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AUGUST 2026

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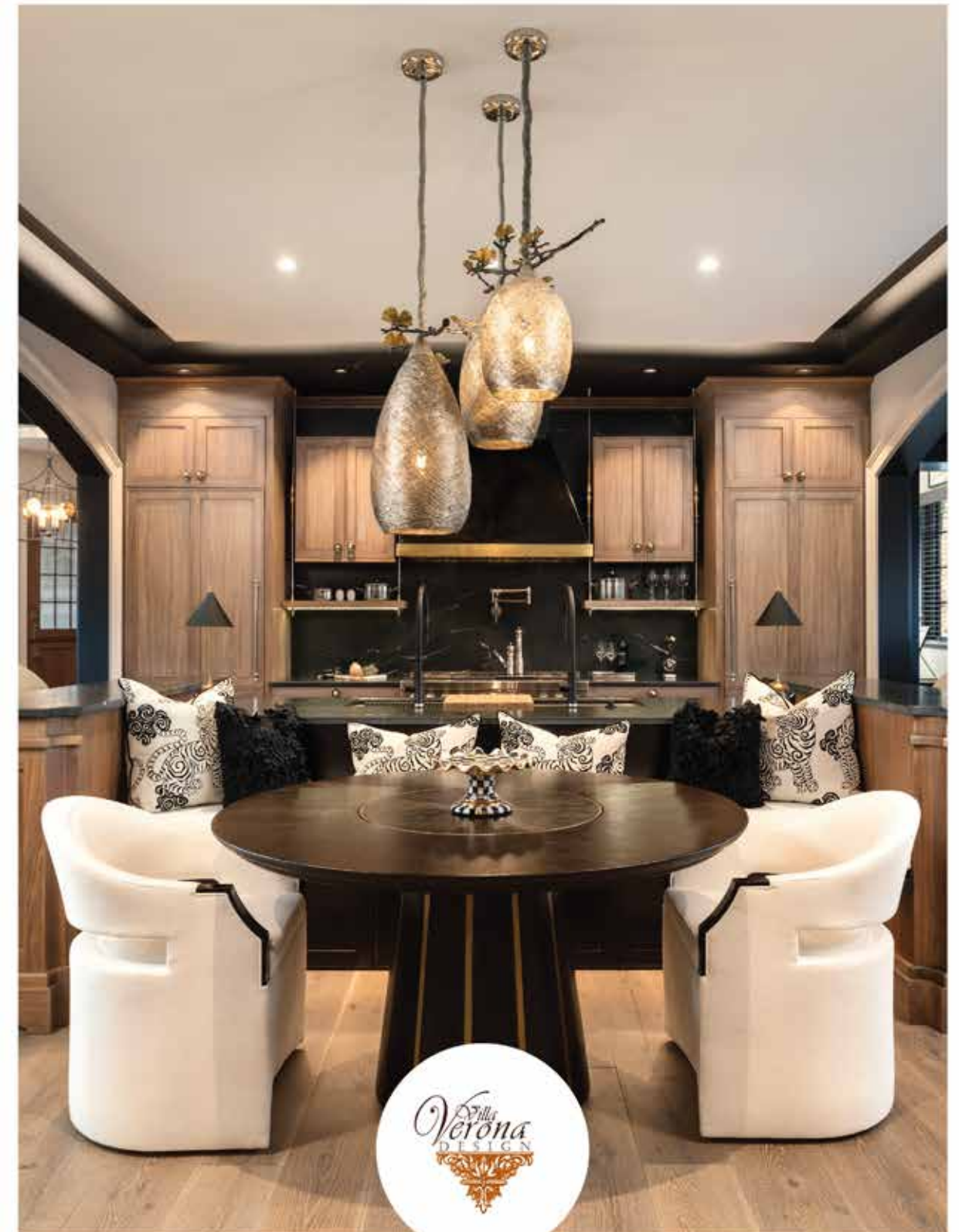


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Aubree
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As we turn the page to another exciting issue of *Upstate Real Producers*, I want to take a moment to express my sincere gratitude to each of you—our readers, partners, and real estate professionals who continue to make this publication such a meaningful part of the Upstate real estate community. Month after month, it is an honor to share the stories of the individuals who are shaping our industry through their leadership, dedication, and commitment to serving others. Your continued support, engagement, and enthusiasm are what allow this magazine to thrive, and for that, we are incredibly thankful.

One of the greatest privileges of publishing *Upstate Real Producers* is the opportunity to highlight the people behind the production—the professionals whose hard work, perseverance, and passion elevate the standard of excellence across our market. Every story featured in these pages represents more than just professional success; it reflects the relationships built, challenges overcome, and lives impacted along the way. We hope that each issue not only celebrates achievement but also inspires others to continue growing, leading, and making a difference in the communities they serve.

This month, we are proud to feature **Aubree Lewis of Keller Williams Drive** as our Cover Feature. Aubree's story is one of determination, authenticity, and a commitment to excellence that has helped her build a thriving business and a reputation for exceptional client service. Her journey serves as a reminder that success in real estate is built on consistency, relationships, and a genuine desire to help others achieve their goals.

Our Top Producer Feature shines a spotlight on **Cindy Marchbanks of BHHS, C. Dan Joyner Realtors' Midtown Office**. Cindy's impressive career reflects years of dedication to her clients and the profession. Her ability to navigate changing markets while maintaining a client-first approach has made her one of the Upstate's most respected real estate professionals. We are honored to share her story and the lessons she has learned throughout her remarkable career.

In this issue's Rising Star Feature, we introduce **Justin Shinko of RE/MAX Reach**. Justin's journey demonstrates the power of vision, perseverance, and a willingness to step outside of one's comfort zone to pursue growth. His passion for serving clients and building something meaningful has quickly established him as a standout professional to watch in the Upstate market.

We are also pleased to feature **Joel Ridings of Atlantic Bay Mortgage** in our Partner Spotlight. Joel exemplifies the vital role that industry partners play in supporting real estate professionals and helping clients achieve homeownership. His dedication to service, strong relationships, and commitment to delivering exceptional experiences make him a valued partner throughout the real estate community.

As you enjoy this issue, I encourage you to take time to celebrate not only the individuals featured here but also the countless professionals working behind the scenes every day to strengthen our industry. Real estate is ultimately a people business, and the stories shared within these pages are proof that success is measured not only in transactions but in trust, relationships, and impact.

We look forward to continuing to tell the stories that matter, celebrate the professionals who inspire us, and bring our Upstate real estate community closer together for many issues to come.

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Cindy MARCHBANKS

FROM HEALING HANDS TO HELPING HOMES

Cindy Marchbanks' Journey of Purpose

There is a quiet strength about Cindy Marchbanks—one that isn't built on flash or fanfare, but on consistency, compassion, and an unwavering commitment to doing what is right. As a Top Producer with BHHS, C. Dan Joyner's Midtown Office, Cindy represents something deeply meaningful in today's real estate landscape: a professional who leads not just with knowledge and experience, but with heart.

Describing herself as detailed, caring, and content, Cindy embraces her Type A nature with pride—but it's her role as a caregiver that truly defines her. Long before she ever stepped into real estate, Cindy spent 28 years as a Physical Therapist, dedicating her life to helping others heal, regain strength, and navigate some of their most vulnerable moments. Ironically, it was her own physical challenges—stemming from childhood knee issues—that first led her into that profession. And years later, those same challenges would guide her toward a new path.

The physical demands of being a therapist eventually began to take a toll. Cindy found herself asking a powerful question: Can I see myself doing this at 60? When the answer became unclear, she knew it was

time to explore something new. But stepping away from a stable, deeply meaningful career is never easy—especially when it's all you've known for decades. Still, with the encouragement of her family and a quiet confidence in her ability to adapt, Cindy made a bold decision. At the age of 50, she enrolled in real estate school at the Wyatt Institute, leaning into a long-standing passion for homes, market trends, and numbers.

What began as a leap of faith has grown into a thriving career. Since earning her license in March 2019, Cindy has built an impressive business, surpassing \$70 million in career volume and closing around \$15 million in the past year alone. Yet behind those numbers is a story not of rapid success, but of intentional growth, perseverance, and a

willingness to step outside of her comfort zone.

Cindy's journey in real estate has included both independence and collaboration. She began her career with Berkshire Hathaway, where she now serves as part of the Spaulding Group Team. It's a balance she deeply values—the close-knit support of a small team within the robust infrastructure of a larger company. In 2026, she further invested in her growth by earning her Broker's License, not out of necessity, but from a genuine desire to deepen her knowledge and confidence in the field.

But for Cindy, success has never been about titles or production alone. In fact, one of her greatest challenges has been adjusting to the unpredictability of real

estate after decades in a stable healthcare career. Equally difficult has been learning how to “put herself out there” in an industry that often rewards visibility and self-promotion. Coming from a background where patients came to her without the need for marketing, Cindy had to stretch herself in new and uncomfortable ways—and she continues to do so with humility and honesty.

Still, she remains grounded in what she knows to be true: doing excellent work and serving clients well is the most meaningful form of marketing. And that philosophy has become the cornerstone of her business.

Cindy approaches every client relationship with intention, beginning with a thorough consultation designed to understand not just what her clients want, but what they need. She places a strong emphasis on communication, education, and setting clear expectations—believing that trust is built through transparency from the very beginning. Whether working with a first-time homebuyer or an empty nester ready to downsize, Cindy meets each client where they are, guiding them with patience and care.

Perhaps no story illustrates her heart more than one of her most memorable client experiences. After being contacted by a couple who had seen her sign in their neighborhood, Cindy walked into what she thought would be a standard listing appointment. But something felt different. Drawing on her physical therapy instincts, she quietly observed that

the husband had physical limitations, though she respectfully chose not to ask.

As their relationship developed, the couple eventually shared that he had been diagnosed with ALS. What followed was more than a transaction—it was a deeply personal journey. Together, they spent months preparing their longtime home for sale and searching for a peaceful retreat closer to the mountains. They ultimately found a beautiful log cabin in Landrum, where the couple could embrace serenity in the midst of uncertainty. Along the way, a genuine friendship formed—one that continues today, with visits, shared stories, and even pictures of bears from their mountain home.

For Cindy, this is the essence of her work. “Everything I miss about being a physical therapist is this,” she reflects. “The relationships, the connections, the true meaning of what is important... helping others.”

That sense of purpose extends beyond her clients and into her community. Cindy has been involved with organizations like Rebuild Upstate and Meals on Wheels, causes that resonate deeply with her background in home health physical therapy. Having witnessed firsthand the challenges faced by homebound individuals, she remains committed to giving back in meaningful ways. She is deeply committed to giving back to the Sunshine Kids Foundation. By giving a portion of every transaction that closes to them.





even if sitting still has never quite been her strength.

When asked to define success, Cindy doesn't hesitate. It's not about accolades or recognition. It's about contentment—being at peace with who you are and what matters most. It's a perspective that only comes with time, experience, and a willingness to grow through life's transitions.

And if there is one thing Cindy hopes to be remembered for, it's simple: the care she has for others. Whether as a wife, mother, friend, therapist, or Realtor, that thread of care runs through every chapter of her story.

In an industry often driven by numbers, Cindy Marchbanks stands out for something far more enduring. She leads with ethics, reminding herself daily to “do the right thing,” even when no one is watching. She builds relationships that outlast transactions. And she proves that it's never too late to reinvent yourself—especially when you carry your purpose with you.

As she looks ahead, Cindy remains open to what's next—perhaps mentoring others, perhaps continuing to grow in new ways—but always grounded in the values that brought her here.

Because for Cindy, real success isn't about becoming someone else. It's about fully embracing who you already are. ❖

Do you want to be featured in an upcoming issue of URP? Email us at sierra.smith@n2co.com to join the list.



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Chuck and Cindy
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Favorite Quote:

“Kindness in words creates confidence. Kindness in thinking creates profoundness. Kindness in giving creates love.”

— Lao Tzu

At home, Cindy's life is equally rich with connection and joy. She and her husband, Chuck, have been married for nearly 29 years—a relationship rooted in shared history, having attended the same high school before finding their way to each other later in life. Together, they've raised two children they are incredibly proud of. Their daughter, Carter, is pursuing a doctorate in nurse anesthesia after working in the Cardiac ICU, while their son, Charlie, is studying Civil Engineering at Clemson. Family has always been at the center of Cindy's world, from years of volunteering in schools to hosting gatherings filled with laughter, sports, and celebration.

Even though their human babies are grown and doing

life on their own. Their home is still filled with energy and companionship thanks to their beloved “fur babies,” Baloo and Wrigley. Baloo, their 110-pound Sheepadoodle, and Wrigley, their 50-pound Bernedoodle, have quickly taken on starring roles in the household. More than just pets, they are truly part of the family—bringing laughter, comfort, and a daily dose of joy.

These days, as they embrace life as empty nesters, Cindy and Chuck are looking forward to new adventures, including an upcoming trip to Alaska. Whether traveling, spending time at their family lake house, hiking, or simply baking—a hobby Cindy describes as bringing her peace—she finds joy in both movement and stillness,

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Amber Lewis

How Aubree Lewis Is Scaling a Real Estate Rocket Ship

When you speak with Aubree Lewis, it doesn't take long to sense the fire behind her purpose. It's steady, focused, and rooted in something deeper than production numbers. It's about people, growth, and building something that lasts.

Aubree, a leading force at Keller Williams Drive, has carved out a powerful presence in the Upstate South Carolina market by pairing high-level execution with heart-led leadership. With over \$169 million in career team volume, a \$31.9 million year in 2025 across 88 units, and already \$26.2 million across 63 closed and pending transactions in 2026, she and her team are not slowing down. In fact, they're accelerating.

And the goal ahead is bold: 200 units this year.

Licensed in 2016, Aubree entered real estate during one of the most challenging seasons of her life. At the time, she was traveling for work, underpaid, with a toddler at home and another baby on the way. She was launching a brand-new career while navigating relentless morning sickness and financial pressure. "I didn't earn a single paycheck in my first six months," she recalls. By October of that first year, she couldn't make her mortgage payment. And then, provision came. "By God's grace, He provided the \$654 we needed, and from there, everything shifted."

With her second daughter born in November, Aubree stepped into 2017 with determination, closing

over \$4 million and laying the foundation for what would become a thriving, scalable business.

She began her career with The Haro Group, serving as a buyer's agent from 2016 to 2019, where she learned the fundamentals of the industry and was mentored by founder Haro Setian. That season shaped her understanding of what strong leadership and structure could look like. Eventually, Aubree made the decision to step out and build something of her own at Keller Williams Drive, a move that would define the next chapter of her career.

Today, that vision has evolved into a growing team of eight, supported by agents and administrative staff, all working within a model designed for both performance and sustainability. What sets Aubree apart is not only her ability to produce, but her ability to build systems that allow others to produce as well.

"There comes a point where working harder isn't the answer anymore," she shares. "It's about having the right systems, the right support, and being in the right environment."

That philosophy is showing up in the results.

A key driver of the team's growth has been their commitment to modern lead generation, particularly through YouTube and social media. By consistently showing up, educating, and connecting with their audience, Aubree has built a more predictable and scalable pipeline—one that continues to expand as they refine their strategy.

FUELED BY FIRE

PHOTOS BY: TRES DABNEY (TRUE NORTH PRODUCTIONS)
PHOTOS BY: CHELSEY ASHFORD PHOTOGRAPHY
WRITTEN BY: AMY PORTER

Alongside digital growth, referrals and relationships remain at the core of the business. One of Aubree's most meaningful client relationships began early in her career with a relocating family. What started as a single transaction has turned into a decade-long partnership, resulting in over 29 transactions across investment properties, new builds, and generational purchases. "It's been incredible to play a meaningful role in making that happen," she says.

But for Aubree, success has never been defined by numbers alone.



As a wife to Rob and a mother of three daughters, Makenzie, Pemberly, and Karigan, her life is full, fast-paced, and deeply rooted in what matters most. From school schedules to toddler energy to late-night ideas about the business, she navigates it all with a blend of grit, humor, and intentionality.

Her team reflects that same balance. It's a place where people are pushed to grow and supported along the way. A place where big goals are normal and so is laughter.

Right now, Aubree is especially energized by building out a Greenville



“ STAY CONSISTENT. FIND WHAT GIVES YOU ENERGY, AND DOUBLE DOWN ON IT. THEN TRIPLE DOWN. IT’S OKAY TO FAIL AND FAIL OFTEN.”

media brand that is powered by the real estate team through short-form content, continuing to scale their YouTube presence, and most importantly, empowering both her agents and her clients to win at a higher level.

And as the business grows, so does the opportunity around it.

“We’re building something that works,” she says. “Now it’s about doing it with the right people.”

With a clear path toward 200 units this year, and a vision to double again beyond that, Aubree is focused on intentional growth. Not just adding people, but adding the right people. Agents who are driven, coachable, and ready to step into a system designed to help them succeed.

Her long-term vision remains rooted in impact: creating a business that not only produces at a high level, but serves the community in meaningful ways. From involvement in the Travelers Rest Farmers Market to advocacy through RPAC, Aubree continues to blend business with purpose.



CONTACT US!

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When asked what advice she would give to others looking to grow, her answer is simple and consistent: “Stay consistent. Find what gives you energy, and double down on it. Then triple down. It’s okay to fail and fail often.”

That mindset has carried her through every season of her career, and it’s what continues to propel her forward.

So keep an eye on Aubree Lewis.

Because this isn’t just a Realtor on the rise anymore.

It’s a business in motion.

And they’re only getting started. ▼

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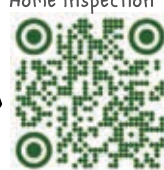
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JOEL RIDINGS

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INTEGRITY DRIVES SUCCESS

In an industry where reliability and expertise define success, Joel Ridings has built his reputation as a go-to lender for real estate professionals across the Southeast. As Producing Area Manager at Atlantic Bay Mortgage Group, Joel brings nine years of experience and a client-first philosophy that sets him apart in the competitive mortgage landscape. His team has earned recognition through consistent performance, efficient systems and a commitment to getting deals done right.

Originally from Mobile, Alabama, Joel grew up in a military family that moved frequently around the world. After working various jobs as a teenager, including waiting tables and bartending, Joel found his first professional opportunity at a finance company where he had financed his own car. During his 10 years with the company, he learned the fundamentals of lending. He later served as vice president of a small community bank before reconnecting with an old friend who introduced him to Atlantic Bay Mortgage Group. As he learned more about the company's history and reputation, he realized he had found his home.

Atlantic Bay Mortgage Group offers a comprehensive range of mortgage loan options designed to serve virtually any client scenario. Under the same ownership for three decades, the company has earned multiple accolades for workplace excellence while maintaining its commitment to being a one-stop resource for borrowers and their agents. Joel's approach emphasizes process, accountability and client experience. He invests heavily in partner and client relationships. His team handles everything from high-end jumbo loans to complex files, with systems built to move quickly, protect contracts and keep transactions on track.

“Take care of people and the money will take care of itself,” Joel shares, a principle that guides every decision his team makes. What drives him most is hearing clients and partners express gratitude for a job well done. That fulfillment stems from his own childhood experiences. Moving constantly between parents and living around the world provided incredible opportunities, but never allowed him to feel truly settled. Now married to Katherine and raising three children (ages 8, 14 and 19), Joel understands the profound impact of homeownership. Helping families achieve that stability motivates everything he does, and he defines success not by loan volume but by the trust earned from his team, clients and real estate partners.

Outside the office, Joel prioritizes family time. Whether camping, taking the boat out, or simply enjoying life in Greenwood, he cherishes the stability he now provides his own children. When he finds moments for himself, Joel enjoys spending time outdoors riding his motorcycle.

“TAKE CARE OF PEOPLE AND THE MONEY WILL TAKE CARE OF ITSELF.”

The mortgage industry has seen significant contraction in recent years, with many professionals leaving when market conditions became challenging. Rather than dwelling on obstacles, Joel and his team focused on solutions. They continued to be top producers in their market, finding creative ways to help people secure

financing even as lending became more complex. That resilience reflects Joel's broader philosophy: build systems that work, maintain high standards and never compromise on service or integrity.

Looking ahead, Joel's vision centers on deepening partnerships with real estate professionals who value efficiency and reliability. He wants industry partners to know that his team offers more than transactional support. They provide strategic partnerships built on clean processes, excellent communication and extensive experience across diverse loan scenarios. Whether handling a straightforward purchase or navigating a difficult file, Joel's operation delivers consistent results that protect relationships and reputations.

For real estate professionals seeking a lending partner, Joel offers straightforward wisdom: align yourself with people who do things the right way and who genuinely care about outcomes. His team at Atlantic Bay doesn't oversell or over-promise. They deliver honest guidance, maintain transparency throughout the process and focus on one fundamental goal: getting people into homes they can afford and sustain.

Joel wants to be remembered as a problem-solver, a good person and someone who treated others with kindness. That legacy shapes how he approaches every transaction and every relationship. For real estate professionals, Joel Ridings represents the kind of partner who understands that successful transactions depend on trust, competence and a genuine commitment to serving clients well.

To learn more, visit the website or reach Joel directly by phone. ➡

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Justin SHINKO



PHOTOS BY: GREENVILLE REAL ESTATE PRODUCTIONS (GVL REP)
WRITTEN BY: AMY PORTER

BUILT TO
SERVE, DRIVEN
TO LEAD

Some people find real estate as a career. Others discover it as a calling.

For Justin Shinko, the path to becoming one of the Upstate’s rising stars wasn’t paved by years of sales experience, a business degree, or a carefully mapped-out plan. In fact, when he first considered real estate, he wasn’t convinced it was for him at all.

Today, as the founder of Shinko & Associates at RE/MAX Reach, Justin leads a thriving team of eight full-time Realtors and has built one of the fastest-growing teams in the Upstate. Yet despite the accolades, production numbers, and growth, his philosophy remains simple:

“It’s not about selling. It’s about serving.”

That mindset has shaped every chapter of his journey.

An Unexpected Beginning

Before real estate, Justin was working his way into management at Publix. While he was successful in his role, something was missing.

“I was doing well, but I wasn’t fulfilled,” Justin recalls. “I wanted to make a real difference in people’s lives and in my community.”

For nearly two years, his older brother encouraged him to consider real estate. Justin resisted. The idea of sales felt uncomfortable because he never viewed himself as a salesperson. Eventually, his brother helped him understand something that would forever change his perspective: the purpose wasn’t to sell—it was to serve.

That realization gave Justin the confidence to take a leap of faith.

In 2021, he earned his real estate license and entered the industry with no sales experience, no business background, and

plenty of uncertainty. What he did have was a strong work ethic, determination, and a genuine desire to help people.

Embracing the Underdog

Justin openly describes himself as an underdog.

As a young agent in his early twenties, he often battled self-doubt and imposter syndrome. Clients frequently questioned his age and experience, leaving him to wonder whether people would take him seriously.

Rather than allowing those doubts to define him, Justin used them as motivation.

In his first year alone, he closed more than 30 transactions and quickly discovered that his authenticity was one of his greatest strengths. The personality he once worried might hold him back became the very reason clients connected with him.

“What I thought was a weakness turned out to be one of the biggest reasons people wanted to work with me,” he says. “Now I’m unapologetically me.”

That authenticity continues to define both his business and the relationships he builds with clients.

A Moment That Changed Everything

Every Realtor has a transaction they’ll never forget.

For Justin, it was his very first closing.

His client, a man in his early fifties, originally planned to rent a home. Through patience, education, and persistence, Justin helped him achieve something he never thought possible—homeownership.

At the closing table, the client shared that purchasing his first home was the proudest moment of his life.

Afterward, Justin walked to his car and broke down in tears.



“I had never felt so fulfilled in my entire life,” he recalls.

In that moment, he realized real estate was about far more than contracts and commissions. It was about changing lives.

“It was the moment I knew this is what God called me to do.”

That experience still guides him today.

Building Something Bigger

Justin began his career with Great Homes of the Upstate, where he worked from 2021 to 2024 as both an agent and mentor. Training new agents quickly became one of his favorite parts of the business.

As his leadership skills developed, so did a growing vision for something of his own.

A major influence in that next step was his broker, Jeremy Russell, who played a pivotal role in encouraging Justin to take the leap into building a team. Jeremy believed in Justin early on and consistently pushed him to think bigger, challenge himself, and create something special.

“Jeremy really believed in me and encouraged me to start my own team,” Justin says. “That support meant a lot in making that decision.”

In March 2024, Justin took that leap and launched Shinko & Associates at RE/MAX Reach.



Helping agents reach their potential has become just as rewarding as helping clients achieve their dreams.

A Reputation Built on Trust

In an industry often associated with sales tactics and pressure, Justin has built his business differently.

His clients know they will receive honesty above all else.

Whether he’s showing homes, negotiating contracts, or helping buyers make difficult decisions, he approaches every transaction as if he were making the decision for his own family.

“I walk through every home with my clients as if I were buying it myself,” he says.

His goal isn’t to convince people to buy. It’s to educate them so they can make confident decisions.

That transparency has helped Justin create lasting relationships that extend far beyond the closing table.

“When someone trusts me to represent them, I take it personally,” he says. “Every client becomes a friend.”

The Power of Mentorship

Justin is quick to credit others who helped him along the way.

One of the most influential people in his career has been Kevin Brady of Guest & Brady. Early in Justin’s journey, Kevin took the time to share advice, encouragement, and insight on building a successful business.

“Very early in my career, Kevin sat down with me and gave me a tremendous amount of advice and inspiration,” Justin says. “I owe a lot to him.”

That experience reinforced Justin’s belief in mentorship and inspired him to invest in the growth of others. Today, he strives to provide the same guidance and support to the agents on his team.

Family, Faith, and Motivation

While Justin is passionate about real estate, his greatest source of inspiration arrived in March 2026.

He and his wife, Jesse, welcomed their first child, a daughter named Laken.

Becoming a father has added a new layer of purpose to everything he does.

“Being a girl dad has ignited a fire in me unlike ever before,” he says.

When he’s not working, Justin enjoys spending time with his family, exercising, attending church, and investing in the relationships that matter most.

Fitness is another important part of his life. A dedicated weight trainer, he views exercise as more than physical health. To him, it’s a daily reminder that growth happens when we push through challenges and discomfort.

That mindset has helped him overcome obstacles both personally and professionally.

Giving Back

Justin believes success should create opportunities to help others.

Through Shinko & Associates and RE/MAX Reach, a portion of commission earnings is donated to Children’s Miracle Network, an organization that provides critical support to children and families facing difficult circumstances.



FAVORITE QUOTE

“THE MAGIC YOU ARE LOOKING FOR IS IN THE WORK THAT YOU ARE AVOIDING”.

His journey is proof that success isn’t determined by experience, credentials, or having all the answers. Sometimes it belongs to those willing to embrace being the underdog, trust the process, and stay true to who they are.

Today, Justin leads with the same belief that first drew him into real estate: serving people comes first.

As one of the Upstate’s brightest Rising Stars, he is proving that when passion, purpose, and authenticity come together, extraordinary things happen. And for Justin Shinko, the story is only just beginning. 🏡

The organization’s mission aligns closely with Justin’s commitment to service, compassion, and community impact.

As his business grows, so does his desire to make a difference beyond real estate.

Living His Calling

Just five years into his career, Justin Shinko has established himself as a respected leader, mentor, and trusted advisor throughout the Upstate. His personal production has approached \$30 million, while his team continues to set new records and expand its reach.

Yet what makes Justin’s story remarkable isn’t the volume, awards, or growth. It’s the heart behind it all.

Whether he’s helping a first-time homebuyer achieve a lifelong dream, mentoring an agent through a breakthrough moment, supporting charitable causes, or building a future for his wife and daughter, Justin approaches every opportunity with gratitude and purpose.



Kendall Bateman

Elevating Every Listing with Intention

Tips of the Trade with Kendall Bateman

In today’s ever-evolving real estate market, presentation is no longer optional—it’s essential. For Kendall Bateman of Marchant Bateman & Co. at Blackstream Christie’s International Real Estate, success begins with one powerful philosophy:

Market every home like it’s a luxury property.

“My biggest advice is to market every home like it’s a luxury property,” Kendall shares. “Thoughtful presentation, strong photography, and a clear story about the home can completely change how buyers perceive value. When a home is positioned well from day one, it doesn’t just attract attention—it attracts the right buyers.”

That mindset shift is more than just a marketing strategy—it’s a standard of excellence.

Luxury Is a Level of Care, Not a Price Point

Too often, the word “luxury” is associated solely with a high price tag. Kendall sees it differently. To her, luxury means intentionality. It means crafting a compelling narrative for each property. It means ensuring every detail—from lighting and staging to photography and listing copy—reflects care and purpose.

In a market where most buyers begin their search online, first impressions are formed in seconds. The quality of photos, the clarity of the description, and the

emotional appeal of the presentation can determine whether a buyer schedules a showing—or scrolls past.

Kendall has found that strategic presentation doesn’t just generate more interest; it elevates perception. When buyers connect emotionally to a home before they ever step inside, they arrive already envisioning their future there. That connection often translates into stronger offers and smoother negotiations.

The Power of Positioning from Day One

Pricing matters. Timing matters. But positioning matters just as much.

By launching every listing with a luxury-level marketing plan, Kendall ensures that homes stand out immediately in a competitive marketplace. Professional photography, thoughtful staging recommendations, intentional branding, and a clear, compelling story all work together to create momentum from the start.

And momentum is everything.

When a home is marketed with excellence from day one, it creates urgency. It draws in qualified buyers. It strengthens negotiating power. It helps prevent stagnation on the market. Ultimately, it positions sellers for the best possible outcome.

Building Trust Through Thoughtfulness

Kendall’s approach extends beyond listings. Whether



she’s guiding buyers through their search or advising sellers on presentation strategy, her goal remains the same: to make the process thoughtful, strategic, and enjoyable.

She understands that real estate is more than a transaction—it’s deeply personal. Families are making life-changing decisions. They’re investing in their futures. They’re choosing where memories will be made.

“Greenville is a special place to call home,” Kendall says. “It’s a privilege to help families find their place here.”

As a Realtor serving the vibrant Upstate community, she brings not only market

knowledge but also a deep appreciation for what makes this region unique. From established neighborhoods to emerging communities, Kendall approaches every opportunity with professionalism, care, and a commitment to excellence.

The Takeaway

In a digital-first market, perception shapes value.

By marketing every home with a luxury mindset—regardless of price point—Kendall Bateman has built a business rooted in intentionality, presentation, and results.

It’s a simple yet powerful reminder for fellow agents:

When you elevate the standard, you elevate the outcome.



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