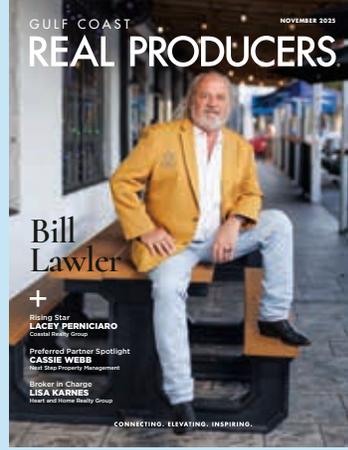
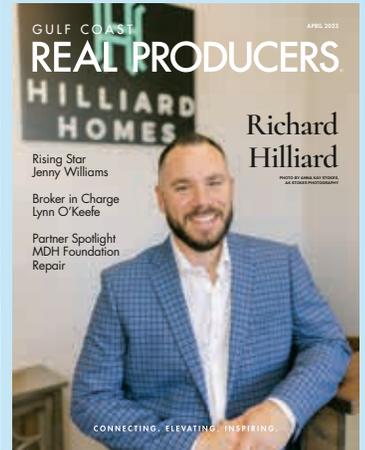


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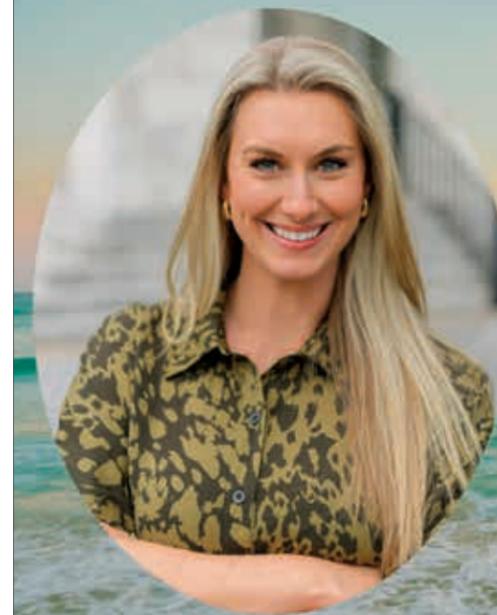


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GROWING THE Community WE'VE BUILT Together

BY ROBERT ORSO, PUBLISHER



One of the greatest joys of publishing *Gulf Coast Real Producers* is watching this community grow. What began as a vision a few years ago has become something very real—a network of top-producing Realtors and trusted business partners who support one another, celebrate success together, and strengthen the real estate community across the Mississippi Gulf Coast.

Every month, when a new issue arrives, I'm reminded that this magazine isn't really about the pages, the articles, or even the covers. It's about the **people behind them**—the agents who work

tirelessly for their clients and the professionals who support them behind the scenes.

Over time, many of you have told me how much you enjoy the magazine and the community surrounding it. That means a lot to me, and I'm grateful for your encouragement and participation. But like any community, the continued growth and strength of *Real Producers* depends on the people who make it up. There are two simple ways you can help support the magazine you enjoy and help it continue to grow.

The first is **engagement**.

When you engage with *Real Producers*, it strengthens the entire community. Reading the magazine, interacting with our social media posts, attending our celebrations and events, and showing up to support your fellow Realtors all help build the kind of professional environment we want to foster.

The events are especially meaningful. They give us an opportunity to step away from the busy pace of transactions and simply enjoy one another's company—celebrating success, recognizing achievement, and strengthening relationships that ultimately make our industry better.

When you attend and participate, you help create the energy and connection that make this community special.

The second way you can support *Real Producers* is by **introducing us to your best business partners**.

The magazine exists because of the trusted vendors and service providers who support it. These businesses aren't simply advertisers—they become **Preferred Partners** who are part of the same professional community you are. Their participation allows the magazine, events, and recognition programs to continue.

Nationally, some of the strongest and most consistent supporters of the *Real Producers* platform include **lenders, title companies, home inspectors, insurance providers, and builders**. These industries naturally work closely with Realtors and benefit greatly from strong relationships within the real estate community.

But the opportunities extend far beyond those categories. Many businesses in the trades depend heavily on Realtor relationships and referrals. This includes professionals such as **real estate photographers, roofers,**

painters, flooring specialists, remodeling contractors, property management companies, plumbers, electricians, HVAC professionals, landscapers, lawncare providers, and many others.

When you introduce one of these trusted partners to *Real Producers*, you're not just helping the magazine—you're helping bring another valuable resource into the community that supports your business and the businesses of your fellow agents.

If you have a vendor you trust and respect, I would love the opportunity to speak with them about becoming part of our community.

You can send your recommendations to **Robert.Orso@N2co.com**, or feel free to call me directly at **(251) 209-3868**. Thank you for being part of *Gulf Coast Real Producers*. Your engagement, encouragement, and participation are what make this community meaningful—and I look forward to continuing to grow it together.



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Want to become a part of the BOSAR Family?
 Becoming a BOSAR member is as easy as paying your fees and filling out our membership application! REALTORS(R) and Brokers may apply and join us as we celebrate success, support each other, and help our realtors acquire resources!

Want to help the fun happen?
 Becoming a BOSAR sponsor is simple! Just contact our office and choose the multi-tier sponsorship level that best fits your goals and budget. As a sponsor, you can enjoy benefits such as guest speaker opportunities, referrals, exclusive invitations to special BOSAR events, and so much more. Our office is happy to answer any questions and help you get set up as a sponsor today. We look forward to partnering with you!

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LEADING THE COAST FORWARD

The Biloxi Ocean Springs Association of REALTORS® Under the Leadership of President Heather Carver

PHOTOS BY OUTLAW PHOTOGRAPHY

Leading the Coast Forward: The Biloxi Ocean Springs Association of REALTORS® Under the Leadership of President Heather Carver

For more than a century, the Biloxi Ocean Springs Association of REALTORS® (BOSAR) has stood as a pillar of leadership, advocacy, and professionalism along the Mississippi Gulf Coast. As the oldest REALTOR® association in the state of Mississippi, BOSAR carries both a historic legacy and a forward-looking vision.

Today, under the leadership of President **Heather Carver**, that legacy is being stewarded with transparency, accountability, and a deep commitment to service. In a market shaped by coastal dynamics, evolving regulations, and economic shifts, BOSAR continues to empower REALTORS®, protect property rights, and strengthen the communities its members serve.

A Mission Rooted in Service and Standards

At its core, BOSAR's mission is clear: to support, advocate for, and empower REALTOR® members by providing essential resources, education, and leadership that uphold the highest standards of professionalism and ethical real estate practice.

But this mission extends beyond the membership roster. The association is committed to protecting private property rights, strengthening the local real estate market, and serving as a trusted voice for both REALTORS® and the broader community.

What distinguishes BOSAR from other regional real estate organizations is its deep local roots. With more than 100 years of service, the association possesses a unique understanding of the Gulf Coast market and the evolving needs of its coastal communities.

President Heather Carver embodies that balance between tradition and innovation. The leadership philosophy guiding BOSAR today is grounded in collaboration, ethical decision-making, and adherence to the standards of the National Association of REALTORS®.

Transparency and responsible governance are not aspirational ideals—they are operational priorities.

Leadership That Reflects the Membership

BOSAR is led by an elected Board of Directors representing a cross-section of experience, brokerage sizes, and specialties across its service area. Key leadership roles include the President, Board Officers, and Committee Chairs, all serving in accordance with the Association's Bylaws.

Under President Carver's leadership, the Board focuses on thoughtful stewardship and long-term sustainability. Their role is not merely administrative; it is visionary. The association works to ensure continuity and stability while remaining responsive to the challenges and opportunities facing today's real estate professionals.

This careful balance—honoring a rich history while embracing forward-looking initiatives—positions BOSAR as both a guardian of tradition and a catalyst for progress.

Advocacy That Protects the Profession

One of BOSAR's most critical responsibilities is advocacy. In an industry directly impacted by legislation, zoning, taxation, insurance costs, and development policies, having a strong voice at every level of government is essential.

BOSAR actively collaborates with Mississippi REALTORS® and the National Association of REALTORS® to promote policies that protect private property rights, support fair housing, and strengthen the real estate profession.

At the local level, the association engages municipal leaders and community stakeholders to ensure REALTOR® perspectives are included in conversations about development, housing availability, and coastal market stability.

Recent advocacy efforts have ensured that REALTOR® voices are heard in policy discussions affecting housing affordability, insurance, and economic stability along the Coast.

For President Carver, advocacy is not political—it is professional responsibility. It is about protecting both the practitioners and the consumers who depend on a stable, ethical housing market.

Education as a Competitive Advantage

Professional growth and ethical excellence are sustained through education, and BOSAR places a strong emphasis on continuing development.

The association offers continuing education (CE) courses that help members meet licensing requirements while staying current on legal updates, industry standards, and best practices.

Beyond CE, BOSAR hosts training sessions and educational events featuring guest speakers such as elected officials, commissioners, and leaders from state and national REALTOR® organizations.

These sessions provide insight into regulatory shifts, market trends, and leadership within the profession.

By equipping REALTORS® with knowledge and access to influential industry voices, BOSAR strengthens both competency and credibility.

President Carver's vision emphasizes that professional growth is not optional—it is foundational. A well-educated membership is better positioned to serve clients ethically and effectively.

A Culture of Collaboration and Respect

Beyond advocacy and education, BOSAR fosters a culture that is welcoming, collaborative, and professional.

Through networking events, mentorship opportunities, committee involvement, and educational programming, members share knowledge and exchange best practices.

The association's culture is grounded in ethics, accountability, and mutual respect.

In an industry often perceived as competitive, BOSAR emphasizes collaboration over isolation. This culture builds not only stronger businesses but also stronger relationships—something especially important in a close-knit coastal community.





President Carver understands that culture cannot be legislated; it must be cultivated. By encouraging open communication and member engagement, she and the Board nurture an environment where REALTORS® feel supported and empowered.

Meeting Challenges with Adaptability

The real estate landscape in 2025 presented its share of challenges. Fluctuating market conditions, increased insurance costs for buyers and sellers, evolving regulations, and broader coastal economic trends impacted both residential and commercial development.

Rather than reacting defensively, BOSAR responded proactively. The association expanded educational offerings, provided timely market insights, and strengthened advocacy efforts.



Enhanced networking opportunities, training sessions, and mentorship programs helped ensure members were equipped to navigate complexity while maintaining high ethical standards.

Adaptability has become one of BOSAR's defining strengths—proof that a century-old organization can remain nimble in a modern market.

Serving Beyond the Sale

BOSAR's impact extends well beyond real estate transactions. The association actively participates in charitable initiatives, partnerships, and volunteer efforts that support housing, education, and community development.

Members regularly volunteer time and resources to local causes, and BOSAR partners with schools and nonprofit organizations to amplify its positive impact.

Through these initiatives, the association reinforces REALTOR® values of integrity, service, and professional responsibility.

BEYOND ADVOCACY AND EDUCATION, BOSAR FOSTERS A **CULTURE** THAT IS WELCOMING, COLLABORATIVE, AND PROFESSIONAL.



For President Heather Carver, this community engagement reflects a deeper truth: REALTORS® are not just market participants—they are community builders.

Embracing Innovation

Technology continues to reshape real estate, and BOSAR embraces innovation as a tool for member empowerment.

From digital tools for continuing education and market insights to platforms that foster networking and collaboration, the association ensures REALTORS® remain competitive and informed.

Staying ahead in a changing landscape requires more than tradition; it requires strategic adoption of tools that increase efficiency and connectivity.

Looking Ahead: Growth with Purpose

As BOSAR looks toward 2026 and beyond, growth and innovation remain central themes. With new Association Executive **Saige Black** stepping into leadership, the organization is poised for its next chapter.

Key priorities include raising funds for a building project, expanding continuing education and informational sessions, strengthening sponsor relationships, enhancing communications, and hosting more engaging events.

The association's forward momentum is captured in a simple but powerful phrase included in its vision: *"Keep Moving Forward."*

Under President Heather Carver's leadership, that message is more than a slogan—it is a strategy.

A Trusted Voice on the Coast

BOSAR proudly serves as a trusted voice and resource for real estate professionals along the Mississippi Gulf Coast. Its mission extends beyond supporting REALTORS® to promoting ethical standards, professional growth, collaboration, and community well-being.

To its members, the association affirms that their dedication and professionalism are its backbone. To the broader community, BOSAR reaffirms its commitment to advocating for property rights and fostering a healthy, vibrant housing market.

In an industry defined by change, leadership matters. Through principled governance, proactive advocacy, and a culture of service, President Heather Carver and the Biloxi Ocean Springs Association of REALTORS® continue to build not just transactions—but trust.

And on the Mississippi Gulf Coast, that trust is the foundation of a thriving future.

BY ROBERT
ORSO,
PUBLISHER

The Anatomy of a TOP PRODUCING REALTOR



As Gulf Coast Real Producers celebrates three years in print, we take a moment to recognize the remarkable professionals who have graced the front cover of the magazine over the past 12 months: Richard Hilliard, Meg Dengler, Mandy Merritt, Lee Cyr, Connie Lea, Heather Seymour, Mariia Comeau, Bill Lawler, Mark Cumbest, Jamie Kimenski, Jodi Busch & Kacie Denny, and Beau Davis.

These agents represent the best of what our industry can offer. They are leaders, relationship builders, community contributors, and—most importantly—consistent performers in a profession where consistency is rare.

Their success raises an important question: **Why do a small percentage of Realtors carry so much of the real estate market?**

The answer lies in what might be called **the anatomy of a top producing Realtor.**

A Profession of Wide Gaps
Real estate is one of the most opportunity-rich professions in America—but it is also one of the most uneven.

The United States has **over 1.3 million licensed real estate agents**, yet productivity varies dramatically. In fact, recent industry data suggests **the top 20% of agents handle about 65% of all real estate transactions**, while the top 1% alone account for roughly **18% of deals nationwide.**

That means a relatively small group of professionals—agents like the ones featured in this magazine—carry the majority of the workload in local housing markets across the country.

Meanwhile, a large number of licensed agents sell very few homes each year. In some

markets, a significant percentage of agents **sell none at all during a given year.**

The difference between these two groups is not luck. It is the result of mindset, habits, relationships, and discipline.

Why Most Agents Don't Last
Real estate has a low barrier to entry, but a very high bar for long-term success.

Industry studies have frequently cited that **a large percentage of agents leave the business within their first few years**, with some estimates suggesting up to **87% exit within five years.**

Why does this happen?

Because the real estate business demands far more than simply obtaining a license. It requires:

- The ability to generate consistent leads
- Strong financial discipline
- Relentless follow-up
- Long hours and emotional resilience
- Exceptional relationship management

Many new agents underestimate how entrepreneurial this business truly is. Unlike traditional careers, success in real estate depends on building a personal brand and business from the ground up.

Top producers embrace that challenge.

The Five Traits of Top Producing Realtors

When you study the careers of elite agents across the country—and especially those highlighted in *Gulf Coast Real Producers*—you begin to see common traits emerge.

1 / Relational Excellence

Top Realtors understand that this business is fundamentally about **people.**

They build deep relationships with clients, lenders, inspectors, attorneys, and fellow agents. Their networks become ecosystems of trust that generate referrals year after year.

In fact, national surveys consistently show that the majority of buyers and sellers find their agent through **referrals or repeat relationships**, which means reputation is everything.

Top producers don't chase transactions—they cultivate relationships.

2 / Consistency of Effort

There is nothing glamorous about consistency, but it is one of the defining characteristics of high performers.

Top agents treat their business like a profession, not a hobby. They prospect when others hesitate. They follow up when others forget. They maintain systems that keep their pipelines full.

While the average Realtor closes roughly **10 transaction sides per year**, high-performing agents often handle several times that number through disciplined lead generation and follow-up.

Success in real estate rarely comes from one big deal. It comes from hundreds of small daily actions repeated over time.

3 / Market Expertise

Top producing Realtors are not simply salespeople—they are **market experts.**

They know pricing trends, neighborhood dynamics, buyer psychology, financing options, and negotiation strategies. They provide clarity in what is often the largest financial decision of their clients' lives.

In an era when consumers can access endless information



online, top agents stand out by providing **wisdom, interpretation, and strategy.**

4 / Resilience Through Market Cycles

Every market changes.

Interest rates fluctuate. Inventory tightens. Buyers hesitate. Sellers wait.

The Realtors who endure—and ultimately thrive—are those who **adapt instead of retreat.** They refine their strategies, strengthen relationships, and keep moving forward even during uncertain times.

Many of the agents featured in *Gulf Coast Real Producers* have built their careers through multiple market cycles. Their longevity speaks to resilience as much as talent.

5 / Community Leadership

The most successful Realtors often become leaders in their communities.

They sponsor events, support charities, mentor younger agents,

and serve as ambassadors for their neighborhoods. Their influence extends beyond transactions.

That is why recognizing them matters.

When communities celebrate excellence, it inspires others to raise their standards as well.

Celebrating the Best of Our Industry

The Realtors featured on the covers of *Gulf Coast Real Producers* represent more than personal success.

They represent **the standard.**

They show what is possible when talent meets discipline, when relationships meet professionalism, and when service becomes a calling rather than just a career.

In every market across America, a small percentage of agents quietly carry the industry forward. They serve clients with excellence, close transactions with integrity, and build businesses that stand the test of time.



Success in real estate rarely comes from one big deal.

It comes from hundreds of small daily actions repeated over time.

On the Mississippi Gulf Coast, many of those professionals have appeared on the pages of this magazine.

And as we celebrate three years of *Gulf Coast Real Producers*, we are proud to honor them—not just for what they sell, but for **who they are and how they serve.**

Because behind every thriving real estate market, you will always find a group of extraordinary professionals who make it happen.

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For more than four decades, Meritage Homes has been building more than houses—they've been building trust, innovation, and long-term value for homeowners across the country. As the fifth-largest public homebuilder in the United States, with operations spanning twelve states, Meritage has delivered more than 210,000 homes since its founding in 1985.

Today, that national reputation for quality, energy efficiency, and customer experience is making a powerful impact right here along the Gulf Coast.

A National Leader with a Local Commitment

Meritage Homes is widely recognized as an industry leader in energy-efficient homebuilding. The company is an eleven-time recipient of the U.S. Environmental Protection Agency's ENERGY STAR® Partner of the Year for Sustained Excellence Award and Residential New Construction Market Leader Award, along with four EPA Indoor airPLUS Leader Awards.

But while those accolades speak to national excellence, what truly sets

Meritage apart in Coastal Mississippi and Alabama is its local presence and momentum.

Having entered the Gulf Coast market just over a year ago, Meritage has already established **eight actively selling communities in Mississippi and two in Alabama**. The growth doesn't stop there. In 2026, the company plans to open six additional communities across Biloxi, Gulfport, and Ocean Springs, Mississippi, as well as Mobile and Summerdale, Alabama—with expansion into the Florida panhandle slated for 2027.

For local realtors, that growth represents opportunity.

Designed for Today's Buyers

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Energy-efficient construction is a cornerstone of every home, providing lasting comfort, cleaner indoor air, and significant savings on utilities. Meritage also offers below-market mortgage rate options to enhance affordability and purchasing power, along with a 10-year warranty to protect buyers' investment.

For clients seeking predictability, convenience, and modern design, Meritage delivers a seamless new construction experience.



An Agent-First Approach

From a realtor's perspective, Meritage Homes stands out in ways that truly matter.

One of the greatest distinctions is the absence of a **first-visit rule**. Unlike many builders, Meritage allows a realtor to be added to a buyer's contract at any stage—even after the purchase agreement has been signed. This policy protects the integrity of the agent-client relationship and eliminates the anxiety that often arises when buyers visit a community independently.

EACH HOME IS BUILT WITH MODERN LIVING IN MIND.



At its core, Meritage believes that strong partnerships are built on two principles: **consistency and respect.**

Consistency means agents can rely on a predictable, transparent experience every time.

Respect means honoring the agent–client relationship and valuing the expertise realtors bring to every transaction.

When those principles align, trust grows—and trust is the foundation of lasting partnerships.

Building Communities Beyond the Closing Table

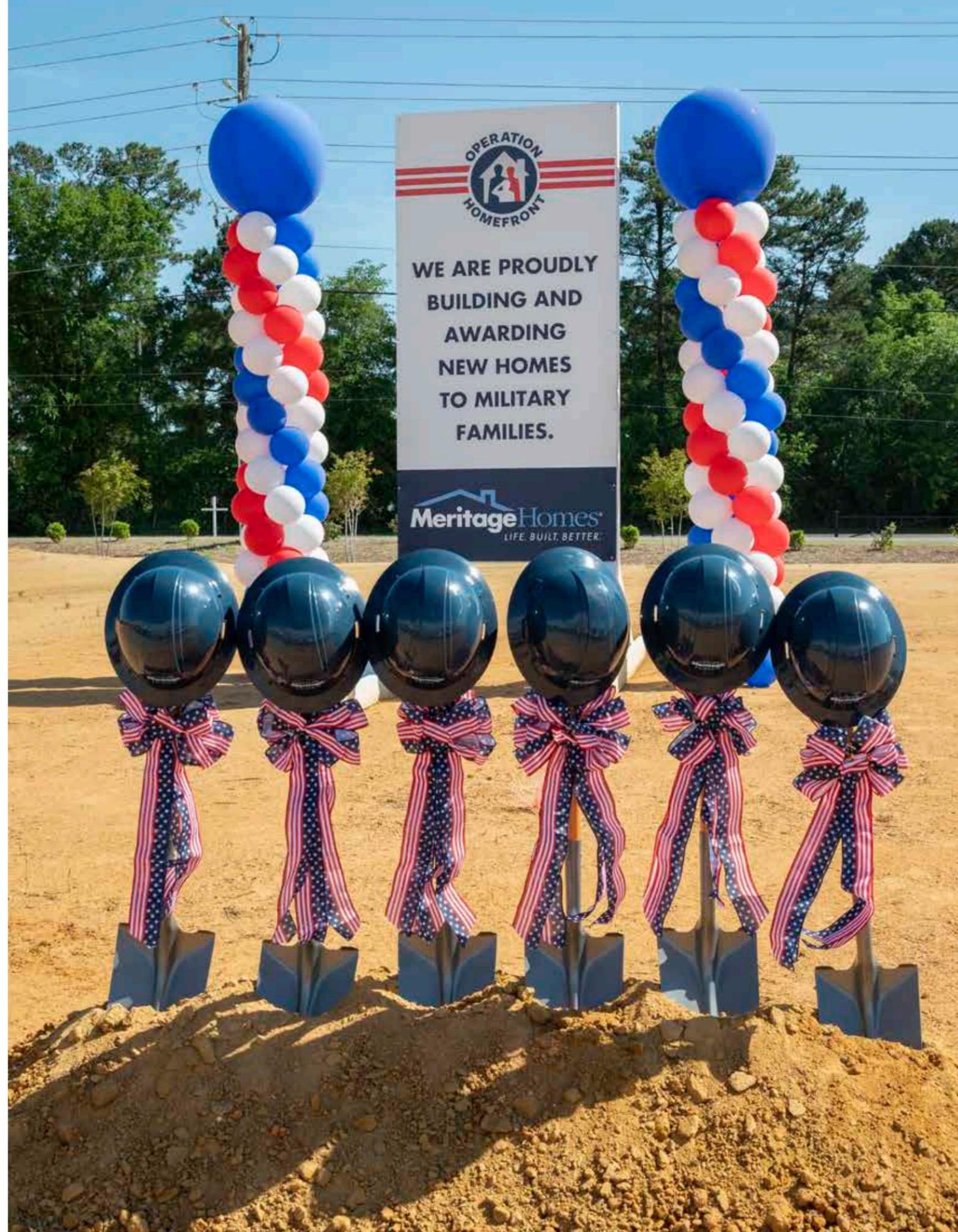
Meritage’s commitment extends far beyond homebuilding. Through its philanthropic foundation, **Meritage Cares**, the company has contributed more than \$4 million and thousands of volunteer hours to nonprofits serving children, families, and military veterans.

National initiatives include partnerships with Operation Homefront, No Child Hungry, and the Arbor Day Foundation. Employees are granted 16 hours of paid volunteer time annually, empowering them to give back to their local communities.

Here on the Gulf Coast, the division has supported the Junior Auxiliary, Sheriff’s Youth Ranch, Big Brothers Big Sisters of the Central Gulf Coast, Youth Villages, and local Angel Tree initiatives. They have also helped pack more than 15,000 meals for hunger-relief efforts.

Perhaps most exciting, the Gulf Coast Division has been selected to participate in Operation Homefront this year—donating a completely mortgage-free, energy-efficient Meritage home to a deserving Veteran family in Coastal Mississippi this November.

It’s a powerful reflection of a company dedicated not only to building homes—but strengthening families and communities.



THE PHILOSOPHY IS SIMPLE: EVERY BUYER DESERVES PROFESSIONAL GUIDANCE, AND EVERY AGENT DESERVES RECOGNITION FOR THEIR WORK.

Meritage also maintains a commitment to **100% co-broke sales**, actively encouraging buyer representation. The philosophy is simple: every buyer deserves professional guidance, and every agent deserves recognition for their work.

Realtors benefit from:

- A standard 3% commission on every sale
- Bonus opportunities
- The robust **Agents Rock** program
- A comprehensive Agent Portal with inventory access, enhanced search tools, marketing materials, and client-management resources
- Opportunity to represent Meritage on third-party listings

In addition, Meritage’s **Closing-Ready Guarantee™** and availability of move-in-ready homes help buyers close sooner and agents get paid faster.

Streamlined, Transparent Transactions



Connect with Meritage Homes

Looking Ahead

As Meritage Homes continues expanding across Mississippi, Alabama, and Florida, their focus remains clear: deepen relationships with local real estate professionals and create an agent-friendly experience that stands apart in the marketplace.

Through the Agents Rock Rewards Program, realtors gain first access to new releases, community announcements, incentives, and bonus opportunities, helping them stay ahead in a competitive market while delivering exceptional value to their clients.

For realtors seeking a builder partner that values transparency, honors representation, and delivers quality homes designed for long-term livability, Meritage Homes offers confidence at every step.

Meritage Homes – Coastal Mississippi

Website: <https://www.meritagehomes.com/state/ms/coastal-ms>
Phone: 228-206-6754

When you refer a client to Meritage Homes, you can trust they will receive a high-quality, energy-efficient home—and you'll experience a partnership built on consistency, respect, and shared success.

For more information about new releases, upcoming developments, bonus opportunities, and more, join Agents Rock: agents.meritagehomes.com.

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The Agents Rock Rewards program and any benefits are subject to any applicable laws and governmental restrictions. Agents Rock Rewards Program is void in states where prohibited by law. Meritage Homes reserves the right to terminate or amend this program at any time, in part if such changes affect rewards payable under this program without prior notice or obligation; even if it affects points that conditions of participation, participation qualification criteria or benefits earned. Meritage Homes further reserves the right, in its sole discretion to revoke a participant's membership or status in Agents Rock Rewards Program at any time without prior notice or obligation. See sales associate or visit [meritagehomes.com/agents](https://www.meritagehomes.com/agents) for details. Not an offer or solicitation to sell real property. © 2025 Meritage Homes Corporation. All rights reserved.



Lisa WASIELAK

RISING WITH INTEGRITY & HEART

PHOTOS BY OUTLAW PHOTOGRAPHY

For **LISA WASIELAK**, real estate is not just a profession—it’s a calling rooted in service, relationships, and trust. As a Rising Star with **COLDWELL BANKER SMITH HOMES** in Ocean Springs, Mississippi, Lisa has quickly established herself as a driven, values-based professional who leads with integrity and heart in everything she does.

Lisa began her real estate career in 2023, stepping into the industry during a season of personal reflection and ambition. She wanted more—more purpose, more flexibility, and more control over her future. Real estate offered exactly that, but even more importantly, it provided a way to make a meaningful difference in people’s lives. Buying or selling a home is one of the biggest decisions a person can make, and Lisa felt drawn to a career where she could walk

alongside people during those pivotal moments with honesty and care.

Before real estate, Lisa helped run her family’s business, gaining firsthand experience in responsibility, customer service, and hard work. She also held various roles in retail, sales, and customer-facing positions, all of which helped shape her people-first mindset. Those early experiences laid a strong foundation for her transition into real estate, where relationships—not

transactions—are at the center of her work.

Starting out as a solo agent without a guaranteed paycheck, a large database, or instant name recognition was not easy. Lisa had to build everything from the ground up—learning the market, earning trust, and staying consistent even when results didn’t come overnight. She navigated emotional transactions, complex deals, and the pressure that naturally comes with high expectations. Rather than



discouraging her, those challenges strengthened her resolve and sharpened her advocacy for her clients. Today, she defines success not just by numbers, but by trust earned, relationships built, and the confidence her clients feel throughout the process.

That mindset has produced impressive results in a short amount of time. In 2025, Lisa closed **\$5.8 million in home sales**, earning recognition as a **Million Dollar Club** member with BOSAR and being named **Rookie of the Year** at her brokerage. These achievements reflect not only her work ethic, but also her commitment to doing things the right way.

What truly sets Lisa apart is her personal approach. She treats every client like family, taking the time to listen carefully, communicate clearly, and advocate fiercely. She is hands-on, detail-oriented, and deeply committed to putting her clients' best interests first—always. Integrity and responsiveness are not just buzzwords in her business; they are daily practices that guide every decision she makes.

Family is a major source of Lisa's motivation. Originally from **South Florida**, she is a proud wife and mother of three boys—Bryce Jr. (16), Donald (15), and Stephen (12). Her husband, Bryce Sr., runs his own military surplus yard, **Bryce and Sons Military Truck Parts**, and is her biggest supporter and rock. Together, they enjoy outdoor activities, family movie nights, caring for their homestead



chickens, and spending time with their dogs. Whether hiking, hunting, swimming, traveling, or simply relaxing at the beach, family time is sacred to Lisa.

Faith also plays an important role in her life and business. Lisa and her family are active members of **Bethel Hill Baptist Church in Vancleave**, and she stays involved

“
THEREFORE,
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OPPORTUNITY,
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TO ALL PEOPLE.**”

GALATIANS 6:10





“
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in church-related events, as well as professional associations like **BOSAR** and **GCAR**. A favorite verse that guides her outlook is *Galatians 6:10*: “Therefore, as we have opportunity, let us do good to all people.” It’s a reflection of how she approaches both life and work—with purpose, generosity, and consistency. Her favorite saying, “Nothing good comes easy,” perfectly captures her belief in perseverance and long-term growth.

Lisa also appreciates what Real Producers does for

the real estate community along the Gulf Coast. She values how it highlights the hard work, best practices, and success stories of top agents, creating inspiration and raising the bar for the entire market. To her, it’s not just about recognition—it’s about motivating one another and fostering a stronger, more connected real estate community.

Looking ahead, Lisa is focused on continued growth—professionally and personally. She is committed to learning at every stage, becoming an even better

advocate for her clients, and building a business that allows her to prioritize both excellence and family. No matter how her career evolves, one thing will always remain the same: she will lead with integrity, heart, and a genuine desire to do what’s right.

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Q: WHO RECEIVES THIS MAGAZINE?

A: The top 300 agents in the Gulf Coast Area. We pulled the MLS numbers (by volume) from Jan. 1, 2022, through Dec. 31, 2022, in the MS Gulf Coast market. We cut the list off at number 300, and the distribution was born. For this year's list, the minimum production level for our group is \$5 million in 2022. The list will reset at the end of 2023 for next year and will continue to update annually.

Q: WHAT IS THE PROCESS FOR BEING FEATURED IN THIS MAGAZINE?

A: The process is simple. Every feature you see has first been nominated. You can nominate REALTORS®, agents, affiliates, brokers, owners, or even yourself. Office leaders can also nominate real estate agents. We will consider anyone you bring to our attention because we don't know everyone's story, and we need your help to learn more.

A nomination currently looks like this: Email us at robert.orso@realproducersmag.com with the subject line "Nomination: (Name of Nominee)" and explain why you are nominating the individual. Maybe the person has an amazing story that we need to tell, or perhaps someone overcame extreme obstacles, is an exceptional leader, has the best customer service, or gives back to the community in a big way. The next step is an interview with us to ensure a good fit, and then we put the wheels in motion for our writer to conduct an interview and for our photographer to schedule a photo shoot.

Q: WHAT IS THE COST TO FEATURE A REALTOR®, AGENT, OR TEAM?

A: Zero, zilch, zippo, nada, nil. **The feature costs nothing**, my friends, so nominate away! We are not a pay-to-play model. We share real stories of Real Producers.

Q: WHO ARE THE PREFERRED PARTNERS?

A: Anyone listed as a preferred partner in the front of the magazine is a part of this community and will have an ad in every issue of the magazine, attend our quarterly 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 preferred partner you see in this publication. We won't even meet with a business that you have not vetted and stamped for approval, in a sense. Our goal is to create a powerhouse network for the REALTORS® and agents in the area and for the best affiliates so we can grow stronger together.

Q: HOW CAN I RECOMMEND A PREFERRED PARTNER?

A: If you have a recommendation for a local business that works with top real estate agents, please let us know. Send an email to robert.orso@realproducersmag.com.

FAQ

Welcome to *Real Producers!* Some of you may be wondering what this publication is all about, which is why we have created this FAQ page. Here, we will answer the most commonly asked questions from around the country regarding our program. My door is always open to discuss anything regarding this community — this publication is 100% designed to be your voice!

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