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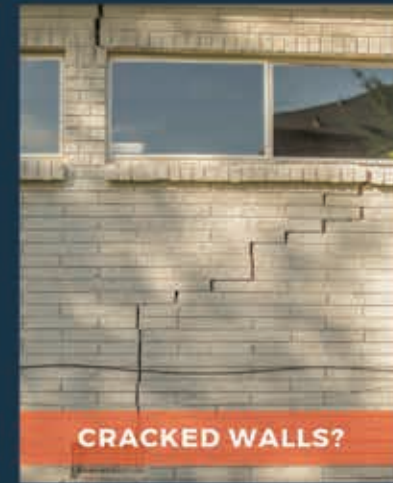
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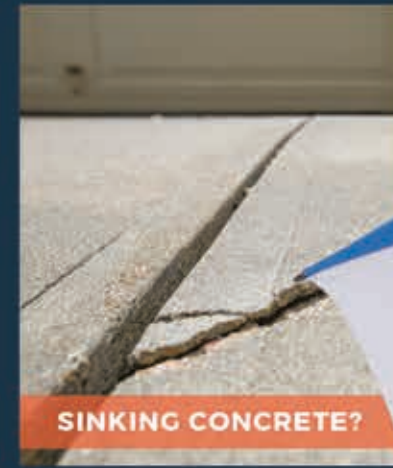
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**Jeff White**  
Owner  
901-509-5566



**Ashley Streight**  
Content Coordinator



**Anders Clarke**  
Lead Writer  
423-902-0103  
360 Business Growth



**Molly Cobane**  
Client Relations Specialist



**Ryan Dugger**  
Photographer  
615-275-7739  
Creative Revolver Photography  
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**Jess Harris**  
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# Publisher's Note

One of my favorite parts of what we do at *Chattanooga Real Producers* is getting the chance to sit down with the agents whose stories fill these pages.

Every interview reminds me of something important: behind every closing, every production number, and every award is a real person with a journey. A story of risks taken, challenges faced, lessons learned, and relationships built along the way.

And more often than not, the most successful people in our industry share something in common. It is not just work ethic. It is not just talent. It is the way they treat people.

The best agents I meet understand that this business has never really been about houses. It has always been about people.

It is about the trust a family places in you when they hand you the keys to their biggest investment. It is about the conversations, the

guidance, and the relationships that often last long after the closing table.

That is why *Chattanooga Real Producers* exists.

From the beginning, my vision has been simple: create a platform where the best professionals in our market can connect, celebrate one another, and grow together. Not just as agents, but as people and leaders within our industry.

Because the truth is, the culture of an industry is shaped by the people at the top of it.

When top producers operate from a mindset of generosity instead of scarcity, when they collaborate instead of compete, and when they invest in relationships instead of chasing transactions, the entire community benefits.

New agents are encouraged. Partnerships grow stronger. Clients receive a better experience. Everyone wins.

I see this play out every time we gather at a Real Producers event. When you put the best in the industry in the same room, something shifts. The conversations go deeper. The ideas flow. The connections become meaningful.

It reminds me that success is not meant to be built in isolation. So as you read this issue, I want to offer both encouragement and a challenge.

First, encouragement.

The work you are doing matters. The professionalism you bring to this industry matters. The relationships you invest in matter more than you may realize.

But I also want to challenge you.

Keep raising the standard. Keep encouraging the people around you. Keep mentoring the next generation of agents. Keep choosing relationships over ego and collaboration over competition.

Because when leaders in an industry choose to operate that way, the ripple effect is powerful.

Together, we are shaping the future of real estate in Chattanooga.

And I have to say, it is a privilege to be on that journey with you.



**Jeff White,**  
Publisher  
*Chattanooga Real Producers*

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# MOVING PEOPLE FORWARD

## MEET BOUNDLESS MOVING & STORAGE

BY JEFF WHITE  
PHOTOS BY  
WILLIAM GRIGGS

### THERE'S A MOMENT THAT HAPPENS AT THE END OF EVERY MOVE.

The truck is empty. The last piece of furniture is set down. The door closes, and suddenly the house is quiet again.

For the family standing there, surrounded by boxes and possibility, it's the beginning of something new.

For Matt Carlson, those moments never get old.

"Moving is incredibly hard," Matt says. "It's one of the most stressful times people go through. Our mission is to relieve that stress and help people start their next chapter with excitement instead of anxiety."

As the owner of Boundless Moving & Storage, Matt has built his company around that mission. The team doesn't just move belongings from one place to another—they help guide families through one of life's biggest transitions.

And if you look closely at Matt's story, you'll see that helping people move forward has been a theme running through his entire life.

Long before the trucks.  
Long before the storage facility.  
Long before Boundless Moving & Storage.

### Where It All Began

Matt Carlson grew up in Oelwein, Iowa, a small Midwest town where values like hard work, community, and helping your neighbor weren't just ideas—they were simply the way people lived.

As one of seven children, Matt learned early what it meant to look out for others.

"Coming from a big family, you learn quickly that life works best when people take care of each other," he says. "Helping your neighbors and being involved in your community was just the way we were raised."

Those lessons stayed with him as he pursued his education, eventually attending both the University of Northern Iowa and Lee University in Cleveland, Tennessee. He graduated in 2000 with a double major in Business and Communication.

At the time, he didn't know exactly where life would take him.

But he knew it would involve people.

### Building Homes and Community

Matt spent the first fifteen years of his career working in the nonprofit world, serving at Lee University and later with Habitat for Humanity.

It was work that aligned perfectly with his values.

"I loved being able to work with families and communities," Matt says. "Helping someone have a safe place to live is incredibly meaningful."

During his time with Habitat, Matt had the opportunity to help build homes not only locally but internationally, traveling to places like El Salvador and Cambodia to serve families in need.

Yet one of the most defining moments of his career happened much closer to home.

In 2011, a devastating series of tornadoes tore through the Chattanooga region. Entire neighborhoods were destroyed, lives were lost, and families were left picking up the pieces.

Matt was part of a leadership team helping coordinate rebuilding efforts.

"It was heartbreaking," he remembers. "But it was also incredible to see how the community came together. People showed up for each other. Everyone understood that we had to rebuild together."

It was a powerful reminder of something Matt had believed his entire life: communities are strongest when people support one another.

### A New Chapter

By 2015, Matt felt called toward something new.

After years of helping families build homes, he saw an opportunity to serve them during another important transition—the move into those homes.

So he launched Boundless Moving & Storage.

It wasn't simply about starting a business. It was about building a company that treated people the way he believed they should be treated.

"Customer service is everything to us," Matt says. "Our motto is Personal Service without Limits, and we really mean that. It's not just words—it's part of who we are."

What started as a small operation has grown steadily over the past decade. In 2020, Matt expanded the company by building a 40,000-square-foot storage facility, allowing Boundless to provide both moving and secure storage for families and businesses.

Today the company has earned recognition including Small Business of the Year from the Chamber of Commerce and Best of the Best in 2024.

But for Matt, the most meaningful reward isn't awards.

It's the people.





“  
IF YOU WANT TO  
GROW A BUSINESS,  
IT’S ABOUT  
THE PEOPLE.”

“Having Heather involved has been incredible,” Matt says. “She understands people and relationships at a deep level, which is such an important part of what we do.”

For Matt, leadership ultimately comes down to the people around you.

“We have an incredible team,” he says. “These are people who care deeply about doing things the right way and taking care of our customers. That culture is everything to us.”

**A Natural Partnership**

Matt also sees strong alignment between the work his company does and the real estate professionals who help families find their homes.

“Real estate professionals are the lifeblood of the housing market,” he says. “They work incredibly hard to help families find the right home. As a moving company, we believe we can help make the transition seamless and continue that positive experience for their clients.”

**Life Outside the Business**

While Matt is passionate about his work, his greatest pride comes from his family.

He and his wife Heather will celebrate their 25th wedding anniversary in May of 2026. Together they are raising two children, Nile (13) and Cora (9), along with their dog Lucy and cat Belle.

The Carlson family loves outdoor adventures—visiting zoos and aquariums, exploring national parks, hiking, and camping.

Matt is also an avid endurance athlete. Over the past decade he has completed more than 50 races, triathlons, and ultra-runs. One of his favorite memories came in 2024 when he ran Rim to Rim across the Grand Canyon, a 25-mile challenge.

“My kids met me at the end and ran the final half mile with me,” he says. “That was a pretty special moment.”

“When a move is finished and the client is smiling because everything went smoothly—that’s the best feeling,” he says.

**The Team Behind the Mission**

Matt is quick to point out that Boundless Moving & Storage is built on the strength of its team. Clay Odom serves as Director of Operations, ensuring every move runs smoothly. Jennie Evans leads Business Development, building relationships throughout the community. Katrina O’Donnell works as Dispatch Manager, coordinating the details that keep operations running efficiently.

Matt’s wife, Heather, also plays a key role as Storage Facility Manager. Heather holds a master’s degree in Social Work from the University of Tennessee and spent nearly twenty years in that field before joining the family business.

**Moving Forward**

Matt credits much of his leadership philosophy to mentors who shaped his perspective, particularly Dr. Paul Conn, former president and current chancellor of Lee University.

“He taught me the value of relationships, the ability to dream big dreams, and how to build strong teams to live out those dreams,” Matt says.

Those lessons continue to guide how Matt leads today.

“If you want to grow a business, it’s about the people,” he says. “The people who work with you are what build the company.”

And if you ask Matt what he hopes people remember about him someday, his answer is simple.

“A good father. A person of integrity. A community builder.”

Every day, trucks leave the Boundless Moving & Storage facility loaded with furniture, boxes, and the pieces of people’s lives.

But what Matt Carlson and his team are really delivering is something bigger.

They’re helping families move forward—into new homes, new chapters, and new beginnings.



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# MEET Rachel Bettis

A Creative Mind Shaping  
Real Estate with Heart

BY ANDERS CLARKE  
PHOTOS BY ROB BETTIS



For Rachel Bettis, co-founder of 35 South Real Estate & Design, real estate has always been about far more than transactions. At its heart, her business is built on relationships, creativity, and a genuine respect for the people she works with—clients and fellow agents alike.

Originally from Memphis, Bettis moved to Chattanooga to attend UTC, where she earned degrees in Marketing and Entrepreneurship. After graduation, she spent nearly eight years building a career in marketing, first working with a bridal marketing company helping wedding vendors promote their businesses, and later in healthcare marketing working with CMOs across the country to promote hospital services.

Those early years laid an important foundation. Marketing sharpened her ability to communicate, build brands, and create meaningful client relationships—skills that would later prove invaluable in real estate. “I loved the relationship side of marketing,” Bettis says. “Working closely with clients and helping them grow their business was the part I enjoyed most.”

Even during her corporate career, Bettis knew she wanted to start her own business. Around the time she and her husband purchased their second home, Bettis had developed a growing interest in homes, design, and renovation projects. Real estate quickly emerged as the perfect intersection of her interests and skill set.

She began attending real estate school on weekends while continuing her marketing job during the week. After earning her license, she started working with clients part-time. Within a year, however, she realized that if she wanted to truly build a business, she would need to commit fully. On her 30th birthday, Bettis made the leap—leaving her corporate career behind and stepping into real estate full time. “It was the best career decision I’ve ever made,” she says.

Like many agents starting out, Bettis approached her first years in the



industry with a willingness to learn and a strong work ethic. She treated real estate like a full-time profession; coming into the office daily, volunteering for phone duty, and hosting open houses nearly every weekend. That dedication caught the attention of several experienced agents who became mentors during those early years.

Veteran agent Paula Palmer played an instrumental role, even accompanying Bettis on her first listing appointment and helping her win the listing. Around the same time, Bettis formed a close professional relationship with broker Susanne Lorren, who offered guidance and encouragement as Bettis navigated the early challenges of the business.

Through their many conversations about the industry, Bettis and Lorren

realized they shared a vision for a different kind of brokerage—one that combined thoughtful branding, a strong design perspective, and a highly personalized client experience. Before long, they had a name, a rough business plan, and the support of mentor Linda Gaddis. In January 2016, the partners officially opened the doors to 35 South Real Estate & Design.

A decade later, Bettis says the brokerage still reflects the values that inspired its founding. Today, Bettis continues to help shape the culture of the brokerage—one that emphasizes collaboration, thoughtful marketing, and a client experience that feels both personal and intentional. “We wanted to create something thoughtful and creative while staying rooted in strong relationships,” she explains.

“

We wanted to create something thoughtful and creative while staying rooted in *strong* relationships.”



One of the qualities fellow agents quickly notice about Bettis is her collaborative approach to the business. While real estate can sometimes feel competitive, she intentionally operates with what she describes as an abundance mindset. “Real estate can be competitive, but I believe there is more than enough business to go around. When agents support each other and treat people well, the whole industry is better for it.” For Bettis, professionalism and integrity extend beyond client relationships—they shape how she works with colleagues across the industry as well. “I want to be known as a team player, a gracious friend, and someone who is generous with others.”

Outside of work, Bettis remains deeply connected to the community she serves. A resident of Signal Mountain, she stays actively involved in local schools and community organizations. She supports the Mountain Education Foundation and helps organize an annual holiday event that raises funds for Signal Mountain Social Services.

At home, Bettis and her husband of almost 20 years are raising two daughters who keep their schedules full with school activities, ballet practices, and soccer games. Much of her time outside of work is spent cheering from the sidelines, volunteering at school, and helping create the kind of childhood memories that come from being deeply involved in the community they call home.

If there is a common thread throughout Bettis’s career, it is her belief that success grows from investing in people. Whether she is mentoring newer agents, celebrating a client’s closing, or supporting organizations in the community she calls home, Bettis approaches her business with a spirit of generosity and gratitude.

For her, the most meaningful part of real estate has never been the transaction itself, but the relationships that grow along the way. And after more than a decade in the industry, that relationship-first philosophy continues to guide her work and shape the kind of real estate professional she strives to be.

**Congratulations to this month's Agent on the Move, Rachel Bettis!**

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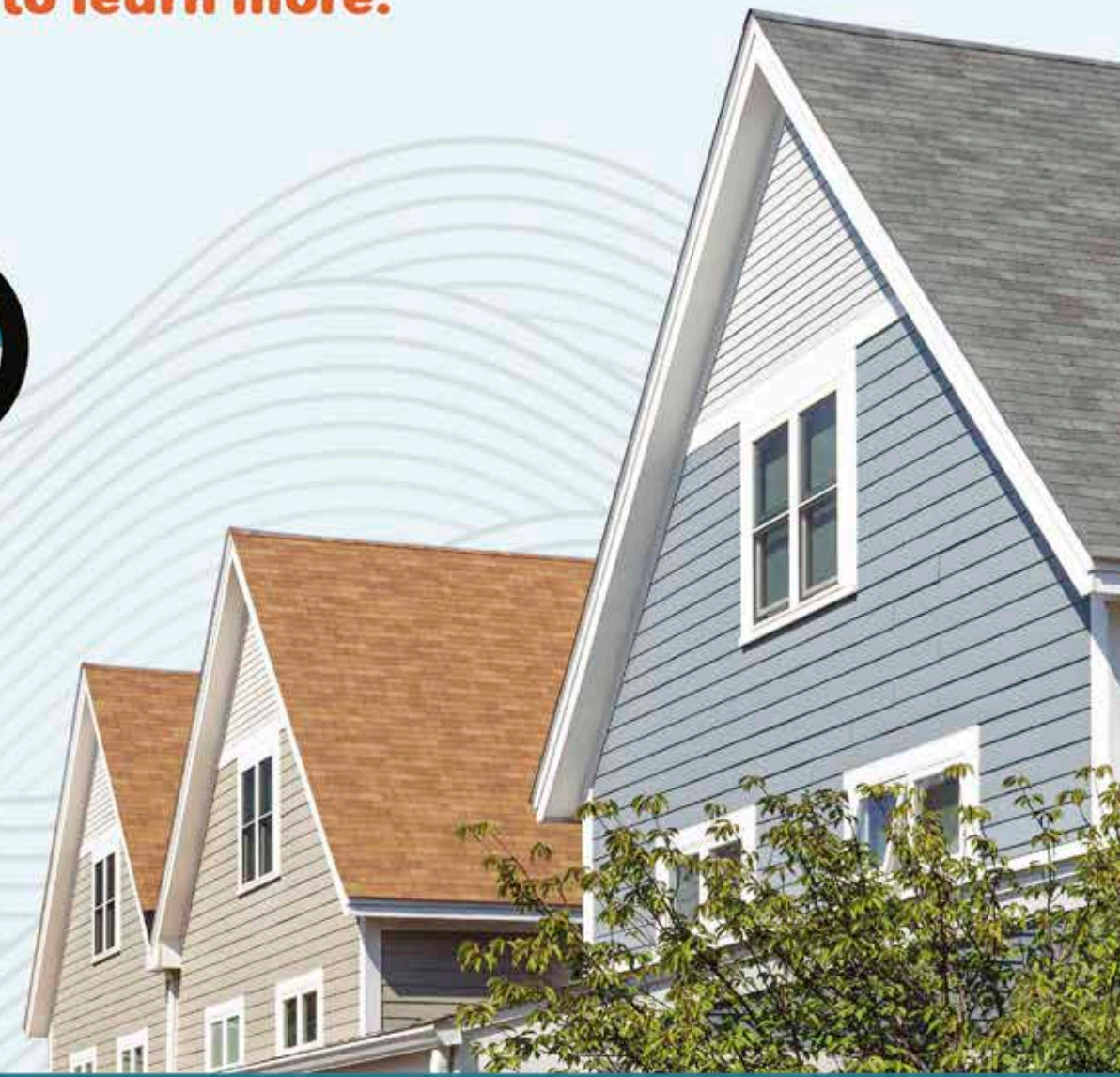
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# How does Chattanooga Real Producers work?

Connecting. Elevating. Inspiring.

For those who may be new to Real Producers, or if you are just curious, here are some quick facts about Chattanooga Real Producers:

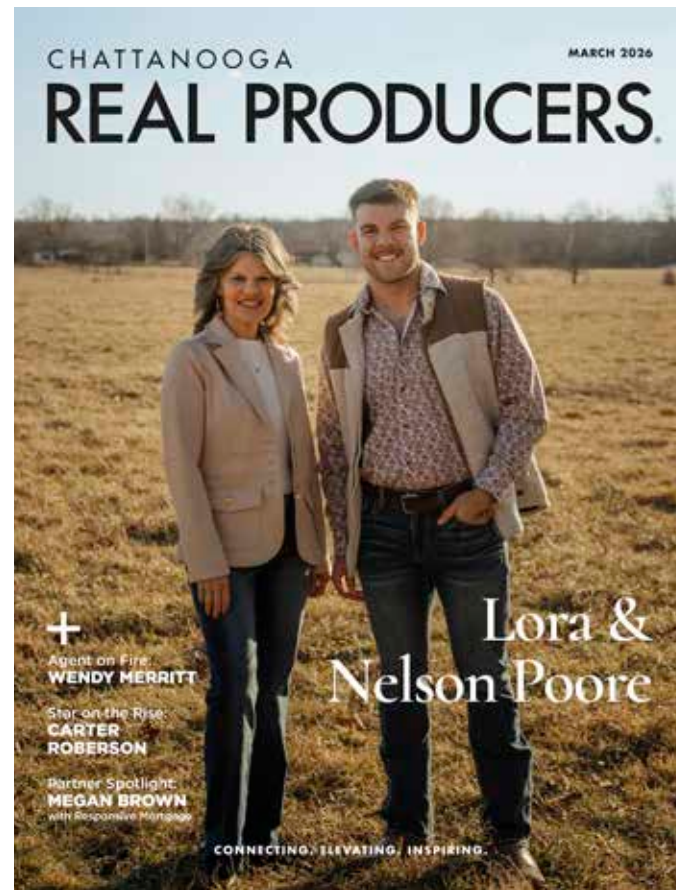
**The Heartbeat:** We seek to elevate the culture of our local real estate community by **INSPIRING** us to **KNOW ONE ANOTHER BETTER**, creating stronger **CONNECTIONS**, more trusted relationships, and more repeat business for everyone involved.

**Distribution:** This magazine is sent free of charge to the top 300 agents in the greater Chattanooga area based on MLS productivity. Within this area, there are over 3,000 active agents, but everyone who receives this publication is part of an elite group. You are remarkable. Just to be in this group is truly a badge of honor!

**Content:** This is all about you, the Chattanooga real estate community. We do personal and unique stories on members of this community, giving you a platform to inspire others. Our goal is to go beyond the numbers and take a deep dive into the personal side of the industry, to inspire us to know one another better. It costs absolutely nothing for a real estate agent to be featured in the publication. But to be featured, an agent must be nominated by a peer or leader in the Chattanooga real estate community. We are always taking nominations and encourage you to nominate individuals who are making a huge impact on our local real estate market.

**Our Partners:** Anyone listed as a “preferred partner” in the front of the publication is a part of this community. They will have an ad in every issue, attend our events and be a part of our online community. We don’t just find these businesses off the street, nor do we work with all businesses that approach us. One or many of you have recommended every single preferred partner you see in this publication. We do not meet with businesses until they are vetted by one of the agents in our community and receive a “stamp of approval.” If you are looking to add to your arsenal of incredible vendors, look no further.

**Networking Events:** Along with the monthly publication, we host various social networking events where top agents, along with our top preferred partners, get together at reputable local venues to rub elbows, mastermind, have a good time and strengthen our greater Chattanooga community. We communicate information about the events through the publication, texts, emails and social media.



**Nominate Your Favorite Agent:** We are always accepting nominations for feature stories! If you know a colleague who is absolutely on fire and deserving of celebration, we would love to feature them in an upcoming edition of *Chattanooga Real Producers* magazine! Categories may include Top Producer, Rising Star, Team Leader, Broker, Making a Difference, REALTOR® on Fire, etc. To nominate a fellow REALTOR®, simply scan this QR code and follow the prompts. We look forward to receiving your nominations!



**Recommend Your Favorite Vendor:** What makes our preferred partners different than any other “vendors list” is that we only partner with businesses that have been vetted and recommended by top agents. In other words, our preferred partners are trusted businesses that can be considered the best in their particular industry. Don’t see your favorite on our list? We would love your recommendations! Scan this QR code and recommend your favorite affiliate business and be sure to state what you love about them! We look forward to receiving your recommendations!



Jeff White  
Owner/Publisher  
*Chattanooga Real Producers*  
Jeff.White@RealProducersMag.com

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## Design, Determination & a Heart for Home

BY ANDERS CLARKE  
PHOTOS BY  
WILLIAM GRIGGS

# MEET STACY COOPER

Stacy has been passionate about design since childhood. She recalls as a teenager spending lots of time and money on making her room just right, even to the point of replacing her own carpet with birthday money and some help from her now husband in high school. She loved to craft a space that felt comfortable and personal, and it extended past her own room when she got the chance. While she initially started a career in banking, she left to raise her children. Stacy would assist her husband with design choices in his home building business. She loved to help create amazing looks for his properties, and he appreciated her talent and eye for beauty.

After raising her boys, she finally had time to return to work. Her husband encouraged her to pursue real estate due to her love for homes and design. She agreed, starting classes in early 2006. However, it took a back seat to her family when her mother was diagnosed with cancer shortly after. She spent her time helping her mother through her illness until her passing. It was a hard experience, and she took some time to recover. She eventually returned to her classes as her mother would have wanted, becoming a licensed REALTOR® in 2007. "I know my mother is proud of me every day," she says.

Each client relationship starts with a handshake and a manila folder. From

the first interaction, Stacy is meticulous and thoughtful about each step of the transaction and each client's needs along the way. Her goal is always to provide top-tier service, and keeping track of all the details is paramount. The details help her navigate each deal expertly, while building a genuine, trusted connection with her clients. It also allows her to come up with creative solutions and adapt on the fly, managing all the challenges of transactions with finesse.

But her job doesn't end at closing. She loves to leave her clients with thoughtful, personalized gifts to leave a great final impression. After closing, staying in touch and up-to-date on her clients' lives ensures they remember her as their go-to for any real estate needs. While face-to-face connection is what drives the relationship, the gifts she leaves them reflect the journey they had together, along with her creativity and sense of style.

One of the biggest advantages of working with Stacy is her design talent. She has a passion and expertise in interior and exterior design, which she brings to bear for clients who need it. "My love is design. I love to stage homes," she says. Her eye for aesthetics allows her to take her clients' ideas and reimagine a space into a perfect fit. She can provide them with options to customize the houses they see before they even make an offer, giving them a glimpse of the possibilities.



“It’s fun to give ideas to a buyer,” Stacy claims. “It’s also just as fun to prepare sellers’ listings for the photographer and ready the home for viewings. Buyers decide to view a listing mostly based on the photos and we all know first impressions are the best impressions!”

A big part of her passion for real estate lives on in her mother’s legacy. While she was alive, her mother was a constant source of encouragement and inspiration. When I have a great year or something wonderful happens in real estate, it’s like my mom’s with me,” she shares. When she took on her own battle with cancer over a decade ago, her Mother and her career in real estate gave her strength, purpose and focus to keep moving forward. Stacy believes there are always clients who need her services, and she sees that as a beautiful blessing that keeps her inspired and passionate about her career.

Having overcome her fair share of challenges in life, Stacy has a goal to write a children’s book in the future. She has had a family tradition of collecting glass ornaments, each year adding to the collection as her children grew up. Over the years, some ornaments have been damaged or broken. Stacy carefully places them on the tree, hiding their imperfections and broken areas. Despite the damage and wear, all the ornaments together on the tree creates something magical. Her book is about the power and beauty of community and how God uses us despite



My love is design.  
I love to stage homes.”

our individual flaws. It’s a great lesson for anyone, and a great foundation for raising thoughtful and compassionate children.

Stacy has quite a career to look back on already, and she still has so much to look forward to. Thanks to the support of her family and her clients, she can push

through any obstacles in her way. She has shared her journey with her husband of 40 years, a man of constant encouragement and support. She has three amazing sons and is “CoCo” to a grandson and a granddaughter who she loves to spend time with when they visit. She loves to garden, travel, and of course, design. For people

who visit, she loves to host parties and gatherings where her talents for design and passion for people are showcased simultaneously. Stacy’s has already built an incredible business and had a tremendous impact on so many. As her family and business continue to grow, her legacy is sure to grow with it.

**“Whatever the mind of man can conceive and believe, it can achieve”.**  
**–Napoleon Hill**

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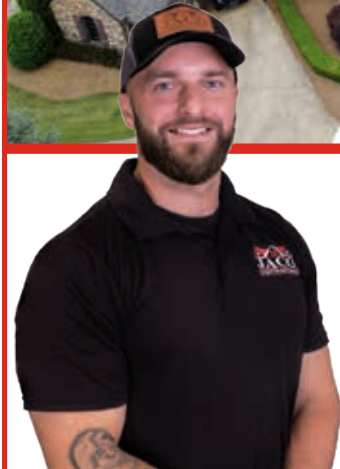
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# meet **SABRENA SMEDLEY** *Living by Conviction*

*“The time is always right to do what is right.”*

— MARTIN LUTHER KING JR.

BY JEFF  
WHITE  
PHOTOS BY  
CREATIVE  
REVOLVER

When property owners in Hamilton County faced a sweeping annexation effort more than a decade ago, many assumed the outcome had already been decided. The process seemed complicated, the opposition overwhelming, and the voices of homeowners easy to overlook.

Sabrena Smedley saw it differently.

Rather than sitting quietly on the sidelines, she stepped forward. She helped organize a grassroots effort, raised \$250,000, and joined in filing thirteen lawsuits challenging the annexation.

What began as a community fight eventually led Sabrena to run for public office, serving as a Hamilton County commissioner from 2014 to 2022.

For those who know her well, the decision came as no surprise.

In many ways, Sabrena Smedley has become known throughout the Chattanooga real estate community as someone who leads with conviction, integrity, and an unwavering commitment to the people she serves.

It is a philosophy that has shaped not only her real estate career, but the way she approaches leadership, community, and life itself.

#### **Chattanooga Roots**

Sabrena’s story begins in Chattanooga, a place she has always proudly called home. She attended Ooltewah High School before eventually earning her master’s degree from Bryan College in Dayton.

Her path to higher education was not a traditional one.

“I got married and had kids before I went back to school,” Sabrena says. “College wasn’t something I jumped into right away.”

Instead, she entered the workforce and built a career in the medical field, specializing in radiology and ultrasound. The work was stable and rewarding, but deep down she always felt drawn toward something else.

Real estate.

“I had always wanted to get my real estate license,” she recalls. “But the idea of working strictly on commission was scary.” For years, that uncertainty kept the dream at arm’s length. Yet the interest never faded.

Eventually, the pull toward real estate grew stronger than the fear.

And once Sabrena decided to take the leap, she never looked back.

#### **Taking the Leap**

In 2004, Sabrena earned her real estate license while still working in the medical field. She began building her business on the side, learning the industry and developing relationships throughout the Chattanooga community.

It didn’t take long for her to realize she had found the right path.

Just one year later, in 2005, Sabrena launched her own real estate franchise. The market was booming at the time, and Sabrena worked tirelessly to promote herself and grow her presence.

“I was out there meeting people and building relationships,” she says. “Real estate is really about relationships.”

But like many agents who entered the business during those years, Sabrena soon experienced a defining challenge when the housing market shifted dramatically during the late 2000s downturn.



## “Real estate is really about **RELATIONSHIPS.**”

In 2011 and 2012, a proposed annexation effort sparked concern among Hamilton County residents who feared the potential impact on property rights and their communities.

Many homeowners felt powerless to influence the outcome. Sabrena wasn't willing to accept that.

She helped organize Hamilton County Residents Against Annexation (HCRA), a grassroots effort dedicated to advocating for property owners. The group raised approximately \$250,000 and ultimately filed thirteen lawsuits challenging the annexation efforts.

For Sabrena, the issue was personal.

“I care deeply about this community,” she says. “Sometimes you have to stand up and speak out.”

Her leadership during that time caught the attention of many people across the county. Encouraged by those who saw her dedication and determination, Sabrena decided to run for public office.

In 2014, she was elected as a Hamilton County commissioner, serving the community she loves for the next eight years.

**Leadership with Integrity**  
Balancing a real estate career with public office could easily create conflicts of interest, but Sabrena was intentional about maintaining clear boundaries.

“I was very careful not to let the lines cross,” she explains.

During her time as commissioner, she chose not to work with builders or become involved in rezoning matters that could intersect with her real estate work.

Instead, her focus remained on representing her constituents and keeping the community informed.

“I held meetings and shared updates so people knew what was happening,” she says.

Sabrena also served on several boards and committees during her time in office, advocating for homeowners and the real estate industry.

It was another chapter shaped by the same conviction that had guided her all along.

**Life Beyond the Business**  
After completing her term as commissioner in 2022, Sabrena returned her full attention to the business she had built.

Today she continues to lead Sabrena Realty Associates, balancing the responsibilities of running a brokerage while still serving clients personally.

Fortunately, she has strong support along the way.

Her husband, Mark, is also a real estate agent and an important part of the business.

“Mark helps me a lot,” Sabrena says. “We make a good team.”

Faith and family remain central to Sabrena's life. She and Mark have three outstanding grown kids and are grandparents to



five grandchildren, and much of their free time revolves around family activities.

From cheering from the sidelines at ballgames to riding go-karts with her grandchildren, those moments remind Sabrena what matters most.

“They keep us busy,” she says with a laugh.

Sabrena also believes in continuing to grow personally. Fitness has become an important part of her life, and she even owned a fitness boutique for a time. Recently, she has taken on a new challenge: learning to play the harp.

### **Building Something of Her Own**

While uncertainty caused many professionals to step back, Sabrena's conviction pushed her forward.

In 2010, during one of the most difficult periods in modern real estate history, she made the bold decision to launch her own brokerage: Sabrena Realty Associates.

“It wasn't the easiest time to start a company,” she says with a smile. “But sometimes you just have to trust your instincts and go for it.”

Looking back, that decision became a defining moment in her career.

Over the years, Sabrena Realty Associates has grown into a respected name in the Chattanooga real estate community. Through years of consistent service and strong relationships, Sabrena has built a

business fueled largely by repeat clients and referrals.

Sabrena built the brokerage around a philosophy that remains simple but powerful.

“I believe in the golden rule,” she says. “Treat people the way you want to be treated.”

That mindset continues to shape every client relationship she builds.

### **Clients Like Family**

For Sabrena, real estate has never been about transactions alone. It is about relationships.

“I treat my clients like family,” she says. “I want them to know they can always call me.”

Rather than seeing a closing as the finish line, Sabrena views it as the beginning of a long-term connection. She makes it a priority

to stay in touch with past clients long after the deal is complete.

“I try to reach out a couple of times a year,” she explains. “You want people to know you're still here for them.”

That approach has resulted in a business built largely on repeat clients and referrals. It has also earned Sabrena something every professional values deeply: the respect of her peers.

“If you do the right thing and treat people the right way,” Sabrena says, “everything else tends to fall into place.”

For Sabrena, that philosophy has guided every decision she has made in business.

### **Standing Up for the Community**

Sabrena's conviction extends far beyond the real estate transaction.

*“Sometimes you  
have to stand up &  
SPEAK OUT.”*

“I started taking harp lessons,” she says. “I think it’s important to keep learning and growing.”

Sabrena also loves kayaking and she and Mark enjoy classic cars and cruising in her 1974 Volkswagen Karmann Ghia.

**Living by Conviction**

Looking back, Sabrena Smedley’s career has never been defined by shortcuts or easy decisions. It has been shaped by conviction.

Conviction to pursue a dream when the path felt uncertain.

Conviction to launch a brokerage when others were playing it safe.

Conviction to stand up for property owners and serve her community.



Photo submitted by Sabrena Smedley



Years ago, when Sabrena helped organize a fight to protect property owners in Hamilton County, she wasn’t thinking about recognition or leadership. She was simply following what she believed was right.

Over time, that quiet commitment to doing the right thing has become the foundation of both her business and her reputation in the Chattanooga real estate community.

That same conviction continues to guide the way she serves her clients, her colleagues, and the Chattanooga community she is proud to call home.

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