

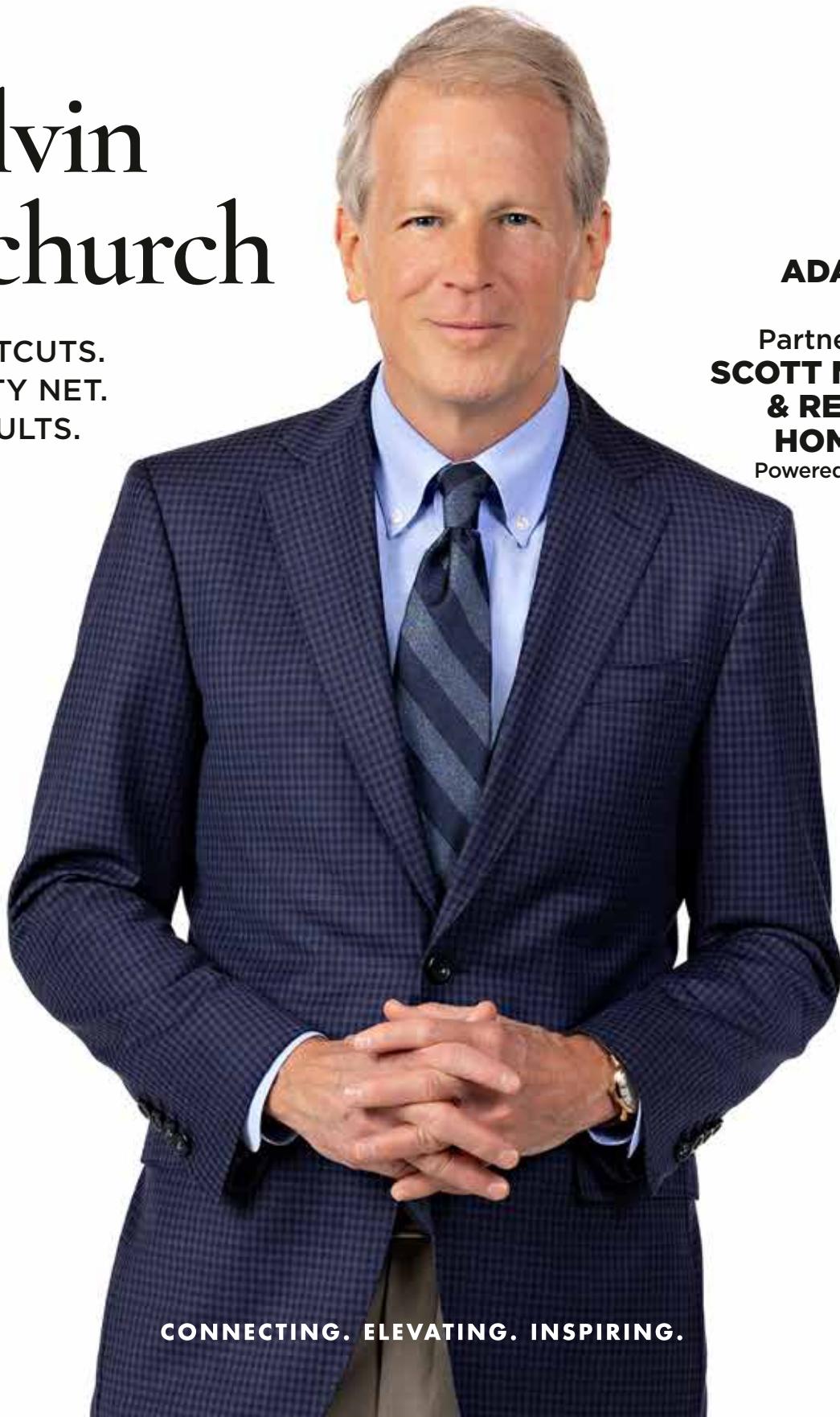
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Nick Ingrisani
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As the publisher of *Birmingham Real Producers*, I strive to bring valuable content to you while recognizing your talent and skills. As part of the top 300 myself, I personally know what you go through on a daily basis. May we celebrate each other and collaborate together for the greater good of our industry and for our clients.

Congrats!



Genny Williams
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2026

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Birmingham Real Producers Top 300 Agents



CONGRATULATIONS ON MAKING THE LIST!

Congratulations on making the Birmingham Real Producers 2026 Top 300 Agent list! The list is based on 2025 sales according to the MLS, and as part of this exclusive community of the top real estate agents in Birmingham, the top 300 agents will receive the magazine each month and be able to attend our exclusive events for agents and RP preferred partners in the city.

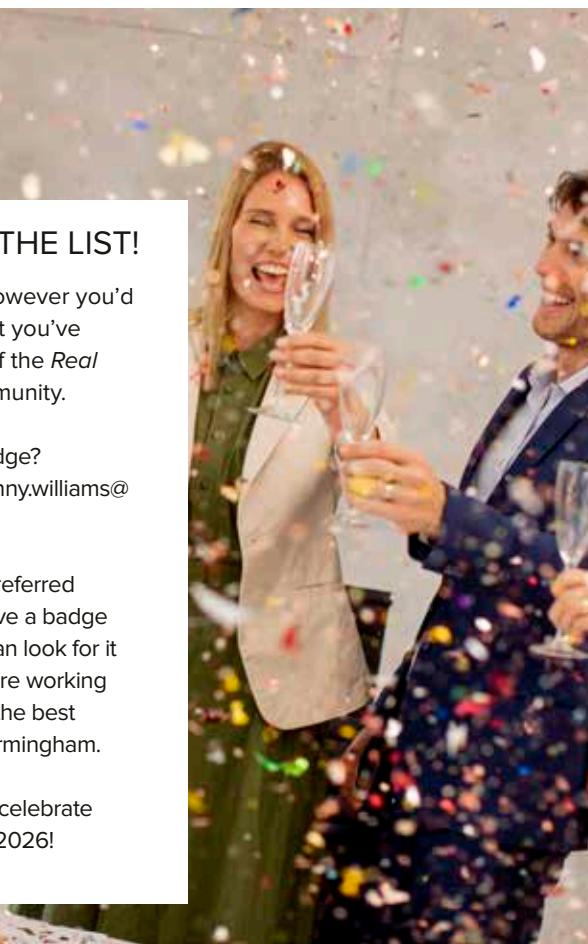
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Our vetted RP preferred partners also have a badge so that agents can look for it and know they are working with the best of the best businesses in Birmingham.

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WRITTEN BY
ELIZABETH MCCABE
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Some lenders chase volume; Scott Moulton chases impact, one family at a time.

Fresh out of the University of Alabama, Scott entered finance and quickly learned that spreadsheets didn't move him nearly as much as people did. "I realized the smiles at the closing table were what I wanted to do," he says. That realization built a calling that's now 26 years strong.

Today, Scott serves as Regional Manager of Redmonte' Home Loans, powered by LeaderOne Financial, a national lender with 30 years of consistency, credibility, and culture, ranked among the top 50 lenders in the country. Redmonte', launched in 2023, operates as the local, hands-on extension of that national backbone. Its guiding principle is simple: loans with a purpose. Scott has helped 2,700 families achieve homeownership, but he's quick to point out that longevity in this business demands more than volume. "If you don't care about what you're helping, you lose a sense of what you're doing," he explains. He is powered by purpose.

That belief drives everything. There is no cookie-cutter lending here. Every mortgage is structured around real lives, real stories, and real constraints, because no two borrowers are the same. Scott leads a team of nine loan officers and three support staff across Alabama, Texas, and North Carolina, all operating with the same mindset: personalization isn't optional. "I'm available if I'm awake," Scott says. For clients, this is the biggest purchase of their lives. For real estate agents, it's their paycheck. Trust matters and Scott delivers.

Giving Back

Purpose doesn't stop at the closing table. Long before Redmonte' Home Loans existed, Scott and his partners were building businesses designed to give back. In 2018, they launched Firefly Coffee and a leather goods company inspired by Mayan culture, both created to raise funds for missions and nonprofits.

Their impact in Guatemala has been especially meaningful. Through Mission Firefly out of Huntsville, Scott and his team have helped sponsor villages and support the construction of schools, churches, roads, and a water treatment facility. "We donated where we could," Scott says. "And it's brought us to where we are today."



“
IF YOU DON’T CARE
ABOUT WHAT YOU’RE
HELPING, YOU LOSE
A SENSE OF WHAT
YOU’RE DOING.”

“These are the stories that warm your heart,” Scott says. “The sheer joy you get when you reach a goal they never thought possible.”

Partnering with Agents

With experience across every loan type, Scott positions himself as an extension of the real estate agent's brand. His job is to make agents look exceptional to their clients, and he takes that responsibility seriously.

Redmonte' backs that commitment with education, offering 11 classes for agents covering everything from AI tools and database strategy to holding open houses. The program grew out of a profit-planning framework designed to help agents identify where to focus and build skills around those priorities.

“Our goal is to make sure the client knows the referral they received is the best one they could have gotten,” Scott says. “And that the agent looks really good for making it.”

Family First

Outside the office, Scott is all about family. He's been married to his wife, Anna, for 26 years, and much of the past eight years has been spent traveling the country, watching their sons play college lacrosse. “My youngest, Will, is a senior at Sacred Heart University, where he is a 4-year starter for the back-to-back MAAC champion Pioneers.” He is on track to make history as one of the top-scoring Division I players from Alabama.

“My oldest, Brady, is working with me after 5 years of college lacrosse.” He joined Redmonte' in July 2024 as a loan officer, following in his father's footsteps.

Even now, philanthropy remains woven into the work, with donations tied directly to loans they close.

The American Dream, Personalized

What continues to fuel Scott? The American Dream. “The thing that makes me passionate is figuring out how anyone who wants to own a home, can.” That long-view approach has paid off in unforgettable ways. Scott recalls a woman who followed his advice years earlier, gradually upgrading homes instead of overstretching. Eleven years later, she called him in tears. She had just purchased a home—in cash.

Another moment still sticks with him: a single mother who brought her daughter to a closing, pulled her out of school for the day, and said, “Remember the promise I made you when you were young? I’m fulfilling it today.”

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What Is Birmingham Real Producers?

Real Producers started in Indianapolis in 2015 and is now in over 100 markets across the nation and spreading rapidly.

Birmingham Real Producers was launched in May 2023. Name a large city, and we are there or will be soon! In every market, we take the top 500 or 300 agents, depending on the size of the area, based on the MLS production, and we build an exclusive magazine around those agents.

We share their stories, successes, market trends, upcoming events — really, anything that will connect, inform, and inspire, we put in the monthly publication. We strive to inform and inspire the top-producing real estate agents in the local market and connect them socially.

The secondary focus is to provide an avenue for our affiliate partners to create relationships with these top performers on a level that they might not be able to achieve on their own.

Q: Who Receives Birmingham Real Producers Magazine?

The top 300 agents in Birmingham from the previous year. We pull the MLS numbers (by volume) from the previous year. Of all the residential agents licensed in this territory, we cut the list off at #300, and

the distribution was born. The list will reset at the end of every year and will continue to update annually.

Q: What Is The Process For Being Featured In This Magazine?

It's really simple — every feature you see has first been nominated. You can nominate other real estate agents,

affiliates, brokers, owners, or even yourself! Office leaders can also nominate real estate agents. We will consider anyone brought to our attention who is in the Top 300 because we don't know everyone's story, so we need your help to learn about them.

A nomination currently looks like this: You email Madeline Williams at madeline.williams@n2co.com with the subject line, "Nomination: (Name of Nominee.)"

Please explain why you are nominating them to be featured. It could be they have an amazing story that needs to be told — perhaps they overcame extreme obstacles, they are an exceptional leader, have the best customer service, or they give back to the community in a big way, etc.



The next step is an interview with us to ensure it's a good fit. If it all works out, then we put the wheels in motion for our writer to conduct an interview to write the article and for our photographers to schedule a photo shoot.

Q: What Does It Cost an agent/Team To Be Featured?

Zero, zilch, zippo, nada, nil. It costs nothing, my friends, so nominate away!

We are not a pay-to-play model. We share real stories of Real Producers.

Q: Who Are The Preferred Partners?

Anyone listed as a "preferred partner" in the front of the magazine is a part of this community. They will have an ad in every issue of the magazine, attend our quarterly events, and

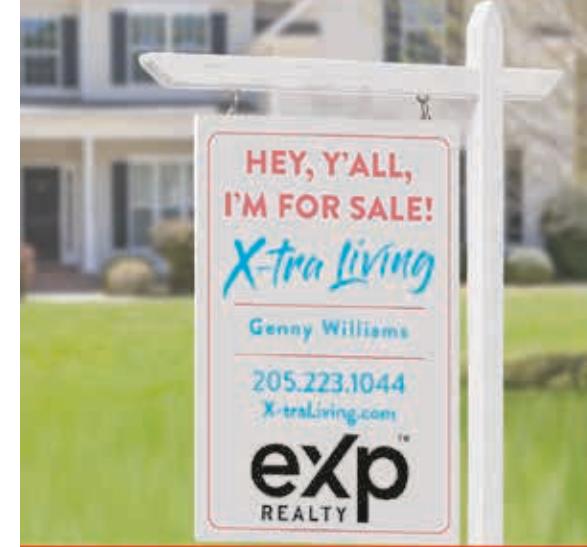
be a part of our online community. We don't just find these businesses off the street, nor do we work with all businesses that approach us. One of many of the top agents has recommended every single preferred partner you see in this publication. We won't even meet with a business that has not been vetted by one of you and "stamped for approval," in a sense. Our goal is to create a powerhouse network, not only for the best real estate agents in the area but the best affiliates, as well, so we can grow stronger together.

Q: How Can I Recommend A Preferred Partner?

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“

Every time I felt like it wouldn't work out, God was there for me. There have been lows where I questioned what I was doing with my life, but He's been there the entire way through.”

REDEFINING SUCCESS THROUGH FAITH, RELATIONSHIPS, AND REAL ESTATE

WRITTEN BY NICK INGRISANI • PHOTOS BY VIEWTOPIA PICTURES

Adam Snow's path to real estate was shaped by discipline, faith, and a steady recalibration of what success meant for his life and family. He grew up in Oxford, Alabama, and was deeply involved in athletics from an early age. He began his college career at Birmingham-Southern College, where he played football before transferring to the University of Alabama. He initially set his sights on becoming a lawyer and chose to pursue an undergraduate degree in political science. But then in his junior year, he pivoted toward strength and conditioning, drawn to the physical, mental, and relational aspects of coaching.

He went on to earn a Master's degree in Biomechanics from Auburn University, where he also interned before landing a role as a strength coach at UAB. There, he worked across multiple sports, followed by a stint coaching football at Miles College for two and a half years.

At the same time, Adam and his wife began talking seriously about starting a family. The long hours, seasonal travel, and modest pay of collegiate athletics created a growing tension between his professional ambitions and the kind of husband and father he wanted to be.

“For the amount of hours I worked, and the money I got paid, I knew it wasn't

going to be the best for being a father. I had started buying and renovating rental properties, which was my first foothold into real estate. One day, one of my friends said I should get my real estate license. Originally told him no, but he kept bugging me about it. Becoming a real estate agent just became something I couldn't shake loose.”

Adam earned his real estate license in 2022 still working full-time as a strength coach. During the summer months, he coached in the mornings and worked in real estate in the afternoons. However, once football season began in August, juggling both careers would no longer be possible. In prayer, he asked for clarity—and specifically, for a transaction that would close in August as confirmation of his next step.

“By God's grace, I got something, and I closed a decent amount—double what I would have made as a strength coach that month. I took a leap of faith, went into real estate, and haven't looked back since.”

Naturally introverted, Adam's early years in real estate were challenging. His background in strength and conditioning helped pull him out of his shell, forcing him to communicate, motivate, and manage personalities long before he ever negotiated a contract.



“

By God's grace, I got something, and I closed a decent amount—double what I would have made as a strength coach that month.

I TOOK A LEAP OF FAITH, WENT INTO REAL ESTATE, AND HAVEN'T LOOKED BACK SINCE.”

“I love taking first-time buyers from start to finish. Seeing them close on a house is a really cool experience. I enjoy that real estate gives me the opportunity to see my family and be with them.”

One of the most significant shifts in Adam's business came when he reframed how he viewed clients. Over time, he realized that long-term relationships—not closings—were the true foundation of sustainable success. He now stays in regular contact with past clients, offering thoughtful check-ins and gestures of appreciation, which have fueled a growing referral base.

To complement this relational approach, Adam has expanded into YouTube, creating educational content about moving to Birmingham, neighborhood insights, and local lifestyle information. The platform has become a valuable lead source while allowing him to serve both newcomers and longtime residents.

Outside of work, life revolves around family. With a three-year-old and a seven-month-old at home, Adam spends most of his free time walking with his wife, visiting coffee shops, and simply being present in this season of life.

Looking back, Adam sees a clear throughline in his journey—one shaped by faith, resilience, and trust. From coaching fields to closing tables, each step has reinforced his belief that even in uncertainty, the right path has a way of revealing itself.

He joined Team Taylor early on, where the structure and mentorship helped him navigate contracts, negotiations, and day-to-day operations. By late 2022, Adam began to find his footing.

Then rising interest rates disrupted his momentum, forcing him to rebuild parts of his business almost from scratch. After leaving the team in 2023, he went out on his own, navigating volatility that tested both his confidence and resolve. He experienced the most difficult year of his career in 2024, even exploring other job options to support his family.

“I could not find anything else, and couldn't figure out what I wanted to do or could do. I prayed a lot about what 2025 would be like. My prayer was to 3X my business. And to God's credit, I ended up 3Xing the business.”

Today, Adam is focused on growth with intention. With a goal of \$12 million in sales this year, he is confident that his current pipeline and projected opportunities put that milestone within reach. What once felt unimaginable now feels attainable.

At the heart of his business is a passion for first-time buyers. Adam finds deep fulfillment in guiding clients who are unfamiliar with the process, walking them from education to closing. For him, the emotional payoff of that first set of keys never gets old. The flexibility of real estate also allows him to prioritize what matters most—being present for his family. While late-night negotiations happen, his days are structured so he can be home in the evenings with his children.

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MELVIN Upchurch

NO SHORTCUTS.
NO SAFETY NET.
JUST RESULTS.

Melvin Upchurch didn't wait for opportunity to knock; he built the door himself.

WRITTEN BY
ELIZABETH
MCCABE
PHOTOS BY
CARNAGGIO
PHOTOGRAPHY

No silver spoon. No safety net. No fast pass. Just a small-town upbringing, an empty college fund, and a refusal to accept limits. When higher education wasn't financially possible, Melvin didn't stall. He enlisted in the U.S. Air Force. When he wanted more, he earned it. When the corporate ladder topped out, he walked away. When the real estate market collapsed, he built anyway.

Using military benefits, Melvin put himself through college, graduating with honors before launching a corporate career that began at KPMG as a CPA and evolved into banking. Over time, he climbed into executive leadership, becoming a bank CFO and later president of its multi-state mortgage operation. It was a seat many chase their entire careers.

He gave it up.

"I left the corporate environment because I wanted to be an entrepreneur," Melvin says.

"Corporate leadership gave me a strong foundation. Entrepreneurship gave me the opportunity to build something that was mine."

Melvin entered real estate in 1998 with one clear objective: invest. He formed an investment company, earned his real estate license, then added a builder's license. Alongside his wife Jill, he flipped more than 150 homes and assembled a rental portfolio of over 30 properties.

By 2007, Melvin was fully committed and launched Red Hills Realty in March of that year. Six months later, the market collapsed. "It was the worst time to start it," he says. Yet Red Hills didn't falter—it grew. Built from the beginning with Amy Maziarz and anchored in relationships rather than transactions, the company has endured and thrived for more than 18 years. While others chased trends, Melvin stayed rooted in fundamentals.

That same clarity led to his partnership with Brent Griffis to create LIST Birmingham, which was designed to fill a gap in the marketplace with an alternative pricing model. It wasn't a gimmick. It was a practical

solution for sellers with little or no equity—and for those seeking an option beyond the status quo. **And it worked.**

Today, Melvin operates at full throttle across both companies as a producing agent and broker, closing 50 to 70 transactions a year. Eighty percent of his business comes from referrals. The remainder primarily comes from online inquiries through Google and Zillow, fueled by more than 400 five-star reviews.

"I go into every transaction with the goal of doing such an amazing job that clients are happy to give me a five-star review," he says.

That mindset extends beyond clients. Melvin has built a reputation for how he treats fellow agents, praising them in front of their clients at the closing table, following up with a handwritten note and a small gift card as a personal thank-you.

Starting Right

Melvin starts his day at 4:15 a.m. with Bible study and prayer. By 5:00, he's in the gym, rotating between high-intensity training, CrossFit, cardio, and yoga. Faith and fitness aren't optional; they're part of his daily discipline.





"I can't be successful with the rest of my life if I don't do those two things first."

From there, it's straight into IPAs, income-producing activities. Every day. No exceptions. No matter how busy he is, he starts by reaching out and connecting with clients.

Melvin has sold more than 1,000 homes, sat in hundreds of living rooms, and worked with over 600 agents. He's also relentlessly forward-thinking—an early adopter of electronic signatures and of utilizing a showing service, and now an active explorer of AI to improve marketing and efficiency. "You can't do things the way you've always done them," he says. "I've been through too many cycles to believe that."

Family. Faith. Focus.

At the center of Melvin's life is family. Jill, a former tennis pro turned CPA, stepped into full-time motherhood when their son Bram was born in 2009. Now a competitive golfer, Bram keeps the family busy

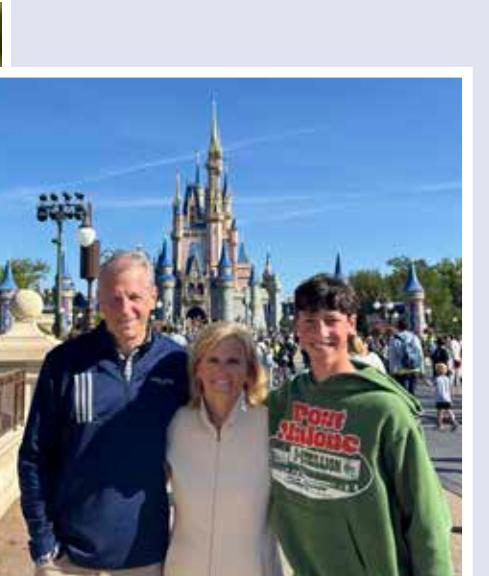
traveling to his tournaments, and together they enjoy attending major PGA Tour events.

Melvin's favorite Bible verse comes from Isaiah 40:31: "But those who hope in the Lord will renew their strength. They will soar on wings like eagles; they will run and not grow weary; they will walk and not faint."

This Scripture is a solid strategy for Melvin. He describes himself plainly, "I am extraordinarily disciplined." He believes success is built through habits, reinforced daily. He reads at least one personal growth book a month and lives by this belief: If you're doing something you love, God gives you the energy for it.

Final Thoughts

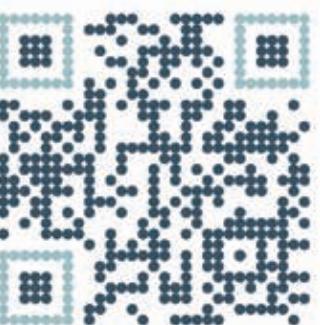
Markets will shift. Rates will fall. Inventory will rise again. Melvin will still be there. Expect to find him up before dawn, grounded in faith, locked into discipline, and building success the only way possible: Deliberately. Relentlessly. One relationship at a time.



*You can't do things
the way you've
always done them."*



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