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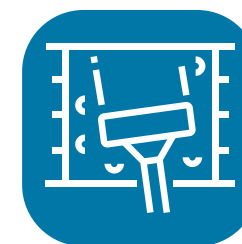
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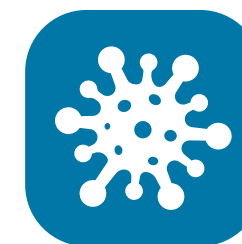
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A Note From the Publisher

Providing a platform to celebrate and unite the top real estate professionals across Acadiana!

BY DRAKE ABSHIRE

Hey Acadiana Realtors!

As we step into the new year, I'm thrilled to share some exciting updates and reminders with our real estate community.

First and foremost, mark your calendars for the ARP Awards Gala at the end of January! We are absolutely looking forward to hosting our very first black tie event, and we cannot wait to celebrate the outstanding achievements within our industry alongside all of you. Keep an eye out for a special announcement coming soon—we'll be sending out a unique way for you to cast your votes across all of our award categories. Your voice matters, so stay tuned!

I'm also delighted to welcome two fantastic new Preferred Partners to our family. Please join me in welcoming **Acadian Haul Away**, your go-to local junk removal company. By

hiring their team, you can save yourself the hassle of loading up your car, driving to the landfill, chucking trash bags in the bins and going home to do it all over again. They offer junk removal services, shed demolition services, apartment cleanout services, hot tub removals, and more.

We're also pleased to introduce **Cozy Corner Cleaners** to our network. With the best prices in town, flexible scheduling, and a 100% satisfaction guarantee, they make it easy to enjoy a spotless home or office without the stress. Whether it's a one-time deep clean or routine maintenance, they're here to bring comfort, care, and cleanliness to your space.

On another note, we're currently seeking your recommendations! If you know of exceptional professionals or companies specializing in grass/landscaping/yard maintenance, home maintenance, or handyman services, please send your suggestions our way. We love connecting our community with trusted service providers.

Finally, an important reminder: Following the Awards Gala, we'll be reevaluating the Top 300 list. We're ensuring that everyone has ample time to wrap up all their end-of-year closings so that sales volumes are accurate and reflective of your hard work throughout the year.

Here's to a successful and prosperous year ahead!

With heartfelt thanks,



DRAKE ABSHIRE

Owner/Publisher

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She Can
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My career is part of who I am. It's my passion, my purpose, and the work that lights me up inside."



"Over the years, I've had the privilege of mentoring agents, sales reps, and sales managers, teaching them not just how to succeed in business, but how to lead with heart and integrity," Lulu David reflects. "This industry has given me a platform to serve people in one of the most meaningful ways possible: helping them find a place to call home. "My career is part of who I am. It's my passion, my purpose, and the work that lights me up inside."

Before real estate ever entered the picture, Lulu learned how to connect with people from every walk of life. She worked as a server and bartender all through college, paying her own way while studying Design and Merchandising with a minor in Business Administration at the University of Louisiana at Lafayette.

"Being able to speak to people while managing all the different personalities and budgets helped me tremendously in all of my careers," she adds. "That ability to relate easily to anyone was the foundation for everything that came next."

After earning her degree, Lulu became a licensed Respiratory Therapist specializing in NICU and Labor & Delivery, another role that demanded focus and steady communication under pressure. She later joined The Linde Group, the world's largest industrial gas

and engineering company, and quickly rose from branch manager to Louisiana South District Sales and Operations Manager in less than a year.

"I worked there for nearly five years," Lulu explains, "and that experience helped me understand how to lead teams, manage operations, and build relationships built on trust." Lulu's shift into real estate started while she and her husband were designing their Youngsville dream home, and she wanted fewer work trips and more time with their son.

"All of the builders, designers, and contractors around me suggested that I should be in real estate with my personality," she recalls with a chuckle. "But I thought, 'No way, not with my clinical background!'"

The growing chorus and a supportive spouse gave her the nudge she needed to leave behind a terrific job, and the work confirmed what everyone around her already knew — it was a natural fit. From the start, Lulu didn't wait for perfect conditions to make the leap. She learned the business fast during the 2016 flood with a sense of urgency and accountability.

"And now here we are, 10 years, with not one regret, and I'm exactly where God always intended me to be," she affirms.

Hands-On, Always

Years in hospitality, healthcare, and Lulu's people-first skill set became her growth engine, while her honesty and integrity became her calling card.





Her business took off quickly because she made genuine connections, and her medical clientele followed her.

“When I first started, I set a goal for myself to reach \$100 million in sales before I retire; but I reached that goal in seven years, something I am particularly proud of,” Lulu acknowledges.

Along the way, consistent production has matched her solid work ethic: At her former brokerage, she was the #1 producer across seven offices from 2019–2022. Last year, she notched 33 transactions and over \$11 million in sales, with 2025 trending much higher.

She launched Lulu David Real Estate Co. in late 2022 and runs lean by design: a solo brokerage owner with a full-time transaction coordinator and assistant, ensuring every client receives hands-on, white-glove service.

“We take a concierge-style approach with thoughtful guidance, consistent design-forward marketing, and an unwavering commitment to doing what’s right for our clients,” she emphasizes. “Every listing and every buyer is touched by me personally, and my clients know they can trust that consistency, care, and follow-through.”

It’s a clear promise that Lulu backs up with how she preps. With a design background and 90% of her business on the listing side, she invests heavily in marketing and staging to make properties pop. “I’m not afraid to spend

money to make my listings stand out,” she points out.

Her advice to newer agents mirrors the way she followed her own path.

“Learn to truly listen, to serve before you sell, and to show up with consistency and integrity every single day,” Lulu advises.

Faith and Family

Lulu’s definition of success has evolved over the years. Growth, goals, and execution still matter, but it’s anchored firmly in alignment with her top priorities. At home, life is centered around Lance, her husband of 13 years, and their sons Maddox (11) and Beck (2). The Davids live in the beloved Sugar Mill Pond, where most days include bike rides, pickleball, fishing, golf-cart runs to the park, and all the neighborhood perks.

As a family, they enjoy movie nights (Harry Potter is in rotation), and chase their big goal of visiting all 50 states; they’re currently at the halfway mark and counting, with Canada on deck next year via a stop in Seattle.

Lulu’s precious quiet time is for praying, journaling, and planning what’s next.

“I love anything that allows me to be creative, intentional, and connected,” she elaborates. “I also have a passion for home design and architecture, and I love blending timeless, Mediterranean-inspired elements with old vintage with stories behind them.”

Lulu’s heart for service is evident in how she shows



“**Learn to truly listen, to serve before you sell, and to show up with consistency and integrity every single day.**”

up in Acadiana: church life at The Bayou Church, past leadership in the Realtor® Association of Acadiana, Youngsville Leadership, six years with the Chamber of Commerce, serving as HOA vice president and on the Hallmark Christmas Committee, and volunteering at ARCA.

“My family keeps me grounded, my faith keeps me centered, and my

purpose keeps me moving forward,” Lulu shares. “I’ve built a business that allows me to live freely, give generously, and grow continually and that alignment is what fuels me every single day.”

Looking ahead, Lulu’s focus is fixed on continuing to build a legacy for her children through her brokerage, one rooted in faith and service.

She is excited about expanding into new areas of real estate, including commercial ventures with her husband that are already in the works.

“Growth is important to me, but it’s the kind of growth that’s intentional, sustainable, and true to who I am,” she concludes thoughtfully. “Do what you love, serve others well, and the rest will follow.”

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Real Estate Journey & Achievements

What inspired you to take the leap into real estate, and what was that first year like for you?
I've always wanted to be self-employed and have control over my schedule. I love homes and helping people, so real estate felt like the perfect fit. My first year was challenging but full of learning and growth.

What's one transaction or client experience that had a lasting impact on you?

One client's story deeply impacted me. He had completely transformed his life and faith, and we would talk for hours—sometimes even praying together. It was an emotional experience that strengthened my own faith and left me with scripture I still carry with me today.

If you could go back and give your rookie self one piece of advice, what would it be?
I'd tell my rookie self to be confident, know your strengths, and trust that things will work out. The

right clients will come, and negativity shouldn't hold you back.

What's a personal milestone or achievement in your career that you're most proud of?
I'm most proud of how quickly my business has grown. Moving back to my small town, I wasn't sure how I'd make it work since many people didn't use a realtor. Today, I've completely changed how real estate is done there and am now a top-producing agent in the area.

What's the best piece of advice a mentor or colleague has ever given you?
The best advice I've received is to never give up—what you do today sets you up for tomorrow. Real estate is like planting seeds; the harvest doesn't come right away, but consistency always pays off.

Challenges & Growth

How do you handle difficult clients or challenging personalities in negotiations?
I handle difficult clients by staying honest, keeping things positive, and talking them through every step.

I remind them that I'm on their side and here to help, not work against them.

How do you stay resilient when deals fall apart or the market shifts unexpectedly?
I try not to let things get to me. I stay prepared for the unexpected and just keep moving forward—there's always another opportunity ahead.

What's a challenge you're still working on overcoming in your career today?
I'm still working on managing the emotional side of the job—staying positive during slow seasons and using that time to focus on my systems instead of doubting myself.

How do you manage stress when juggling multiple deals at once?
A little wine helps! I also make time for my weekly Pilates class and morning walks—they're my quiet moments for prayer and resetting before the day starts.

What's a misconception people have about being a realtor that you wish more people understood?



People think real estate is easy—that I just sell houses and make great money. What they don't see is the behind-the-scenes chaos of managing multiple clients, emotions, and deals all at once. Every client thinks they're my only one, and honestly, that's how it should feel when you're doing your job right.

Personal Insight

What's a personal or business slogan that keeps you motivated every day?

"I can do all things through Christ who strengthens me." It's my daily reminder that with faith and perseverance, anything is possible.

Where do you see yourself in five years, both personally and professionally?

In five years, I see myself building our dream life and home, starting a family, and having more balance outside of real estate—maybe even teaching Pilates or running my own studio. Professionally, I hope my



business continues to grow to a place of true financial and personal freedom.

How do you balance the hustle of real estate with your personal life and self-care?

I make it a point to put my phone away and remind myself it's okay to take a minute for me—even though that can be hard to do sometimes.

What's one non-negotiable daily habit that helps you stay focused and successful?

Morning walks and staying in touch with my clients and sphere—it keeps me grounded, focused, and connected every day.

What's one thing your clients would be surprised to learn about you?

As social as I am, I can also be very introverted and love coming home to peace and quiet. I'm both a city girl and a country girl at heart—I live in the woods with my boyfriend, two cats, and two dogs, and I wouldn't have it any other way.

"Every client thinks they're my only one, and honestly, that's how it should feel when you're doing your job right."



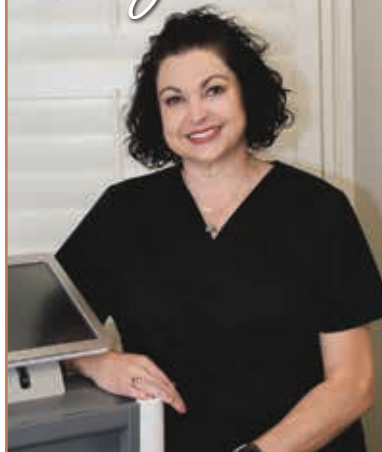
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If you've been in Louisiana real estate for any length of time, chances are you already know the Standard Mortgage name. Founded in 1925, the company is celebrating 100 years of helping borrowers become homeowners, and two pros who've helped fuel that legacy locally are Jessica Tate LeBlanc and Phyllis Miller; combined, the two have originated over \$620 million for Standard Mortgage.

Moreover, Jessica and Phyllis both have 15 years with the company under their belt, as well as a solid reputation for their customer service while getting loans to the finish line with care and expediency.

Natural Fits

Both women arrived at mortgage lending from different beginnings and never looked back. Jessica, a New Iberia native with a Business degree (HR concentration) from LSU, walked into Standard Mortgage for a short-term role in 2010 and found the right fit fast after growing up watching her mother work in banking.

"What I thought was going to be temporary came to be long term," Jessica recalls with a smile. "I found that the quick pace, problem-solving environment of the mortgage business, combined with helping people through their biggest purchases of their lives, really sparked my interest.

"My mother, Janel Tate, is now the manager at our office, and it's fun to bounce ideas off of her," she continues. "We have the same brain when it comes to this business."

Originally from Churchpoint, Phyllis moved to Lafayette in 1979 and attended ULL before choosing the banking and finance path to work her way up. Over four decades, that focus turned into staying power, and a deep book of repeat and referral business.

"I started my career in the early '80s when loan offices handled all types of loans," Phyllis recounts. "As the industry changed, I began to specialize in mortgage lending; I knew that is the area of lending I excelled in, helping customers achieve their goal of home ownership, whether it is a seasoned borrower or one for the first time."

A Century Strong

Standard Mortgage is licensed in 14 states, servicing more than \$6 billion in mortgage loans for 36,000 customers. With eight offices across Louisiana, Jessica and Phyllis proudly call the Lafayette branch home, pairing big-company stability with neighborhood familiarity that agents appreciate.

"We pride ourselves on having competitive rates and fees," Jessica notes. "We also still have a relationship with you after the closing ... Our company motto is 'We are your Lender for Life' because we are a servicing lender for the life of the loan."

Phyllis underscores the difference local execution makes as well.

“

We are very efficient and can move loans as quickly as needed, but we do our due diligence before sending pre-approval letters to make sure there are as few hiccups as possible.”

-JESSICA





“Standard Mortgage is a locally owned family business. They make employees and customers feel like family,” she affirms. “We have local processors, underwriters, and closers all in-house. And since it’s all in our back pocket, we can get deals closed quickly.”

Ask around town and you’ll hear the same thing: these two women are steady, thorough, and responsive. In addition to their home state, Jessica is licensed to originate loans in Texas, Mississippi, Tennessee, and Florida, and Phyllis is licensed in Alabama, Florida, and Georgia, a convenient factor when deals cross state lines with tricky timelines.

“We are very efficient and can move loans as quickly as needed,” Jessica says with pride, “but we do our due

diligence before sending pre-approval letters to make sure there are as few hiccups as possible.”

Over many years in the industry, Phyllis has been successful by keeping her approach laser-focused on what matters most.

“My motto is ‘Customer Service, Customer Service!’ I cannot stress the importance of that,” she emphasizes. “I provide customer service to all parties involved from start to finish of the transaction, and continue with loan servicing.”

It’s not just the numbers either. The people are the point. “Getting to know the buyers and being with them throughout such a vulnerable process,” Jessica says, is what makes the work

meaningful. “Clients are grateful for our involvement in the process which makes us become friends, if not family!”

Phyllis agrees. “It gives me a great sense of pride to make the transaction a joyful one, and to have repeat customers come back to me, and refer their family and friends to me.”

Beyond The Office

At home, Jessica and her husband, Jhy, just hit 10 years of marriage and are busy with daughters Harper (4) and Eloise (3). Weekends often mean “riding in boats, going to camps, and playing on beaches together,” and she’ll happily host friends for a spicy cocktail and, lately, a round of Mahjong.

Married to Allen Angers for a dozen years, Phyllis delights in a larger family circle with his three children, their spouses, and seven grandchildren. In her off hours, she prefers to stay active, working out at Reds — whether it is running, biking, or weight training — and watching all things ULL sports. Travel is always on Phyllis’ radar as well, when her schedule allows, with her next trip to Barbados booked for February.

Both women stay deeply woven into Acadiana’s fabric as well. Jessica’s family recently started school at St. Cecilia in Broussard, and has become involved with both the school and the church, Sacred Heart: “The atmosphere and culture of the community is unmatched,” she adds.

Phyllis is an avid supporter of ULL Athletics and Alumni Association, and acknowledges the relationships formed through Reds and ULL have directly strengthened her practice over the years.

On The Horizon

The pair is candid that lending is undeniably different than when they both started in the business.

“Rules and regulations have tightened in some areas and loosened a bit in

others,” Jessica points out. “But it’s still important that we sell our products to the clients with confidence and to let them know that we are not only there for them during the process but after they close as well.”

“
Our mutual goal is to keep closing loans & keep busy!”

-PHYLLIS

To this day, Phyllis thrives on the challenges that come from change.

“Being in the business for as long as I have, I have truly experienced changes, fortunately most for the better,” she states. “With ongoing changes to lending guidelines, insurance, and rate environment, I always keep up with changes and continue to learn new products so that I can offer to my customers.”

And as Standard Mortgage celebrates a century, Jessica and Phyllis keep their eyes on what counts — a phone call, text, or email that is answered promptly.

Phyllis frames their branch’s future with optimism and zero chance of resting on her laurels:

“Our mutual goal is to keep closing loans and keep busy!” she concludes. “I have no plans to slow down any time soon either; I have tried to do so in the past, and it just doesn’t work for me!”

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