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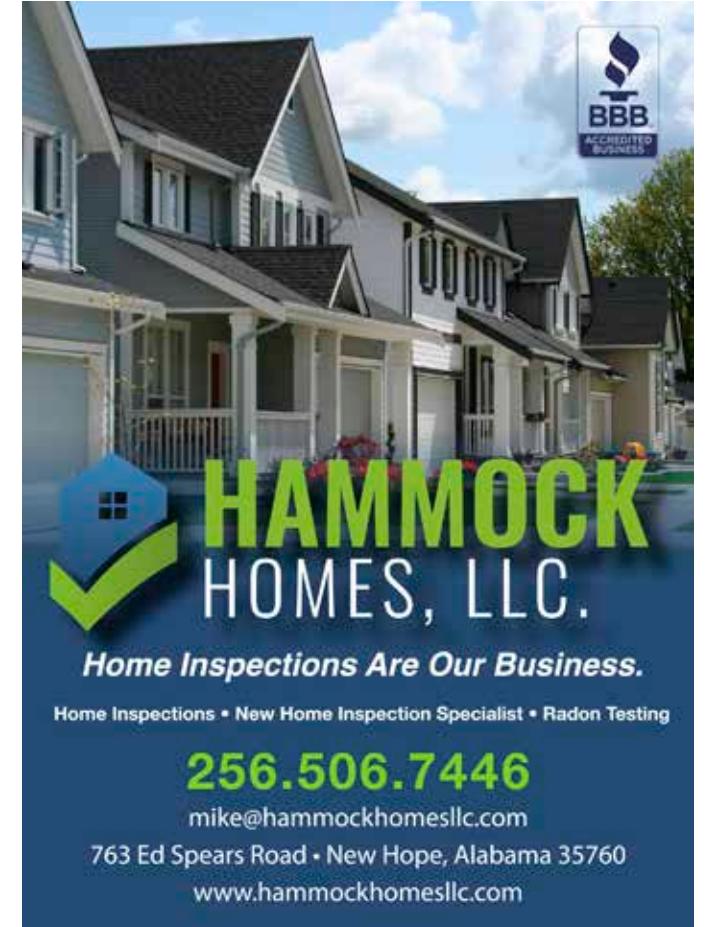
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If you are interested in nominating people for certain stories, please email us at: deanna.eliashevsky@n2co.com



February

is a month that naturally turns
our attention to appreciation

— and in the Real Producers community, appreciation has always been the foundation of everything we do. This platform was built not just to recognize top performance, but to celebrate the people who make this industry stronger through collaboration, integrity, and generosity.

One of the most powerful things about North Alabama real estate is how often you advocate for one another. Our vendor partners are constantly recommending other outstanding partners who serve agents with excellence. And our agents are quick to shine a light on fellow Realtors whose work, character, and impact deserve to be recognized. That spirit of lifting others is what keeps this community thriving.

If you know a vendor partner who consistently shows up, goes the extra mile, and aligns with the values of this community, I encourage you to introduce them to us. And if there's a Realtor whose story, leadership, or results should be celebrated in these pages, we would love to hear about them. Please send all recommendations directly to Deanna.Eliashevsky@n2co.com — your referrals help shape who and what we feature.

To our vendor partners: thank you for believing in this platform and for investing not just in marketing, but in meaningful relationships. Your referrals, your trust, and your commitment to excellence allow us to keep growing this network the right way.

To our agents: thank you for your continued support, your nominations, and your willingness to recognize the people around you. Every recommendation helps us ensure this magazine reflects the very best of North Alabama real estate.

As we move through this season of connection, my hope is that we continue to build a community where recognition is shared, partnerships are intentional, and success is something we celebrate together.

With gratitude,



Deanna Eliashevsky
Publisher
Real Producers
North Alabama

HAMMOCK HOME INSPECTIONS

When you meet Mike Hammock, it doesn't take long to realize he isn't just another home inspector. He's someone who has spent a lifetime inside homes — building them, fixing them, managing them, and understanding how they truly work.

Mike grew up in Thomaston, Georgia, a small town south of Atlanta, in a household where hard work wasn't optional. His father, a World War II Marine wounded on Iwo Jima, ran his own appliance and HVAC repair business and made sure his son knew how to diagnose and fix things with his own hands. That foundation of toughness, self-reliance, and responsibility shaped everything that came next.

By the time Mike was fourteen, he was already working summers

with his Scoutmaster's framing crews, learning construction the old-fashioned way — on job sites, with tools in hand. What began as a summer job turned into a lifelong calling. After starting college as an education major at the University of Georgia, Mike's path shifted when his brother Roy, a Vietnam veteran and Marine helicopter pilot, encouraged him to move into engineering and construction. That decision set him on a course that would span more than four decades in the building industry.

Mike went on to earn licenses that few people ever achieve: Unlimited Master Plumber, Unlimited Mechanical Contractor, Alabama Home Builder, and Alabama Home Inspector. He worked as a plumbing and mechanical contractor, a project manager, a construction

director for military housing, Vice President of a regional homebuilder, and later as part of Jeff Benton Homes' management team. Along the way, he wrote quality assurance and quality control programs for multiple builders and oversaw thousands of homes.

So when Mike launched Hammock Home Inspections in 2020, it wasn't a new career — it was the natural next chapter of a lifetime spent in construction.

"I've been inside homes my entire adult life," Mike says. "I understand how they're built, how systems interact, and what matters. That's what clients and agents deserve — not just a checklist, but real insight."

Hammock Homes LLC provides private home inspections and

radon testing in compliance with the State of Alabama Home Inspection Licensing Board and nationally recognized protocols. The company is an associate member of ASHI and a member of the Alabama Home Inspector Organization, and holds an A+ rating with the Better Business Bureau. But what truly sets Mike apart isn't a credential — it's perspective.

With more than 45 years of construction experience, Mike knows how to distinguish between something that's truly important and something that simply looks alarming. His reports are fact-based, clear, and designed to educate rather than scare. That's why top Realtors trust him with their clients.

"If an agent refers me, they can be confident I'll give their buyer an honest evaluation without sensationalizing issues," Mike explains. "My job is to tell the truth, not to create panic."

That approach makes a difference for first-time buyers especially.

I've been inside homes my entire adult life. I understand how they're built, how systems interact, and what matters. That's what clients and agents deserve — **NOT JUST A CHECKLIST**, but real insight.

One of Mike's favorite parts of the job is teaching new homeowners what they're buying, how it works, and how to care for it. He encourages questions, takes time to explain systems, and often shares resources so clients feel confident long after the inspection is over.

Technology has changed the industry — from app-based reports to drones and infrared cameras — but Mike believes nothing replaces experience and communication. "Tools help," he says, "but construction knowledge, thorough inspections, and clear explanations are what really protect buyers."

Outside of work, Mike's life is just as full. He and his wife Pam, a retired high school librarian and his partner of 43 years, love traveling and spending time with their grandchildren — Sam, a baseball and golf enthusiast, and Caroline, a dancer and cheerleader. Mike is also an avid scuba diver and a fifth-degree black belt in Tae Kwon Do, a reflection

of the discipline and focus he brings to everything he does.

To Mike, success isn't measured by volume or titles. It's measured by impact.

Making a positive difference in someone's life, **BEING A ROLE MODEL, and passing knowledge to the next generation — that's what really matters.**

That philosophy shows up in every inspection he performs. For the Realtors who refer him, and the families who trust him, Mike Hammock isn't just inspecting a house — he's helping people step into the next chapter of their lives with clarity and confidence.

And that's exactly the kind of partner this market needs.

Susan BALDWIN

*Grit, Grace, & the Business
of DOING WHAT'S RIGHT*

There are people who succeed because they are talented. There are people who succeed because they are smart. And then there are people like Susan Baldwin — who succeed because they simply refuse to quit.

Long before she ever led a top-producing real estate team, before she helped 161 families in a single year, before The Baldwin Group became synonymous with trust in the Huntsville market, Susan was a little girl growing up in a small shoreline town in Stony Creek, Connecticut. Her grandfather, an immigrant from Italy, spent his life working in a granite mine that still operates today. Her family didn't have much, but they had something

far more powerful: discipline, belief, and an unwavering expectation that she would do her best.

Where Work Ethic Is Born

Her mother pushed her hard and never let her settle. Her father balanced that with quiet encouragement and optimism. By the time Susan was twelve years old, she was already earning her own money babysitting. Soon after, she was cleaning houses and working at her aunt and uncle's department store. At sixteen, she became a waitress at Friendly's, a local ice cream shop and restaurant, where she discovered how much she loved serving people and how rewarding it felt to work hard for every dollar. She picked up extra shifts whenever she could, saved her tips, and bought

the things she wanted. That rhythm of effort and reward shaped her for life.

Building a Future Without a Blueprint

College wasn't a given in her world. No one in her immediate family had ever gone, and there was no roadmap for how to get there. So, Susan created her own. She attended secretarial school on a government grant that covered half her tuition and paid off the rest — a \$1,500 loan — while earning just over \$7,000 a year. She continued waitressing nights and weekends, took classes at a community college, and at twenty-five decided she would finally go to college full-time. While other students worried about social life, Susan worried about finishing.



She took such a heavy course load that the dean warned her she was taking on too much. She asked him to let her try. He did — and she succeeded, finishing her Bachelor of Science degree in just two and a half years, graduating debt-free with highest honors and being named Outstanding Student by the School of Business faculty.

Rising in a World Not Built for Her
Her professional career began in sales with Dannon Yogurt, where she met her husband, Eddie. After they married and moved to Alabama, she joined a major insurance company, determined to return to sales. When she was told those roles weren't available, she accepted a management trainee position, then worked her way into the marketing department as a national account representative.

Susan believes real estate is not a transaction business rather a relationship business. She is known for asking one more question, LISTENING CAREFULLY, and uncovering what truly matters.

Still, she never stopped pushing for a sales role — even when only two women existed in a field of fifty. When the opportunity finally came, she took it and finished second out of fifty in sales in the state within two years.

The Moment Integrity Was Tested

Then everything changed. A manager she deeply respected was replaced by someone who did not share her values. Susan refused to compromise her professional and personal standards, and she lost her job as a result. It was devastating, but it also became one of the most defining moments of her life. The lesson was clear and permanent: always stand up for what is right, no matter the cost.

A New Beginning at Forty-Five

After fifteen years working for others, Susan opened her own drapery and custom interiors workroom, combining her love of design, sewing, and beautiful spaces. Four years later, a Realtor who had sold her her own home — and who Susan had done custom work for — called with an offer to become her assistant. Susan immediately knew this was an opportunity, but not the one she wanted. She didn't want to work for someone else. She wanted to build something of her own, and at forty-five, she became a Realtor.

The first nine months were grueling. No listings. No buyers. No income. But Susan didn't stop.

She studied the market, learned everything she could, showed up every day, and outworked everyone around her.

The Baldwin Group Is Built

Today, Susan is the Associate Broker and Team Leader of The Baldwin Group at Keller Williams Horizon, leading a team of six Realtors, a listing manager, and a transaction coordinator. In the past year alone, they served 161 families and closed \$81 million in volume. More than 75 percent of their business comes from repeat clients and referrals — a direct reflection of how deeply people trust her.

Susan believes real estate is not a transaction business rather a relationship business. She is known for asking one more question, listening carefully, and uncovering what truly matters.

When Clients Become Family

Her clients don't just call her when they buy and sell — they invite her to weddings, baby showers, and family celebrations. They lean on her in moments of loss. Over time, those professional relationships become lifelong friendships.

A Legacy Greater Than Production

As her career evolved, so did her purpose. While she once enjoyed recognition for her own success, she now finds her greatest joy in helping others achieve theirs. Training, mentoring, and developing





She still dreams big. Paris is next on her list. Art classes await. BECOMING AN ARTIST IS PART OF HER FUTURE — because she believes it is never too late to become who you were meant to be, if you make a plan and follow it.

her team has become her legacy — watching people grow into the best versions of themselves is what truly fulfills her.

The Life Behind the Business

At home, life is just as full. Susan and Eddie, married for 38 years, love cooking together, entertaining friends and family, and traveling. Their daughter Emily and son-in-law Colin have given them their greatest joy: their one-year-old grandson Will. Being a grandmother, Susan says, is one of the greatest privileges of her life.

Still Dreaming, Still Becoming

She still dreams big. Paris is next on her list. Art classes await. Becoming an artist is part of her future — because she believes it is never too late to become who you were meant to be, if you make a plan and follow it.

What She Wants to Be Known For

When asked what she wants to be remembered for, Susan doesn't mention sales or awards. She says she wants to be known for having a big heart, giving generously, and always doing the right thing. And after a lifetime of grit, integrity, and service, that may be her greatest accomplishment of all.



Philip Wright

OF THE WRIGHT BUNCH



Turning Houses Into Homes — and Purpose Into Legacy

By the time Philip Wright hands a set of keys across a closing table, something much bigger than a transaction has already taken place. For Philip, every “Sold” sign represents a family stepping into a new chapter, a dream coming to life, and a purpose being fulfilled. It’s why he says real estate was never just a career for him — it became his calling.

Today, as Associate Broker, Team Lead, and Director of Agent Development for The Wright Bunch Team at MeritHouse Realty, Philip leads one of North Alabama’s most mission-driven real estate organizations. With more than \$70 million in career volume, \$17.5 million closed in 2024, and a team ranked #7 in Alabama by RealTrends, the numbers are impressive — but they’re not what drives him.

What drives him is people.

From Hospitality to Homes

Philip entered real estate in January 2021, but his foundation was built long before he ever wrote a contract. After years in the hospitality industry — including time with Cracker Barrel — he learned how to listen, lead, and serve with intention. “Hospitality taught me to care for people where they are,” he says. “Real estate gave me the platform to help them get where they want to be.”

His first year was anything but easy. Philip jokes that he wrote more mutual releases than closed contracts — but he still produced \$2.54 million in his first six months. The learning curve was steep, but he never lost sight of why he started.

That “why” was deeply personal.

A Business Built on Faith and Family

Born in Indiana and raised in Decatur, Alabama, Philip was shaped by small-town values and big-picture vision. He and his wife, Vickie, walked through infertility while praying for the chance to grow their family through adoption. Real estate became the bridge between their faith and their future — allowing them to build the stability and resources needed to welcome their children, Jeatta, Greyson, and Zoey, into their lives.

“Real estate didn’t just help families find homes,” Philip says. “It helped us create ours.”

That belief still defines everything he does.

A Team With a Mission

Philip leads The Wright Bunch Team, a group of 25 agents and support staff who live by one guiding principle: People over profit. Purpose over pressure.

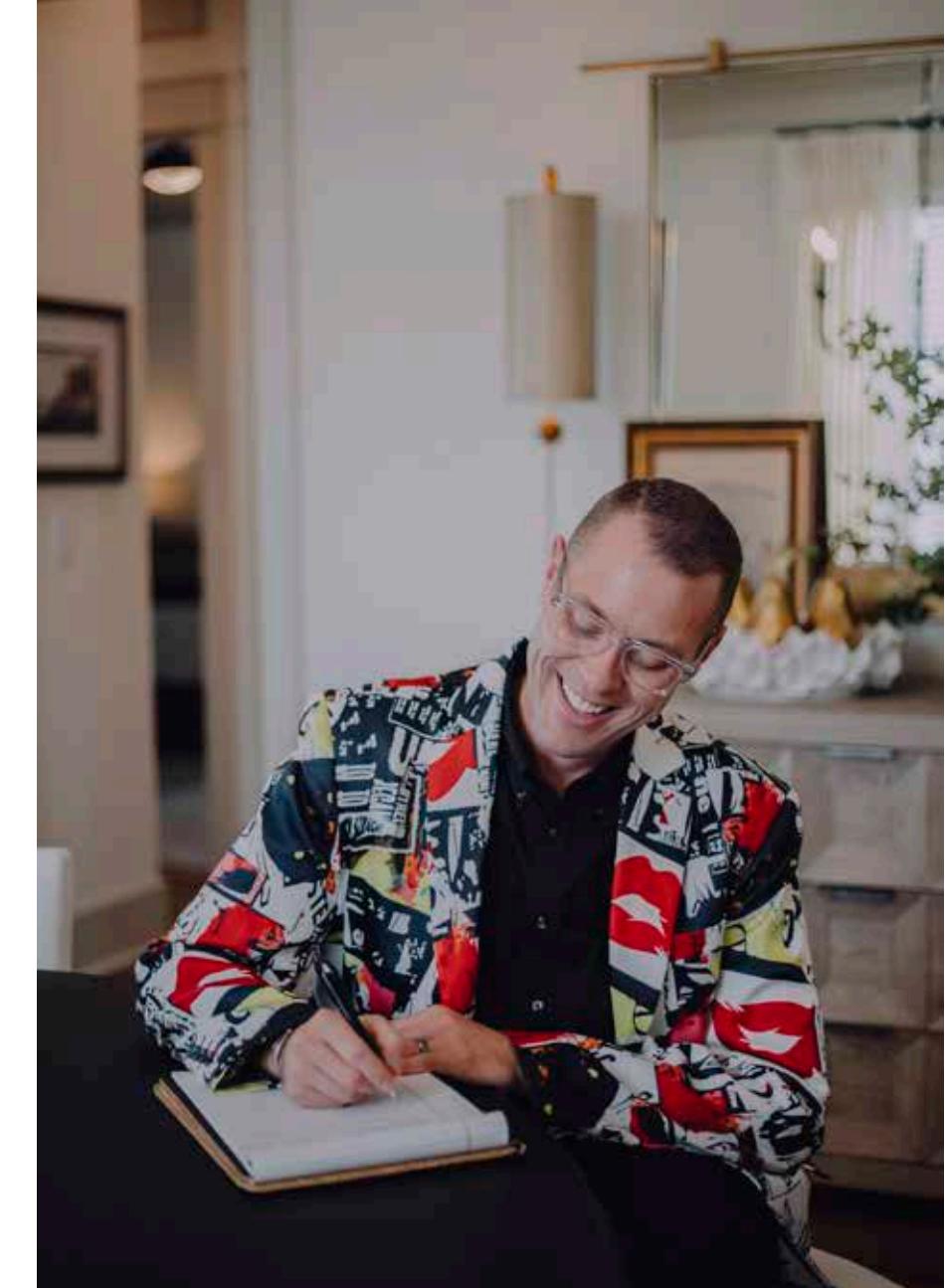
This isn’t a team built on competition — it’s built on culture. Faith, service, accountability, and community are at the center of every decision.

“We don’t operate like a franchise,” Philip explains. “We operate like a family.”

That mindset has fueled both production and loyalty, earning statewide recognition and national momentum — but more importantly, it’s created an environment where agents grow into confident, purpose-driven leaders.

Developing the Next Generation

Philip’s passion for leadership extends far beyond his own team. As the founder of P.A.S.S. Real Estate School — Decatur, a state-approved real estate school



built on the motto “Educating Agents. Empowering Families. Enriching Communities,” he’s shaping the future of the industry one student at a time.

A lifelong learner himself — and a self-described continuing-education junkie — Philip believes that knowledge, when paired with integrity, changes lives.

That philosophy has earned him honors such as:

- 2021 Rising Star Award
- 2022 & 2025 Spirit Award
- 2022 REALTORS® for Children Award

- 2024 Senator Arthur Orr Young Professional of the Year
- 2024 Excellence in Leadership Award
- President, Morgan County Association of REALTORS® (2026 term)

Yet ask Philip what success means, and he won’t talk about trophies. He’ll talk about impact.

Real Estate as Ministry

“Theodore Roosevelt said it best,” Philip says. “People don’t care how much you know until they know how much you care.”



That belief shows up in every part of his business — from mentoring agents, to helping first-time buyers, to hosting community events like Backyard with the Bunch, to supporting organizations like The Circle Ranch and Special Seasons for Gifted Individuals.

Philip sees real estate as his ministry — a way to serve, to encourage, and to open doors not just to homes, but to hope.

The Legacy He's Building

Philip's vision for the future isn't about being the biggest. It's about being the most meaningful.

Through The Wright Bunch Team and P.A.S.S. Real Estate School, he's building leaders who understand that integrity outlasts any market cycle — and that true success is measured in lives touched, not just deals closed.

"If people remember that I led with heart, served with integrity, and helped them believe in themselves again," Philip says, "then I've done what I was called to do."

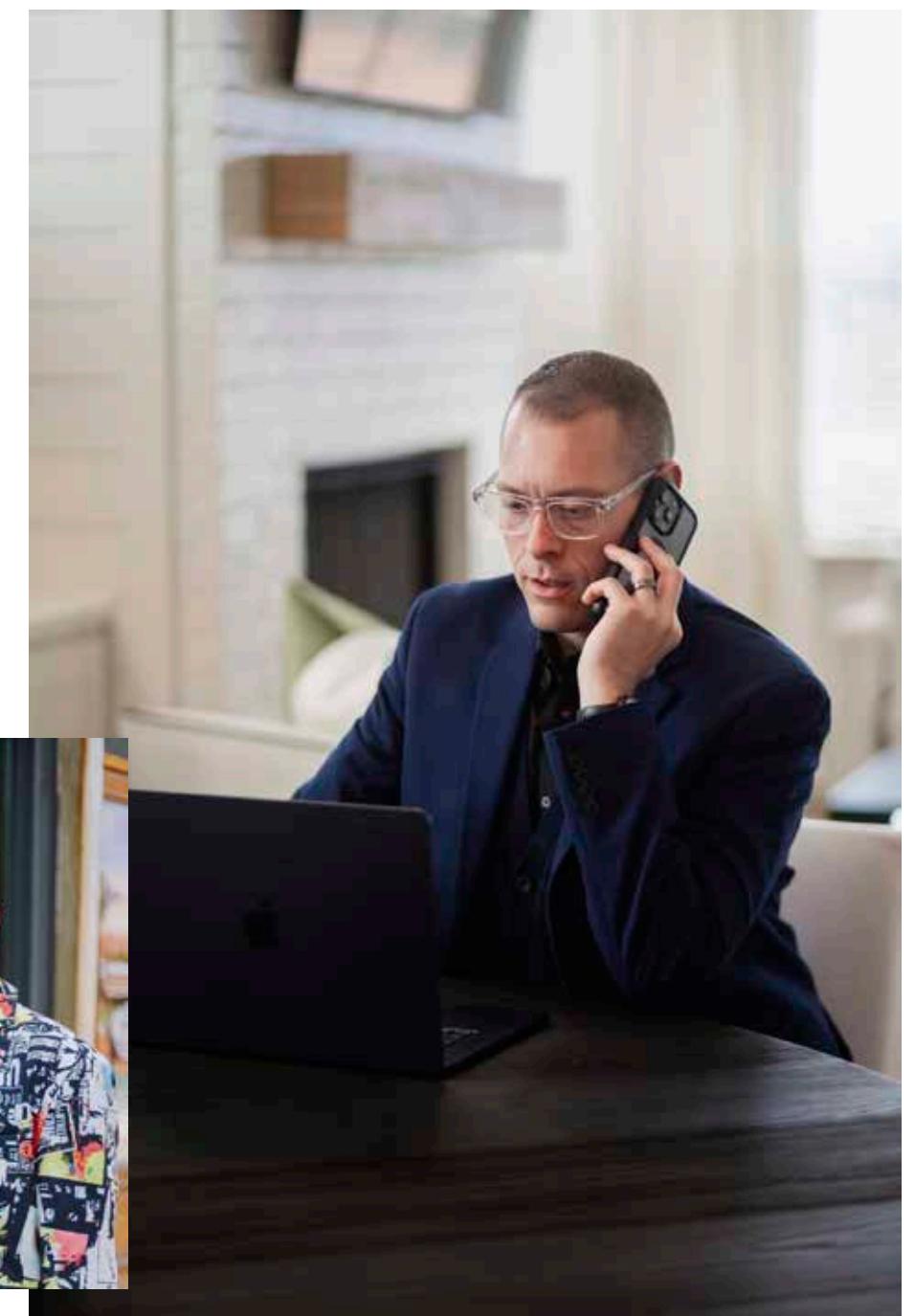
And if they remember him for his legendary fun, crazy blazers too?

Well — that just means they were paying attention.



“

Hospitality taught me to care for people where they are. Real estate gave me the platform to help them get where they want to be.”





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