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Scott Morrison



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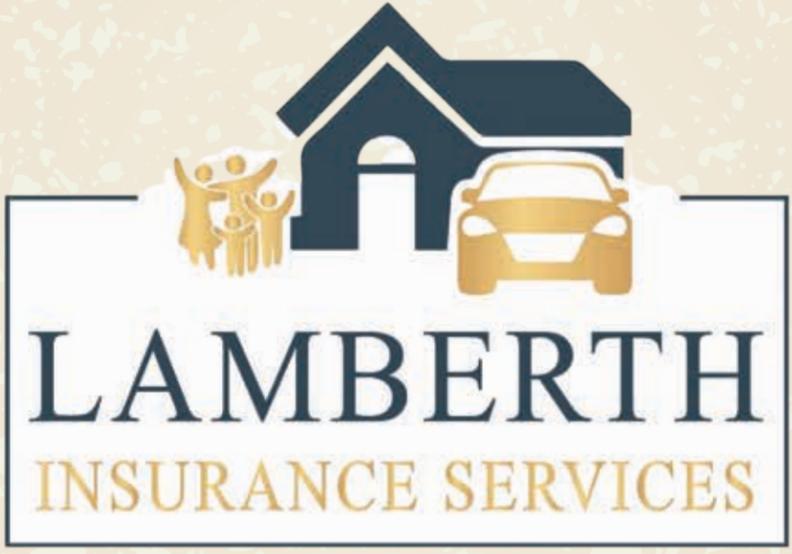


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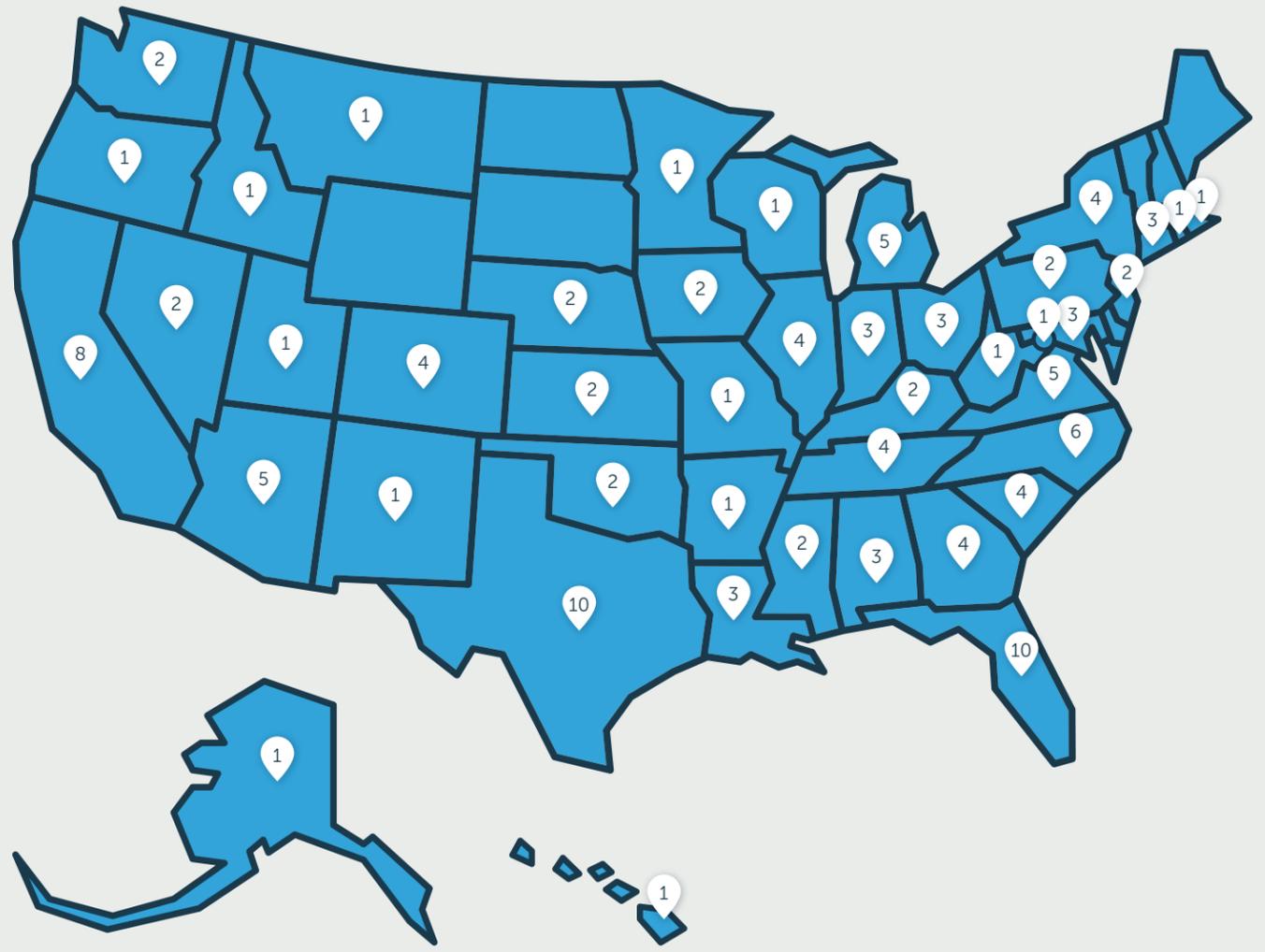
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From Marine to Market Leader



WRITTEN BY LAUREN SCHUSTER
PHOTOGRAPHY BY JUSTIN WHITT

Scott Morrison's

journey to real estate success

For Scott Morrison, real estate was never just about selling homes. It was about people, relationships, and a lifetime of experiences that prepared him for a career built on trust.

Long before he became a recognizable name in local real estate, Morrison spent more than two decades serving his country in the United States Marine Corps. A chapter of his life that shaped nearly everything that came afterward.

Morrison served 23 years in the Marine Corps, traveling the world and gaining the kind of life experience that only military service can offer. His time in uniform included deployments during both the first Gulf War and the Iraq War, along with many assignments in between.

While the Marine Corps instilled discipline and resilience, one particular assignment unexpectedly prepared him for the world of real estate. As a young Marine, Morrison was selected to become a

recruiter, a role that required completing an intensive 13-week training program focused on communication and persuasion.

"I was an introvert," Morrison admitted. "But when I was a sergeant in the Marine Corps, they sent me to be a recruiter. That school was very hard... but it's the best sales training you can ever have."

The experience forced him out of his shell. Recruiting required reading people, understanding motivations, and building trust quickly. Skills that later proved invaluable in real estate. "They teach you how to communicate. They teach you how to read people," he said. "Sales came naturally for me when I got into it."

After retiring from the Marine Corps in 2007, Morrison briefly transitioned into healthcare sales, managing branches that delivered home medical equipment. But the shift from an active military life to an office-based role didn't suit him.

"He did it for six months and didn't love it," his wife Danielle recalled with a laugh. The work involved long hours and little of the interaction or energy he had

grown accustomed to during his military career.

That dissatisfaction led Morrison to real estate school, where he earned his license later that same year and joined Century 21 Coastal Advantage. The timing, however, could not have been more challenging. The housing market was entering one of the most turbulent periods in modern history.

"When I started in 2007, that was when all the foreclosures were going on," Morrison said. "But when you're new, you don't really know anything different, you just keep plugging along."

Plugging along turned out to be a good strategy. Morrison approached real estate the same way he approached recruiting, by getting out into the community and building relationships. He talked to people everywhere he went, from local businesses to restaurants.

"I used to go to Buffalo Wild Wings every Tuesday night to meet a buddy," he said. "I got to know the workers there, and I sold probably five houses out of there in a couple years."

His relentless networking and natural ability to connect

“If you wake up at two or three in the morning thinking about it, that’s because you truly care about your people.”
- Scott



“In real estate, emotions run really high and you have to understand that and be compassionate with your clients.”
- Danielle

that and be compassionate with your clients.”

That mindset is something the couple takes seriously. They admit that even after years in the business, some transactions still keep them awake at night.

“If you wake up at two or three in the morning thinking about it,” Scott said, “that’s because you truly care about your people.”

When they’re not working, the Morrises enjoy making the most of coastal living. On weekends you can often find them out on the water, boating to sandbars with their dog Lucy, or spending time with their grandchildren. They also share a passion for cooking and travel. Their custom-built home, designed largely by Danielle, centers around a spacious kitchen where they experiment with new recipes together.

And despite decades of hard work, Morrison still approaches life with the same curiosity and energy that led him to join the Marines in the first place.

Whether it’s traveling, boating, or helping another family find their home, Morrison continues to build his legacy the same way he built his career, through dedication, relationships, and a commitment to serving others.



with people quickly paid off. By his third year in real estate, Morrison had earned Century 21’s prestigious Centurion status, placing him among the top two percent of agents in the company.

“By my third year, I was a Centurion agent,” Morrison said. “And I’ve been a Centurion for 15 years.”

His reputation continued to grow when he developed strong relationships with local builders. What started as a friendship built around hunting trips soon turned into a major professional opportunity.

“I met a builder here in Jacksonville,” Morrison said. “He gave me a listing here, a listing there. Then he gave me a neighborhood where I was the only agent for him. We sold 136 houses in two years.”

Those sales helped establish Morrison as a go-to agent in the area, particularly in new construction. At one point, he was working with multiple builders from across the state, including companies based in Raleigh and Wilmington.

Even with that success, Morrison never forgot the core of the business: helping people navigate one of the most important decisions of their lives.

His wife Danielle, who entered real estate herself in 2019 and now runs her own firm, Creekside Realty Group, shares that perspective.

“When you’re helping somebody buy or sell, you’re helping them with one of the biggest purchases of their life,” Danielle said. “Emotions run really high, and you have to understand

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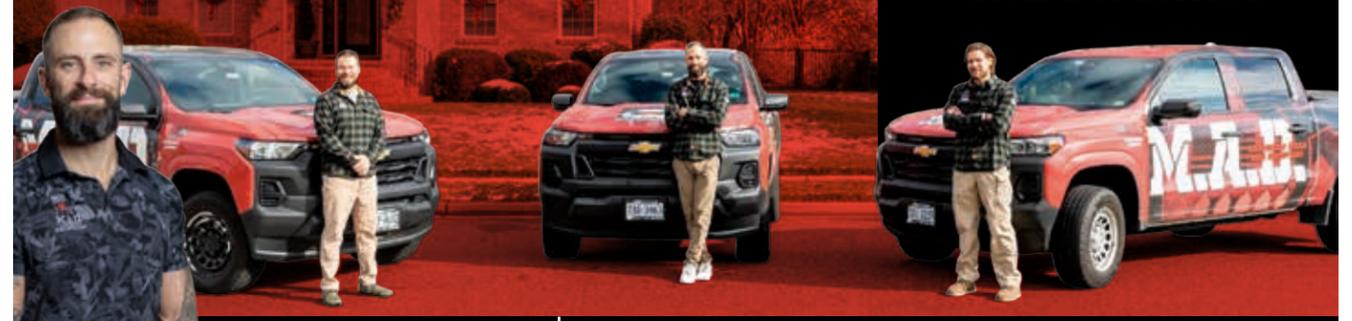
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EXACTLY WHERE SHE'S MEANT TO BE

Darcel Browning's PATH TO THE CRYSTAL COAST

WRITTEN BY
EMMA DOLLENMAYER
PHOTOGRAPHY BY
JUSTIN WHITT

There's a quiet confidence about Darcel Browning that makes people feel at ease almost immediately. Maybe it's the way she listens carefully before she speaks. Maybe it's the warmth in her voice when she talks about helping clients. Or maybe it's the life she's lived, one that has taken her around the world and ultimately led her right where she believes she's meant to be.

Today, Browning is with Coldwell Banker Sea Coast Advantage, where she continues to build a thriving real estate career on North Carolina's Crystal Coast. But her journey here has been anything but ordinary.

Before real estate, Browning spent decades in the financial world. A CPA with both a bachelor's and master's degree from East Carolina University. She held roles ranging from regional manager at Navy Federal Credit Union to assistant controller for a hotel and resort management company to the accounting officer for the Naval Criminal Investigative Service (NCIS).

Layered into that career was another adventure: following her husband's military career across the globe.

"I grew up in Pensacola, Florida," Browning says. "But with my husband's career, we lived here in North Carolina, then Hawaii, Puerto Rico, southern Georgia, Northern Virginia, back to Georgia and then Italy before retiring back here."

Each move became its own chapter, including tropical beaches in Puerto Rico, hiking in Hawaii and exploring Europe from their home base in Italy. Instead of choosing a favorite place, Browning prefers to think of each destination as its own adventure. "We tried to make the most and the best out of every place we lived," she says.

That global perspective eventually led the family back to North Carolina, where they had long kept ties. Nearly eight years ago, they returned to the coast for good, drawn by family, community and a place that simply felt like home.

For Browning, the Crystal Coast isn't just where she lives. It's where she helps others find their way, too.

"I love hearing people's stories about how they've found the Crystal Coast," she says. "So many people grew up coming here or have friends here. I love being able to help them achieve their dreams, whether that's moving to the beach, finding a second home or going through the emotional journey of selling and relocating."

Her path into real estate started naturally. After returning to North Carolina, Browning and her husband renovated a property themselves, transforming it into a short-term rental. Around the same time, she spent precious years at home with her daughter during the pandemic. When the moment felt right, she stepped into real estate full time, blending her financial expertise with her love for people.

Just four years in, her business has grown steadily each year.

"I love being able to help my clients achieve their dreams, whether that's moving to the beach, finding a second home or going through the emotional journey of selling and relocating."



“I was very blessed to have a very successful year last year.”



listening deeply, communicating clearly and guiding clients through what is often the largest financial decision of their lives.

“I work very hard to make sure they understand what’s happening in the process,” she says. “I don’t want someone walking away unhappy or not understanding what they’re getting into.”

It’s a philosophy rooted in trust and in adventure.

Browning admits she isn’t always the first person to say yes to something new. But she’s learned to challenge that instinct.

On a family trip through a rainforest, she once faced a cliff jump into deep water, something far outside her comfort zone. Her daughter was watching and said she would jump if her mom did first.

“So I did it,” Browning says, smiling. “Now I always say, I jumped off a cliff. I can do anything.”

In many ways, that leap mirrors the new chapter she’s writing today, one where every client, every home and every story becomes part of the journey.

And if you ask Browning, she’ll tell you she’s exactly where she’s supposed to be.

“I didn’t even realize how great of a year I was having,” Browning says with a laugh. “People started calling me and inviting me to events because I was a top producer. I was very blessed to have a very successful year last year, and I have realized that I do need to set goals, but I’m not overly focused on it.”

For Browning, success is measured in moments.

Like the client who spent years trying to make their move to the coast happen. With job changes and home sales, the timing all had to align. Browning stayed alongside them through the entire journey. When everything finally came together and they moved into their new home, she checked in afterward.

“The client told me, ‘I think about you every single day. Thank you so much for helping us,’” Browning recalls.

Those are the words that stay with her. Moments like that affirm what she already believes: the right people cross her path for a reason.

“I feel like God sends me the clients that I’m supposed to help,” she says. “Whatever that looks like, I’m always open to helping whoever crosses my path.”

That openness defines how she approaches every transaction. Browning prides herself on



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Relationships That Last

How Tammy Lamberth

built an insurance business rooted in trust

WRITTEN BY LAUREN SCHUSTER • PHOTOGRAPHY BY JOSH FREEMAN

FOR TAMMY LAMBERTH, insurance is about far more than policies and paperwork. It's about people, relationships that span decades, and doing the right thing for her clients every single day.

That philosophy is what ultimately led her to launch Lamberth Insurance Services, a business built on trust, integrity, and a deeply personal approach to client care.

But Lamberth's career didn't begin in insurance. Before becoming an agency owner, she spent 12 years with Bank of America, working her way up to Assistant Vice President with Bank of America in Surf City, NC. It was a successful career, but in 2008 life unexpectedly shifted directions.

"I got really sick and resigned from my banking career," Lamberth recalled. "And then I just kind of found my way into the insurance world."

At the time, one of her banking clients happened to be a State Farm agent who often spoke about how much she enjoyed the business. The idea stuck with Lamberth, and once she stepped away from banking, she decided to give insurance a try.

The transition turned out to be a perfect fit.

"It was similar to what I was already doing at the bank," she said. "You're building those client relationships. You learn about their families and their lives, and they become more than just your clients, they become your friends."



After earning her license, Lamberth spent several years learning the industry. First working with State Farm and later with a Nationwide agency for more than a decade. In total, she has now spent 17 years in the insurance business.

In 2020, she took one of the biggest steps of her career: launching her own independent agency.



Left to right: Amanda Moore, Tammy Lamberth, Danielle Brown, Yazmin Villanueva • Not photographed: Flora Howard and Anita Tyndall

"It was terrifying," she admitted with a laugh. "Me and Danielle Brown worked seven days a week on a laptop with a hotspot. I didn't think we were going to make it."

But what happened next confirmed that the leap of faith was the right decision. Clients she had worked with for years began reaching out, eager to follow her to the new agency. "We had so many people that were supportive," Lamberth said. "They called and said, 'We don't just need insurance, we need you to be our agent.' That was very humbling."

Those loyal relationships helped fuel the rapid growth of Lamberth Insurance Services. What started with just two people quickly expanded into a full team of licensed agents working together to serve clients across multiple states.

Today, the agency is licensed in nine states, including North Carolina, South Carolina, Georgia, Florida, Virginia, Tennessee, West Virginia, Utah, and Iowa. Many of them added simply because clients moved and wanted to continue working with her. "They said if they moved, I had to come with them," Lamberth joked. "So I got my license there for them."

That loyalty speaks to the heart of her business philosophy. Rather than treating insurance as a transactional industry, Lamberth focuses on education, guidance, and long-term service.

As an independent agency, her team can shop policies through multiple carriers to help clients find the right coverage and pricing. But what truly sets the agency apart is the time they take to review policies in detail.



“One of the things that’s very important to me is that our clients hear from us every single year,” she said. “We do full reviews so they understand exactly what coverage they have and why.”

Those reviews often reveal coverage gaps clients didn’t even realize existed, something especially important in a coastal region where weather risks can be significant.

“We don’t just write a policy and never talk to you again,” Lamberth explained. “We’re here to help guide our customers and help them make the right decisions.”

“They become more than just your clients, they become your FRIENDS.”

While her agency serves a wide range of clients, from homeowners to commercial businesses, Lamberth admits she has a particular soft spot for working with restaurant owners. “I love restaurants,” she said. “There’s so much you can do with a restaurant policy, and I enjoy helping them make sure they’re protected in all the right ways.”

Outside of work, Lamberth enjoys spending time with her husband, her dog Jasmine, and most importantly, her growing family. As the proud grandmother of seven grandchildren, she often travels to visit them in Florida and across North Carolina.

When she does manage to step away from the office, she and her husband also enjoy taking cruises together. A chance to recharge before returning to the work they both value so deeply. Still, even when she’s away, the relationships she’s built remain at the center of everything.

“Honesty and integrity are the core values we built this business on,” Lamberth said. “If you do things the right way, the blessings will come.”

And for Tammy Lamberth, those blessings have come in the form of a thriving business and a community of clients who trust her with some of life’s most important protections.

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Launch Event Recap



On February 25, North Carolina Coast Real Producers officially celebrated its launch with an unforgettable afternoon at Carolina Home and Gardens. The event marked the beginning of something special for the local real estate community. We celebrated our first four publications while recognizing the top 300 realtors who make this market thrive.

The evening highlighted the incredible professionals who were featured in our first issues. Our cover stories included Carey Otto, the Bailey-Basnigh Real Estate Group, the Beach Life Properties Team, and Diane Castro-Perez. Each of these leaders represents the dedication, innovation, and commitment that drives our local industry forward.

We were also proud to feature standout agents Joe Zuba, Kathy Perry, Jenn Britt, and Jenna Morton in our feature stories, sharing their journeys, insights, and impact on the community.

In addition, our partner spotlights recognized the trusted businesses who support realtors and their clients every day: Heather Sargent with Goosehead Insurance, Maven Roofing, Bradley Carroll with North Carolina Farm Bureau Insurance, and Spinnaker's Reach Realty.

This celebration would not have been possible without the support of our incredible event sponsors. A heartfelt thank you to Cedric Burke and Davis Orebaugh with CrossCountry Mortgage, Jonathan Morgan with Tidemark Home Inspections, Bradley Carroll with North Carolina Farm Bureau Insurance, and Spinnaker's Reach Realty for helping bring this event to life.

We are also grateful to Carolina Home and Gardens for providing such a beautiful venue for the evening. Guests enjoyed delicious bites from Michelle & Laura's Charcuterie Creations, whose charming charcuterie cart was a highlight of the event.

The launch event was more than a celebration, it was the start of a growing community built on relationships, collaboration, and recognition of the professionals who make the North Carolina coast real estate market so exceptional.

Stay tuned for our next event,
Lauren Schuster
 Publisher & Owner
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