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Jesse KERR

Some REALTORS® find real estate. Others seem destined for it.

For Jesse Kerr, the path was shaped long before he ever earned his license. Growing up in Maryland, he watched entrepreneurship firsthand. His father owned a custom home building company, while his mother built and operated her own successful commercial interior design and furniture business. Their work ethic, commitment to clients, and passion for helping people quietly laid the foundation for what would become Jesse's own career.

Originally from Baltimore, Jesse moved to the Grand Strand more than a decade ago to attend Coastal Carolina University, where he earned a degree in Sociology with a concentration in Criminology and a minor in National Security and Intelligence. Like many college students, he worked in the hospitality industry, spending nearly ten years as a bartender and bar manager.

"I have bartending to thank for my people-building skills," Jesse says. "I genuinely enjoy meeting people, building relationships, and making connections."

Those relationships would eventually become one of his greatest assets.

After serving in the South Carolina National Guard, Jesse reached a crossroads. He loved the people, the flexibility, and the income bartending provided, but he wanted something with greater purpose and long-term opportunity. "I wanted a career where I could control my schedule, help people in a meaningful way, and build something that was truly my own."

Real estate was the obvious choice. Even after interviewing with six different brokerages, Jesse refused to rush the decision. Finding the right mentor mattered more than simply getting started. "I knew I needed someone who would teach me the business the right way."

That mentor became Ruth Lemoine. Instead of immediately chasing transactions, Jesse spent months shadowing her, asking questions, taking notes, and learning every aspect of the business before representing his first client.

"I didn't want to put someone under contract until I knew I could provide the level of service they deserved." That patience paid off. Although his first six months didn't produce a sale, everything began clicking after that. In his first full year, Jesse closed nearly \$2 million in sales, much of it in land transactions.

Today, just three years into his career, he continues building momentum while partnering with Allison Stack to develop

Building a Career on Honesty, Relationships, and Hard Work

The Prime Group at The Litchfield Company, specializing in single-family homes, investment properties, and the southern Grand Strand. His biggest obstacle wasn't learning contracts or negotiations. "It was the fear of failure."

Making the leap from bartending, where income was predictable, to full-time real estate meant taking a tremendous financial risk.

"I remember getting down to just dollars in my bank account. I kept thinking I might have to ask for my bartending job back. Instead, I kept showing up, making calls, following my mentor's advice, and trusting the process."

Eventually referrals started arriving. Past clients called with family members and friends. His hospitality connections began sending business his way. The relationships he had built over the years became the foundation of his real estate business.

Today, Jesse believes his success comes from four simple ingredients. "Work ethic, professionalism, honesty, and compassion." Those values continue to define every client relationship. "I don't want to be someone's REALTOR® for one transaction," he says. "I want to be their REALTOR® for life."

That same mindset extends beyond his clients. Jesse has become passionate about helping new REALTORS® navigate the same uncertainties he



WRITTEN BY ANITA JONES
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FAVORITE QUOTE:

“It’s not how hard you can hit. It’s how hard you can get hit and keep moving forward.”

once faced. “My phone is always open. I remember exactly what it felt like to be the new agent who didn’t know anyone or anything.”

Outside the office, Jesse enjoys fishing, cooking, pickleball, spending time with family, and trying new restaurants around the Grand Strand. He also remains active in fitness, having previously competed in powerlifting and once unofficially holding a Maryland state deadlift record in his weight class. During college, he also helped raise more than \$30,000 for Relay for Life as an event organizer and fraternity vice president.

When asked what he wants people to remember most about him, his answer comes without hesitation. “Honesty. I promise that to everyone.” Perhaps that simple promise best explains why Jesse’s career continues to grow. In an industry built on trust, authenticity never goes out of style. 🏡



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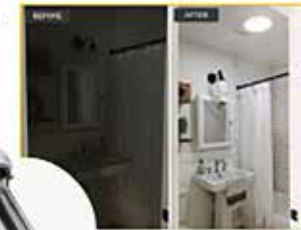
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WRITTEN BY
ANITA JONES
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D.R. HORTON

Devon LLOYD

Building MORE Than Homes

When people hear the name D.R. Horton, they immediately recognize one of the most respected names in homebuilding. As America's #1 homebuilder for more than two decades, the company has helped millions of families achieve homeownership across the country.

Here on the Grand Strand, that story is just as impressive.

Since entering the local market in 1998, D.R. Horton has welcomed more than 25,000 families into new homes while continuing to build communities designed for every stage of life.

Leading that effort is Division President Devon Lloyd, whose career path wasn't one she could have predicted.

Growing up on the West Coast before being moving to Alaska, Devon never imagined that life would eventually bring her to South Carolina. Her professional journey actually began in aviation, where she developed the discipline, attention to detail, and operational mindset that would later serve her well in homebuilding.

"I never planned on working in this industry," Devon says. "I started in the field as a builder and learned the business from the ground up."

That hands-on approach became the foundation of her leadership style. By taking on increasing responsibilities throughout the company, she developed a deep understanding of every aspect of the homebuilding process—from construction and operations to leadership and customer experience.

Today, Devon believes the company's greatest strength isn't simply the homes they build.

"It's our people," she says. "I intentionally build a team with true grit—people who work together, solve problems, and focus on solutions instead of excuses."

That culture is something Realtors quickly recognize.

Because D.R. Horton makes many decisions locally, the team can respond quickly to changing market conditions while maintaining close relationships with the real estate community. Those partnerships have become a cornerstone of their success, with much of the company's business coming through referrals and repeat buyers.

For Devon, every relationship matters. Whether she's working alongside trade partners, land sellers, site developers, REALTORS®, or her own internal team, she finds the greatest fulfillment in seeing people succeed together. "Watching families receive the keys to their new home is incredibly rewarding," she says.

Like every industry, homebuilding has experienced tremendous change over the past several years. Rapid growth across the Grand Strand, supply chain challenges, the pandemic, and shifting interest rates have all required builders to adapt quickly.

Through it all, Devon believes success comes back to a few timeless principles: staying focused on the fundamentals, building strong relationships, and never losing sight of the customer.



That same philosophy extends into her personal life.

Devon and her husband, Scott, moved to the Grand Strand in 2008 and are raising their two children, Hank and Palmer Grace, here along the coast. When they're not working, family time comes first.

You' will often find them enjoying everything that makes coastal living special—boating, beach days, golf, tennis, and afternoons by the pool. They also make it a priority to travel to Montana, where much of Devon's family still lives. There, the pace slows down with camping, fishing, and mountain views providing a perfect balance to life on the coast.

When asked how she defines success, her answer reflects both her leadership and her values.

“Success is balance and impact,” she says. “Professionally, it’s about building a strong team, developing people, and delivering for our customers and partners. Personally, it’s about being

present for my family and creating meaningful experiences with our kids.”

Although she’s lived in Alaska, Montana, and now South Carolina, the Grand Strand has truly become home. She appreciates the unique character each community offers—from Conway’s rich history to Murrells Inlet’s Marsh Walk and North Myrtle Beach’s shag culture.

She’s especially fond of Murrells Inlet, where the marsh, marina, and relaxed coastal lifestyle remind her why this community is such a special place to live.

Perhaps the most surprising thing about Devon is just how different her life once looked.

“I like to say I traded my Xtratufs for sandals,” she laughs, reflecting on her years growing up in Alaska’s Kodiak Island.

It’s a fitting description for someone whose journey has taken her thousands of miles from where she started—but whose commitment to people has remained constant.

When asked what she hopes people remember most about her, Devon doesn’t hesitate.

“Showing up, doing it right, and putting family first.”

It’s a simple philosophy—and one that’s evident in every home, every relationship, and every community D.R. Horton continues to build. 🏡



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I like to say I traded my Xtratufs for sandals,”

She laughs, reflecting on her years growing up in Alaska’s Kodiak Island. *It’s a fitting description for someone whose journey has taken her thousands of miles from where she started—but whose COMMITMENT TO PEOPLE has remained constant.*





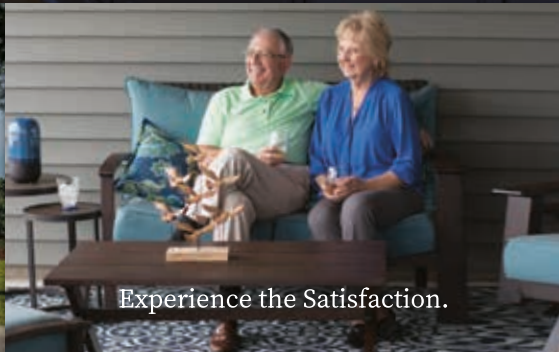
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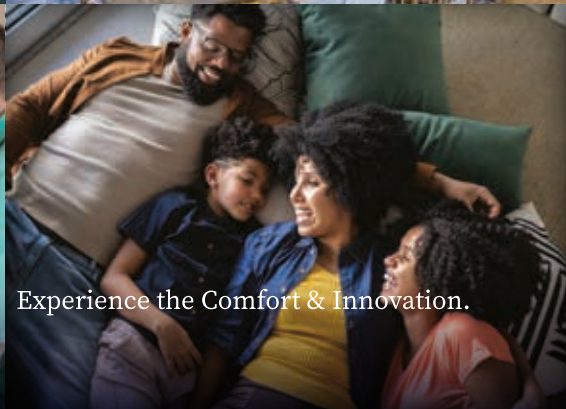
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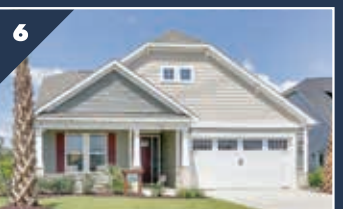
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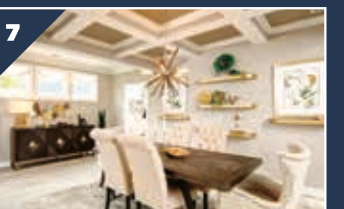
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TAYLOR Russell

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BUILDING CONFIDENCE — THROUGH CONNECTION

At just 24 years old, Taylor Russell packed up her car, left behind everything familiar in upstate New York, and moved to Myrtle Beach with little more than a dream and a willingness to start over. No friends nearby. No established career in her new city. No clear roadmap. Just courage.

Today, four years into real estate and proudly serving with Century 21 The Harrelson Group, Taylor is proof that growth often begins where comfort ends.

“I thought I had my life figured out,” Taylor says with a laugh. “Then life humbled me a little.”

Born and raised in Binghamton, New York, Taylor originally pursued cosmetology straight out of high school. For five years she worked as a hairstylist—building relationships, listening to people’s stories, and learning how to make others feel comfortable and confident.

At the time, she had no idea those same skills would become the foundation of her future career.



“Looking back, being a hairstylist prepared me so well for real estate,” she says. “Both careers are really about trust. People want to feel understood. They want to know someone is truly listening.”

That ability to connect deeply with others has become one of Taylor’s defining strengths.

But first, she had to trust herself enough to leap. Her family had vacationed in Myrtle Beach for years. In fact, her parents honeymooned here. It had always felt like a second home—and secretly, a future home.

So, in 2021, she made the move. “I always dreamed about living here, but I never really thought I’d do it,” she says. “Leaving behind the clientele and life I had built in New York was scary. But I knew if I didn’t try, I’d always wonder.”

Not long after arriving, real estate—which had quietly lingered in the back of her mind—began calling louder. She studied. Watched endless YouTube videos. Got licensed in March 2022.

Then she walked into The Harrelson Group. “Greg was incredibly welcoming,” Taylor recalls. “But honestly? That first week was terrifying. I felt like a sponge—just listening, learning, absorbing everything.”

She started the way many great agents do: by doing the work others avoid.

Calling the lead database. Making contacts. Asking questions. Showing up consistently.

And it worked.

Today, much of Taylor’s business is on the buy side, helping clients navigate one of the biggest—and often most emotional—decisions of their lives.

“What I love most is that every client’s story is DIFFERENT. Some are relocating. Some are STARTING OVER. Some are growing their families. It’s never just about the house. **There’s always a bigger story.”**



“What I love most is that every client’s story is different,” she says. “Some are relocating. Some are starting over. Some are growing their families. It’s never just about the house. There’s always a bigger story.”

That perspective is what makes Taylor different. She doesn’t just sell homes. She absorbs stress. Creates calm. Builds trust. “A big part of my job is carrying some of the chaos, so my clients don’t have to.” It’s a philosophy born from personal experience. She remembers exactly what it felt like to relocate—to feel overwhelmed, uncertain, and hopeful all at once. That empathy now shapes every client interaction. And her clients feel it.

“One of my favorite things is hearing from people after closing,” she says. “Photos of them moved in. Renovations they’ve started. Seeing them truly happy in the space—it reminds me why this work matters.”

Outside of real estate, Taylor finds her peace where many locals do: near the water.

“If I’m not at the office, I’m probably at the beach,” she says. “Looking for shells, shark teeth—anything outside helps me recharge.” She also loves painting—often with her family during monthly Wine & Design outings—and taking fitness classes, especially spin.

Family remains central to everything she does. “My sister Lindsey is my best friend,” Taylor says. “And I’ve always looked up to my parents. They taught me that if you want something, you work for it.”

That work ethic shows. But perhaps what stands out most about Taylor is her humility. She doesn’t pretend to have all the answers. In fact, she

says one of the best lessons she’s learned is exactly the opposite. “Don’t be afraid to ask questions,” she says. “You don’t know what you don’t know. Confidence comes after doing something scary—not before.”

That mindset has helped her move from fear to confidence—something she hopes other young professionals can learn from.

“It’s so easy to compare yourself to others and feel behind,” she says. “But everyone starts somewhere. A lot of success is built quietly—through consistency.” And if there’s one thing she hopes people take away from her story, it’s this:

Lead with authenticity. “I never want clients to feel like they’re getting a polished sales version of me,” she says. “I want them to feel like they have someone honest in their corner—someone who genuinely cares.”

That authenticity—paired with her warmth, relatability, and quiet determination—is exactly what is making Taylor Russell one to watch. At 28, she’s still growing. Still learning. Still building.

And she wouldn’t have it any other way. “I think 24-year-old Taylor would be really proud,” she says.

Honestly? She should be. 📌





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DEVEN LEE



WRITTEN BY ANITA JONES
PHOTOGRAPHY BY WESTON
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THE
LONG
WAY
HOME

Some families pass down heirlooms.
The Lee family passed down
something even more valuable:

A PASSION FOR SERVING PEOPLE.

For as long as she can remember, real estate has been part of Deven Lee's life. Her parents, Epp and Dona Lee, didn't stumble into the business as a second career - it was the profession they loved, the foundation that gave their family an incredible life together. Ironically, Deven spent years trying to avoid it.

"I got my real estate license in 2013 and then let it sit," she laughs. "I thought I wanted to do something completely different." Instead, she built a résumé that included just about everything imaginable - grocery store, babysitting, waiting tables, bartending, gyms - embracing every opportunity to learn. "I loved my life. But it was a lot."

Born in Myrtle Beach at Grand Strand Hospital, Deven proudly jokes that she's part of a rare group of locals since the hospital no longer delivers babies. After growing up along the Grand Strand and graduating high

school in Orlando, Deven attended the University of South Carolina before spending seven years building her career in the Washington, D.C. area.

While there, she worked as a marketing coordinator for a real estate team. Then came the opportunity that changed everything: an assistant position with a Sotheby's International Realty agent. "Once I got my foot in the door to luxury real estate, I never looked back."

Working behind the scenes in luxury real estate taught Deven that every detail matters, from communication to anticipating clients' needs before they even ask. Those lessons still shape how she serves every client today.

Then came 2020.

Like it did for so many others, COVID changed the course of Deven's life. It brought her back home to Myrtle Beach and changed the trajectory of her career.

Today, Deven is building her business with Peace Sotheby's International Realty, bringing her luxury experience back to the community that first inspired her love for real estate.

"Coming home and building my business in the town that raised me has been one of the most rewarding parts of my career. It feels like everything came full circle."

Her parents remain her biggest role models. "When I think of hard work, I think of my parents. They built incredible careers, but never at the expense of our family. They were always there for me, and family always came first." Her mother overcame cancer. Her father lost both of his parents at a young age. Through it all, they built a life rooted in faith, family and service.

"When God blessed them with a daughter, they did everything in their power to give me the best life they could. And they did."

Building a career as a young woman in real estate has come with its share of being underestimated. "People will underestimate you because you're young, because of how you look or because they've already decided who they think you are before you've even opened your mouth."

Rather than letting those experiences discourage her, she turns them into motivation.

"They've made me over-prepare. I know my market, my contracts and my business inside and out so there's never any question about why I'm sitting at the table."

Her hope is simple: the next time someone meets a young woman in business, they'll think twice before making assumptions.



People will underestimate you because you're young, because of how you look or because they've already decided who they think you are before you've even opened your mouth."

Ask Deven what she's passionate about and her answer comes without hesitation.

"Everything."

She lights up talking about preparing homes for the market, helping buyers discover not just what they want but why they want it. What fulfills her most happens once the deal is

done - hearing clients say she made the process seamless and that they felt heard.

"To me, success is being able to compete at the top of your profession while also building a life you genuinely love."

For Deven, life is rooted in four things: faith, family, fitness and travel. She serves as a Deacon at First

Presbyterian Church of Myrtle Beach, where she's formed a close friendship with the church's oldest member, Reba Willard. Whenever she can, Deven drives the 104-year-old to Sunday services.

"I've learned a lot from her, but mostly this: if she can live 104 years and still find so little to complain about, I probably shouldn't either."

“

Learn from mistakes, both yours and mine. It's never a loss if you GROW from it."

Travel has become one of Deven's greatest passions, especially with her fiancé, Chace Corbett.

"I truly believe almost anything can be cured with a change of scenery. Seeing how people live in other countries is incredibly eye opening. I've never come home without feeling immensely grateful for the life I've been given."

Then there are her cats, Meechi and Miu Miu. "They're my heart in small furry form. The three of us are either curled up on the couch doing absolutely nothing or running around the house acting completely insane. There's no in between."

When she's not traveling, she's usually in the gym. "My dad and I always talk about our SOA, our Sense of Accomplishment. To me, there's no better way to start the day than boosting your SOA with a great workout."

Asked what someone might be surprised to learn about her, she laughs. "I have a way of trying to lighten the mood in most situations. I learned from the best, Michael Scott.

People take themselves and life a little too seriously sometimes. I try to laugh whenever I can."

Asked what advice she'd give other REALTORS®, her answer reflects the same mindset that's guided her career.

"Learn from mistakes, both yours and mine. It's never a loss if you grow from it."

"Don't take criticism from someone whose life you wouldn't want to live."

"Give yourself the same grace you so easily give other people."

"And don't waste your energy comparing yourself to people you admire. Learn from them. Then go become even better."

If there's one thing Deven hopes people remember long after a transaction has closed, it's simple. "I care deeply."

For Deven, real estate has never been just about buying or selling homes. It's about showing up for people during some of the biggest moments of their lives, and never letting them forget it. 🏡



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