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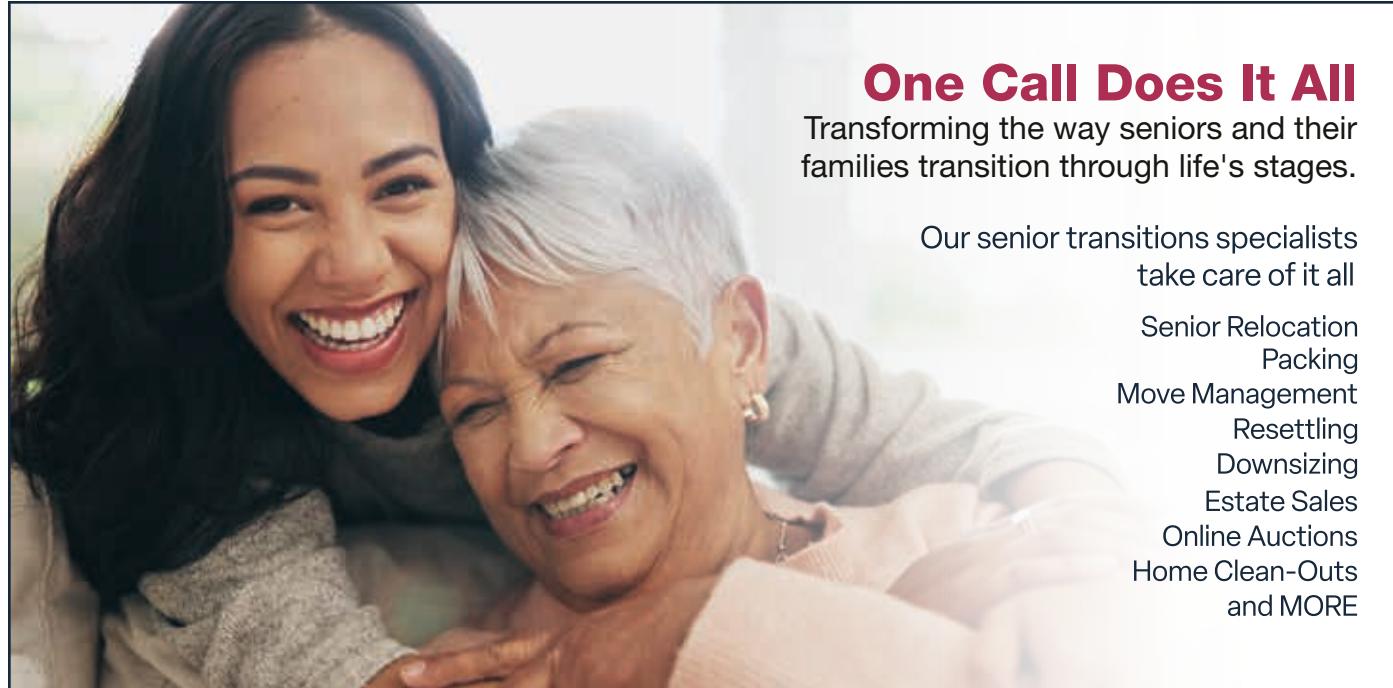
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DANA KEIP

WRITTEN BY ANITA JONES
PHOTOGRAPHY BY WESTON MEDIA
- TYLER GRAHAM

Some careers develop through years of planning; others begin in one unexpected moment. For **Dana Keip**, that moment came in 2019 while she was **7½ months pregnant**, listening to her husband and longtime friend **Pete Sollecito** talk through what it would take to sell their Market Common home *after* the baby arrived. Two days later, the couple went to look at a spec home "just to look," and found themselves writing an offer. In 2020, with a newborn in her arms, Pete asked the question that changed everything:

"Have you ever thought about going into real estate?"

Dana started real estate school at the end of 2020 and got her license in January 2021. Nearly five years later, Dana has become one of the most respected young agents at Coldwell Banker Sea Coast Advantage — a rising star known for her service, her work ethic, and her steady, heartfelt approach to one of life's biggest moments.

Roots & Resilience

Dana moved frequently while growing up; from Northern Virginia to New Jersey, and finally to the Grand Strand during her senior year of high school. Even with the transitions, Myrtle Beach always felt like home. Her grandparents bought a Surfside condo after Hurricane Hugo, much of her extended family lived here, and summer trips to the coast were a constant in her childhood.



The move to South Carolina during her senior year was challenging, but it offered a fresh start. After high school, she attended **Coastal Carolina University**, earning a degree in Exercise Science and Sports Medicine. She worked briefly in inpatient rehab and pediatrics, but advancement in the field would require a master's or doctorate, and she wasn't certain that was her long-term path.

Like many locals, she stepped into the service industry, planning for it to be temporary. Instead, it became a 12-year career. She spent years at Gordon Biersch, ultimately becoming the bar manager, and loved the pace and the people. But marriage — and the birth of her first daughter —

prompted her to reevaluate what she wanted her future to look like.

Baptism by Fire: Starting in the Wildest Market

Entering real estate in early 2021 meant stepping straight into one of the fastest, most unpredictable markets in history. Homes were receiving multiple offers within hours, often with no contingencies. For a brand-new agent, the learning curve was steep.

"Speed and knowledge were everything," Dana says. "It was overwhelming at first."

To thrive, she did what she has always done: surrounded herself with strong, supportive people and absorbed every

bit of information she could. Joining the **Sollecito Advantage Group**, now a thriving team of 14, was a turning point.

"I realized quickly I was among some of the strongest agents in the area," she says. "Their support motivated me to grow into the best version of myself." Now, approaching her fifth year, she has become a steady resource for newer agents — someone they naturally lean on for guidance, clarity, or encouragement.

Service at the Heart of Everything

For Dana, real estate is more than contracts and closings. "Buying and selling homes is HARD," she says. "If I can make the process easier, even a little, that's a win."

Her passion is delivering exceptional service — on both the listing and buyer side — and making sure her clients feel informed, cared for, and supported through each step. She defines success in two ways:

Professionally:

"Reaching the finish line with all parties and being the best co-agent, I can be."

Personally:

"Showing my daughters that hard work and kindness matter."

Her mother, her greatest role model, taught her early on to be strong, independent, and grounded in faith. Those lessons shaped the woman, and the professional Dana is today.

A Heart for Giving Back

Faith and service play a major role in Dana's life. Through Belin United Methodist Church, she participates in both local and international mission work. She has traveled to Central America, helping build **five homes** for families in need — experiences she describes as life-changing and deeply humbling.

"You think you're going there to give," she says, "but what you receive in return is beyond anything you expect." She looks forward to taking her daughters



on mission trips when they're older, so they can see the importance of gratitude, compassion, and perspective.

A Family That Keeps Her Grounded

Dana and her husband, Joe, share two daughters: **Addison**, 6, and **Kennedy**, 2½. Life is busy and full but always centered around family. Travel is one of their greatest joys. Both girls had passports before their first birthdays, and while travel looks a bit different now, Dana loves sharing new experiences with them. She jokes that when the real estate market slows, all she has to do is plan a vacation — and suddenly buyers appear.

The Keips spend their time hosting family and friends, gathering around good food, and enjoying the coast. When

Dana needs to recharge, she heads to the beach. The sound of the waves has always been therapeutic, which is why she and Joe chose to get married there.

Advice to New Agents

When newer agents ask for guidance, Dana always shares three simple principles:

- 1. Answer your phone.** Communication matters.
- 2. Treat others how you want to be treated.** "We all succeed when we work together."
- 3. Don't be afraid to ask questions.** "We were all new once."

What She Wants to Be Remembered For

More than anything, Dana hopes people remember her for her integrity and her heart. "Yes, we all work to make a living," she says. "But money should never define you. This business is about relationships."

Many clients have become friends — something she considers one of the greatest rewards of her career.



I realized quickly I was among some of the strongest agents in the area. Their support motivated me to grow into THE BEST VERSION OF MYSELF."

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Nathan Cook



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WRITTEN BY ANITA JONES • PHOTOGRAPHY BY WESTON MEDIA - TYLER GRAHAM

Nathan Cook did not enter real estate by accident. His path was shaped by timing, adversity, and a deep understanding of how homes, finances, and people intersect. After more than a decade in the industry, and after officially launching his own brokerage, Latitude Realty, in January this year, Nathan's story is one of intention, independence, and showing up fully for the people who trust him most.

"I've always believed real estate is about helping people accomplish their goals," Nathan says. "If you stay focused on that, everything else works itself out."

A Myrtle Beach local since 1986, Nathan grew up in Socastee, just a few miles inland. His parents relocated from the upstate of South Carolina, and it was through them, especially his father, that Nathan first saw the power of real estate as an investment. Watching his parents place their savings into rental properties left a lasting impression and planted a seed that would shape his future.

Nathan went on to earn a finance degree from the University of South Carolina, initially setting his sights on the financial district and a career in banking. After college, he worked in mortgages from 2006 through 2009, a period that

came to an abrupt halt with the financial collapse of 2008.

"That moment changed everything," Nathan says. "It showed me how important it is to take an active role in your future, not just rely on someone else to provide stability."

That shift led him into property insurance, first with State Farm and later with a local agency, where he gained invaluable insight into risk, protection, and the realities homeowners face when things go wrong. At the same time, Nathan purchased his first home, an older property in a great location, and renovated it himself.

"Buying that house opened my eyes," he says. "I realized how much equity you could create with the right improvements and the right plan." That realization led to his first real estate investment, building a spec home using equity he had created himself. He continued building spec homes on the side, buying lots and constructing houses he believed in, never building anything he would not live in himself. His experience also extended into commercial construction, where he worked closely with appraisers and developers to understand market rents, placement, and long-term value.



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By 2014, the pieces had come together. Mortgage knowledge, insurance expertise, construction experience, and personal investing gave Nathan a rare, well-rounded perspective. Friends and family were already calling him for advice. “I was already playing the role of a trusted advisor,” he says. “I just needed to make it official.”

Nathan entered real estate knowing it would not be easy. The early years were financially challenging, requiring evenings working in restaurants to make ends meet. It took six solid months before momentum truly began to build, even with a lifetime of local connections.

“That surprised me,” he admits. “Trust still has to be earned.”

Over time, his business grew, fueled by referrals and relationships. Nathan joined BRG (now Innovate



Real Estate) in 2016, marking his first step into true independence, and spent years refining his approach, reconnecting with his sphere, and focusing on client outcomes above all else.

Real estate, he says, is an emotional business, with highs that are exhilarating and lows that are deeply personal. “When things fall apart, it’s not just your loss,” Nathan explains. “It’s your client’s loss too, and you feel that with them.”

That personal investment is also what sets him apart. His philosophy is simple, but unwavering. Client success comes first, always.

“If you go all in on winning for your clients, you will win too,” he says. “That’s the secret sauce.”

That mindset ultimately led Nathan to open Latitude Realty, created in July and launched this January, with the goal of building a small, intentional

agency rooted in service, integrity, and experience.

Today, he lives in Old Pine Lakes with his wife Stephanie, their son Jack, age seven, and daughter Adaline, fifteen months. Family is at the center of everything he does.

“Success for me is being present,” Nathan says. “For my family, my friends, and my clients.”

Outside of work, the Cook family takes full advantage of coastal life, boating on the river and inlets, surfing, fishing, and enjoying everything Myrtle Beach has to offer. Nathan also supports several local charities, including A Father’s Place in Conway and Market Life Ministries, organizations that align with his belief in strong families, faith, and accountability.

In the spirit of Real Producers, there is one fun fact most people would never guess. Nathan and his wife are both highly competitive ping pong players, with a table permanently set up in Stephanie’s she shed.

When asked what he wants to be remembered for, Nathan does not hesitate. “I want people to say I was reliable,” he says. “That I showed up, every day.”

His favorite quote sums up his outlook best, “Life is 10 percent of what happens to you and 90 percent how you react to it.” For Nathan Cook, that philosophy has shaped a career built on resilience, responsibility, and results, and now, a brokerage designed to do the same for others.

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WRITTEN BY JEFF KLAUS
PHOTOGRAPHY BY WESTON
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Jeff's passion for the business comes from his upbringing: "I grew up in a family business, and we had to work very hard to set ourselves apart. That still holds true today with this company."

KLAUS ROOFING SYSTEMS

Your roof isn't just another part of your home, it's your family's protection, your property's structural backbone, and one of the biggest contributors to your home's long-term value and comfort. When it's time for a replacement, homeowners often find themselves stressed or uncertain

about where to begin. That's where **Klaus Roofing Systems by Carolina Energy Conservation** steps in—bringing craftsmanship, education, and care to every project they touch.

For Owner, Jeff Thompson, roofing is more than shingles and installation;



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For Jeff, success isn’t measured in numbers; it’s measured in joy, family, and impact. “Success is being happy. I’m very happy with my beautiful wife and kids. Our company helps homeowners in our community daily, and I take a lot of pride in that.”

The Grand Strand feels like home to him for many reasons—its diversity, its people, and that unique closeness that makes a big place feel small.

Away from the jobsite, Jeff and his family can often be found at Disney World, camping, or making s’mores around a crackling fire. It’s that family-first spirit that informs how he leads his team and serves the community.

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Vicki HARVEY

A CAREER BUILT ON GRIT, HEART, & PUTTING PEOPLE FIRST

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TIDE CONTENT

Vicki Harvey's real estate career is the result of a lifetime of resilience, reinvention, and a genuine desire to help others find a place they can truly call home.

"I've never been afraid of hard work or starting over," Vicki says. "Every chapter of my life taught me something I still use today." Raised in Wisconsin, Vicki developed a strong Midwest work ethic early on - one rooted in honesty, accountability, and doing the right thing even when no one is watching.

Before real estate ever entered the picture, Vicki built her foundation in sales, working for food distributors, Nugget, and later for Sysco Foods. "Those jobs shaped me," she explains. "My days started before sunrise and didn't end until evening, but I learned discipline, consistency, and how to take care of people." Her days routinely began at 4:00 a.m. and stretched well into the evening, but she never shied away from hard work. Those demanding years instilled in her a discipline and commitment that continue to define how she serves her clients today.

At just 26 years old, Vicki made a bold move that would shape the rest of her career; relocating to Key Largo, Florida. "I was young, adventurous, and ready for

something different," she says. "I had no idea how much that move would change my life." Without speaking Spanish, she was unable to continue her role with Sysco in Miami, but that obstacle quickly turned into opportunity.

While living on a private island within the exclusive Ocean Reef Club, Vicki recognized a need among members for dependable transportation for visiting family and guests. Never one to wait for opportunity to come to her, she launched her own airport transportation business. "I saw a need and thought, 'Why not me?'" Vicki recalls. "That's always been my mindset." What began as a single idea soon expanded into a thriving

operation with three additional drivers serving the community.

In 2001, while still running her business, Vicki earned her appraisal license, which gave her invaluable insight into property values and market trends. "Understanding value from the inside out changed the way I look at real estate," she says. "It gave me a level of confidence I still rely on today." Real estate had always been calling, and with a lifelong love for decorating, design, and helping people, she obtained her real estate license in 2002. For years, Vicki successfully balanced three demanding roles: transportation business owner, licensed appraiser, and REALTOR®, serving clients within





"I've never believed there's only one way to succeed. Every role I've had made me better at serving my clients."



"Buying a home is emotional," she explains. "My job is to make sure my clients feel confident, informed, and supported every step of the way." During COVID, she worked tirelessly to help clients navigate uncertain times, particularly those hoping to use military benefits to secure a better future. Whether she's assisting a first-time buyer with a one-bedroom condo or advising on a multi-million-dollar property, Vicki approaches every transaction with the same level of care and dedication.

one of the most prestigious private clubs in the country.

"I loved Florida, but I was ready for seasons and something that felt more grounded," she shares. In 2011, she made another bold move and relocated to the Myrtle Beach area, where she immediately fell in love with the coastal lifestyle, the people, and the beauty of having four true seasons. "The moment I arrived, I knew this was home."

Vicki is especially passionate about working with buyers and takes great pride in educating her clients, ensuring they understand every option available to them.

"I always answer my phone," Vicki says with a laugh. "If my clients need me, I'm there - no matter where I am in the world." No matter where she is, traveling abroad, under a waterfall in Iceland, or on an African safari, she answers her phone. Her clients never feel alone, and they always know they have someone firmly in their corner.

Giving back is also a core part of Vicki's life. "I've been blessed in my life, and I believe in paying that forward," she shares. "Supporting people who truly need it, matters to me." While some give time, she prefers to support causes through financial contributions. Her favorite charities include Shepherds of the Sea in Garden City Beach, a Methodist church in Hudson, Florida that operates a food pantry, the Ronald McDonald House is close to her heart after supporting her sister and nephew, and St. Jude Children's Research Hospital.

Outside of real estate, Vicki and her husband Bill enjoy traveling and spending time with their three grown children, one grandchild, and their three



beloved mini Goldendoodles. After a long day, there is nothing more rewarding to Vicki than being greeted at home by happy dogs and unconditional love.

For Vicki Harvey, real estate is far more than a profession, it is a calling built on service, trust, and heart. "I thank God every night for the people I get to work with," she says. "Caring for my clients will always come first and that will never change." This is exactly why they continue to choose her, year after year.



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