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— Teresa Williamson, Roberts Brothers

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Mobile Chamber

Celebrating Six Years in Print

GROWING THE COMMUNITY, WE'VE BUILT TOGETHER

BY ROBERT ORSO



One of the greatest joys of publishing *Mobile Bay Real Producers* is watching this community grow. What began as a vision six 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 Alabama 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 *Mobile Bay 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 *Mobile Bay 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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ROOFING & CONSTRUCTION

BY SUSAN MARQUEZ
PHOTOS BY ABE DRAPER PHOTOGRAPHY

When the time comes to have a roof replaced or repaired, it's best to choose a company with experience, integrity, and longevity in the industry. Watkins Construction & Roofing Alabama checks all those boxes and then some.

A true family-owned-and-operated business, Watkins is owned by Michael Dier, who is hands-on every day. His wife, Sallie, joined the company as chief financial officer in 2019. "She has an accounting background in public accounting and with the State Auditor's office," Michael says. "She is a vital part of our company."

Michael began working for Watkins right out of high school. His father was a roofer for new builds, so Michael had an idea what it was all about. "I went to work at Watkins for \$10 an hour, but from day one I treated the business as if it was my own." By 2016, Michael had an opportunity to be an owner in the business, and from 2016 to 2018 the company grew aggressively. In early 2018 he was able to buy out the remaining shares of the business, but he kept the company name because it was already established, and because of his admiration of the Watkins family. "I have known them since I was seven years old."

The company is headquartered in Ridgeland, Mississippi. Michael purchased six acres in Ridgeland that had a 50,000 square foot warehouse included. Years later, after more massive growth, they were able to build a brand new 15,000 square foot office building on a parcel in front of the warehouse. "It's a showplace," he says. "I'm so glad we did it." Michael says he was moved that Mr. and Mrs. Watkins came to their recent grand opening. "They said they were proud of what we've done with the company." Watkins was then poised to expand into future endeavors which now includes a fully operational team and warehouse located in Fairhope, Alabama, that provides quick and efficient roofing support to the needs of

local agents and their clients. This team has been servicing Mobile and Baldwin Counties since mid-2020.

In addition to roofing repairs and replacements, Watkins handles construction as well. "Most of what we do is related to roofing issues," Michael says. "We do James Hardie siding, whole house conversions, repair work, gutters, windows, sheetrock and paint, and other exterior trades. We do a lot of insurance claim work as well."

Diagnosing a roof leak and providing a permanent solution that will last is something Michael takes pride in. "I learned from the best – my dad transitioned into a roof leak repair specialist, and he taught me how to do it the right way." Michael says he also takes great pride in doing roof repairs. "About forty percent of our jobs are repair related. We do about 3,000 total jobs a year, from small jobs to big ones. We have been doing roof repairs from day one and we will always do them. We

"At Watkins, we play the long game. We say 'no' more than we say 'yes,' and we call it like we see it. We aren't going to recommend having work done that isn't necessary."

want Watkins to be the first company a customer calls, and the last."

Realtors® know the importance of curb appeal, and Michael says Watkins is the exclusive provider of a roof-cleaning service using a product called Roof-a-Cide®. "We can make an old roof look new again," says Michael. "It not only cleans the roof without damaging it, but we offer a two-year algae-free and streak-free guarantee. Many insurance companies are now requiring it because it can prolong the life of an older roof."



And speaking of Realtors®, Michael says he loves working with them. "I'd like to suggest that they bring us in well before the home inspector. Our inspections are complimentary and very thorough. At Watkins, we play the long game. We say 'no' more than we say 'yes,' and we call it like we see it. We aren't going to recommend having work done that isn't necessary. When we are brought in after an inspection everyone is under the gun. It's hard to navigate work schedules and closing dates. Bringing us in on the front end is better for all three parties





financial matters using the Dave Ramsey method, and for six consecutive years we nominated a male to participate in the American Cancer Society's 'Men Wear Pink' campaign to raise money for breast cancer research."

Michael says Watkins also participates in the Roof Deployment Project in partnership with Owens-Corning to provide roofs for veterans through Purple Heart Homes. "We also participate in the No Roof Left Behind project where the public helps to choose the recipient for a new roof. We have made six roof donations through that program."



Watkins employees also donate their time to the Central Food Pantry at a local church. "Our folks help unload, package, and distribute fresh produce to those in need each week. They enjoy the camaraderie, and it helps our culture here at Watkins."

At Watkins Construction & Roofing, we understand that in real estate, timing and trust matter. We are proud to serve as a local resource Realtors® can confidently recommend — helping properties show better, negotiate stronger, and close with confidence.

children," says Michael. "Addie will be going into the twelfth grade this fall, and Alec will be in the eighth grade. Alec plays golf and Addie plays tennis. I enjoy golfing and hunting."

The company gives back to the community that supports it by participating in fundraisers and other events to benefit organizations including Canopy Children's Solutions, Mustard Seed, the Lily Pad, and more. "We have sponsored Ramsey Education in three schools to educate kids on

involved – the homeowner, the agents, and for us."

Some Realtors® handle commercial properties as well, and Michael says they are a fully licensed commercial general contractor. "We brought that in-house – we do it ourselves, from TPO layovers on metal roofs to complete tear offs."

Because they are locally owned and operated, Michael and Sallie and the rest of their almost 60 employees are active in the community. "We have two

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SERVANT LEADERSHIP IN ACTION

*Jaime Lyon Cooper &
the Strength of Team*



PHOTOS BY TYLER BONNER, CAPTURE BY TYLER

If you have followed Real Producers over the years, you likely remember the June 2021 feature on **Jaime Lyon Cooper**—a driven, high-performing REALTOR® with corporate polish, Vanderbilt credentials, and a deep belief in excellence. You

also may remember the April spotlight on **Karly Dunlap**, whose story reflected heart, grit, and a sense that she was simply “made for this.”

Today, both women continue to grow—not just in production, but in purpose.

At the center of it all is Jaime, Associate Broker/REALTOR® at **EXIT Realty Lyon** in Fairhope, Alabama, and Team Lead of the **Jaime Cooper Team**. Over the past 12 years in real estate, her perspective has matured in powerful ways.

What began as a desire to help clients achieve the American Dream of homeownership has evolved into something deeper: a calling to servant leadership.

From Corporate America to Calling

Born and raised in Mobile, Alabama, Jaime graduated from Vanderbilt University with a Bachelor of Science in Human & Organizational Development. Her early career was impressive—hospitality with The Ritz-Carlton in Washington, D.C., followed by recruiting in the tech space, and then consulting with Accenture serving the federal government.

She understood systems. She understood people. She understood performance.

But after years in corporate America—and a brief season as a stay-at-home mom—Jaime felt the pull toward something closer to home.

“Real estate was in my DNA,” she says. “I decided I should give it a try.”

She launched her real estate career in 2014. What followed was not just growth—but impact.

Production with Purpose

In 2025 alone, Jaime and her team closed over **\$31 million in sales across 71 transactions**. Her career totals now exceed **\$250 million in volume and more than 775 transactions**. The Jaime Cooper Team continues to rank in the **top 1% of REALTORS® in both Baldwin and Mobile MLS** (per Baldwin REALTORS® and Gulf Coast Multiple





“Real estate was in my DNA. I decided I should give it a try.”

Listing Services 12.31.25), and in 2025 the team was named one of the **Top 10 EXIT Realty Teams in the U.S.**

Individually, Jaime's accolades include:

- **2025 Baldwin REALTORS® REALTOR® of the Year**
- **2022 Baldwin REALTORS® Distinguished REALTOR®**
- **2015 EXIT Alabama Rookie of the Year**

But if you ask Jaime what matters most, she won't start with volume.

“Happiness. A joy-filled day. Giving back,” she says simply.

Her definition of success has shifted over the years. After serving as **President of Baldwin REALTORS® in 2024**, she saw the profession from a broader vantage point. Leadership at that level reinforced something she had already sensed: Real estate is not transactional—it is relational and generational.

True success, she believes, is built on service—to clients, to colleagues, and to the broader community.

Her focus today is less about climbing and more about lifting.

She is passionate about mentoring the next

generation of REALTORS®, modeling excellence, consistency, and care. She wants her clients to feel genuinely served—not sold.

Adversity that Deepened Resolve
Jaime's strength did not come without struggle.

Between her two children, she experienced the heartbreaking loss of a stillborn daughter, Skye. Later, her son Kyle developed Long COVID—a life-changing condition that has required resilience from the entire family.

In an industry already filled with competition and pressure, she has navigated grief, health challenges, and the reality that not everyone cheers for your success.

But adversity refined her.

It deepened her compassion. It strengthened her faith. It clarified her mission.

Helping others. Acts of service. That is what keeps her motivated.

Building a Team Built to Serve

In 2020, Jaime transitioned from a solo agent to building the **Jaime Cooper Team**. She serves as Team Lead, with **Karly Dunlap** as Buyer's Agent. Together they are supported by Taylor for online marketing, Angela for traditional marketing, professional photographers, and the experienced staff at EXIT Realty Lyon.

Jaime describes the team as “well trained and well equipped.”

It is not accidental language.

Her background in organizational development influences how she builds structure. Her time in consulting shaped how she sees strategy. Her leadership experience informs how she mentors.

The result? A charismatic, high-energy, full-time professional team focused on helping people fulfill their real estate dreams.

Professional. Positive. Prepared.

Those are words often used to describe Jaime.

But she is also deeply relational.

Karly Dunlap: Made for This
If Jaime sets the tone, Karly embodies the warmth.

Featured in the April 2023 issue of *Mobile Bay Real Producers*, **Karly Dunlap** brings drive, dedication, and natural connection to the team. She earned her real estate license in January 2020—just before the world shifted.

Her exposure to real estate began early. Growing up in Colorado, her mother was an escrow officer. After school, Karly would sit in title offices watching REALTORS® and agents move deals forward.

Her sister later launched her own brokerage in Colorado, and Karly often assisted in the early stages of that business. Real estate conversations were part of her upbringing.

“Jaime and I work really well together. I've really enjoyed being able to help people through my work.”

She eventually earned her license in Oklahoma, and after her husband was laid off during COVID, they moved to Alabama to be closer to family. Karly transferred her license in August 2020 and continued building her business in a new market.

Today, she operates as Buyer's Agent on the Jaime Cooper Team.

“Jaime and I work really well together,” Karly says. “I've really enjoyed being able to help people through my work.”

Clients quickly sense Karly's natural warmth.

“My hope is that those I serve think of me as their friend,” she says. “Someone they'd like to chat with and hang out with.”

She serves on the Community Service Board of Baldwin REALTORS® and balances her growing business with family life alongside her husband Zack and their children, Dominic and Sawyer.

If Jaime brings seasoned leadership, Karly brings relational energy. Together, they create balance.



“My hope is that those I serve think of me as their friend. Someone they’d like to chat with and hang out with.”

Well Trained.
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What sets Jaime apart?

She answers without hesitation: professionalism.

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In a crowded market, she believes details matter. Preparation matters. Reputation matters.

She understands that Real Producers plays a role in that ecosystem as well—connecting top agents, sharing stories, and fostering community.

“Real Producers brings a feeling of connectedness,” she says.

Connectedness is at the heart of how Jaime leads.

Beyond the Office

Outside of real estate, Jaime remains deeply invested in her community. She is involved with the National Charity League alongside her daughter Cate, Church of the Highlands, Impact 100, Junior League, and RPAC. She supports schools and athletic

programs and believes in giving back consistently.

At home, she and her husband Colby are raising two teenagers—Kyle and Cate—alongside their black lab, Lacie.

Jaime enjoys tennis, travel, gardening, exercise, volunteering, and time with family.

But above all, she treasures her roles as mom and wife.

Her professional ambition is balanced by personal priorities.

The Future

When asked what the future holds, Jaime doesn’t outline expansion plans or ambitious production targets.

“Continue being a mom, wife, REALTOR®, and friend,” she says.

It sounds simple.

But simplicity, when rooted in purpose, is powerful.

Over the past 12 years, Jaime Lyon Cooper has evolved from high-performing agent to respected leader. From production-driven



to purpose-driven. From individual success to collective impact.

Alongside Karly Dunlap, she continues building a team marked by excellence, positivity, and service.

Because in the end, for Jaime, real estate is not about closing.

It is about caring.

And that is what makes the Jaime Cooper Team not just successful—but significant.

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The Story of Mary Jane Owen

STEADY LEADERSHIP, LASTING IMPACT

PHOTOS BY TYLER BONNER, CAPTURE BY TYLER

In a profession often defined by fast deals and flashy numbers, **Mary Jane Owen** has built her career—and her reputation—on something far more enduring: steadiness, integrity, and care for people.

As Managing Broker at **Kaiser Sotheby's International Realty** in downtown Fairhope, Mary Jane oversees eight agents while continuing to serve clients with the same thoughtful attention she has offered since entering real estate in January 2002. Her office at 10 S. Church Street sits in the heart of Fairhope, but her influence extends well beyond its doors—into the lives of agents she mentors, clients she protects, and a community she loves and deeply values.

Her leadership is not loud. It is not ego-driven. It is measured, intentional, and quietly powerful.

From Engineering to Entrepreneurship

Before becoming a REALTOR®, Mary Jane's professional life looked very different. Originally from Manchester, a small town in Middle Tennessee, she earned a degree in Business Administration with an emphasis in Information Systems Management from Cumberland University.

She went on to work as a Senior Engineering Associate II at Arnold Engineering Development Center in Tennessee, where military and commercial jet engines were tested. As a database analyst, she worked closely with test and controls engineers, translating complex requirements into structured systems.

It was technical work—detailed, precise, and analytical. And it shaped her.

“Engineering teaches you to think in systems,” she explains. “To understand cause and effect. To anticipate risk.”

Those skills would later become invaluable in real estate.



Her transition into the industry was prompted by life's changes. When her middle daughter graduated from Auburn and was accepted into medical school at the University of South Alabama, and her husband accepted a position as Director of Engineering at Continental Motors in Mobile, Mary Jane faced a crossroads. There were no comparable engineering opportunities within a reasonable commute.

Instead of settling for a four-hour daily drive or compromising her skills, she chose something bold: reinvention.

Real estate offered what engineering no longer could—control over her schedule, portability for the future, and the ability to align her work with her values.



“I wanted a career where I could be in control of my own destiny,” she says. “Something I could take anywhere.”

Weathering Market Cycles

Mary Jane began her real estate career in residential resales and later worked alongside custom builders during the booming 2004–2007 construction era. When the market shifted and inventory began to outpace demand, she witnessed firsthand how supply, lending practices, and regulation impact real estate decisions.

Many builders stepped back. Spec homes slowed. Lending tightened.

For Mary Jane, it was not discouraging—it was educational.

“Market cycles are part of the business,” she reflects. “If you understand them, you can guide people through them.”

That perspective would later shape her approach as a Managing Broker—steady, analytical, and prepared.

Redefining Success

Ask Mary Jane how she defines success, and she won’t mention volume.

“To me, success isn’t about big numbers on a leaderboard,” she says. “It’s about building a business that runs well, lasts long, and lifts people with it.”

She measures success differently:

- Agents who are thriving—not burning out.
- A reputation that precedes the brokerage.
- Systems that work without constant firefighting.
- Transparent, compliant and ethically sound documentation.
- Leadership that steadies others when transactions get messy.
- A brokerage that supports life rather than consumes it.

Her philosophy centers on sustainability. “If your business collapses when you take a week off, it’s not healthy,” she says.

“To me, success isn’t about big numbers on a leaderboard. It’s about building a business that runs well, lasts long, and lifts people with it.”

That practical wisdom is paired with something softer but equally powerful—care.

The Calm Center

Mary Jane describes her leadership style simply: steady, humble, and people-focused.

“I’m not driven by recognition or volume,” she says. “I’m driven by doing it right.”

In a fast-moving market, she has become known as the calm center—the broker who slows things down, explains the “why,” and protects both agents and clients from unnecessary risk.

Her leadership is relational, not transactional. She mentors by example. She holds high standards without ego. She believes long-term trust matters more than short-term wins.

Clients feel heard. Agents feel supported.

In a business often fueled by urgency, Mary Jane’s quiet competence stands out.

What Fulfills Her Most

For Mary Jane, fulfillment comes from watching growth—both in clients and in agents.

“I take pride in knowing that when someone walks away from a transaction I’ve been part of, they don’t just have a closed deal—they have clarity, confidence, and peace of mind.”

But mentoring agents brings an especially deep sense of purpose.

“Seeing agents gain confidence, make ethical decisions, and build



careers grounded in professionalism—that’s meaningful.”

She believes her role is to be a steady presence others can rely on. To protect not just transactions, but relationships and reputations.

Homes change hands, she often says—but how you care for people stays with them forever.

Advice to Rising Leaders

Given her experience, Mary Jane’s advice to up-and-coming producers is

practical, strategic, and rooted in long-term thinking:

- Get involved in your local and state associations. Community builds credibility.
- Build systems to consistently engage your sphere – relationships are the foundation of sustainability.
- Know your numbers like a CFO.
- Protect your calendar ruthlessly—your time is your inventory.
- Build leverage before you feel desperate for it.
- Master the “boring” details—contracts, disclosures, timelines.



“I take pride in knowing that when someone walks away from a transaction I’ve been part of, they don’t just have a closed deal—they have clarity, confidence, and peace of mind.”

- Guard your reputation like it’s worth millions—because it is.
- Think like an owner, not just a salesperson.

“Play the long game,” she says. “One shortcut can undo years of work.”

Strength Forged in Loss

Mary Jane’s steadiness is not accidental.

When she was 15, her father—a foreman for the local electric utility—was fatally injured during a severe storm repair. The transformer he was working on had been struck by lightning. A hidden strike to the pole caused it to split while he climbed, and he fell with the transformer crushing him. Though he survived the initial fall, he passed away two months later from his injuries.

Loss at that age reshapes you.

It deepened her resilience. It anchored her perspective. It taught her early that life is fragile and integrity matters.

Those lessons show up in her work today—measured, thoughtful, protective.

Family at the Heart

Mary Jane and her husband Tim have been married nearly 31 years. Together



they share a large, accomplished family and five grandchildren spread across Tennessee, Texas, and Washington.

They’ve taken cross-country trips to National Parks, whale-watched in Seattle, and cruised to Alaska and the Caribbean. They cheer for collegiate rugby championships and celebrate middle school basketball, soccer and band concerts.

She is equally proud of her daughters’ careers: one an assistant principal, one

a urogynecologist and reconstructive surgeon, and one a registered nurse.

Family is not separate from her professional life—it grounds it.

Life Beyond the Office

Outside of work, Mary Jane finds peace in gardening, the beach, golf, and reading. She is a member of the Eastern Shore Art Center, the Eastern Shore Chamber of Commerce, and Impact 100 Baldwin County, where she serves on focus groups reviewing grant applications for nonprofits.

She also shares her home with two English Springer Spaniels, Pepper and Scout—ten-year-old siblings who are smart, spoiled, and occasionally stubborn.

Looking Ahead

Mary Jane has no plans to slow down.

“I’ve been working since I was ten years old,” she says with a smile.

Balance matters. Family matters. Giving back matters.

As long as she can continue to guide agents, protect clients, and contribute positively to the profession she loves, she considers herself fulfilled.

Her legacy will not be measured in transaction counts.

It will be measured in trust earned, careers shaped, and the quiet confidence she leaves behind in every client and agent she serves.

Because in Mary Jane Owen’s world, real estate was never just about houses.

It was always about people.

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BOSS PEST SOLUTIONS



Local Roots, Real Protection, & a Promise to Put People First

In the pest control world, trust matters. Homeowners and buyers aren't just purchasing a service—they're depending on a company to protect one of the biggest investments of their lives. That's exactly why **Justin McNorton**, Owner of **Boss Pest Solutions**, built his company on a simple idea: stop the overpricing, stop taking advantage of people, and bring back the kind of service that feels personal, honest, and truly local.

A partner in the business is Mobile native Ethan Welch is a local entrepreneur and co-owner of Boss Pest Solutions, where he is committed to providing reliable, high-quality pest, termite, and wildlife control services to families across the Gulf Coast. Born and raised in Mobile, Ethan attended both the University of Alabama and the University of South Alabama before beginning his career in real estate investment. In addition to his work with Boss Pest Solutions, he owns and operates E.H. Welch Investments, a real estate firm focused on residential redevelopment and long-term housing solutions throughout South Alabama.

When he's not working to grow local businesses, Ethan is a devoted husband to his wife, Svetlana, and proud father to their two children, Winston and Victoria. He enjoys traveling with his family, staying active, spending time outdoors, and exploring great food and music whenever possible.

Based in **Theodore, Alabama**, Boss Pest Solutions serves both **Alabama and Mississippi**, with a growing team of **five employees (not including Justin)**. In just **one year and seven months**, the company has built strong momentum by combining practical expertise with a customer-first mindset that's becoming harder to find in an industry increasingly dominated by large corporate providers.

What Boss Pest Solutions Does

Boss Pest Solutions provides a full range of protection services that homeowners and real estate professionals rely on, including:

- **Termite Bonds**
- **Pest Control**
- **Wildlife Services**
- **Moisture Control**

Whether it's safeguarding a home from termites, addressing ongoing pest issues, or helping clients understand moisture risks that can lead to structural problems, Justin's focus is education and prevention—not quick, cookie-cutter solutions. "I love helping our customers and educating them on termites and pest issues," Justin says. "A lot of problems can be prevented when people understand what's going on."

A Personal Story That Built a Company

Justin is a true local—born and raised in Theodore. He attended **Theodore High School** and **Lighthouse Baptist**, played basketball growing up, and credits his upbringing for shaping the values he now carries into business ownership.





But what stands out most in his story is resilience.

Justin is a **cancer survivor**, and that journey gave him a deeper sense of perspective and purpose. It's also part of what fueled his decision to build Boss Pest Solutions: he wanted to create a company that treated people like neighbors, not invoices.

"I started this company to stop the overpricing and advantage companies take over people," he says. "I wanted to be the true local family company and put customers before money—and show that people still care."

That value system is evident in how Boss Pest Solutions runs day-to-day. Justin and his wife **Ashley** started the company together. She serves as the **office manager** and even helps in the field when needed—yes, even in tight crawlspaces.

This isn't a brand built by a boardroom. It's a family business in the truest sense.

What Sets Them Apart

Boss Pest Solutions isn't trying to be the biggest company on the Gulf Coast. They're focused on being the most trusted.

One of their biggest differentiators is the experience customers have when they call.

"When you call our office, you're not going to talk to a 1-800 number," Justin explains. "You're going to get Ashley or one of the office girls. You're going to truly get that southerner feel—like, 'How's your momma and aunt?'"

That's the kind of relationship-based service Realtors appreciate, because it reflects directly on the professionals who recommend them.

Justin also shares the company motto with a smile because it's honest and real: **"We won't always tell you what you want to hear, but we won't tell you no."**

In other words—Boss Pest Solutions will level with you, educate you, and help you find a workable solution rather than shutting you down or upselling you.

A Strong Message for Top-Producing Realtors

Justin wants top-producing Realtors to know one thing above all: Boss Pest Solutions is built to help deals move forward with protection that actually protects.

They offer what many larger companies have started phasing out—meaningful replacement coverage.

"I've seen companies stop offering replacement coverage and not helping people," Justin says. "That's not who we are."



"I've seen companies stop offering replacement coverage and not helping people. That's not who we are."

Boss Pest Solutions provides **termite coverage with up to \$1 million in replacement coverage**, and they offer a clear, Realtor-friendly package: **\$400 for the bond and WIR report.**

That's straightforward, competitive, and built for real-world transactions where timelines and budgets matter.

Life Beyond the Business

Justin and Ashley have been together for nearly **14 years**, and they are raising three children:

- **Joseph (15)**
- **Amelia (12)**
- **Julian (10)**

They also have a lively household with **two cats and four dogs**, including the company's "face" and logo—**Boss and Copper**, two full-bloodhound termite-sniffing dogs. It's a detail that perfectly reflects the brand: memorable, local, and built on practical service.

When Justin isn't working, he's usually doing what Gulf Coast families love most—playing golf, spending time at the beach, or enjoying **downtown Mobile during Mardi Gras season.**

Giving Back Locally

Boss Pest Solutions is also committed to investing in the community they serve. Justin says the company sponsors several local initiatives, including:

- **Local baseball teams**
- **Fly High Goose**
- **Mobile Azalea Trail Maids**
- **Several Realtor office Christmas parties**

It's consistent with the company's identity: local business, local relationships, and local support.

The Bottom Line

Boss Pest Solutions is a young company with deep roots—built by a family that grew up here, lives here, and plans to stay here. They're focused on service, education, and real protection—especially at a time when many companies are pulling back coverage and raising prices.

For homeowners, that means peace of mind.

For Realtors, it means a responsive partner who understands how important reliability and trust are in every transaction.

And for Justin McNorton, it's about something even bigger: Putting customers before money—and proving that people still care.

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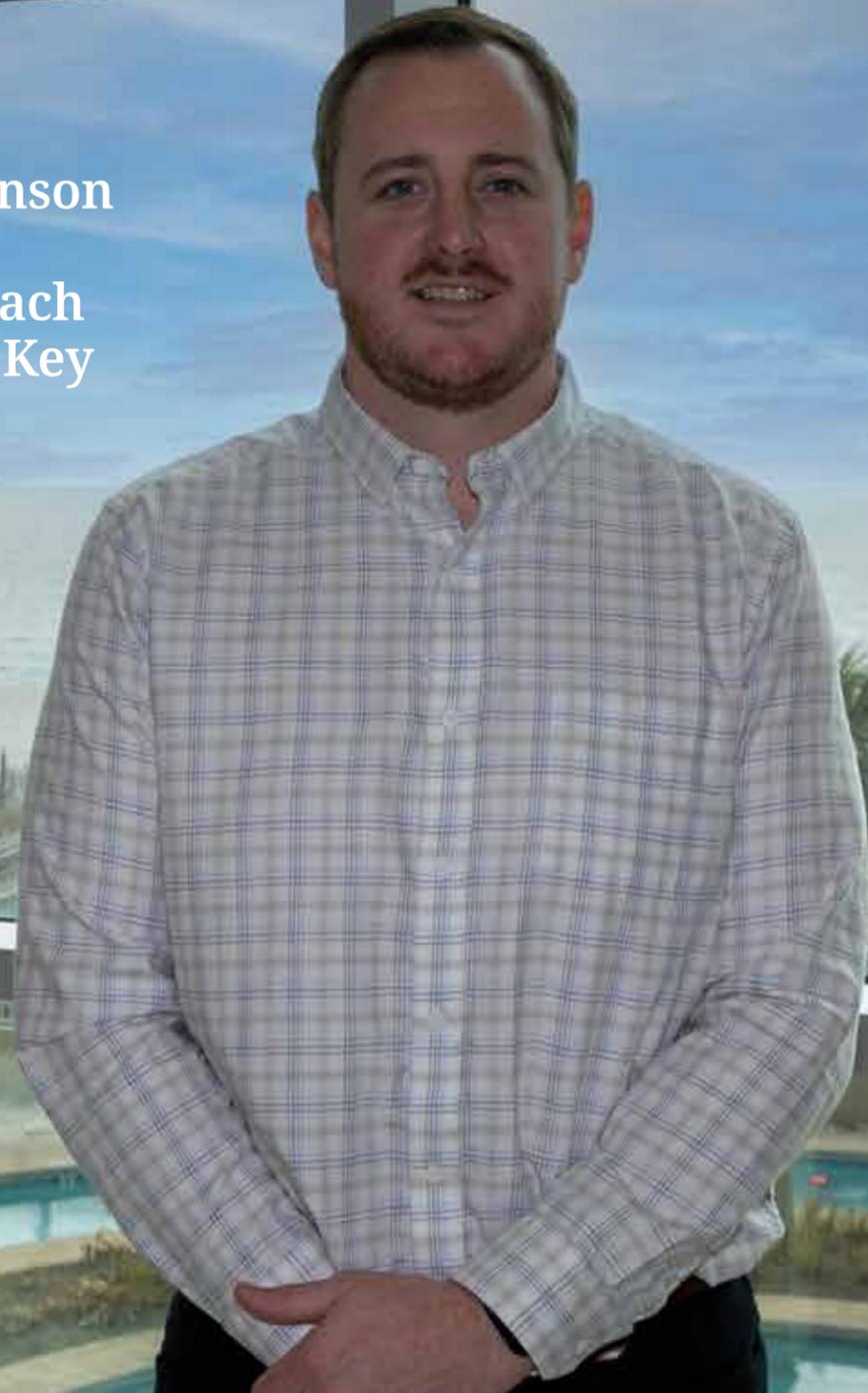


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Michael NEHLS

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Some careers are chosen.
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FOR MICHAEL NEHLS,
real estate wasn't a
sudden leap—it was a
natural evolution rooted
in deep local knowledge,
a servant's heart, and a
desire to build something
lasting for his family.

A proud Orange Beach native and 2010 graduate of Gulf Shores High School, Michael has spent more than 30 years immersed in the culture, rhythm, and growth of the Gulf Coast. Long before he ever wrote a contract, he was building relationships—13 years in the restaurant industry as a well-known bartender and manager, connecting with locals and visitors alike.

That experience shaped him more than most might realize.

“In the restaurant business, you learn how to read people, serve people, and show up for people,” Michael shares. “Real estate isn't that different. It's about being there when someone needs you most and coming through for them.”

From Hospitality to High Performance
Michael officially began his real estate career in February 2024 with **Brett/**

Robinson, one of the most established and respected development and brokerage firms on the Gulf Coast.

In just his first full year (2025), Michael closed an impressive **\$9,319,000 in total sales volume**—including transactions in both Alabama and Florida, as well as pre-construction sales. For a Rising Star in his second year, that's not just strong—it's exceptional.

But numbers only tell part of the story.

As a solo agent working within the Brett/Robinson ecosystem, Michael benefits from the collaborative strength of more than 35 professionals who operate as a unified team. While each agent runs their own book of business, the culture is built around mutual support, daily open houses, and boots-on-the-ground presence in key Phoenix condominium developments along the beach.



With sales offices in multiple buildings and a main office just steps from the sand, Michael has direct access to inventory, insider development knowledge, and immediate availability for buyers.

“If you call—I will answer,” he says with a smile.

That responsiveness is not marketing fluff. It’s a promise.

Why Real Estate?

While real estate had always intrigued him, it was family that ultimately sealed the decision.

Starting a family with his wife Taylor changed everything. Now the proud father of two-year-old Bash and nine-month-old Blakely, Michael felt a deeper calling—not just to earn a living, but to build a life.

“Starting a family really pushed me,” he explains. “I want to show others why Orange Beach is such a great place to invest, raise families, and grow.”

His passion for the area is authentic. He isn’t selling a brochure version of coastal life—he’s lived it. He knows the

hidden gems, the development cycles, the rental potential, the school zones, and the lifestyle advantages because this is home.

And that local expertise sets him apart.

Defining Success

Ask Michael how he defines success, and his answer isn’t about commission checks or rankings.

“Success is being there for people when they need it most—and coming through for them when they thought nobody else could.”

That mindset is rooted in gratitude. Michael describes himself as “very blessed”—with a big family, a beautiful wife, two young children, a loving mother, and a twin brother, Matthew Nehls, who has helped him navigate life’s speed bumps.

But one of the greatest influences on his life came through adversity.

In 2025, a close friend, Bennie Dalzell, passed away from pancreatic cancer. Before his passing, Bennie often quoted Wayne Gretzky: “*You miss 100% of the shots you don’t take.*”



Michael carries that quote with him every day.

“Sometimes it’s hard to pitch a sale or make that call,” he admits. “But if you don’t—you miss the opportunity.”

That philosophy fuels his work ethic. It reminds him to step forward when it’s uncomfortable, to take the risk, to initiate the conversation, to pursue the opportunity.

Because growth rarely happens in comfort zones.

Family First

At the heart of Michael’s drive is family.

When he’s not working (and he jokes there’s rarely true “time off” as an agent), you’ll likely find him riding around Orange Beach in a golf cart with Taylor and the kids, hosting family and friends, playing golf, or traveling to new destinations.

Those everyday moments matter.

His professional goal is clear: to become a top producer on the beach. But his personal dream is even more powerful.

“I just pray to be successful for my family and to show my kids what hard work and dedication can do for them.”

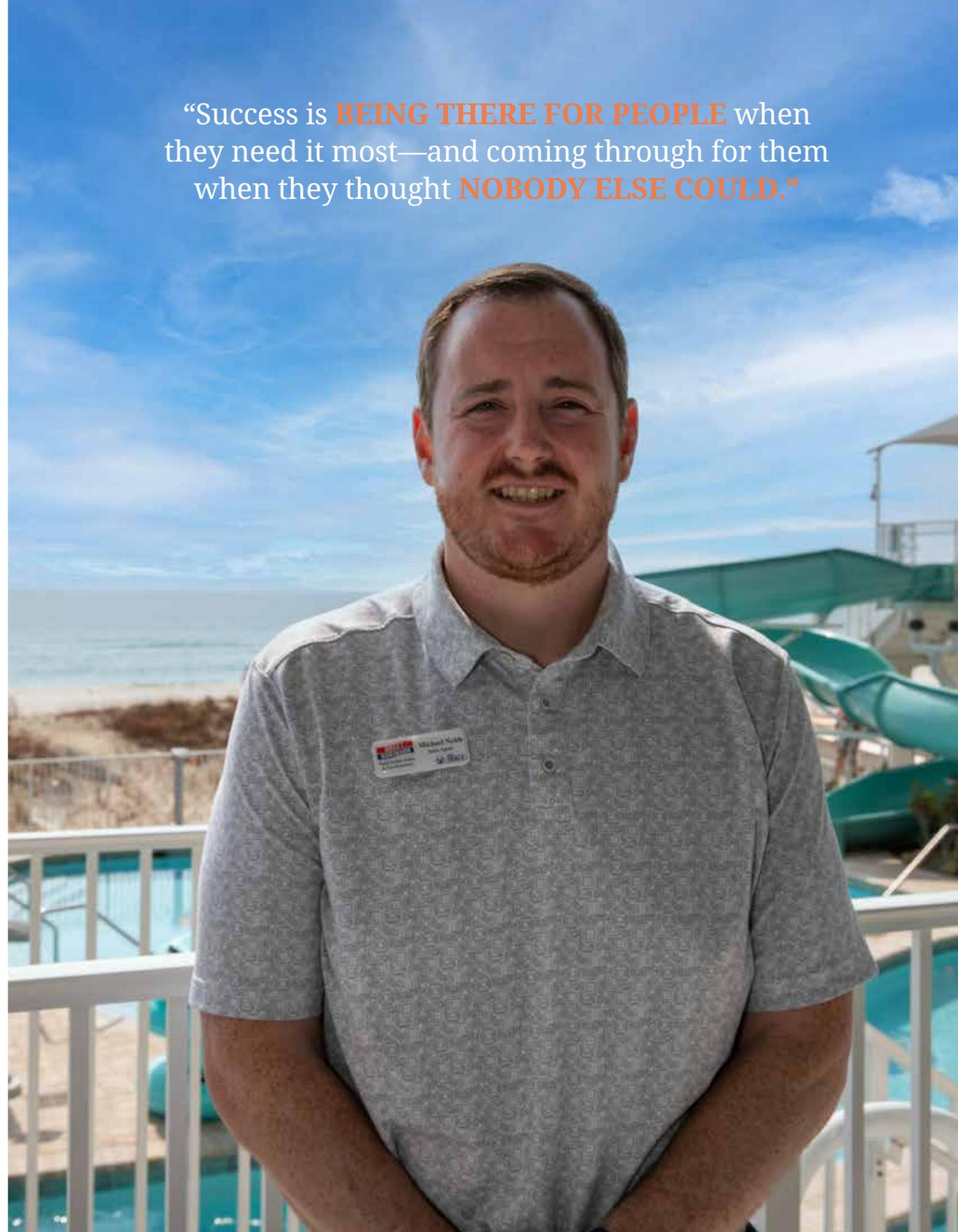
That hunger—to provide, to lead by example, to build something meaningful—is the heartbeat of his business.

A Builder’s Advantage

Working with Brett/Robinson provides Michael with a unique advantage. As both a brokerage and development



“Success is **BEING THERE FOR PEOPLE** when they need it most—and coming through for them when they thought **NOBODY ELSE COULD.**”



“Sometimes **IT’S HARD** to pitch a sale or make that call. But if you don’t—**YOU MISS THE OPPORTUNITY.**”



company, Brett/Robinson offers in-depth knowledge of condo buildings, construction details, rental projections, and investment performance.

Daily open houses, on-site sales offices in Phoenix properties, and immediate availability create a streamlined experience for buyers—especially investors seeking Gulf Coast opportunities.

For clients considering beachfront condos, second homes, or investment properties in Orange Beach and Perdido Key, that insider knowledge can make all the difference.

Gratitude for the Grind

When asked about what Real Producers does for top agents in the area, Michael’s response is simple and sincere: “It’s

wonderful to show appreciation to the agents that are out here grinding daily.”

Because he understands the grind. The calls. The showings. The negotiations. The persistence.

And he’s just getting started.

Family-oriented. Honest. Caring. Hungry.

That’s how Michael describes himself—and those who work with him quickly agree.

On a coastline known for beauty and opportunity, Michael Nehls represents a new generation of Gulf Coast real estate professionals—deeply rooted, relationship-driven, and unafraid to take the shot.

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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!

Q: WHO RECEIVES THIS MAGAZINE?

A: The top 300 agents in the Mobile Bay Area. We pulled the MLS numbers (by volume) from Jan. 1, 2021, through Dec. 31, 2021, in Mobile and Baldwin Counties. 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 \$7 million in 2021. The list will reset at the end of 2022 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?

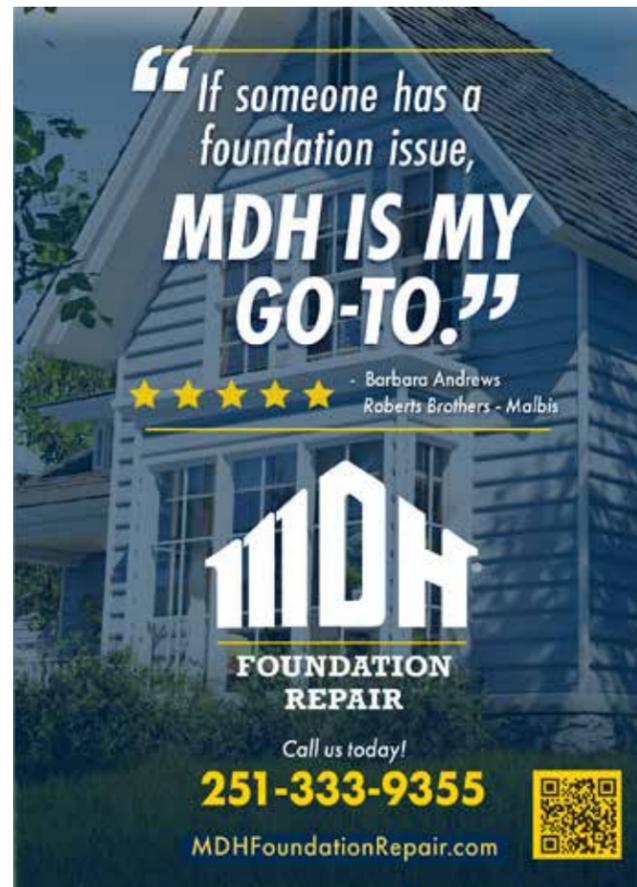
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WHY DO TOP AGENTS LOVE THEM?

A Promo is a one-of-a-kind marketing tool that highlights your personal brand and legitimizes you as an agent worth profiling. Use them to:

- Impress during listing appointments
- Send to past clients, friends, or family
- Include with holiday cards
- Attract top talent (brokers love this!)
- Farm your favorite neighborhoods

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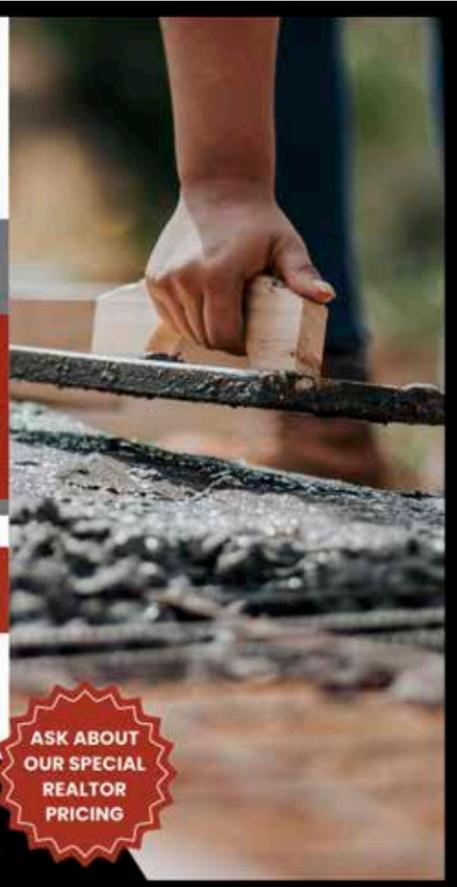
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