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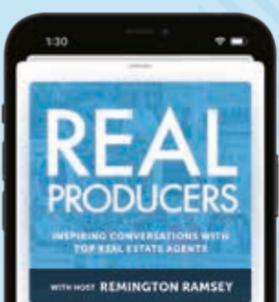
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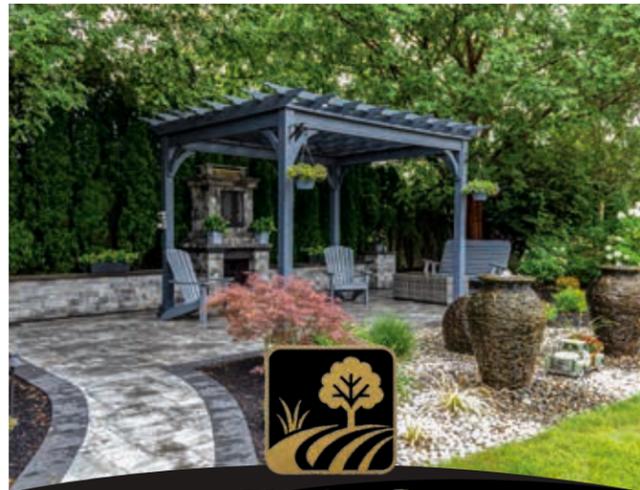
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Ashley Smith

Leading with Heart,
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Ashley Smith

PHOTOGRAPHY BY
EDGAR VILLEDA,
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For Ashley Smith of Meybohm, real estate isn't just a profession, it's a passion woven through every chapter of her life. As a native of Augusta, Ashley has always felt deeply connected to her community. Today, she's channeling that connection into helping others find their perfect place to call home, one client and one closing at a time.

A Natural Fit for Real Estate

Ashley's path to real estate feels almost predestined. "Four members of my immediate family have worked in the business," she shares. "I grew up tagging along to showings, fascinated by homes and the stories they hold. Most kids played house; I toured them."

That early exposure planted a seed that eventually blossomed into a thriving career. Ashley first earned her real estate license in 2019, closing a deal right away before temporarily returning to manage her family's electrical company. The experience not only strengthened her business acumen but also gave her a deep appreciation for the construction process. This is a perspective she now brings to every real estate transaction.

When she returned full-time to real estate in 2023, her momentum was unstoppable. In 2024, Ashley closed 16 transactions totaling over \$2.8 million in volume, and she has nearly doubled that figure this year. Her commitment to excellence earned her the title of Agent of the Year at Summer House Realty which is a testament to her hard work, professionalism, and genuine care for clients.

More Than a Realtor

Ashley's background gives her a unique edge. With firsthand experience in the construction and electrical industries, she brings a level of insight that goes beyond the surface. "I can walk into a home and not just talk about how beautiful the kitchen is," she explains. "I understand what's behind the walls. That knowledge helps me guide clients with confidence and clarity."



Her clients often describe her as approachable, attentive, and detail-oriented. These qualities she believes are essential in an industry built on trust. "Communication is key," Ashley emphasizes. "My clients always know what's happening every step of the way. I want every transaction to feel seamless and stress-free."

Defining Success on Her Own Terms

For Ashley, success is about more than numbers. "It's about impact," she says. "If my clients feel seen, heard, and genuinely cared for, that's a win." Her faith also plays a guiding role in her business philosophy. "I truly believe that when you lead with integrity and put others first, God blesses the work of your hands," Ashley shares.



“

Every effort matters when it's done with purpose.”

Her favorite mantra, “Do good work, stay grateful, and trust the journey” keeps her grounded through the highs and lows of entrepreneurship. “This business is built on faith and persistence,” Ashley shares. “Every effort matters when it's done with purpose.”

Balancing Business and Family

Like many entrepreneurs, Ashley's biggest challenge has been balancing her growing business with family life. Her husband, Ben, has been her steadfast partner in both life and business, and together they share a strong entrepreneurial spirit. Their son, Carson, is a freshman at Augusta University, and their two Shih Tzus, Bear and Missy, complete the family.

When she's not showing homes or writing contracts, Ashley loves spending quality time with her loved ones going to church, traveling to the mountains, white-water rafting, or enjoying fine dining with friends. “Life's best memories are made around good food, great views, and even better company,” she says.

Rooted in Community

Beyond her career, Ashley is deeply invested in the local community. She and Ben are proud members of The Pinnacle Club, where Ben serves on the board and Ashley is an active member of the social committee. She also volunteers her time with the Young Professionals Network (YPN) and RPAC Committee through the local Board of Realtors organizations that allow her to connect, collaborate, and give back to the industry she loves.

Looking Ahead

The future is bright for Ashley Smith. She's focused on expanding her business, growing her rental portfolio, and building a brand that stands for excellence, authenticity, and connection. “Everything I've achieved has been through God's grace,” Ashley says. “My goal is to keep walking in faith, trusting that He'll continue opening the right doors at the right time and maybe one day become a name everyone recognizes.”

At her core, Ashley leads with heart, hustle, and honesty. “Real estate isn't just about properties,” she reflects. “It's about people and possibilities. I want every client to walk away saying, ‘That was actually fun!’ Because buying or selling a home should feel exciting, not overwhelming.”





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COLOR WITH CHARACTER:

How Fresh Coat Painters of Augusta Is Transforming Homes — and Lives

Andrew Hughes

Photography by Edgar Villeda, StrongShots Studio

For Andrew, success isn't measured solely by profits or projects completed.

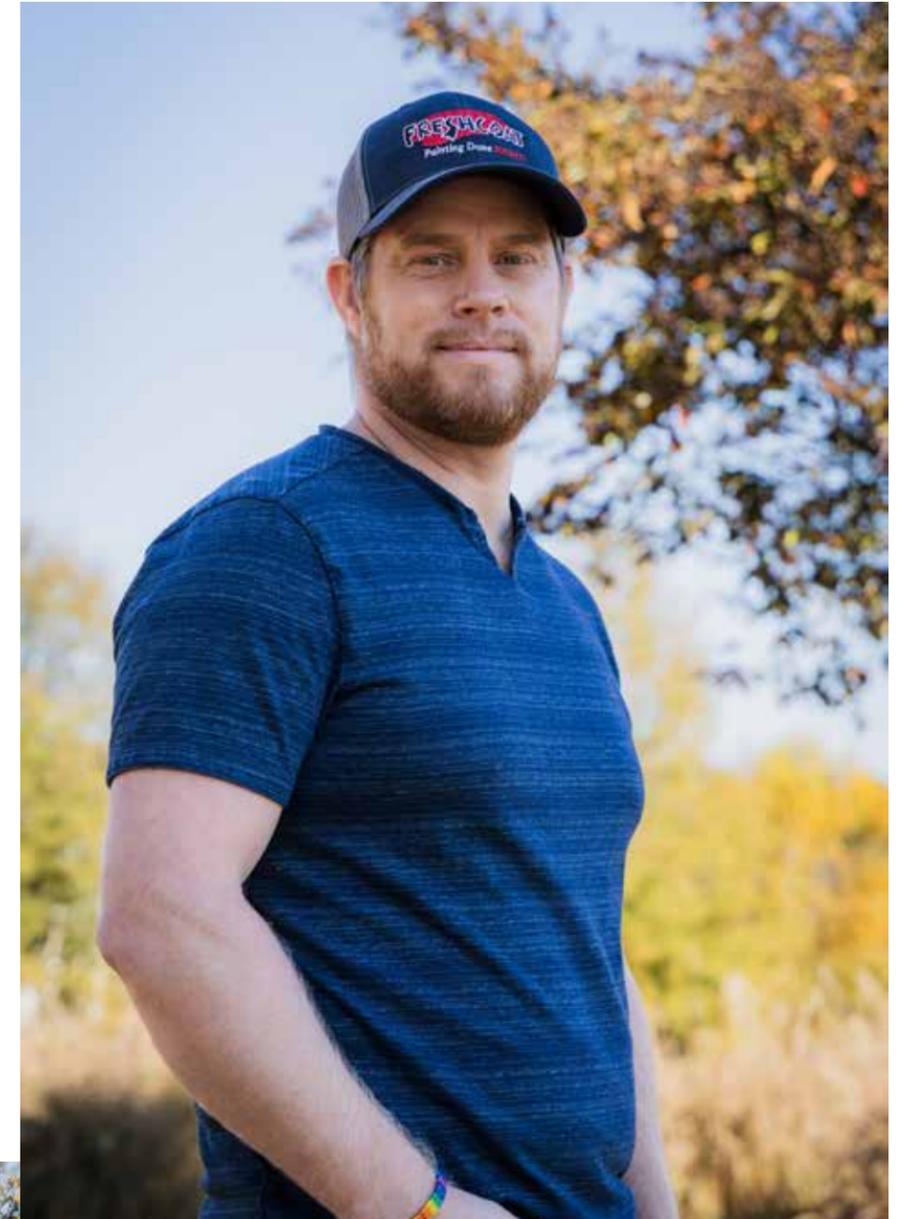
It's about people, purpose, and progress.

When most people think of career shifts, they imagine small pivots — a new role, a new title, maybe a new company. But for **Andrew and Perla Hughes**, owners of **Fresh Coat Painters of Augusta**, their leap was about much more than a job change. It was about finding purpose, people, and passion — one brushstroke at a time.

From Engineering to Entrepreneurship

Andrew's journey to entrepreneurship began with a bit of soul-searching.

"As an engineer at Plant Vogtle, I dreaded spending my days poring over schematics in a cubicle," he recalls. "I realized my past experiences in home services were far more dynamic and



rewarding." That realization led him and his wife, Perla, to open Fresh Coat Painters of Augusta — a business rooted in craftsmanship, care, and community.

Redefining Success, One Stroke at a Time

For Andrew, success isn't measured solely by profits or projects completed. It's about **people, purpose, and progress**. "Nothing is more rewarding than hearing a team member say they've found a great place to work where they feel valued," he says. "We also strive to deliver unreasonable hospitality to our clients — through intentional acts of care and kindness.



And of course, we're always learning. Painting may seem simple, but there's always something new to master."

Lessons in Leadership

Like most small business owners, the couple's early days were full of challenges — but also opportunities to grow. "Leadership means giving kind corrections and owning mistakes," Andrew shares. "Those moments test integrity, and we use them to prove that we'll always make things right, no excuses." That mindset, rooted in integrity and empathy, shapes every decision they make. "When a problem arises, we start with those values and work toward solutions that never compromise them."

Collaboration Over Competition

In an industry often marked by rivalry, Andrew takes a refreshing approach. "Homeowners in the CSRA are fortunate — there are many talented painters here," he says. "I actually consider several of my competitors friends. I've even taken new painting business owners out for coffee! Around here, it's not uncommon for companies to lend each other a ladder. We're lucky to work among good people."

A Home to Remember

While every client holds a special place in their hearts, one project stands out. "Joe and Victoria M. had just moved here from out of state and wanted to warm up

their all-white modern home," Andrew recalls. "We painted most of the walls in Sherwin-Williams Dovetail (SW7018) and used Urbane Bronze (SW7048) to color-drench a few rooms. Their dining room became this cozy library-speakeasy vibe that I've since tried to recreate in my own office. Their vision turned into a stunning statement piece." (Photo attached)

More Than Paint

Fresh Coat Painters of Augusta offers much more than color transformations. The team handles **interior and exterior painting, wallpaper and popcorn ceiling removal, trim repair, door refinishing, limewash and German schmear, and fence and deck staining.**



Whether it's restoring a front door's shine or turning a plain room into a design statement, the crew brings precision and pride to every project.

Balancing Work, Family, and Life's Big Picture

When the paintbrushes are set down, life is equally vibrant. Andrew and Perla's two energetic kids keep them busy with camping trips, playground adventures, and bike rides.

"Watching them grow into kind, curious humans is the greatest joy of all," Andrew says with a smile. Owning a small business doesn't always allow for perfect balance, but the couple makes time for what matters. They travel to visit family twice a year, attend painting conferences, and take one "just us" trip annually. "Someday, we hope to earn the freedom to make travel and leisure our full-time focus. Until then, we keep our heads down and work hard to build that future."

Looking Ahead

For now, the couple's vision is clear: continue building the best place for painters to work in the CSRA. And beyond that? A bucket list filled with global adventures — from Southeast Asia and Europe to the Mediterranean and South America. **Fresh Coat Painters of Augusta** isn't just painting homes. They're coloring lives with care, integrity, and heart.



"Someday, we hope to earn the freedom to make travel and leisure our full-time focus. Until then, we keep our heads down and work hard to build that future."

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A Legacy Of Service: HOW MOTHER-SON DUO Rose Marie Marshall & Shane Yeager

PHOTOGRAPHY BY EDGAR
VILLEDA, STRONGSHOT STUDIO

BUILT A REAL ESTATE POWERHOUSE

In the heart of Greater Augusta, where relationships matter as much as results, few names carry the weight of dedication, professionalism, and genuine care like the Full-Service Team of Braun Properties, LLC. Led by the dynamic mother-son duo **Rose Marie Marshall** and **Shane Yeager**, this family-rooted team has turned their shared values of integrity, perseverance, and service into a thriving real estate legacy.

From California to Georgia — A Leap of Faith

For Rose Marie, real estate was never just a career move; it was a calling born from courage and family devotion. Raised in San Diego in a close-knit Mexican American family, she was instilled early with the values of hard work, faith, and community. After years as a bilingual recruiter and human resources professional, she and her husband Jim made a bold

decision in 2004 — to leave California and move to Georgia, following their two sons, Justin and Shane, who had both joined the U.S. Army after 9/11. That leap of faith set the stage for a new chapter. “With my background in HR, I realized I was already in the business of helping people find their perfect fit,” Rose Marie recalls. “I just transferred that skill — from finding people jobs to finding them homes.” In 2005, she earned her real estate license and quickly established herself as one of the area’s most respected agents.

Building the Full-Service Team

Over the next two decades, Rose Marie’s hard work and heart for others propelled her to leadership roles, including serving as Vice President at Blanchard and Calhoun Real Estate, where she earned numerous Top Producer honors. Rose Marie is a strong believer in networking. She enhanced





her real estate career by joining the Columbia County Chamber of Commerce where she became an Ambassador helping the Chamber increase their membership clients. Through that affiliation she then interviewed and gained acceptance into their Leadership class and became a proud graduate in Leadership in 2017. She formed professional relationships that propelled her real estate career.

But her proudest professional moment came when she teamed up with her son Shane. Under Braun Properties, LLC, Rose Marie and Shane now lead a talented team of four — Rose Marie, Shane, and two fellow REALTORS®, Shalynn Pruett and Nikki Bender. Together, they closed 66 transactions totaling over \$20 million in 2024, earning a place among Greater Augusta's top-producing teams. "Working in a team allows us to serve our clients better," Shane explains. "We support each other, cover for one another, and ensure nothing gets missed and no client ever feels left behind. Our goal is simple — service beyond measure."

Rose Marie and Shane, licensed in both Georgia and South Carolina, hold college degrees, and having an education has always been important in that it also formed their foundation for leadership. In education, you have to write, complete assignments, meet deadlines, have strong communication skills with both peers and teachers. These qualities provide a background to be successful



We support each other, cover for one another, and ensure nothing gets missed and no client ever feels left behind. Our goal is simple — service beyond measure."

in life and certainly in real estate.

Military Pride, Community Focus

Both Rose Marie and Shane share a deep connection to the military community. Shane, a retired Army cryptologic linguist fluent in Pashto and Arabic, served his country for over 20 years before transitioning to real estate. His experience instilled discipline, leadership, and empathy — qualities that now guide his approach to clients. "Leaving

a secure government position for a commission-based business was scary," Shane admits. "But I took a leap of faith and practice the mantra to 'Take care of people, and the business will take care of itself.' That mindset has carried us far."

Rose Marie, certified as a Military Relocation Professional, takes particular pride in helping veterans and active-duty families find their homes. "Serving those who serve us is one of the greatest honors," she says.

The team even sponsors the Columbia County Chamber's annual Military Executive Luncheon, one of the many ways they give back to those who protect our nation.

Faith, Family, and Perseverance

For Rose Marie, family is the heartbeat of everything. "La Familia — that's what keeps me motivated," she shares with a smile. "My husband, my children, my grandchildren — their love gives me purpose every day." In addition to Shane, Rose Marie's other son is Justin, who is a captain at the Richmond County Fire Department, and her daughter, Sabrina, is the Director for Product Marketing at TaxSlayer. Rose Marie's personal motto, "Siempre fuerte y adelante"

— always strong and move forward — is a lesson she has passed to her children and one that defines her success. "Genius in the eyes of the wise is nothing but perseverance in disguise," she adds. "That perseverance has guided me through every challenge."

And challenges there have been. From raising two sons as a single mother to starting fresh in a new state, Rose Marie's journey is one of resilience and faith. Real estate became both her career and her ministry — a way to serve others with integrity and compassion.

Charlie the Service Dog: A Realtor's Best Friend

When Shane officially retired from the National Guard in 2023, life shifted into a new





Shane, Jim, Rose Marie & Justin

rhythm—one filled with open houses, client meetings, and a new four-legged partner by his side. That partner is Charlie, a sweet golden doodle who has become not only a cherished service dog, but also a beloved staple of Rose Marie and Shane’s real estate business. Charlie, a perfect blend of golden retriever warmth and poodle



Charlie

“Relationships are everything in this business — and when we take on a client, we treat them like family. That will never change.”

intelligence, has a personality as big as her curly coat. She jumps into each day with boundless enthusiasm, eager to explore new homes and properties. And it’s no surprise—Charlie rarely misses an appointment. The moment she sees her owner getting ready to leave for the day, she can hardly contain herself, bouncing with excitement at the adventure ahead.

In a business built on relationships, Charlie has become a secret superpower. With her friendly spirit and intuitive nature, she reminds everyone she meets—clients,

colleagues, and even fellow pups—that home isn’t just a place. It’s a feeling. She truly is a realtor’s best friend.

The Next Generation of Service

Today, Shane brings a modern perspective and business acumen to the team, combining his MBA training with his military precision. Whether playing pickleball in Evans, playing a round of golf, mentoring fellow agents, or helping clients navigate complex transactions, he leads with humility and purpose. Their combined strengths — Rose Marie’s wisdom and Shane’s strategy



Rose Marie & Sabrina

— make them an unstoppable force. “Integrity first, service before self, and excellence in all we do,” Shane says. “That’s our foundation.” Rose Marie is also bilingual in Spanish, which helps her serve the Hispanic community in a greater way.

Looking Ahead

As Rose Marie looks toward eventual retirement, that will definitely include more travelling with her husband Jim, as well as scouting out new restaurants, she does so with gratitude for the career that changed her life. “We’ve built something lasting,” she reflects. “Helping people, supporting our community, and watching my son carry this legacy forward — that’s success.”

For Shane, the vision is clear. “We’ll continue to grow, to serve, and to give back,” he says. “Relationships are everything in this business — and when we take on a client, we treat them like family. That will never change.”

Together, **Rose Marie Marshall and Shane Yeager** embody what real estate at its best truly means: heart, heritage, and a higher purpose. Through every transaction, they prove that home is more than a place — it’s a calling.

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