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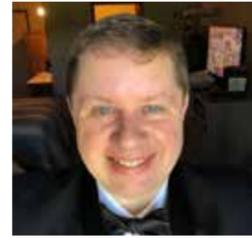
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 **\$13,849,505**

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# Economic & Real Estate Outlook for 2026

## Alabama Gulf Coast

CURRENT RESEARCH AND FORECAST

RESEARCH BY ROBERT ORSO

The 2026 outlook for the Alabama Gulf Coast region suggests a measured but optimistic horizon: steady economic underpinnings, near-term headwinds still present in real estate, and opportunities for savvy investors and buyers. The region—especially areas such as Gulf Shores, Orange Beach and the broader Baldwin/Mobile counties corridor—stands to benefit from jobs, tourism and coastal lifestyle appeal, while also needing to navigate affordability, inventory and coastal-risk dynamics.

### Economic Fundamentals & Tailwinds

Alabama’s economy is showing signs of momentum that bodes well for the coast. According to the state’s economic-development review, Alabama has secured meaningful industrial investments, infrastructure projects and a pro-growth mindset. Gulf Shores Official Website+3Expansion Solutions+3Southeast Crescent Regional Commission+3 The coastal region’s tourism footprint is also substantial: for example, the city of Gulf Shores reports over five million visitors annually injecting nearly \$3 billion into the local economy. Gulf Shores Official Website For 2026, this suggests:

- Job stability in sectors like leisure/tourism, hospitality, retail and construction along the coast.
- Growth potential tied to infrastructure improvements and accessibility enhancements (e.g., road/bridge projects, better beach-area access).
- Modest population inflow: retirees, remote-workers and second-home buyers may continue to migrate to the Gulf for lifestyle & value.

At the same time, interest-rate pressures, insurance and coastal exposures remain headwinds.

### Real Estate Outlook on the Coast

#### Current signals

Across Alabama, real-estate indications for 2025 show a transition to more balance: more inventory, somewhat less frenzied competition, and a shift toward buyer leverage. Alabama Association of REALTORS For the Gulf-Coast coastal sub-markets:

- In Gulf Shores, June 2025 data shows listing inventory increasing and homes selling under asking price in many cases. Rocket Mortgage

- Condo markets in Gulf Shores/Orange Beach show higher months-of-supply and less overheated competition—inventory in some segments nearing a full 12-month supply. Luxury Orange Beach
- Housing price appreciation for the Gulf Coast region generally is modest: several sources cite 2-4% year-over-year typical growth. Search the Gulf
- In Baldwin County specifically: June 2025 median sales price hit ~\$350,000 but was down ~4.1% year-over-year and sales slowed somewhat. ACRE - Alabama Center for Real Estate

### Forecast for 2026

Given these inputs, the 2026 real-estate outlook for the Alabama Gulf Coast can be summarized as follows:

- **Price appreciation:** Expect **modest gains**, perhaps in the 1-4% annual range for many segments, with stronger upside in well-located properties (water view, beach access, turnkey rental history) and weaker or flat outcomes in less-desirable or over-built segments.
- **Sales volumes:** With inventory improving and buyer financing slowly normalizing, sales volumes should see improvement versus the slowest parts of 2024-25—but this will not be a boom.
- **Inventory & time-on-market:** Inventory will likely remain elevated relative to the overheated market of 2021-22, giving buyers more choice and negotiating power. Sellers may need to discount or offer incentives.
- **Luxury/second-home / condo markets:** These segments will be more closely tied to vacation-rental yields, investor sentiment and carrying costs (HOA, insurance, maintenance). Premium beachfront condos may see more selective demand—if rental income and occupancy remain strong.
- **Affordability & value positioning:** The Alabama Gulf Coast remains more affordable than many coastal markets, which is a structural advantage. Buyers who value lifestyle may capitalize on that relative value.
- **Risk factors:** Close attention must be paid to insurance costs (wind, flood, hurricane risk), rising ownership costs (HOA, maintenance) and macro-economic moves (interest rates, employment shocks). These could suppress returns or slow appreciation.

### Strategic Implications for Buyers, Sellers & Investors

- **Buyers:** This is a favorable moment to enter the market for the right property—especially if you find a well-located home or condo and lock in a manageable rate. Because growth won’t be explosive, wisdom lies in targeting long-term hold rather than short-term speculative flips.
- **Sellers:** Realize that competition is higher, and pricing expectations should be realistic. Properties that require significant renovation or are poorly located may take longer to sell or require concessions.

- **Investors / rental-property owners:** For condos or beach homes intended for vacation rental use, underwrite conservatively—assume moderate occupancy, rising insurance/HOA costs, and potential regulation changes. Top locations with strong rental history will outperform.
- **Risk-management:** Factor in storm-risk, insurance premium escalation, diminished rental yield and interest-rate fallback scenarios. For coastal properties especially, plan for higher carrying costs and occasional drawdowns.

### Final Take

In sum, 2026 for the Alabama Gulf Coast real estate market is shaping up to be a **steady, foundational year**—not a boom, but certainly not a bust. With the region’s economic underpinnings intact, lifestyle appeal strong, and housing market dynamics returning to more normal-range behavior, there are meaningful opportunities for buyers and investors who approach the market thoughtfully and with realistic expectations.

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# Stephen + Kes HARRISON TEAM

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That's the motto Stephen Harrison has lived by for decades, and his wife, Kes, couldn't agree more. Together, the two make up one of the most seasoned and recognizable real estate teams along Alabama's Gulf Coast.

With a combined 50+ years in the business, representation of multiple well-known developers, and a referral base most agents only dream of, Stephen and Kes have created a legacy rooted in trust and consistency.

"We run our business with compassion for the buyers and sellers we work with," Kes explains. "We truly do care about them and make sure they get what they want and need, regardless of the hour."

#### Different Paths Converge

The Harrisons' individual paths into real estate couldn't have been more different, yet both were shaped by decisive turning points.

A true local, Kes grew up in Orange Beach and spent 20 years as a dental hygienist before deciding it was time for something new. "I was restless after two decades in that profession," she admits. "Real estate felt like a natural fit because I was still using people skills I had honed at the dental office."

Stephen's former career was a little wilder and much louder. Originally from London, he immigrated to St. Simons Island, Georgia, where he earned his Eagle Scout badge before spending 15 years touring as a classic rock musician and singer. But life on the road eventually wore him down.

"In the mid-'80s I was on the road playing music and I played at a place called Margaritaville; I fell in love with Gulf Shores and never left," he recalls. "I also realized it was time to get serious with life and being a rock star was a childhood dream gone bad."



Encouraged by his mother — a successful agent who still sells in Georgia — Stephen made the leap and obtained his real estate license in 1992. Kes entered the field in 2005 and eventually the two met in their real estate office and fell in love.

#### The Power of Partnership

When Stephen and Kes married in 2012, it was only natural that their lives and careers merged into one. Teaming up wasn't a branding move, it was simply how they balance each other out as a couple.

"Stephen handles the front-end work with the majority of our developers, and I handle the back-end paperwork and marketing, in addition to having several of my own clients," Kes explains.

In 2024, the pair closed \$37.3 million across 25 transactions, and they've already set the stage for a banner year ahead.

"We both believe 2026 is going to be huge," Kes affirms with a smile. "We have several new developments coming on the market that we're very excited about."

Their success has earned them some of RE/MAX's highest honors, including the RE/MAX Circle of Legends Award, and Chairman, Titan, and Diamond Club awards.

But for both of them, success isn't defined by the trophies.

“Success is happiness,” Kes says. Stephen chimes in: “Ditto! You gotta be happy with your career and life in general. Being able to spend time with family while maintaining a healthy income fits that definition for us.”

To this day, their work remains deeply personal, rooted in exceptional communication. That old-school consistency is the backbone of their business and the reason clients keep coming back.

“Communication has become lost in text and email,” Kes reflects. “In this business you need to pick up the phone and speak to someone.”

Stephen, who has been with RE/MAX of Gulf Shores for 30 years, nods in agreement.

“Our business is structured on referrals with a majority of repeat clients because we’ve been in business so long and have built great trust over the years.

“It doesn’t happen often,” he continues, “But if, for example, my phone rings in the middle of the night and there’s an issue, I’ll dive right in.”

#### Developer Approved

If you ask locals who they trust with major new developments, the Harrisons’ names come up quickly. And for good reason.

“We have sold over one billion dollars worth of real estate in our career, including over 250 new luxury single family cottages in the last decade — so we have a good reputation,” Stephen notes.

Kes affirms this sentiment: “It’s not just a sale to us; it’s people’s lives you are dealing with, and I think that gets lost so much these days. We don’t take that lightly.”

Their relationships are extensive and growing by the day, as the Harrisons represent several well-established developers in the area.

“We are excited to release several new vacation resort developments in 2026, including Crystal Village, Edwin Oaks, Ocean Blue, and Saltwater Cottages,” Stephen elaborates.

“  
We both  
believe 2026  
is going to  
BE HUGE.”  
- Kes

#### On The Homefront

Away from the office, life for Stephen and Kes is anything but boring. They’ve been married now for 13 years and have two daughters between them: Morgan (married to Travis, with sons Barrett, 12, and Case, 8) and Sarah, whose son Nico is 7. The couple also share a lively household that includes two dachshunds, Jack and Charlie, and two American Quarter Horses, Lucy and Cupcake.

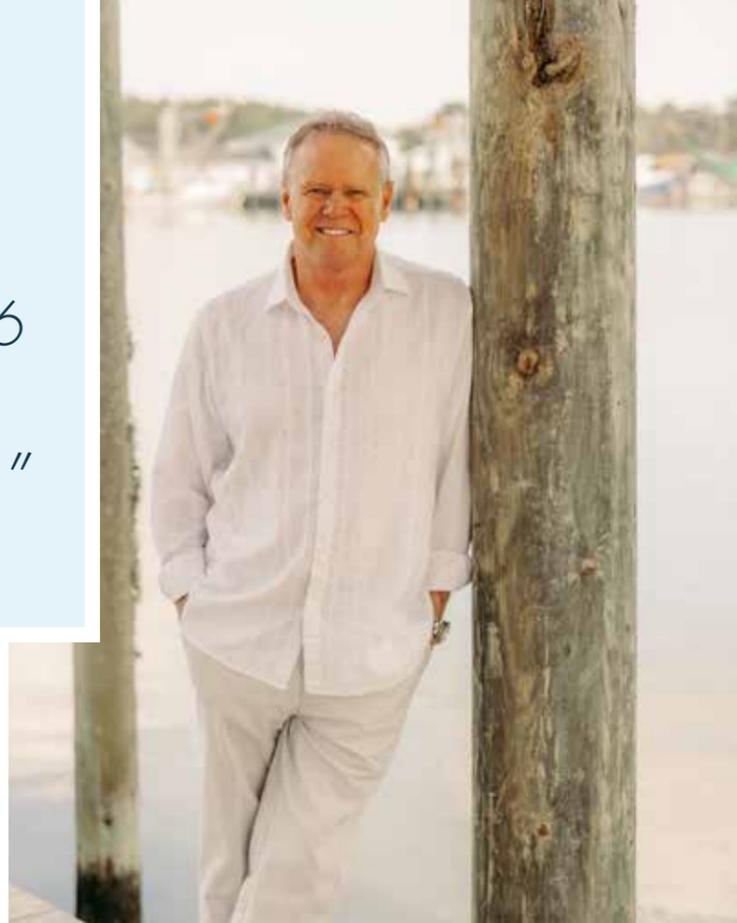
There’s no doubt Kes is happiest in the saddle. “My true passion is horses,” she shares. “I show as often as I can! My favorite place is the World Equestrian Center in Ocala, Florida.”

In his downtime, Stephen enjoys boating and golfing, and just returned from a 10-day whitewater rafting trip in Idaho. Together, they’re “spur-of-the-moment travelers,” ready for a new adventure when the moving dust settles.

“We have been building our dream house for what feels like 100 years and finally moved in last month!” Kes elaborates with a grin. “But next year we’re planning another Disney cruise with our grandkids.”

As for the future? Don’t bet on the Harrisons slowing down any time soon.

“We look forward to providing quality beach properties for families to enjoy for years to come,” Stephen concludes. “And we will continue to build our legacy on experience, going strong on communication and genuine care.”



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# BRANDON MORGAN

Dream Home Productions

By any measure, the character of Mobile Bay Real Producer Spotlight Vendor for January, Brandon Morgan, has been defined by self-motivation, faith, and an unwavering drive to serve others. Today, he is the founder and local owner of Dream Home Productions, one of the Central Gulf Coast's rising real estate media companies. But long before he was flying drones over residential properties or producing dynamic video tours for agents across multiple states, Brandon was a kid with a trombone in a small north Alabama town called Addison.

BY RON SIVAK  
PHOTOS BY TYLER  
BONNER, CAPTURE  
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### Small Town Life

Born in Jasper and raised in Addison (pop. 651), Brandon grew up where community mattered and everyone stayed busy. Huntsville was the nearest major city, snow fell occasionally and Mobile seemed worlds away.

At Addison High School, Brandon threw himself into music and academics. He played trombone from elementary school through graduation and performed in honor bands and concert clinics at Auburn University and UAB. These experiences not only sharpened his musical skills but introduced him to the concept of leadership: watching, learning, and transforming himself into someone others sought out for guidance.

His life outside the classroom was equally full. He excelled academically, remained active in his church, and was drawn to choir, theater, volunteer events as well as dabbling in media and sound work. These seemingly modest beginnings would become the foundation for a career path he never saw coming.

### New Direction

After high school graduation, Brandon earned a full music scholarship to Northwest-Shoals Community College in Phil Campbell. He sang in choir, played in jazz band, and pieced together finances through scholarships, grants, and part-time work to cover his tuition, books, and living expenses.

Morgan experimented with different academic paths until settling on business - a decision influenced by an employer who once told him that a business degree is "something one can never go wrong with." Those words stuck, and Brandon embraced the field wholeheartedly.

When it came time to pursue a bachelor's degree, a group of close friends encouraged him to look south toward Mobile. In a whirlwind month, he applied to the University of South Alabama, was accepted, transferred jobs, secured student housing, and even arranged temporary accommodations through a family connection at Oak Park Church. That connection would prove pivotal.

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### New World

While earning his business degree and working part-time at Oak Park Church, Brandon found not only a supportive community but the woman who would become his wife. Through mutual friends and shared academic circles, he met Jenny, a Mobile native and an equally driven student pursuing a degree in political science. She later earned a master's in secondary education and is currently completing a certification through the University of Alabama to become a school principal.

The couple's shared ambition and values created a strong foundation. Their son, Leland, now a first-grader at Covenant Christian, stays at the center of Brandon's world.

After graduating from South Alabama, Brandon accepted a full-time administrative role at Oak Park Church. In 2017, the church hired a media director, someone coincidentally from Brandon's own hometown region and a fellow Northwest-Shoals alum. They shared a background sparked by friendship that fueled Morgan's budding interest in videography. Brandon soon purchased high-end cameras, studied online and immersed himself in the craft to absorb every nugget of knowledge available.

### Untapped Market

The turning point came in 2020, when Brandon and Jenny were searching for a home. As they scrolled through listings, Brandon noticed the same issue again and again: the photos and videos simply didn't match the quality buyers needed.

He began researching real estate media and quickly realized how large - and underserved - the market was along the Gulf Coast. With his business knowledge, creative instincts, and self-taught skills, he invested in professional equipment and sought out top industry leaders for guidance. His first break came through a realtor at his church who believed in his potential and let him shoot her listings. Word spread, and Brandon's reputation grew.

### Dream Home Productions

By 2021, Brandon had officially formed his LLC. By February 2024, he was ready to take the leap into full-time entrepreneurship. Today, Dream Home Productions serves agents across Alabama, Mississippi, and Florida, offering a comprehensive package of real estate marketing services designed to make the client experience effortless.

What truly distinguishes him is his agent-centered video tours. Morgan films realtors on camera, helping them present a hook, strengthen their personal brand, and build relationships with future clients. He also incorporates artificial intelligence into his editing process to enhance clarity, polish, and audience engagement. "Our pricing structure is intentionally accessible because every home deserves professional attention, not just the million-dollar properties." Brandon said.

### Looking Ahead

With demand accelerating, Morgan plans to expand his team within the next three to five years. He envisions hiring and training more photographers and videographers, extending his coverage area, and continually adopting new technologies to keep Dream Home Productions at the cutting edge of the industry.

### Family, Faith and Balance

Despite his growing business, Brandon stays grounded in the values he learned as a teenager in Addison - discipline, servant leadership and strong faith. When he's not



“

Our pricing structure is intentionally accessible because every home deserves professional attention, not just the million-dollar properties.

behind a camera or editing content, he spends his time with his family, a priority that keeps him centered and motivated.

Reflecting on his journey from church sound booths to professional videography, and from a rural Alabama hometown to the Gulf Coast's booming real estate market, Brandon sees a clear thread. Every step prepared him for the next, shaping him into a business owner driven not only by ambition but by service.

From Addison to Mobile, from trombones to drones, he continues to build his company with the same philosophy that guided him from the start: making every home a dream home.

For more information about Dream Home Productions or to schedule real estate photography, contact Brandon at (256) 590-3510 or dreamhomeprod@gmail.com

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# Lesley Hendon

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## REAL ESTATE COMBINES ALL THE THINGS I LOVE!

Lesley Hendon is a Realtor® with the Dorman Group at Mobile Bay Realty.

She's been working in real estate since mid-2024 and said she has hit the ground running with a strong first year. "Although I'm newer to the industry, I bring over a decade of business, marketing, and client-service experience that has made the transition feel natural.

She got into real estate by following her passion for homes, design, and helping people.

"It wasn't until a few years after moving to Fairhope that I finally decided to turn that passion into a career," she added. "I had spent years in event planning, marketing, and owning small businesses, and I realized that real estate combined all of the things I love most - relationships, creativity, problem-solving, and serving my community. Once I took the leap, I knew immediately that this was the career I was meant for."

### Hospitality and Customer Service

Lesley was born in Fort Walton Beach, Fla. and raised in Florence, Ala. then she said she spent 15 years in Birmingham, Ala.

"I graduated from Auburn University with a degree in Hotel and Restaurant Management with a focus on event planning," she explained. "I later spent over ten years working in healthcare marketing with our family business, Beltone. Before real estate, I also owned two event-based small businesses - Tap & Pour and Pop & Pour Party Co. That combination of marketing, hospitality,





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REWARDING.”**

**Gulf Coast Living**

Being raised in Alabama, Lesley has developed an appreciation for life along the Gulf Coast. “The Gulf Coast is truly special - it’s a place where charm, lifestyle, and community come together in a way that feels almost magical,” she added. “Fairhope especially embodies that small-town warmth with breathtaking views, walkable streets, beautiful neighborhoods, and a strong sense of connection. People move here for the lifestyle, but they stay because it genuinely feels like home.”

That sense of home is what Lesley said welcomed her into their casual lifestyle. “Losing my best friend Rachel to cancer was a major turning point for me,” she explained. “It shifted my perspective on how short life is and how important it is to pursue what truly fulfills you. Chairing the American Cancer Society’s “Shuck Cancer” event back in April 2025 was a meaningful way to honor her.

and entrepreneurship has heavily shaped how I run my real estate business today.”

Lesley said her first job gave her skills that still guide her today. “My first job was in the hospitality industry, which taught me early on about customer service, communication, and the importance of making people feel seen and cared for.”

**Advocating and then Celebrating**  
Being in real estate, she said her favorite part is the relationships she builds with her clients. “Being able to guide people through one of the biggest milestones of their lives and make it feel exciting

rather than stressful,” she said. “I love advocating for my clients, finding solutions, and celebrating with them when everything comes together. It’s incredibly rewarding.”

Lesley said she joined Mobile Bay Realty and the Dorman Group because it felt like getting to choose family. “The culture, leadership, and integrity within the team were exactly what I wanted to build my career around,” she said. “They believe in collaboration, community, and excellence - all values that aligned with how I wanted to serve my clients. Being surrounded by strong agents who genuinely support one another has been one of the best decisions I’ve made.”



Moving to Fairhope was also pivotal. This community gave me a fresh start, a sense of belonging, and eventually the courage to pursue real estate.”

Being in the hospitality industry, and in marketing, has helped Lesley continue to use her skills in real estate and to continue to pursue her passion. “I always knew I wanted to be in a field where I interacted with people daily,” she said. “I imagined myself doing something creative - designing, planning, or curating experiences. Real estate ended up being the perfect blend of all of those things.”

**Family Time**

A mom to three kids (“who are amazing!”) - Blakely, Aubrie, and Mason - are what keep her constantly inspired and grounded. “They’re

active in cheer and soccer, and much of our life revolves around the Fairhope community, school events, and sports. We’ve lived in Fairhope for almost five years, and it has truly become home for us.”

When she finds time away from work, Lesley said you will usually find her at one of her kid’s activities. “But I also love cooking, crafting cocktails, playing mahjong, going to concerts, or exploring the Gulf Coast,” she said. “I love design and anything creative, which spills into both my personal life and my work.”

She is most happy with her family and boyfriend, Hannon Fayard. “I love being in my community, helping people, having a good kitchen to cook in, watching sunsets over Mobile Bay, having meaningful conversations, and

making a positive impact in someone’s day whether it is big or small.”

Living a balanced life in Fairhope is a source of motivation for her, and she expresses sincere appreciation for this experience. Lesley stated that her guiding principles are to lead with kindness, participate fully, and trust the path. Having confidence in her own journey through life, she said she consistently embodies these values. The positive atmosphere of Fairhope and Lesley’s commitment to her community is abundantly evident.

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## HAVING A UNIQUE APPROACH TO REAL ESTATE

BY ASHLEY HORN  
PHOTOS BY BRANDON  
MORGAN, DREAM  
HOME PRODUCTIONS



REZULTS  
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ESTATE

# Denise McMichael-Wiseman



**Denise McMichael-Wiseman** started Rezults Real Estate Services in 2019, a unique brokerage for real estate agents, and Denise is unique in her own right.

Denise McMichael-Wiseman is the Broker/Owner of Rezults Real Estate Services.

Originally from Mobile, she and her family moved to Florida when she was young. She grew up in Orlando, and started working right out of high school as a hairdresser and makeup artist in Winter Park, Fla. During this time, she worked with musicians, television stars, models, Olympic athletes and more and won countless awards for her work. She was so successful, she started training others to do what she did – and the way she did what she did. This act of giving back

to others was what inspired her to continue helping others in her new endeavor – real estate.

“I was working so much and spending so much time leaning over a chair and constantly working with my hands, and on my feet, that my body started giving out on me,” she recalled.

While still in Orlando, she started flipping condos. She said it was an easy way to get started in the real estate business. And she dabbled in interior design for her clients and staging her condos herself to get them market ready. “This work gave me an inside look at the real estate industry and how it worked.”

Needing change, and time to take care of her father, Denise moved back to Mobile in 2007 and got a real estate license.

“

**Our agents help each other just like a team should. And I love watching it happen every single day.”**

“I have always worked for commission and/or booth rental so my approach to real estate and my team was like how I ran my beauty business,” she said. “I rent out the space for agents to be able to make their own money and succeed.”

**Results that move you...**

With encouragement from a friend, and her husband, she decided she wanted to do things her own way and she started Rezults. “I already had my “Rezults Team” at the agency where I worked, and it was such an easy transition to make it Rezults Real Estate Services instead, with the same agents,” she added. “I needed my broker’s license to make that happen.”

Her favorite part of this new career is helping agents succeed in their business. “I enjoy getting them started flipping their own properties and investing, so they can be financially stable for the rest of THEIR lives and even have something to pass down to their children.”

With more than 30 agents, Denise said she encourages her agents to keep going by being an



example for them. “I try to keep them motivated by setting the example myself, showing them my work ethic, and always answering their phone calls to help them through ANY situation they may have. I make myself available to them any day or hour. And they know that they have my TOTAL support.”

**Reaching for more Results...**

Not wanting to settle in just one area of the Gulf Coast, Denise explained her ever-expanding company is now working across all states in the Gulf Coast area. “We are located in Saraland and Mobile, have expanded into Mississippi, we have a Pensacola office, Bay Minette office, a Gulf Shores office, already with locations secured and brokers chosen...and we are looking into Orlando, New Orleans and Atlanta after that, with a possibility of Tennessee, as well!”

**Results in the community...**

Besides running numerous offices, Denise said her focus is also on working to promote the company’s charity-Arise. “This was a project promoted to me by Christina Christian who asked if we could help and I jumped on the chance to help women in the community,” she said. “Arise-a place for peace and refuge for women. I am so proud of this project and what it can do for women in need.”

**Family Results...**

Denise is married to O’Neil who she describes as the best husband. “O’Neil is not only a very talented musician in the area, but he is an



different, but I prefer to call it unique!”

She goes on to explain how she did things differently even at her first job. “My first job was at S&S Cafeteria in Winter Park. I was the salad girl and got fired because I tried to start a revolution, due to them automatically deducting 40 cents per hour from our pay to pay for our meals, even if we chose NOT to eat there for lunch.”

In her full and sometimes exciting profession, Denise said she is most proud of starting the Rezults Team and growing it into an actual company encompassing three states, for now. “We

have such a family feel and I am very proud of that,” she said. “Our agents help each other just like a team should. And I love watching it happen every single day.”

amazing carpenter and runs our sister company Rezults Real Estate Solutions, which is our flipping/construction company. My only child, Adam, is a very talented MMA instructor in the Saraland area. And my beautiful mother, Jane Blanton, is 81, retired, and living in the Jasper area.”

Not one to sit back and rest on her laurels, Denise spends her spare time at her farmhouse in Oakman, Ala. “It is a Craftsman style historical home and was built in 1926,” she explained. “It’s on 10 acres and has four ponds and it is the most peaceful place I have ever been to.”

**Making her own Results...**

Denise’s unique approach to life and her work was instilled in her at a young age. “My motto has always been, - and it was my senior yearbook saying, which the entire senior class chose for me – ‘People may think I am strange or

**Results for others...**

Denise said when looking back on her life so far, that she feels lucky to be able to do what she does and how she was able to reinvent herself in such a positive way. “I started in real estate at age 42 after being in the beauty business since the age of 18,” she explained. “I have had several hand surgeries, neck and knee problems from standing up and being bent over a chair all those years, and had to start over in a completely new career later in life. It CAN be done, and do not give up if you have to make a new start. It is NEVER too late if you believe in yourself.”

**Contact Denise at (251) 366-5975 or denisemcmichael1@gmail.com**



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# FAQ

**W**elcome to *Real Producers!* Some of you may be wondering what this publication is all about, which is why we have created this FAQ page. Here, we will answer the most commonly asked questions from around the country regarding our program. My door is always open to discuss anything regarding this community — this publication is 100% designed to be your voice!

**Q: WHO RECEIVES THIS MAGAZINE?**

**A:** The top 300 agents in the Mobile Bay Area. We pulled the MLS numbers (by volume) from Jan. 1, 2021, through Dec. 31, 2021, in Mobile and Baldwin Counties. We cut the list off at number 300, and the distribution was born. For this year's list, the minimum production level for our group is \$7 million in 2021. The list will reset at the end of 2022 for next year and will continue to update annually.

**Q: WHAT IS THE PROCESS FOR BEING FEATURED IN THIS MAGAZINE?**

**A:** The process is simple. Every feature you see has first been nominated. You can nominate REALTORS®, agents, affiliates, brokers, owners,

or even yourself. Office leaders can also nominate real estate agents. We will consider anyone you bring to our attention because we don't know everyone's story, and we need your help to learn more.

A nomination currently looks like this: Email us at [robert.orso@realproducersmag.com](mailto:robert.orso@realproducersmag.com) with the subject line "Nomination: (Name of Nominee)" and explain why you are nominating the individual. Maybe the person has an amazing story that we need to tell, or perhaps someone overcame extreme obstacles, is an exceptional leader, has the best customer service, or gives back to the community in a big way. The next step is an interview with us to ensure a good fit, and then we put the wheels in motion for our writer to conduct an interview and for our photographer to schedule a photo shoot.

**Q: WHAT IS THE COST TO FEATURE A REALTOR®, AGENT, OR TEAM?**

**A:** Zero, zilch, zippo, nada, nil. **The feature costs nothing**, my friends, so nominate away! We are not a pay-to-play model. We share real stories of Real Producers.

**Q: WHO ARE THE PREFERRED PARTNERS?**

**A:** Anyone listed as a preferred partner in the front of the magazine is a part of this community and will have an ad in every issue of the magazine, attend our quarterly events, and be a part of our online community. We don't just find these businesses off the street, nor do we work with all businesses that approach us. One or many of you have recommended every preferred partner you see in this publication. We won't even meet with a business that you have not vetted and stamped for approval, in a sense. Our goal is to create a powerhouse network for the REALTORS® and agents in the area and for the best affiliates so we can grow stronger together.

**Q: HOW CAN I RECOMMEND A PREFERRED PARTNER?**

**A:** If you have a recommendation for a local business that works with top real estate agents, please let us know.

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