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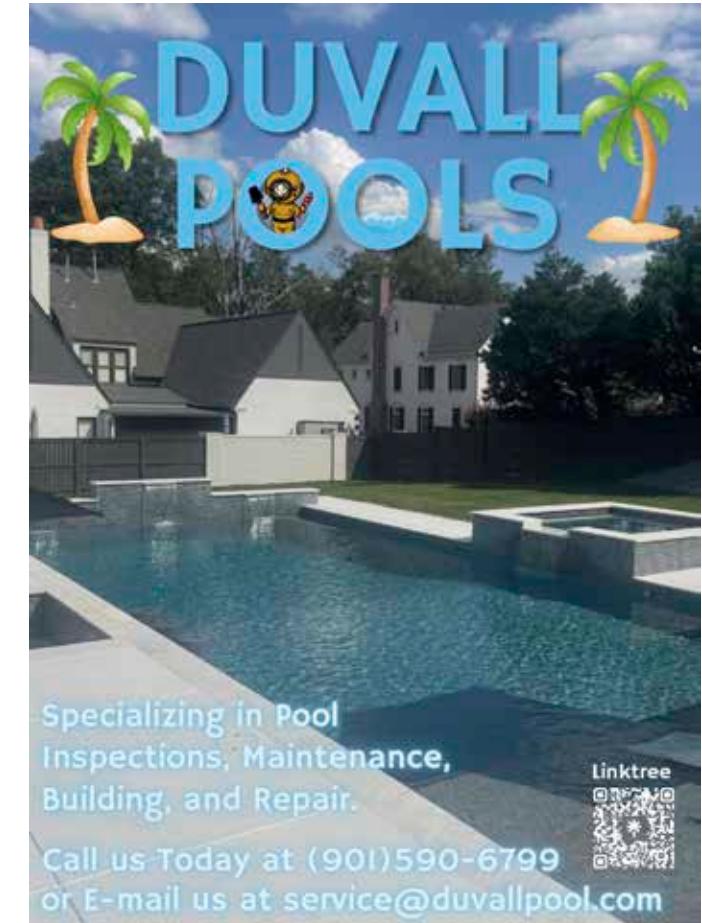


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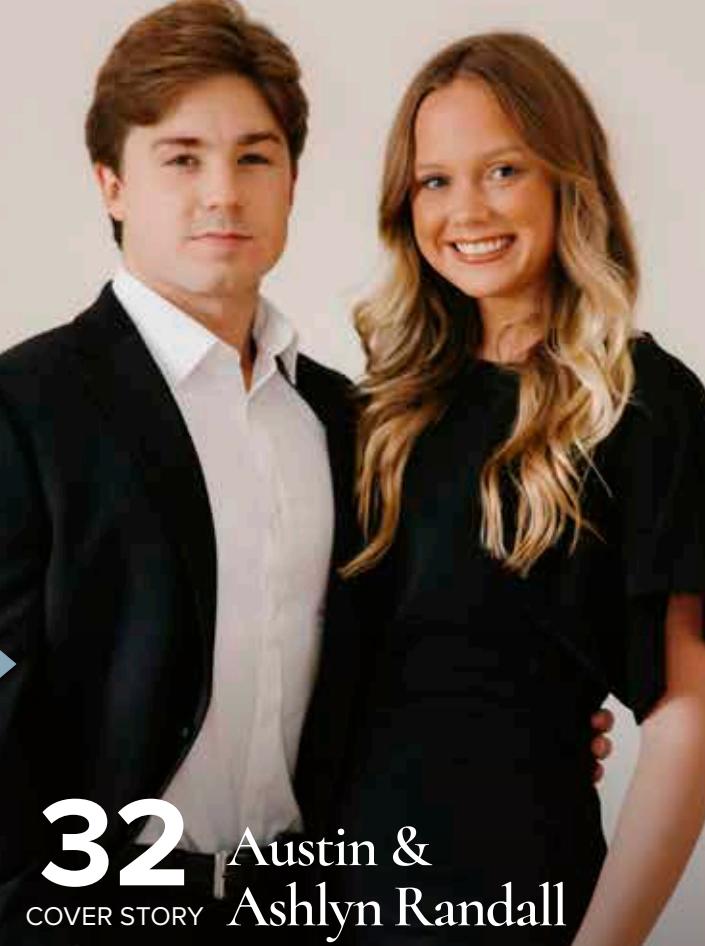
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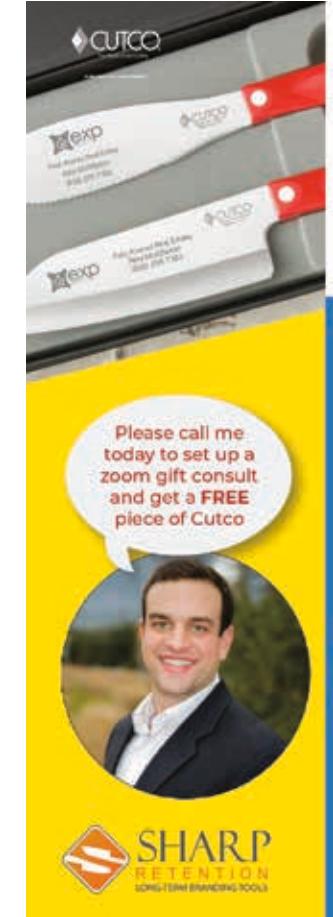
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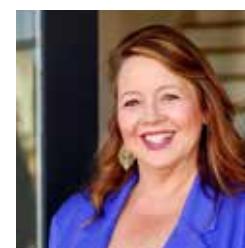
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WHY COMMUNITY MATTERS MORE THAN EVER

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 *Memphis 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.

Memphis 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,
Owner/Publisher



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Why Most Client Gifts Are Forgotten—and How to Fix It

By Ben Cunningham, Gift Strategist for Realtors & Lenders

In real estate and lending, relationships are everything. Yet most client gifts—despite good intentions—end up forgotten, unused, or quietly regifted.

After working with hundreds of top-producing realtors and lenders, I've seen a clear pattern: it's not about spending more money it's about gifting smarter.

The most successful professionals follow five non-negotiable principles when choosing client gifts. When applied consistently, gifting becomes a relationship-building tool instead of an expense.

1. Best in Class Matters

If your client wears a Rolex and receives a Fossil, that gift doesn't feel thoughtful—it feels mismatched.

A great gift doesn't need to cost thousands of dollars, but it must be the best in its category. Quality signals respect. The gift in any relationship is a reflection or Artifact of the relationship. If you value the relationship, your gift should reflect that. If that doesn't land then think this, my wife and I have our 5th year wedding Anniversary coming up in March. Which gift would she appreciate more: A \$100 gift card to Lowes because we have a bathroom upstairs that needs upgrading? Or a dinner out to Ruth's Chris. She finds a handwritten note from me and then after we go to her favorite desert spot? You know the right move

Rule of thumb: If you wouldn't proudly keep it yourself, don't give it to a client.

2. Unique Always Wins

Most clients already own multiple padfolios, extra luggage, and plenty of golf gear. Another "nice" item rarely stands out. Memorable gifts are unexpected—they spark conversation instead of blending in with everything else a client has received.

3. Longevity Equals ROI

Consumable gifts disappear quickly and so does the emotional impact. A gift that lasts years continues to reinforce your relationship long after closing day. It becomes a subtle, ongoing reminder of trust and professionalism. Think decades, not days.

4. Personalization Changes Everything

People have always valued seeing their name attached to something meaningful. It creates emotional ownership and elevates the perceived value of the gift. Personalization tells the client: "This wasn't generic. This was made specifically for you."



5. A Real Estate Example

Consider two different closing gifts:

Agent A gives every buyer a bottle of wine and a branded cutting board with their logo. It's appreciated—but the wine is gone in a weekend, and the cutting board often ends up in a drawer. Agent B gives a best-in-class, everyday home item something the homeowners will use weekly professionally personalized with the family name and move-in year. No agent logo. No sales message. Years later, that gift is still in use. Friends notice it. Conversations start. And when someone asks for a real estate recommendation, that agent's name comes up naturally. Same transaction. Very different long-term impact.

The Bottom Line

Great gifting isn't about checking a box after closing—it's about reinforcing relationships, referrals, and reputation. When realtors and lenders commit to best-in-class, unique, practical, long-lasting, and personalized gifts, they stop being forgotten and start being talked about. And in a referral-driven business, that's everything.



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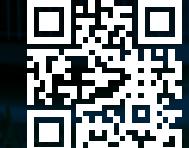
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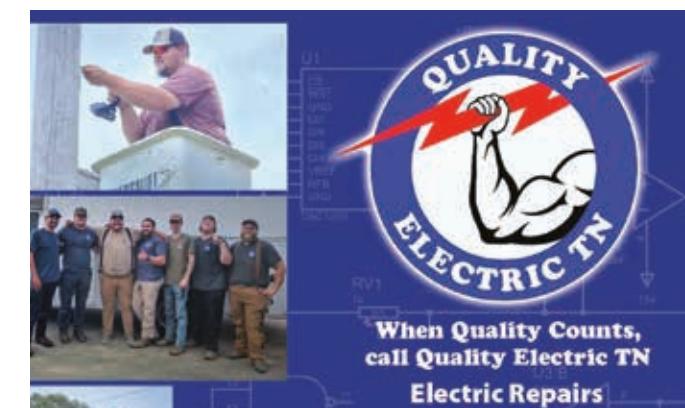
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Meet Leigh Lamb

Trusting the Next Step

BY JEFF WHITE
PHOTOS BY BECKY MITCHELL WITH
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Leigh Lamb never set out with a rigid, perfectly mapped career plan. Instead, her story is one of listening closely, paying attention to opportunity, and trusting the next step—even when the full picture wasn't clear yet. That mindset has shaped not only her path into real estate, but the way she shows up for her clients every day.



a formative experience that sharpened her instincts for branding, storytelling, and strategy. But like many entrepreneurial spirits, Leigh wasn't content staying in one lane.

Over the years, she launched her own graphic design and photography business, flexing her creative muscles and learning firsthand what it means to build something from the ground up. That entrepreneurial mindset didn't come out of nowhere. "My dad always had his own business," Leigh says, and watching him instilled in her both independence and grit.

Life eventually brought Leigh and her family on the move. Married to her husband Gregg—who flies for FedEx—their journey took them from Nashville to Destin, then to Texas, and finally to Memphis in 2021. With two young daughters, Quinn and Reese, and a fresh start in a new city, Leigh found herself once again standing at a crossroads.

At first, real estate wasn't the plan.

"I actually met with a real estate agent to see if I could help her with social media," Leigh explains. "She convinced me to get my real estate license and join her team." That single conversation became a defining moment. Leigh got licensed in March 2023, trusting that the opportunity in front of her—though unexpected—was worth stepping into.

The early days weren't without uncertainty. The agent who recruited her moved away just a month after Leigh joined the team. Instead of panicking, Leigh did what she's learned to do best: she kept moving forward.

While showing a listing, she connected with Katrina Grubb at The Firm.

One phone call led to an interview, and soon after, a new home base. "I couldn't be happier at The Firm," Leigh says. "I love our Firm fam." That sense of belonging and support has become a cornerstone of her success.

Leigh's background in PR, advertising, and entrepreneurship gave her a unique edge in real estate—especially when it came to marketing. She quickly leaned into what felt natural: creating bold, out-of-the-box listing videos that stopped people mid-scroll.

"I love making out-of-the-box marketing videos for my listings," she says. Drawing inspiration from movies and pop culture, Leigh has created videos themed around Legally Blonde, Clueless, Scream, and even dressed up as Pitbull—all in service of helping her clients' homes stand out. "Anything to sell my client's home," she laughs.

That creativity paid off. One video went viral, and suddenly Leigh wasn't just selling homes—she was building a recognizable brand rooted in effort, fun, and authenticity.

Behind the scenes, Leigh is equally strategic. She's intentional about outsourcing tasks like paperwork so she can stay focused on clients, relationships, and lead generation. It's a balance she continues to refine, especially as a mom.

"Real estate is a lot like being a mom," Leigh says. "You're always on, and you have to be ready for anything." Long hours, quick pivots, and constant communication are part of the job—but Leigh embraces it, fueled by the people she serves and the family who supports her. "My family is my main motivation," she shares. "I love the life we've built, and I couldn't do what I'm doing without their support."

In her first full year in real estate, Leigh sold \$5.6 million in volume—an impressive milestone by any measure. In 2025, her second full year, Leigh's growth continued, topping more than \$9.8 million in sales volume. But for her, success isn't just about numbers. "I just want my clients to know that I am so



grateful they've trusted me," she says. "I truly fight for their best interest."

That commitment shows up most clearly in the tough moments. Leigh recalls one client journey that took nearly a year, filled with lost offers and emotional setbacks. After selling their home and temporarily moving in with family, the clients were exhausted and discouraged. Leigh kept going—sending postcards, searching for off-market opportunities, and refusing to give up.

The first off-market home didn't work out. The second one did—and ended up being even better. "It was a tough road," Leigh says, "but they're ultimately happy, and we're bonded for life from our home search trauma." It's a story that perfectly captures her approach: persistence, creativity, and heart.

Professionally, Leigh describes herself as a natural connector. "I love helping my clients find all the things they need to make their lives easier—especially my out-of-town clients," she says. That instinct, paired with her marketing savvy, reflects how she sees the market evolving. "Social media and connecting with agents seems to be what's selling houses these days."

Her advice to other Realtors is refreshingly simple—and effective.

"Pick up your phones," she laughs. She also credits fellow agent Cat Wright at The Firm for teaching her the value of immediate communication. Reaching out to agents as soon as a listing goes live, highlighting what makes a home special, and building real rapport—it's old-school professionalism with a modern twist.

Outside of work, Leigh loves hosting, traveling, working out, playing tennis, and reading. She's also learning mahjong—"though I'm not sure I'll ever fully understand it," she admits. And when life feels overwhelming, she returns to a favorite reminder from Mel Robbins' Let Them: sometimes the healthiest move is simply to let things go.

Giving back is also central to Leigh's life. Through her involvement with the FedEx Pilot Wives Association, she supports the FedEx Family House, which provides free lodging to families of children receiving care at Le Bonheur Children's Hospital. It's a cause close to her heart—and one that reflects her compassion beyond real estate.

Looking ahead, Leigh's goals are clear but grounded. She hopes to sell 20 homes in the coming year, but more than that, she's focused on reputation, relationships, and consistency. Step by step, she's building something lasting.

If Leigh Lamb's journey teaches us anything, it's this: you don't need every answer before you begin. Sometimes, the most powerful thing you can do is trust the next step—and take it with intention, creativity, and heart.



Ziggy and His Team Congratulate **Leigh Lamb** on her Star on the Rise Feature this Month!



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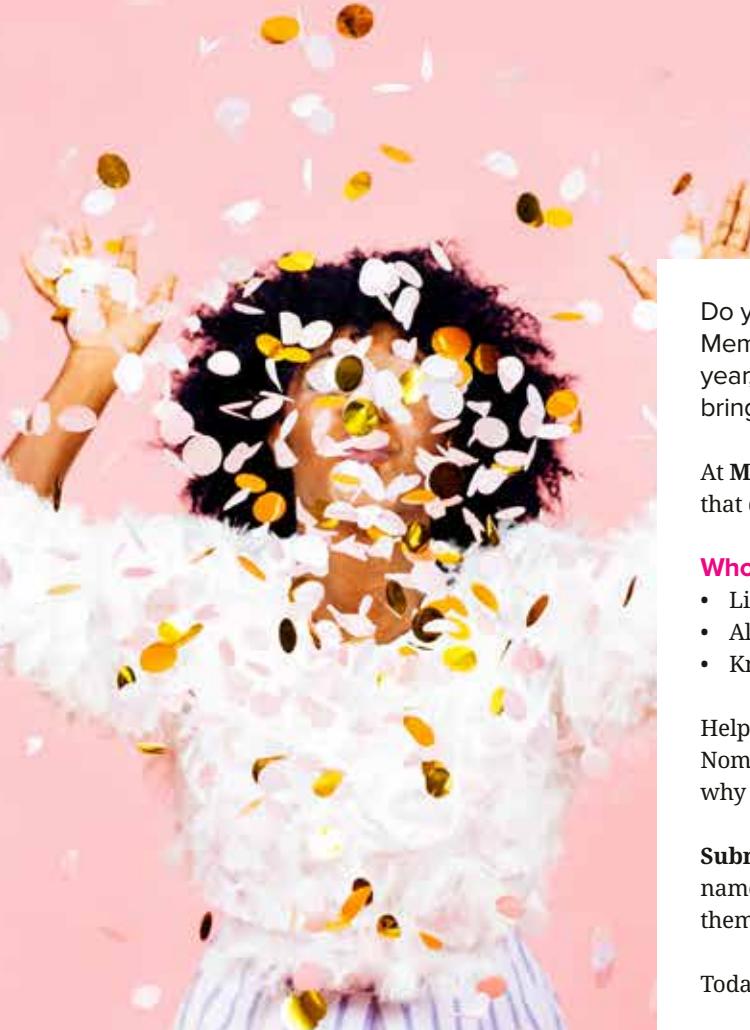
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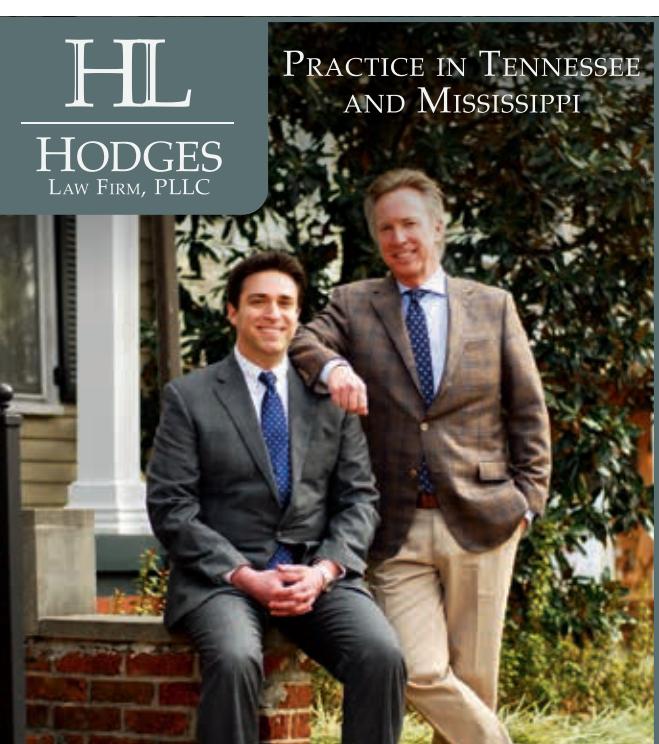
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BY JEFF WHITE • PHOTOS BY CALEB NELSON

Not every success story has a dramatic turning point. Some are built quietly—through consistency, hard work, and a willingness to keep taking the next right step. That's been the path for Anthony Mannie, Principal Broker of KAIZEN Realty. His career hasn't been shaped by shortcuts or sudden wins, but by showing up, learning as he goes, and steadily getting better over time.

Anthony was born and raised in Jackson, Mississippi, and made the move to Memphis in 2005. What started as a new chapter eventually became home. “Memphis is truly my second home,” he says. Over the years, the city has become deeply connected to his story—one built on resilience, growth, and community.

Long before real estate entered the picture, Anthony was already learning the value of discipline and leadership. He worked for McDonald’s from the age of 16 until 36, eventually graduating from Hamburger University. Those years weren’t just about clocking hours—they were about learning



how to lead people, stay accountable, and improve systems day by day.

“A lot of my work ethic came from that time,” Anthony shares. “You learn how to manage people, handle pressure, and stay consistent.” Additional leadership roles with OfficeMax and The Kroger Company

continued to shape his approach, reinforcing the idea that success is built through habits, not hype.

Real estate entered his life almost casually—through a lunch conversation with friend and top Memphis Realtor Stephen Mansour. Stephen encouraged Anthony to get

his license and offered to mentor him. The idea stuck, but there was no rush. About a year later, Anthony quietly took the exam, passed, and showed up at Stephen's office ready to work.

"We hadn't even talked about it again," he laughs. "I just walked in and told him I was ready to learn."

Licensed in 2014, Anthony entered the business without outside sales experience, but he made up for it with effort and humility. He leaned into learning, asked questions, and focused on serving clients well. Instead of chasing quick wins, he concentrated on building something solid.

After a year at another brokerage with a high commission split, Anthony started looking for a better long-term fit. He found it at KAIZEN Realty—a growing company with lower fees and big potential. Leadership wasn't on his radar at the time, but his consistency didn't go unnoticed.

"I never planned on becoming the principal broker," he says. "But under six years later, here I am—running one of the top three real estate companies in the city."

Today, Anthony manages more than 360 agents across Tennessee and Mississippi. Still, his focus hasn't shifted away from people. "You can accomplish anything if you put in the time and effort," he says. "I'm living proof of that." His leadership style mirrors the meaning behind the name KAIZEN—continuous improvement, every single day.

"I truly believe in this company," Anthony says. "It's built on diversity, honor, and passion. In life, you get what you give. When you see something grow, you know it came from the work you put in."

At his core, Anthony is a servant leader. He's especially passionate about helping buyers and sellers navigate residential real estate—often the

biggest financial move of their lives. "Helping people through that process is what I love most," he shares. "That's where the fulfillment comes from."

Outside of work, Anthony is all about family—and food. He has six children—three adults and three adolescents ranging from ages 6 to 35—and when everyone's together, there's a good chance he's behind the fryer. Known among family and friends as an elite fish fryer, Anthony takes real pride in the craft. Perfectly seasoned, crispy, and cooked just right, his fish has become something of a calling card.

"If I wasn't in real estate, I'd probably be cooking," he says. "That's my thing." Whether it's a family gathering or a casual get-together, frying fish is just another way Anthony brings people together—unhurried, intentional, and done with care, much like the way he leads and serves.

Faith also plays a central role in Anthony's life. When asked about his favorite book, he doesn't hesitate: the Holy Bible. It grounds his perspective and reinforces his belief in patience, purpose, and perseverance.

When it comes to advice for other Realtors, Anthony keeps it real. "This is a great business," he says. "Don't make excuses. Find a way forward and make things happen."

If he could go back in time, Anthony wouldn't change a thing. He'd simply remind himself to keep pushing and keep growing. That mindset—steady effort, daily improvement, and trust in the process—has defined every stage of his journey.

For Anthony Mannie, success hasn't come from chasing the spotlight. It comes from putting in the work, showing care for people, and—when the day is done—knowing that he has helped people move the needle in their life not just professionally but personally as well.



In life, you get what you give. When you see something grow, you know it came from the work you put in."



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Meet Ashlyn & Austin Randall

Leading with Calm, Creativity, and Heart in Memphis Real Estate

BY JEFF WHITE • PHOTOS BY ELIZABETH LOONEY PHOTOGRAPHY

If you've been in real estate for any amount of time, you already know this: things don't always go as planned. Deals fall apart, timelines tighten, emotions run high, and when something goes sideways, everyone looks at you like, "Okay... what now?"



That's where Ashlyn and Austin Randall shine.

Staying calm in the middle of chaos isn't something they force—it's simply how they're wired. As a growing real estate power couple in Memphis, Ashlyn and Austin have built their business by doing something surprisingly simple: showing up steady, thinking creatively, and genuinely caring about the people on the other side of the transaction. In a business that often feels loud and rushed, their presence alone tends to slow things down.

What makes that steadiness even more compelling is that Ashlyn's real estate journey started long before she ever had a license.

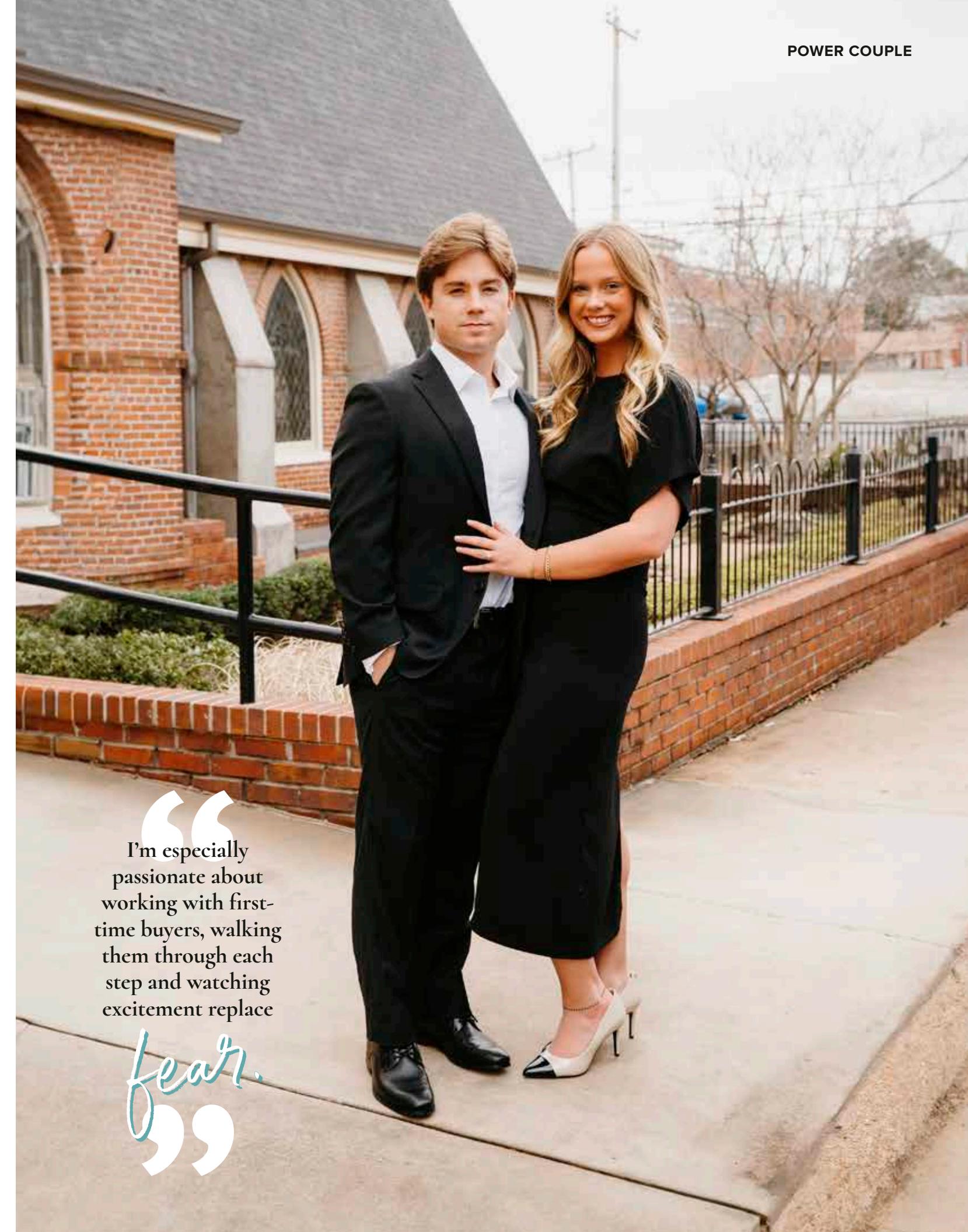
At just 16 years old, Ashlyn was already helping behind the scenes in her parents' business—delivering closing gifts, dropping off follow-up items, taking photos, pulling signs, and doing whatever needed to be done. She jokes that she was a "mini assistant," but those early years gave her

a front-row seat to how real estate really works. She didn't just see the wins—she saw the stress, the responsibility, and the importance of doing right by people.

On her 18th birthday, Ashlyn officially began real estate school. COVID delays slowed the process, and passing the licensing exam didn't come easily. She didn't pass on her first try—but she stayed with it, eventually passing in November 2020. Her first closing came in February 2021, and soon after, she found herself handling two closings in a single week.

While attending the University of Memphis, Ashlyn balanced college life with growing responsibilities on The Clark Team at Keller Williams, eventually becoming head of showing agents. She graduated in 2023 with a degree in Business Administration, already seasoned in an industry many agents are still trying to figure out years in.

Austin's path into real estate looked different—but the foundation was just as strong.



“ I'm especially passionate about working with first-time buyers, walking them through each step and watching excitement replace fear. ”

I want clients to feel cared for, heard, and at ease. My goal isn't just to close deals; it's to make stressful situations feel lighter.



Born and raised in the Memphis area, Austin grew up playing sports and originally dreamed of becoming a professional athlete. Discipline, repetition, and resilience were ingrained early. After graduating high school in 2020, he attended Jackson State to play baseball, later working at FedEx and in restaurants.

Watching Ashlyn navigate real estate up close—and seeing the work ethic of her parents—changed his perspective. In 2023, Austin decided to pursue his real estate license. Like Ashlyn, the test wasn't a one-and-done experience. It took multiple attempts, and Ashlyn vividly remembers sitting nearby, emotionally invested, wanting it for him just as badly as he wanted it himself. When he finally passed, it felt like a shared victory.

Once licensed, Austin joined Ashlyn at Keller Williams, and their partnership truly began to take shape.

Keller Williams became home thanks to its culture and commitment to training. From taking BOLD together to attending Family Reunion in Los Angeles, they leaned into opportunities to grow both personally and professionally. Ashlyn credits strong leadership and mentorship for shaping her early confidence, while Austin appreciated learning the business in person, step by step.

Working together, however, didn't come without challenges.

Being a couple and business partners meant learning how—and when—to turn

work off. Early on, they realized that without boundaries, real estate could easily consume everything. Now, they're intentional about creating separation, even setting aside "no work" time so they can simply be together. While it took adjustment, both agree the reward is worth it: building something meaningful alongside the person you love.

Ask Ashlyn what matters most to her, and her answer comes quickly—people. She wants clients to feel cared for, heard, and at ease. Her goal isn't just to close deals; it's to make stressful situations feel lighter.

One of her favorite moments came after helping a woman buy a home in Bartlett. Months later, Ashlyn received a video of the client walking through the house, proudly showing off renovations she'd completed. For Ashlyn, it wasn't about the transaction—it was about seeing someone truly at home.

Austin brings a steady, disciplined presence that perfectly balances Ashlyn's warmth. He's especially passionate about working with first-time buyers, walking them through each step and watching excitement replace fear. Seeing kids pick bedrooms or buyers imagine where the couch will go reminds him why the work matters.

That calm leadership was tested during a final walkthrough just days before closing, when a toilet had flooded the home. Carpets were soaked. Trim was damaged. Their buyers were

already on a moving truck coming from out of state.

Instead of panicking, Ashlyn and Austin focused on keeping their clients calm while handling the problem behind the scenes. They coordinated with the listing agent, arranged repairs, replaced flooring, and ran fans around the clock. A final walkthrough confirmed everything was resolved, and the deal closed on time. Their clients stayed at a "two" instead of a "ten" because Ashlyn and Austin never lost their composure.

That same mindset shows up in how they structure deals every day. From navigating FHA challenges to crafting creative, win-win solutions, they believe communication and kindness still matter. Everyone wants to reach the same finish line—so why not work together to get there?

Outside of work, life stays refreshingly normal. They enjoy working out, watching sports, traveling, spending time with friends and family, and hanging out with their dog, Molly. Family remains central, and they're intentional about growing their business without sacrificing life along the way.

Looking ahead, Ashlyn and Austin are building with the long view in mind. Their vision isn't growth for growth's sake, but creating a business that supports the life they want to live—one rooted in family, faith, and freedom. They hope to continue expanding their team with people who share their values, while creating systems that allow them to serve clients at a high level without losing what

matters most at home. As they think about starting a family in the years ahead, they're being intentional now, laying a foundation that will sustain both their business and their marriage for decades to come.

When asked what advice they'd give other Realtors, Ashlyn says to pause, breathe, and remember that every problem has a solution—even if it takes time to see it. Austin keeps it simple: don't quit. Stay consistent. Keep showing up.

As Ashlyn and Austin Randall continue building their business in Memphis, their success comes back to one core principle: staying steady when it matters most. Real estate isn't just about contracts and closings—it's about guiding people through stressful moments with confidence and care.

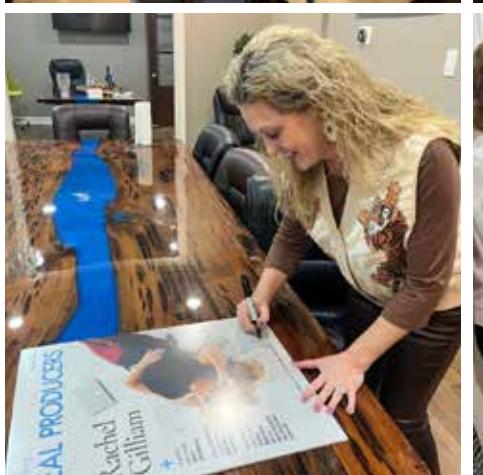
You don't have to be the loudest voice in the room to make an impact. You just have to stay calm, think clearly, and show up when it counts.



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