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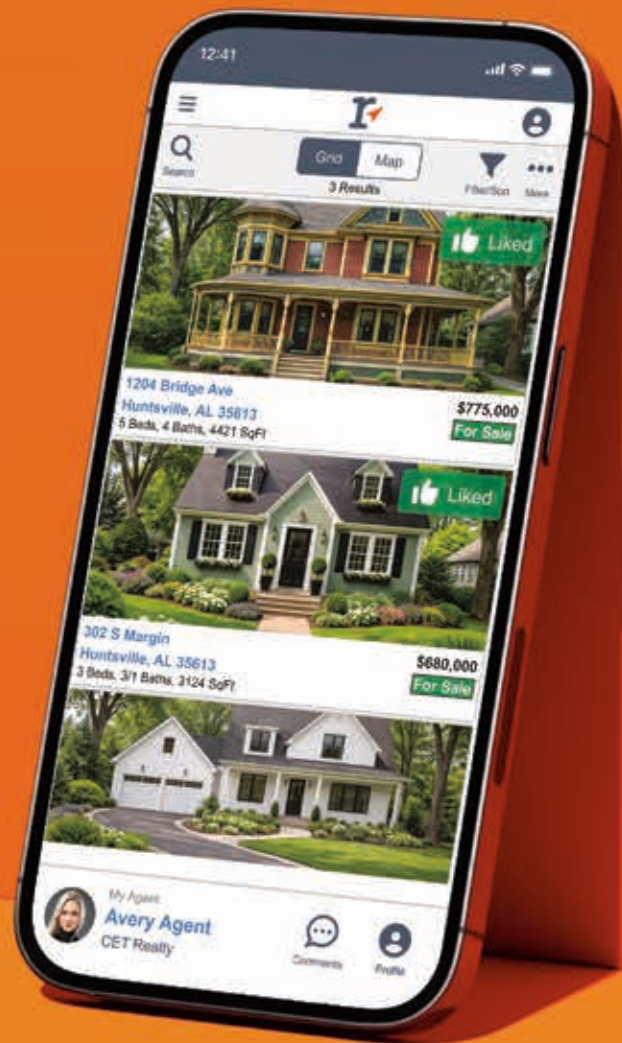
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April always feels like a season of momentum.



The days get longer, the market begins to pick up speed, and there's an energy that seems to move through the entire real estate community. It's the time of year when conversations turn into collaborations and relationships continue to deepen.

One of my favorite parts of publishing *Real Producers* is the opportunity to bring people together beyond the pages of the magazine. On March 6, we gathered at SiP in downtown Huntsville for an evening of conversation, connection, and handcrafted cocktails. It was wonderful to see so many familiar faces and to celebrate several of the agents and partners who have been featured in recent issues. In this edition, we're excited to share a few highlights from that evening and capture some of the moments that remind us how strong this community truly is.

This month we're also proud to feature Nick Holman as our April cover agent. Nick represents the kind of focus, work ethic, and leadership that continues to raise the bar in the North Alabama real estate market. His journey and perspective offer a great reminder that success in this industry is built not only

on production, but also on consistency, resilience, and the relationships we cultivate along the way.

Our Preferred Partner feature this month highlights Maria Moore of Maria Moore Photography. Maria's work has become a familiar and trusted presence within our real estate community. Through her lens, she captures the professionalism, personality, and moments that help tell the story of the people who make this industry so special.

At its heart, *Real Producers* exists to celebrate the professionals who shape our local market — the agents leading with excellence and the partners who support them every step of the way. It's a privilege to continue sharing these stories and creating spaces where this community can connect, collaborate, and grow together.

Thank you for being part of it.

Deanna Eliashevsky
 Publisher
Real Producers North Alabama

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SiP Social Event

On Thursday, March 6th, *North Alabama Real Producers* gathered in downtown Huntsville at SiP Fine Spirits & Cigar for an evening of meaningful conversation, collaboration, and connection.

VIP guests enjoyed SiP's exclusive, handcrafted cocktails while spending time with fellow top-producing agents and trusted industry partners.

The evening served as a celebration of several standout professionals: Rebecca Lowrey, Trenten Hammond, and Susan Baldwin, who were recently featured on the cover of *Real Producers*. We recognized these cover stars from our December, January, and February issues, honoring the continued impact they have made in the North Alabama real estate community.

The gathering also marked the exciting kickoff of our March issue, featuring Allie Wright along with Preferred Partner, Kat Frisby, of Victorian Finance. Their stories highlight the dedication, professionalism, and partnership that continue to strengthen the North Alabama real estate market.

Events like this reflect what *Real Producers* is all about—bringing together the people behind the business and creating opportunities for authentic relationships that extend far beyond the pages of the magazine.

Thank you to everyone who came out to celebrate at SiP with us!

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STEPHANIE ULRICH:

BUILT ON *honesty*

BY DEANNA ELIASHEVSKY

Some people arrive in real estate through careful planning. Others arrive through something deeper—life shifting in a way that quietly redirects their path. For **Stephanie Ulrich**, it was a little of both.

Today, Stephanie is a REALTOR® with **Capstone Realty**, a **RENE, MRP, and GRP-certified** professional who has closed more than **\$34.7 million in career volume as of January 2026**, including **\$7.4 million in 2025 alone**. She's been recognized as a **Top Producer for six consecutive years**, a **Blue Ribbon Award winner three years running**, and was **nominated for Huntsville's Best of Realtors in 2025**.

But if you ask Stephanie what matters most, she'll likely wave off the accolades with a laugh. "The trophies sit next to my LEGO flowers at the office," she says. "And honestly, I love the flowers more."

That sentence tells you a lot about who she is.

A Different Kind of Path to Real Estate

Stephanie officially launched her real estate career in **February 2021**, but the skills that make her successful today were shaped long before she ever wrote her first contract.

She grew up in **Mississippi**, working from the time she was sixteen and becoming the **first person in her family to go to college**. After earning a **BA in Communications from the University of Southern Mississippi**, she built a career in **recruiting and executive staffing**.

Recruiting, as it turns out, isn't that different from real estate.

"One helps people find the right job and negotiate salary and benefits," Stephanie explains. "The other helps them find the right home and negotiate the biggest purchase of their life. Both are life changing."



Before moving to Huntsville, she worked with organizations like Randstad and Professional Staffing Group before eventually serving at **Pinelake Church**, a large multi-campus organization with hundreds of employees.

"I've hired thousands of people and unfortunately had to fire hundreds," she says. "Those tough conversations prepared me for real estate more than anything else."

A Life Pivot

In **2016**, Stephanie and her family moved to Huntsville when her husband Josh, a service member, was stationed here. After years of working nonstop, she stepped into something new: life as a **stay-at-home mom**.

"I loved it," she says. "Being there for the moments—especially with my youngest—that meant everything." But life had another test waiting.



After a series of health challenges and **seven surgeries related to cancer**, Stephanie found herself sitting in a hospital at Vanderbilt at the very beginning of the COVID pandemic. Her final surgery was suddenly canceled due to restrictions.

Driving home that day, she had a realization.

“I remember thinking, if I don’t start doing something for myself again, I’m just going to be cancer,” she says. “I needed to be me again.”

Three weeks later, she had her real estate license.

Built on Service, Not Sales

Stephanie didn’t enter the business chasing quick deals or aggressive lead generation. In fact, she’s built her entire business almost exclusively through **relationships and word of mouth.**

“I don’t buy leads. I don’t cold call,” she says. “I just serve people.”

That mindset came from a mentor early in her career, retired Brigadier General **Scott Wiggins**, who once told her something she’s never forgotten:

“Be the janitor.”

It’s a philosophy she still lives by today. “Be kind. Be direct. Be willing to do the work no one else wants to do,” she says. “Never ask someone to do something you wouldn’t do yourself.”

That attitude shows up in the small moments clients remember most—like helping someone pack at **10:00 p.m. the night before closing** because they’re overwhelmed.

“These are big life transitions,” Stephanie says. “Sometimes people just need someone to step in and help.”

A Solo Agent With a Powerful Network

Stephanie runs her business **solo**, which is something she’s proud of.

Instead of a large team, she’s built something else: a deep network of trusted professionals across Huntsville’s trades and service industries.

“It doesn’t matter what the issue is,” she says. “Roof, plumbing, electrical, contractors—I know someone who can handle it.”

That network has become one of her biggest strengths. “Being a solo agent means you lean on great partners. And I’ve been lucky to build relationships with some incredible people.”

The Real Wins

In six years, Stephanie has watched her business grow steadily—but the most rewarding moments don’t come from the numbers.



“They’re the ones where you see someone’s life changing,” she says.

She’s worked with couples who bought their first home together and now call her again years later with babies on the way. Families who started with a starter home and have since moved into their forever place.

“I want my clients to know I’m not just their Realtor,” she says. “I’m their advocate. Their friend. Their professional.”

Sometimes that even means telling them **not** to buy or sell. “If the right answer is ‘wait two years,’ I’ll say it,” she says. “Honesty matters more than a commission.”

Family First

Stephanie’s greatest pride isn’t in her real estate career—it’s her family.

Her husband **Josh** retired in **February 2025 after 26 years of military service**, including **four separate 14-month deployments**. Together they’ve raised three incredible kids:

Shelby, a college softball pitcher on scholarship who maintains a **4.0 GPA and President’s List honors** while pursuing a future as a Physician Assistant.

Carson, a high-honor student.

Levi, a very cool fifth grader who keeps life interesting. Their family also includes two rescue dogs, **Blu and Bella**, who Stephanie describes as “completely rotten.”

When they’re not working or at school activities, the Ulrich family loves **playing cards, traveling together, and unplugging from phones for family vacations**. Those moments, Stephanie says, are everything.

Strength and Softness

One thing Stephanie has learned in life—and in business—is that strength is often misunderstood.

“I’m a straight shooter,” she says. “Very honest. Very direct.”

“**STOP COMPARING YOURSELF TO EVERYONE ELSE. JUST BE AUTHENTIC. I JUST SHOW UP. I HELP PEOPLE. AND I TELL THEM THE TRUTH.**”



She laughs before adding: “If I were a man, people would probably call that leadership.”

But beneath that toughness is something else entirely. “The stronger the woman, the softer her heart,” she says. “And I have a really soft heart.”

That softness shows up in another passion close to her life experience: **supporting women going through cancer**. Stephanie often takes calls from women newly diagnosed, helping connect them to resources and community.

“It’s something I’ll always make time for,” she says.

Advice for the Next Generation

Stephanie’s advice to newer agents is simple—and refreshing.

“Stop comparing yourself to everyone else,” she says. “Just be authentic.” Real estate can be a loud industry filled with flashy marketing and big promises. Stephanie has built her career by doing the opposite. “I just show up. I help people. And I tell them the truth.” It turns out that approach works.

Looking Ahead

Six years in, Stephanie feels like she’s exactly where she’s supposed to be. “I love what I do,” she says. “I think this is what I was meant to do.”

And while her journey has taken her from Mississippi to Memphis to Huntsville—through recruiting offices, hospital rooms, military deployments, and motherhood—she’s clear about one thing.

“Huntsville is home,” she says. Her kids grew up here. Her life is here. And the community she serves is here. “I’m just a mom and a business owner who loves helping people,” she says. “Hopefully I make them laugh a little along the way.”

Because at the end of the day, that’s what Stephanie Ulrich wants to be remembered for. Helping people.

And maybe making them smile while she does it.

Maria *Moore* Salvetti

MARIA MOORE PHOTOGRAPHY

For Maria Moore Salvetti, photography has always been about something deeper than simply taking a picture. It's about helping people see themselves in a new light.

As the owner and photographer behind Maria Moore Photography, Maria has spent more than a decade building a portrait studio known for creativity, artistry, and a highly personalized client experience. Since founding her Huntsville-based business in 2010, she has photographed hundreds of clients each year, specializing in high school senior portraits, family photography, and personal branding photography.

Her goal is simple but powerful: to create images that reflect a person's personality, confidence, and individuality.

"Photography has the power to change how people see themselves," Maria explains. "Whether I'm photographing a high school senior or an accomplished businesswoman, I focus on every detail—the pose, colors, expression, and





the overall feel of the image—to create something truly special.”

Originally from Costa Rica, Maria brings both artistic intuition and technical mastery to her craft. As a Master Photographer and Certified Professional Photographer, she has built a reputation throughout the Huntsville area for producing polished, distinctive portraits that feel both timeless and authentic.

What truly sets Maria apart is her ability to see what will bring out the best in every client.

“Taste can’t really be taught,” she says. “I naturally see the angles, poses, colors, and expressions that flatter people and highlight their personality. My goal is to create images that are classy, timeless, and authentic rather than overly trendy or forced.”

That attention to detail extends far beyond the camera. Maria carefully guides clients through every step of the

photography experience—from concept planning and styling to posing and final image editing—ensuring that each session feels comfortable, natural, and memorable.

For Maria, the experience matters just as much as the final photographs.

“I want people to feel confident and empowered in front of the camera,” she says. “Many people arrive feeling nervous, but by the end of the session they’re relaxed and excited. When they see their final images and realize how incredible they truly look, that’s the most fulfilling part of my work.”

Over the years, Maria has watched trends in photography come and go, but one thing has remained constant: the importance of relationships and consistency.

“I’ve been in business since 2010, and I’ve seen many

photographers and trends come and go,” she says. “What truly stands the test of time is building strong personal relationships, making great first impressions, and consistently delivering excellent work.”

Today, Maria Moore Photography continues to grow as a trusted portrait studio in North Alabama, known for delivering high-quality images and an exceptional client experience.

Outside of photography, Maria is a proud mom of four and part of a happy blended family. She also enjoys bodybuilding and creating fitness content as a hobby, along with spending time with her dogs, caring for her plants, and enjoying time with family and friends.

When asked how she defines success, Maria keeps it simple.

“Success to me is having the freedom of time and health to enjoy the money you made doing what you love.”

And when people think of her work, she hopes they remember the passion and energy she brings to everything she does.

“My hot body,” she jokes with a laugh, “my fiery personality, and my impeccable work ethic.”

For Maria, photography is more than a profession. It’s a way to help people see themselves at their very best—and to create images that will be cherished for years to come.

“ I WANT PEOPLE TO FEEL CONFIDENT AND **EMPOWERED** IN FRONT OF THE CAMERA. MANY PEOPLE ARRIVE FEELING NERVOUS, BUT BY THE END OF THE SESSION THEY’RE RELAXED AND EXCITED. WHEN THEY SEE THEIR FINAL IMAGES AND REALIZE HOW INCREDIBLE THEY TRULY LOOK, THAT’S THE MOST FULFILLING PART OF MY WORK. ”

HOW NICK HOLMAN IS BUILDING SOMETHING BIGGER THAN REAL ESTATE

Building Something Bigger Than Real Estate

How Nick Holman Is Combining Faith, Relationships, and Huntsville Roots to Serve a Growing Luxury Market

Some careers begin with a carefully mapped plan. Others begin with a leap of faith.

For Nick Holman, real estate was very much the latter.

Today, Nick serves as an Associate Broker with eXp Realty and has surpassed \$150 million in career sales in just six years in the business. He's been named an ICON Agent with eXp Realty five times, earned recognition on the Tom Ferry 30 Under 30 list, and has been ranked among Real Producers' top agents in Alabama. But if you ask Nick how he got here, he won't start with the numbers.

He'll start with people, faith, and the moments in life that quietly redirect your path.

From the Gridiron to a New Calling

Nick is a fourth-generation Huntsville native, raised in a family deeply rooted in the community he now serves.



Before entering real estate, his life revolved around football. Nick played Division I football as a linebacker at both the University of South Florida and UAB from 2014 to 2018, competing at the highest level of college athletics. The experience shaped his discipline, resilience, and competitive mindset.

But life had other plans.

After suffering multiple concussions, Nick was medically disqualified from continuing his football career.

"It was a difficult moment," he says. "Football had been such a huge part of my identity. But looking back, I can see how that chapter prepared me for everything that came next." Nick graduated Magna Cum laude from UAB with a degree in psychology, a field that continues to influence the way he works with clients today.

"I've always been fascinated by the human experience," Nick explains. "Understanding how people think, how they make decisions, and how they process major life moments has been incredibly valuable in this business."

A Season of Discovery

After football ended, Nick entered a season of exploration. He worked as a DJ across the Southeast under the name "Broseidon," performing at events and venues throughout the region. He also appeared in commercials and explored opportunities in acting.

Along the way, he worked in sales at GNC, gaining valuable experience in communication and relationship building.

Looking back, he sees how each chapter contributed something meaningful.

"DJing taught me how to read a room and connect with people," he says. "Acting helped me become comfortable on camera. Sales taught me how to build trust."

By late 2019, however, Nick felt a shift taking place. "I was on a big journey of self-development," he recalls. "Reading constantly, studying psychology, and trying to figure out what kind of impact I wanted to make."

Then one evening at a Christmas party, a conversation changed everything. A longtime Huntsville homebuilder suggested Nick consider real estate.

"At first, I didn't see it," Nick admits. "I wasn't the guy walking through model homes thinking about countertops. But the more I thought about helping people through one of the biggest decisions of their lives, it started to make sense."

In March 2020, just as the world was shutting down due to COVID, Nick made the decision.

He jumped into real estate full-time. No backup plan. Just belief.

Building Momentum in a Changing Market

Starting any career during a global pandemic might seem daunting. For Nick, it became an unexpected opportunity.

"It felt like the whole world was adjusting," he says. "And in some ways that made it the perfect time to start something new."

From the beginning, Nick built his business around relationships rather than transactions.

As Huntsville's growth accelerated, his deep local roots and ability to communicate clearly with clients



navigating unfamiliar territory quickly set him apart.

Over the past six years, Nick has helped facilitate more than \$150 million in real estate transactions, including \$21 million in personal production in 2024 alone.

Much of his business now centers on executives, professionals, and families relocating to Huntsville, many drawn by the city's booming aerospace, defense, and technology sectors.

"People are moving here from all over the country," Nick says. "They want someone who not only understands the real estate market but also understands the community."

Being a lifelong Huntsville native allows Nick to offer a perspective that goes far beyond property values.

"I've watched this city evolve my entire life," he says. "Helping people discover Huntsville and find their place here is one of the most rewarding parts of the job."

A Curated Vision for the Future

As his business has grown, Nick has been quietly shaping a new vision for the next chapter of his career.

Later this year, he plans to introduce Holman Properties, a boutique real estate brand designed around a more personalized and curated client experience.

Details are still being finalized — including the future office location — but the concept reflects Nick's belief that real estate service should feel intentional, thoughtful, and highly tailored.

"I want to create something that feels different," he says. "More curated, more personal, and built around the idea that every client deserves a concierge-level experience."

Additional details about the venture will be announced in the coming months.



The Power of Perspective

Nick credits much of his success to personal growth and mindset.

Real estate, he says, is a profession that constantly challenges you to evolve. "Every market cycle demands something different," he explains. "You have to be willing to grow."

Nick studies books like *Think and Grow Rich*, *The 80/20 Principle*, and *How to Win Friends and Influence People*. He's also deeply influenced by faith and meditation practices that help keep him grounded.

"I believe God places us exactly where we're meant to be," he says. "When you trust that process and take action, incredible things can happen."

One verse in particular has guided him throughout his journey: "Ask and it will be given to you; seek and you will find; knock and the door will be opened to you." — Matthew 7:7

"It's a reminder that faith and action go hand in hand," he says.

The People Who Shaped Him

Family has always been central to Nick's story.

His father, Mark Holman, a longtime Huntsville CPA, instilled a strong work ethic and entrepreneurial mindset. His mother, Kim, provided constant encouragement and support.

Nick's grandmother, who passed away last October, remains one of the most influential figures in his life.

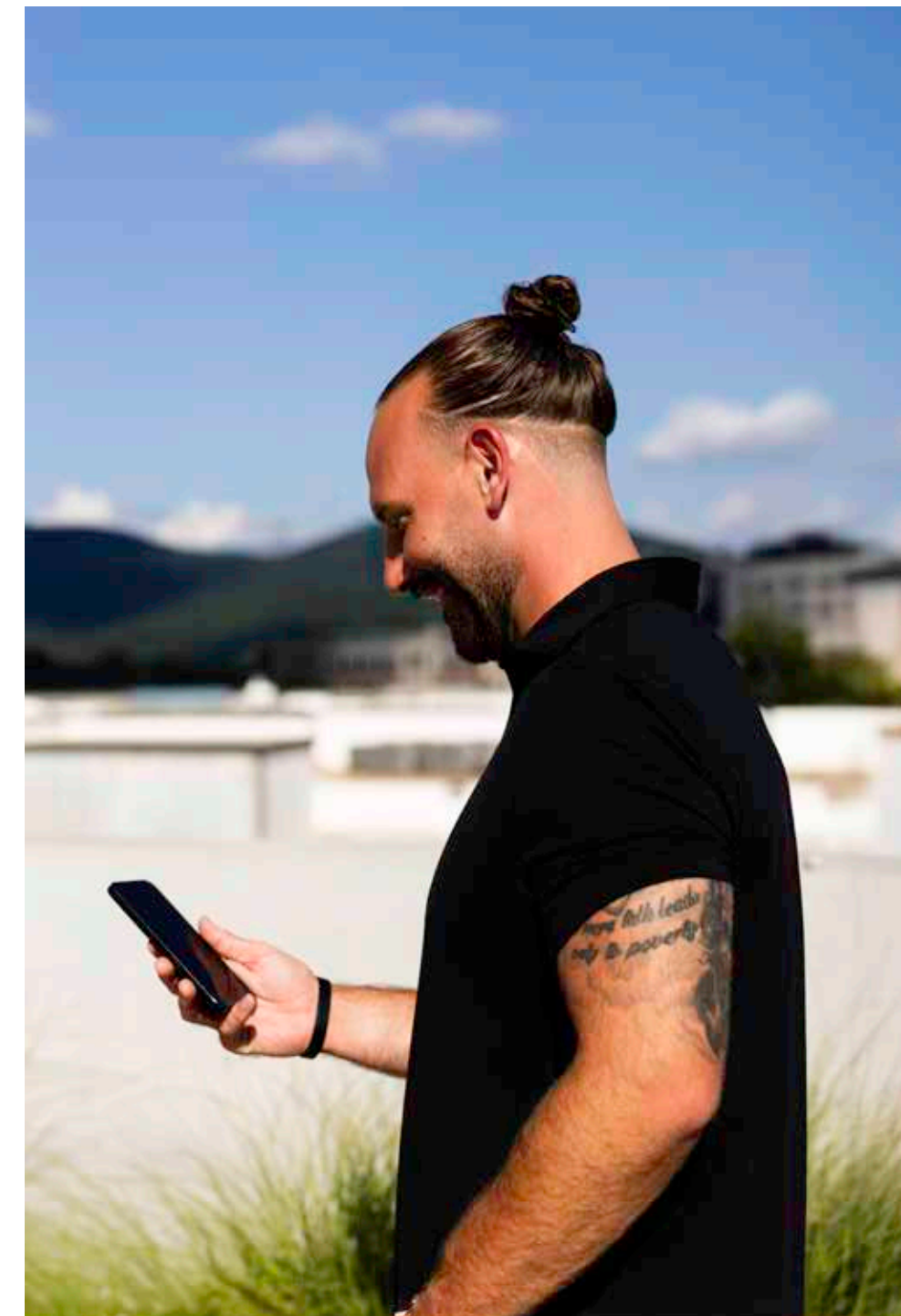
"She was my best friend," Nick says. "I remember bringing my very first real estate sign to her house just so she could see it. She was so proud."

Nick also credits his fiancée, Avery, as a constant source of inspiration.

"She reminds me every day that we all have unique gifts to share with the world," he says.



I'VE ALWAYS BEEN FASCINATED BY THE HUMAN EXPERIENCE. UNDERSTANDING HOW PEOPLE THINK, HOW THEY MAKE DECISIONS, AND HOW THEY PROCESS MAJOR LIFE MOMENTS HAS BEEN INCREDIBLY VALUABLE IN THIS BUSINESS."



Together they enjoy traveling, cooking, spending time outdoors, and caring for their three dogs — Chief, Lady, and Blu.

A Relationship-Driven Career

When asked what he hopes to be remembered for, Nick doesn't mention sales numbers or accolades.

Instead, he pauses thoughtfully.

"More than anything," he says, "I want people to remember how I made them feel and how I helped them realize their own potential."

That philosophy has become the foundation of his business.

"My career really started to grow when I stopped focusing on myself and started focusing on how I could serve others," Nick says.

Whether guiding a relocation client into Huntsville's luxury market or helping a family transition into their next chapter, Nick approaches every interaction with calm confidence and intention.

"A lot of industries — including real estate — can feel chaotic," he says. "My goal is to be a steady presence for people."

Looking Ahead

As Huntsville continues its remarkable growth, Nick sees tremendous opportunity ahead — not just for his business, but for the city he's always called home.

"Huntsville is evolving in incredible ways," he says. "It's exciting to be part of that and to help people build their lives here."

For Nick, real estate isn't simply a profession.

It's a calling built on relationships, faith, and a deep appreciation for the community that shaped him.

And if the first six years are any indication, Nick Holman is just getting started.



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