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Publisher's
Note

There is a lot of healing and heartache that comes in a complete overhaul of a home and well life. And since 2020 there has been both. When I launched this publication over five years ago in May 2021 I had no idea how much I would see the best side of others and the worst – and in myself. It's just the ups and downs of life we are all on. The grace I'm given from others and above, I do my best to extend.

I'm humbled to know so many in real estate trust me to share their journeys and a snapshot of their lives. Month after month, I personally interview real estate agents and business owners in the industry and hear their highs, lows, pain, loss, success and celebration. We laugh, we cry and the best reward is when the article comes to life in the hard copy magazine and the feature reaches out to me and says, "You captured me beautifully at the essence of my core." That is my true joy! Because at my core, I have a love for sharing other's stories, journeys and where life has taken them.

Today is the first day of school for my new middle schooler and this momma heart is proud of where we have come and where we are going. Just last week that kid spoke prophetic words over our family. I sat there amazed and overjoyed. Over the last five years, there has been a new relationship, a marriage, loss of a parent, 3 broken arms, navigating parenting and mentoring of biological, step and foster children, buying and selling of homes, and a full gut renovation on a forever home going on nearly a year all the while both running independent businesses.

From, Rebecca



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EVERYTHING YOU WANT TO KNOW...AND MORE!

At an RP Mastermind event L to R: Nicole Workman, Holly Bennett Clark, Beth Pyne and publisher - Rebecca Ramsey.

Hey RP community, so school is back in session! Let's review some frequently asked questions about this platform since it launched in Big Orange Country over 5 years ago.

Q: WHO RECEIVES THE MAGAZINE?

A: This magazine is sent monthly FREE of charge to the top 300 agents in the East TN/Knoxville area based on MLS volume. This is an elite group, and you are each remarkable in your own right. To be in this group is truly a badge of honor!

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 bocrealproducers@gmail.com with the subject line "Nomination:

8 • August 2026

(Name of Nominee)" and explain why you are nominating the individual. Maybe the person has an amazing story, overcame extreme obstacles, is a rising star, 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 a photo session and interview.

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: WHAT DOES THE PROCESS LOOK LIKE?

A: After someone is nominated we reach out to meet them and walk-through the process - from the photo session to the final article. Before any work to create a feature story is started it is understood you are not in full control of it. For their photo session each feature chooses their hairstyle, make-up and clothing independently with some

guidelines (which is at your discretion to follow or not). Each feature is involved in the photo session. Best photos are selected and edited by the design team and can be touched by multiple people to get the best look for the magazine layout. Photos are only given minor edits as we do NOT photoshop images, create fake backgrounds, or otherwise make major alterations to the images. They are the REAL you!

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 vet and get a stamp of approval before allowing businesses to join. Our goal is to create a powerhouse network for the top REALTORS® and best affiliates in the area so we can grow stronger together.

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Jacquie

REAL BROKER LITTON

BY PHYLICIA BOVA AND PHOTOGRAPHY BY BETH WARREN

GRACE UNDER PRESSURE

For Jacquie Litton, real estate has always been about more than buying and selling homes. It's about relationships. It's about earning trust. And it's about walking alongside people through some of life's biggest moments.

Those beliefs have guided her through more than three decades in the real estate and mortgage industries, and despite how much the business has changed, they're the same principles that continue to define her career today.

Jacquie didn't begin her professional journey with a lifelong dream of becoming a REALTOR. After graduating from the University of Tennessee, she simply knew she wanted to build a career in business. Growing up surrounded by strong women, including her mother, grandmother, and aunt, she developed a work ethic that would shape every chapter of her life.

Her first introduction to real estate came while working alongside her aunt, Gloria Gregory, one of Knoxville's top-producing agents. She helped manage the office, worked with buyers, and learned the business from the ground

up. It didn't take long for her to realize she genuinely loved homes, design, and helping people navigate one of the biggest decisions of their lives.

That passion eventually led her into the mortgage industry, where she spent nearly two decades helping families secure financing. The analytical side of lending appealed to her just as much as the personal side, giving her a unique perspective that still benefits her clients today.

When her daughter became involved in competitive horseback riding, Jacquie stepped away from mortgages and sold her business. Family became the priority, allowing them to spend years traveling to horse shows together. During that time, she found another entrepreneurial outlet by helping to grow her family's bakery business,

“It's about earning trust. When you GENUINELY TAKE CARE OF PEOPLE, they'll remember you long after the closing.”

Litton's, through e-commerce. Long before online ordering became commonplace, Jacquie researched successful businesses around the country and helped develop an online shipping division that expanded the bakery's reach far beyond Knoxville.

Even then, slowing down was never an option. “I've always had to be doing something,” she says with a smile.

As her daughter prepared to leave for college, Jacquie knew it was time for another new chapter. She reactivated her real estate license and returned to the profession that had always felt like home.

Today, as an agent with Real Broker, she brings decades of experience from both the real estate and mortgage worlds to every client she serves. That background allows her to anticipate challenges, communicate clearly, and guide buyers and sellers with confidence.

Many of the clients she worked with years ago are still clients today. Some have purchased multiple homes, while others have become investors. Watching their lives grow alongside her career has become one of the most rewarding parts of what she does.

That long-term perspective also shapes the way she views the industry itself. While technology has changed

Location: private Savage Garden in Fountain City





Litton's in central Fountain City

nearly every aspect of real estate, Jacquie believes one thing should never change: the importance of communication.

She believes every successful transaction depends on agents working together rather than against one another. At the end of the day, everyone shares the same goal of helping clients reach the closing table.

Honesty, transparency, and mutual respect remain at the center of every relationship she builds, whether it's with clients, fellow agents, or industry partners. She has also learned the importance of setting healthy boundaries, understanding that taking care of herself ultimately allows her to better serve others.

Outside of real estate, family remains the center of Jacquie's world. Recently, Jacquie embraced one of her favorite roles yet: grandmother. She and her husband, Barry, have been married for more than 23 years and share deep roots in Knoxville through the Litton's restaurant legacy. Together, they've built their lives around hard work, generosity, and quietly serving their community without seeking recognition.

While she says nothing compares to holding her granddaughter, one of the greatest joys has been watching her own daughter become an incredible mother. It has given her an even greater appreciation for the generations of strong women who shaped her own life.

When she's not working, Jacquie enjoys spending time at home, tending to her yard, decorating, visiting the family farm, working out, and spending time with her beloved dogs. She also makes time



“
Technology has
changed real
estate, but honesty,
communication,
and **TREATING
PEOPLE THE
RIGHT WAY** never
go out of style.”

for podcasts, books, and daily Bible study, believing that personal growth is just as important as professional growth.

Looking back, Jacque's career has never followed a straight line. From real estate to mortgages, entrepreneurship to family business, each chapter has prepared her for the next. Through it all, one lesson has remained constant: relationships always come first. 🍷



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- Peter Parnegg, Ninja Selling Guru

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FROM ONE DOOR
TO A THOUSAND

McKee

KEYRENTER KNOXVILLE PROPERTY MANAGEMENT

BY PHYLCIA BOVA AND PHOTOGRAPHY BY AMY SULLIVAN

Growth is easy to talk about. Scaling it well is something entirely different.

For Dan McKee, building Keyrenter Knoxville Property Management has never been about doing everything. It has been about doing the right things, with the right people, and doing them consistently.

Now in its fourth year, the business has already surpassed 200 properties under management, with a clear focus that sets it apart in a crowded space. Dan is not trying to be everything to everyone. In fact, he has been intentional about narrowing in.

“We specialize in A and B class, long-term rentals,” he explains. That clarity came from a moment that had nothing to do with analytics or spreadsheets. It came from something much simpler. “If I don’t feel safe with my daughter living in a home alone, I’m not going to manage it,” he says.

That standard has become a defining filter for the business. It is not just about property type. It is about quality, responsibility, and long-term value for both owners and tenants. Dan’s background in sales and marketing gave him a natural advantage in building

and growing a business. But as he quickly learned, growth alone is not the challenge. Building something that can sustain it is where the real work begins.

Looking back, there is one thing he would have done differently. “I would have spent more time early on building out processes and systems that scale,” he says. Instead of forcing himself to master everything, Dan made a decision that many business owners struggle with. He hired for his weaknesses. “I’m not the best at it, so I brought in someone who is phenomenal at it,” he says.

That shift allowed the business to move forward with structure, not just momentum. Today, he is building a team not for where the company is, but for where it is going. “I’m hiring for the future,” he says.

That forward-thinking approach is already shaping the next phase of growth. His goal is to reach 1,000 properties under management while continuing to build his own investment portfolio and develop opportunities for his team to do the same. That mindset speaks to something deeper than business. It is about creating opportunity, not just for himself, but for the people around him.

It is also a reflection of the influences that shaped him long before Keyrenter existed. Dan credits much of his foundation to his father, whose work ethic and values still guide his decisions today. “There’s not a day that goes by that I don’t think, ‘What would my dad do?’”, he says.

That grounding is evident how he leads. It shows up in how he treats clients, team members, and partners. At the same time, he is not afraid to learn from what did not work. Some of his most important lessons came from seeing poor leadership firsthand and choosing a different path. “I’ve learned just as much from bad leaders as I have from good ones,” he says.

“IF I
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That perspective has helped him build a culture centered on accountability, communication, and ownership.

One of the biggest challenges he sees in the industry today is the misconception that property management is simple or something that can be handled casually. Through experience, he has seen how quickly that mindset can create problems. His role is not just to manage properties. It is to guide clients through changing market conditions and help them make smarter long-term decisions.

From investors who purchased during low-interest rate periods to homeowners who are now holding onto properties instead of selling, Dan has positioned his company to meet people where they are and help them adapt. "Our goal is to make it as easy as possible and

create a great experience," he says.

That focus on experience extends to the relationships he builds with agents as well. Rather than competing for business, Dan has structured his model to support it. By referring sales back to agents and maintaining clear boundaries, he has created a system built on trust.

"I want agents to know their clients are in good hands," he says. For Dan, success is not just measured in doors managed or numbers on a spreadsheet. It is reflected in the team he is building and the responsibility that comes with it.

"I'm responsible for other people's income now," he says. "That's something I don't take lightly."

That level of ownership drives how he shows up every day. The vision is clear. The foundation is in place. And the growth is already happening. From one door to hundreds, and soon, to a thousand, Dan McKee is building something designed to last. ▀

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FINDING JOY IN THE JOURNEY

Seven years ago, Natalie Saunders was just beginning to build her career in real estate. A former elementary school teacher with no built-in client base, she entered real estate with determination and a genuine passion for helping people. Today, the Weichert Realtors Advantage Plus agent has built one of Knoxville's most respected real estate businesses, earning a place among the area's top 300 through consistency, relationships, and an unwavering commitment to her clients.

Looking back, Natalie smiles when she thinks about those early days. "I was trying to do everything exactly right," she says. "I was writing handwritten cards, setting up coffee meetings, introducing myself to people, and just showing up everywhere I could."

Coming from education, real estate was a leap into unfamiliar territory. There were no guaranteed leads, no established pipeline, and no family business waiting

for her to step into. Every client had to be earned. Every relationship had to be built. "I really built this from nothing," she says. "I didn't come into the business with connections or a database. Everything has been built one relationship at a time."

Those first few years required patience. Natalie spent countless hours networking, writing personal notes, and building relationships. One conversation became one

client, one client became one referral, and before long the business she had worked so hard to build began working for her.

Today, referrals, repeat clients, and word of mouth are the driving force behind her success.

"It used to feel like I was constantly hunting for business," she says. "Now it comes to me because people trust me and they've shared their experience with others. That's one of the most rewarding parts of this career."

Her background in education remains one of her greatest strengths. Natalie takes time to educate buyers and sellers through every step of the process, creating confident clients and the trusted reputation she enjoys today.

One of the most defining seasons of Natalie's career unfolded while her wife, Kim, was battling breast cancer. Even during chemotherapy appointments,

Natalie remained committed to both her family and her clients. "I sat beside Kim during treatments with my laptop on my knees," she recalls. "I was writing contracts, scheduling showings, negotiating repairs, whatever needed to be done."

For Natalie, there was never really an option to pause life. Real estate continues moving whether you're ready or not, and she learned firsthand what balancing personal hardship with professional responsibility truly looks like. "It taught me that you take what life gives you and you make the best of it," she says. "You don't always get to choose the timing of difficult things."

Thankfully, Kim has now reached an incredible milestone, passing the one-year mark after completing chemotherapy. It is a chapter Natalie speaks about with gratitude and hope, reminding her daily that business accomplishments only matter when the people



BY PHYLICIA BOVA AND
PHOTOGRAPHY BY AMY SULLIVAN



“I built this business from nothing. Every client, every referral, and every opportunity has been earned one relationship at a time.”

you love are healthy enough to celebrate them with you.

That perspective extends well beyond real estate. Travel has become one of Natalie's greatest joys. Whether exploring Europe, Hawaii, or taking weekend trips throughout the Southeast, she and Kim prioritize experiences over possessions.

“We’re definitely more about making memories

than buying things,” Natalie says. “Our goal is to see the world together.”

Family remains at the center of her life. She treasures time with her three stepchildren, two nephews, and the traditions she continues to honor after losing her parents and several loved ones at a young age. Every Fourth of July, she returns to Maine, a place that holds special memories of both her mother and father.

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“

If you had asked me five years ago what success looked like, it would have been exactly where I am today. I'm learning to celebrate how far I've come instead of always asking, 'What's next?'"

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Those experiences have reinforced one of the biggest lessons she's learned. "Life is incredibly short," she says. "You have to appreciate the people around you while you have them."

Professionally, Natalie admits she has another lesson she's still learning. For years, every milestone immediately became another starting line. Each

achievement was followed by a new goal, leaving little time to celebrate how far she had already come. Now, she's intentionally working to change that mindset.

"If you asked me five years ago what success looked like, it would be exactly where I am today," she says. "I need to honor that instead of always asking, 'What's next?'"



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