

COLUMBIA

FEBRUARY 2026

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Meet
**Heather
Shuler**

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Contents

IN THIS ISSUE

- 8 Preferred Partners
- 12 Publisher's Note: February 2026
- 16 Top Producer: Amanda Pereira
- 20 Cover Story: Heather Shuler
- 26 Preferred Partner Spotlight: Kwoods Photography, Kacie Woods
- 32 Celebrating Leaders: Justin Alexander Singletary
- 38 Event Coverage: 2025 End-of-Year Social at Smoked
- 42 Welcome New Sponsors!



20 Heather Shuler
COVER STORY

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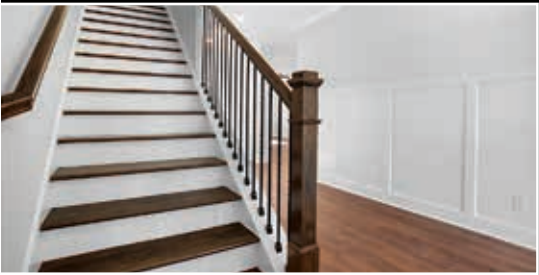
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Happy Valentine’s Day from *Columbia Real Producers*!

As we step into the month of love, were reminded of how much heart truly goes into everything we do here at *Columbia Real Producers*. This publication continues to grow and flourish because of *you*—our loyal readers, extraordinary real estate professionals, and trusted partners. Your passion, perseverance, and connection to one another make this community something truly special. Each month, we have the privilege of sharing stories that inspire, motivate, and celebrate all that makes Columbia’s real estate network so exceptional.

This February, our *Cover Feature* spotlights **Heather Shuler**, a true example of leadership, integrity, and excellence in action. Heather’s story reflects what it means to lead with purpose and serve others with both professionalism and heart.

Our *Top Producer Feature* celebrates **Amanda Pereira**, whose dedication and work ethic continue to set a high standard in our market. Amanda’s success is built on genuine relationships, tireless effort, and a commitment to helping others achieve their dreams.

In our *Celebrating Leaders Feature*, we proudly recognize **Justin Singletary**, whose leadership and influence continue to inspire those around him. Justin’s vision and mentorship have made a lasting impact on both his peers and the greater Columbia real estate community.

We also highlight **Kacie Woods with K Woods Photography** in our *Preferred Partner Spotlight*. Kacie’s creativity, professionalism, and ability to capture meaningful moments help bring every issue of *Columbia Real Producers* to life. Her artistry continues to remind us of

the beauty within our community and the stories we tell.

As we celebrate Valentine’s Day, I want to express my heartfelt gratitude to all of you—for your continued support, collaboration, and trust in what we do. Your engagement and enthusiasm are the heartbeat of this publication. Here’s to a month filled with appreciation, connection, and love for both the work we do and the people who make it possible.

With gratitude and warmest wishes,



Robert and Sierra Smith
Publisher, *Columbia Real Producers*



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TOP PRODUCER

Meet Amanda Pereira

WRITTEN BY: AMY PORTER
PHOTOS BY: KACIE WOODS
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NextHome Specialists Owner/Partner, Elevate Properties

Balancing business, motherhood, and a deep faith in God, **Amanda Pereira** embodies the essence of passion, perseverance, and purpose. As a Realtor with **NextHome Specialists** and an owner/partner of **Elevate Properties**, Amanda has built a career rooted in creativity, integrity, and connection—values that continue to shape her journey in the Midlands real estate community. For Amanda, real estate has never been just about listings and sales; it's about people, relationships, and the vision it takes to turn houses into homes.

Amanda first earned her real estate license in 2004 but didn't dive in full-time until 2017, following the birth of her second child. Before that, she enjoyed a successful 17-year career as a hairstylist and salon owner. While she loved her clients and the creative nature of that profession, the demanding schedule behind the chair made it difficult to balance motherhood. Real estate offered her both the flexibility and fulfillment she was searching for. "Being a Realtor gives me the freedom to be there for my kids and still build a business that supports our future," Amanda shares. Since then, she's never looked back—steadily growing her business, deepening her community connections, and inspiring those around her with her authenticity and drive.

Her career path has taken her through several well-

respected companies—beginning at Stallings and Smith, which later merged with Russell and Jeffcoat, then moving through Exit Real Estate Consultants and Coldwell Banker—before finding her home at **NextHome Specialists**. "NextHome is not just a brand, it's a family," Amanda says. "Their motto, 'Humans over Houses,' really aligns with how I view this business. We're here to serve people first." Alongside her thriving real estate career, Amanda co-owns **Elevate Properties**, a company focused on flipping homes and revitalizing neighborhoods throughout the Midlands. Together with her partners, she continues to expand her investment portfolio, building a foundation for long-term growth and future development opportunities.

Amanda's business is largely referral-based, a testament to the trust and relationships she's built within her community. She approaches every client relationship with empathy, honesty, and open communication. "My clients know they can be bluntly honest with me," she says with a laugh. "This business often feels part therapist, part problem-solver, and that's okay—I love being there for people through every step of the process." Her favorite success stories are the ones that come full circle—when past clients refer their parents, children, or close friends. "When someone refers their family, that's when it hits differently. It feels like I've become part of theirs."

Throughout her career, Amanda has closed more

than **\$45 million** in total sales, with over **\$6 million** in production just last year. Yet beyond the numbers, what truly defines her success is the resilience and faith that carried her through moments of doubt. "There were times early in my career when I struggled with self-doubt or the opinions of others I trusted," she reflects. "But God has placed incredible people in my path who encouraged and supported me. That faith and those relationships have made all the difference." She credits local industry veterans like **Lynwood Munsey** and the late **Lisa Conley** for helping her see her worth as a Realtor—lessons that continue to inspire her today.

Looking ahead, Amanda's vision for the future is filled with growth and gratitude. She plans to continue expanding her business in both sales and investments, while exploring opportunities in rental properties, new builds, and community development projects. Her ultimate goal? To build a strong, secure future for her two sons, Will and Ryan, while one day enjoying the freedom to travel and make memories together. "Real estate has given me the flexibility to care for my family while building something lasting. That's what success means to me," she says. "Loving what you do, having the freedom to care for your family, and being able to focus on what matters most."

Beyond real estate, Amanda's heart for giving back is equally inspiring. She supports the **Alzheimer's Association's Walk to End**



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AMANDA PEREIRA'S PURPOSEFUL PATH IN REAL ESTATE



Alzheimer's —a cause close to her heart, as both of her grandmothers and her great-grandmother suffered from the disease. She also volunteers with **Missions of Lexington** and is currently a **2026 Visionary of the Year candidate for Blood Cancer United**. Alongside her faith community at **Mt. Horeb Church**, Amanda finds strength and purpose in helping others and staying grounded in gratitude.

At home, Amanda treasures time with her sons, **Will (10)** and **Ryan (8)**, who both play soccer in Lexington. Together, they love traveling—especially to **St. John in the Caribbean**, lovingly dubbed “Mommy’s beach”—fishing, and spending time near the water. Their two Shih Tzus, **Sunni and Gypsy**, are always part of the adventure. When she’s not working or traveling, Amanda enjoys saltwater fishing, live music, good food, and cheering on her beloved **Gamecocks**, even during the tough seasons.

When asked what she wants to be remembered for, Amanda doesn’t hesitate: humility. “I never want to be known as a cutthroat agent. I just want people to know I stayed humble, treated others well, and believed in relationships above all.” Her

advice to rising Realtors is simple yet powerful: “Every transaction is different. Stay consistent, stay humble, and pay attention to what’s happening around you. You’ll never know it all, so keep building connections and learning.”

With her faith as her compass, her creativity as her tool, and her heart for people leading the way, **Amanda Pereira** continues to elevate not just homes—but everyone around her. As she lives out her favorite quote by Dolly Parton, “Find out who you are and do it on purpose,” Amanda proves daily that when passion meets purpose, extraordinary things happen.



FAVORITE QUOTE

“FIND OUT WHO YOU ARE AND DO IT ON PURPOSE.”

-Dolly Parton

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CONNECTING PEOPLE,
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meet HEATHER SHULER

WRITTEN BY: AMY PORTER

PHOTOS BY: CHELSEA MARNE PHOTOGRAPHY (CHELSEA MARNE)

HEATHER SHULER'S journey into real estate is as much about faith, purpose, and human connection as it is about houses. A lifelong resident of Irmo, Heather has spent over 25 years cultivating meaningful relationships within her community, and it is these connections that have become the cornerstone of her thriving real estate career. Before stepping into real estate full-time, Heather dedicated 17 years to her work as a dental hygienist. During that time, she not only cared for patients but also cultivated a natural gift for connecting people, often linking friends, neighbors, and patients together in ways that left lasting impressions. It was through these relationships, coupled with encouragement from friends and clients, that Heather discovered her calling in real estate—helping others find homes that truly fit their lives and dreams.

Heather's initial foray into real estate began as a side venture, something she approached cautiously while continuing her dental hygiene career. Yet it quickly became evident that her heart and talent were meant for this industry. By 2021, after prayerful consideration and much faith, Heather fully transitioned into real estate with Coldwell Banker Lake Murray. The leap from a stable career to a new field in her 40s was both exhilarating and daunting, but Heather's trust in God's plan guided her every step. She describes this journey as a true testimony of faith: embracing uncertainty, stepping out of comfort zones, and allowing divine guidance to shape a new path.

Over the past eight years, Heather has built an impressive track record, closing nearly \$42 million in sales and earning a reputation as one of Lake Murray's most trusted real estate advisors. While she is equally skilled at handling both listings and buyer representation, Heather's heart has always been with helping buyers find their perfect home. "I've always been the first kid on the block to knock on the new kid's door, and honestly, that hasn't changed," she reflects. Her hands-on approach, combined with intimate knowledge of the Irmo and Lake Murray communities, allows her to guide clients not just to houses, but to homes that match their lifestyle, values, and aspirations.

Heather's approach to real estate emphasizes relationships, networking, and collaboration. She believes that fostering strong connections with fellow agents ensures the best possible experience for her clients, smoothing the path from listing to closing. One of her most memorable experiences was assisting a brother and sister in selling a 250-acre property that had previously struggled to attract buyers. Recognizing the potential of the land, Heather leveraged her network, reached out to local developers, and marketed the property strategically. Her efforts culminated in a sale of \$5 million—an achievement that exceeded all expectations and left an indelible mark on both her career and the clients she served. Yet, for Heather, these moments of success are never solely about numbers. She measures accomplishment by the relationships



she nurtures, the trust she earns, and the joy of celebrating milestones with her clients.

Faith and family are central to Heather's life. Alongside her supportive husband, Paul, and their children, Leyton and Blair, she cherishes family time and traditions that bring joy, laughter, and lasting memories. One of her most beloved rituals is the annual Christmas poem, a tradition she began to honor her father and now continues with her own children—though with a special twist: this poem comes from Santa. Each year, the poem mysteriously appears somewhere on Christmas Day, and Leyton and Blair eagerly search for it, excitement building as they follow the clues to discover the final hidden gift. Over the years, the poems have captured the family's milestones, accomplishments, and memorable moments—while always concluding

with the true meaning of Christmas: the birth of Jesus. Heather loves that, even at ages 20 and 16, her children experience that childlike wonder of Santa while also reflecting on the deeper story of faith, family, and love. For Heather, the tradition is a beautiful reminder that the magic of Christmas—and the joy of faith and family—never fades, no matter how old we grow.

Heather's commitment extends beyond family to her community. She actively supports the Oliver Gospel Mission, which provides refuge, rehabilitation, and hope to men and women in need, and she serves on the Dutch Fork Hall of Fame board, celebrating the achievements of local alumni. For Heather, acts of service are a natural extension of her faith and values: giving back, showing kindness, and helping others is as important as any business goal. Her philosophy in both life and work is simple yet profound: put people first, and the rest will follow.

Mentorship and continual learning also define Heather's career. She is a lifelong student of her craft, eager to learn from both seasoned agents and newcomers alike, whether it's marketing strategies, social media, or client relations. At the same time, she mentors others in the delicate art of guiding clients, solving challenges, and creating meaningful experiences. Heather also emphasizes the importance of personal growth and efficiency, often sharing resources she finds valuable. As Heather soaks up wisdom and experience from other agents this book was recommended to her recently. This is one book she highly recommends to any agent is Buy Back Your Time, which focuses on entrepreneurship and encourages professionals to spend more time on the parts of their business they love while delegating the tasks they're less passionate about to others—allowing everyone involved to share in the success and the satisfaction. Heather loves this concept and is actively beginning to implement it in her own business, embracing ways to work smarter while



"A smile is contagious and I truly believe that kindness has the power to **BREAK DOWN WALLS & CHANGE LIVES.**"





continuing to focus on the aspects of real estate that truly energize and inspire her. This collaborative mindset, coupled with her unwavering dedication, has helped her build a thriving network of clients, colleagues, and community members who trust and respect her judgment.

In reflecting on her career, Heather emphasizes that true success is not measured solely in statistics or accolades but in the impact she makes on others' lives. Whether it's helping a family celebrate a first home purchase, navigating complex property transactions, or simply bringing a smile to someone's day, Heather's legacy is defined by compassion, integrity, and genuine human connection. "A smile is contagious," she says, "and I truly believe that kindness has the power to break down walls and change lives."

Heather Shuler's story is a testament to the power of faith, perseverance, and a heart-centered approach to business. She has transformed her passion for people into a career that celebrates life's milestones, builds lasting relationships, and serves her community with grace and purpose. For her clients, colleagues, and family, Heather is not just a Realtor—she is a trusted advisor, a mentor, and a friend. Her journey reminds us that following one's calling with faith, courage, and compassion can lead to extraordinary



FAVORITE QUOTE

"If you see someone without a smile, give them yours." Dolly Parton

"Sometimes God's plan is bigger than your comfort zone." Author unknown

results, both professionally and personally. In every transaction, every conversation, and every smile, Heather continues to make her mark, one home and one heart at a time.



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MEET KACIE WOODS

WRITTEN BY: AMY PORTER



There's something truly special about capturing life's milestones—those fleeting, heartfelt moments that deserve to be remembered for a lifetime. For Kacie Woods, owner of KWoods Photography, this calling is more than just a creative outlet—it's a way to serve, celebrate, and reflect the goodness of God through the lens of her camera.

Kacie is a proud small-town girl, originally from Ninety Six, South Carolina, a place she credits for instilling in her a love for the outdoors and simple joys. Now based in Cayce, she shares life with her husband Jack, whom she's been married to for over three years. While they don't yet have children or pets, their lives are full thanks to their beloved niece and nephew—and they're eagerly anticipating the arrival of another little one in the family.

During the week, Kacie works full time as a Share Team Assistant at the South Carolina Baptist Convention. Her heart for ministry shines in her work as she supports women and Ministers' Wives across the state, a role she's held for over three years. Her days are filled with planning events, offering

administrative support, and serving others in ways that align beautifully with her faith and values.

Photography began as a side passion in early 2022 and quickly evolved into something much more. In October of that year, KWoods Photography was officially born. Specializing in natural light photography, Kacie offers a variety of sessions—from headshots and family portraits to maternity, newborn, and couples shoots. Her goal is always the same: to provide a relaxed, meaningful experience where her clients feel seen, celebrated, and cherished.

What sets KWoods Photography apart is Kacie's commitment to quality over quantity. She intentionally limits her schedule to one session per day, allowing her to focus entirely on the client in front of her. This approach not only creates a calm, enjoyable atmosphere but also results in stunning images that capture genuine emotion and connection.

One of her most rewarding experiences has been walking alongside a particular family through multiple life chapters—from their first maternity shoot and



newborn session to holiday portraits and now preparing for the arrival of their second child. Their feedback, praising how far her work has come and how this latest gallery felt “next level,” is a testament to Kacie's



dedication to learning, growing, and perfecting her craft.

Kacie describes success simply: "Giving God the glory and loving what I do." Her faith is the foundation of everything she pursues, and that clarity and purpose shine through every image she captures. Whether it's the joy of a growing family, the quiet love between a couple, or the innocence of a newborn, K Woods Photography preserves the moments that matter most.

Let K Woods Photography help you tell your story—one beautiful frame at a time.

CONTACT US!

To learn more or to book a session, visit Kacie's website: <https://kaciewoods.pixieset.com>.

For inquiries, you can reach her by email at kacierushton@gmail.com or by phone at (864) 980-5784.

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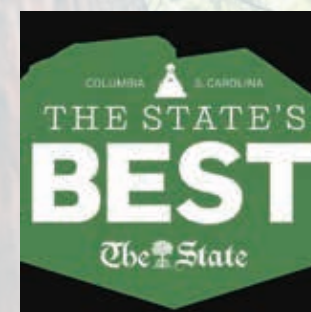
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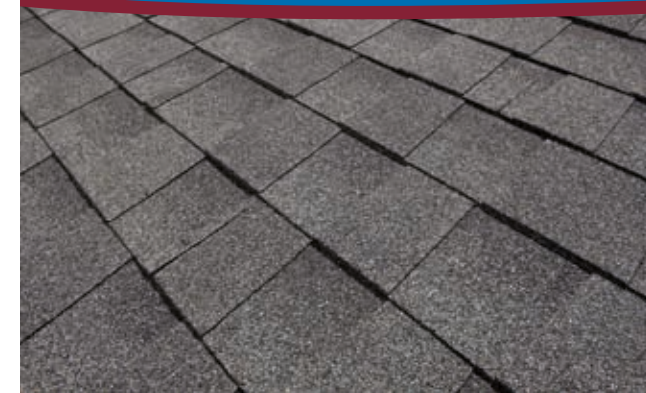
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Building Legacy Through Faith, Vision, and Real Estate

Meet Justin Alexander Singletary

WRITTEN BY: AMY PORTER
PHOTOS BY: KACIE WOODS
(KWOODS PHOTOGRAPHY)



When you meet **Justin Alexander Singletary**, you can instantly sense his drive and purpose. A visionary real estate leader, investor mentor, and community builder, Justin’s story is one of perseverance, faith, and unshakable belief in possibility. As the founder of the **JS Premier Global Team with Call It Closed International Realty**, he has built a thriving business rooted in empowerment — helping others achieve financial freedom, build generational wealth, and transform their futures through real estate.

Justin’s journey to success was anything but easy. After high school, he followed in his mother’s footsteps and enrolled in nursing school, eager to emulate the woman who inspired his work ethic and compassion. But it didn’t take long for him to realize his true calling was somewhere else. “Nursing just wasn’t my passion,” he recalls. “My heart was drawn to something different — something where I could create opportunities and change lives.”

He found his way into **property management**, quickly climbing the ladder and learning the business side of housing. Yet, after being promised advancement multiple times without results, Justin made a bold, life-changing decision. “I gave up my apartment, fell behind on my car payment, and moved back home — all to pursue real estate full-time,” he says. “It wasn’t easy, but it was worth it. That decision changed my life forever.”

Since earning his real estate license in **2018**, Justin has spent seven years mastering his craft. Today, he is a trusted **buyer’s agent, listing agent, and investment property specialist**, with expertise that spans **foreclosures, new construction, and probate properties**. His business volume speaks for itself — **\$37 million in total career sales**, with **\$11 million closed in the past year alone** — but his success is about much more than numbers. It’s about impact.

Justin attributes his success to his unwavering consistency and his belief in an education-first approach. He’s built a system that includes **credit and financial readiness programs**, access to **exclusive lender partnerships**, and **ongoing mentorship** long after the closing table. “My mission is to make homeownership accessible,” Justin explains. “I want people to go from renting to owning — and from owning to investing. Real estate is the gateway to freedom.”

But the road wasn’t without obstacles. “I’ve faced rejection, financial strain, and moments of uncertainty,” he admits. “There were times when doors closed and deals fell apart — but every setback built my faith and discipline.” Through it all, Justin relied on his belief in God, using each challenge as a stepping stone toward growth. “Success isn’t about how easy the journey is — it’s about how strong you stand when everything around you says quit.”

Now, Justin is channeling his experience into something even greater: **developing new construction projects and teaching investors how to build**

“

There were times when doors closed and deals fell apart — but every setback built my faith and discipline.”

wealth from the ground up. For him, real estate isn’t just about transactions — it’s about transformation. “There’s something powerful about taking a vision from land acquisition to the final walkthrough and knowing it will make a lasting impact,” he says. “That’s what drives me — legacy building.”

Outside of business, Justin’s passion for community runs deep. Every year, he hosts a **Ham Giveback Event** in his hometown of **Great Falls, South Carolina**, blessing families on Good Friday. He also sponsors initiatives that help local residents earn their **GEDs**, providing both financial assistance and encouragement. “Giving back is non-negotiable,” he says. “Success means nothing if I can’t use it to serve others.”

Family is the heartbeat of Justin’s life. His mother, **Carolyn Singletary**, has been his constant source of strength and inspiration. A registered nurse for over 40 years, she taught him discipline, faith, and perseverance. His brother, **Marcus Pickett**, remains his protector and confidant; his nephew **Jaylen**, niece **Jada**, and the youngest family member Chance all hold special places in his heart. “They remind me why I do what I do,” Justin says with a smile. “Everything I’m building is for them — and for the generations that will come after.”

When he’s not working, Justin enjoys **traveling, music, trail rides, cleaning his home, and finding peace on his mother’s back porch.** He defines success simply yet powerfully:

“Success isn’t measured by how perfect life looks — it’s measured by your ability to keep fighting when it gets tough. If you can get up every day with faith and fresh expectations, you’ve already won.”

Few know that Justin also grew up singing in church, a gift passed down from his late grandparents, **William and Ruth Pickett**. Their love of music and faith continues to guide him today, grounding him in humility and purpose.

Looking ahead, Justin envisions the **JS Premier Global Team** expanding into a **nationwide brand**, empowering agents, investors, and families to achieve generational wealth through ownership and education. “Real estate is my ministry of impact,” he says. “It’s how I build legacy and create opportunities for others.”

To up-and-coming agents, his advice is heartfelt and direct: “Stay consistent. Build relationships, not just transactions. Keep learning and evolving. Stay grounded and remember your ‘why.’ And most importantly — put God first and trust the process.”

If there’s one message Justin hopes people take away from his story, it’s this:

“It doesn’t matter how you start or how you finish — what matters is that you enjoy the journey and let God lead the way. When you trust His timing, He’ll place the right people in your life exactly when you need them.”

Justin Alexander Singletary’s legacy isn’t just written in sold signs or closing tables — it’s reflected in the lives he’s touched, the communities he’s built, and the faith that’s carried him every step of the way. His journey is proof that when vision meets perseverance, the results are extraordinary.

Favorite Quote

You have brains in your head. You have feet in your shoes. You can steer yourself any direction you choose.”

— **Dr. Seuss**

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2025 End-of-Year Social at Smoked

Celebrating Success: Columbia Real Producers Hosts 2025 End-of-Year Social at Smoked

Columbia's top real estate professionals closed out the year in style on November 19, 2025, as *Columbia Real Producers* hosted its highly anticipated End-of-Year Social at Smoked in downtown Columbia. From handcrafted cocktails to elevated hors d'oeuvres, the atmosphere buzzed with connection, celebration, and the unmistakable energy of a community committed to excellence.

The exclusive gathering welcomed the Top 300 REALTORS® in the Columbia metro area, offering a rare opportunity for top-performing agents to network, strengthen relationships, and discover new partnerships before stepping into 2026. With limited spots available, attendees enjoyed a curated afternoon focused on collaboration, community, and end-of-year celebration.

A warm and special thank you goes to Smoked, whose exceptional hospitality, handcrafted cocktails, and exquisite culinary creations elevated the entire experience. Their team provided the perfect setting for meaningful conversations and memorable connections.

Guests arrived to a lively crowd, with the first 100 agents receiving a complimentary handcrafted cocktail courtesy of the event. Premium hors d'oeuvres and a refined atmosphere created the ideal backdrop for deepening relationships and sparking new opportunities.

Columbia Real Producers also extends heartfelt appreciation to Atlantic Bay Mortgage Group and New Level Construction, the official event sponsors. Their support and partnership play a vital role in bringing these high-quality networking experiences to life for the Columbia real estate community.

Throughout the afternoon, agents exchanged market insights, celebrated a year of success, and fostered relationships that will shape the year ahead. Laughter echoed across the space as old friends reconnected and new introductions sparked fresh collaborations. The energy was warm, upbeat, and unmistakably festive — a true celebration of the hard work, achievements, and shared dedication that define the Columbia real estate community. From the first toast to the final goodbye, the afternoon captured the best of what makes Real Producers events so special: genuine connection, authentic camaraderie, and a room filled with people who truly uplift one another.

At the close of the event, publisher Robert Smith shared heartfelt gratitude on behalf of both himself and Sierra, who was unable to attend as she spent the afternoon at home with their new baby, Caden — *Columbia Real Producers'* newest and cutest team member. Their growing family remains deeply appreciative of the agents and partners who make this community so special.

As the event wrapped up, one message resonated clearly: the Columbia real estate community continues to thrive — together.

Cheers to a successful 2025 — and an even stronger 2026.





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