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You’ve Gotta Ask

I’ve done a big thing.

I asked for help.

I’ve handed over the reins of agent appointments and gathering content for the publication to my assistant publisher and good friend, Holly Griffin. Holly also works with Drake Abshire, owner of Acadiana Real Producers. Holly is so good at what she does and she’s changing my life. I’m not exaggerating. I’ve been managing my publication and flying solo for almost 7 years. I tend to gravitate toward structure and certainty, and I’m continually learning when to hold on and when to trust the process. I knew if I didn’t hire someone I was going to fold like I did in 2013 when I closed the doors of Rabbit Martinis Juice Bar.

Holly will be calling Realtors and working on the content side of production. My role will be sales. And I say “sales”, lightly because I don’t sale anything. I search. I said that exact thing to our newest partner, Trace David with NEXA Lending and he paused me to say, “I like that...you don’t sale, you search.” I’d said it a million times before and meant it, but he caused me to stop and appreciate my own words.

I offer advertising space in a magazine, and that comes with a price, but that’s just the ticket to the dance. And the dance is the connections you make once you become a BRRP Preferred Partner. An ad is not going to get anyone business. It is simply an advertising tool that lets the public know you are still IN business. Because we know businesses go OUT of business everyday. And anyone OUT of business is not advertising their business! Anyone IN business better be. It’s your open sign. It says come on in. How can we help you?

I rely on the top producing agents to share with me the names of businesses that they appreciate and I filter my search through their lens. They know and rely on the best, and have built their business by entrusting their clients with the best. Our core industries are lenders, title, inspectors and insurance. However, we not only solicit the service of core real estate related industries, but also any business that wants to be thought of first by our readers, and recommended to others by them. Real estate agents are often the first one a friend or family member will call for a business recommendation and they are a fantastic resource for anyone relocating to the area.

We are continually growing our network of partnerships to include all things house and home, as well as any local business that would value the referrals of a top producer to their friends, family and clients. And now that I can focus all of my energy on finding the best

partnerships in the business, I wanted to prepare by educating myself. I began with polling our readers. I wanted to know how they view a business that supports *Baton Rouge Real Producers* and the industry’s top producing agents.

So I went to our private BRRP TOP 300 Facebook page and asked.

Do you see that? Seventy percent see advertisement in Real Producers as confidence. You are confident and letting them know you are open for business, you trust you are able to help them, and you WANT to work with them.

I look forward to seeing a wonderful mix of successful Realtors and our confident advertising businesses at our Summer Social on Thursday, July 30th.

Get in the room,

Gina

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CARPET WORLD

BY LAKEN FOISIE
PHOTOS BY STEVIE LEJEUNE

THE LEGACY CONTINUES

For Diana and Estuardo Orantes, flooring is more than a business. It is a family legacy built on trust, craftsmanship, and relationships that span generations.

At Carpet World on Florida Boulevard in Baton Rouge, the husband-and-wife team has created a reputation for helping homeowners, Realtors, builders, and commercial clients navigate one of the most important visual and functional elements of a property. Alongside their daughter Daniela, they are continuing a family tradition that began more than six decades ago. “My grandfather, Ralph Duncan, founded Carpet World in 1962,” Estuardo said. “The business has continued to grow through generations.”





“We don’t just sell flooring. *We guide our customers through the entire process.*”

Carpet World specializes in flooring solutions for residential, commercial, and hospitality projects, offering everything from carpet and luxury vinyl plank to hardwood, waterproof flooring, and other durable surface options. But according to Diana and Estuardo, what truly sets the company apart is not simply the product selection. It is the guidance and care clients receive throughout the process.

“We don’t just sell flooring,” Estuardo said. “We guide our customers through the entire process.” That process includes free estimates, on-site consultations, professional recommendations, and warranty-backed installation services designed to give clients confidence from start to finish. Whether working with a homeowner updating a single room or a commercial client managing a large-scale project, the Carpet World team approaches every project with the same level of attention and communication. “Communication is one of the most important parts of our business,” Estuardo said. “From the first estimate to the final installation, we keep

our customers informed so there are no surprises.” Listening, he added, is so important because every client has different priorities, budgets, and goals.

That mindset has made Carpet World a trusted resource for many Realtors throughout the Baton Rouge area. As longtime supporters of *Baton Rouge Real Producers*, Diana and Estuardo understand the fast-paced nature of the real estate industry and the importance of helping homes make a strong first impression. “We work with Realtors all the time to help prepare homes for the market,” Estuardo said. From pre-listing flooring estimates to repairs and strategic recommendations, the Carpet World team helps agents identify updates that can improve presentation and perceived value without requiring major renovations. Estuardo believes flooring and paint remain two of the most impactful changes a seller can make before listing a property. “Updating old carpet or worn flooring instantly revives a house,” he said. “It makes it feel cleaner and more modern, and helps buyers picture themselves living there.”

The team also helps clients balance current trends with long-term value. While flooring styles continue to evolve, they encourage homeowners and agents to think beyond what is currently popular and focus on selections that will stand the test of time. Right now, the company is seeing strong demand for waterproof flooring, lighter wood tones, luxury vinyl planks, and durable, low-maintenance materials that combine functionality with design appeal. Still, timeless choices remain important. “Trends can help make a home feel fresh and modern,” Estuardo said, “but quality and durability are what truly stand the test of time.”

Diana and Estuardo said they are proud to watch each of their daughters pursue unique paths while carrying forward the family values of education, discipline, and integrity.

Their oldest daughter, Daniela, now works alongside them and oversees commercial operations for the Baton Rouge location. A 2024 graduate of LSU with a degree in construction

management, Daniela has quickly become an integral part of the business. In just the past year, she has worked on projects that include libraries, dental offices, and a Warby Parker location, while also contributing to a Carlos and Charles bookstore project. “We are very proud of everything she has accomplished,” Estuardo said. Their daughter Alexandra is studying global business in Monterrey, Mexico, while Isabel is studying child psychology in Spain.

When they are not working, Diana and Estuardo enjoy spending time together exploring Baton Rouge. They can often be found biking through Mid City and downtown, enjoying local restaurants, and supporting the community they proudly call home. That sense of connection is part of what continues to drive Carpet World forward.

The family proudly operates stores in both Louisiana and Guatemala, blending decades of flooring expertise with a deeply personal approach to customer service. While Carpet World has served the Baton Rouge market for more than 10 years, the roots of the company stretch much further; grounded in the values of hard work, honesty, and long-term relationships. Those values are evident the moment clients walk through the doors of the showroom. ❖





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Founded by Stacey Keller, The Keller Agency has built its reputation on one simple principle: give clients options. As an independent Goosehead Insurance agency, the team shops multiple highly rated insurance carriers rather than representing a single company. This approach allows clients to compare coverage, pricing, and deductibles to find the best fit for their specific needs.

What truly sets The Keller Agency apart is its commitment to education. Rather than simply quoting policies, Keller and her team take the time to explain coverages, identify potential gaps, and help clients understand how insurance impacts one of their largest investments—their home. Realtors appreciate having a trusted resource who can confidently answer questions and provide clarity during what can often be a stressful process.

The Louisiana insurance market has experienced significant disruption in recent years, with carrier exits, rate increases, and stricter underwriting requirements creating uncertainty for homeowners. Through these challenges, The Keller Agency

has remained focused on helping clients secure appropriate coverage while navigating the evolving marketplace. Their ability to adapt and find solutions has become a valuable asset for both homebuyers and the real estate professionals who serve them.

Located in Prairieville and licensed throughout Louisiana, Mississippi, and Texas, The Keller Agency combines local expertise with access to national insurance resources. Stacey Keller's background in business and client service has helped create a culture centered on responsiveness, professionalism, and long-term relationships. The agency's strong client reviews reflect that commitment, with customers frequently highlighting personalized service, clear communication, and competitive pricing.

For Realtors, having the right insurance partner can mean the difference between a delayed closing and a smooth transaction. The Keller Agency understands that timing matters, communication matters, and relationships matter. By providing fast turnaround times, comprehensive insurance solutions, and a genuine commitment to client success, they have become more than an insurance agency—they have become a trusted extension of the Realtor's professional team.

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Keep Success Weird

“You’re weird”... my favorite compliment.



For as long as I can remember, people have referred to me as weird, or a lot. Even back in high school, I was different. My sister was a cheerleader, on the homecoming court, and had straight A’s. She was the popular kid, and by all traditional standards, I was not. My friends would ask me to create what we called “happy pages”, decorative sheets filled with colorful doodles and phrases like *‘I Love Josh’*, or inside jokes about whatever. But when I made a happy page for myself, they would say “I AM AWESOME!”. I was in the 9th grade taping these happy pages all over my bedroom walls; and this was the nineties, so long before self-love and affirmations became mainstream. Even then, I genuinely liked who I was and that was enough for me. Even if that made me weird.

What fulfills one person may not fulfill another, and helping people discover what success means for THEM has become one of my greatest passions. That is why I love coaching, teaching, and encouraging others. There is something incredibly meaningful about helping someone believe in themselves or give themselves permission to define life on their own terms instead of living according to the world’s expectations.

In my ten years in the real estate industry, I’ve learned how easy it is to compare yourself to everyone around you. There is constant pressure to appear polished, perfect, successful, and put together. I post content because Gary Vaynerchuk says we are supposed to, and I trust him. My content is messy and NOT always picture-perfect, mostly because I want people to know they do not have to perform to be worthy.

Authenticity matters more than perfection. I believe the world needs more failing forward, more raw, and more people willing to be themselves unapologetically even when it feels uncomfortable.

I am kind, deeply empathetic, and genuinely interested in knowing people. Surface-level relationships have never fulfilled me. I want to know what drives people, what they fear, what success means to them, and what kind of life truly makes them happy. Because to me, success is personal.

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STRONGER TOGETHER:

What NOLA Lending Group's Next Chapter Means for Baton Rouge REALTORS®

Relationships matter in real estate. Whether helping first-time buyers purchase a home in Baton Rouge, guiding families relocating to the Capital Region, or supporting longtime homeowners through their next move, REALTORS® depend on lending partners who can provide expertise, responsiveness and confidence throughout the financing process.

Earlier this year, NOLA Lending Group began a new chapter with the support of First Federal Bank. Today, that relationship is already creating meaningful benefits for homebuyers, homeowners and real estate professionals across Louisiana and the Southeast - including the REALTORS®, builders and referral partners who help power the Baton Rouge housing market.

By combining NOLA Lending Group's local mortgage expertise with the strength and resources of First Federal Bank, the organization has expanded its ability to support customers and business partners while preserving the personalized service that has defined the NOLA Lending experience for decades. For REALTORS®, that means access to a lending partner backed by greater resources, enhanced technology and expanded operational support, while continuing to work with the same local mortgage professionals they know and trust.

In today's market, where affordability challenges, inventory shifts, and changing interest rates require both flexibility and expertise, having a financially strong lending partner is more important than ever. As a division of First Federal Bank, NOLA Lending is supported by an institution with more than \$4.3 billion in assets and 26 branches throughout the Southeast. As a customer-owned mutual bank, First Federal operates with a long-term focus on serving

customers and communities rather than shareholder demands - an approach that aligns naturally with NOLA Lending's relationship-driven culture.

The scale of the organization also provides meaningful advantages. In 2025, First Federal originated \$1.8 billion in home loans and helped fund 4,684 homes. That level of lending activity reflects not only financial strength but also a commitment to supporting homeownership and the local housing markets that communities like Baton Rouge depend upon.

While expanded resources and enhanced technology are important, the foundation of NOLA Lending remains people. The experienced NOLA Lending team continues to provide the local market knowledge, responsiveness and personalized attention that REALTORS® and referral partners have come to expect.

As NOLA Lending Group and First Federal Bank celebrate this exciting chapter, the focus remains firmly on the future. Together, the organizations are committed to strengthening relationships, supporting communities and helping more families achieve homeownership throughout Louisiana and beyond.

For Baton Rouge REALTORS®, that means a trusted lending partner that remains locally focused, relationship driven and now backed by even greater strength and resources. Stronger together, the team is well positioned to help customers - and the professionals who serve them - feel right at home.

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Relocation Solutions of La

BY LAKEN FOISIE
PHOTOS BY STEVIE LEJEUNE



For most people, moving ranks among one of life's most stressful events. Whether it is a family settling into a new home, a business relocating or a retiree beginning a new chapter, the process often comes with uncertainty, emotion and countless details to manage.

For Shannon Christian, those moments represent an opportunity to serve.

As owner of Relocation Solutions of La, Shannon has spent the past eight years helping families and businesses navigate major transitions with confidence. His approach is rooted in a deep understanding of the trust clients place in a moving company.

Before launching his company, Shannon spent 15 years with Armstrong Relocation, an agent for United Van Lines. During his final six years there, he served as president of the company's commercial moving division, overseeing large-scale relocations and gaining valuable insight into every aspect of the industry.

That experience ultimately inspired him to create a company focused on delivering a higher level of service. "Our commitment to a high level of quality service sets us apart," Shannon said. "We do not just hire anyone to work with us and most of our crew leaders have over 30 years of experience in the moving business." He added, "The amount of pride and care we take in accepting the responsibility of moving a family or business is something I wish everyone knew," Shannon said. "We do not take this responsibility lightly."

That emphasis reflects Shannon's belief that moving is about much more than transporting furniture and boxes. It is about safeguarding the possessions, memories and livelihoods that matter most to people. According to Shannon, customers are often entrusting movers with nearly everything they own. Recognizing the weight of that responsibility shapes the company's culture and customer experience. "We understand the apprehension a person has in giving someone they just met, in



most cases, everything they own in life,” Shannon said. “We take that seriously.”

That commitment to service has not gone unnoticed.

One of the company’s proudest recent achievements came when Relocation Solutions of La was named *Best of Baton Rouge* for Moving Companies in 2026. Shannon also considers it an honor to represent *Baton Rouge Real Producers* as a trusted moving-services partner. Gina Miller, owner and publisher of the *Baton Rouge Real Producers* franchise, had all but given up on finding a moving company she was willing to refer to her network. “When I heard about Shannon I knew we had to connect.” She continued, “Moving day is the cherry on the sundae for real estate transactions and I wanted to join with a company that I’d be proud to refer to our agents, and happy to use myself.”

High-quality service, integrity and hard work are the Relocation Solutions of La core principles earning the trust of homeowners, business owners and real estate professionals across the



region. They provide residential and commercial moving services throughout the state, assisting clients with virtually every aspect of the relocation process. Whether moving a household across town or relocating an entire business, Shannon and his team strive to make the experience as seamless as possible.

And while Shannon is passionate about his work, family remains at the center of his life.

Away from the office, he can often be found spending time with his family and friends, particularly his wife Kathy and their seven grandchildren. Whether attending baseball and softball games, dance recitals, concerts or school plays, Shannon enjoys supporting the next generation and staying involved in their lives.

“I have a large and close-knit family that tries to get together as often as possible,” he said.

He also enjoys cooking for others, especially during LSU football season. Friends and patrons at Spanky’s Daiquiris have become familiar with Shannon’s barbecue and crawfish boils, where good food and community come together in true Louisiana fashion.

His commitment to service extends well beyond his business. Shannon serves as

vice president of the board of directors for the Greater Baton Rouge State Fair, an all-volunteer organization dedicated to supporting families throughout the region. The fair’s impact reaches far beyond its annual 11-day event. Through scholarships, sponsorships and worthy-cause grants, proceeds are reinvested into communities across a seven-parish area surrounding Baton Rouge. Recently, the organization celebrated a significant milestone, surpassing \$5 million in donations returned to the local community.

For Shannon, giving back reflects the same values that define his business: responsibility, service and genuine care for others.

In an industry where trust is everything, Relocation Solutions of La continues to stand apart by treating every move as more than a transaction. Under Shannon’s leadership, the company approaches each relocation with a commitment to helping clients begin their next chapter with confidence. 🏡



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Barbara Anne Eaton

For Barbara Anne Eaton, real estate was never part of a carefully crafted career plan. When she first entered the industry 36 years ago, she was simply rebuilding her life after a divorce and searching for a new direction.

She began volunteering with nonprofit organizations, an experience that expanded her network and introduced her to people from all walks of life. During that season, an unexpected pattern emerged. “One day, someone told me they thought I would be great at selling real estate,” Barbara Anne recalled. “From that moment on, everyone I ran into would say, ‘It just occurred to me that you would be great at selling real estate.’”

Eventually, she stopped dismissing the message and got licensed. That decision launched a career that has spanned nearly four decades and weathered every type of market cycle imaginable.

Barbara Anne is known not only for her longevity and professional accomplishments, but also for the servant-minded approach that has guided her throughout her career. She views real estate not simply as a profession, but as a calling. “I consider my business as my ministry,” Barbara Anne said. That philosophy has shaped every aspect of her career; from the way she serves clients to the countless volunteer and leadership roles she has embraced throughout the Baton Rouge community.

Over the years, Barbara Anne has remained committed to working as an individual agent despite the growing popularity of team structures throughout the industry. Her decision stems from a deep personal belief about client service. Having witnessed every side of the business over the years, she believes meaningful relationships require direct involvement. “The lead of one of the largest teams in Atlanta once told me that when it is all said and done, he made more money as an individual agent,” Barbara Anne said. More importantly, she

believes clients deserve personal attention. “I am a hands-on agent,” she explained. “I have found it is impossible to give clients the attention they need with a team; however, I do find it important to join a company whose beliefs, core character, and personality are those of a family.” Barbara Anne laughed when sharing that over the last 36 years she has been with more offices than Elizabeth Taylor had husbands. “I have been extremely blessed to have been with Coldwell Banker ONE for the past 16 years.” She added, “We have an accountability group that meets every Monday to learn, review, and encourage.” She notes that a supportive office is the greatest team one can have.

Barbara Anne has an industry reputation built on consistency, professionalism and trust. “After this many years in the trenches, I certainly have industry knowledge and the scars to prove it,” she said with a smile. While market conditions, technology and consumer expectations have changed dramatically throughout her career, one principle has remained constant. “Without a good reputation, an agent will never last in the long term,” she said.

Better to Give

Her commitment to excellence is reflected in an impressive list of professional achievements and credentials. Barbara Anne is a recipient of the Baton Rouge Speech & Hearing Foundation’s Volunteer Activist Award and the Greater Baton Rouge Association of Realtors Humanitarian of the Year Award; both received in 2013.

In 2002, she was the recipient of a Phoenix Award, an honor awarded by the Atlanta Board of Realtors to agents who achieve annual sales exceeding \$1



million for 10 consecutive years. Additionally, she holds numerous professional designations, including Certified Residential Specialist (CRS), Graduate Realtor Institute (GRI), Seniors Real Estate Specialist (SRES), Seller Representative Specialist (SRS), Accredited Buyer's Representative (ABR) and Pricing Strategy Advisor (PSA). She is also recognized as a Coldwell Banker Global Luxury Specialist.

Despite the accolades, Barbara Anne remains focused on what she finds most rewarding about the profession: the people. "Every morning when I awake, I have no idea who will be a part of my life by the end of the day," she said. That unpredictability continues to energize her after all these years.

Real estate transactions can be stressful, but Barbara Anne has developed a methodical approach to problem-solving. "When faced with challenges, I try to stay calm, which is no easy feat, break the problem down into bite-sized elements, then start working from there," she said. She also follows a simple philosophy that has served her well throughout her career: "Stay in the Day."

Outside of real estate, Barbara Anne's dedication to service is evident through an extraordinary record of community involvement.

Over the years, she has served on the boards of numerous organizations, including Habitat for Humanity of Greater Baton Rouge, Health Centers in Schools of Our Lady of the Lake Children's Hospital, LSU's Museum of Art, the Greater Baton

Rouge Association of Realtors, O'Brien House, the Louisiana Trust for Historic Preservation, the Louisiana Old State Capital Associates and the Foundation for Historical Louisiana. She currently serves on the board of Attic Trash and Treasures and has also held leadership roles with organizations such as the Junior League, Rotary Club of Baton Rouge and the Baton Rouge Area Chamber's Leadership Program. Her commitment to philanthropy earned her the 2009 Capital Area United Way Donor Development Campaign Top Fundraiser Award.

Sound Wisdom

Barbara Anne offers straightforward advice rooted in discipline and consistency to anyone considering a career in this field. "Treat this as a real job," she said. She encourages agents to establish routines, maintain office

“When faced with challenges, I try to stay calm, which is no easy feat, break the problem down into bite-sized elements, then start working from there.”



hours and develop structured plans for success. “Be in the office by 9:00 a.m. and work the whole day,” she said. “Plan your work and work your plan. Consistency is the key.” Each Sunday evening, she recommends creating a detailed schedule for the week ahead, including time for prospecting, exercise and personal reflection.

Barbara Anne is also a strong advocate for continuing education. She encourages agents to pursue professional designations and seek out opportunities to learn from experienced industry leaders. “The classes one must take for the designations are typically excellent,” she said.

Among the resources she recommends most highly is Gary Keller’s “The Millionaire Real Estate Agent,” which she describes as one of the best guides for building and maintaining a successful business.

Yet through every lesson learned and every milestone achieved, Barbara Anne credits something greater than herself for her success. “I have found that as long as I know that God is the reason for my success, and not myself, things seem to go along fairly well,” she said.

For Barbara Anne Eaton, real estate has never been solely about contracts, commissions or closings. It has been about people, service and purpose. Through decades of market shifts, industry changes and personal growth, she has remained steadfast in her commitment to integrity, faith and helping others. And for the countless clients, colleagues and community members whose lives she has touched along the way, that may be her most enduring legacy of all. 🏡

“I have found that as long as I know that God is the reason for my success, and not myself, things seem to go along fairly well.”



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Kristen
PAULINA

PHOTOS BY WESLEY SUN CHEE FORE
WRITTEN BY LAKEN FOISIE

K

Kristen Paulina measures her own success through her clients' achievements and helping them reach home ownership goals they once thought were out of reach.

This month's Agent to Watch, and Realtor with Century 21 Bessette Flavin, Kristen approaches every transaction with a clear sense of purpose. She believes buying or selling a home represents far more than a business deal. It marks one of life's defining moments, and she considers it a privilege to help clients navigate that journey.

"I've always been passionate about helping people reach major life milestones," Kristen said. "Buying or selling a home isn't just a transaction. It's a life-changing decision."

That perspective shapes the manner in which she serves every client. While many agents focus solely on the

immediate transaction, Kristen keeps her attention on the bigger picture, helping buyers and sellers make decisions that support their long-term goals.

Kristen said she was drawn to real estate because it offered the opportunity to guide families through significant transitions while also creating financial freedom and building a lasting legacy for her own family. "I look for opportunities to make a meaningful impact while building something that would benefit both my clients and my own family for years to come," she stated. Those personal motivations continue to fuel her work nearly a decade after entering the profession.

Kristen wants to provide the hands-on attention she believes every client deserves. She shared, "I enjoy building personal relationships and remaining directly involved throughout each step of the buying and selling process."

She added, "The most fulfilling part of real estate for me is watching dreams turn into reality, helping families find stability, investors grow wealth, and witnessing people take the next step toward their goals."

Those moments reinforce why she chose the profession in the first place.

Like every successful Realtor, Kristen understands that real estate comes with challenges. Markets fluctuate, negotiations become complicated and unexpected obstacles can arise without warning. Rather than becoming discouraged, she relies on perspective and preparation to move forward. "I remind myself that obstacles are temporary while my purpose remains constant." Kristen maintains a positive mindset, while staying organized and treating every experience as an opportunity to learn. This method allows her to navigate challenges **CONTINUED ►**





with confidence and professionalism. And her clients benefit from that steady approach, especially during what can often be stressful or emotional transactions. “What really sets me apart is heart, hustle and investment knowledge,” Kristen said. She believes real estate has the potential to become a powerful wealth-building tool. “I help my clients buy smart, sell strategically and build long-term wealth through real estate because it’s not just about a home,” Kristen said. “It’s about your future.”

As someone who continues to build her own business, Kristen also enjoys encouraging newer agents entering the profession. She believes consistency is often the greatest difference between those who succeed and those who struggle. “My best advice for other agents is to stay consistent and relationship-focused,” Kristen said. “This business rewards those who show up every day, even when things are slow.” She encourages agents to focus on authentic relationships rather than chasing transactions. According to Kristen, trust is built through genuine communication, providing value and maintaining connections long after the closing table. She also believes professional growth should never stop. But most importantly, she encourages agents to remember the deeper purpose behind their careers.

Kristen said staying connected to that purpose provides the motivation needed to overcome difficult seasons and continue moving forward. She believes the profession can create tremendous opportunities for people who are willing to commit themselves fully. At the same time, she cautions that success rarely happens overnight.

“Take the leap if you’re hungry, driven and ready to grow,” Kristen said. “Real estate can change your life.” She added, “It’s one of the hardest careers to start, but also one of the most rewarding when you stay committed to your purpose.”

“What really sets me apart is heart, hustle and investment knowledge”





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