yield exceptional returns for clients. “Who you know, and who knows you, matters,” Jake explains. “Those connections often lead to off-market opportunities that can change someone’s financial trajectory.”

It is that perspective, equal parts analytical and optimistic, that sets Jake apart. He approaches real estate like an investor but communicates like a coach, ensuring clients understand not just what they are buying, but why it matters for their long-term goals.

Since joining Costello REI, Jake has achieved consistent recognition for excellence. He earned Rookie of the Year in 2018 and went on to become



a company-wide Top Producer in 2020, 2022, 2023, 2024, and 2025. His production continues to rise, with over 50 transactions totaling \$25 million last year and projections nearing \$30 million this year.

But for Jake, those numbers are simply a reflection of a larger purpose. “Success in real estate is not about chasing volume,” he says. “It is about becoming the kind of person others trust to guide them through some of the biggest financial decisions of their lives.”

Life in Motion

Outside the office, Jake finds balance through activity and exploration. An Ohio native now proud to call Charlotte home, he loves spending time outdoors, trying new restaurants around the city, and traveling to new places.

Sports also play a big role in his life. Jake is an avid tennis and golf player and has recently discovered a love for padel, a fast-growing sport that blends elements of tennis and squash. He also cheers for the Green Bay Packers every season, a tradition that brings together family and friends.

In true entrepreneurial spirit, Jake manages several small businesses and side ventures that align with his passion for growth and innovation. “I enjoy building things,” he says simply. “That is what keeps me going.”



“Learn to listen, learn to adapt, and do not chase quick wins. Build something sustainable. When you add real value, the business will always follow.”

The Mindset That Builds Legacies

When it comes to inspiration, Jake credits books like Rich Dad Poor Dad, Think and Grow Rich, and The Millionaire Real Estate Agent for shaping his financial philosophy and long-term thinking. “Those books reinforced the power of mindset,” he says. “If you can think bigger and stay consistent, you can create anything.”

His advice to aspiring agents reflects the same philosophy. “Focus on becoming an expert in your craft,” he says. “Learn to listen, learn to adapt, and do not chase quick wins. Build something sustainable. When you add real value, the business will always follow.”

Looking ahead, Jake continues to expand his portfolio and push his limits. “The next chapter is about scaling smartly,” he says. “I want to keep growing my team, my investments, and my ability to help others achieve financial freedom through real estate.”



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Two Stories,
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Momentum

Grace Walser & Makayla Villarreal

BY LARRA ROQUE • PHOTOS COURTESY OF JULIA FAY PHOTOGRAPHY

Grace Walser and Makayla Villarreal didn't take identical paths into real estate, but their story actually started long before Charlotte. The two went to middle and high school together in Pennsylvania and even served as co-cheer captains their senior year. After graduation, they went their separate ways, not knowing their paths would cross again.

Five years later, both relocated to Charlotte in early 2020, each drawn to real estate through their own experiences with change and ambition. Reconnecting in a new city quickly revealed how naturally their skills and work ethic aligned, and after working alongside each other, they officially decided to partner in late 2023.

Today, as co-founders of The Queen City Gals and agents with The Agency Charlotte, they've grown into a powerhouse real estate team known for combining creativity, hustle, and high-touch service to deliver standout results for their clients.

Roots That Shaped the Hustle

Grace grew up in Downingtown, Pennsylvania, and approached real estate



with a strong analytical foundation. With a degree in actuarial science and experience working as an actuarial analyst, she developed discipline, data-driven decision-making skills, and a sharp attention to detail. While working in corporate roles, Grace immersed herself in real estate investing content, drawn to the long-term wealth-building potential and the idea of building a career where effort directly translated to results.

Makayla, also from Downingtown, Pennsylvania, developed her connection to real estate much earlier in life. Raised by a single

mother and accustomed to frequent moves, she found excitement in touring new apartments and homes during otherwise challenging seasons. That experience planted a deeper purpose. "I grew up thinking



homeownership might never be achievable for me," she shares. "Helping others reach that milestone now means everything."

Leaps of Faith Into Real Estate

Grace received her real estate license in late 2021 and initially joined a boutique Charlotte firm as a Marketing and Administrative Manager. That behind-the-scenes role allowed her to learn the industry from the inside, blending her analytical strengths with creative storytelling. When she was laid off a year later, the unexpected shift became a turning point. In March 2023, Grace committed fully to real estate sales, embracing the challenge of building her own book of business.

"I realized I wanted a career where effort directly connected to results," Grace explains. "Real estate gave me that opportunity."

Makayla officially entered real estate in July 2020, relocating from Houston to Charlotte during COVID after realizing corporate finance was not the right long-term fit. Armed with a finance





degree from Penn State and a bold, no-excuses mindset, she leaned fully into building a business rooted in hustle, creativity, and heart.

What Sets Them Apart

Together, Grace and Makayla offer a rare balance of strategy and creativity. Grace brings a detail-oriented, relationship-driven approach, pairing data-backed decisions with thoughtful marketing and consistent client communication. Her background allows her to approach transactions with precision while keeping the experience smooth and approachable.

Makayla thrives on problem-solving and out-of-the-box thinking, approaching each deal with intensity and persistence. “I didn’t choose real estate because I thought it would be easy,” Makayla says. “I chose it because I truly care about people and love finding solutions when others say something can’t be done.”

Grace echoes that mindset through consistency and preparation. “The work works,” she says. “If you stay focused and put in the effort, the results will follow.”

Momentum in Motion

Last year, Grace closed \$9.1 million across 17 transactions and is projecting



\$15 million in 2026. She has been recognized as one of Charlotte’s 30 Under 30 Future Leaders and named among Real Producers 40 Under 40, honors that reflect both her performance and community impact.

Makayla closed 16 transactions totaling \$9 million in volume and is projecting \$15 million this year. She was also featured in Real Producers 40 Under 40, a recognition that highlights her rapid growth and strong presence in the Charlotte market.

While they each operate independently, they co-brand under The Queen City Gals, collaborating on listings that benefit from elevated presentation, shared strategy, and a high-touch client experience.

Life Beyond the Business

Outside of real estate, Grace and Makayla both prioritize full, active lives built around balance and intention. Grace and her husband, Christian, have built a strong community in Charlotte since relocating in 2020. Much of her free time is spent staying active, whether at the gym, on Lake Norman, or walking her dogs Maya and Marvin. Snowboarding, reading, personal development, and learning golf round out her interests, all contributing to



the discipline and mindset she brings into her work.

Makayla recently married her husband, Daniel, and spends much of her downtime traveling, boating, and exploring Charlotte’s newest restaurants with friends. Jackson, Wyoming, and the Grand Tetons hold a special place in her heart, tied to long-term goals of land ownership and future investment.

For both women, real estate is not separate from life. It is a tool for building freedom, flexibility, and long-term stability.

Looking Ahead

Grace’s long-term vision includes becoming



a consistent \$20M+ producer, expanding her investment portfolio, and continuing to build a brand that reflects authentic Charlotte living paired with luxury-level service.

Makayla’s goals center on financial freedom, growing her portfolio, and creating a business that allows her to enjoy the life she is working so hard to build now.

Their advice to aspiring agents is rooted in ownership and focus. Go all in. Invest in coaching and systems that align with your strengths. Stay consistent, and trust that effort compounds over time.



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JEREMY ORDAN

STEADY THINKING IN A CHANGING MARKET

BY AMELIA ROSEWOOD • PHOTOS BY DON ELROD

Jeremy Ordan has never been in a rush. Not into real estate. Not into decisions. Not into telling clients what they should do before they understand why they are doing it. In an industry that often rewards urgency, Jeremy has built his career around something quieter and far more durable: clarity.

As team leader of The Ordan Osborne Team at Howard Hanna Allen Tate, Jeremy is known for a calm, informed presence and a no-pressure approach rooted in education. “Sales are more about education and providing service to customers,” he says. “That’s always been how I’ve looked at this business.”



“

MY MOTHER
BUILT HER
BUSINESS BY
EDUCATING HER
CLIENTS ABOUT
THE MARKET.
**THAT WAS
ALWAYS THE
FOUNDATION.”**

Learning Before Leading

Born in the Bronx and raised in Westchester County, New York, Jeremy moved to Charlotte in 1990, long before it became the market it is today. His earliest lessons in real estate came from watching his mother work as a realtor beginning in the early 1980’s.

“I remember in the 80s driving with her in New York,” he recalls. “She would get a page, pull over, and have to find a payphone just to return a client’s call.” What stayed with him was not the hustle but the way she built trust. “My mother built her business by educating her clients about the market. That was always the foundation.”

After graduating from Charlotte-Mecklenburg Schools and later the University of North Carolina at Charlotte, Jeremy built a career in sales and marketing within the education industry. The experience reinforced a belief he already held. “Anyone who works in sales understands that it’s really about education and service,” he says.

Choosing the Moment

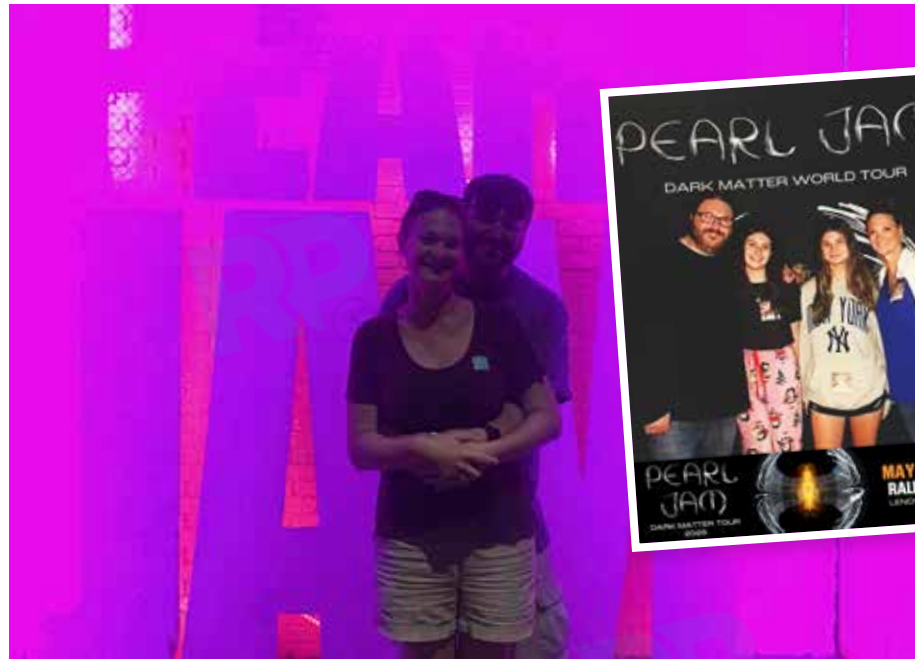
Jeremy’s first corporate role out of college was with Allen Tate, working in the home services department and supporting agents and their clients. Despite being surrounded by real estate, he did not jump in right away.

“I was born into this industry,” he says, “but it wasn’t until I had significant work experience outside of real estate that I felt ready to commit to it.” That distance gave him perspective and patience, two qualities that now define his approach.

When he did step fully into real estate, it was intentional. “My idea was to take the concepts that had served my mother for decades and adapt them to a modern approach,” he explains. “It’s really a marriage of ideologies, all designed to best serve our clients.”

Advising, Not Selling

Jeremy is often described as no pressure, a label he embraces. “I feel my job is to educate my clients,” he



says, “but I also believe there will always be another house.”

That mindset allows clients to stay grounded, especially when transactions become emotional. “People should like a house enough to make an offer,” he adds, “but not idealize it so much that no other property could ever replace it if inspections or terms don’t work out.”

By keeping emotion in check and adaptability front and center, Jeremy maintains what he believes is the agent’s true role. “We can’t become overly emotional about a transaction,” he says. “We have to stay in that professional advisor seat.”

A Team by Design

Jeremy has never viewed real estate as an individual pursuit. His career has always been built alongside others, first with his mother and later with his longtime collaborator and business partner, Brittany Osborne.

“Real estate can be such an isolated experience,” he explains. “You’re a one-person band trying to juggle multiple roles.” His vision was to build something different. “I wanted a team that supports people and enables them to reach success that might have eluded them on their own.”

As leader of The Ordan Osborne Team, Jeremy focuses less on splits and more on enrichment. “We’re not built around profits and performance alone,” he says. “It’s about betterment. Doing the right thing above the easy thing.”

That philosophy has fueled consistent growth. Last year, the team closed more than 200 transactions totaling \$100 million. This year, they are on pace to exceed that volume for 2026 as the team continues to grow volume.

Life with Texture

At home, Jeremy’s world is full and layered. He has been married to his wife, Mary, for over 18 years, and together they are raising their daughters, Alexandria and Anastasia. Family life includes travel, Yankees baseball, concerts, and Panthers games, reflecting both his roots and his Charlotte home.

His wife shares, “I am incredibly proud of how Jeremy navigates his career while remaining a fully present husband and father. His ability to set boundaries and prioritize family doesn’t just make our home life better; it makes him a more empathetic and effective professional. We are his biggest fans and his greatest support system.”



His creative side is ever-present. A guitarist for more than 30 years, Jeremy maintains a home recording studio and an extensive instrument collection. Music is a constant, not an escape. That curiosity also shows up in his pinball room, vinyl records, and growing watch collection.

Live music plays a major role as well. Jeremy has seen Pearl Jam perform more than 40 times, often travelling for concerts. “Every show is an amazing and unique experience,” he says, a sentiment that mirrors how he approaches both life and business.



LEARN WHAT WORKS, ADAPT IT TO YOUR STYLE, AND **BE TRUE TO WHO YOU ARE.**

Giving back is structured into Jeremy’s life through the Matti Ordan Reider Foundation, named in honor of his mother. “The idea was to honor her while giving back to the communities we serve every day,” he says. Each transaction contributes to the foundation, with annual donations supporting local organizations.

Looking Ahead

Jeremy does not speak in lofty projections. “If I do my best to serve my clients and the agents on our team,” he says, “the long-term goals will be achieved through planning and execution.”

For agents looking to grow, his advice is grounded and practical. “Never work yourself poor,” he says. “Invest in your education. Shadow other agents. Learn what works, adapt it to your style, and be true to who you are.”

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More than just a panel, the experience encouraged honest dialogue, idea-sharing, and relationship-building — the foundation of what Real Producers represents. From the stage to the conversations unfolding throughout the room, the sense of openness and collaboration was unmistakable.

We extend our sincere gratitude to our sponsors — **AC Visuals, Southern Law Group, Goosehead Insurance, and Mungo Homes** — whose support made it possible to create an environment worthy of these important conversations.

Every moment was beautifully captured by **Don Elrod's photography**, while **Four Horsemen Media** delivered a compelling video recap that preserves the energy and insight of the day.



Events like the *Charlotte Real Producers Mastermind* reinforce the power of community and shared perspective. We're grateful to everyone who attended and contributed to its success, and we look forward to continuing these conversations in the months ahead.

For more information on all *Charlotte Real Producers* events, please email us at info@charlotterealproducers.com.





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