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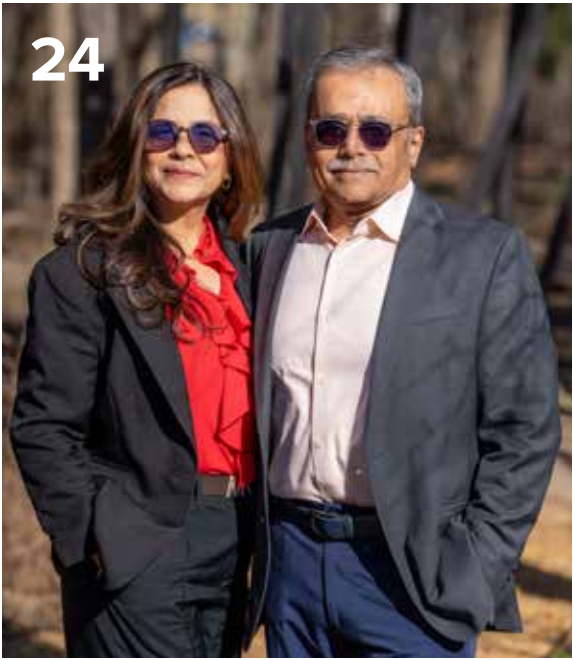
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The advertisement features a collage of images at the top: a white house with a porch, a man in a blue jacket looking at a wall, and a hand holding a thermal imaging device. Below the images, the text reads "CHATTANOOGA'S HOME OF HOME INSPECTION SINCE 1998". Underneath this is the logo for "THE KEN FAST TEAM PILLAR TO POST CHATTANOOGA", which includes five circular headshots of the team members. To the right of the logo, it says "Scan, call, text, or visit our website to book your next home inspection." and includes a QR code. At the bottom, the contact information is listed: "(423) 326-2008 | CHATTANOOGA.PILLARTOPOST.COM".

The advertisement features a collage of images at the top: a family (a woman, a man, and a child) moving boxes, and a man in a plaid shirt holding a box. Below the images, the text reads "Veteran Owned, Family Run, Local Small Business". Underneath this is the logo for "BOUNDLESS MOVING & STORAGE". To the right of the logo, it says "Our Culture of Service means we take care of our customers and their belongings." Below the logo, it says "Call today to find out why we are the premier moving company in the Chattanooga area!" and includes the phone number "423-763-1000". At the bottom, it lists the services: "LOCAL • LONG DISTANCE • RESIDENTIAL • COMMERCIAL • SENIOR MOVING" and "We Also Offer 24/7 Climate-Controlled Self Storage Units of All Sizes!".

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Why COMMUNITY Matters More Than Ever

What if the true measure of success in real estate wasn't just what we built individually, but what we built together?

Real estate has always been a people-first business. Yes, it's about transactions, timelines, and negotiations—but at its core, it's about trust, relationships, and shared goals. As we look ahead to 2026, one word will guide the vision and direction of Chattanooga *Real Producers*: **community**.

Community is not accidental. It's created intentionally—through collaboration, encouragement, and a

willingness to see one another not as competitors, but as partners in a larger mission. In an industry that often celebrates individual achievement, there is something powerful about choosing connection instead.

When realtors collaborate with other realtors, the entire industry rises. Knowledge is shared. Best practices are refined. Standards are elevated. When agents support one another—across brokerages, markets, and career stages—it fosters a culture where growth is collective and success is multiplied. Collaboration doesn't diminish individual excellence; it strengthens it.

Equally important is the relationship between realtors and vendor partners. The most impactful partnerships go far beyond sponsorships or single transactions. They are built on trust, consistency, and shared values. When vendor partners understand the heart of the real estate professional—and when realtors view vendors as strategic allies rather than service providers—true partnership begins. Together, they create better experiences for clients and stronger foundations for long-term success.

In 2026, our focus will be on creating opportunities for these relationships to deepen. Spaces where conversations matter. Environments where collaboration feels natural. Platforms where both realtors and partners are empowered to contribute, innovate, and grow together. Community isn't built through transactions alone—it's built through presence, authenticity, and shared purpose.

Chattanooga Real Producers exists to elevate the culture of real estate in our city. That culture thrives when professionals feel connected, supported, and valued—not just for their production, but for their contribution to the community around them.

As we step into the year ahead, our invitation is simple: lean in. Build relationships. Choose collaboration. Because when community leads the way, success doesn't just follow—it's shared.



Jeff White,
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*Grit, Grace &
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BY ANDERS CLARKE
PHOTOS BY WILLIAM GRIGGS



Jaylynn learned early in life that if she wanted something, she had to earn it. As she worked her way through high school, she took dual-enrollment classes to jumpstart her college education. After graduation however, she decided to get involved in real estate, a career she had thought about for some time. She knew she was called to work with people, and she knew several real estate agents in her town of Bryant, AL. Before she went into real estate full-time, she finished her associate's degree for free. She got licensed in the summer of 2022 at 18 years old and was ready to start building something amazing.

Jaylynn started her real estate journey with BHHS Southern Routes Realty. As a local company, she knew of several agents there already, including her mentor Skyler Vaughn. She jumped in, eager to learn and grow in her new role. Thanks to the leadership and mentorship she received, she quickly gained confidence and started closing deals. One of the challenges she had to overcome was doing real estate at such a young age. She says she was always “too young”, whether it was to get into real estate, get married, or do any of the other great things she has succeeded at.

Despite her age, Jaylynn quickly proved herself to be a competent professional. The few people who did doubt her initially were quickly turned into supporters as they watched her work. She admits that “at first, it was a mental challenge”. However, she quickly realized that it was in her own head, admitting, “I realized after my first couple of closings they didn’t really care.” So she powered on and kept her service top-tier as her client list grew. One mental challenge that did give her some trouble was the weight of the work she was doing.

It’s no secret that buying a home is an emotional process for clients. But it is also a challenge for real estate agents, especially during difficult transactions. Jaylynn is very passionate about what she does and was determined to do it well. Along with that came the weight of the transactions she did. She took her responsibility very seriously, and it was an emotional weight on her. It’s a feeling she worked through during her early days, and had to learn to control as she gained confidence and her career volume increased. “Now that I’m more experienced and I know how to handle things, I don’t get as emotional,” she reflects.





Marketing has also been a big part of her career thus far. She flexes her creative muscles often and loves to paint vivid pictures of the listings she works with, usually in pink. She has an ongoing list of ideas she plans to execute for her marketing in 2026 and beyond, and is always looking for new ways to stand out and leave an impact on people. Her social media skills are evident, and she always exudes positive energy. Social media is a great

way to introduce potential clients to what a partnership with you would look like, and it's hard to pass up Jaylynn without a smile. Thanks in large part to her marketing flair, she has improved quickly year over year.

Right now, Jaylynn's focus lies on expanding the solid base she has built. She has doubled her business from 2024 in 2025, and wants to continue the trend with another record year. However,



I just want to be the best at everything I do."

she prioritizes quality time with family and friends. Finding the perfect balance is a part of every real estate agent's journey. Her emphasis on faith and family keep her grounded and focused on what really matters. But enjoying her role as an agent makes growth unavoidable as well. So for the time being, she is thankful for what she has now and what she has to look forward to.

Real estate is stressful, so Jaylynn finds peace by relaxing with her husband, Cole and her family. "When I'm not working, I try to set boundaries for family time," she states. After getting home from a hectic day of showings and client calls, she is eager to enjoy her downtime and recharge. She loves to read and do puzzles together with Cole and enjoys cooking. She has plenty of family nearby to visit, and a local church community she stays involved in as well.

At 21, Jaylynn is already building a legacy to be proud of. She handles the challenges of real estate with compassion, humility, and an ever-growing expertise. Her main motivator is always to serve God and her clients as best she can, and it starts by taking care of people first. "I just want to be the best at everything I do," she says, but not to 'win', but rather to be the best representation of God's grace and love to those around her. Growing up with 7 siblings, she felt she needed to set a strong example. It's safe to say she has already succeeded with plenty of opportunity left to grow. Looking ahead, she's excited to be succeeding at everything she's 'too young' to accomplish.

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- Bruce Lee

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MEET Laila & Sonny PUNJANI



BY ANDERS
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Growing up in India, Laila and Sonny were steeped in a cultural focus on strong community and deep relationships. As they worked through their careers in America, they have lived out those same values to the benefit of everyone they work with. From their previous careers—for Laila as a school counselor and Sonny in exports—they brought their respective skills to serve clients in real estate. Growing up with entrepreneurial parents, they also owned several retail stores in the area, granting them a strong understanding of business. Thanks to their life experience, they were poised to succeed from day one. When Laila got licensed in 2011, she knew she would succeed, but she wasn't sure how quickly it would happen.

Despite early fears of a slow start to real estate, Laila closed her first deal in her first month. "I thought I would be very slow," she admits thinking early on. Confident in her abilities, experience, and quality of service, she quickly picked up steam. As both a commercial and residential agent, she was able to handle any opportunity that she attracted. After she realized her skills translated seamlessly, she says, "Because of my business background, it was easy for me."

Thanks to her focus on trust and integrity-driven service, she quickly earned the respect of anyone who didn't know her yet. Each year the business grew and her sphere expanded. After a few years, Sonny brought his analytical expertise into the team, joining full-time in 2014. Since then, they have worked in a perfect partnership, each bringing their respective strengths to bear for each client. "Residential with heart, commercial with strategy," is their mission with every client.

Heart, Numbers, & Home

Laila and Sonny combine two important halves of the business. Laila's strength lies in building strong relationships and fostering a sense of trust through understanding. She leads with her heart and meets people where they are. Her patience and willingness to walk people through the process makes her a pleasure to work with. While Sonny displays many of the same traits, he also brings a powerful understanding of the analytical side of real estate. He is a numbers expert, bringing his expertise to bear when the numbers matter most. He offers perspective and important information to make sure the head and the heart are on the same page for every client, and the numbers don't get buried under the emotions involved in a transaction. Due to their traits, Laila leads on residential deals while Sonny primarily handles commercial transactions. However, their approach is always founded on top-tier service and putting others first.

Grounded in service, they focus on providing clarity and fostering trust. "My goal is to keep every client protected, informed, and calm," Laila clarifies. She continues, saying, "When things get stressful, we turn confusion into clarity and problems into peaceful solutions." Great service is not just a part of their business plan, it defines who they are. It is the keystone that holds their business together. "Serving humanity is serving God," Laila explains. Their approach to service is what earns them the utmost trust from clients and fellow agents. Along with English, they also speak 3 south Asian regional dialects: Hindi, Gujarati, and Telugu. This allows them to connect on a deeper level with specific clients, or their parents, who may benefit from it. Guided by their faith and belief that every person deserves the best, they were destined to succeed long before they received their licenses.

Their entrepreneurial upbringing gave them the perspective and confidence most new real estate agents struggle to find. Growing up, they would spend much of their time outside of school helping their parents in their businesses. “We ended up using our time in their businesses assisting them and learning things,” Sonny explains. “You can say business is in our blood,” Laila adds. Thanks to great modeling for how to handle the systems and people involved in making a successful business run, they were more than prepared to handle the challenges that come with a new real estate agent’s journey. Laila’s prior history of success and business acumen granted her clarity on how to run the business from day one. The only thing she had to do was to tell people about it.

“
**You can say
business is in
our blood.”**



While they love the opportunity to serve their community, they enjoy their time outside of the office as well. Laila enjoys relaxing on the lake or in nature, cooking, and enjoying music and movies. You can also find her serving at the local prayer hall. Sonny also loves to hike locally at the Enterprise South and Booker T Washington park, allowing him to reset his “computer” and destress. They also love to travel together and visit with family when they can. Taking a step back from the business and resetting allows them to be present and focused on the job at hand and provide the best service.

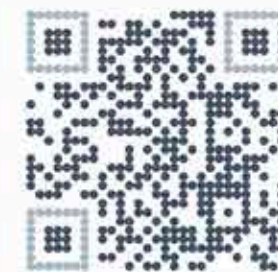
In their decision to get into real estate and their efforts since, they claim, “We became the real estate agents we wish we had”. The ideas that are key to success in real estate are following the ABCs: an abundance mindset, business knowledge to back it up, and caring for clients. “Get those ABCs right and results follow,” Laila says. They feel blessed with the opportunity to provide a great service in their community and treat that opportunity with respect. “Real estate is never just real estate. It’s people’s lives, and we take that seriously,” Laila admonishes. They love living in and serving Chattanooga, saying, “our roots are in India, but Chattanooga is home.”



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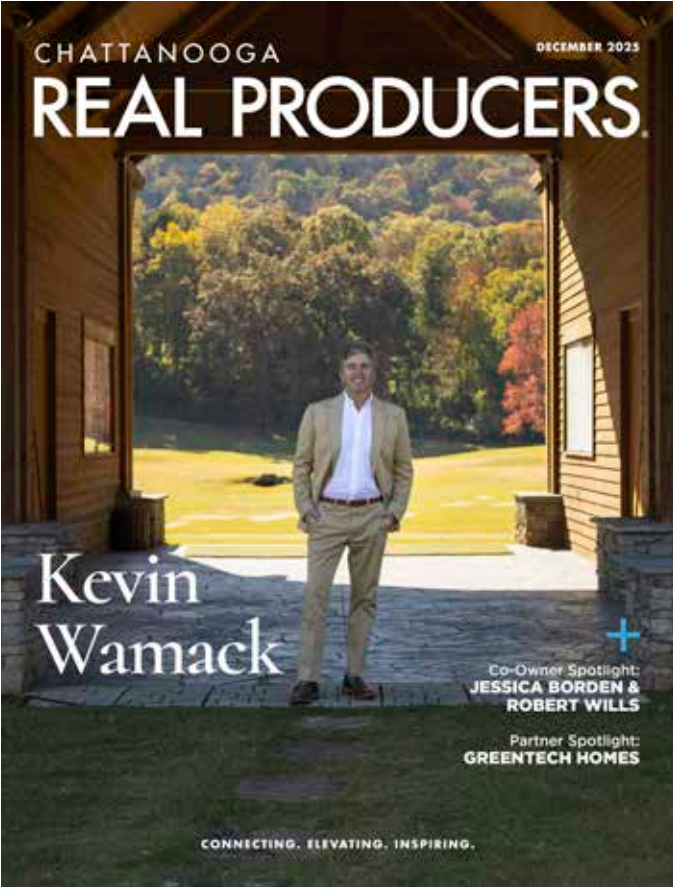
The Heartbeat: We seek to elevate the culture of our local real estate community by **INSPIRING** us to **KNOW ONE ANOTHER BETTER**, creating stronger **CONNECTIONS**, more trusted relationships, and more repeat business for everyone involved.

Distribution: This magazine is sent free of charge to the top 300 agents in the greater Chattanooga area based on MLS productivity. Within this area, there are over 3,000 active agents, but everyone who receives this publication is part of an elite group. You are remarkable. Just to be in this group is truly a badge of honor!

Content: This is all about you, the Chattanooga real estate community. We do personal and unique stories on members of this community, giving you a platform to inspire others. Our goal is to go beyond the numbers and take a deep dive into the personal side of the industry, to inspire us to know one another better. It costs absolutely nothing for a real estate agent to be featured in the publication. But to be featured, an agent must be nominated by a peer or leader in the Chattanooga real estate community. We are always taking nominations and encourage you to nominate individuals who are making a huge impact on our local real estate market.

Our Partners: Anyone listed as a “preferred partner” in the front of the publication is a part of this community. They will have an ad in every issue, attend our events and be a part of our online community. We don’t just find these businesses off the street, nor do we work with all businesses that approach us. One or many of you have recommended every single preferred partner you see in this publication. We do not meet with businesses until they are vetted by one of the agents in our community and receive a “stamp of approval.” If you are looking to add to your arsenal of incredible vendors, look no further.

Networking Events: Along with the monthly publication, we host various social networking events where top agents, along with our top preferred partners, get together at reputable local venues to rub elbows, mastermind, have a good time and strengthen our greater Chattanooga community. We communicate information about the events through the publication, texts, emails and social media.



Nominate Your Favorite Agent: We are always accepting nominations for feature stories! If you know a colleague who is absolutely on fire and deserving of celebration, we would love to feature them in an upcoming edition of *Chattanooga Real Producers* magazine! Categories may include Top Producer, Rising Star, Team Leader, Broker, Making a Difference, REALTOR® on Fire, etc. To nominate a fellow REALTOR®, simply scan this QR code and follow the prompts. We look forward to receiving your nominations!



Recommend Your Favorite Vendor: What makes our preferred partners different than any other “vendors list” is that we only partner with businesses that have been vetted and recommended by top agents. In other words, our preferred partners are trusted businesses that can be considered the best in their particular industry. Don’t see your favorite on our list? We would love your recommendations! Scan this QR code and recommend your favorite affiliate business and be sure to state what you love about them! We look forward to receiving your recommendations!



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Meet Bayli

YOUNG WILLIAMS

BREAKING THE MOLD

Sitting in a freshman business course at UTC some time after 9 am, Bayli made the decision to find something else to do. She quickly realized her courses were teaching her nothing she didn't already know, and she could just get real-world experience by working. She recalls thinking, "I'm wasting my time here when I could be digging my feet into something. You're not going to get that experience in college." As she looked for jobs that didn't require an early wakeup, she found real estate and decided to give it a try. She began her real estate courses in 2016 at 19 years old and went full-time in March of 2017.

Bayli's introduction to real estate set a standard for her first 6 months. She observed what others were doing, how they acted, and how they dressed to try and figure it out for herself. During her first 6 months, she did 1 deal. She recalls it as a "very boring and dreadful process". The whole time she was still learning and educating herself, but something just felt off. She felt stifled in her new role. So she decided to break the mold and do real estate her own way. She set her own schedule and followed her own path. At the end of her first full year, she closed \$1 million in a single month and finally felt like she was finding her groove.

By leaning into her personality and her strengths, Bayli found a new level of success. Over the next several years, her skillset increased as her client base

grew. She learned she just needed to be herself when it came to her structure and approach to marketing and serving clients. She

believes, "You can have fun, you can be silly, and you can still sell real estate". She is living proof that you can do it differently and still succeed. However, her system might be hard to replicate, as she says she just

kind of wings it. She specifically loves to focus on land which makes up a large portion of her business. It's a niche she both enjoys and excels at, earning her a sterling reputation with local developers.

Bayli has a unique style of doing business. Her business is very casual on a daily basis, and she claims procedures don't work for her since every client and deal is different. So, she doesn't make a plan. Somehow, everything still gets done on time and done right. She never sacrifices her professionalism or expertise for her personal style, but rather complements it. Because she feels comfortable doing business her own way, she can operate at the highest level by focusing on what actually matters: the clients.

A big part of her success is being authentic. When she was younger, she just led with her personality. While that remains the same, she is also married with kids now. She says "real estate has continuously fit my lifestyle from when I was a 19 year-old kid to now as a 28 year-old mom." They are just a part of her business, coming with her on showings and to closings. As a mother of two, she is constantly on the move, and her kids are her steadfast assistants.

But for Bayli, family is her priority, and any time she gets to spend with them is precious. She also recruits her husband, Jake, to help with the business when he has time. You can often see him in her online marketing and helping where he is needed. They make a fantastic partnership, and family makes the challenge of real estate much more enjoyable for Bayli.

As if she didn't have enough on her plate, she decided to take on the role of broker with SimpliHOM last year. She had served as a broker before, but wasn't sure how it would go with her current brokerage. She recalls attending the interview in shorts and a sweatshirt. She initially turned down the opportunity several times before the owner, Sean Miku, convinced her she would excel. Her broker role has been a

“YOU CAN HAVE FUN, YOU CAN BE SILLY, AND YOU CAN STILL *sell real estate.*”



“Peace & happiness.”
THOSE ARE GOALS, AND
THOSE ARE THE ACTUAL
GOALS THAT MATTER.”

blessing, enabling her to give back in a new way. She got plenty of help and education from other agents as she was learning. “At this season of my life it’s my turn to pour back into them,” she says. She has thoroughly enjoyed coaching and mentoring agents as they grow and learn the best system for themselves, just as she did. She helps them set meaningful goals that often have nothing to do with production. “Peace, happiness, those are goals, and those are the actual goals that matter,” she states. Once her agents find their system, they often find success much more attainable. “If they’re succeeding, I’m succeeding,” she admits.

Always one to step up, recently Bayli took on a coaching role for youth basketball program, Upwards. Her daughters Scout and Parker both enjoy playing. Having grown up playing basketball, Bayli enjoys watching them learn and have fun, and her emphasis is on her kids enjoying their time and building skills. She also says, “They’re there for the snacks.” She has also taken in numerous rescue dogs with some surprising backstories. Her rescues seem to be as resilient as she is, overcoming injury, illness, and abuse to become beloved and loving family pets.



As she has forged her own path, Bayli is right where she wants to be. Her business has grown to a happy medium, giving her plenty of time to serve clients without sacrificing family time. While she does love real estate, it’s very much a job for her. Her family is her life, real estate has just been the vehicle she uses to spoil them. She soaks up as much time as she can with her daughters and Jake in the evenings and weekends, creating amazing memories and collecting great stories. Bayli doesn’t know how much longer she will be in real estate. She says she has considered retiring at 30, but laughed it off and admitted she would probably be doing it til she was in her 80s. “I found it by accident, and I’m still here by accident,” she jokes. No matter where the future takes her, she will be doing things her own way and having fun while doing it.



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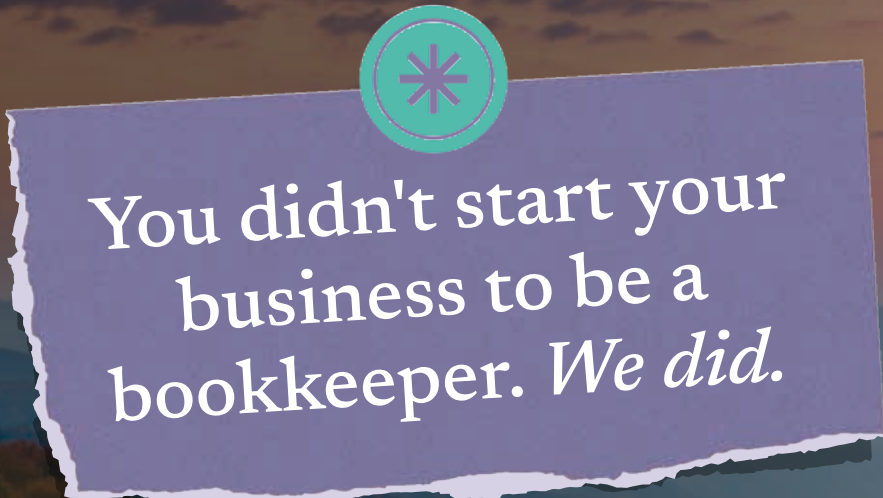
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