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**KATHY PERRY**

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# Meet The Team



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Each year, Real Producers recognizes the elite performers in real estate. The agents whose production, professionalism, and impact raise the bar for the entire market. The Real Producers Badge Program was created to honor these top producers and give them a powerful tool to showcase their achievement. Today, we proudly congratulate every agent and partner who earned this distinction.

### What the Badge Represents

The Real Producers badge is awarded only to the top agents in each market, based strictly on verified transaction volume. These producers stand at the top of the industry, and this badge serves as a visible testament to their success.

Real Producers works with brokers, MLS data, and local leaders to compile and confirm the annual ranked list. The top 300 are added to the Real Producers mailing list, invited to exclusive events, and given their official digital badge.

For returning agents, it marks another year of excellence. For new recipients, it celebrates their first entry into this elite network of high-performing professionals.

### A National Recognition Moment

Every Real Producers market launches the Badge Program in the first quarter, creating a unified nationwide wave of celebration. As agents share their badges

online and incorporate them into their branding, excitement builds by boosting visibility for agents, partners, and the Real Producers brand as a whole.

### How to Access and Use Your Badge

Your badge is designed to elevate your marketing and reinforce your credibility across all platforms.

#### 1. Download Your Badge

Your customized badge was sent directly by your Real Producers Publisher. If you need help locating or resizing it, just reach out.

#### 2. Use It Everywhere

Agents incorporate their badge into:

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- Email signatures
- Listing presentations
- Websites and business cards
- Flyers, print ads, and digital marketing

#### 3. Post It on Social Media

A simple post celebrating your accomplishment increases your visibility and strengthens recognition for our entire top-agent community.

### Congratulations to Our Top Agents & Partners

To each agent who earned a Real Producers badge, congratulations. Your dedication and results drive this industry forward. And to our vendor partners, thank you

for supporting this program and the Real Producers mission.

This year brings new opportunities to connect, grow, and celebrate. If you haven't downloaded your badge or need help using it, your Publisher is here to assist, email [lauren.schuster@realproducersmag.com](mailto:lauren.schuster@realproducersmag.com).



*Lauren Schuster*  
Publisher & Owner

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COVER STORY

# The Bailey-Basnight Real Estate Group

The Unconventional Team  
Model Behind One of the  
Coast's Top Real Estate Groups

WRITTEN BY LAUREN SCHUSTER  
PHOTOGRAPHY BY JUSTIN WHITT



The Bailey-Basnight Real Estate Group with Coldwell Banker Sea Coast Advantage is known across Southeastern North Carolina as a powerhouse built on experience, collaboration, and a unique model that places every agent on equal footing. They consistently rank among the top teams in the company, and their clients often describe their service as seamless, united, and refreshingly personal. What makes them stand out is not just their production, but the culture behind it. They're a group of deeply experienced agents who choose to work together, support one another, and elevate the entire real estate experience along the Crystal Coast. Their success today reflects a journey that began long before their partnership officially formed.

Long before the group existed, Jim Bailey was building an impressive career in Raleigh, where he developed shopping centers, restaurants, and even spent time farming. When he felt the pull of the coast, he moved toward the Crystal Coast and soon learned that commercial opportunities were limited. That shift led him into residential real estate, a transition that ultimately shaped his life's work. "I liked commercial," Jim says, "but I really liked selling residential."

For most of his residential career, Jim worked alone. Eventually, he brought on an

unlicensed assistant, Heather Krohn, who he saw real potential in. He encouraged her to get licensed, and soon she and Jim were building the business together. It was the beginning of the teamwork that would later define the entire group. Their partnership grew when two more agents, Stephanie Ross and Patty Selby, approached Jim about formally becoming a team. Though reluctant at first, Jim agreed since they were already operating like one, later welcoming Woody Martin to the team.

Around this time, Jim began having conversations with Carol Basnight, one

of the area's top and most respected agents. Jim had known Carol for years; they shared mutual friends, a love of fishing, and had even entered real estate around the same time. They often reached out to each other over the years for advice, but formal collaboration took time. "It took me three years to talk Carol into joining," Jim recalls. For Carol, leaving her previous brokerage was a weighty decision. "Changing companies is stressful and almost like a divorce," she says. But ultimately, she wanted to surround herself with professionals who shared her values, work ethic, integrity, and client-first service.

When Carol eventually joined forces with Jim, she brought her full team: Billie Esther Seymour, Kelly Frohbose, and Sheri Satterwhite, as well as Fran Hardy, the group's administrator and marketing coordinator. Almost immediately, something clicked. Their styles meshed, their strengths complemented one another, and the energy in the office shifted. "That's when the magic started to happen," Jim says.

After two years together as a unified group, they made the move to Coldwell Banker Sea Coast Advantage in 2023. The

decision wasn't made lightly. Jim and Carol had spoken with brokers from various companies for several years, but Sea Coast stood out above the rest. "The culture was unmatched," Jim says. He was impressed by the leadership of CEO Tim Milam and President Denise Kinney, describing them as people who deeply care about their agents. The technology, marketing tools, and powerful website platform far exceeded what the group had access to before. Carol agreed: "Sea Coast offered the resources and environment that would allow us to better serve our clients and continue growing."

What sets the Bailey-Basnight Real Estate Group apart, both then and now, is their structure. They are not a traditional team with a designated leader who manages operations. Instead, they operate as a true group of equals. Every agent is highly experienced, and no one is above or below another. "We're a group," Jim says simply. "I've never liked the traditional team model because I never wanted to stop selling."

They meet weekly, collaborate on listings, share market insights, and often attend listing presentations together, even



"Bailey-Basnight is a family of agents who love and respect one another. Working with this team has been a highlight in my life!"

- Sheri Satterwhite

"I am blessed to be on such a supportive & caring team."

- Woody Martin

"We're not just a team, we're a group of equals who show up for each other every single day."

- Jim Bailey

"Building relationships one property at a time"

- Patty Selby

"Find a career you love, and you'll never have to work another day!"

- Heather Krohn

"True fulfillment comes from seeing my clients confident and happy with their real estate decisions."

- Stephanie Ross

"When exceptional people work together, extraordinary things happen. And above all else... always do the right thing!"

- Carol Basnight

"I am proud to support these phenomenal agents, who uphold integrity, honesty, and care in all that they do. It is always a pleasure to come to work!"

- Fran Hardy



when the listing belongs to just one agent. There is no competition within the group; every success is shared. Jim keeps only one rule: everyone works in the office together. “Even during COVID,” he says, “we were in the office every day. We work better together.”

Because their culture is so strong, they are extraordinarily selective about who joins them. Many agents approach Jim asking to be part of the group, but he turns most away. Not out of exclusivity, but out of protection for what they’ve built. Still, Jim mentors agents outside the group

regularly, offering advice even when he knows they won’t be joining. “A rising tide floats all boats,” he says. “If everyone is doing better, then I’m doing better, we’re all doing better.”

The group does grow, but only with the right people. Their newest addition, Alicia Nelson, joined a few months ago and quickly became the top-producing agent within the group. Since moving to Coldwell Banker Sea Coast Advantage, their production has risen significantly, which Jim credits to the company’s robust tools and support. “There’s nothing like it,” he says.

Today, the Bailey-Basnight Real Estate Group regularly ranks number two in the entire company, an accomplishment they deeply value. Their average sales price this year is around \$650,000 per side, reflecting the strong demand for coastal properties. Still, most agents handle all details themselves, which naturally limits how many transactions one person can take on. Quality remains their priority.

For Carol, what clients appreciate most is the teamwork and steady communication. “Nothing falls through the cracks,”

she says. “Clients get a dedicated point of contact who knows them well, backed by the collective expertise of the entire group.”

Looking forward, the team hopes to continue doing what they love: helping clients navigate real estate along the Crystal Coast with professionalism, heart, and collaboration. “When exceptional people work together, extraordinary things happen,” Carol says. And the Bailey-Basnight Real Estate Group proves that every day.



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# Kathy PERRY

A SMALL OFFICE WITH  
PRODUCTION THAT  
SPEAKS VOLUMES

**Kathy Perry's** office may be small, but its performance couldn't be bigger. As the managing broker for Emerald Isle Realty, owned by Mark and Julia Wax, Perry leads a team of just eleven agents who continue to outpace the rest of the MLS in a way that's nothing short of remarkable. This year alone, the office produced more than \$90 million in sales volume. And if you divide that by the number of agents, just eleven, the team surpasses every other firm in the MLS for volume per agent, averaging more than \$8.1 million per person. It's a statistic that not only defines the office's success but also shines a light on the leadership behind it.

Perry stepped into her managing broker role on January 1, 2025, with a clear priority from ownership: grow the office by bringing in a few more agents. After careful evaluations, she recruited selectively, building intentionally rather than rapidly. Today, the team is exactly where she wants it, small, strong, experienced, and highly productive. "My job is to make my agents better, not to compete with them," Perry said, explaining that while she still sells real estate, she doesn't take office-generated leads. Instead, she passes them to her team so they can continue to grow.

Quality over quantity has become the defining principle of Emerald Isle Realty's sales division. With most of the agents boasting years, often decades, of experience, Perry values ambition, professionalism, and the right attitude far more than headcount. The office

is a combination of seasoned veterans and energetic mid-career agents in their 30s, 40s, 50s, and 60s, forming a balanced, high-functioning group that thrives under Perry's guidance. In a business where egos sometimes overshadow collaboration, Perry's team is refreshingly cohesive. "There are no toxic individuals here," she said proudly. "Everyone helps everyone."

That collaborative environment is heavily influenced by the Wax family, who have cultivated a supportive culture. From office gatherings to the annual Christmas party, their involvement has shaped a workplace that agents genuinely enjoy being part of. It doesn't hurt that the vacation rental division, an integral part of Emerald Isle Realty, shares the same building. Allowing the sales and rental sides to work hand in hand

WRITTEN  
BY LAUREN  
SCHUSTER  
PHOTOGRAPHY  
BY JUSTIN  
WHITT

“  
YOU DON'T MAKE  
PROMISES YOU KNOW  
YOU CAN'T KEEP.”





for investors, renters, and long-term property owners. “There’s a lot of benefit to having a vacation rental department in the same company,” Perry said. Their partnership often leads to seamless referrals, cross-promotion, and new business opportunities.

Perry’s path to real estate leadership wasn’t straightforward. Before becoming a broker, she spent years working as a veterinary technician, a career she pursued because it allowed her to work anywhere and she had a profound love for animals, especially horses. Her father was in the Army, and frequent moves in her childhood normalized a life of relocation. Later, her husband’s work with Rolls Royce, the aerospace company, meant more moves across multiple states, and veterinary work provided stability wherever they landed. Horses were her passion, and at one point, after moving to North Carolina in 1987, they even bought land and built the first of three barns that Perry’s husband would build for her over several years of moving around. She finally got the horse she’d always dreamed of and one her daughter would later grow up riding.

But with the emotional and physical toll of veterinary care, especially dealing with neglect cases or euthanasia, she eventually explored real estate. She first earned her license in Virginia, though she waited until moving back to North Carolina in 2003 to pursue the profession fully. “People don’t bite, scratch or kick like a horse,” said Perry laughing, referring to her switch from helping animals to people.

In 2005 she became licensed and began her career at Bluewater Real Estate in Emerald Isle, where she worked her way up to managing broker. Eight years ago, she joined Emerald Isle Realty, and the rest is history. “I’ve been doing this for 20 years now, and I still learn stuff every day,” she said. “That’s what I like about it, it’s ever-changing. It’s always a challenge. There’s always something new to learn, and I have to have that.”

Her leadership goes well beyond the office walls. Perry served as president of the Carteret County Association of REALTORS® and was later the regional vice president for the state association, managing seven MLS systems across the region. That experience gave her

both perspective and influence, and it continues to inform her work today, particularly when it comes to one of her biggest priorities: agent liability. “You don’t put anything in writing that you’re not 100% sure of. You don’t make promises you know you can’t keep,” she stresses.

One of her most exciting accomplishments since stepping into her managing role is launching the company’s referral program. Agents outside the region who hold active licenses can now hang their license with Emerald Isle Realty and refer clients wanting to move to the coast. An ideal solution, especially since coastal markets have their own unique rules and complexities. It’s another example of Perry’s focus on growing the firm strategically and sustainably.

Perry’s pride in her team is unwavering, even as she remains humble about her role in their success. “I feel a lot of pride,” she said. “I feel like I have very little to do with it, because they’re all very professional. They’ve been in the business a long time, longer than me, a lot of them. But when people with

“  
THERE ARE NO TOXIC  
INDIVIDUALS HERE.  
EVERYONE HELPS  
EVERYONE.”

way more experience come and ask me questions or want to bounce things off me, it really makes me feel good that they need me a little bit too.”

For Perry, managing isn’t just a responsibility, it’s something she genuinely enjoys. “Being a managing broker is fun. I like it because it’s always a challenge, and I like a challenge,” she said.

Perhaps that’s why her team performs at the level it does. A small office producing the highest volume per agent in the MLS doesn’t happen by accident. It happens when experience, leadership, and culture align while under Kathy Perry’s guidance, and that’s exactly what Emerald Isle Realty has achieved.



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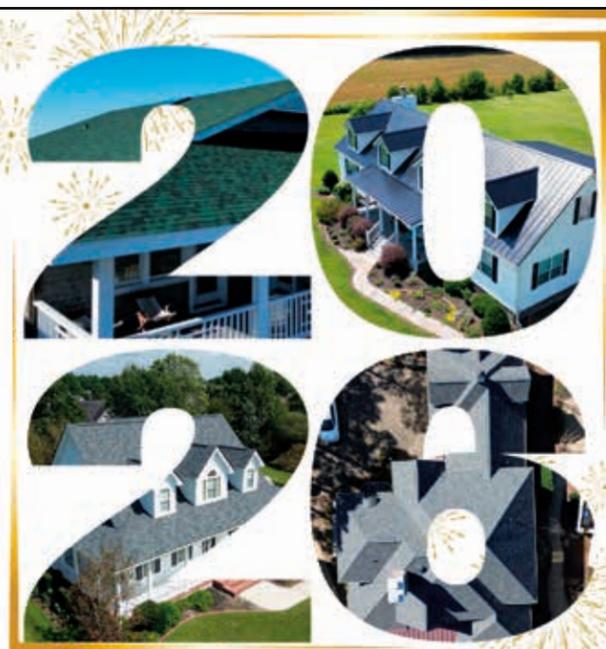
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# MAVEN ROOFING

## NO QUIT!

WRITTEN BY LAUREN SCHUSTER  
PHOTOGRAPHY BY JOSH FREEMAN



**M**aven Roofing began not with a business plan, but with a storm and a sense of duty. When Hurricane Florence hit Eastern North Carolina in 2018, Jonathan T. "JT" Ulyatt was living in Omaha, Nebraska, focused on real estate development after a distinguished military career. JT had served as a commissioned officer in the U.S. Marine Corps, attended flight school, became an F-18 fighter pilot, later served as a Company Commander, and eventually worked as an Operations Officer in Afghanistan. But construction wasn't foreign to him, he had flipped houses during active duty and his parents worked in the industry. However, roofing wasn't part of his long-term vision.

After the storm, friends from his time stationed at Camp Lejeune began calling him for help. Contractors were overwhelmed, supplies were limited, and people were desperate to get their homes repaired before further damage set in. JT said no at first, his life was in Nebraska. But the calls didn't stop. "I thought I'd come down for a few days and help a couple of friends stay dry," JT said. "But once I got here, it was clear the community needed far more. People just needed someone willing to show up."

What was supposed to be a short trip turned into the beginning of Maven Roofing. JT realized he was doing more than patching roofs, he was helping families regain stability. He could see himself building something bigger, something with purpose. To keep up with demand, he reached out to his





and Kent slept. They hustled from job to job, repaired storm-damaged homes, and slowly built a reputation for reliability. As demand grew, they opened another Jacksonville location, then Wilmington, quickly outgrowing each one. Today, Maven operates out of a large facility in Hampstead that finally gives the now 50-person company the space it needs.

One of Maven's core missions from the start has been hiring veterans transitioning out of the military. JT knew how challenging that transition can be, losing the structure, the sense of mission and the familiar community. Maven gives that back. Today, about 70% of the company's team members are veterans. "We'd love to hire 10,000 service members if we can," Kent said. "It's not just about roofing for us. It's about giving people purpose again."

While Maven welcomes anyone with drive and the right mindset, the environment naturally supports those coming out of the service. "It's not an easy transition when you leave the military," JT said. "Working with people who've walked the same path helps tremendously. Giving them a mission again, that's what changes everything."

As the company grew in Southeastern North Carolina, they quickly learned about a problem unique to the region: dark streaks on roofs. Buyers and inspectors often mistake them for

shingle failure, prompting demands for concessions or even full roof replacements. In reality, they're caused by algae, moss, and lichen, which is common in the humid coastal climate but rare elsewhere. "Something really unique here is the algae and moss buildup," Kent said. "People see dark streaks and think the roof is shot, but it's usually cosmetic."

To address this, Maven introduced a roof rejuvenation program, the first of its kind in North Carolina. The process removes the streaks, restores the shingle appearance, and applies a rejuvenation oil that makes shingles pliable again. Maven offers a five-year transferable warranty with it. The savings are substantial: a few thousand dollars for rejuvenation versus \$12,000 to \$25,000 for a full replacement. Kent said, "I never felt right telling a homeowner they needed a new roof when they didn't. If it can be repaired and rejuvenated, we're going to do that."

They invested heavily in training and equipment to bring the rejuvenation program to the state. Other roofing companies have since adopted similar services, but many subcontract the work. Maven handles everything in-house.

The company continues to grow aggressively. One recent advancement is their ability to roll their own metal roofing panels, eliminating middlemen and saving customers thousands. They also now offer same-day repairs, something no other roofing company in the region provides. Their warehouses are stocked, their crews are trained, and they can respond immediately to leaks, missing shingles, and urgent issues that could threaten a real estate closing. "Realtors love us because we can handle emergencies fast," Kent said. "We've built the structure, the staff, and the skills to pull off same-day repairs, and we back it all with industry-leading warranties."

Training is central to Maven's culture. Their Hampstead facility includes a full mock roof used for daily practice and recertification. "We probably train more than any company I've ever seen," Kent said. "Every day, someone is learning something new."

And then there are Maven's unforgettable neon green trucks, so bright they're impossible to miss. The trucks reflect the company's bold identity and its "no-quit" philosophy. As JT explains, "We stand by our work with our No Leak Guarantee and our warranties. When we're on your roof, we're not leaving until you feel completely confident in the job."

Outside of work, both JT and Kent are family men, each with a wife and three children. What started with hurricane relief has evolved into a mission-driven company that's reshaping the roofing industry along the Carolina coast one project, one hired veteran, and one bright green truck at a time.



“  
WE STAND BY OUR  
WORK WITH OUR NO  
LEAK GUARANTEE AND  
OUR WARRANTIES.”



friend Kent Panovec, whom he knew from Omaha. Kent worked in IT sales and implementation for Fortune 500 companies, a completely different world than roofing, but he was open to a new challenge. "I went from helping corporations solve problems to helping homeowners directly," Kent said. "That shift has been incredibly fulfilling."

In the early days, Maven's "office" was a house in Jacksonville. The first floor held a few desks, and the second floor held the mattresses where JT



# Ways to Participate in the North Carolina Coast Real Producers

## SOCIAL PUBLICATION

We design, print and distribute a monthly social publication for the top performers in the local real estate community. The articles in the publication are all about what is relevant to top performers. We share stories about top producers on what their routines are, what motivates them and how they got to the level they are at. We have articles that feature agents at different levels, leaders in the industry, popular and reliable partners, upcoming developments, luxury listings, investment properties, incredible admin staff, inspirational nonprofit activities and events.

Remember, all of our stories are procured through YOUR nominations, and there is NO COST to participate! We publish these stories for your benefit and enjoyment. To nominate an agent or vendor to be featured in our platform in 2026, go to our nomination link that can be found in our Instagram bio at @NorthCarolinaCoastRP

## EVENTS

We have an exciting lineup of events coming your way in 2026. While we can't share everything just yet, there's plenty to look forward to! Keep an eye out for more details on our realtor socials, they're always a great time.

## SOCIAL MEDIA

In addition to having a print presence, we are active on Facebook and Instagram! Don't forget to like us and follow us on Instagram at @NorthCarolinaCoastRP and Facebook at @NorthCarolinaCoastRealProducers! We post snippets of some of our articles there, promote upcoming events for the real estate community and showcase our preferred partners. All who have been vetted, do great work, bring you solutions to help you sell homes faster, and they have all been referred to us by real estate agents in the top 300!

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# THE MOVEMENT MORTGAGE STORY

In 2008, the mortgage industry was in crisis. That's when Movement Mortgage got its start. Opening a mortgage company at that moment seemed almost unthinkable. But Toby Harris and Casey Crawford believed the industry needed change. Since 2008, we've partnered with @liates and impact partners to donate over \$400 million to meaningful causes worldwide. The vision we had in then still drives us today—shaping the way we lend, serve, and invest in communities. Driven to love and value, we continue our mission to make an impact.

**2008** From day one, we set out to build real partnerships and lead with service and purpose.

**THE START OF A MOVEMENT**

**CALENDAR**

S	M	T	W	T	F	S
	1	2	3	4	5	
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

**2010**

We launched the 6-7-1 process,\* empowering borrowers with early clarity to help make the mortgage experience faster, simpler, and more transparent.

**2011** In four years, we became a billion-dollar company, but we knew success had to serve a bigger mission.

**ONE BILLION FUNDED**

**2012** Movement Foundation was created to reinvest locally and launched Love Works, a fund to support teammates in crisis.

**2015** To better serve our customers, communities, and teammates, we built our corporate headquarters in Fort Mill, South Carolina.

**2017** We opened our first Movement School, a tuition-free charter providing top-tier education to underserved children.

Movement Bank became part of the family, as CEO Casey Crawford stepped in as majority owner and chairman.

**2020**

We made the bold decision to service most of our loans, keeping our Loan Officers top-of-mind with their customers for life.

**2023** We introduced our Impact Lending model, committing 40-50% of profits to fund housing, education, disaster recovery, and nonprofit partnerships.

**WE ARE AN IMPACT LENDER**

**2024** Movement School Bridge View opened in SC—our first campus outside of NC.

\* While it is Movement Mortgage's goal to provide underwriting results within six hours of receiving an application, process loans in seven days, and close in one day, extenuating circumstances may cause delays outside of this window.

**MOVEMENT MORTGAGE** | MORTGAGES THAT MEAN MORE

430 Delphin Dr. Unit A, Jacksonville, NC 28548

Ask me about Impact Lending! | www.movement.com

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