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COVER STORY

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CHRISTINE BEAULAC

Meet the Realtor
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How Creativity
and Strategy Built
a Standout Brand

PHOTOGRAPHY
BY ALLISON
ERMON
PHOTOGRAPHY
WRITTEN BY
MEGAN TAYLOR-
DICENZO

Born and raised in Canada, Christine Beaulac never imagined that a move to Texas, initially planned as a one-year experiment, would become the foundation of a thriving career and a place she now proudly calls home. Christine's journey to Houston began when her husband launched an oil and gas consulting company in 2008. His work increasingly required him to be in Texas, where companies quickly recognized his talent and relied on his expertise. With two young children and the promise of new opportunities, the family agreed to try life in Houston for a year while keeping their home in Canada under the assumption they would eventually return.

But this is where I was meant to be," Christine shared. While the move came with its adjustments, most notably the welcome shift from Canadian winters to Texan heat, the transition felt surprisingly natural. Houston embraced her from the start, and it did not take long for the city to feel like home. What she did not know at the time was that her own opportunity would unfold, eventually shaping a career defined by dedication, growth, and leadership.

"While my husband's work visa allowed him to step immediately into the oil and gas world, my path looked very different." The visa that allowed Christine and the kids to accompany her

husband to Houston did not allow her to work. She spent about five years as a stay-at-home mom, a complete shift from the 12- to 14-hour days she had been used to in surgical dentistry. "Although it was a different pace than what I was used to, I wouldn't trade that time with my kids for anything!"

When she finally received her Green Card, which gave her the ability to join the workforce, she was eager to return to the field she loved and knew so well. When she discovered that she would need to start from scratch, retrain, and re-license, only to earn a fraction of what she had made in Canada, everything shifted. "It stopped me in my tracks and pushed me to rethink my path". This obstacle opened the door to a much bigger question about what she truly wanted the next chapter of her life to become.

A family connection encouraged Christine to give the industry a look. "Initially, I said absolutely not," Christine laughed. "Why would I voluntarily want to work evenings and weekends? I thought maybe I could try it part-time just to see if I liked it, but as all realtors know, real estate is really three full-time jobs. You trade a 9-5 to work 24/7."

New to Houston, Christine didn't yet have a strong local network. Unlike her community-oriented neighborhood in Canada, where families walked their kids to school and friendships formed on the sidewalks, she found Houston's drive everywhere lifestyle made it harder to meet people organically. She quickly realized that if she wanted to succeed in real estate, she couldn't wait for connections to happen; she would have to create them herself. That realization



when people feel like they are part of something big.

What no one realized that night was that this single event would launch her career into full gear. It positioned her as the realtor to know, the one who showed up boldly, generously, and with a level of professionalism and excitement people did not forget. The buzz from that night carried through every conversation and every introduction that followed. By the end of her first year, those relationships and that unforgettable launch event had led to 19 closed transactions, an achievement that secured her the prestigious Rookie of the Year title. It was the award every new agent dreams of, but only a select few attain.

Christine recalls when the moment finally came to announce the Rookie of the Year. She expected nothing more than to give polite applause for someone else. Her coach had gently hinted that the award was likely going to another agent, so she pushed down her own hopes, convincing herself to simply celebrate whoever's name was called. So when she suddenly heard her own, it felt as if the world stopped for a beat, the sound catching her completely off guard and sending a rush of disbelief through her. For a breathless instant, she wondered if she had heard correctly. Then the room erupted. Dozens of the area's top agents, professionals she had long admired and once viewed as beyond her reach, rose to their feet in a standing ovation that washed over her like a tidal wave. The applause went on for what felt like hours, the kind of thunderous clapping reserved for an extraordinary performance on stage or the moment a crowd begs a band to return for one last song. Every agent in that room understood the commitment,

the sacrifice, and the sheer determination it took to earn such a title, and they did not hold back.

The sound was warm, overwhelming, and deeply affirming. She felt her breath catch as she looked out across the crowd, realizing that every late night, every risk, and every act of generosity had carried her to this moment. That applause was more than recognition. It was a confirmation that she belonged, that she had earned her place, and that she had stepped fully into the life she was meant to lead.

As Christine's business continued to thrive, she formed a small Mastermind group for women who were navigating the same stage of their real estate careers. It quickly became a space for support, strategy, and candid conversations. It was also where she met the woman who would eventually become her business partner, Devida Jarvis.

"We balance each other perfectly," Christine said. "She is truly the yin to my yang, my sounding board, and the hardest working person I have ever met."

Together, they have built more than a real estate team. They have created a community. Their group not only serves clients with a high level of professionalism and care but also mentors young buyers' agents, offering the kind of hands-on guidance they wished they had when they first started.

Christine has structured the business with an impressive level of organization and intention. With a dedicated in-house team consisting of a marketing director, a skilled transaction coordinator, and a meticulous bookkeeper. The team operates with the precision of a well designed system. It reflects Christine's analytical

As Christine's business continued to thrive, she formed a small Mastermind group for women who were navigating the same stage of their real estate careers. It quickly became a space for support, strategy, and **CANDID CONVERSATIONS.**

mind, her love for efficiency and technology, and her commitment to building something that lasts.

And because one business was never quite enough to contain her ambition and her entrepreneurial spirit, Christine expanded into the world of short-term rentals and acquired four Airbnbs in the Smoky Mountains. What began as a simple investment based on months of analyzing data quickly became something far more intentional. These were not ordinary mountain cabins. In a region long known for rustic, traditional stays, Christine introduced a new standard of elevated luxury. Her keen eye for design and detail transformed each property into a refined retreat, seamlessly blending the warmth of mountain elements with the sophistication of high-end style in a way that felt both elevated and deeply inviting.

She designed every space herself and hand-curated every piece in each cabin, from the furniture to the lighting to the smallest décor accents. Nothing was random. Nothing was rushed. Every decision served a purpose, creating an experience that felt thoughtful, immersive, and unlike anything else in the area. In hospitality, perfection is the expectation. "Every stay must feel seamless, every detail must be flawless, and every guest should feel cared for with the same level of service they would receive at the Ritz-Carlton."

This work elevated her understanding of what true luxury feels like and strengthened her commitment to delivering that same standard in her real estate business. The Airbnbs became a natural extension of her brand, a place where her love for design, quality, and exceptional service could shine. Her experience crafting luxury retreats now shapes the way she serves her real estate clients, giving her a depth of insight and a level of attention to detail that truly sets her apart. The same thoughtful touches and elevated standards that make her Smoky Mountain Airbnb's unforgettable also guide how she prepares her sellers' listings. Those small but powerful details become the difference between a home that simply enters the market and a home that stands out from the crowd, capturing attention and creating an emotional connection the moment a buyer walks in.

With that level of intention guiding her work, it was only natural that her impact would continue to grow. So when life brought her family to Willis, Texas, to a brand new community, she stepped into the neighborhood and brought that same passion and precision with her. Drawing inspiration from that unforgettable launch party and eager to connect and serve her new community, Christine climbed into her golf cart and began delivering what she lovingly called "little

packages of joy” to her neighbors. Her playful spirit and genuine kindness quickly became part of the neighborhood fabric, earning her the now iconic nickname, The Booze Fairy.

What started as a simple gesture of welcome soon turned into something much bigger. Residents began waving her down as she drove by, asking questions about the market and seeking her advice on selling their homes.

Her business partner, Devida, still laughs when she remembers one particular evening. They were on the phone reviewing the team’s transactions when the doorbell chimed in the background. She heard Christine’s husband call out, “Christine, someone is at the door wanting you to list their home.”

“I nearly fell out of my chair,” Devida recalls. It was the moment she realized just how magnetic Christine had become in her community. Her presence, her generosity, and her unmistakable energy made her more than a familiar face. She became the person people sought out when they were ready to make a move. In just five years of living there, she has sold fifty-five homes in her community, an achievement that speaks not only to her creativity and generosity but to the undeniable mark she leaves on every place she serves.

Christine also became known for her mega progressive open houses, transforming a traditional real estate tactic into an experience the community genuinely looked forward to. Instead of the simple open house we are all used to, she crafted lively tours where guests traveled from one of their featured listings to the next, each home offering its own themed attraction. One stop showcased a full taco bar



piled high with fresh toppings. Another featured tequila tasting that sparked laughter and easy conversation. A third tempted visitors with handcrafted desserts that felt more like a boutique tasting than an open house.

To heighten the excitement even further, Christine added prize giveaways, including crowd favorites like AirPods Pros, which kept people talking long after the event ended. These progressive open houses drew impressive foot traffic and created memorable, buzzworthy moments that showcased each home in a way buyers would never forget. They were more than marketing events. They were celebrations of community, creativity, and connection, all driven by Christine’s signature flair.

Yet here she stands today, a living reminder of what can happen when someone is brave enough to reinvent themselves, take risks, and show up wholeheartedly for the people around them. Christine Beaulac has built more than a business. She has built community, connection, and joy from the ground up. Her journey from her Canadian roots to her thriving life in Texas is a testament to the power of saying yes, the magic of bringing people together, and the beauty of creating moments that make others feel seen and valued.

She continues to inspire clients, colleagues, and neighbors, leaving a quiet but unmistakable imprint on their lives one home, one gathering, and one moment of genuine joy at a time.

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CHAD HEDRICK

from GOLD MEDALS to GUIDED PURPOSE

Chad Hedrick's story begins in Spring, Texas, just north of Houston. At just 17 months old, Hedrick was gliding across the floor of his parents' roller-skating rink. By his own account, skating wasn't a hobby; it was his identity from the start.

WRITTEN BY MEGAN TAYLOR-DICENZO • PHOTOGRAPHY BY JASON DOTSON WITH DOTSON PHOTOGRAPHY

"I learned how to walk on a pair of skates," Chad laughed. "I was skating six to eight hours a day on traditional skates (two wheels in the front, two in the back), playing video games, and eating food I probably shouldn't have been eating. I realized at a young age that I had a special talent."

That talent quickly turned into something extraordinary. Along with a group of friends, Chad helped form a speed skating team at the rink. They raced locally, then statewide, and eventually across the country. At just eight years old, Chad won his first national championship. At fifteen years old, when inline skates emerged as a new competitive format, his journey accelerated even further.

"I never knew where the end of this journey would be," he said. "I didn't have a long-term goal. I just loved



what I did and let it take me wherever I was headed."

At sixteen, that journey took an unexpected turn into professional sports. After a race, a representative from Oakley approached him and offered a sponsorship on the spot. Long before Oakley became a household name, as a young teenager, Chad was earning \$800 a month to travel the world wearing their sunglasses.

"While my friends were going to prom and homecoming, I was racing

in Berlin, Zurich, and Seoul," Chad remembered. "I traveled the world with a bag and a pair of skates."

From ages sixteen to twenty-six, Chad built his inline speed skating career. He became a nine-time world champion nine years in a row, traveled to 52 countries, and earned royalties from wheels he designed. Yet, despite his success, he often found himself explaining his sport to strangers.

"I was a world champion in something most people had never heard of," he said. "That got old fast."

In 2002, inspired by a fellow skater who had transitioned to ice speed skating and qualified for the Olympics, Chad made a daring decision. At 25, he sold his home and moved to Salt Lake City to start over on ice.

"It was like switching from racquetball to tennis or vice





I STILL
HATE TO
LOSE,
BUT I'VE
LEARNED
**YOU CAN
BE GREAT
AT WHAT
YOU DO
AND
STILL BE
A GOOD
SPORT.** ”



versa,” he explained. “It looks the same, but it’s not.”

What followed was one of the most remarkable transitions in Olympic history. Within six months, Chad qualified for the U.S. National Team. Within seventeen months, he competed in his first World Championship in Norway, a two-day event televised by *ABC’s Wide World of Sports*. He arrived expecting to observe and learn from the best in the world. He left as World Champion.

Suddenly, the world took notice. Late-night television appearances with Jay Leno and David Letterman followed, and skepticism surrounded the young man from Texas who boldly claimed he could win Olympic gold. Three

years after stepping onto the ice, Chad qualified for the 2006 Winter Olympics in Torino, Italy. His first event, the 5,000-meter race, would set his legacy.

“There was a moment where I realized the next six minutes would define me as a person,” Chad said. “I had 35 people from Houston in the stands, including my girlfriend who would later become my wife. My parents were sitting with Laura Bush. I was representing the United States in the very first event of the Olympics.”

When the gun fired, something extraordinary happened.

“I felt like I was skating on clouds,” he recalled. “Like I had a superpower.”

Chad crossed the finish line in six minutes and fourteen seconds—fast enough to secure Olympic gold. For the first time, people *understood* what he did.

“That mattered to me,” he explained. “I wanted to have real conversations with people about my sport.”

That evening, in a plaza in Milan, Ricky Martin performed before Chad was called to the podium. The announcer declared: “From Spring, Texas, 5,000-meter, Team USA, Chad Hedrick, Gold Medal!” As the medal was placed around his neck, time seemed to slow, and the moment revealed something deeper.

“All that pressure I put on myself, it hit me,” he said. “Skating defined

who I was. Without it, I didn't know who I was."

That realization launched a profound transformation. Chad began to reassess his purpose, his values, and his identity. He became a man of faith, was baptized, and embraced life beyond competition as a husband, father, friend, and eventually, businessman.

"I still hate to lose," he admitted. "But I've learned you can be great at what you do and still be a good sport."

At the 2010 Olympics, Chad competed with a new perspective. Older and racing against younger athletes, he finished with a silver and bronze medal, bringing his Olympic total to five medals across two Olympic Games.

When his skating career ended, the transition was difficult. Chad moved back to Houston, tried a career in oil and gas, and struggled to find the same passion he once had on the ice.

"I had competed at a world level for ten years," he explained. "I didn't have many skills outside of skating; that was a challenge."

Then real estate found him. "I don't like to say I found real estate," he said, "because it found me."

Since entering the industry in 2016, Chad has applied the discipline and work ethic that defined his athletic career. Through trial, error, and coaching, a constant throughout his life, he built the *Gold to Sold Group*, now a high-performing



real estate business serving North Houston and beyond.

The team has evolved into a streamlined, "lean and mean" operation. Chad serves as lead agent, supported by a production partner, operations manager, marketing director, and transaction coordinator. The result is efficiency, excellence, and balance.

Today, Chad closes 40–45 transactions annually,

with \$35 million in volume and an average price point of approximately \$850,000 per home.

"Honestly, this is a dream," he shared. "I have a life by design."

That life includes his wife, Lynsey, and their three children: Hogan (11), a tackle football player; Harper (15), a 400-meter runner; and Hadley (16), a soccer athlete.

"It's a busy household," Chad said, "but I've built a business that allows me to be present for my family and for the people who trust me."

From world championships to Olympic podiums to real estate success, Chad Hedrick's journey, once defined by medals, is now defined by faith, purpose, and impact far beyond the rink. Thankfully, most people also understand what real estate is all about, but Chad's still happy to explain.



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